

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 1

**Q.S1 Which, if any, of the following devices do you have regular access to? This could be at home or at work.**

**Base: All respondents**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755			
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843			
A smartphone	1758 86%	863 87%	895 86%	222 97%ghi	337 96%ghi	307 94%hi	323 89%hi	236 79%hi	332 71%	484 89%mi	495 87%mi	366 87%	413 82%	158 88%	78 91%	197 84%	147 86%	152 83%	130 85%	88 87%	162 83%	246 91%pru	247 87%	154 86%	301 91%	773 92%			
A laptop computer	1564 77%	756 76%	808 77%	205 90%efghi	287 82%gi	269 82%ghi	264 73%	224 75%hi	315 67%	435 80%mi	440 78%mi	331 79%mi	359 71%	136 76%	64 75%	181 77%	122 72%	150 82%q	116 76%	81 79%	146 74%	218 80%	209 74%	142 79%	252 76%	697 83%A			
A tablet	1330 65%	631 63%	699 67%	120 52%	240 68%di	214 65%di	255 70%dh	186 62%	316 67%di	368 67%	373 66%	279 67%	310 61%	123 69%	51 59%	143 61%	107 63%	129 70%	95 62%	71 70%	126 64%	177 65%	183 65%	125 70%	211 64%	549 65%			
A desktop computer	1091 54%	607 61%b	484 46%	114 50%	184 52%	173 53%	202 56%	164 55%	255 54%	328 60%lm	331 58%lm	192 46%	240 47%	98 54%	47 55%	130 55%r	91 53%	80 44%	80 52%	57 56%	113 58%r	153 57%r	152 54%	90 50%	212 64%B	453 54%			
A games console	668 33%	339 34%	329 32%	98 43%ghi	199 57%dghi	159 48%ghi	121 33%hi	54 18%hi	38 8%	173 32%	184 32%	154 37%	157 31%	69 39%	26 31%	69 30%	56 33%	68 37%	47 31%	36 36%	61 31%	77 28%	99 35%	58 33%	139 42%	349 41%			
A smart watch/ fitness tracker	266 13%	121 12%	145 14%	50 22%ghi	55 16%hi	48 15%hi	52 14%hi	31 11%hi	29 6%	103 19%lm	88 15%mi	49 12%mi	26 5%	14 8%	6 7%	37 16%nor	23 13%r	9 5%	17 11%	13 12%r	32 16%nor	35 13%r	50 18%nor	29 16%nor	63 19%	140 17%			
Another internet-connected device such as a smart TV	718 35%	393 40%b	325 31%	82 36%hi	117 33%	139 42%ei	141 39%hi	109 36%hi	128 27%	215 39%mi	194 34%	154 37%	155 31%	67 37%	27 31%	82 35%	58 34%	67 37%	61 40%	36 35%	74 38%	84 31%	103 36%	60 34%	124 38%	333 39%			
None of these	2 *	-	2 *	-	2 1%	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	2 *			
Don't know	2 *	-	2 *	-	-	2 1%	-	-	-	-	-	2 *	-	-	2 2%pvw	-	-	-	-	-	-	-	-	-	2 1%	-			

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 2

**Q.S2 You said that you have regular access to a smartphone. Is this smartphone...? If you have access to more than one smartphone, please select as many options as apply.**

**Base: All respondents who have access to a smartphone**

	Gender		Age							Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	1730	733	997	191	262	309	332	264	372	583	484	266	397	140	91	214	165	143	121	108	163	177	239	169	271	680		
Weighted base	1758	863	895	222	337	307	323	236	332	484	495	366	413	158	78*	197	147	152	130	88*	162	246	247	154	301	773		
Android	1037 59%	567 66% <sup>b</sup>	470 53%	82 37%	207 61% <sup>d</sup>	196 64% <sup>d</sup>	206 64% <sup>d</sup>	146 62% <sup>d</sup>	200 60% <sup>d</sup>	262 54%	289 58%	211 57%	276 67% <sup>ijkl</sup>	102 65% <sup>w</sup>	52 67% <sup>w</sup>	110 56%	86 59%	95 62%	90 69% <sup>pvw</sup>	59 67% <sup>vw</sup>	93 57%	130 53%	130 53%	89 58%	156 52%	469 61% <sup>A</sup>		
Apple/ iOS	654 37%	276 32%	378 42% <sup>a</sup>	143 64% <sup>efgh</sup>	135 40% <sup>hi</sup>	112 36% <sup>i</sup>	108 33%	67 28%	89 27%	215 44% <sup>km</sup>	187 38% <sup>m</sup>	139 38% <sup>m</sup>	113 27%	55 35%	26 33%	72 36%	58 39% <sup>s</sup>	54 35%	35 27%	26 29%	60 37%	109 44% <sup>st</sup>	106 43% <sup>st</sup>	56 36%	133 44%	301 39%		
Windows	125 7%	68 8%	57 6%	8 3%	14 4%	19 6%	26 8%	25 11% <sup>de</sup>	33 10% <sup>de</sup>	30 6%	26 5%	32 9%	37 9% <sup>k</sup>	6 4%	2 3%	13 7%	9 6%	11 7%	8 6%	4 5%	21 13% <sup>n</sup>	22 9%	16 6%	12 8%	21 7%	44 6%		
Blackberry	23 1%	17 2% <sup>b</sup>	6 1%	1 1%	2 1%	5 1%	4 1%	3 1%	8 2%	7 1% <sup>m</sup>	6 1% <sup>m</sup>	10 3% <sup>m</sup>	-	2 1%	-	2 1%	1 1%	1 1%	-	2 2%	-	9 4% <sup>u</sup>	3 1%	3 2%	4 1%	9 1%		
Other	9 *	2 *	6 1%	-	-	1 *	-	2 1%	6 2% <sup>eg</sup>	2 *	3 1%	1 *	3 1%	1 *	1 1%	2 1%	-	1 1%	1 1%	-	-	-	1 *	2 1%	-	1 *		
Don't know	11 1%	5 1%	7 1%	-	-	1 *	4 1%	1 *	6 2% <sup>ee</sup>	1 *	2 *	3 1%	6 1%	-	-	5 2% <sup>v</sup>	* 1%	1 1%	1 1%	1 1%	1 *	-	1 *	2 1%	2 1%	2 *		

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

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### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 3

**Q.S3 You said that you have regular access to a laptop or desktop computer. Is this laptop or desktop computer...? If you have access to more than one laptop or desktop computer, please select as many options as apply.**

**Base: All respondents who have access to a laptop or desktop computer**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1930	837	1093	191	251	313	348	326	501	649	535	291	455	152	88	243	185	166	136	120	202	186	267	185	282	720
Weighted base	1930	959	970	224	322	317	333	289	445	530	539	392	469	169	75*	224	163	174	142	97*	189	256	271	169	307	805
Windows	1702	861	841	173	290	286	296	263	394	441	479	351	430	152	70	195	150	159	129	88	156	225	231	147	264	714
	88%	90%	87%	77%	90% <sup>d</sup>	90% <sup>d</sup>	89% <sup>d</sup>	91% <sup>d</sup>	89% <sup>d</sup>	83%	89% <sup>j</sup>	90% <sup>j</sup>	92% <sup>j</sup>	90%	93% <sup>u</sup>	87%	92% <sup>uw</sup>	92% <sup>u</sup>	91%	90%	83%	88%	85%	87%	86%	89%
Apple/ OS X	269	122	146	68	58	40	31	29	43	117	80	39	33	16	4	30	11	16	14	12	27	53	54	30	57	123
	14%	13%	15%	30% <sup>efghi</sup>	18% <sup>ghi</sup>	13%	9%	10%	10%	22% <sup>klm</sup>	15% <sup>m</sup>	10%	7%	10%	5%	14%	7%	9%	10%	13%	14% <sup>q</sup>	21% <sup>noqrs</sup>	20% <sup>noqrs</sup>	18% <sup>noqr</sup>	18%	15%
Other	52	26	26	6	5	7	9	8	17	11	14	16	10	5	4	8	3	7	2	2	10	5	3	3	8	20
	3%	3%	3%	3%	1%	2%	3%	3%	4%	2%	3%	4%	2%	3%	5% <sup>w</sup>	4%	2%	4%	1%	2%	5% <sup>w</sup>	2%	1%	2%	3%	2%
Don't know	17	5	12	1	-	3	3	3	6	2	5	5	5	3	1	4	3	1	2	2	-	-	2	-	3	5
	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	2%	2%	*	1%	2% <sup>uv</sup>	-	-	1%	-	1%	1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

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### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 4  
**Q.S4 How far do you agree or disagree with each of the following statements?**  
**Summary**  
**Base: All respondents who have access to any device at QS1**

		Statements					
		I'm always the first among my family and friends to try out new technology	I always do lots of research before buying a new device like a smartphone or a laptop	If I'm buying a new device like a smartphone or a laptop, I'd rather pay less and get an older model than buy the latest version	If I'm buying a new device like a smartphone or a laptop, I'd rather pay less and get a more basic model than buy the most expensive version	If I'm buying a new device like a smartphone or a laptop, I'd rather pay more and get the device as easily and quickly as possible	If I'm buying a new device like a smartphone or a laptop, I'd rather pay more and get something as secure as possible
Unweighted base		2036	2036	2036	2036	2036	2036
Weighted base		2034	2034	2034	2034	2034	2034
NET: Agree		457 22%	1618 80%	679 33%	743 37%	612 30%	1119 55%
Agree strongly	(+2)	134 7%	750 37%	165 8%	179 9%	117 6%	265 13%
Agree	(+1)	323 16%	868 43%	514 25%	564 28%	495 24%	854 42%
Neither agree nor disagree	(0)	464 23%	272 13%	543 27%	519 25%	602 30%	600 29%
Disagree	(-1)	634 31%	102 5%	536 26%	504 25%	614 30%	209 10%
Disagree strongly	(-2)	449 22%	17 1%	225 11%	226 11%	176 9%	59 3%
NET: Disagree		1083 53%	119 6%	761 37%	730 36%	790 39%	267 13%
Not applicable to me		7 *	17 1%	19 1%	18 1%	15 1%	16 1%
Don't know		23 1%	8 *	32 2%	25 1%	16 1%	32 2%
Mean		-0.47	1.11	-0.07	-0.02	-0.12	0.53
Standard deviation		1.19	0.88	1.15	1.16	1.06	0.95
Standard error		0.03	0.02	0.03	0.03	0.02	0.02

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### ONLINE Fieldwork: 4th-6th December 2017

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Table 5  
**Q.S4 How far do you agree or disagree with each of the following statements?**  
**I'm always the first among my family and friends to try out new technology**  
**Base: All respondents who have access to any device at QS1**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754
Weighted base		2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842
NET: Agree		457 22%	260 26%b	197 19%	91 40%ghi	126 36%ghi	105 32%ghi	68 19%hi	34 11%	34 7%	164 30%km	104 18%	102 24%km	86 17%	38 21%u	14 16%	44 19%	41 24%u	44 24%u	25 16%	27 27%u	23 12%	81 30%opsu	76 27%psu	44 25%u	95 29%	251 30%
Agree strongly	(+2)	134 7%	77 8%	58 6%	37 16%ghi	41 12%ghi	34 10%ghi	16 5%i	6 2%i	-	46 9%l	40 7%	19 5%	29 6%	9 5%	2 3%	12 5%	10 6%	22 12%nopu	5 3%	7 7%	7 4%	20 7%	22 8%	18 10%osu	25 7%	86 10%
Agree	(+1)	323 16%	183 18%b	140 13%	54 24%ghi	84 24%ghi	71 22%ghi	52 14%i	28 9%	34 7%	118 22%km	65 11%	83 20%km	57 11%	29 16%u	11 14%	31 13%	31 18%u	22 12%	20 13%	20 20%u	16 8%	61 23%pru	54 19%u	27 15%	71 22%	164 19%
Neither agree nor disagree	(0)	464 23%	245 25%	219 21%	50 22%	84 24%i	86 26%i	98 27%i	68 23%i	78 17%	116 21%	146 26%	99 24%	103 20%	44 25%	20 24%	63 27%wx	36 21%	39 21%	39 25%	23 22%	54 27%wx	63 23%	53 19%	32 18%	66 20%	213 25%
Disagree	(-1)	634 31%	279 28%	354 34%a	49 22%	86 25%	90 27%	126 35%de	108 36%def	175 37%def	157 29%	186 33%	133 32%	157 31%	63 35%	31 37%	76 32%	53 31%	55 30%	42 27%	30 29%	67 34%	73 27%	89 32%	55 31%	98 30%	236 28%
Disagree strongly	(-2)	449 22%	196 20%	253 24%a	29 13%	45 13%	42 13%	70 19%fg	87 29%defg	176 37%defgh	103 19%	119 21%	79 19%	147 29%ijkl	32 18%	18 21%	49 21%	41 24%	42 23%	45 30%nv	20 20%	48 24%	48 18%	59 21%	46 26%	63 19%	135 16%
NET: Disagree		1083 53%	475 48%	607 58%a	79 34%	131 38%	132 40%	196 54%def	195 65%defg	351 75%defgh	260 48%	306 54%j	213 51%	304 60%jl	95 53%	48 58%	125 53%	94 55%	97 53%	87 57%v	50 49%	115 59%v	121 45%	148 53%	101 56%v	161 49%	371 44%
Not applicable to me		7 *	3 *	4 *	- -	2 1%	2 1%	- -	- -	3 1%	1 *	2 *	- -	5 1%	1 *	1 1%	1 *	- -	- -	- -	2 2%	1 *	1 *	1 *	- -	- -	2 *
Don't know		23 1%	11 1%	11 1%	8 4%lgi	6 2%	2 1%	1 *	3 1%	3 1%	5 1%	8 1%	3 1%	6 1%	1 1%	1 1%	2 1%	- -	4 2%	2 1%	- -	4 2%	5 2%	3 1%	2 1%	7 2%	5 1%
Mean		-0.47	-0.34b	-0.59	0.09g hi	-0.03g hi	-0.11g hi	-0.50h i	-0.82i m	-1.07	-0.28k	-0.50m	-0.41m	-0.68	-0.45	-0.61	-0.51	-0.50	-0.40u	-0.68 u	-0.36s u	-0.70 psu	-0.26o u	-0.39s u	-0.48	-0.32	-0.20
Standard deviation		1.19	1.21	1.16	1.29	1.23	1.20	1.09	1.02	0.92	1.24	1.16	1.14	1.18	1.12	1.06	1.13	1.20	1.30	1.13	1.22	1.05	1.22	1.24	1.30	1.23	1.22

**Dot Everyone Survey**  
**ONLINE Fieldwork: 4th-6th December 2017**

Absolutes/col percents

Table 5

**Q.S4 How far do you agree or disagree with each of the following statements?****I'm always the first among my family and friends to try out new technology****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842
Standard error	0.03	0.04	0.03	0.09	0.08	0.07	0.06	0.06	0.04	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.09	0.10	0.09	0.11	0.07	0.09	0.07	0.09	0.07	0.04

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**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

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### ONLINE Fieldwork: 4th-6th December 2017

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Table 6

**Q.S4 How far do you agree or disagree with each of the following statements?****I always do lots of research before buying a new device like a smartphone or a laptop****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754	
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842	
NET: Agree	1618 80%	796 80%	822 79%	180 79%	298 85% <sub>il</sub>	260 80% <sub>il</sub>	312 86% <sub>hi</sub>	236 79% <sub>il</sub>	333 71%	456 84% <sub>lm</sub>	456 81%	327 78%	379 75%	148 82%	62 74%	180 77%	142 83%	149 81%	117 77%	83 81%	146 75%	217 80%	229 81%	146 81%	259 79%	696 83%	
Agree strongly	(+2) 750 37%	389 39%	362 35%	95 42% <sub>il</sub>	132 38% <sub>il</sub>	130 40% <sub>il</sub>	160 44% <sub>il</sub>	108 36% <sub>il</sub>	126 27%	220 40% <sub>lm</sub>	213 38%	149 36%	168 33%	68 38%	30 35%	81 35%	55 32%	80 43%	52 34%	39 39%	68 35%	103 38%	98 35%	76 42%	121 37%	338 40%	
Agree	(+1) 868 43%	408 41%	460 44%	85 37%	166 48% <sub>d</sub>	130 40%	152 42%	128 43%	207 44%	236 43%	243 43%	178 43%	211 42%	79 44%	32 39%	98 42%	87 51% <sub>rx</sub>	69 38%	65 43%	43 43%	78 40%	114 42%	131 46%	70 39%	138 42%	358 43%	
Neither agree nor disagree	(0) 272 13%	130 13%	142 14%	36 16%	32 9%	40 12%	37 10%	44 15%	84 18% <sub>efg</sub>	57 10%	71 13%	60 14%	84 17% <sub>ej</sub>	25 14%	19 22% <sub>qrw</sub> x	31 13%	19 11%	21 11%	23 15%	15 15%	34 17%	34 13%	32 11%	19 11%	53 16% <sub>B</sub>	91 11%	
Disagree	(-1) 102 5%	49 5%	52 5%	6 3%	12 4%	26 8% <sub>deg</sub>	11 3%	13 4%	33 7% <sub>dg</sub>	25 5%	20 4%	27 6%	30 6%	5 3%	2 2%	18 8%	8 5%	11 6%	10 7%	2 2%	8 4%	12 4%	14 5%	10 6%	10 3%	42 5%	
Disagree strongly	(-2) 17 1%	10 1%	8 1%	3 1%	3 1%	- -	1 *	2 1%	8 2% <sub>f</sub>	3 1%	9 2%	1 *	4 1%	- -	- -	4 2%	2 1%	1 *	3 2%	- -	* *	3 1%	3 1%	2 1%	2 *	9 1%	
NET: Disagree	119 6%	59 6%	60 6%	9 4%	16 4%	26 8% <sub>g</sub>	12 3%	16 5%	41 9% <sub>deg</sub>	28 5%	29 5%	28 7%	34 7%	5 3%	2 2%	22 9% <sub>notu</sub>	10 6%	12 7%	13 8%	2 2%	8 4%	15 6%	17 6%	13 7%	12 4%	51 6%	
Not applicable to me	17 1%	6 1%	11 1%	1 *	- -	- -	2 1%	4 1% <sub>f</sub>	10 2% <sub>ef</sub>	2 *	4 1%	3 1%	8 2%	- -	1 1%	1 *	- -	1 1%	- -	1 1%	4 2% <sub>w</sub>	4 1%	4 1%	1 *	2 1%	1 *	
Don't know	8 *	3 *	5 *	4 2% <sub>gi</sub>	3 1%	1 *	- -	- -	1 *	2 *	7 1% <sub>m</sub>	- -	- -	1 1%	1 1%	- -	- -	1 *	- -	- -	4 2% <sub>w</sub>	1 *	- -	1 *	3 1%	3 *	
Mean	1.11	1.13	1.09	1.18i	1.19i	1.12i	1.27f <sub>h</sub>	1.10i	0.89	1.19m	1.14	1.08	1.03	1.18	1.09	1.01	1.09	1.18	1.00	1.19	1.10	1.13	1.11	1.16	1.13	1.16	
Standard deviation	0.88	0.89	0.87	0.87	0.82	0.91	0.79	0.87	0.95	0.85	0.88	0.89	0.91	0.79	0.82	0.97	0.85	0.90	0.96	0.78	0.84	0.89	0.87	0.92	0.83	0.89	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.08	0.06	0.06	0.07	0.08	0.07	0.06	0.06	0.05	0.07	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 7

**Q.S4 How far do you agree or disagree with each of the following statements?****If I'm buying a new device like a smartphone or a laptop, I'd rather pay less and get an older model than buy the latest version****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754	
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842	
NET: Agree	679 33%	319 32%	360 35%	80 35%	112 32%	124 38%	126 35%	93 31%	144 31%	177 32%	187 33%	124 30%	191 38%l	55 31%	25 29%	78 33%	53 31%	68 37%	51 33%	34 33%	59 30%	106 39%	89 31%	63 35%	102 31%	278 33%	
Agree strongly	(+2) 165 8%	77 8%	88 8%	21 9%	26 7%	31 10%	25 7%	25 8%	36 8%	32 6%	37 7%	34 8%	62 12%jk	17 10%	6 8%	16 7%	10 6%	17 9%	12 8%	9 9%	15 8%	28 10%	22 8%	12 7%	24 7%	67 8%	
Agree	(+1) 514 25%	242 24%	272 26%	59 26%	86 25%	92 28%	101 28%	68 23%	108 23%	145 27%	149 26%	90 22%	129 26%	38 21%	18 22%	62 26%	43 25%	51 28%	39 25%	24 24%	44 22%	78 29%	66 24%	51 28%	78 24%	211 25%	
Neither agree nor disagree	(0) 543 27%	266 27%	276 27%	44 19%	86 25%	89 27%	96 27%	96 32% <sup>d</sup>	131 28% <sup>d</sup>	133 24%	140 25%	137 33% <sup>jk</sup>	132 26%	48 27%	27 32%	62 27%	53 31%	50 27%	39 26%	27 26%	62 31% <sup>v</sup>	58 21%	73 26%	44 24%	83 25%	216 26%	
Disagree	(-1) 536 26%	265 27%	271 26%	59 26%	102 29%	80 25%	100 27%	71 24%	124 26%	156 29% <sup>m</sup>	161 28% <sup>m</sup>	110 26%	110 22%	55 30%	23 28%	70 30%	44 26%	39 21%	37 24%	27 26%	46 24%	70 26%	79 28%	46 26%	103 31%	227 27%	
Disagree strongly	(-2) 225 11%	121 12%	104 10%	35 15%	40 11%	31 10%	35 10%	31 10%	52 11%	67 12%	60 11%	38 9%	60 12%	19 11%	5 6%	23 10%	21 12%	20 11%	22 14%	14 14%	22 11%	28 10%	32 11%	20 11%	31 9%	103 12%	
NET: Disagree	761 37%	386 39%	375 36%	94 41%	142 41%	112 34%	135 37%	102 34%	176 38%	223 41% <sup>m</sup>	220 39%	148 35%	170 34%	74 41%	28 34%	93 40%	65 38%	59 32%	59 39%	41 40%	68 35%	97 36%	111 39%	66 37%	134 41%	330 39%	
Not applicable to me	19 1%	10 1%	10 1%	2 1%	1 *	1 *	1 *	7 2% <sup>fg</sup>	7 2%	4 1%	4 1%	5 1%	6 1%	- -	1 1%	1 *	- -	4 2%	1 1%	- -	2 1%	4 1%	4 2%	3 1%	5 1%	3 *	
Don't know	32 2%	13 1%	19 2%	9 4% <sup>fh</sup>	6 2%	2 1%	4 1%	1 *	10 2%	9 2%	14 3%	4 1%	6 1%	3 1%	3 4% <sup>p</sup>	- -	1 *	2 1%	3 2%	1 1%	5 3% <sup>p</sup>	6 2%	5 2%	4 2% <sup>p</sup>	4 1%	14 2%	
Mean	-0.07	-0.11	-0.03	-0.13	-0.13	0.04	-0.05	-0.05	-0.11	-0.15	-0.10	-0.07	0.05 <sup>j</sup>	-0.12	-0.02	-0.09	-0.14	0.03	-0.12	-0.12	-0.09	0.03	-0.12	-0.06	-0.12	-0.11	
Standard deviation	1.15	1.15	1.14	1.25	1.15	1.14	1.11	1.12	1.14	1.14	1.13	1.09	1.21	1.16	1.05	1.11	1.10	1.16	1.19	1.20	1.12	1.19	1.15	1.14	1.12	1.16	
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.06	0.09	0.11	0.07	0.08	0.09	0.10	0.11	0.08	0.09	0.07	0.08	0.07	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 8

#### Q.S4 How far do you agree or disagree with each of the following statements?

If I'm buying a new device like a smartphone or a laptop, I'd rather pay less and get a more basic model than buy the most expensive version

Base: All respondents who have access to any device at QS1

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754			
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842			
NET: Agree	743 37%	352 35%	391 38%	82 36%	108 31%	105 32%	124 34%	120 40%e	204 43%efg	178 33%	197 35%	158 38%	210 42%jk	58 33%	33 39%	90 38%	60 35%	64 35%	62 41%	34 34%	70 36%	107 39%	97 34%	66 37%	103 31%	299 36%			
Agree strongly	(+2) 179 9%	84 8%	96 9%	21 9%	34 10%	21 6%	29 8%	31 10%	43 9%	39 7%	44 8%	34 8%	62 12%jk	20 11%	5 6%	22 9%	11 6%	14 7%	12 8%	9 9%	20 10%	22 8%	22 8%	22 12%	28 9%	76 9%			
Agree	(+1) 564 28%	268 27%	295 28%	60 26%	74 21%	85 26%	96 26%	89 30%e	161 34%efg	139 26%	153 27%	124 30%	148 29%	39 22%	27 33%	68 29%	49 29%	51 28%	50 33%n	25 25%	50 26%	85 31%	75 27%	44 25%	75 23%	223 26%			
Neither agree nor disagree	(0) 519 25%	272 27%	246 24%	56 24%	85 24%	88 27%	104 29%	69 23%	116 25%	127 23%	153 27%	105 25%	134 27%	54 30%x	21 25%	64 27%	47 27%	44 24%	31 20%	29 29%	61 31%swx	70 26%	63 22%	35 20%	97 29%	194 23%			
Disagree	(-1) 504 25%	229 23%	275 26%	45 20%	103 30%dgi	94 29%dgi	78 21%	79 27%	103 22%	166 30%klm	137 24%	97 23%	104 21%	45 25%	25 29%t	52 22%	44 26%	48 26%	44 29%t	17 17%	40 21%	59 22%	81 29%t	48 27%	82 25%	214 25%			
Disagree strongly	(-2) 226 11%	124 12%	102 10%	39 17%hi	45 13%i	35 11%	50 14%hi	24 8%	33 7%	67 12%	67 12%	47 11%	45 9%	20 11%	3 4%	23 10%	18 10%	21 12%	14 9%	17 17%o	19 10%	31 11%	34 12%o	26 15%o	38 12%	121 14%			
NET: Disagree	730 36%	352 35%	377 36%	85 37%	148 42%i	129 40%i	127 35%	104 35%	137 29%	233 43%klm	203 36%lm	144 34%	149 30%	65 36%	28 33%	75 32%	62 36%	70 38%	58 38%	34 34%	59 30%	90 33%	115 41%pu	74 42%u	120 36%	336 40%			
Not applicable to me	18 1%	6 1%	12 1%	2 1%	2 *	1 *	1 *	4 1%	9 2%	4 1%	3 1%	5 1%	5 1%	- -	1 1%	1 *	- -	2 1%	2 1%	2 2%	2 1%	1 *	4 1%	3 2%	3 1%	4 2%			
Don't know	25 1%	12 1%	13 1%	5 2%	7 2%	3 1%	6 2%	2 1%	3 1%	3 1%	9 2%	6 2%	7 1%	2 1%	1 2%	4 2%	3 1%	3 2%	- -	2 2%	4 2%	3 1%	3 1%	1 *	5 2%	9 1%			
Mean	-0.02	-0.04	0.01	-0.09	-0.15	-0.12	-0.07	0.08ef	0.17d efg	-0.15	-0.05	*	0.16j k	-0.04	0.09	0.06	-0.05	-0.07	0.02	-0.08	0.07	0.03	-0.11	-0.08	-0.08	-0.10			
Standard deviation	1.16	1.17	1.16	1.25	1.19	1.11	1.17	1.15	1.10	1.16	1.15	1.16	1.16	1.18	1.03	1.14	1.11	1.16	1.15	1.24	1.14	1.16	1.17	1.27	1.15	1.21			
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.09	0.11	0.07	0.08	0.09	0.10	0.11	0.08	0.08	0.07	0.09	0.07	0.04			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 9

**Q.S4 How far do you agree or disagree with each of the following statements?****If I'm buying a new device like a smartphone or laptop, I'd rather pay more and get the device as easily and quickly as possible****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754			
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842			
NET: Agree	612 30%	294 30%	318 31%	92 40%ghi	142 41%ghi	106 33%i	99 27%i	80 27%i	93 20%	179 33%k	146 26%	141 34%k	145 29%	59 33%	25 30%	61 26%	56 33%	60 33%	36 23%	31 30%	69 35%psw	93 34%ss	71 25%	52 29%	108 33%	292 35%			
Agree strongly (+2)	117 6%	55 6%	61 6%	15 7%i	28 8%hi	23 7%i	29 8%hi	10 3%	11 2%	37 7%k	21 4%	20 5%	38 8%k	9 5%	5 6%	12 5%	4 2%	16 9%q	6 4%	5 5%	7 4%	24 9%q	15 5%	13 7%q	26 8%	60 7%			
Agree (+1)	495 24%	238 24%	257 25%	76 33%ghi	115 33%ghi	83 25%i	70 19%	69 23%	82 18%	142 26%	125 22%	121 29%km	107 21%	50 28%	20 24%	49 21%	52 30%psw	44 24%	30 19%	25 25%	62 32%psw x	69 25%	56 20%	39 22%	83 25%	232 28%			
Neither agree nor disagree (0)	602 30%	304 31%	298 29%	43 19%	74 21%	90 27%de	111 31%de	98 33%de	186 40%defg	164 30%	187 33%de	124 30%	127 25%	50 28%	29 35%	77 33%	54 32%	49 27%	41 27%	29 28%	55 28%	77 29%	89 32%	51 29%	88 27%	221 26%			
Disagree (-1)	614 30%	294 30%	319 31%	75 33%	107 31%	103 32%	117 32%	79 26%	133 28%	165 30%	176 31%	114 27%	159 31%	58 32%	26 31%	67 29%	38 22%	57 31%	63 41%pq uv	27 27%	58 29%	75 28%	88 31%	57 32%	103 31%	257 31%			
Disagree strongly (-2)	176 9%	91 9%	86 8%	13 6%	20 6%	27 8%	32 9%	35 12%de	49 10%	34 6%	48 8%	29 7%	66 13%jkl	11 6%	3 4%	27 11%ou	21 12%ou	14 8%	12 8%	14 13%ou	11 5%	20 7%	27 10%	16 9%	22 7%	63 7%			
NET: Disagree	790 39%	385 39%	405 39%	88 39%	127 36%	130 40%	149 41%	114 38%	182 39%	199 37%	224 39%	143 34%	225 44%jl	69 39%	29 34%	94 40%	59 34%	71 39%	75 49%oqu v	41 40%	68 35%	95 35%	115 41%	73 41%	125 38%	320 38%			
Not applicable to me	15 1%	8 1%	7 1%	- -	- -	- -	1 *	7 2%defg	6 1%	1 *	4 1%	2 1%	7 1%j	- -	- -	1 *	- -	1 *	1 1%	* *	2 1%	4 1%	4 2%	2 1%	2 1%	1 *			
Don't know	16 1%	4 *	11 1%	6 3%lhi	5 1%	1 *	3 1%	- -	1 *	2 *	6 1%	7 2%jm	1 *	1 1%	1 1%	1 1%	3 2%	2 1%	- -	1 1%	2 1%	1 *	3 1%	1 1%	6 2%	6 1%			
Mean	-0.12	-0.13	-0.11	0.03hi	0.07g	-0.09i	-0.15	-0.20	-0.27	-0.03k	-0.19	-0.02k	-0.22	-0.07	-0.01	-0.21	-0.12	-0.06	-0.30	-0.18	-0.01s	0.01s	-0.20	-0.14	-0.04	-0.04			
Standard deviation	1.06	1.06	1.06	1.09	1.10	1.09	1.09	1.05	0.95	1.04	1.00	1.03	1.15	1.04	0.98	1.06	1.06	1.11	1.00	1.12	1.00	1.10	1.05	1.09	1.08	1.09			

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 9

**Q.S4 How far do you agree or disagree with each of the following statements?****If I'm buying a new device like a smartphone or laptop, I'd rather pay more and get the device as easily and quickly as possible****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.07	0.08	0.08	0.08	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 10

**Q.S4 How far do you agree or disagree with each of the following statements?****If I'm buying a new device like a smartphone or laptop, I'd rather pay more and get something as secure as possible****Base: All respondents who have access to any device at QS1**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754	
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842	
NET: Agree	1119 55%	556 56%	563 54%	127 56%	217 62%ghi	190 58%	187 52%	154 51%	244 52%	337 62%km	308 54%lm	239 57%lm	235 47%	107 60%	39 47%	126 54%	96 56%	96 52%	82 54%	57 56%	113 58%	157 58%	145 51%	101 56%	203 62%	472 56%	
Agree strongly	(+2) 265 13%	137 14%	128 12%	39 17%hi	49 14%	40 12%	59 16%hi	27 9%	51 11%	103 19%klm	61 11%	48 11%	52 10%	27 15%l	9 10%	27 11%	17 10%	31 17%l	21 14%l	5 5%	31 16%l	44 16%l	31 11%	22 12%l	52 16%	121 14%	
Agree	(+1) 854 42%	419 42%	435 42%	87 38%	168 48%g	150 46%g	128 35%	127 42%	193 41%	234 43%lm	247 44%lm	191 46%lm	183 36%	80 44%	31 36%	99 42%	79 46%	65 35%	61 40%	52 51%or	81 41%	113 42%	113 40%	79 44%	150 46%	351 42%	
Neither agree nor disagree	(0) 600 29%	293 29%	307 30%	72 32%	85 24%	87 27%	112 31%	95 32%	149 32%e	158 29%	166 29%	102 24%	174 34%l	46 26%	31 37%	70 30%	55 32%	52 29%	48 31%	27 27%	59 30%	72 27%	86 30%	54 30%	80 24%	245 29%	
Disagree	(-1) 209 10%	99 10%	110 11%	17 8%	32 9%	37 11%	51 14%di	28 9%	44 9%	35 6%	59 10%j	55 13%j	60 12%j	23 13%	10 12%	25 11%	12 7%	24 13%	16 11%	11 11%	16 8%	27 10%	32 11%	12 7%	30 9%	90 11%	
Disagree strongly	(-2) 59 3%	29 3%	30 3%	2 1%	9 3%	8 2%	9 3%	13 4%l	18 4%l	8 1%	17 3%	12 3%	21 4%j	2 1%	2 3%	9 4%	7 4%	4 2%	3 2%	4 4%u	1 1%	8 3%	10 3%	9 5%u	9 3%	20 2%	
NET: Disagree	267 13%	128 13%	139 13%	19 8%	41 12%	45 14%	60 17%l	41 14%	61 13%	43 8%	75 13%j	68 16%j	82 16%j	25 14%	12 15%	34 14%	18 11%	28 15%	19 13%	16 15%	17 9%	35 13%	41 15%	21 12%	38 12%	110 13%	
Not applicable to me	16 1%	8 1%	9 1%	- -	1 *	- -	1 *	6 2%l	8 2%l	3 *	3 *	3 1%	7 1%	- -	- -	2 1%	- -	1 *	1 1%	* *	3 1%	4 1%	4 2%	1 1%	2 1%	2 *	
Don't know	32 2%	11 1%	21 2%	10 5%lghi	6 2%	4 1%	2 1%	4 1%	6 1%	5 1%	14 2%	6 1%	7 1%	1 1%	1 2%	3 1%	2 1%	6 3%	2 2%	1 1%	4 2%	3 1%	5 2%	2 1%	6 2%	12 1%	
Mean	0.53	0.55	0.52	0.67hi	0.63hi	0.55	0.49	0.44	0.47 m	0.72kl	0.51	0.51	0.38	0.60	0.40	0.48	0.52	0.53	0.54	0.42 w	0.66ot	0.60	0.46	0.53	0.65	0.56	
Standard deviation	0.95	0.95	0.95	0.89	0.93	0.94	1.01	0.95	0.95	0.90	0.93	0.97	0.98	0.94	0.93	0.97	0.91	1.01	0.94	0.92	0.88	0.98	0.96	0.97	0.95	0.95	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.07	0.10	0.06	0.07	0.08	0.08	0.08	0.06	0.07	0.06	0.07	0.06	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 11

**Q.S5 Which, if any, of the following activities have you ever used the internet for?****Base: All respondents who have access to any device at Q51**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2036	864	1172	195	269	325	375	342	530	670	564	310	492	161	97	254	197	176	147	127	209	192	279	197	296	754
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842
Sending and receiving emails	1905 94%	915 92%	990 95%a	202 88%	316 90%	296 91%	348 96%def	291 97%def	452 96%def	506 93%	536 95%	391 94%	472 93%	173 96%v	77 91%	223 95%v	164 96%v	172 94%v	142 93%	100 98%ov	185 95%v	232 86%	268 95%v	170 95%v	295 90%	785 93%
Online shopping to buy products or services	1876 92%	898 90%	978 94%a	203 89%	312 89%	293 90%	347 96%def	288 96%def	433 92%	506 93%	511 90%	392 94%	467 93%	168 94%v	76 90%	225 96%v	156 91%v	170 92%v	146 96%v	98 96%v	182 93%v	220 81%	272 97%oqv x	164 91%v	298 91%	770 92%
Searching for information and reading information including the news	1760 87%	868 87%	892 86%	180 79%	294 84%	275 84%	323 89% d	271 90%def	416 89% d	488 90%lm	494 87%	353 84%	425 84%	159 89%	73 87%	204 87%	152 89%	159 87%	127 83%	90 89%	162 83%	219 81%	252 90%v	163 91%uv	282 86%	705 84%
Online or mobile banking	1734 85%	839 84%	895 86%	200 88% i	308 88% i	289 89% i	305 84%	255 85%	377 80%	482 88% m	489 86% m	358 86%	404 80%	153 85%	71 84%	197 84%	144 84%	147 80%	133 87%	92 90% rv	177 90% rv	214 79%	247 88% v	159 89% rv	276 84%	735 87%
Maps and location services such as Google Maps and route planning websites and apps	1714 84%	849 85%	865 83%	195 85%	297 85%	277 85%	315 87% i	254 85%	377 80%	481 88% lm	485 86% m	345 83%	403 80%	158 88% o	65 78%	190 81%	139 81%	149 82%	131 86%	89 87%	160 82%	223 82%	252 90% opq ru	158 88% o	290 88%	717 85%
Using social media websites and apps such as Facebook, Instagram or Twitter	1553 76%	708 71%	845 81% a	198 87% ghi	307 88% ghi	266 81% hi	285 79% hi	197 66%	300 64%	404 74%	447 79%	315 75%	387 77%	135 75%	64 76%	173 74%	132 77%	129 70%	120 78%	88 86% npr u	138 70%	205 76%	231 82% pru	137 77%	249 76%	674 80%
Using a government website to complete a process online, such as renewing a passport or paying council tax	1479 73%	748 75% b	731 70%	150 66%	242 69%	238 73%	269 74%	220 74%	359 77% d	435 80% lm	428 76% m	300 72% m	316 62%	121 68%	63 75%	174 74%	125 73%	127 69%	115 75%	82 80% n	142 73%	196 72%	200 71%	134 75%	255 77%	609 72%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 11

**Q.S5 Which, if any, of the following activities have you ever used the internet for?****Base: All respondents who have access to any device at Q51**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2034	995	1040	228	349	326	363	300	469	546	566	418	505	179	84*	234	171	183	153	102	196	271	281	179	329	842
Streaming television programmes, music, films or sports matches using websites or apps such as BBC iPlayer, All 4, Netflix and Spotify	1248 61%	635 64%b	613 59%	191 84%fg i	265 76%fgh i	208 64%ghi	236 65%hi	160 53%hi	188 40%	381 70%lm	369 65%lm	224 54%	275 54%	114 64%	49 59%	135 58%	95 56%	108 59%	87 57%	68 66%	116 59%	168 62%	188 67%pq	119 66%q	220 67%	579 69%
Sending and receiving messages via services such as WhatsApp	1206 59%	529 53%	677 65%a	188 82%fg i	276 79%fgh i	232 71%ghi	213 59%hi	138 46%hi	158 34%	344 63%lm	361 64%lm	234 56%	267 53%	102 57%	51 61%	134 57%	105 61%	97 53%	88 57%	55 54%	110 56%	184 68%prt ux	181 64%r	99 55%	228 69%	579 69%
Signing an online petition or participating in a campaigning website such as change.org	1099 54%	489 49%	611 59%a	117 51%	193 55%	179 55%	198 55%	149 50%	263 56%	321 59%lm	311 55%	208 50%	260 51%	102 57%	40 48%	126 54%	90 53%	90 49%	77 51%	58 57%	97 50%	146 54%	168 60%ru	105 59%	172 52%	452 54%
Making video calls such as via FaceTime or Skype	1007 49%	470 47%	536 52%	168 74%efg hi	211 60%fgh i	164 50%hi	169 47%h	109 36%	185 40%	321 59%klm	297 52%lm	204 49%lm	185 37%	96 53%	41 49%	104 44%	77 45%	88 48%	73 47%	54 53%	93 47%	136 50%	152 54%p	94 53%	181 55%	438 52%
Using online forums such as Mumsnet or The Student Room	589 29%	265 27%	324 31%a	109 48%ghi	161 46%ghi	142 43%ghi	100 28%hi	40 13%hi	38 8%	194 36%klm	161 28%	107 26%	127 25%	51 29%	20 24%	63 27%	41 24%	55 30%	36 24%	36 35%q	55 28%	89 33%	82 29%	60 34%	123 37%	273 32%
Other	53 3%	32 3%	21 2%	2 1%	3 1%	7 2%	11 3%	11 4%e	19 4%de	17 3%	17 3%	4 1%	16 3%	9 5%	3 3%	4 2%	6 3%	3 2%	3 2%	2 2%	8 4%	4 2%	7 2%	4 2%	7 2%	11 1%
None of these	14 1%	6 1%	8 1%	2 1%	2 1%	6 2%g	-	1 *	4 1%	3 *	8 1%	-	4 1%	-	-	3 1%	* *	2 1%	-	1 1%	-	8 3%w	-	-	1 *	10 1%
Don't know	6 *	5 1%	1 *	4 2%eghi	-	2 *	-	-	-	1 *	2 *	2 1%	1 *	-	-	-	-	-	2 1%	-	1 *	1 *	-	2 1%	-	6 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 12

**Q.S6 Which, if any, of these activities have you completed in the past week?****Base: All respondents who have access to any device at Q51 and ever use the internet for any activity at Q55 ()**

		Gender			Age					Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2021	856	1165	190	267	320	375	341	528	666	559	309	487	161	97	251	196	174	146	126	208	188	279	195	295	743	
Weighted base	2014	983	1031	222	347	319	363	299	464	542	557	415	500	179	84*	231	171	181	151	101	195	262	281	178	328	826	
Sending and receiving emails	1773 88%	849 86%	923 90%	190 85%	284 82%	276 87%	325 90%e	276 92%def	422 91%e	479 88%	504 90%lm	365 88%	426 85%	153 85%	75 90%	210 91%v	148 87%	157 87%	129 86%	93 92%v	171 88%	218 83%	256 91%v	160 90%	270 82%	730 88%A	
Online or mobile banking	1519 75%	730 74%	789 77%	173 78%	275 79%	241 76%	264 73%	227 76%	338 73%	429 79%lm	439 79%lm	301 72%	350 70%	135 75%	59 71%	180 78%	122 71%	124 69%	117 78%	78 77%	156 80%r	185 70%	223 79%r	141 79%r	246 75%	644 78%	
Online shopping to buy products or services	1428 71%	650 66%	777 75%a	145 65%	247 71%	229 72%	270 75%e	219 73%	317 68%	388 72%	387 70%	303 73%	349 70%	129 72%	58 70%	174 75%v	119 70%	127 70%	111 74%v	71 71%	145 74%v	162 62%	200 71%	132 74%v	216 66%	599 73%	
Using social media websites and apps such as Facebook, Instagram or Twitter	1349 67%	591 60%	757 73%a	182 82%fgh i	279 80%fgh i	228 71%hi	244 67%hi	172 58%	243 52%	355 65%	379 68%	275 66%	340 68%	120 67%	58 69%	146 63%	114 67%	107 59%	109 72%r	75 74%r	122 63%	174 66%	204 72%pru	120 68%	216 66%	590 71%	
Searching for information and reading information including the news	1340 67%	687 70%b	653 63%	139 62%	222 64%	210 66%	251 69%	202 68%	316 68%	406 75%klm	384 69%lm	248 60%	303 61%	125 70%	53 63%	158 68%	104 61%	125 69%	96 64%	68 67%	125 64%	170 65%	182 65%	133 75%qsu w	212 65%	553 67%	
Sending and receiving messages via services such as WhatsApp	952 47%	397 40%	555 54%a	155 70%fgh i	232 67%fgh i	180 56%ghi	152 42%i	106 35%i	128 28%	279 51%lm	283 51%lm	194 47%	197 39%	74 41%	33 40%	105 45%	75 44%	88 49%t	70 47%	36 36%	92 47%	148 57%nop qtx	153 54%not x	77 43%	182 56%	459 56%	
Maps and location services such as Google Maps and route planning websites and apps	942 47%	490 50%b	452 44%	141 64%fgh i	200 58%fgh i	160 50%hi	172 47%hi	106 36%	163 35%	322 59%klm	272 49%lm	177 43%lm	170 34%	68 38%	37 44%	106 46%	80 47%	82 45%	75 50%	50 49%	96 49%	135 51%n	135 48%	78 44%	182 56%	429 52%	
Streaming television programmes, music, films or sports matches using websites or apps such as BBC iPlayer, All 4, Netflix and Spotify	782 39%	411 42%b	371 36%	150 68%efg hi	182 53%fgh i	131 41%hi	143 39%hi	78 26%	97 21%	244 45%lm	247 44%lm	137 33%	154 31%	77 43%	29 34%	84 36%	59 34%	67 37%	48 32%	37 36%	67 34%	112 43%	123 44% s	80 45% s	144 44%	385 47%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 12

**Q.S6 Which, if any, of these activities have you completed in the past week?****Base: All respondents who have access to any device at QS1 and ever use the internet for any activity at QS5 ()**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2014	983	1031	222	347	319	363	299	464	542	557	415	500	179	84*	231	171	181	151	101	195	262	281	178	328	826
Making video calls such as via FaceTime or Skype	333 17%	138 14%	195 19%a	62 28% fghi	90 26% ghi	61 19% ghi	44 12%	28 9%	48 10%	106 20% m	99 18%	63 15%	64 13%	24 13%	13 15%	45 19% s	22 13%	33 18%	16 11%	22 22% s	31 16%	54 20% s	44 16%	30 17%	54 17%	155 19%
Using a government website to complete a process online, such as renewing a passport or paying council tax	282 14%	137 14%	145 14%	21 10%	63 18% di	40 13%	67 19% di	43 14%	48 10%	82 15%	62 11%	66 16%	73 15%	10 6%	21 25% npq rstwx	32 14% n	21 13% n	26 14% n	21 14% n	12 12%	34 17% nw	51 19% nw	29 10%	25 14% n	51 15%	132 16%
Signing an online petition or participating in a campaigning website such as change.org	257 13%	118 12%	139 13%	12 5%	26 8%	42 13% d	50 14% de	35 12% d	91 20% def gh	72 13%	71 13%	50 12%	64 13%	17 9%	13 15%	30 13%	18 11%	23 13%	16 11%	10 10%	22 11%	45 17%	36 13%	27 15%	39 12%	84 10%
Using online forums such as Mumsnet or The Student Room	219 11%	105 11%	114 11%	28 13% hi	61 18% ghi	62 19% ghi	37 10% hi	14 5%	17 4%	73 14% k	52 9%	38 9%	55 11%	24 14%	8 10%	20 9%	17 10%	24 13%	16 10%	15 15%	21 11%	24 9%	30 11%	20 11%	45 14%	112 14%
Other	45 2%	29 3%	17 2%	2 1%	3 1%	4 1%	9 3%	11 4% e	16 3% e	14 3%	13 2%	4 1%	14 3%	9 5% v	3 3%	3 1%	5 3%	3 2%	3 2%	2 2%	6 3%	1 *	6 2%	4 2%	4 1%	11 1%
None of these	20 1%	14 1%	6 1%	2 1%	2 1%	4 1%	3 1%	3 1%	6 1%	3 *	2 *	6 1%	10 2% jk	1 1%	1 1%	- -	3 2% p	- -	1 1%	1 1%	2 1%	8 3% px	2 1%	- -	5 2%	3 *
Don't know	5 *	1 *	4 *	4 2% fghi	1 *	- -	- -	- -	- -	2 *	1 *	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	4 2%	- -	- -	- -	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 13

**Q.A1 On balance, do you think that the internet has made life better or worse for people like you?****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Has made life better	1758 88%	870 90%	888 87%	193 89%	307 89%	272 86%	312 87%	257 87%	417 91%	483 90%	485 87%	367 90%	424 86%	167 93% <sub>x</sub>	72 88%	209 90%	148 88%	159 88%	131 87%	87 87%	167 87%	222 89%	245 88%	152 85%	280 87%	722 88%			
Made life a lot better	(+2) 1087 55%	546 56%	541 53%	133 62%	195 57%	164 52%	198 55%	157 53%	240 52%	326 61% <sub>k</sub>	299 54%	214 53%	248 51%	106 60%	42 52%	124 53%	90 54%	95 52%	81 54%	60 60%	100 52%	148 59%	144 52%	98 55%	174 54%	453 55%			
Made life a little better	(+1) 671 34%	324 33%	347 34%	60 28%	112 32%	108 34%	114 32%	100 34%	177 39% <sub>d</sub>	158 29%	185 33%	152 37% <sub>j</sub>	176 36% <sub>j</sub>	60 34%	30 36%	85 37%	58 35%	65 36%	50 33%	27 27%	67 35%	74 30%	101 36%	54 30%	106 33%	269 33%			
Made life neither better nor worse	(0) 157 8%	66 7%	91 9%	15 7%	20 6%	25 8%	40 11% <sub>e</sub>	25 8%	32 7%	34 6%	48 9%	33 8%	42 9%	9 5%	7 8%	13 5%	12 7%	12 7%	14 9%	8 8%	24 13% <sub>n</sub>	16 7%	20 7%	23 13% <sub>n</sub>	28 9%	70 9%			
Made life a little worse	(-1) 48 2%	24 2%	24 2%	6 3%	13 4%	13 4% <sub>g</sub>	4 1%	7 2%	6 1%	13 2%	13 2%	6 2%	15 3%	2 1%	3 4% <sub>u</sub>	6 3%	5 3% <sub>u</sub>	7 4% <sub>u</sub>	4 2%	2 2%	1 *	9 4% <sub>u</sub>	7 2%	3 1%	12 4%	17 2%			
Made life a lot worse	(-2) 13 1%	1 *	12 1% <sub>a</sub>	1 1%	2 1%	3 1%	2 *	4 1%	2 *	3 1%	5 1%	1 *	5 1%	- -	- -	2 1%	2 1%	- -	- -	3 3% <sub>n</sub>	1 1%	1 *	3 1%	1 *	2 1%	5 1%			
NET: Has made life worse	61 3%	25 3%	36 4%	7 3%	14 4%	16 5% <sub>g</sub>	6 2%	11 4%	7 2%	16 3%	18 3%	7 2%	20 4%	2 1%	3 4%	8 4%	7 4%	7 4%	4 2%	5 5% <sub>u</sub>	2 1%	10 4%	10 4%	3 2%	14 4%	22 3%			
Don't know	13 1%	7 1%	6 1%	1 1%	2 1%	2 1%	2 1%	4 1%	1 *	4 1%	3 1%	2 *	4 1%	1 1%	- -	1 1%	1 *	2 1%	2 1%	- -	- -	1 *	5 2%	- -	1 *	7 1%			
Mean	1.40	1.45 <sub>b</sub>	1.36	1.48	1.42	1.33	1.41	1.36	1.42	1.48 <sub>m</sub>	1.38	1.41	1.33	1.53	1.36	1.40	1.37	1.38	1.41	1.39	1.37	1.45	1.37	1.38	1.36	1.41			
Standard deviation	0.79	0.74	0.83	0.79	0.81	0.86	0.77	0.84	0.71	0.77	0.81	0.72	0.84	0.64	0.80	0.79	0.83	0.78	0.76	0.93	0.76	0.80	0.82	0.80	0.83	0.78			
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.05	0.08	0.05	0.06	0.06	0.06	0.08	0.05	0.06	0.05	0.06	0.05	0.03			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 14

**Q.A2 How far do you agree or disagree with each of the following statements?****Summary****Base: All respondents who use the internet**

		Statements					
		Sometimes I feel under pressure to use the internet in order to complete basic daily tasks	I wouldn't be able to get through all the things I need to do every day if I didn't use the internet	Sometimes I feel under pressure to use social media such as Facebook and Twitter in order to avoid missing out on things going on in my social circle	Sometimes I feel under pressure to use the internet in order to avoid missing out on things going on in my community	The internet makes my life richer by giving me opportunities to try new things, such as meeting new people and learning about new things	Social media such as Facebook and Twitter make my life better by helping me to keep in touch with family and friends
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		445 22%	1043 52%	502 25%	426 21%	1348 68%	1040 52%
Agree strongly	(+2)	73 4%	385 19%	137 7%	86 4%	391 20%	283 14%
Agree	(+1)	372 19%	658 33%	366 18%	340 17%	957 48%	757 38%
Neither agree nor disagree	(0)	406 20%	414 21%	288 14%	392 20%	428 22%	402 20%
Disagree	(-1)	696 35%	373 19%	562 28%	683 34%	143 7%	199 10%
Disagree strongly	(-2)	421 21%	137 7%	528 27%	455 23%	40 2%	197 10%
NET: Disagree		1117 56%	510 26%	1090 55%	1138 57%	183 9%	396 20%
Not applicable to me		9 *	4 *	99 5%	25 1%	16 1%	139 7%
Don't know		12 1%	18 1%	9 *	7 *	14 1%	13 1%
Mean		-0.52	0.40	-0.52	-0.55	0.77	0.40
Standard deviation		1.13	1.20	1.28	1.15	0.92	1.19
Standard error		0.03	0.03	0.03	0.03	0.02	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 15

**Q.A2 How far do you agree or disagree with each of the following statements?**

**Sometimes I feel under pressure to use the internet in order to complete basic daily tasks**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	445 22%	228 24%	217 21%	74 34%ghi	110 32%ghi	80 26%hi	81 22%hi	47 16%	53 12%	122 23%	146 26% m	86 21%	91 19%	35 20%	11 14%	44 19%	42 25%	47 26%ou	32 21%	28 28%ou	31 16%	67 27%ou	62 22%	44 25%	90 28%	220 27%
Agree strongly	(+2) 73 4%	32 3%	41 4%	15 7%gi	26 8%ghi	12 4% i	8 2%	9 3% i	4 1%	22 4%	26 5%	14 3%	12 2%	7 4%	3 4%	8 3%	4 3%	6 4%	2 2%	3 3%	5 3%	13 5%	6 2%	14 8%pqsu w	16 5%	38 5%
Agree	(+1) 372 19%	196 20%	176 17%	59 27%hi	84 25%hi	69 22%hi	73 20%hi	38 13%	49 11%	100 19%	120 22% m	72 18%	80 16%	29 16%	9 10%	37 16%	37 22%ou	41 23%ou	29 19%	25 25%ou	26 13%	54 22%o	56 20%	30 17%	74 23%	182 22%
Neither agree nor disagree	(0) 406 20%	220 23% b	186 18%	42 19%	67 19%	80 26%i	79 22%	64 22%	74 16%	111 21%	101 18%	87 21%	108 22%	37 21%	19 24% r	45 19%	33 20%	24 13%	22 15%	24 24% r	56 29% prsx	57 23% r	61 22% r	28 16%	68 21%	169 21%
Disagree	(-1) 696 35%	313 32%	383 37% a	53 25%	118 34%	103 33%	125 35% d	112 38% d	184 40% d	199 37% m	189 34%	157 39% m	151 31%	64 36%	35 43% tx	78 34%	68 41% tx	66 36%	52 34%	27 27%	73 38% x	77 31%	108 39% tx	48 27%	107 33%	278 34%
Disagree strongly	(-2) 421 21%	201 21%	220 22%	42 20%	44 13%	47 15%	73 20% e	72 24% ef	143 31% def gh	101 19%	113 20%	77 19%	131 27% ijkl	41 23%	16 19%	59 25% quw	24 14%	41 23% u	44 29% quv w	21 21%	27 14%	46 18%	47 17%	57 32% oqu vw	51 16%	147 18%
NET: Disagree	1117 56%	514 53%	603 59% a	96 44%	162 47%	150 48%	198 55% d	184 62% def gh	327 71% def gh	300 56%	302 55%	234 57%	281 57%	105 59%	51 62% t	137 59% t	92 55%	107 59%	95 64% tuv	47 48%	100 52%	123 49%	155 55%	104 59%	158 49%	425 52%
Not applicable to me	9 *	5 *	4 *	2 1%	- -	3 1%	- -	- -	4 1%	2 *	- -	- -	6 1% k	1 *	- -	2 1%	- -	2 1%	- -	- -	2 1%	2 1%	- -	- -	- -	4 1%
Don't know	12 1%	1 *	10 1% a	2 1% i	5 1% i	1 *	2 1%	1 *	- -	3 1%	5 1%	1 *	3 1%	- -	- -	3 1%	1 1%	- -	1 1%	- -	3 2%	2 1%	1 *	1 1%	6 2% B	3 *
Mean	-0.52	-0.47	-0.56	-0.24g hi	-0.21g hi	-0.34h i	-0.51i	-0.68i	-0.91	-0.48m	-0.44m	-0.52	-0.64	-0.59	-0.64	-0.64	-0.42s	-0.53	-0.71 s	-0.37p s	-0.48 s	-0.36p	-0.48	-0.58	-0.33	-0.39
Standard deviation	1.13	1.13	1.13	1.25	1.18	1.09	1.10	1.07	0.99	1.12	1.18	1.09	1.12	1.12	1.02	1.13	1.07	1.18	1.14	1.17	1.00	1.17	1.06	1.31	1.15	1.15

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 15

**Q.A2 How far do you agree or disagree with each of the following statements?****Sometimes I feel under pressure to use the internet in order to complete basic daily tasks****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.09	0.09	0.10	0.07	0.09	0.06	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 16

**Q.A2 How far do you agree or disagree with each of the following statements?****I wouldn't be able to get through all the things I need to do every day if I didn't use the internet****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Agree	1043 52%	493 51%	550 54%	152 70% <sub>fghi</sub>	222 64% <sub>ghi</sub>	181 58% <sub>hi</sub>	196 55% <sub>hi</sub>	131 44% <sub>i</sub>	161 35%	332 62% <sub>klm</sub>	289 52% <sub>m</sub>	212 52% <sub>m</sub>	211 43%	89 50%	41 50%	111 48%	83 50%	101 56%	75 50%	52 52%	96 50%	136 54%	164 59% <sub>p</sub>	94 53%	179 56%	504 61%			
Agree strongly	(+2) 385 19%	167 17%	218 21% <sub>a</sub>	58 27% <sub>hi</sub>	101 29% <sub>fhi</sub>	60 19% <sub>i</sub>	78 22% <sub>hi</sub>	43 14%	46 10%	118 22%	109 20%	70 17%	88 18%	31 17%	11 13%	42 18%	23 14%	38 21%	33 22%	26 26% <sub>oq</sub>	36 19%	47 19%	53 19%	46 26% <sub>oq</sub>	63 19%	204 25%			
Agree	(+1) 658 33%	326 34%	332 32%	94 44% <sub>ghi</sub>	121 35% <sub>i</sub>	121 38% <sub>hi</sub>	118 33% <sub>i</sub>	88 30%	115 25%	214 40% <sub>km</sub>	180 33% <sub>m</sub>	141 35% <sub>m</sub>	123 25%	59 33%	30 37%	69 30%	60 36%	63 35%	42 28%	26 27%	60 31%	89 35%	111 40% <sub>pstx</sub>	48 27%	116 36%	300 37%			
Neither agree nor disagree	(0) 414 21%	195 20%	219 21%	32 15%	57 17%	65 21%	78 22%	74 25% <sub>de</sub>	108 23% <sub>de</sub>	87 16%	116 21%	95 23% <sub>j</sub>	116 24% <sub>j</sub>	40 22%	19 23%	56 24%	38 23%	32 17%	28 18%	20 20%	46 24%	50 20%	52 18%	34 19%	55 17%	156 19%			
Disagree	(-1) 373 19%	200 21%	172 17%	22 10%	47 14%	48 15%	53 15%	60 20% <sub>d</sub>	142 31% <sub>defgh</sub>	88 16%	107 19%	67 16%	111 23% <sub>j</sub>	37 21%	17 21%	42 18%	30 18%	27 15%	37 25% <sub>w</sub>	19 19%	42 22%	48 19%	43 16%	31 18%	62 19% <sub>B</sub>	109 13%			
Disagree strongly	(-2) 137 7%	70 7%	68 7%	9 4%	15 4%	13 4%	26 7%	28 9% <sub>def</sub>	46 10% <sub>def</sub>	25 5%	35 6%	31 8%	46 9% <sub>j</sub>	11 6%	5 6%	21 9% <sub>u</sub>	16 10% <sub>u</sub>	13 7% <sub>u</sub>	9 6%	6 6%	5 2%	16 6%	18 6%	17 10% <sub>u</sub>	17 5%	47 6%			
NET: Disagree	510 26%	270 28% <sub>b</sub>	240 23%	31 14%	62 18%	62 20%	80 22%	88 30% <sub>defg</sub>	187 41% <sub>defgh</sub>	113 21%	142 26%	98 24%	157 32% <sub>ijkl</sub>	48 27%	22 27%	62 27%	46 27%	41 22%	46 31%	24 24%	47 24%	63 25%	61 22%	49 27%	79 25%	156 19%			
Not applicable to me	4 *	3 *	1 *	- -	- -	3 1%	- -	1 *	- -	- -	* *	- -	4 1%	1 *	- -	* *	- -	3 2%	- -	- -	- -	- -	- -	- -	- -	- -	3 *		
Don't know	18 1%	7 1%	11 1%	1 1%	4 1%	4 1%	6 2%	1 *	2 *	6 1%	6 1%	3 1%	2 *	* -	- -	1 *	- -	4 2%	1 1%	3 3% <sub>pqv</sub>	4 2%	1 *	2 1%	1 1%	9 3% <sub>B</sub>	3 *			
Mean	0.40	0.33	0.46 <sub>a</sub>	0.79 <sub>fghi</sub>	0.72 <sub>ghi</sub>	0.54 <sub>hi</sub>	0.48 <sub>hi</sub>	0.20 <sub>i</sub>	-0.06 <sub>m</sub>	0.59 <sub>kl</sub>	0.40 <sub>m</sub>	0.38	0.20	0.34	0.30	0.31	0.26	0.49	0.35	0.49	0.43	0.42	0.50	0.42	0.46	0.62			
Standard deviation	1.20	1.19	1.19	1.08	1.15	1.10	1.20	1.20	1.17	1.14	1.19	1.18	1.25	1.17	1.13	1.22	1.19	1.21	1.24	1.24	1.11	1.18	1.16	1.31	1.17	1.16			

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 16

**Q.A2 How far do you agree or disagree with each of the following statements?****I wouldn't be able to get through all the things I need to do every day if I didn't use the internet****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.07	0.05	0.04	0.05	0.07	0.06	0.09	0.12	0.08	0.09	0.09	0.10	0.11	0.08	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 17

**Q.A2 How far do you agree or disagree with each of the following statements?****Sometimes I feel under pressure to use social media such as Facebook and Twitter in order to avoid missing out on things going on in my social circle****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		502 25%	194 20%	308 30%a	103 48%fghi	155 45%fghi	87 27%hi	84 23%hi	37 12%	36 8%	138 26% m	151 27% m	116 28% m	98 20%	38 21%	24 30%	52 22%	43 26%	39 22%	32 21%	25 25%	43 22%	79 32%	85 30%	42 24%	105 33%	243 30%
Agree strongly	(+2)	137 7%	44 5%	93 9%a	35 16%fghi	47 14%fghi	14 5% i	26 7% i	10 3% i	5 1%	27 5%	34 6%	39 10% j	37 8%	14 8%	6 8%	12 5%	9 6%	9 5%	9 6%	9 9%	12 6%	23 9%	21 7%	11 6%	24 7%	73 9%
Agree	(+1)	366 18%	150 15%	216 21%a	68 32%ghi	109 32%fghi	72 23%hi	59 16%hi	26 9%	32 7%	111 21% m	117 21% m	77 19% m	60 12%	24 13%	18 22%	39 17%	34 20%	30 17%	23 15%	16 16%	31 16%	56 23%	64 23% n	31 17%	81 25%	171 21%
Neither agree nor disagree	(0)	288 14%	139 14%	149 15%	32 15%	46 13%	61 19% i	60 17% i	42 14%	48 10%	80 15%	71 13%	59 15%	78 16%	25 14%	12 15%	31 14%	23 14%	23 13%	18 12%	18 18%	33 17%	48 19%	37 13%	21 12%	53 16%	125 15%
Disagree	(-1)	562 28%	280 29%	281 28%	46 21%	89 26%	93 29%	102 28%	82 28%	150 33% d	160 30%	157 28%	119 29%	126 26%	55 31%	19 24%	57 25%	52 31%	47 26%	47 32%	29 29%	53 28%	70 28%	80 29%	54 30%	86 27%	238 29%
Disagree strongly	(-2)	528 27%	288 30% b	240 24%	31 14%	49 14%	64 20%	99 28% de	98 33% def	187 41% def gh	135 25%	146 26%	100 24%	148 30%	52 29% v	22 27%	78 34% vw	42 25%	56 31% v	43 29%	24 24%	49 25%	47 19%	62 22%	53 30% v	64 20%	187 23%
NET: Disagree		1090 55%	569 59% b	521 51%	77 36%	138 40%	157 50% de	201 56% de	180 61% def	336 73% def gh	295 55%	303 55%	219 54%	274 56%	107 60% v	42 51%	135 58% v	94 56%	103 57%	90 60% v	52 52%	102 53%	116 47%	142 51%	107 60% v	150 47%	425 52%
Not applicable to me		99 5%	61 6% b	38 4%	2 1%	3 1%	9 3%	12 3%	37 12% defg	37 8% defg	23 4%	26 5%	12 3%	38 8% j	8 5%	4 5%	13 6%	7 4%	14 8% v	8 5%	4 4%	11 6%	6 2%	16 6%	8 5%	12 4%	25 3%
Don't know		9 *	5 1%	5 *	1 1%	2 1%	2 1%	2 1%	1 *	1 *	2 *	4 1%	2 *	2 *	- -	- -	1 *	1 1%	2 1%	2 2%	* *	3 2%	- -	- -	- -	3 1%	2 *
Mean		-0.52	-0.69	-0.37a	0.14f hi	0.04f ghi	-0.39h i	-0.55h i	-0.90i	-1.15	-0.52	-0.50	-0.41m	-0.64	-0.63	-0.43	-0.68	-0.53	-0.67	-0.67	-0.44	-0.54	-0.25n prsx	-0.37p rs	-0.63	-0.28	-0.37

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 17

**Q.A2 How far do you agree or disagree with each of the following statements?****Sometimes I feel under pressure to use social media such as Facebook and Twitter in order to avoid missing out on things going on in my social circle****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	1.28	1.22	1.32	1.33	1.31	1.19	1.27	1.14	0.97	1.24	1.28	1.32	1.29	1.28	1.34	1.28	1.25	1.27	1.25	1.29	1.25	1.27	1.29	1.28	1.27	1.30
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.04	0.05	0.06	0.08	0.06	0.10	0.14	0.08	0.09	0.10	0.11	0.12	0.09	0.10	0.08	0.09	0.08	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 18

**Q.A2 How far do you agree or disagree with each of the following statements?**

**Sometimes I feel under pressure to use the internet in order to avoid missing out on things going on in my community**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	426 21%	180 19%	246 24%a	84 39% fghi	122 35% fghi	74 24%hi	71 20%hi	35 12%	40 9%	124 23%	119 21%	86 21%	97 20%	31 18%	19 23%	37 16%	32 19%	44 24%	30 20%	21 21%	38 20%	77 31% npq suw	56 20%	42 23%	87 27%	210 26%	
Agree strongly	(+2)	86 4%	33 3%	53 5%	23 10% ghi	23 7%hi	16 5%hi	15 4%hi	4 2%	4 1%	20 4%	20 4%	18 5%	27 6%	7 4%	12 5%	8 5%	6 3%	9 6%	6 6%	10 5%	11 5%	9 3%	7 4%	20 6%	41 5%	
Agree	(+1)	340 17%	147 15%	193 19%	61 28% fghi	99 29% fghi	58 18%hi	56 16%hi	31 10%	36 8%	104 19% m	99 18%	68 17%	70 14%	25 14%	17 21% p	25 11%	24 14%	38 21% p	21 14%	15 15%	28 14%	66 26% npq suw	47 17%	35 19% p	67 21%	169 21%
Neither agree nor disagree	(0)	392 20%	202 21%	190 19%	43 20%	66 19%	67 21%	82 23%	55 19%	80 17%	101 19%	121 22%	90 22%	81 16%	41 23% x	17 20%	37 16%	43 25% px	33 18%	24 16%	19 19%	42 22% x	60 24% x	56 20% x	20 11%	69 22%	155 19%
Disagree	(-1)	683 34%	328 34%	355 35%	50 23%	104 30%	117 37% d	124 34% d	105 36% d	183 40% de	182 34%	191 35%	141 35%	169 34%	56 32%	29 36%	89 38% v	61 36%	59 32%	50 33%	35 35%	72 37%	68 27%	105 38% v	60 34%	110 34%	282 34%
Disagree strongly	(-2)	455 23%	244 25% b	211 21%	35 16%	45 13%	50 16%	81 23% e	96 32% def g	147 32% def g	122 23%	116 21%	86 21%	131 27% k	46 26%	17 21%	64 28% quv	31 19%	40 22%	46 31% quv w	22 22%	36 19%	42 17%	56 20%	54 30% quv w	49 15%	168 20%
NET: Disagree	1138 57%	572 59%	566 55%	85 39%	150 44%	167 53% de	205 57% de	201 68% def g	331 72% def g	304 56%	307 55%	228 56%	300 61%	103 58% v	47 57%	153 66% quv	92 55%	98 54%	96 64% v	57 57% v	108 56% v	110 44%	161 58% v	114 64% v	159 49%	450 55%	
Not applicable to me	25 1%	10 1%	15 2%	3 1%	4 1%	6 2%	2 *	4 1%	7 2%	5 1%	6 1%	3 1%	11 2%	3 1%	-	4 2%	1 1%	4 2%	-	2 2%	3 2%	1 *	5 2%	2 1%	5 1%	7 1%	
Don't know	7 *	3 *	4 *	2 1%	3 1%	1 *	1 *	1 *	- -	3 1%	2 *	1 *	1 *	- -	- -	1 *	- -	2 1%	- -	1 1%	2 1%	1 1%	1 *	- -	3 1% B	- -	
Mean	-0.55	-0.63	-0.48a	-0.06f ghi	-0.15f ghi	-0.41h i	-0.56h i	-0.88	-0.96	-0.53	-0.52	-0.52	-0.65	-0.63	-0.54	-0.75	-0.51p	-0.50	-0.69	-0.54	-0.51p	-0.26n pswx	-0.55	-0.68	-0.32	-0.45	
Standard deviation	1.15	1.12	1.17	1.27	1.18	1.12	1.13	1.03	0.95	1.16	1.12	1.14	1.19	1.13	1.10	1.14	1.09	1.16	1.21	1.17	1.13	1.16	1.10	1.21	1.16	1.17	

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 18

**Q.A2 How far do you agree or disagree with each of the following statements?****Sometimes I feel under pressure to use the internet in order to avoid missing out on things going on in my community****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.04	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.08	0.09	0.10	0.11	0.08	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 19

**Q.A2 How far do you agree or disagree with each of the following statements?**

**The internet makes my life richer by giving me opportunities to try new things, such as meeting new people and learning about new things**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	1348 68%	669 69%	679 66%	159 73%hi	281 82%fgh i	219 70%i	248 69%gi	188 63%gi	254 55%	379 70%	380 69%	260 64%	329 67%	124 70%q	55 67%	157 68%q	96 57%	122 67%	96 64%	75 76%q	127 66%	188 75%qsx	193 69%q	115 65%	234 72%	585 71%
Agree strongly	(+2) 391 20%	194 20%	197 19%	63 29%fgh i	105 30%fgh i	60 19%gi	67 19%gi	46 16%	50 11%	116 22%	106 19%	81 20%	88 18%	37 21%	15 18%	41 18%	25 15%	45 25%qw	25 17%	25 25%qw	38 20%	58 23%	46 16%	36 20%	72 22%	182 22%
Agree	(+1) 957 48%	475 49%	482 47%	96 44%	176 51%	159 51%	181 50%	142 48%	203 44%	263 49%	273 49%	179 44%	241 49%	87 49%	40 48%	116 50%	71 42%	76 42%	71 47%	50 50%	90 47%	130 52%	148 53%q	79 44%	162 50%	403 49%
Neither agree nor disagree	(0) 428 22%	214 22%	214 21%	43 20%e	28 8%	64 20%e	80 22%e	77 26%e	136 30%def g	100 19%	112 20%	110 27%jk	106 22%	38 21%	22 27%t	51 22%	48 29%tv	35 19%	36 24%	14 14%	46 24%	45 18%	57 20%	35 20%	46 14%	174 21%A
Disagree	(-1) 143 7%	58 6%	85 8%	6 3%	21 6%	23 7%	23 6%	21 7%	48 11% d	42 8%	42 8%	23 6%	37 8%	14 8%	4 5%	13 5%	15 9%	14 8%	12 8%	6 6%	12 6%	15 6%	18 6%	20 11%p	30 9%B	41 5%
Disagree strongly	(-2) 40 2%	19 2%	20 2%	3 2%	7 2%	5 2%	6 2%	7 2%	12 3%	9 2%	13 2%	9 2%	8 2%	- 2%	1 2%	9 4%nuv	7 4%nuv	5 3%nv	2 2%	3 3%nv	1 1%	- 2%	5 2%	5 3%nv	6 2%	13 2%
NET: Disagree	183 9%	77 8%	105 10%	10 5%	28 8%	28 9%	29 8%	28 9%	60 13% dg	51 9%	55 10%	32 8%	45 9%	14 8%	5 6%	22 9%	22 13%v	20 11%	14 10%	9 9%	13 7%	15 6%	23 8%	25 14%uv	36 11%B	54 7%
Not applicable to me	16 1%	4 *	12 1%	2 1%	2 1%	3 1%	- 1%	3 1%	6 1% g	3 *	3 *	2 *	9 2%	2 1%	- 1%	* 1%	- *	2 1%	1 1%	- 1%	4 2%	- 1%	5 2%	2 1%	- 2%B	5 *
Don't know	14 1%	4 *	11 1%	2 1%	5 1%	1 *	4 1%	- 1%	2 1%	5 1%	5 1%	3 1%	1 *	- 1%	- 1%	2 1%	1 *	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	1 1%	7 2%B	4 *
Mean	0.77	0.80	0.75	0.99fgh hi	1.04fgh hi	0.79i	0.79i	0.68i	0.52	0.82	0.77	0.75	0.76	0.83q	0.77	0.73	0.55	0.80q	0.71	0.90q	0.80q sx	0.93pq	0.77q	0.69	0.83	0.86
Standard deviation	0.92	0.90	0.94	0.88	0.92	0.89	0.88	0.90	0.92	0.92	0.93	0.92	0.90	0.85	0.87	0.95	0.99	1.01	0.90	0.96	0.86	0.81	0.87	1.01	0.95	0.87

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 19

**Q.A2 How far do you agree or disagree with each of the following statements?****The internet makes my life richer by giving me opportunities to try new things, such as meeting new people and learning about new things****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.08	0.08	0.09	0.06	0.06	0.05	0.07	0.06	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 20

**Q.A2 How far do you agree or disagree with each of the following statements?****The internet makes my life easier by making daily tasks more convenient****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1583 80%	796 82%b	787 77%	194 90% i	289 84% hi	253 80% i	287 80% i	224 76%	336 73%	443 82% m	451 81% m	327 80%	363 74%	146 82%	70 85%	188 81%	127 76%	142 79%	119 79%	81 81%	144 75%	201 80%	225 81%	139 78%	248 77%	694 85%A
Agree strongly	(+2)	566 28%	275 28%	290 28%	91 42% i	118 34% i	99 31% i	101 28% i	79 27% i	78 17%	169 31% m	171 31% m	105 26%	120 24%	62 35% oq	16 19%	67 29%	39 24%	55 30%	36 24%	36 36% oqs u	48 25%	66 26%	82 29%	60 34% o	103 32%	269 33%
Agree	(+1)	1018 51%	520 54% b	497 49%	104 48%	171 50%	154 49%	186 52%	145 49%	258 56%	273 51%	280 51%	221 54%	243 50%	85 48%	55 67% npq rtuwx	122 53%	88 52%	88 48%	82 55%	44 45%	97 50%	135 54%	143 51%	80 45%	146 45%	425 52%
Neither agree nor disagree	(0)	277 14%	125 13%	152 15%	13 6%	40 12%	42 13% d	48 13% d	50 17% d	84 18% de	60 11%	82 15%	56 14%	78 16% j	20 11%	9 12%	30 13%	27 16%	22 12%	19 13%	14 14%	36 18%	41 17%	38 13%	21 12%	48 15%	96 12%
Disagree	(-1)	76 4%	29 3%	47 5%	5 2%	8 2%	8 2%	16 5%	11 4%	28 6% def	22 4%	12 2%	13 3%	28 6% k	10 6%	1 2%	6 2%	7 4%	6 3%	9 6%	4 4%	9 4%	7 3%	8 3%	9 5% B	16 5%B	15 2%
Disagree strongly	(-2)	32 2%	11 1%	21 2%	1 *	2 1%	7 2%	6 2%	8 3%	8 2%	8 1%	4 1%	6 2%	14 3% k	2 1%	1 1%	6 3% u	5 3% uv	2 1%	1 1%	1 1%	- *	1 *	6 2%	8 5% suv	2 1%	10 1%
NET: Disagree		107 5%	40 4%	68 7% a	5 2%	10 3%	15 5%	23 6%	19 6%	36 8% de	30 6% k	15 3%	20 5%	42 9% k	12 6%	2 3%	12 5%	12 7%	8 4%	10 6%	5 5%	9 4%	8 3%	14 5%	17 9% v	18 6%	26 3%
Not applicable to me		9 *	7 1%	2 *	2 1%	2 1%	2 1%	-	2 1%	1 *	2 *	2 *	1 *	5 1%	-	-	-	-	7 4% npqu vwx	1 1%	-	-	-	1 *	-	3 1%	2 *
Don't know		12 1%	-	12 1% a	1 1%	4 1%	2 1%	3 1%	1 *	1 *	3 1%	4 1%	4 1%	2 *	1 *	-	2 1%	1 1%	1 1%	1 1%	-	4 2% v	-	1 1%	1 *	5 2%	3 *
Mean		1.02	1.06	0.98	1.31f hi	1.17gh i	1.06i	1.00i	0.94i	0.81	1.08m	1.10m	1.01	0.88	1.10	1.00	1.03	0.90	1.08	0.98	1.12	0.97	1.03	1.04	0.99	1.05	1.14
Standard deviation		0.85	0.80	0.90	0.71	0.76	0.87	0.87	0.91	0.85	0.85	0.77	0.82	0.94	0.87	0.70	0.87	0.92	0.83	0.82	0.85	0.79	0.75	0.86	1.03	0.86	0.79

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 20

**Q.A2 How far do you agree or disagree with each of the following statements?****The internet makes my life easier by making daily tasks more convenient****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.03	0.05	0.04	0.07	0.07	0.06	0.07	0.06	0.07	0.08	0.06	0.06	0.05	0.07	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 21

**Q.A2 How far do you agree or disagree with each of the following statements?****Social media such as Facebook and Twitter make my life better by helping me to keep in touch with family and friends****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	1040 52%	399 41%	641 63%a	156 72% i	220 64% fgh	178 57% hi	185 51% hi	120 41%	180 39%	251 47%	288 52%	221 54%	279 57% j	91 51%	40 49%	119 51%	83 50%	95 52%	84 56%	55 56%	88 45%	134 54%	155 56%	95 53%	160 50%	451 55%
Agree strongly	(+2) 283 14%	99 10%	184 18%a	64 30% hi	60 17% efg	36 11%	59 16% hi	31 10%	34 7%	55 10%	75 14%	72 18% j	81 16% j	19 11%	12 15%	27 12%	14 9%	35 19% w	23 15% npq	21 21% w	24 12% npq	51 20% w	29 10% npq	28 16%	39 12%	133 16%
Agree	(+1) 757 38%	300 31%	456 45%a	93 43% hi	160 46% ghi	143 45% ghi	126 35%	89 30%	147 32%	196 36%	213 38%	150 37%	199 41%	72 41%	28 34%	91 39%	69 41%	59 33%	62 41%	34 34%	64 33%	83 33%	126 45% ruv	67 38%	120 37%	318 39%
Neither agree nor disagree	(0) 402 20%	239 25% b	164 16%	38 18%	71 21%	67 21%	76 21%	59 20%	92 20%	113 21%	115 21%	82 20%	92 19%	32 18%	24 29% rsw	48 21%	39 23%	30 16%	25 17%	21 21%	47 25%	51 20%	48 17%	36 20%	77 24%	172 21%
Disagree	(-1) 199 10%	124 13% b	75 7%	9 4%	26 8%	36 12% d	48 13% de	35 12% d	44 10% d	63 12% m	58 10% m	46 11% m	32 7%	28 16% px	6 8%	15 6%	16 9%	19 10%	17 11%	9 9%	21 11%	22 9%	33 12%	13 7%	32 10%	94 11%
Disagree strongly	(-2) 197 10%	113 12% b	85 8%	11 5%	14 4%	22 7%	29 8%	38 13% defg	83 18% defg	72 13% lm	54 10%	33 8%	39 8%	16 9%	5 6%	29 12% w	18 11%	19 11%	13 9%	7 7%	21 11%	28 11%	19 7%	20 11%	28 9%	64 8%
NET: Disagree	396 20%	237 24% b	159 16%	21 10%	40 12%	58 18% de	77 21% de	73 25% de	127 28% defg	134 25% m	112 20% m	79 19%	71 15%	44 25%	11 14%	44 19%	34 20%	38 21%	30 20%	17 17%	42 22%	51 20%	52 19%	32 18%	59 18%	158 19%
Not applicable to me	139 7%	84 9% b	55 5%	-	6 2%	12 4% d	21 6% de	43 15% defg	57 12% defg	37 7%	38 7%	18 4%	46 9% l	10 6%	7 8%	20 9% v	11 6%	17 9% v	10 7%	7 7%	14 7%	8 3%	23 8% v	13 7%	18 6%	40 5%
Don't know	13 1%	9 1%	3 *	1 *	8 2% fgh	-	-	1 *	3 1%	3 *	2 *	7 2% m	1 *	-	-	1 *	-	2 1%	-	-	2 1%	6 3%	1 *	1 1%	8 3% B	-
Mean	0.40	0.17	0.60a	0.88fgh	0.68fgh	0.44hi	0.40hi	0.16	0.01	0.20	0.39j	0.48j	0.56jk	0.30	0.48	0.35	0.29	0.45	0.45	0.57	0.27	0.45	0.44	0.43	0.38	0.46
Standard deviation	1.19	1.19	1.14	1.05	1.00	1.08	1.18	1.25	1.28	1.22	1.18	1.18	1.14	1.16	1.07	1.21	1.14	1.28	1.18	1.18	1.19	1.27	1.09	1.22	1.13	1.15

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 21

**Q.A2 How far do you agree or disagree with each of the following statements?****Social media such as Facebook and Twitter make my life better by helping me to keep in touch with family and friends****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.10	0.11	0.08	0.08	0.10	0.10	0.11	0.09	0.10	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 22

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Summary**

**Base: All respondents who use the internet**

		Aspects					
		Society overall	My local community overall	Smaller shops and businesses	Larger shops and businesses	Younger people in my community	Older people in my community
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Positive impact		1124 57%	886 45%	877 44%	1418 71%	1047 53%	745 37%
Very positive impact	(+2)	222 11%	142 7%	264 13%	591 30%	330 17%	112 6%
Fairly positive impact	(+1)	902 45%	744 37%	614 31%	827 42%	717 36%	634 32%
Neither positive nor negative impact	(0)	418 21%	701 35%	319 16%	271 14%	356 18%	694 35%
Fairly negative impact	(-1)	266 13%	109 5%	482 24%	169 9%	320 16%	257 13%
Very negative impact	(-2)	87 4%	26 1%	183 9%	35 2%	95 5%	76 4%
NET: Negative impact		353 18%	134 7%	665 33%	204 10%	415 21%	333 17%
Don't know		94 5%	267 13%	129 6%	95 5%	171 9%	216 11%
Mean		0.48	0.50	0.16	0.93	0.48	0.25
Standard deviation		1.02	0.79	1.23	0.99	1.13	0.93
Standard error		0.02	0.02	0.03	0.02	0.03	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 23

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?****Society overall****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		1124	562	563	130	191	172	208	155	269	326	296	249	254	111	44	131	97	105	78	57	105	145	160	91	181	473
		57%	58%	55%	60%	55%	55%	58%	52%	59%	61%km	53%	61%km	52%	63%	54%	57%	58%	58%	52%	57%	55%	58%	57%	51%	56%	58%
Very positive impact	(+2)	222	134	88	28	49	27	49	30	39	63	50	53	56	23	11	25	16	23	17	14	11	26	32	24	37	105
		11%	14%b	9%	13%	14%i	8%	14%i	10%	8%	12%	9%	13%	11%	13%u	13%u	11%	9%	13%u	11%	14%u	6%	10%	11%	13%u	11%	13%
Fairly positive impact	(+1)	902	428	474	102	142	145	159	124	230	263	245	196	198	88	33	106	81	82	61	42	95	119	128	67	144	367
		45%	44%	46%	47%	41%	46%	44%	42%	50%eh	49%km	44%	48%	40%	49%km	41%	46%	48%	45%	41%	42%	49%km	48%	46%	38%	45%	45%
Neither positive nor negative impact	(0)	418	196	222	37	66	70	84	79	82	110	131	61	117	38	25	55	38	33	30	20	45	40	59	35	56	191
		21%	20%	22%	17%	19%	22%	23%	27%di	18%	20%	24%li	15%	24%li	21%	31%rv	24%	23%	18%	20%	20%	23%	16%	21%	20%	17%	23%
Fairly negative impact	(-1)	266	137	129	27	55	42	43	36	64	62	86	50	68	17	10	26	23	26	21	11	27	37	34	33	51	102
		13%	14%	13%	12%	16%	13%	12%	12%	14%	12%	15%	12%	14%	9%	12%	11%	14%	14%	14%	11%	14%	15%	12%	18% <sup>n</sup>	16%	12%
Very negative impact	(-2)	87	37	51	12	12	22	8	15	18	26	17	17	28	3	2	8	7	9	12	3	8	13	11	11	15	37
		4%	4%	5%	6%	4%	7%g	2%	5%	4%	5%	3%	4%	6%	2%	3%	3%	4%	5%	8% <sup>n</sup>	3%	4%	5%	4%	6% <sup>n</sup>	5%	5%
NET: Negative impact		353	173	180	39	67	63	50	51	83	88	103	66	96	20	12	34	30	35	33	15	35	50	45	44	66	139
		18%	18%	18%	18%	19%	20%	14%	17%	18%	16%	19%	16%	20%	11%	15%	15%	18%	20%	22% <sup>n</sup>	15%	18%	20%	16%	25% <sup>n</sup> pw	20%	17%
Don't know		94	37	57	10	20	9	18	12	25	14	24	32	24	9	1	11	3	7	9	8	14	16	8	20	18	
		5%	4%	6%	4%	6%	3%	5%	4%	5%	3%	4%	8%j	5%	5%	1%	5%	2%	4%	6%	8%oq	4%	6%	6%	5%	6%B	2%
Mean		0.48	0.52	0.44	0.52	0.50	0.37	0.58f	0.42	0.48	0.52	0.43	0.59m	0.40	0.66su	0.50	0.52	0.46	0.48	0.36	0.58	0.40	0.46	0.52	0.35	0.45	0.50
		x																									
Standard deviation		1.02	1.03	1.01	1.07	1.06	1.06	0.96	1.01	0.99	1.01	0.98	1.03	1.06	0.90	0.96	0.96	0.98	1.07	1.13	1.02	0.95	1.06	1.00	1.14	1.06	1.02
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.07	0.10	0.06	0.07	0.08	0.10	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 24

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My local community overall**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Positive impact	886 45%	434 45%	452 44%	120 56%ghi	170 49%hi	145 46%	152 42%	113 38%	185 40%	266 50%km	229 41%	185 45%	206 42%	78 43%	32 38%	100 43%	70 42%	94 52%st	54 36%	38 38%	95 49%st	118 47%	126 45%	84 47%	144 45%	399 49%	
Very positive impact	(+2) 7%	142 8%	74 7%	68 9%hi	43 13%fhi	20 6%	27 7%	12 4%	21 5%	42 8%	34 6%	35 8%	32 6%	12 6%	7 8%	14 6%	11 7%	18 10%u	11 7%	9 9%	8 4%	24 10%	15 5%	14 8%	30 9%	72 9%	
Fairly positive impact	(+1) 37%	744 37%	360 37%	384 38%	101 47%ghi	127 37%	125 40%	126 35%	101 34%	164 36%	224 42%k	195 35%	150 37%	174 36%	66 37%	25 30%	86 37%	59 35%	75 42%st	44 29%	29 29%	87 45%ost	93 37%	111 40%	70 39%	114 35%	328 40%
Neither positive nor negative impact	(0) 35%	701 35%	357 37%	344 34%	68 31%	106 31%	95 30%	139 39%ef	114 38%ef	180 39%ef	181 34%	205 37%	149 37%	165 34%	70 39%	35 42%r	87 38%	60 36%	52 29%	66 44%rwx	35 35%	65 34%	88 35%	90 32%	54 30%	108 33%	280 34%
Fairly negative impact	(-1) 5%	109 5%	52 5%	57 6%	8 4%	20 6%	20 6%	20 6%	17 6%	24 5%	27 5%	32 6%	17 4%	32 6%	6 4%	6 8%	11 5%	11 6%	12 6%	7 5%	6 6%	13 7%	14 6%	13 5%	10 6%	23 7%	48 6%
Very negative impact	(-2) 1%	26 1%	10 1%	16 2%	4 2%	5 2%	8 2%ai	4 1%	3 1%	2 *	11 2%	5 1%	5 1%	5 1%	- 1%	1 1%	2 1%	3 2%	2 1%	1 1%	2 2%	1 1%	4 1%	4 2%	5 3%an	8 2%	10 1%
NET: Negative impact	134 7%	62 6%	72 7%	12 5%	25 7%	27 9%	24 7%	20 7%	26 6%	38 7%	37 7%	22 5%	37 8%	6 4%	7 9%	12 5%	14 8%	14 7%	8 6%	8 8%	14 7%	17 7%	18 6%	15 9%	30 9%	58 7%	
Don't know	267 13%	115 12%	153 15%	17 8%	42 12%	47 15%ad	44 12%	49 17%ad	68 15%ad	52 10%	82 15%aj	51 13%	82 17%aj	25 14%	9 10%	32 14%	23 14%	22 12%	21 14%	18 18%	20 10%	27 11%	45 16%	25 14%	41 13%	84 10%	
Mean	0.50	0.51	0.50	0.62hi	0.61hi	0.49	0.48	0.41	0.46	0.54	0.47	0.54	0.48	0.54	0.42	0.50	0.44	0.61	0.43	0.44	0.51	0.54	0.51	0.50	0.48	0.55	
Standard deviation	0.79	0.79	0.80	0.79	0.87	0.85	0.79	0.74	0.71	0.82	0.77	0.79	0.80	0.70	0.82	0.74	0.83	0.83	0.77	0.88	0.73	0.83	0.78	0.88	0.89	0.81	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.06	0.07	0.07	0.09	0.05	0.07	0.05	0.07	0.06	0.03	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 25

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Smaller shops and businesses**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		877	438	439	132	174	138	140	119	173	240	243	179	215	73	40	102	66	82	61	37	85	133	117	79	144	375
		44%	45%	43%	61%efghi	51%ghi	44%	39%	40%	38%	45%	44%	44%	44%	41%	49%	44%	39%	45%	41%	37%	44%	53%noqt w	42%	45%	44%	46%
Very positive impact	(+2)	264	118	146	47	65	46	43	25	38	77	64	63	60	23	8	27	19	35	21	16	24	44	24	22	51	122
		13%	12%	14%	22%ghi	19%ghi	14%hi	12%	9%	8%	14%	12%	15%	12%	13%	10%	12%	11%	19%w	14%	16%w	13%	18%w	9%	12%	16%	15%
Fairly positive impact	(+1)	614	320	293	85	110	93	98	94	135	163	179	116	155	50	32	75	47	46	41	21	61	89	93	57	93	252
		31%	33%	29%	39%fgi	32%	29%	27%	32%	29%	30%	32%	28%	32%	28%	39%rt	33%t	28%	26%	27%	21%	32%	36%t	33%t	32%t	29%	31%
Neither positive nor negative impact	(0)	319	156	162	27	41	48	58	57	87	92	87	66	74	31	8	39	22	29	26	16	28	44	47	28	49	133
		16%	16%	16%	12%	12%	15%	16%	19%e	19%e	17%	16%	16%	15%	17%	9%	17%	13%	16%	17%	16%	15%	18%	17%	16%	15%	16%
Fairly negative impact	(-1)	482	244	238	44	76	79	102	62	119	136	136	102	107	46	19	50	50	39	33	26	47	54	74	43	77	205
		24%	25%	23%	20%	22%	25%	28%h	21%	26%	25%	25%	25%	22%	26%	24%	21%	30%	22%	22%	26%	24%	22%	27%	24%	24%	25%
Very negative impact	(-2)	183	80	103	9	35	28	31	30	49	49	47	41	46	19	11	21	24	18	14	10	18	11	20	16	32	68
		9%	8%	10%	4%	10%d	9%	9%	10%d	11%d	9%	8%	10%	9%	10%	14%v	9%	14%vw	10%	10%	10%	9%	5%	7%	9%	10%	8%
NET: Negative impact		665	324	341	53	111	107	133	92	168	186	183	143	153	64	31	71	74	57	48	36	65	66	95	59	109	274
		33%	33%	33%	25%	32%	34%d	37%d	31%	37%d	35%	33%	35%	31%	36%	38%	31%	44%prsvw	31%	32%	36%	34%	26%	34%	33%	34%	33%
Don't know		129	50	79	4	17	22	28	28	29	20	40	20	48	10	4	19	5	13	14	11	14	7	20	11	21	40
		6%	5%	8%a	2%	5%	7%d	8%d	9%d	6%d	4%	7%j	5%	10%jl	5%	5%	8%qv	3%	7%	10%qv	11%qv	7%v	0.41noqt w	0.10	0.16	0.17	0.20
Mean		0.16	0.16	0.15	0.55fghi	0.28i	0.17	0.06	0.08	-0.02	0.16	0.15	0.15	0.17	0.08	0.07	0.18	-0.08	0.26q	0.15	0.08	0.15					
Standard deviation		1.23	1.20	1.26	1.17	1.31	1.25	1.22	1.19	1.19	1.24	1.21	1.27	1.23	1.25	1.29	1.22	1.29	1.31	1.26	1.31	1.24	1.16	1.15	1.22	1.28	1.23
Standard error		0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.07	0.05	0.05	0.05	0.08	0.06	0.10	0.14	0.08	0.09	0.10	0.11	0.12	0.09	0.09	0.07	0.09	0.08	0.05

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 26

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Larger shops and businesses**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (g)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Positive impact	1418 71%	705 73%	714 70%	185 86%efg hi	259 75%gh	227 72%g	230 64%	198 67%	319 70%	404 75%	389 70%	283 69%	343 70%	122 69%	56 68%	177 77%u	122 73%	138 76%	106 71%	66 66%	128 67%	185 74%	193 69%	123 69%	235 73%	583 71%	
Very positive impact	(+2) 591 30%	295 30%	297 29%	86 40%efgh i	134 39%efgh i	87 28%	87 24%	77 26%	120 26%	176 33%	154 28%	116 29%	145 30%	46 26%	20 24%	74 32%	42 25%	70 39%noq sw	40 26%	31 31%	54 28%	85 34%	71 25%	59 33%	107 33%	237 29%	
Fairly positive impact	(+1) 827 42%	410 42%	417 41%	99 46%	124 36%	141 45%	144 40%	120 41%	199 43%	228 42%	235 42%	166 41%	198 40%	76 43%	36 44%	103 45%	80 48%ax	68 38%	67 45%	35 35%	74 39%	100 40%	123 44%	64 36%	128 40%	346 42%	
Neither positive nor negative impact	(0) 271 14%	135 14%	136 13%	18 8%	36 10%	49 16%cd	72 20%dei	44 15%cd	52 11%	66 12%	79 14%	61 15%	65 13%	25 14%	13 16%	28 12%	26 15%	19 11%	15 10%	15 15%	32 17%	33 13%	37 13%	28 16%	49 15%	130 16%	
Fairly negative impact	(-1) 169 9%	76 8%	94 9%	6 3%	23 7%	20 6%	29 8%cd	35 12%df	56 16%def	40 7%	47 9%	41 10%	41 8%	20 11%p	7 9%	11 5%	11 7%	12 7%	18 12%p	7 7%	17 9%	21 9%	28 10%p	17 10%	18 6%	69 8%	
Very negative impact	(-2) 35 2%	14 1%	21 2%	- -	10 3%cd	2 1%	8 2%	6 2%	9 2%	10 2%	9 2%	10 2%	6 1%	1 1%	2 3%	1 1%	4 2%	1 1%	1 1%	3 3%	7 4%p	3 1%	7 3%	3 2%	3 1%	18 2%	
NET: Negative impact	204 10%	89 9%	115 11%	6 3%	33 10%cd	22 7%	37 10%cd	41 14%df	64 14%df	50 9%	57 10%	51 12%	48 10%	21 12%p	9 11%	13 5%	15 9%	14 8%	19 12%p	10 10%	24 12%p	25 10%	35 13%p	20 11%p	21 6%	87 11%	
Don't know	95 5%	39 4%	57 6%	7 3%	16 5%	17 5%	20 6%	13 4%	22 5%	19 3%	28 5%	13 3%	35 7%ijl	10 6%	3 4%	14 6%	4 3%	10 5%	10 7%	8 8%qv	9 5%	7 3%	14 5%	7 4%	18 5%	22 3%	
Mean	0.93	0.96	0.91	1.27fgh hi	1.07gh i	0.97gh	0.80	0.80	0.84	1.00	0.91	0.86	0.95	0.87	0.81	1.09no quw	0.89	1.13no quw	0.90	0.93	0.82	1.00	0.83	0.93	1.05	0.89	
Standard deviation	0.99	0.96	1.01	0.74	1.04	0.88	0.99	1.05	1.03	0.97	0.98	1.03	0.97	0.97	1.01	0.85	0.95	0.93	0.98	1.05	1.07	0.98	1.02	1.03	0.91	1.00	
Standard error	0.02	0.03	0.03	0.06	0.07	0.05	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.10	0.08	0.07	0.06	0.08	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 27

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Younger people in my community**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Positive impact	1047 53%	544 56%b	503 49%	126 58%	176 51%	165 52%	181 50%	152 51%	247 54%	287 53%	298 54%	231 57% m	232 47%	101 57%	47 57%	121 52%	86 51%	98 54%	76 51%	54 54%	88 46%	137 55%	148 53%	92 52%	167 52%	448 55%	
Very positive impact	(+2) 330 17%	186 19%b	144 14%	41 19%	54 16%	41 13%	61 17%	56 19%	77 17%	109 20% km	80 14%	72 18%	69 14%	31 17%	14 17%	29 13%	25 15%	37 20% u	25 17%	26 26% pqu w	20 10%	45 18%	43 15%	35 20% u	52 16%	146 18%	
Fairly positive impact	(+1) 717 36%	358 37%	359 35%	85 40%	122 36%	124 39%	120 33%	96 32%	169 37%	178 33%	218 39% j	159 39%	162 33%	70 39%	33 40%	91 39%	60 36%	61 34%	51 34%	28 28%	69 36%	91 37%	105 37%	56 32%	115 36%	302 37%	
Neither positive nor negative impact	(0) 356 18%	161 17%	196 19%	34 16%	57 17%	64 20%	75 21% i	57 19%	68 15%	91 17%	95 17%	66 16%	104 21%	29 16%	17 21%	51 22% x	34 20%	26 14%	28 19%	19 19%	46 24% rvx	38 15%	46 16%	22 12%	55 17%	151 18%	
Fairly negative impact	(-1) 320 16%	140 14%	179 18%	36 17%	68 20%	46 15%	57 16%	48 16%	64 14%	98 18%	83 15%	60 15%	80 16%	23 13%	12 15%	35 15%	23 14%	32 18%	21 14%	13 13%	37 19%	50 20%	44 16%	30 17%	57 18%	150 18%	
Very negative impact	(-2) 95 5%	42 4%	53 5%	13 6%	20 6%	17 5%	17 5%	10 3%	18 4%	25 5%	31 6%	15 4%	23 5%	5 3%	2 3%	7 3%	14 9% npuw	12 7%	8 5%	6 6%	6 3%	10 4%	9 3%	16 9% npuw	20 6%	33 4%	
NET: Negative impact	415 21%	183 19%	232 23%	50 23%	88 26% i	63 20%	74 21%	57 19%	82 18%	123 23%	114 21%	75 18%	103 21%	28 16%	14 18%	42 18%	37 22%	44 24%	29 19%	18 18%	43 22%	60 24%	53 19%	47 26% n	77 24%	183 22%	
Don't know	171 9%	80 8%	91 9%	6 3%	23 7%	23 7%	29 8% d	30 10% d	61 13% defg	37 7%	47 9%	36 9%	51 11% j	20 11%	4 4%	18 8%	11 6%	13 7%	16 11%	9 9%	15 8%	16 6%	33 12%	17 10%	23 7%	39 5%	
Mean	0.48	0.57b	0.39	0.50	0.38	0.43	0.46	0.53	0.56	0.49	0.46	0.57	0.40	0.62u	0.56	0.47	0.38	0.47	0.49	0.62	0.33	0.48	0.52	0.40	0.40	0.48	
Standard deviation	1.13	1.13	1.13	1.17	1.17	1.09	1.13	1.12	1.11	1.17	1.12	1.09	1.11	1.05	1.05	1.02	1.19	1.23	1.14	1.22	1.03	1.15	1.08	1.30	1.18	1.12	
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.09	0.10	0.10	0.11	0.08	0.09	0.07	0.10	0.07	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 28

**Q.A3 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Older people in my community**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		745 37%	404 42% <sup>b</sup>	342 33%	89 41% <sup>h</sup>	119 34%	106 34%	124 34%	91 31%	217 47% <sup>e</sup> <sup>f</sup> <sup>g</sup> <sup>h</sup>	244 45% <sup>k</sup> <sup>l</sup> <sup>m</sup>	190 34%	135 33%	177 36%	71 40%	29 35%	91 39%	54 32%	64 35%	48 32%	37 37%	72 38%	99 40%	111 40%	69 39%	118 37%	306 37%
Very positive impact	(+2)	112 6%	61 6%	51 5%	9 4%	23 7%	16 5%	25 7% <sup>h</sup>	9 3%	30 6% <sup>h</sup>	36 7%	33 6%	16 4%	27 6%	16 9% <sup>p</sup> <sup>q</sup> <sup>w</sup>	7 8% <sup>p</sup> <sup>w</sup>	6 2%	5 3%	9 5%	13 8% <sup>p</sup> <sup>w</sup>	5 5%	10 5%	20 8% <sup>p</sup> <sup>w</sup>	8 3%	13 7% <sup>p</sup> <sup>w</sup>	15 5%	60 7%
Fairly positive impact	(+1)	634 32%	343 35% <sup>b</sup>	290 28%	80 37% <sup>g</sup> <sup>h</sup>	96 28%	90 29%	99 27%	82 28%	187 41% <sup>e</sup> <sup>f</sup> <sup>g</sup> <sup>h</sup>	208 39% <sup>k</sup> <sup>l</sup> <sup>m</sup>	157 28%	119 29%	149 30%	55 31%	22 27%	85 37% <sup>s</sup>	49 29%	54 30%	36 24%	31 32%	62 32%	79 32%	104 37% <sup>s</sup>	56 32%	103 32%	246 30%
Neither positive nor negative impact	(0)	694 35%	324 34%	369 36%	76 35%	125 36%	104 33%	135 38%	111 37%	142 31%	162 30%	206 37% <sup>j</sup>	151 37%	174 36%	63 36%	32 38%	78 34%	65 39%	66 36%	63 42% <sup>t</sup> <sup>u</sup> <sup>x</sup>	28 28%	60 31%	94 38%	90 32%	54 31%	86 27%	305 37% <sup>A</sup>
Fairly negative impact	(-1)	257 13%	113 12%	144 14%	34 16% <sup>i</sup>	49 14% <sup>i</sup>	46 15% <sup>i</sup>	44 12%	42 14% <sup>i</sup>	41 9%	71 13%	70 13%	60 15%	56 12%	25 14%	7 8%	28 12%	21 12%	30 17%	17 12%	15 15%	28 15%	24 10%	33 12%	29 16%	55 17%	120 15%
Very negative impact	(-2)	76 4%	31 3%	45 4%	9 4%	17 5%	13 4%	9 2%	13 4%	15 3%	20 4%	16 3%	19 5%	21 4%	1 6% <sup>n</sup>	5 4% <sup>n</sup>	10 4% <sup>n</sup>	9 5% <sup>n</sup>	6 3%	2 1%	4 4% <sup>n</sup>	10 5% <sup>n</sup>	11 5% <sup>n</sup>	11 4%	7 4% <sup>n</sup>	26 8% <sup>B</sup>	22 3%
NET: Negative impact		333 17%	144 15%	189 19%	44 20% <sup>i</sup>	67 19% <sup>i</sup>	59 19% <sup>i</sup>	53 15%	55 19% <sup>i</sup>	56 12%	90 17%	86 16%	79 19%	78 16%	25 14%	12 14%	38 16%	29 18%	36 20%	19 13%	20 20%	38 20%	36 14%	43 15%	36 20%	81 25% <sup>B</sup>	141 17%
Don't know		216 11%	95 10%	121 12%	6 3%	34 10% <sup>d</sup>	46 15% <sup>d</sup>	48 13% <sup>d</sup>	40 13% <sup>d</sup>	43 9% <sup>d</sup>	41 8%	71 13% <sup>j</sup>	43 10%	61 12% <sup>j</sup>	19 11%	10 12%	25 11%	18 11%	15 8%	19 12%	15 15%	22 12%	21 8%	35 13%	18 10%	38 12%	69 8%
Mean		0.25	0.33 <sup>b</sup>	0.18	0.22	0.19	0.18	0.28	0.12	0.42 <sup>d</sup> <sup>e</sup> <sup>f</sup> <sup>h</sup>	0.34 <sup>l</sup>	0.25	0.14	0.25	0.38 <sup>q</sup>	0.27	0.23	0.14	0.18	0.30	0.21	0.20	0.31	0.27	0.25	0.09	0.27 <sup>A</sup>
Standard deviation		0.93	0.91	0.94	0.93	0.98	0.95	0.90	0.90	0.90	0.95	0.90	0.92	0.94	0.88	1.00	0.89	0.91	0.92	0.87	0.99	0.98	0.95	0.89	0.99	1.06	0.92
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.11	0.06	0.07	0.07	0.08	0.10	0.07	0.07	0.06	0.08	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 29

**Q.A4 You said that you think that the internet has had a positive impact on some people and groups in society and in your community. In which, if any, of the following ways has the internet had a positive impact?**

**Base: All respondents who think the internet has had a positive impact on some people and groups in society and in their community**

	Gender			Age						Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	1755	753	1002	177	240	278	313	281	466	595	474	274	412	137	81	224	170	158	128	105	178	165	240	169	255	643		
Weighted base	1757	864	893	206	315	277	305	243	411	487	477	370	423	154	71*	208	147	166	133	83*	165	231	241	157	287	724		
Helping people to communicate and keep in touch	1474 84%	714 83%	760 85%	162 79%	239 76%	221 80%	261 85%e	218 90%def	373 91%def	406 83%	408 86%	307 83%	353 84%	129 84%	61 85%	170 82%	120 81%	143 86%t	118 89%t	63 75%	141 86%t	187 81%	210 87%t	132 84%	223 78%	595 82%		
Helping people to access products and services	1411 80%	693 80%	718 80%	148 72%	214 68%	209 76%	254 83%def	216 89%def	369 90%def	401 82%	380 80%	285 77%	345 82%	126 82%	57 80%	163 78%	118 80%	134 81%	115 86%v	68 82%	134 82%	172 75%	194 81%	129 82%	210 73%	558 77%		
Helping shops and businesses to sell their products or services	1385 79%	672 78%	713 80%	149 73%	231 73%	199 72%	239 78%	210 87%def	356 87%def	383 79%	375 79%	286 77%	341 81%	116 75%	54 76%	166 80%	117 79%	136 82%	107 80%	65 79%	135 82%	175 76%	190 79%	123 78%	203 71%	546 75%		
Helping shops and businesses to advertise and raise their profile	1289 73%	616 71%	673 75%	143 70%	226 72%	185 67%	226 74%	195 81%def	313 76%f	362 74%	349 73%	261 71%	317 75%	111 72%	54 75%	150 72%	110 75%	118 71%	100 75%	57 69%	124 75%	165 71%	185 77%	116 74%	194 68%	527 73%		
Helping people to organise events	1272 72%	595 69%	678 76%a	157 76%	213 68%	197 71%	239 78%ei	176 72%	290 70%	365 75%	340 71%	260 70%	307 73%	109 71%	55 77%	143 69%	108 74%	115 69%	101 76%	63 76%	116 70%	160 69%	179 74%	124 79%p	194 68%	531 73%		
Helping children and younger people to learn	1213 69%	603 70%	610 68%	112 55%	204 65%	188 68%b	228 75%de	178 73%de	302 73%de	332 68%	327 69%	254 68%	301 71%	111 72%	51 71%	145 70%	101 69%	127 77%uw	91 69%	55 66%	102 62%	164 71%	159 66%	105 67%	188 66%	480 66%		
Helping charities to raise awareness and fundraise	1210 69%	576 67%	635 71%	135 66%	202 64%	176 64%	221 72%f	185 76%def	291 71%	348 71%	327 69%	243 66%	292 69%	114 74%	49 68%	135 65%	98 67%	112 68%	94 71%	53 64%	113 68%	152 66%	175 73%	115 73%	186 65%	494 68%		
Offering people greater flexibility, for example in working from home	1187 68%	581 67%	606 68%	130 63%	189 60%	172 62%	207 68%	178 73%def	312 76%def	354 73%lm	334 70%lm	241 65%	258 61%	115 74%o	37 52%	137 66%	97 66%	110 67%	84 63%	55 66%	112 68%o	167 72%o	167 69%o	107 68%o	175 61%	480 66%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 29

**Q.A4 You said that you think that the internet has had a positive impact on some people and groups in society and in your community. In which, if any, of the following ways has the internet had a positive impact?**

**Base: All respondents who think the internet has had a positive impact on some people and groups in society and in their community**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	1757	864	893	206	315	277	305	243	411	487	477	370	423	154	71*	208	147	166	133	83*	165	231	241	157	287	724	
Helping people to have their voice heard by local government and authorities (such as campaigning online against a library closing down)	1061 60%	503 58%	558 62%	109 53%	182 58%	152 55%	186 61%	160 66%df	273 66%def	315 65%l	282 59%	207 56%	257 61%	94 61%	33 46%	126 61%o	89 60%	100 61%	80 60%	55 67%o	95 58%	142 62%o	149 62%o	98 62%o	160 56%	427 59%	
Offering businesses greater flexibility, for example by allowing staff to work from home	1051 60%	518 60%	533 60%	126 61%	165 52%	152 55%	178 58%	157 65%ef	272 66%efg	329 68%lm	300 63%lm	201 54%	221 52%	98 64%o	30 42%	114 55%	87 59%o	95 58%o	76 57%	50 61%o	106 64%o	150 65%o	150 62%o	96 61%o	159 55%	437 60%	
Other	19 1%	8 1%	11 1%	1 *	3 1%	2 1%	4 1%	2 1%	7 2%	9 2%	3 1%	3 1%	4 1%	3 2%	-	3 1%	2 1%	2 1%	-	-	5 3%vx	-	5 2%	-	2 1%	4 1%	
None of these	10 1%	6 1%	4 *	1 1%	4 1%	3 1%	2 1%	* *	1 *	1 *	3 1%	4 1%	3 1%	2 1%	1 1%	2 1%	-	-	2 2%	-	-	1 *	3 1%	-	2 1%	5 1%	
Don't know	15 1%	7 1%	9 1%	2 1%	5 1%	4 1%	2 1%	2 1%	1 *	4 1%	4 1%	3 1%	4 1%	4 2%	2 2%v	5 2%	1 1%	-	1 1%	-	1 1%	-	1 *	1 *	5 2%	6 1%	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 30

**Q.A5 You said that you think that the internet has had a negative impact on some people and groups in society and in your community. In which, if any, of the following ways has the internet had a negative impact?**

**Base: All respondents who think the internet has had a negative impact on some people and groups in society and in their community**

	Gender			Age						Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	1069	436	633	100	154	163	202	178	272	359	290	169	251	82	49	123	111	99	76	64	115	91	148	111	170	387		
Weighted base	1062	511	551	113*	200	169	194	153	233	290	289	233	249	93*	39*	110	100*	97*	84*	53*	108*	128*	149	102*	186	446		
Making it easier for criminals to access and scam people online	834 79%	389 76%	446 81%	79 70%	143 72%	113 67%	154 79% f	140 91% defg	206 88% defg	211 73%	229 79%	189 81%	205 82% j	69 75%	30 77%	92 84%	74 75%	77 79%	67 80%	38 72%	90 84%	91 72%	122 82%	82 81%	136 73%	335 75%		
Making it harder to encourage children and younger people to play outside and exercise	807 76%	373 73%	435 79% a	81 72%	131 66%	110 65%	149 77% f	133 87% defg	203 87% defg	214 74%	223 77%	171 73%	199 80%	71 77%	32 82%	80 73%	76 77%	69 71%	64 76%	37 70%	90 83% v	87 68%	114 77%	86 85% prt v	127 68%	337 75%		
Making it harder to protect children and younger people from issues such as bullying and pornography	790 74%	355 69%	435 79% a	73 65%	130 65%	118 70%	134 69%	131 85% defg	205 88% defg	223 77%	216 75%	162 70%	189 76%	69 74%	30 76%	89 81% r	75 76%	65 68%	65 77%	38 72%	77 71%	87 68%	112 75%	83 82% r	121 65%	313 70%		
Making people less likely to speak to each other face-to-face	773 73%	358 70%	415 75%	77 68%	135 68%	123 73%	140 72%	113 73%	185 79% de	204 70%	223 77%	170 73%	176 71%	64 68%	29 73%	83 76%	66 66%	62 64%	63 75%	39 72%	83 77%	102 80% r	108 72%	76 75%	128 69%	331 74%		
Making local shops and businesses compete against larger companies who are able to offer the same products and services online	641 60%	307 60%	334 61%	57 51%	104 52%	99 59%	126 65% de	99 64% de	157 67% de	187 64%	183 63%	127 54%	145 58%	62 66%	25 65%	65 59%	60 60%	52 53%	50 60%	34 64%	66 61%	80 63%	86 57%	62 61%	103 56%	269 60%		
Excluding some people or groups in the community who are less likely to have access to the internet	597 56%	257 50%	341 62% a	62 55%	87 44%	85 50%	117 60% e	93 61% e	154 66% ef	179 62%	157 54%	121 52%	140 56%	55 60%	21 54%	66 60%	46 46%	55 57%	40 47%	32 59%	70 65% qsv	59 46%	91 61% q	62 61% q	95 51%	239 54%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 30

**Q.A5 You said that you think that the internet has had a negative impact on some people and groups in society and in your community. In which, if any, of the following ways has the internet had a negative impact?**

**Base: All respondents who think the internet has had a negative impact on some people and groups in society and in their community**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1062	511	551	113*	200	169	194	153	233	290	289	233	249	93*	39*	110	100*	97*	84*	53*	108*	128*	149	102*	186	446
Making people less likely to get out and about in my local area	512 48%	247 48%	265 48%	53 47%	89 45%	81 48%	98 51%	81 53%	111 47%	144 49%	134 46%	111 47%	124 50%	47 50%	17 43%	49 45%	49 50%	38 39%	38 45%	26 49%	62 57% <sup>r</sup>	67 52%	66 44%	54 53%	87 47%	226 51%
Making local charities compete against larger charities with bigger profiles and fundraising efforts	252 24%	117 23%	135 25%	30 27% <sup>e</sup>	20 10%	36 21% <sup>e</sup>	55 28% <sup>e</sup>	48 31% <sup>e</sup>	64 28% <sup>e</sup>	76 26%	71 25%	41 17%	65 26%	26 28%	9 24%	26 23%	21 21%	19 20%	21 24%	10 19%	26 24%	42 33%	29 19%	25 25%	39 21%	96 22%
Other	33 3%	14 3%	19 3%	3 3%	4 2%	7 4%	8 4%	3 2%	8 4%	8 3%	11 4%	6 2%	8 3%	1 1%	- -	- -	6 6% <sup>p</sup>	2 2%	4 5% <sup>p</sup>	- -	3 2%	7 6% <sup>p</sup>	6 4%	4 3%	8 5%	8 2%
None of these	4 *	- -	4 1%	1 1%	2 1%	- -	- -	- -	* *	* *	2 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	* *	- -	- -	- -	4 1%
Don't know	12 1%	3 1%	9 2%	- -	3 1%	5 3%	1 1%	2 1%	1 1%	3 1%	5 2%	2 1%	2 1%	1 1%	1 2%	4 3% <sup>w</sup>	- -	1 1%	1 1%	1 3%	2 2%	1 1%	- -	- -	5 3%	5 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 31

**Q.A6 Below are some scenarios related to the internet. In each case, please say how acceptable or unacceptable it would be if this happened.**

**Summary**

**Base: All respondents who use the internet**

		Scenarios			
		If an online retailer began offering free 1-day delivery for lower income families in my community, but this resulted in local shops closing down	If my local Council made cost savings by transferring all their services online and reduced my Council tax as a result...	If my bank put more investment into protecting their customers from fraud and cyber crime, but this meant that they had to close down my local branch to cover these costs	If a delivery driver is made redundant from full-time employment, and the only work now available is with an online delivery company, with no guaranteed hours
Unweighted base		2002	2002	2002	2002
Weighted base		1989	1989	1989	1989
NET: Acceptable		383 19%	721 36%	646 32%	387 19%
Completely acceptable	(4)	87 4%	136 7%	124 6%	71 4%
Fairly acceptable	(3)	296 15%	585 29%	522 26%	316 16%
Fairly unacceptable	(2)	856 43%	768 39%	755 38%	857 43%
Completely unacceptable	(1)	515 26%	324 16%	427 21%	554 28%
NET: Unacceptable		1372 69%	1092 55%	1182 59%	1411 71%
No opinion		110 6%	64 3%	68 3%	82 4%
Don't know		124 6%	112 6%	93 5%	110 6%
Mean		1.97	2.29	2.19	1.95
Standard deviation		0.81	0.85	0.87	0.80
Standard error		0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 32

**Q.A6 Below are some scenarios related to the internet. In each case, please say how acceptable or unacceptable it would be if this happened.**  
**If an online retailer began offering free 1-day delivery for lower income families in my community, but this resulted in local shops closing down**  
**Base: All respondents who use the internet**

		Gender		Age							Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Acceptable		383	227	157	74	67	64	70	47	60	128	87	84	83	35	9	40	30	42	18	21	42	68	47	30	69	181
		19%	23%b	15%	34%efghi	20%i	20%i	20%i	16%	13%	24%km	16%	21%	17%	20%	11%	17%	18%	23%os	12%	22%os	27%ops wx	17%	17%	21%	22%	
Completely acceptable	(4)	87	56	31	14	14	20	22	6	10	31	19	19	18	8	3	7	7	11	2	7	23	11	4	17	47	
		4%	6%b	3%	7%hi	4%	6%hi	6%hi	2%	2%	6%	3%	5%	4%	4%	4%	3%	4%	6%u	2%	7%su	9%psuw x	4%	2%	5%	6%	
Fairly acceptable	(3)	296	171	125	60	53	43	48	41	50	97	68	66	65	28	6	32	23	31	16	14	45	36	26	53	134	
		15%	18%b	12%	28%efghi	16%	14%	13%	14%	11%	18%km	12%	16%	13%	15%	7%	14%	14%	17%o	11%	14%	21%osw	18%o	13%	14%	16%	
Fairly unacceptable	(2)	856	404	452	77	135	133	172	125	213	229	245	188	195	93	36	111	72	76	64	35	82	101	122	66	133	347
		43%	42%	44%	35%	39%	42%	48% d	42%	47% d	43%	44%	46%	40%	52%tx	44%	48%tx	43%	42%	43%	35%	42%	40%	44%	37%	41%	42%
Completely unacceptable	(1)	515	234	281	28	78	72	87	94	157	120	141	94	160	35	31	54	50	43	44	31	50	48	66	64	73	190
		26%	24%	28%	13%	23% d	23% d	24% d	32% def g	34% def g	22%	25%	23%	33%ijkl	19%	38% npr vw	23%	30% nv	24%	29%	31% nv	26%	19%	24%	36% npr vw	22%	23%
NET: Unacceptable		1372	638	733	105	214	205	259	219	370	350	386	282	355	128	67	165	122	119	108	65	132	149	188	129	205	537
		69%	66%	72%a	49%	62% d	65% d	72% de	74% def gh	81% def gh	65%	70%	69%	72% j	72% v	81% rtu vw	71% v	73% v	66%	72% v	65%	69%	60%	67%	73% v	64%	65%
No opinion		110	60	50	18	28	19	19	15	9	25	38	20	27	3	4	14	7	9	13	6	7	17	22	10	21	55
		6%	6%	5%	8% i	8% i	6% i	5% i	5% i	2%	5%	7%	5%	6%	2%	5%	6%	4%	5%	9% n	6%	3%	7% n	8% n	6%	7%	7%
Don't know		124	43	81	19	35	27	11	14	19	35	43	21	25	13	3	14	8	11	11	8	12	16	22	9	27	49
		6%	4%	8%a	9% gi	10% ghi	9% gi	3%	5%	4%	7%	8%	5%	5%	7%	3%	6%	5%	6%	7%	8%	6%	6%	8%	5%	8%	6%
Mean		1.97	2.06b	1.89	2.34efghi	2.01hi	2.05hi	2.02hi	1.85	1.80	2.08km	1.93	2.02m	1.87	2.05osx	1.75	1.97o	1.92	2.06osx	1.82	1.97	1.97	2.20opqsuwx	1.97	1.81	2.05	2.05
Standard deviation		0.81	0.85	0.77	0.84	0.82	0.85	0.82	0.76	0.73	0.84	0.77	0.80	0.81	0.75	0.78	0.75	0.82	0.86	0.72	0.92	0.76	0.91	0.79	0.80	0.84	0.84
Standard error		0.02	0.03	0.02	0.07	0.06	0.05	0.05	0.04	0.03	0.03	0.04	0.05	0.04	0.06	0.08	0.05	0.06	0.07	0.06	0.09	0.06	0.07	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 33

**Q.A6 Below are some scenarios related to the internet. In each case, please say how acceptable or unacceptable it would be if this happened.**

**If my local Council made cost savings by transferring all their services online and reduced my Council tax as a result, but this meant that some members of the community found it difficult to access these services**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Acceptable		721 36%	398 41%b	323 32%	100 46%ghi	175 51%fghi	121 39%ij	114 32%	93 31%	117 26%	225 42%klm	199 36%klm	169 41%klm	128 26%	60 34%	25 31%	81 35%	56 33%	88 49%nopqstux	52 35%	31 31%	70 36%	97 39%ix	111 40%ix	49 28%	129 40%	344 42%
Completely acceptable	(4)	136 7%	75 8%	60 6%	14 7%	37 11%hi	30 9%hi	24 7%	13 5%	17 4%	49 9%klm	31 6%	34 8%klm	22 4%	17 9%	4 5%	13 5%	13 8%	18 10%	7 5%	8 8%	9 5%	16 6%	19 7%	12 7%	25 8%	75 9%
Fairly acceptable	(3)	585 29%	322 33%b	263 26%	86 40%fghi	138 40%fghi	92 29%ij	90 25%	80 27%	100 22%	176 33%klm	168 30%klm	135 33%klm	106 22%	43 24%	21 26%	69 30%ix	43 26%	71 39%nopqstux	45 30%	23 23%	60 31%ix	81 32%ix	92 33%ix	37 21%	104 32%	269 33%
Fairly unacceptable	(2)	768 39%	362 37%	406 40%	68 31%	97 28%	129 41%e	151 42%de	126 43%de	197 43%de	196 37%	212 38%	157 38%	203 41%	75 42%r	33 40%	93 40%r	70 42%r	51 28%	54 36%	31 31%	77 40%r	108 43%r	95 34%	81 45%rtw	116 36%	302 37%
Completely unacceptable	(1)	324 16%	145 15%	179 18%	25 11%	31 9%	39 12%	64 18%e	54 18%e	112 25%defgh	78 15%	91 17%	55 13%	100 20%jkl	25 14%	15 19%	34 15%	29 17%	27 15%	31 21%	23 23%v	28 14%	30 12%	46 16%	37 21%v	43 13%	110 13%
NET: Unacceptable		1092 55%	507 52%	585 57%a	92 43%	127 37%	168 53%de	215 60%de	180 61%de	310 68%defgh	275 51%	303 55%	211 52%	303 62%jkl	100 56%r	48 58%r	127 55%r	99 59%r	78 43%	85 56%r	54 54%	105 54%	138 55%r	141 51%	117 66%prt	159 49%	412 50%
No opinion		64 3%	26 3%	38 4%	5 2%	18 5%f	5 2%	14 4%	8 3%	14 3%	14 3%	20 4%	10 2%	20 4%	4 2%	4 4%v	6 3%	7 4%v	9 5%v	1 1%	6 6%sv	9 5%sv	1 *	12 4%v	5 3%	14 4%	20 2%
Don't know		112 6%	38 4%	75 7%a	18 8%ai	24 7%	21 7%	17 5%	15 5%	17 4%	24 4%	32 6%	18 4%	39 8%bj	14 8%	5 6%	17 7%	5 3%	6 3%	12 8%	9 9%q	9 5%	13 5%	16 6%	6 3%	20 6%	46 6%
Mean		2.29	2.36b	2.22	2.47ghi	2.60fghi	2.39ghi	2.23i	2.19i	2.05	2.39klm	2.28m	2.39m	2.12	2.32	2.20	2.29	2.25	2.48oqstux	2.21	2.19	2.29	2.35x	2.33x	2.15	2.38	2.41
Standard deviation		0.85	0.85	0.84	0.81	0.83	0.85	0.84	0.81	0.81	0.87	0.83	0.84	0.82	0.87	0.84	0.81	0.86	0.89	0.85	0.94	0.79	0.79	0.86	0.85	0.84	0.86
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.07	0.07	0.09	0.06	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 34

**Q.A6 Below are some scenarios related to the internet. In each case, please say how acceptable or unacceptable it would be if this happened.**

**If my bank put more investment into protecting their customers from fraud and cyber crime, but this meant that they had to close down my local branch to cover these costs**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)		(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Acceptable		646 32%	342 35%b	304 30%	109 50%efghi	135 39%ghi	103 33%	96 27%	83 28%	121 26%	221 41%klm	182 33%lm	125 31%	118 24%	55 31%	18 22%	76 33%t	62 37%ot	51 28%	51 34%t	20 20%	59 31%	94 38%ot	103 37%ot	55 31%	106 33%	300 37%
Completely acceptable	(4)	124 6%	77 8%b	47 5%	22 10%hi	28 8%h	19 6%	24 7%h	9 3%	23 5%	45 8%km	28 5%	32 8%lm	19 4%	14 8%p	3 3%	6 3%	13 8%p	14 8%p	6 4%	6 6%	10 5%	24 9%p	17 6%	13 7%p	21 6%	66 8%
Fairly acceptable	(3)	522 26%	266 27%	256 25%	87 40%fghi	107 31%gi	84 27%	72 20%	74 25%	98 21%	175 33%lm	154 28%lm	93 23%	99 20%	42 23%	15 19%	70 30%rt	49 29%t	37 20%	45 30%t	15 15%	48 25%t	71 28%t	86 31%ort	43 24%	85 26%	234 29%
Fairly unacceptable	(2)	755 38%	358 37%	397 39%	59 27%	123 36%	123 39%cd	150 42%cd	113 38%cd	187 41%cd	196 37%	215 39%	174 43%lm	170 35%	77 43%r	38 46%r	88 38%	63 37%	57 31%	50 33%	40 40%	80 42%	93 37%	103 37%	66 37%	127 39%	314 38%
Completely unacceptable	(1)	427 21%	205 21%	222 22%	24 11%	51 15%	61 19%cd	88 24%de	78 26%de	125 27%def	87 16%	105 19%	82 20%	153 31%jkl	34 19%	19 24%	43 18%	33 20%	57 32%npq uvw	39 26%	28 28%pvw	37 19%	44 18%	50 18%	42 24%	61 19%	150 18%
NET: Unacceptable		1182 59%	563 58%	619 61%	82 38%	174 50%cd	185 59%cd	238 66%de	191 64%de	313 68%def	284 53%	319 58%	256 63%j	323 66%jk	112 63%	57 70%pvw	131 57%	96 57%	114 63%	88 59%	69 69%pvw	117 61%	137 55%	153 55%	108 61%	188 58%	464 56%
No opinion		68 3%	31 3%	37 4%	11 5%	16 5%	12 4%	13 4%	7 2%	10 2%	13 2%	23 4%	11 3%	22 4%	4 2%	7 8%nqsx	13 5%	4 2%	6 3%	3 2%	5 5%	7 4%	7 3%	10 4%	3 2%	9 3%	27 3%
Don't know		93 5%	32 3%	61 6%a	14 6%	19 6%	16 5%	13 4%	16 5%	15 3%	21 4%	30 5%	16 4%	27 6%	7 4%	- 5%o	12 5%o	6 4%	10 5%o	7 5%	5 5%o	10 5%	11 4%	13 5%	11 6%o	20 6%	30 4%
Mean		2.19	2.24b	2.14	2.56efghi	2.36ghi	2.21hi	2.10	2.05	2.04	2.35klm	2.21m	2.20m	1.96	2.21	2.01	2.19t	2.26ot	2.05	2.13	1.97	2.18	2.32ort	2.27ort	2.16	2.22	2.28
Standard deviation		0.87	0.90	0.84	0.85	0.86	0.85	0.87	0.83	0.85	0.87	0.84	0.87	0.86	0.86	0.78	0.79	0.88	0.96	0.87	0.86	0.83	0.90	0.85	0.90	0.86	0.88
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.08	0.05	0.07	0.08	0.08	0.08	0.06	0.07	0.05	0.07	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 35

**Q.A6 Below are some scenarios related to the internet. In each case, please say how acceptable or unacceptable it would be if this happened.**

**If a delivery driver is made redundant from full-time employment, and the only work now available is with an online delivery company, with no guaranteed hours**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Acceptable	387	233	154	52	70	55	68	49	92	135	95	86	71	37	16	51	34	31	14	11	43	52	57	42	52	191	
	19%	24%b	15%	24%	20%	17%	19%	17%	20%	25%km	17%	21% <sub>m</sub>	14%	21% <sub>s</sub>	19% <sub>s</sub>	22% <sub>st</sub>	20% <sub>s</sub>	17%	9%	12%	22% <sub>st</sub>	21% <sub>s</sub>	20% <sub>s</sub>	24% <sub>st</sub>	16%	23%A	
Completely acceptable	(4)	71	45	26	5	22	14	10	5	14	20	18	10	8	2	5	6	7	2	4	8	15	9	6	13	41	
	4%	5% <sub>b</sub>	3%	2%	6% <sub>h</sub>	4%	3%	2%	3%	4%	4%	5%	2%	4%	3%	2%	3%	4%	2%	4%	4%	6%	3%	4%	4%	5%	
Fairly acceptable	(3)	316	188	128	47	48	41	58	44	78	75	67	61	29	14	46	28	24	12	8	35	37	48	36	39	149	
	16%	19% <sub>b</sub>	13%	22% <sub>ef</sub>	14%	13%	16%	15%	17%	21% <sub>km</sub>	14%	16%	12%	16% <sub>s</sub>	17% <sub>s</sub>	20% <sub>st</sub>	17% <sub>st</sub>	13%	8%	8%	18% <sub>st</sub>	15%	17% <sub>st</sub>	20% <sub>st</sub>	12%	18%A	
Fairly unacceptable	(2)	857	394	463	90	152	139	151	126	243	246	166	202	90	31	88	66	76	73	46	88	113	128	59	139	362	
	43%	41%	45%	42%	44%	44%	42%	43%	44%	45%	44%	41%	41%	51% <sub>px</sub>	38%	38%	39%	42%	49% <sub>x</sub>	46% <sub>x</sub>	46% <sub>x</sub>	45% <sub>x</sub>	46% <sub>x</sub>	33%	43%	44%	
Completely unacceptable	(1)	554	237	316	63	86	89	101	94	121	156	118	168	37	29	71	49	51	42	32	38	74	71	59	95	196	
	28%	25%	31% <sub>a</sub>	29%	25%	28%	28%	32%	26%	21%	28% <sub>j</sub>	29% <sub>j</sub>	34% <sub>j</sub>	21%	35% <sub>nu</sub>	31% <sub>nu</sub>	29% <sub>u</sub>	28%	28%	32% <sub>nu</sub>	20%	30% <sub>u</sub>	26%	33% <sub>nu</sub>	30%	24%	
NET: Unacceptable	1411	631	780	153	238	228	251	220	321	354	403	284	370	127	60	159	114	127	115	78	126	187	199	118	234	558	
	71%	65%	76% <sub>a</sub>	71%	69%	73%	70%	74%	70%	66%	73% <sub>j</sub>	70%	76% <sub>j</sub>	71%	73%	69%	68%	70%	77% <sub>u</sub>	78% <sub>ux</sub>	65%	75%	71%	67%	73%	68%	
No opinion	82	52	30	3	11	16	15	14	23	28	23	14	17	5	2	10	6	4	11	5	16	5	8	10	15	33	
	4%	5% <sub>b</sub>	3%	2%	3%	5%	4%	5%	5%	5%	4%	3%	3%	3%	2%	4%	4%	2%	7% <sub>v</sub>	5%	8% <sub>rvw</sub>	2%	3%	6%	5%	4%	
Don't know	110	52	57	8	25	15	25	13	23	21	33	24	32	9	4	12	13	19	10	5	8	6	15	7	22	39	
	6%	5%	6%	3%	7%	5%	7%	4%	5%	4%	6%	6%	7%	5%	5%	5%	8% <sub>v</sub>	10% <sub>uvx</sub>	7%	5%	4%	2%	5%	4%	7%	5%	
Mean	1.95	2.05 <sub>b</sub>	1.85	1.97	2.02 <sub>h</sub>	1.93	1.93	1.86	1.96	2.09 <sub>kl</sub>	1.92 <sub>m</sub>	1.96 <sub>m</sub>	1.80	2.05 <sub>st</sub>	1.86	1.92	1.94	1.91	1.80	1.81	2.08 <sub>st</sub>	1.97	1.98	1.93	1.89	2.05 <sub>A</sub>	
									m																		
Standard deviation	0.80	0.84	0.75	0.80	0.85	0.81	0.79	0.76	0.79	0.80	0.79	0.84	0.75	0.77	0.81	0.81	0.82	0.80	0.68	0.76	0.79	0.85	0.78	0.87	0.80	0.83	
Standard error	0.02	0.03	0.02	0.06	0.06	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.06	0.06	0.06	0.07	0.06	0.06	0.05	0.07	0.05	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 36

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up. How far do you agree or disagree with each of the following statements about these types of companies?**

#### Summary

**Base: All respondents who use the internet**

		Statements						
		The work offered by online-enabled companies such as Uber and Deliveroo offers flexibility to workers	The work offered by online-enabled companies such as Uber and Deliveroo is insecure	Online-enabled taxi firms such as Uber are putting customers' safety at risk	Online-enabled accommodation websites such as AirBnB should not be allowed to put traditional hotels out of business	On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for me	On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for society	On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for the economy
Unweighted base		2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989
NET: Agree		1093 55%	1124 57%	799 40%	932 47%	624 31%	760 38%	801 40%
Agree strongly	(+2)	181 9%	380 19%	209 10%	268 13%	150 8%	120 6%	127 6%
Agree	(+1)	911 46%	745 37%	591 30%	665 33%	474 24%	641 32%	673 34%
Neither agree nor disagree	(0)	426 21%	424 21%	516 26%	552 28%	647 33%	705 35%	593 30%
Disagree	(-1)	183 9%	121 6%	305 15%	283 14%	367 18%	252 13%	261 13%
Disagree strongly	(-2)	46 2%	21 1%	53 3%	57 3%	191 10%	73 4%	85 4%
NET: Disagree		229 12%	142 7%	358 18%	340 17%	557 28%	325 16%	346 17%
Don't know		241 12%	299 15%	316 16%	165 8%	161 8%	198 10%	249 13%
Mean		0.57	0.79	0.36	0.44	0.01	0.27	0.29
Standard deviation		0.91	0.91	1.02	1.02	1.10	0.93	0.97
Standard error		0.02	0.02	0.02	0.02	0.03	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 37

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**The work offered by online-enabled companies such as Uber and Deliveroo offers flexibility to workers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Privat-e (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1093 55%	544 56%	549 54%	161 75% <sub>fgh</sub> i	227 66% <sub>ghi</sub>	186 59% <sub>ghi</sub>	180 50%	138 47%	201 44%	331 62% <sub>lm</sub>	319 58% <sub>m</sub>	206 51%	235 48%	111 62% <sub>ou</sub>	31 38%	123 53% <sub>o</sub>	89 53% <sub>o</sub>	98 54% <sub>o</sub>	93 62% <sub>o</sub>	50 50%	97 50%	148 59% <sub>o</sub>	145 52% <sub>o</sub>	107 60% <sub>o</sub>	189 59%	498 61%	
Agree strongly	(+2)	181 9%	80 8%	101 10%	40 19% <sub>fgh</sub> i	57 17% <sub>fghi</sub>	29 9% <sub>hi</sub>	24 7%	13 4%	18 4%	61 11% <sub>m</sub>	48 9%	41 10%	32 7%	17 10%	2 2%	16 7%	14 8%	20 11% <sub>o</sub>	11 7%	7 7%	10 5%	34 14% <sub>opu</sub>	25 9%	25 14% <sub>opu</sub>	38 12%	96 12%
Agree	(+1)	911 46%	464 48%	448 44%	121 56% <sub>ghi</sub>	170 49% <sub>i</sub>	156 50% <sub>i</sub>	155 43%	125 42%	183 40%	270 50% <sub>lm</sub>	272 49% <sub>lm</sub>	166 41%	203 42%	93 52% <sub>o</sub>	29 36%	107 46%	75 45%	77 43%	82 55% <sub>ow</sub>	43 43%	87 45%	114 46%	120 43%	82 46%	152 47%	401 49%
Neither agree nor disagree	(0)	426 21%	209 22%	217 21%	27 13%	44 13%	71 22% <sub>de</sub>	87 24% <sub>de</sub>	74 25% <sub>de</sub>	123 27% <sub>de</sub>	111 21%	111 20%	104 25%	101 21%	32 18%	22 27%	50 22%	37 22%	36 20%	26 18%	17 17%	51 26%	53 21%	67 24%	36 20%	59 18%	169 21%
Disagree	(-1)	183 9%	106 11% <sub>b</sub>	77 8%	16 8%	25 7%	25 8%	43 12%	23 8%	51 11%	45 8%	50 9%	50 12%	39 8%	20 11%	13 16% <sub>suw</sub>	20 9%	16 9%	21 11%	9 6%	12 12%	14 7%	26 10%	19 7%	14 8%	38 12%	66 8%
Disagree strongly	(-2)	46 2%	29 3%	17 2%	2 1%	7 2%	3 1%	7 2%	11 4% <sub>f</sub>	16 4% <sub>f</sub>	13 2%	14 2%	5 1%	14 3%	1 1%	2 2%	11 5% <sub>ns</sub>	4 2%	4 2%	1 *	2 2%	4 2%	9 4%	6 2%	3 2%	4 1%	14 2%
NET: Disagree	229 12%	135 14% <sub>b</sub>	94 9%	18 8%	31 9%	28 9%	49 14%	34 12%	68 15% <sub>def</sub>	58 11%	63 11%	55 13%	53 11%	21 12%	14 18% <sub>sw</sub>	32 14% <sub>s</sub>	20 12%	25 14%	9 6%	13 13%	18 9%	35 14% <sub>s</sub>	25 9%	17 10%	43 13%	79 10%	
Don't know	241 12%	80 8%	161 16% <sub>a</sub>	9 4%	42 12% <sub>d</sub>	30 10%	44 12% <sub>d</sub>	50 17% <sub>df</sub>	66 14% <sub>d</sub>	38 7%	60 11% <sub>j</sub>	43 11%	100 20% <sub>ijkl</sub>	15 9%	14 17% <sub>v</sub>	27 12% <sub>v</sub>	21 13% <sub>v</sub>	23 13% <sub>v</sub>	21 14% <sub>v</sub>	19 19% <sub>nvx</sub>	27 14% <sub>v</sub>	13 5%	42 15% <sub>v</sub>	17 10%	31 10%	75 9%	
Mean	0.57	0.52	0.63 <sub>a</sub>	0.88 <sub>fgh</sub> hi	0.81 <sub>gh</sub> i	0.64 <sub>gh</sub> i	0.47	0.43	0.35	0.64 <sub>m</sub>	0.59	0.51	0.51	0.65 <sub>o</sub>	0.25	0.47	0.54 <sub>o</sub>	0.56 <sub>o</sub> u	0.73 <sub>op</sub>	0.53	0.52 <sub>o</sub>	0.58 <sub>o</sub>	0.59 <sub>o</sub>	0.70 <sub>op</sub>	0.62	0.67	
Standard deviation	0.91	0.93	0.88	0.84	0.91	0.83	0.89	0.90	0.91	0.90	0.90	0.91	0.91	0.85	0.88	0.97	0.91	0.96	0.73	0.92	0.82	1.00	0.88	0.90	0.92	0.88	

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 37

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.

How far do you agree or disagree with each of the following statements about these types of companies?

The work offered by online-enabled companies such as Uber and Deliveroo offers flexibility to workers

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.10	0.07	0.07	0.08	0.06	0.09	0.06	0.08	0.06	0.07	0.06	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 38

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**The work offered by online-enabled companies such as Uber and Deliveroo is insecure**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1124	587	537	112	189	154	191	166	313	325	332	206	261	109	44	128	90	105	85	47	107	148	159	102	178	455	
	57%	61%b	53%	52%	55%	49%	53%	56%	68%defgh	60%lm	60%lm	51%	53%	61%t	54%	55%	54%	58%	57%	47%	56%	59%	57%	57%	55%	55%	
Agree strongly	(+2)	380	221	159	28	60	59	62	63	108	101	127	61	90	43	16	45	28	40	23	17	41	51	45	32	66	136
		19%	23%b	16%	13%	18%	19%	17%	21% <sup>d</sup>	23% <sup>dg</sup>	19%	23% <sup>l</sup>	15%	18%	24%	19%	19%	17%	22%	15%	17%	21%	20%	16%	18%	20%	17%
Agree	(+1)	745	366	378	84	129	95	129	102	205	224	205	145	171	66	29	83	62	65	62	30	66	98	114	70	112	319
		37%	38%	37%	39%	37%	30%	36%	35%	45% <sup>fgh</sup>	42% <sup>m</sup>	37%	36%	35%	37%	35%	36%	37%	36%	42%	30%	34%	39%	41%	39%	35%	39%
Neither agree nor disagree	(0)	424	202	222	51	70	74	99	63	66	104	112	117	90	34	18	51	44	42	22	22	52	58	46	34	67	194
		21%	21%	22%	24% <sup>i</sup>	20%	24% <sup>i</sup>	28% <sup>i</sup>	21% <sup>i</sup>	14%	19%	20%	29% <sup>ijk</sup>	18%	19%	22%	22%	26% <sup>sw</sup>	23%	15%	22%	27% <sup>sw</sup>	23%	16%	19%	21%	24%
Disagree	(-1)	121	64	57	30	28	27	14	11	10	34	31	27	29	10	2	7	6	15	10	12	6	19	21	13	22	60
		6%	7%	6%	14% <sup>ghi</sup>	8% <sup>i</sup>	9% <sup>ghi</sup>	4%	4%	2%	6%	6%	7%	6%	5%	3%	3%	3%	9% <sup>pu</sup>	7%	12% <sup>opqu</sup>	3%	8%	8% <sup>p</sup>	7%	7%	7%
Disagree strongly	(-2)	21	10	11	1	7	3	2	3	4	7	8	4	3	-	4	4	2	-	3	1	*	2	1	4	6	9
		1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	4% <sup>nruv</sup>	2%	1%	-	2%	1%	*	1%	*	3%	2%	1%
NET: Disagree		142	74	68	31	35	30	17	14	15	41	39	31	31	10	6	11	7	15	13	13	6	21	23	17	28	68
		7%	8%	7%	14% <sup>ghi</sup>	10% <sup>ghi</sup>	10% <sup>ghi</sup>	5%	5%	3%	8%	7%	8%	6%	5%	7%	5%	4%	9% <sup>u</sup>	9% <sup>u</sup>	13% <sup>npqu</sup>	3%	8%	8% <sup>u</sup>	10% <sup>u</sup>	9%	8%
Don't know		299	105	194	22	50	56	53	53	65	68	71	53	108	25	14	41	25	18	30	19	27	22	52	25	50	104
		15%	11%	19% <sup>a</sup>	10%	14%	18% <sup>d</sup>	15%	18% <sup>d</sup>	14%	13%	13%	13%	22% <sup>ijkl</sup>	14%	17%	18% <sup>rv</sup>	15%	10%	20% <sup>rv</sup>	19% <sup>rv</sup>	14%	9%	19% <sup>rv</sup>	14%	16%	13%
Mean		0.79	0.84	0.75	0.55	0.70	0.70	0.76 <sup>d</sup>	0.87 <sup>d</sup>	1.02 <sup>defgh</sup>	0.81 <sup>l</sup>	0.85 <sup>l</sup>	0.66	0.83 <sup>l</sup>	0.93 <sup>t</sup>	0.75	0.83	0.77	0.80	0.76	0.61	0.86	0.77	0.79	0.73	0.77	0.72
Standard deviation		0.91	0.93	0.89	0.94	0.98	0.98	0.85	0.89	0.80	0.90	0.94	0.89	0.90	0.87	1.03	0.90	0.86	0.92	0.94	1.02	0.84	0.92	0.88	0.98	0.98	0.91

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 38

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up. How far do you agree or disagree with each of the following statements about these types of companies?

The work offered by online-enabled companies such as Uber and Deliveroo is insecure

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.07	0.07	0.09	0.10	0.06	0.07	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 39

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up. How far do you agree or disagree with each of the following statements about these types of companies?**

**Online-enabled taxi firms such as Uber are putting customers' safety at risk**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	799 40%	394 41%	406 40%	74 34%	138 40%	122 39%	140 39%	116 39%	208 45% <sup>d</sup>	202 38%	253 46% <sup>jm</sup>	156 38%	188 38%	78 44%	38 46%	85 37%	61 36%	69 38%	49 33%	36 36%	82 42%	109 44%	130 47% <sup>psx</sup>	62 35%	138 43%	310 38%	
Agree strongly	(+2) 10%	209 12%	113 9%	95 5%	11 10%	33 9%	27 12% <sup>d</sup>	42 11% <sup>d</sup>	33 14% <sup>df</sup>	64 10%	52 11%	59 12%	48 10%	50 10%	18 13%	11 10%	23 10%	16 10%	17 9%	9 6%	9 9%	15 8%	35 14% <sup>s</sup>	41 15% <sup>su</sup>	15 8%	32 10%	85 10%
Agree	(+1) 30%	591 29%	280 30%	310 30%	64 30%	106 31%	95 30%	98 27%	83 28%	144 31%	194 35% <sup>ijlm</sup>	109 27%	137 28%	61 34%	27 33%	62 27%	45 27%	52 29%	41 27%	27 27%	67 35%	74 30%	89 32%	48 27%	105 33%	225 27%	
Neither agree nor disagree	(0) 26%	516 26%	251 26%	265 26%	53 25%	73 21%	88 28%	112 31% <sup>ei</sup>	78 26%	112 24%	138 26%	135 24%	117 29%	126 26%	45 25%	21 26%	72 31% <sup>w</sup>	45 27%	41 23%	37 25%	21 21%	55 28%	65 26%	64 23%	50 28%	64 20%	231 28% <sup>A</sup>
Disagree	(-1) 15%	305 18% <sup>b</sup>	173 13%	132 13%	62 29% <sup>efg</sup> <sup>hi</sup>	56 16%	58 18% <sup>gi</sup>	39 11%	40 13%	51 11%	107 20% <sup>km</sup>	73 13%	60 15%	65 13%	25 14%	14 17%	32 14%	26 16%	32 18%	20 13%	20 20%	23 12%	48 19%	37 13%	26 15%	49 15%	155 19%
Disagree strongly	(-2) 3%	53 3%	25 3%	28 3%	9 4% <sup>i</sup>	18 5% <sup>i</sup>	6 2%	8 2%	7 2%	6 1%	17 3%	17 3%	11 3%	8 2%	- 1%	6 3%	5 3% <sup>n</sup>	8 5% <sup>nw</sup>	9 6% <sup>nuw</sup>	4 4% <sup>n</sup>	3 1%	7 3%	3 1%	7 4% <sup>n</sup>	10 3%	30 4%	
NET: Disagree	358 18%	198 21% <sup>b</sup>	160 16%	70 33% <sup>efg</sup> <sup>hi</sup>	73 21% <sup>gi</sup>	64 20% <sup>gi</sup>	47 13%	47 16%	57 12%	123 23% <sup>km</sup>	90 16%	71 17%	73 15%	25 14%	15 18%	38 17%	32 19%	41 23% <sup>u</sup>	28 19%	24 24% <sup>nuw</sup>	25 13%	55 22% <sup>u</sup>	41 15%	33 19%	59 18%	185 22%	
Don't know	316 16%	125 13%	191 19% <sup>a</sup>	18 8%	60 17% <sup>d</sup>	41 13%	61 17% <sup>d</sup>	55 19% <sup>d</sup>	81 18% <sup>d</sup>	74 14%	76 14%	63 16%	103 21% <sup>jk</sup>	29 16% <sup>v</sup>	8 10%	37 16% <sup>v</sup>	30 18% <sup>v</sup>	31 17% <sup>v</sup>	35 23% <sup>ov</sup>	19 19% <sup>v</sup>	31 16% <sup>v</sup>	21 8%	45 16% <sup>v</sup>	32 18% <sup>v</sup>	62 19% <sup>B</sup>	95 12%	
Mean	0.36	0.34	0.38	0.03	0.28 <sup>d</sup>	0.29 <sup>d</sup>	0.42 <sup>d</sup>	0.40 <sup>d</sup>	0.56 <sup>de</sup> <sub>f</sub>	0.25	0.43 <sup>j</sup>	0.35	0.40 <sup>j</sup>	0.48 <sup>s</sup>	0.45	0.33	0.29	0.24	0.19	0.21	0.42	0.36	0.54 <sup>pqrstx</sup>	0.25	0.39	0.25	
Standard deviation	1.02	1.04	0.99	1.01	1.09	0.98	0.97	1.01	0.97	1.04	1.01	1.03	0.98	0.91	0.99	0.99	1.03	1.09	1.05	1.10	0.90	1.07	1.01	1.03	1.04	1.05	

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 39

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.

How far do you agree or disagree with each of the following statements about these types of companies?

Online-enabled taxi firms such as Uber are putting customers' safety at risk

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.09	0.10	0.11	0.07	0.08	0.07	0.08	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 40

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**Online-enabled accommodation websites such as AirBnB should not be allowed to put traditional hotels out of business**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		932	427	505	74	148	129	176	145	260	235	265	192	241	85	42	108	79	81	70	46	90	123	131	78	135	362
		47%	44%	49% <sup>a</sup>	34%	43%	41%	49% <sup>d</sup>	49% <sup>d</sup>	57% <sup>d</sup> <sub>def gh</sub>	44%	48%	47%	49%	48%	51%	47%	47%	45%	46%	46%	47%	49%	47%	44%	42%	44%
Agree strongly	(+2)	268	148	120	11	41	33	51	44	87	66	62	55	85	22	13	28	24	19	23	16	21	44	32	26	39	93
		13%	15% <sup>b</sup>	12%	5%	12% <sup>d</sup>	11%	14% <sup>d</sup>	15% <sup>d</sup>	19% <sup>d</sup> <sub>def</sub>	12%	11%	14%	17% <sup>j</sup> <sub>jk</sub>	12%	16%	12%	15%	11%	15%	16%	11%	18%	11%	14%	12%	11%
Agree	(+1)	665	279	385	63	107	96	126	100	173	169	202	136	157	64	29	79	55	62	47	29	68	79	99	52	96	270
		33%	29%	38% <sup>a</sup>	29%	31%	30%	35%	34%	38% <sup>f</sup>	31%	37%	33%	32%	36%	36%	34%	33%	34%	31%	30%	35%	32%	36%	29%	30%	33%
Neither agree nor disagree	(0)	552	289	263	62	115	84	92	85	115	137	167	125	122	51	22	70	45	53	38	26	59	71	72	45	99	224
		28%	30%	26%	29%	33% <sup>i</sup>	27%	26%	29%	25%	26%	30%	31%	25%	28%	27%	30%	27%	29%	25%	26%	30%	28%	26%	25%	31%	27%
Disagree	(-1)	283	167	115	49	45	66	50	34	38	112	69	52	50	25	10	27	23	25	23	11	18	39	49	33	49	154
		14%	17% <sup>b</sup>	11%	23% <sup>egh</sup>	13%	21% <sup>egh</sup>	14% <sup>i</sup>	12%	8%	21% <sup>k</sup> <sub>klm</sub>	12%	13%	10%	14%	12%	12%	14%	14%	15%	11%	10%	15%	17% <sup>u</sup>	18% <sup>u</sup>	15%	19%
Disagree strongly	(-2)	57	28	29	14	6	11	8	8	10	26	12	8	11	4	-	5	4	6	3	5	7	8	4	12	14	25
		3%	3%	3%	7% <sup>egi</sup>	2%	4%	2%	3%	2%	5% <sup>k</sup> <sub>klm</sub>	2%	2%	2%	2%	-	2%	2%	3%	2%	5% <sup>o</sup>	4%	3%	2%	7% <sup>n</sup> <sub>opq sw</sub>	4%	3%
NET: Disagree		340	195	145	63	51	77	58	42	48	138	81	60	61	28	10	32	27	31	26	16	26	47	53	45	63	179
		17%	20% <sup>b</sup>	14%	29% <sup>egh</sup>	15%	25% <sup>egh</sup>	16% <sup>i</sup>	14%	11%	26% <sup>k</sup> <sub>klm</sub>	15%	15%	13%	16%	12%	14%	16%	17%	17%	16%	13%	19%	19%	25% <sup>opq</sup>	19%	22%
Don't know		165	57	108	17	30	25	34	24	35	28	41	31	65	14	8	22	16	16	16	12	19	9	24	10	26	56
		8%	6%	11% <sup>a</sup>	8%	9%	8%	9%	8%	8%	5%	7%	8%	13% <sup>j</sup> <sub>kl</sub>	8%	9%	9% <sup>v</sup>	10% <sup>v</sup>	9%	11% <sup>v</sup>	12% <sup>v</sup>	10% <sup>v</sup>	4%	9%	6%	8%	7%
Mean		0.44	0.39	0.49 <sup>a</sup>	0.04	0.42 <sup>d</sup>	0.25	0.50 <sup>d</sup>	0.51 <sup>d</sup>	0.68 <sup>d</sup> <sub>efgh</sub>	0.27	0.45 <sup>j</sup>	0.48 <sup>j</sup>	0.60 <sup>j</sup> <sub>k</sub>	0.46	0.60 <sup>x</sup>	0.48	0.48	0.38	0.48	0.47	0.45	0.47	0.41	0.28	0.33	0.33

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 40

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.

How far do you agree or disagree with each of the following statements about these types of companies?

Online-enabled accommodation websites such as AirBnB should not be allowed to put traditional hotels out of business

Base: All respondents who use the internet

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	1.02	1.06	0.98	1.04	0.96	1.05	1.01	1.00	0.98	1.10	0.95	0.97	1.02	0.97	0.93	0.96	1.02	1.00	1.03	1.10	0.98	1.07	0.99	1.16	1.05	1.03
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.08	0.09	0.11	0.07	0.08	0.06	0.09	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 41

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for me**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Agree		624 31%	304 31%	320 31%	141 65%efg hi	164 48%efgh i	115 36%ghi	101 28%i	64 22%i	40 9%	218 41%klm	174 32%m	124 30%m	108 22%	50 28%	16 20%	62 27%	48 29%	55 30%	36 24%	36 36%ou	41 21%	123 49%nop qrstuw x	96 34%ou	62 35%osu	133 41%	320 39%	
Agree strongly	(+2)	150 8%	62 6%	87 9%	52 24%efg hi	48 14%efghi	22 7%i	14 4%i	10 3%i	5 1%	69 13%klm	37 7%	24 6%	20 4%	8 4%	1 2%	15 6%	9 5%	18 10%ou	11 7%	9 9%o	7 4%	35 14%nopq uw	14 5%	22 13%nopq uw	24 8%	92 11%	
Agree	(+1)	474 24%	242 25%	232 23%	88 41%efgh i	117 34%efghi	93 30%hi	87 24%i	54 18%i	36 8%	149 28%lm	137 25%lm	100 24%	88 18%	42 24%	15 18%	47 20%	39 23%	37 20%	26 17%	26 26%	33 17%	88 35%nop qrsux	82 29%ops u	40 23%	109 34%	228 28%	
Neither agree nor disagree	(0)	647 33%	324 33%	323 32%	43 20%	105 31%d	110 35%d	128 35%d	105 35%d	156 34%d	149 28%	197 36%j	144 35%j	156 32%	68 38%v	33 40%v	80 35%v	55 33%v	49 27%	48 32%	34 34%v	83 43%rvw x	56 22%	87 31%	54 30%	90 28%	276 34%	
Disagree	(-1)	367 18%	175 18%	192 19%	16 8%	34 10%	48 15%d	73 20%de	56 19%de	141 31%def gh	94 17%	103 19%	63 16%	107 22%	34 19%	10 13%	41 18%	37 22%t	40 22%t	39 26%otv	10 10%	39 20%t	34 14%	50 18%	33 19%	52 16%	126 15%	
Disagree strongly	(-2)	191 10%	107 11%	84 8%	7 3%	10 3%	11 4%	21 6%	45 15%def g	96 21%def gh	53 10%	50 9%	40 10%	48 10%	15 8%	12 15% s	26 11%	18 11%	20 11%	8 5%	10 10%	17 9%	22 9%	27 10%	16 9%	18 6%	48 6%	
NET: Disagree		557 28%	281 29%	276 27%	23 11%	44 13%	59 19%d	94 26%def	100 34%def a	237 52%def gh	147 27%	153 28%	103 25%	154 32%	49 27%	23 28%	67 29%	54 32%t	60 33%tv	47 31%	20 20%	56 29%	56 22%	77 28%	49 28%	70 22%	174 21%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 41

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.

How far do you agree or disagree with each of the following statements about these types of companies?

On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for me

Base: All respondents who use the internet

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Don't know	161	58	103	9	32	31	37	27	25	23	30	36	71	12	10	22	10	17	18	10	14	16	19	12	29	51
	8%	6%	10% <sup>a</sup>	4%	9%	10% <sup>d</sup>	10% <sup>d</sup>	9%	5%	4%	5%	9% <sup>j</sup>	15% <sup>jkl</sup>	6%	13%	10%	6%	9%	12%	10%	7%	6%	7%	7%	9%	6%
Mean	0.01	-0.02	0.05	0.79 <sup>ef</sup> ghi	0.51 <sup>fg</sup> hi	0.23 <sup>ghi</sup>	* <sup>h</sup> i	-0.26 <sup>i</sup>	-0.66	0.17 <sup>km</sup>	0.02 <sup>m</sup>	0.01 <sup>m</sup>	-0.18	-0.03	-0.25	-0.08	-0.10	-0.04	-0.06	0.17 <sup>o</sup> u	-0.13	0.34 <sup>no</sup> pqrsuw	0.02	0.12 <sup>ou</sup>	0.23	0.25
Standard deviation	1.10	1.10	1.10	1.02	0.98	0.96	0.97	1.07	0.95	1.18	1.06	1.06	1.04	1.00	1.04	1.10	1.07	1.18	1.03	1.12	0.96	1.17	1.07	1.17	1.04	1.06
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.05	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.09	0.09	0.11	0.07	0.09	0.07	0.09	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 42

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for society**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Agree	760 38%	372 38%	389 38%	138 64%efg hi	173 50%ghi	132 42%hi	129 36%i	93 31%i	97 21%	236 44%km	220 40%km	154 38%	151 31%	70 39%	22 27%	74 32%	65 39%	64 36%	43 28%	39 39%	63 33%	116 47%ops u	126 45%ops u	79 44%ops u	144 45%	368 45%		
Agree strongly	(+2)	120 6%	51 5%	68 7%	36 17%fgh i	36 10%ghi	18 6%hi	15 4%	5 2%	9 2%	46 9%km	29 5%	20 5%	23 5%	6 3%	1 2%	12 5%	6 4%	9 5%	4 3%	9 9%os	11 6%	24 10%nos	16 6%	21 12%nopq rsw	18 6%	72 9%	
Agree	(+1)	641 32%	321 33%	320 31%	102 47%fgh i	137 40%hi	114 36%i	113 31%i	87 30%i	88 19%	190 35%km	190 34%km	134 33%	127 26%	64 36%	21 26%	63 27%	58 35%	55 31%	39 26%	30 30%	52 27%	92 37%	109 39%ops u	57 32%	126 39%	297 36%	
Neither agree nor disagree	(0)	705 35%	338 35%	367 36%	46 21%	97 28%	122 39%de	134 37%de	122 41%de	184 40%de	170 32%	205 37%	148 36%	182 37%	62 35%	34 41%w	94 41%vw	62 37%	62 35%	67 45%vw	34 34%	72 38%	74 30%	80 29%	63 36%	100 31%	277 34%	
Disagree	(-1)	252 13%	138 14%	114 11%	19 9%	39 11%f	19 6%	42 12%f	31 10%	101 22%def gh	80 15%	70 13%	45 11%	57 12%	16 9%	10 12%	27 12%	27 16%	21 12%	16 11%	11 11%	32 17%	37 15%	36 13%	19 10%	44 14%	84 10%	
Disagree strongly	(-2)	73 4%	46 5%b	28 3%	2 1%	5 1%	8 2%	11 3%	19 6%def	29 6%defg	20 4%	16 3%	20 5%	17 3%	9 5%	6 7%qu	9 4%	3 2%	5 3%	3 2%	2 2%	4 2%	14 6%	12 4%	6 4%	7 2%	27 3%	
NET: Disagree		325 16%	183 19%b	142 14%	21 10%	44 13%	27 8%	53 15%f	50 17%df	130 28%def gh	101 19%	86 16%	65 16%	73 15%	25 14%	16 19%	36 16%	31 18%	26 15%	19 13%	13 13%	35 18%	51 20%	48 17%	25 14%	51 16%	112 14%	
Don't know		198 10%	74 8%	124 12%a	11 5%	30 9%	35 11%cd	43 12%cd	32 11%cd	48 10%cd	31 6%	43 8%	41 10%j	84 17%jkl	21 12%v	10 12%v	27 12%v	10 6%	28 15%qvx	21 14%qvx	14 14%qvx	22 11%v	9 3%	26 9%v	11 6%	27 9%	64 8%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 42

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.

How far do you agree or disagree with each of the following statements about these types of companies?

On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for society

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.27	0.22	0.32a	0.74efghi	0.51ghi	0.41ghi	0.25i	0.11i	-0.13	0.32	0.29	0.24	0.21	0.27	0.02	0.20	0.24	0.27	0.19	0.37o	0.21	0.31	0.33os	0.41op	0.35	0.40
Standard deviation	0.93	0.95	0.90	0.89	0.91	0.82	0.88	0.90	0.90	0.98	0.88	0.94	0.90	0.90	0.92	0.90	0.86	0.89	0.78	0.94	0.89	1.04	0.96	0.97	0.89	0.93
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.08	0.10	0.06	0.06	0.07	0.07	0.09	0.07	0.08	0.06	0.07	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 43

**Q.A7 Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up.**

**How far do you agree or disagree with each of the following statements about these types of companies?**

**On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for the economy**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	801	419	381	140	180	144	142	100	94	242	243	175	140	79	29	84	67	76	56	34	63	119	119	75	159	390	
	40%	43% <sup>b</sup>	37%	65% <sup>efg</sup> hi	52% <sup>ghi</sup>	46% <sup>hi</sup>	39% <sup>i</sup>	34% <sup>i</sup>	21%	45% <sup>m</sup>	44% <sup>m</sup>	43% <sup>m</sup>	29%	44% <sup>u</sup>	35%	36%	40%	42%	37%	34%	32%	48% <sup>ptu</sup>	43% <sup>u</sup>	42%	49%	48%	
Agree strongly	(+2)	127	74	53	27	40	22	22	3	13	48	27	30	22	10	1	10	4	14	9	7	9	30	17	15	25	72
	6%	8% <sup>b</sup>	5%	13% <sup>ghi</sup>	12% <sup>ghi</sup>	7% <sup>hi</sup>	6% <sup>hi</sup>	1%	3%	9% <sup>km</sup>	5%	7%	4%	6%	2%	4%	3%	8%	6%	7%	5%	12% <sup>opqu</sup>	6%	9% <sup>oq</sup>	8%	9%	
Agree	(+1)	673	345	329	113	140	122	120	97	81	194	216	145	118	69	28	74	62	63	47	28	53	89	102	60	133	318
	34%	36%	32%	52% <sup>efg</sup> hi	41% <sup>i</sup>	39% <sup>i</sup>	33% <sup>i</sup>	33% <sup>i</sup>	18%	36% <sup>m</sup>	39% <sup>m</sup>	36% <sup>m</sup>	24%	39%	34%	32%	37%	35%	31%	28%	28%	36%	36%	34%	41%	39%	
Neither agree nor disagree	(0)	593	278	316	38	80	93	112	102	169	154	161	122	156	60	25	70	44	53	48	28	78	69	68	50	86	221
	30%	29%	31%	18%	23%	29% <sup>d</sup>	31% <sup>d</sup>	34% <sup>d</sup>	37% <sup>def</sup>	29%	29%	30%	30%	34%	30%	30%	26%	29%	32%	28%	40% <sup>pqr</sup> twx	28%	24%	28%	27%	27%	
Disagree	(-1)	261	135	126	14	34	32	46	32	103	72	80	38	72	14	12	35	30	24	14	30	32	39	18	33	98	
	13%	14%	12%	6%	10%	10%	13% <sup>d</sup>	11%	23% <sup>def</sup> gh	13%	14%	9%	9%	15% <sup>l</sup>	8%	15%	15%	18% <sup>nsx</sup>	13%	9%	14%	16% <sup>n</sup>	13%	14%	10%	10%	12%
Disagree strongly	(-2)	85	55	30	2	7	9	14	17	36	22	17	23	23	10	5	9	8	5	4	3	4	19	12	7	8	30
	4%	6% <sup>b</sup>	3%	1%	2%	3%	4%	6% <sup>d</sup>	8% <sup>defg</sup>	4%	3%	6%	6%	5%	6%	6%	5%	3%	2%	3%	2%	7% <sup>u</sup>	4%	4%	3%	4%	
NET: Disagree		346	190	156	15	41	41	60	49	140	94	97	61	94	24	18	44	38	29	18	17	34	50	51	25	41	128
	17%	20% <sup>b</sup>	15%	7%	12%	13%	17% <sup>d</sup>	16% <sup>d</sup>	30% <sup>def</sup> gh	17%	18%	15%	19%	13%	21%	19%	22% <sup>s</sup>	16%	12%	17%	18%	20%	20%	18%	14%	13%	16%
Don't know		249	81	168	22	43	37	46	46	56	48	53	49	100	16	11	34	19	23	28	20	18	12	41	27	36	82
	13%	8%	16% <sup>a</sup>	10%	13%	12%	13%	16%	12%	9%	10%	12%	20% <sup>ikl</sup>	9%	13% <sup>v</sup>	15% <sup>v</sup>	12% <sup>v</sup>	13% <sup>v</sup>	19% <sup>nuv</sup>	20% <sup>nuv</sup>	9%	5%	15% <sup>v</sup>	15% <sup>v</sup>	11%	10%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 43

**Q.A7** Some companies have business models which are completely dependent on the internet. Examples include the taxi service Uber, takeaway delivery companies including Deliveroo, online retailers such as Amazon, and accommodation website AirBnB which allows people to rent out their homes or other properties. Some people are in favour of these companies, saying that they are innovative and offer consumers more options. Other people are more critical, saying that these companies are too powerful, reducing competition, and are developing too quickly for regulation to keep up. How far do you agree or disagree with each of the following statements about these types of companies?

On balance, online-enabled companies such as Uber, Deliveroo and AirBnB are a good thing for the economy

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.29	0.28	0.29	0.77efghi	0.57ghi	0.42hi	0.29i	0.15i	-0.17	0.36m	0.31m	0.34m	0.12	0.34	0.11	0.21	0.17	0.36	0.36	0.27	0.19	0.34	0.30	0.39	0.47	0.41
Standard deviation	0.97	1.02	0.91	0.81	0.94	0.91	0.96	0.90	0.96	0.99	0.92	1.00	0.96	0.94	0.96	0.95	0.96	0.94	0.89	0.97	0.87	1.10	1.00	0.98	0.91	0.97
Standard error	0.02	0.04	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.11	0.06	0.07	0.08	0.08	0.10	0.06	0.08	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 44

**Q.B1 Which of the following best describes how you decide which social media platforms you choose to use, if any? Social media platforms are websites and apps which allow users to share content and connect with other users. Examples include Facebook, Twitter, Instagram and LinkedIn.**  
**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Whichever my friends and family are using	1080 54%	478 49%	603 59%a	142 66% <sub>i</sub> gh	203 59% <sub>i</sub>	169 54%	193 54%	152 51%	222 48%	276 51%	289 52%	240 59%	276 56%	102 57%	45 55%	120 52%	89 53%	87 48%	87 58%	61 61% <sub>r</sub>	95 49%	132 53%	161 58%	101 57%	171 53%	453 55%
Whichever is most convenient	595 30%	297 31%	299 29%	97 45% <sub>i</sub> gh	131 38% <sub>ghi</sub>	101 32% <sub>hi</sub>	99 27%	68 23%	99 22%	145 27%	161 29%	142 35% <sub>j</sub>	147 30%	45 25%	27 33%	55 24%	49 29%	57 31%	43 29%	36 36% <sub>p</sub>	58 30%	85 34% <sub>p</sub>	83 30%	57 32%	90 28%	284 35%
Whichever gives me most control over my profile	545 27%	226 23%	319 31%a	46 21%	105 31% <sub>h</sub>	99 31% <sub>dh</sub>	92 26%	64 22%	139 30% <sub>dh</sub>	143 27%	163 29%	94 23%	146 30%	55 31%	24 29%	58 25%	46 28%	50 28%	41 28%	32 32% <sub>u</sub>	40 21%	64 25%	89 32% <sub>u</sub>	47 26%	90 28%	205 25%
Whichever I find most entertaining	518 26%	234 24%	284 28%	112 52% <sub>efg</sub> hi	119 35% <sub>ghi</sub>	105 33% <sub>ghi</sub>	87 24% <sub>hi</sub>	49 17% <sub>i</sub>	46 10%	126 23%	144 26%	113 28%	135 28%	49 27%	23 28%	57 25%	32 19%	44 24%	42 28%	34 35% <sub>qu</sub>	42 22%	67 27%	83 30% <sub>q</sub>	45 25%	83 26%	245 30%
Which best fits with my personal values and beliefs	477 24%	221 23%	255 25%	35 16%	102 30% <sub>dh</sub>	86 27% <sub>dh</sub>	103 29% <sub>dh</sub>	49 17%	102 22%	152 28% <sub>m</sub>	136 25%	94 23%	95 19%	37 21%	22 27%	55 24%	32 19%	51 28%	40 27%	25 25%	37 19%	69 28%	64 23%	44 25%	77 24%	216 26%
Whichever has the most recognisable brand name	144 7%	73 8%	71 7%	33 15% <sub>fghi</sub>	32 9% <sub>h</sub>	23 7% <sub>h</sub>	20 5%	9 3%	27 6%	38 7%	37 7%	33 8%	35 7%	11 6%	3 3%	23 10% <sub>s</sub>	14 8% <sub>s</sub>	22 12% <sub>osux</sub>	3 2%	6 6%	9 5%	23 9% <sub>s</sub>	21 8% <sub>s</sub>	9 5%	26 8%	62 8%
The terms and conditions of use of the social media platform	141 7%	59 6%	82 8%	11 5%	25 7%	26 8%	20 6%	19 6%	39 9%	40 8%	30 5%	36 9%	34 7%	11 6%	7 9%	20 8%	10 6%	15 8%	8 5%	6 6%	14 7%	28 11% <sub>w</sub>	13 5%	10 6%	18 6%	60 7%
Whichever is already installed on my device	138 7%	65 7%	73 7%	14 6%	28 8%	21 7%	31 9%	15 5%	29 6%	37 7%	38 7%	27 7%	36 7%	8 5%	5 6%	15 7%	15 9%	10 5%	12 8%	5 5%	19 10%	23 9%	15 5%	12 7%	15 5%	70 9%
Whichever has the best ratings and reviews	113 6%	60 6%	53 5%	22 10% <sub>hi</sub>	32 9% <sub>hi</sub>	18 6% <sub>i</sub>	19 5% <sub>i</sub>	11 4%	11 2%	40 7% <sub>km</sub>	25 4%	29 7%	20 4%	5 3%	2 3%	12 5%	14 8% <sub>sw</sub>	13 7% <sub>w</sub>	4 2%	3 3%	18 9% <sub>nstwx</sub>	29 12% <sub>nops</sub> twx	6 2%	6 3%	31 10%	55 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 44

**Q.B1 Which of the following best describes how you decide which social media platforms you choose to use, if any? Social media platforms are websites and apps which allow users to share content and connect with other users. Examples include Facebook, Twitter, Instagram and LinkedIn.**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Other	32 2%	19 2%	14 1%	1 1%	3 1%	9 3%	5 2%	6 2%	9 2%	14 3% <sub>m</sub>	11 2%	4 1%	3 1%	4 2%	1 1%	4 2%	2 1%	1 1%	2 1%	1 1%	5 3%	5 2%	4 2%	2 1%	4 1%	13 2%
None of these - I do not use a social media platform	324 16%	198 20% <sub>b</sub>	126 12%	4 2%	13 4%	27 9% <sub>de</sub>	58 16% <sub>def</sub>	84 28% <sub>defg</sub>	138 30% <sub>defg</sub>	94 17%	87 16%	55 13%	89 18%	33 19% <sub>v</sub>	14 18%	46 20% <sub>v</sub>	30 18% <sub>v</sub>	35 19% <sub>v</sub>	21 14%	12 12%	37 19% <sub>v</sub>	23 9%	41 15%	31 18% <sub>v</sub>	48 15%	92 11%
Don't know	35 2%	13 1%	22 2%	4 2%	10 3%	7 2%	5 1%	4 1%	4 1%	6 1%	16 3% <sub>j</sub>	8 2%	5 1%	2 1%	-	3 1%	5 3% <sub>x</sub>	2 1%	6 4% <sub>x</sub>	1 1%	3 2%	8 3% <sub>x</sub>	5 2%	-	6 2%	18 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 45

**Q.B2 Which of the following best describes how you decide which apps you choose to use, if any? An app is a software program on a smartphone or tablet device. Examples include: Gaming apps such as Candy Crush or Clash of Clans. News apps such as BBC News and Sky News**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
Whichever is free or cheapest to use	1078 54%	487 50%	591 58%a	136 63%hi	193 56%i	197 63%hi	198 55%i	145 49%	209 46%	266 49%	301 54%	244 60%j	267 55%	109 61%p	44 53%	111 48%	86 52%	95 52%	77 52%	59 59%	101 52%	143 57%	157 56%	96 54%	181 56%	444 54%		
Whichever is most convenient	649 33%	326 34%	323 32%	80 37%i	126 37%i	115 36%i	120 33%i	99 33%i	110 24%	189 35%i	193 35%i	104 26%	163 33%i	63 35%	27 32%	72 31%	65 39%u	56 31%	42 28%	36 36%	53 27%	97 39%u	84 30%	55 31%	104 32%	301 37%		
Which best fits with my personal values and beliefs	609 31%	313 32%	296 29%	58 27%	100 29%	101 32%	123 34%h	77 26%	151 33%h	193 36%lm	169 31%	109 27%	138 28%	50 28%	27 33%	76 33%	49 29%	58 32%	42 28%	34 34%	57 30%	74 30%	89 32%	53 30%	99 31%	255 31%		
Whichever my friends and family are using	558 28%	247 26%	310 30%a	83 38%fhi	108 31%hi	89 28%	117 32%hi	62 21%	99 22%	150 28%	147 27%	110 27%	150 31%	45 25%	26 31%	66 29%	53 31%	49 27%	45 30%	28 28%	48 25%	74 30%	81 29%	44 25%	93 29%	254 31%		
Whichever has the best ratings and reviews	536 27%	273 28%	263 26%	84 39%ghi	129 38%ghi	95 30%hi	85 24%i	63 21%	79 17%	165 31%lm	144 26%	117 29%	110 22%	51 29%u	16 20%	58 25%	39 23%	53 29%u	35 23%	31 31%u	36 18%	79 31%u	83 30%u	56 31%u	107 33%	234 28%		
Whichever is already installed on my device	250 13%	129 13%	120 12%	23 11%	36 11%	26 8%	40 11%	43 15%f	81 18%defg	57 11%	68 12%	62 15%	62 13%	10 6%	9 12%	28 12%	22 13%n	29 16%n	18 12%	9 9%	35 18%ntw	38 15%u	27 10%	24 14%n	32 10%	93 11%		
The terms and conditions of use of the app	209 10%	97 10%	112 11%	16 7%	31 9%	39 12%	32 9%	33 11%	57 12%	61 11%	56 10%	52 13%	40 8%	21 12%	13 15%q	29 12%	12 7%	26 14%q	13 9%	7 7%	18 10%	27 11%	26 9%	18 10%	34 11%	89 11%		
Whichever has the most recognisable brand name	186 9%	87 9%	99 10%	33 15%ghi	50 15%ghi	28 9%	27 7%	16 6%	31 7%	57 11%	49 9%	36 9%	43 9%	14 8%	5 7%	18 8%	16 10%	25 14%	10 7%	7 7%	14 7%	28 11%	29 10%	18 10%	46 14%B	74 9%		
Other	80 4%	45 5%	35 3%	6 3%	12 3%	14 5%	16 5%	12 4%	20 4%	29 5%em	26 5%	12 3%	13 3%	8 5%	3 4%	9 4%	11 6%r	1 1%	5 3%	2 2%	12 6%r	13 5%r	10 4%	6 3%	17 5%	29 4%		
None of these - I do not use any apps	194 10%	97 10%	98 10%	1 1%	8 2%	13 4%cd	35 10%defg	46 16%defg	90 20%defg	43 8%	58 11%	40 10%	53 11%	16 9%	6 7%	29 12%v	15 9%	17 9%	23 15%vw	9 9%	27 14%vw	12 5%	22 8%	19 11%	25 8%	56 7%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 45

**Q.B2 Which of the following best describes how you decide which apps you choose to use, if any? An app is a software program on a smartphone or tablet device. Examples include: Gaming apps such as Candy Crush or Clash of Clans. News apps such as BBC News and Sky News**

**Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Don't know	40	16	23	7	11	5	7	3	7	10	11	5	14	4	2	7	4	3	1	-	7	3	6	2	4	18
	2%	2%	2%	3%	3%	2%	2%	1%	1%	2%	2%	1%	3%	3%	3%	3%	2%	2%	1%	-	4%	1%	2%	1%	1%	2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 46

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Summary****Base: All respondents who ever shop online**

		Features										Requiring me to enter a lot of personal information to sign up to the website				
		Positive reviews from other people	Positive reviews from verified customers only	Positive reviews from consumer organisation s such as Which? or Money Saving Expert	Offering the lowest price for a product or service	Showing a padlock sign on the checkout page	Selling brand names that I know and trust	Showing advertising on their website	Showing pop-ups on their website	Starting with 'http' rather than 'https'	Spelling or grammatical mistakes	Being well designed and easy to use	Being listed on a search engine	Being listed as the first result on a search engine	Having heard of the website before	
Unweighted base		1887	1887	1887	1887	1887	1887	1887	1887	1887	1887	1887	1887	1887	1887	
Weighted base		1867	1867	1867	1867	1867	1867	1867	1867	1867	1867	1867	1867	1867	1867	
NET: More trusting		1547 83%	1512 81%	1662 89%	520 28%	1637 88%	1306 70%	201 11%	81 4%	158 8%	136 7%	77 4%	1368 73%	823 44%	704 38%	1559 84%
Much more trusting	(+2)	502 27%	578 31%	909 49%	92 5%	976 52%	369 20%	41 2%	16 1%	49 3%	42 2%	28 1%	376 20%	181 10%	166 9%	440 24%
A little more trusting	(+1)	1046 56%	934 50%	753 40%	428 23%	662 35%	937 50%	160 9%	64 3%	108 6%	94 5%	50 3%	992 53%	642 34%	538 29%	1119 60%
No impact either way	(0)	292 16%	287 15%	170 9%	1092 59%	169 9%	516 28%	1102 59%	593 32%	630 34%	334 18%	158 8%	463 25%	964 52%	973 52%	270 14%
A little less trusting	(-1)	11 1%	33 2%	10 1%	193 10%	13 1%	14 1%	375 20%	622 33%	358 19%	693 37%	482 26%	11 1%	34 2%	126 7%	13 1%
Much less trusting	(-2)	4 *	6 *	1 *	12 1%	4 *	4 *	133 7%	497 27%	316 17%	653 35%	1125 60%	2 *	10 1%	18 1%	9 *
NET: Less trusting		15 1%	38 2%	11 1%	205 11%	17 1%	18 1%	509 27%	1119 60%	673 36%	1346 72%	1607 86%	13 1%	45 2%	144 8%	22 1%
Don't know		12 1%	29 2%	23 1%	49 3%	43 2%	27 1%	54 3%	75 4%	406 22%	51 3%	25 1%	23 1%	35 2%	45 2%	16 1%
Mean		1.09	1.11	1.39	0.22	1.42	0.90	-0.22	-0.85	-0.54	-1.00	-1.43	0.94	0.52	0.39	1.06
Standard deviation		0.68	0.75	0.68	0.72	0.71	0.72	0.80	0.90	1.02	0.98	0.87	0.70	0.72	0.79	0.67
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 47

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Positive reviews from other people**

**Base: All respondents who ever shop online**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base		1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting		1547	709	839	175	279	244	290	231	329	410	427	330	380	142	64	179	132	140	115	84	149	191	217	133	244	657
		83%	79%	86%a	88%hi	90%hi	83%il	84%il	80%	76%	81%	84%	85%	82%	85%	86%	80%	84%	82%	79%	87%	83%	88%lp	80%	81%	83%	86%
Much more trusting	(+2)	502	163	339	80	117	86	91	57	70	131	134	115	121	36	15	72	44	54	40	32	46	61	68	35	92	239
		27%	18%	35%a	40%fghi	38%ghi	29%hi	27%il	20%	16%	26%	26%	30%	26%	21%	21%	32%nx	28%	32%lx	27%	32%lx	25%	28%	25%	21%	31%	31%
A little more trusting	(+1)	1046	546	500	95	162	158	198	173	259	279	293	215	259	106	49	108	88	85	75	53	104	129	150	99	152	418
		56%	61%b	51%	48%	52%	54%	58%	60%ld	60%ld	55%	58%	55%	56%	64%pr	65%pr	48%	57%	50%	52%	54%	58%	60%lp	55%	60%lp	51%	54%
No impact either way	(0)	292	175	117	18	27	48	48	53	98	85	76	54	77	24	10	41	24	29	26	13	26	24	47	29	42	102
		16%	20%b	12%	9%	9%	16%de	14%	19%de	23%defg	17%	15%	14%	17%	14%	14%	18%	15%	17%	18%	13%	14%	11%	17%	17%	14%	13%
A little less trusting	(-1)	11	3	8	5	-	-	2	1	3	4	3	1	3	1	-	3	1	-	2	-	2	2	1	-	2	3
		1%	*	1%	3%ef	-	-	*	*	1%	1%	1%	*	1%	1%	-	1%	1%	-	1%	-	1%	1%	*	-	1%	*
Much less trusting	(-2)	4	3	1	-	1	-	3	-	1	2	-	3	-	-	-	-	-	-	3	-	1	-	1	-	1	3
		*	*	*	-	*	-	1%	-	*	*	-	1%	-	-	-	-	-	-	2%	-	*	-	*	-	*	*
NET: Less trusting		15	6	9	5	1	-	4	1	4	5	3	3	3	1	-	3	1	-	4	-	3	2	2	-	3	6
		1%	1%	1%	3%fg	*	-	1%	*	1%	1%	1%	1%	1%	1%	-	1%	1%	-	3%rx	-	1%	1%	1%	-	1%	1%
Don't know		12	5	8	1	5	2	2	3	1	5	2	2	3	*	-	1	-	1	*	-	2	-	5	2	7	4
		1%	1%	1%	*	1%	1%	*	1%	*	1%	*	1%	1%	*	-	*	-	*	*	-	1%	-	2%	1%	2%B	*
Mean		1.09	0.97	1.21a	1.26ghi	1.29fghi	1.13hi	1.09i	1.01	0.91	1.07	1.10	1.13	1.08	1.06	1.07	1.11	1.12	1.15	1.02	1.19	1.08	1.16	1.06	1.04	1.15	1.16
Standard deviation		0.68	0.65	0.68	0.73	0.64	0.67	0.70	0.63	0.66	0.70	0.66	0.70	0.67	0.62	0.59	0.74	0.66	0.69	0.82	0.65	0.69	0.64	0.68	0.63	0.70	0.68
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.06	0.05	0.05	0.05	0.07	0.06	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 48

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Positive reviews from verified customers only**

**Base: All respondents who ever shop online**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting	1512 81%	710 79%	802 83%	157 79%	267 86%	231 79%	280 81%	233 81%	345 80%	408 81%	416 82%	318 81%	371 80%	137 82%	65 86%	178 79%	123 79%	144 85%	117 81%	83 86%	145 81%	183 85%	211 78%	125 76%	239 81%	619 81%
Much more trusting	(+2) 578 31%	243 27%	335 34%a	77 39%hi	118 38%hi	104 35%i	104 30%i	79 27%	97 22%	155 31%	159 31%	127 33%	137 30%	38 23%	19 26%	75 33%	51 33%	56 33%	44 30%	37 38%	50 28%	78 36%	77 28%	53 32%	107 36%	255 33%
A little more trusting	(+1) 934 50%	467 52%	467 48%	79 40%	149 48%	127 43%	176 51%df	154 54%df	249 58%def	253 50%	257 51%	191 49%	234 51%	99 59%pqx	45 61%px	104 46%	72 46%	88 52%	73 50%	47 48%	95 53%	105 49%	133 49%	72 44%	132 45%	363 47%
No impact either way	(0) 287 15%	158 18%b	128 13%	24 12%	28 9%	54 19%e	51 15%	52 18%e	78 18%e	78 16%	78 15%	53 14%	78 17%	26 16%	10 14%	36 16%	25 16%	23 13%	24 16%	11 11%	24 13%	29 13%	45 17%	35 21%t	40 14%	115 15%
A little less trusting	(-1) 33 2%	12 1%	21 2%	5 3%	8 3%	4 1%	7 2%	2 1%	7 2%	6 1%	8 2%	9 2%	10 2%	2 1%	- -	8 3%x	4 3%	1 *	2 1%	1 1%	3 2%	3 1%	9 3%	1 *	5 2%	18 2%
Much less trusting	(-2) 6 *	4 *	1 *	2 1%	2 1%	- -	1 *	- -	1 *	4 1%	- -	1 *	1 *	- -	- -	1 1%	- -	2 1%	- -	- -	1 *	- -	1 *	1 *	2 1%	1 *
NET: Less trusting	38 2%	16 2%	22 2%	7 4%h	10 3%h	4 1%	8 2%	2 1%	8 2%	10 2%	8 2%	10 3%	11 2%	2 1%	- -	9 4%	4 3%	2 1%	2 1%	1 1%	4 2%	3 1%	10 4%	1 1%	7 3%	19 2%
Don't know	29 2%	10 1%	20 2%	11 5%lghi	7 2%i	4 1%i	5 2%i	1 2%i	1 *	9 2%	7 1%	9 2%	4 1%	2 1%	- -	2 1%	4 3%	1 *	3 2%	2 2%	7 4%p	1 1%	5 2%	3 2%	8 3%	15 2%
Mean	1.11	1.05	1.17a	1.20i	1.22hi	1.14i	1.11	1.08	1.01	1.11	1.13	1.14	1.08	1.04	1.12	1.09	1.12	1.16	1.12	1.24nw	1.10	1.20	1.04	1.09	1.17	1.13
Standard deviation	0.75	0.74	0.75	0.84	0.77	0.76	0.74	0.69	0.70	0.76	0.72	0.75	0.75	0.67	0.62	0.82	0.77	0.74	0.72	0.71	0.73	0.72	0.79	0.77	0.80	0.76
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.07	0.05	0.06	0.06	0.06	0.07	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 49

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Positive reviews from consumer organisations such as Which? or Money Saving Expert****Base: All respondents who ever shop online**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting	1662 89%	781 87%	881 91%a	172 86%	272 88%	259 88%	318 93%dh	248 86%	392 91%	452 90%	451 89%	351 90%	408 88%	151 90%	63 85%	200 89%	142 91%	153 90%	127 88%	87 89%	157 87%	200 93%x	242 89%	139 85%	264 89%	678 88%
Much more trusting	(+2) 909 49%	407 46%	502 52%a	100 50%	158 51%	148 50%	169 49%	136 47%	199 46%	255 51%	241 47%	185 47%	228 49%	80 48%	37 50%	112 50%	75 48%	84 50%	63 43%	50 52%	84 47%	115 53%	129 48%	79 48%	149 51%	376 49%
A little more trusting	(+1) 753 40%	374 42%	379 39%	72 36%	115 37%	112 38%	150 43%	112 39%	193 45%	197 39%	210 41%	166 42%	180 39%	71 43%	26 35%	88 39%	68 43%	69 41%	64 44%	36 37%	73 40%	85 39%	113 42%	60 37%	114 39%	303 39%
No impact either way	(0) 170 9%	96 11%b	74 8%	19 9%	26 8%	26 9%	24 7%	37 13%g	38 9%	44 9%	49 10%	25 6%	52 11%l	13 8%	12 15%rv	20 9%	13 9%	11 6%	17 12%	8 8%	17 10%	12 6%	25 9%	22 13%v	16 5%	78 10%A
A little less trusting	(-1) 10 1%	6 1%	4 *	2 1%	5 1%	1 *	1 *	- *	1 *	2 *	2 *	5 1%	1 *	1 1%	- *	1 *	- *	- *	- *	1 1%	1 *	1 1%	4 1%	- *	4 1%	3 *
Much less trusting	(-2) 1 *	1 *	1 *	1 *	- *	- *	- *	- *	1 *	1 *	- *	- *	- *	- *	- *	- *	1 *	- *	1 1%	- *	- *	- *	- *	- *	1 *	- *
NET: Less trusting	11 1%	7 1%	4 *	3 2%	5 1%	1 *	1 *	- *	1 *	4 1%	2 *	5 1%	1 *	1 1%	- *	1 *	1 *	- *	1 1%	1 1%	1 *	1 1%	4 1%	- *	5 2%	3 *
Don't know	23 1%	11 1%	12 1%	6 3%gi	8 3%gi	6 2%gi	1 *	2 1%	- *	5 1%	6 1%	10 2%	3 1%	2 1%	- *	4 2%	- *	6 3%qsw	- *	2 2%w	5 3%qw	2 1%	- *	3 2%w	11 4%B	9 1%
Mean	1.39	1.34	1.44a	1.38	1.41	1.41	1.42	1.35	1.37	1.41	1.37	1.40	1.38	1.39	1.34	1.41	1.38	1.45	1.30	1.41	1.37	1.47	1.36	1.36	1.43	1.38
Standard deviation	0.68	0.70	0.66	0.74	0.71	0.68	0.63	0.70	0.66	0.69	0.67	0.67	0.69	0.67	0.74	0.67	0.67	0.62	0.72	0.71	0.68	0.64	0.71	0.71	0.69	0.68
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.05	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 50

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Offering the lowest price for a product or service****Base: All respondents who ever shop online**

	Gender			Age						Social Grade				Region												Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695		
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768		
NET: More trusting	520	287	233	55	91	87	101	77	109	129	128	129	135	57	19	59	50	49	37	35	43	71	61	39	97	229		
	28%	32% <sup>b</sup>	24%	28%	29%	30%	29%	27%	25%	26%	25%	33% <sup>jk</sup>	29%	34% <sup>w</sup>	25%	26%	32%	29%	26%	36% <sup>uw</sup>	24%	33% <sup>w</sup>	23%	24%	33%	30%		
Much more trusting	(+2)	92	48	44	11	16	19	19	10	17	21	18	19	10	3	8	9	14	8	6	7	13	6	7	10	47		
	5%	5%	5%	6%	5%	6%	6%	4%	4%	4%	4%	5%	7% <sup>k</sup>	6%	4%	4%	6%	8% <sup>w</sup>	6%	6%	4%	6%	2%	4%	3%	6%		
A little more trusting	(+1)	428	239	189	44	74	68	82	67	93	107	109	110	47	16	51	41	35	29	29	35	58	55	32	87	182		
	23%	27% <sup>b</sup>	19%	22%	24%	23%	24%	23%	22%	21%	21%	28% <sup>j</sup>	22%	28%	21%	23%	26%	21%	20%	30%	20%	27%	20%	19%	29%	24%		
No impact either way	(0)	1092	511	582	96	170	170	202	181	274	303	314	209	94	48	137	82	104	86	49	115	109	168	100	146	445		
	59%	57%	60%	48%	55%	58%	59% <sup>d</sup>	63% <sup>d</sup>	63% <sup>de</sup>	60%	62% <sup>l</sup>	53%	58%	56%	64%	61%	52%	62%	59%	51%	64% <sup>tv</sup>	51%	62% <sup>vr</sup>	61%	50%	58% <sup>A</sup>		
A little less trusting	(-1)	193	81	112	39	33	29	29	19	43	56	53	39	12	3	22	20	11	14	10	17	33	32	20	35	74		
	10%	9%	12%	20% <sup>efg</sup>	11% <sup>hi</sup>	10%	8%	6%	10%	11%	10%	10%	10%	7%	4%	10%	13%	6%	10%	10%	9%	15% <sup>nor</sup>	12%	12%	12%	10%		
Much less trusting	(-2)	12	2	10	2	1	2	1	3	2	3	4	-	5	1	1	1	1	-	1	3	-	1	3	*	7		
	1%	*	1%	1%	*	1%	*	1%	*	1%	1%	1%	-	1%	1%	*	*	*	-	1%	2%	-	*	2%	*	1%		
NET: Less trusting	205	83	122	41	35	31	30	22	45	59	57	39	50	12	4	23	21	12	14	11	20	33	33	22	35	82		
	11%	9%	13% <sup>a</sup>	21% <sup>efg</sup>	11% <sup>hi</sup>	11%	9%	8%	10%	12%	11%	10%	11%	7%	6%	10%	13%	7%	10%	11%	11%	15% <sup>nr</sup>	12%	14%	12%	11%		
Don't know	49	14	35	7	16	5	11	8	3	14	10	14	11	4	4	5	4	5	8	2	2	3	9	3	17	13		
	3%	2%	4% <sup>a</sup>	3% <sup>ei</sup>	5% <sup>ei</sup>	2%	3% <sup>ei</sup>	3% <sup>ei</sup>	1%	3%	2%	4%	2%	3%	5%	2%	2%	3%	6% <sup>u</sup>	3%	1%	1%	3%	2%	6% <sup>B</sup>	2%		
Mean	0.22	0.28 <sup>b</sup>	0.16	0.12	0.24	0.25	0.27	0.22	0.18	0.18	0.17	0.29 <sup>k</sup>	0.25	0.34 <sup>uw</sup>	0.23	0.20	0.25	0.30 <sup>w</sup>	0.23	0.31 <sup>w</sup>	0.15	0.24	0.13	0.13	0.26	0.25		
	x																											
Standard deviation	0.72	0.71	0.73	0.84	0.74	0.75	0.72	0.67	0.68	0.71	0.69	0.72	0.78	0.70	0.67	0.68	0.77	0.74	0.71	0.79	0.72	0.78	0.66	0.74	0.73	0.75		
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.07	0.04	0.06	0.06	0.06	0.07	0.05	0.06	0.04	0.06	0.05	0.03		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 51

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Showing a padlock sign on the checkout page****Base: All respondents who ever shop online**

	Region																								Employment Sector					
	Gender			Age						Social Grade																			Public (A)	Private (B)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)						
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695				
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768				
NET: More trusting	1637 88%	775 87%	862 89%	159 80%	261 84%	243 83%	315 91%def	262 91%def	399 92%def	438 87%	438 86%	344 88%	418 90%	159 95% qsvwx	67 89%	200 89%	136 87%	154 91%	122 84%	86 88%	151 84%	184 85%	236 87%	142 87%	259 88%	651 85%				
Much more trusting	(+2)	976 52%	440 49%	536 55%a	92 46%	141 45%	149 51%	179 52%	162 56%e	252 58%de	249 49%	266 52%	202 52%	258 56%	95 57%w	44 59%w	124 55%w	87 56%w	91 54%w	69 48%	50 52%	97 54%w	105 49%	115 42%	98 60%w	157 53%	374 49%			
A little more trusting	(+1)	662 35%	335 37%	326 34%	67 34%	120 39%	94 32%	135 39%	99 35%	147 34%	188 37%	171 34%	142 36%	160 35%	64 38%	23 30%	77 34%	48 31%	63 37%	52 36%	36 37%	54 30%	79 37%	121 45% opq ux	45 27%	102 35%	277 36%			
No impact either way	(0)	169 9%	93 10%	76 8%	28 14%gi	35 11%i	40 13%ghi	20 6%	22 8%	24 6%	50 10%	55 11%	32 8%	33 7%	8 5%	5 7%	18 8%	11 7%	12 7%	12 9%	7 7%	20 11%	26 12%n	30 11%n	20 12%n	26 9%	89 12%			
A little less trusting	(-1)	13 1%	9 1%	4 *	2 1%	4 1%i	4 1%i	4 1%i	- -	- -	5 1%	5 1%	- -	3 1%	- -	1 1%	- -	2 1%	- -	4 3%px	1 1%	3 2%	2 1%	1 *	- -	4 1%	9 1%			
Much less trusting	(-2)	4 *	3 *	1 *	2 1%i	- -	1 *	1 *	* *	- -	1 *	* *	2 1%	1 *	- -	* *	1 *	- -	- -	- -	- -	1 1%	1 *	1 1%	1 *	1 *				
NET: Less trusting		17 1%	12 1%	5 1%	4 2%hi	4 1%i	4 1%i	4 1%i	* *	- -	6 1%	5 1%	2 1%	4 1%	- -	1 2%	1 *	2 1%	- -	4 3%	1 1%	3 2%	3 1%	2 1%	1 1%	5 2%	10 1%			
Don't know		43 2%	14 2%	28 3%	8 4%	11 4%	7 2%	5 1%	3 1%	9 2%	12 2%	10 2%	12 3%	8 2%	1 1%	1 1%	6 3%	7 5% nw	4 2%	7 5% nw	3 4% x	7 4% x	2 1%	3 1%	* *	5 2%	18 2%			
Mean		1.42	1.36	1.48a	1.28	1.33	1.35	1.44d	1.49def	1.54defg	1.38	1.40	1.43	1.48j	1.53vw	1.48	1.47w	1.49w	1.48w	1.35	1.44	1.42	1.33	1.30	1.46w	1.41	1.35			
Standard deviation		0.71	0.74	0.67	0.84	0.73	0.78	0.68	0.65	0.60	0.72	0.73	0.69	0.68	0.58	0.74	0.68	0.68	0.63	0.77	0.68	0.75	0.78	0.70	0.76	0.75	0.74			
Standard error		0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.07	0.06	0.05	0.06	0.04	0.06	0.05	0.03			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 52

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Selling brand names that I know and trust****Base: All respondents who ever shop online**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695	
Weighted base		1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768	
NET: More trusting		1306 70%	610 68%	696 72%	149 75%h	229 74%	204 70%	225 65%	187 65%	312 72%h	367 73%	355 70%	273 70%	310 67%	112 67%	42 56%	145 64%	105 67%	126 74%o	102 70%	67 69%	128 71%o	164 76%op	200 74%op	114 70%	213 72%	542 71%	
Much more trusting	(+2)	369 20%	137 15%	232 24%a	65 33%efghi	69 22%h	59 20%	62 18%	39 13%	76 18%	108 21%	97 19%	79 20%	85 18%	26 15%	16 22%	46 20%w	23 15%	50 30%nw	32 22%w	23 24%w	28 16%	53 25%w	36 13%	35 21%w	71 24%	149 19%	
A little more trusting	(+1)	937 50%	472 53%	465 48%	84 42%	160 51%	145 50%	163 47%	148 52%	236 55%cd	260 51%	258 51%	194 50%	225 49%	87 52%o	26 35%	99 44%	82 52%o	76 45%	69 48%	44 45%	100 55%op	110 51%o	165 61%oprstx	80 49%	142 48%	393 51%	
No impact either way	(0)	516 28%	271 30%b	245 25%	41 21%	67 21%	85 29%	112 32%de	95 33%de	116 27%	129 26%	141 28%	102 26%	143 31%	54 32%	31 42%ruvw	72 32%w	44 28%	40 24%	43 30%	29 29%	45 25%	49 23%	63 23%	46 28%	69 23%	213 28%	
A little less trusting	(-1)	14 1%	7 1%	7 1%	3 1%	1 *	3 1%	3 1%	1 *	3 1%	6 1% m	5 1%	3 1%	- -	- -	- -	2 1%	3 2%	- -	1 *	- -	1 1%	3 1%	2 1%	2 1%	4 1%	3 *	
Much less trusting	(-2)	4 *	- *	4 *	1 1%	2 1%	- -	1 *	- -	- -	- -	2 *	- *	2 *	- -	- -	1 *	1 1%	- -	- -	1 1%	- -	- -	- -	2 1%	2 1%	- -	
NET: Less trusting		18 1%	7 1%	11 1%	4 2%	4 1%	3 1%	3 1%	1 *	3 1%	6 1%	7 1%	3 1%	2 *	- -	- -	3 1%	5 3% nr	- -	1 *	1 1%	1 1%	3 1%	2 1%	4 2%	6 2%B	3 *	
Don't know		27 1%	7 1%	19 2%	4 2% i	12 4% fi	2 1%	4 1%	4 1%	1 *	2 *	5 1%	12 3% j	8 2%	1 1%	2 2%	5 2%	2 2%	3 2%	- -	1 1%	6 3% sx	1 *	5 2%	- -	7 3%	11 1%	
Mean		0.90	0.83	0.96a	1.07f ghi	0.97gh	0.89	0.83	0.79	0.89	0.93	0.88	0.92	0.86	0.83	0.80	0.85	0.80	1.06no pqwxyz	0.92	0.93	0.89	1.00q	0.88	0.88	0.96	0.91	
Standard deviation		0.72	0.68	0.75	0.82	0.74	0.72	0.73	0.67	0.68	0.72	0.73	0.71	0.73	0.67	0.78	0.76	0.75	0.74	0.73	0.77	0.66	0.72	0.63	0.79	0.78	0.70	
Standard error		0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.09	0.05	0.06	0.06	0.06	0.07	0.05	0.06	0.04	0.06	0.05	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 53

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Showing advertising on their website****Base: All respondents who ever shop online**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695		
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768		
NET: More trusting	201	90	111	29	58	28	48	20	18	35	34	62	70	16	9	19	15	21	14	6	28	26	39	9	37	98		
	11%	10%	11%	15%hi	19%fhi	9%gi	14%hi	7%	4%	7%	7%	16%jk	15%jk	10%	11%	8%	10%	12%x	10%	7%	15%ptx	12%	14%tx	5%	13%	13%		
Much more trusting	(+2)	41	20	21	7	16	4	9	3	1	7	2	19	13	2	-	1	2	7	2	1	1	12	8	4	11	19	
		2%	2%	2%	4%gi	5%fhi	1%	3%gi	1%	*	1%	*	5%jk	3%k	1%	-	*	2%	4%p	2%	1%	1%	6%pu	3%p	2%	4%	2%	
A little more trusting	(+1)	160	70	90	22	41	23	39	17	17	29	31	43	57	14	9	18	13	14	5	27	14	31	5	26	79		
		9%	8%	9%	11%gi	13%hi	8%gi	11%hi	6%	4%	6%	6%	11%jk	12%jk	8%	11%x	8%x	8%x	8%	8%	6%	15%ptvx	7%	11%x	3%	9%	10%	
No impact either way	(0)	1102	539	564	109	169	174	205	180	265	287	323	222	270	100	46	143	91	107	87	62	98	123	157	88	163	442	
		59%	60%	58%	55%	54%	59%	60%	63%	61%	57%	64%j	57%	58%	60%	61%	64%	58%	63%	60%	64%	54%	57%	58%	54%	55%	58%	
A little less trusting	(-1)	375	184	191	40	58	62	65	51	100	115	107	76	77	35	12	45	34	24	30	16	41	43	51	46	56	158	
		20%	21%	20%	20%	19%	21%	19%	18%	23%	23%gm	21%	20%	17%	21%	16%	20%	22%	14%	21%	16%	23%	20%	19%	28%rtw	19%	21%	
Much less trusting	(-2)	133	67	67	14	16	17	15	31	41	58	32	18	26	13	4	11	10	13	6	10	10	23	18	14	27	51	
		7%	7%	7%	7%	5%	6%	4%	11%efg	9%g	11%klm	6%	5%	6%	8%	5%	5%	7%	8%	4%	10%	5%	11%	7%	9%	9%	7%	
NET: Less trusting		509	251	258	54	74	78	80	82	141	173	139	94	103	48	16	56	44	37	37	26	51	66	69	60	83	209	
		27%	28%	27%	27%	24%	27%	23%	28%	33%eg	34%klm	27%	24%	22%	29%	21%	25%	28%	22%	25%	26%	28%	30%	26%	36%opr sw	28%	27%	
Don't know		54	15	39	8	10	13	11	6	7	10	13	12	20	3	5	7	6	5	8	3	4	1	5	8	11	19	
		3%	2%	4%a	4%	3%	5%gi	3%	2%	2%	2%	3%	3%	4%	2%	6%v	3%	4%	3%	5%v	3%	2%	*	2%	5%v	4%	2%	
Mean		-0.22	-0.24	-0.21	-0.16i	-0.06f	-0.23i	-0.11h	-0.32	-0.38	-0.38	-0.27j	-0.08j	-0.10j	-0.26	-0.17x	-0.22x	-0.25	-0.14x	-0.19x	-0.30	-0.18x	-0.23	-0.15x	-0.39	-0.22	-0.19	
					hi		i					k	k															
Standard deviation		0.80	0.79	0.80	0.86	0.88	0.75	0.77	0.79	0.72	0.82	0.69	0.84	0.80	0.78	0.71	0.68	0.77	0.84	0.73	0.78	0.77	0.93	0.83	0.80	0.88	0.81	
Standard error		0.02	0.03	0.02	0.07	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.08	0.04	0.06	0.07	0.06	0.07	0.06	0.07	0.05	0.06	0.06	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 54

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Showing pop-ups on their website**

**Base: All respondents who ever shop online**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting	81 4%	41 5%	39 4%	10 5% <sub>i</sub>	31 10% <sub>fghi</sub>	11 4% <sub>i</sub>	16 5% <sub>i</sub>	8 3%	5 1%	24 5%	16 3%	25 6%	14 3%	9 6%	2 3%	12 5%	3 2%	13 7% <sub>qs</sub>	2 1%	2 2%	8 5%	18 8% <sub>qsw</sub>	8 3%	4 3%	25 9%	42 6%
Much more trusting (+2)	16 1%	8 1%	8 1%	4 2% <sub>i</sub>	6 2% <sub>i</sub>	2 1%	2 1%	2 1%	- -	10 2% <sub>k</sub>	3 1%	1 *	3 1%	- -	- -	6 3%	- -	2 1%	1 1%	- -	1 1%	3 2%	2 1%	1 1%	4 1%	8 1%
A little more trusting (+1)	64 3%	33 4%	31 3%	6 3%	24 8% <sub>fhi</sub>	9 3%	13 4% <sub>i</sub>	6 2%	5 1%	15 3%	14 3%	24 6% <sub>ijk</sub>	12 3%	9 6% <sub>s</sub>	2 3%	6 2%	3 2%	11 6% <sub>sw</sub>	1 1%	2 2%	7 4%	14 7% <sub>sw</sub>	6 2%	3 2%	21 7%	34 4%
No impact either way (0)	593 32%	277 31%	316 33%	39 19%	87 28%	84 29% <sub>d</sub>	113 33% <sub>d</sub>	105 36% <sub>d</sub>	165 38% <sub>def</sub>	124 24%	174 34% <sub>j</sub>	148 38% <sub>j</sub>	147 32% <sub>j</sub>	57 34%	29 39% <sub>s</sub>	78 35%	46 29%	43 26%	36 25%	29 29%	58 32%	76 35%	89 33%	53 33%	82 28%	230 30%
A little less trusting (-1)	622 33%	315 35%	307 32%	63 32%	95 31%	98 33%	126 37%	95 33%	144 33%	198 39% <sub>lm</sub>	182 36% <sub>l</sub>	90 23%	152 33% <sub>l</sub>	68 41% <sub>v</sub>	28 37%	70 31%	49 31%	63 37%	55 38%	29 30%	62 34%	58 27%	91 33%	50 30%	94 32%	249 32%
Much less trusting (-2)	497 27%	239 27%	258 27%	76 38% <sub>egh</sub> <sub>i</sub>	85 27%	88 30%	77 22%	70 24%	101 23%	146 29% <sub>k</sub>	116 23%	110 28%	125 27%	30 18%	13 18%	60 27%	52 33% <sub>no</sub>	40 24%	44 30% <sub>n</sub>	33 34% <sub>no</sub>	42 23%	59 27%	72 27%	50 31% <sub>no</sub>	82 28%	220 29%
NET: Less trusting	1119 60%	553 62%	565 58%	140 70% <sub>egh</sub> <sub>i</sub>	180 58%	186 63%	203 59%	165 57%	245 57%	344 68% <sub>klm</sub>	297 58%	200 51%	277 60% <sub>l</sub>	98 59%	41 55%	131 58%	101 65%	104 61%	98 68% <sub>v</sub>	63 65%	104 58%	117 54%	163 60%	99 61%	177 60%	469 61%
Don't know	75 4%	23 3%	51 5% <sub>a</sub>	11 5%	13 4%	12 4%	12 4%	10 4%	16 4%	13 2%	21 4%	17 4%	25 5% <sub>j</sub>	3 2%	3 4%	5 2%	6 4%	10 6%	10 7%	4 4%	10 6%	6 3%	11 4%	7 4%	11 4%	27 3%
Mean	-0.85	-0.85	-0.84	-1.07	-0.76d	-0.93	-0.79d	-0.82d	-0.82d	-0.93	-0.81j	-0.76j	-0.88	-0.72q <sub>st</sub>	-0.73q <sub>st</sub>	-0.79q <sub>s</sub>	-1.00	-0.81	-1.02	-1.01	-0.80s <sub>st</sub>	-0.74q <sub>st</sub>	-0.87	-0.92	-0.81	-0.86
Standard deviation	0.90	0.90	0.90	0.97	1.02	0.90	0.87	0.86	0.81	0.92	0.85	0.96	0.88	0.83	0.80	0.97	0.86	0.93	0.83	0.87	0.89	1.00	0.87	0.90	0.99	0.93
Standard error	0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.07	0.09	0.06	0.07	0.08	0.07	0.08	0.06	0.08	0.05	0.07	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 55

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Starting with 'http' rather than 'https'**

**Base: All respondents who ever shop online**

	Gender			Age						Social Grade					Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695	
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768	
NET: More trusting	158	79	79	21	37	13	25	23	38	48	36	27	47	23	10	21	8	14	3	11	13	15	30	11	27	62	
	8%	9%	8%	11% <sup>f</sup>	12% <sup>f</sup>	4%	7%	8%	9% <sup>f</sup>	10%	7%	7%	10%	14% <sup>qs</sup>	13% <sup>qs</sup>	9% <sup>s</sup>	5%	8% <sup>s</sup>	2%	11% <sup>s</sup>	7%	7%	11% <sup>qs</sup>	6%	9%	8%	
Much more trusting	(+2)	49	29	21	6	7	6	8	7	19	12	7	11	8	5	6	3	2	1	3	5	3	10	3	10	21	
		3%	3%	2%	3%	5% <sup>i</sup>	2%	2%	3%	2%	4%	2%	2%	5%	7% <sup>rsv</sup>	3%	2%	1%	1%	3%	3%	1%	4%	2%	3%	3%	
A little more trusting	(+1)	108	50	58	16	22	6	19	31	29	24	20	36	15	4	14	5	12	2	8	9	12	20	8	16	41	
		6%	6%	6%	8% <sup>f</sup>	7% <sup>f</sup>	2%	6% <sup>f</sup>	5%	7% <sup>f</sup>	6%	5%	8%	9% <sup>s</sup>	6%	6% <sup>s</sup>	3%	7% <sup>s</sup>	1%	8% <sup>s</sup>	5%	6%	8% <sup>s</sup>	5%	6%	5%	
No impact either way	(0)	630	289	340	77	114	111	91	126	154	171	151	154	43	19	91	52	63	56	27	64	75	94	46	100	285	
		34%	32%	35%	39% <sup>i</sup>	37%	38% <sup>i</sup>	32%	29%	30%	34%	39% <sup>j</sup>	33%	26%	25%	40% <sup>not x</sup>	33%	37%	39% <sup>n</sup>	28%	35%	35%	35%	28%	34%	37%	
A little less trusting	(-1)	358	218	140	32	47	62	64	59	93	111	99	62	86	31	9	51	29	28	27	21	26	44	45	46	61	145
		19%	24% <sup>b</sup>	14%	16%	15%	21%	19%	20%	22%	22%	19%	16%	19%	19%	12%	23%	18%	17%	19%	21%	15%	20%	17%	28% <sup>oru</sup>	21%	19%
Much less trusting	(-2)	316	161	154	28	38	46	70	56	78	96	99	57	64	36	15	25	28	33	19	18	31	33	53	27	36	128
		17%	18%	16%	14%	12%	16%	20% <sup>e</sup>	19% <sup>e</sup>	18%	19% <sup>m</sup>	19% <sup>m</sup>	15%	14%	21% <sup>p</sup>	21% <sup>p</sup>	11%	18%	19% <sup>p</sup>	13%	18%	17%	15%	19% <sup>p</sup>	16%	12%	17%
NET: Less trusting		673	379	294	60	85	108	134	114	172	207	198	119	149	67	25	76	57	61	46	38	57	77	98	72	97	273
		36%	42% <sup>b</sup>	30%	30%	27%	37% <sup>e</sup>	39% <sup>e</sup>	40% <sup>e</sup>	40% <sup>de</sup>	41% <sup>lm</sup>	39% <sup>l</sup>	31%	32%	40%	33%	34%	36%	36%	32%	39%	32%	35%	36%	44% <sup>psu</sup>	33%	36%
Don't know		406	147	259	41	75	61	74	59	96	96	104	94	113	34	22	37	39	32	40	21	46	49	49	35	72	148
		22%	16%	27% <sup>a</sup>	21%	24%	21%	21%	21%	22%	19%	20%	24%	24%	21%	29% <sup>pw</sup>	17%	25%	19%	28% <sup>pw</sup>	22%	25% <sup>p</sup>	23%	18%	22%	24%	19%
Mean	-0.54	-0.58	-0.49	-0.38 <sup>g</sup>	-0.30 <sup>f</sup>	-0.58	-0.64	-0.61	-0.61	-0.58	-0.61	-0.48	-0.44 <sup>k</sup>	-0.54	-0.48	-0.39 <sup>q</sup>	-0.63	-0.57	-0.57	-0.55	-0.53	-0.55	-0.49	-0.66	-0.43	-0.51	
				<sup>i</sup>	<sup>ghi</sup>										<sup>x</sup>												
Standard deviation	1.02	1.02	1.01	1.01	1.05	0.94	1.02	1.03	1.01	1.07	1.01	0.96	1.00	1.18	1.27	0.93	0.98	0.99	0.85	1.08	1.03	0.95	1.09	0.95	1.00	1.00	
Standard error	0.03	0.04	0.04	0.09	0.08	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.11	0.16	0.07	0.09	0.09	0.08	0.11	0.08	0.08	0.07	0.08	0.07	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 56

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Requiring me to enter a lot of personal information to sign up to the website**

**Base: All respondents who ever shop online**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695			
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768			
NET: More trusting	136 7%	77 9%	59 6%	14 7% <sub>i</sub>	42 14% <sub>hi</sub>	23 8% <sub>i</sub>	28 8% <sub>i</sub>	14 5%	13 3%	37 7%	22 4%	45 12% <sub>km</sub>	31 7%	14 8% <sub>x</sub>	4 5%	18 8% <sub>x</sub>	6 4%	20 12% <sub>qux</sub>	9 6%	11 11% <sub>qx</sub>	9 5%	24 11% <sub>qx</sub>	17 6%	5 3%	31 11%	71 9%			
Much more trusting	(+2) 2%	42 3%	23 2%	19 1%	18 6% <sub>dhi</sub>	7 3% <sub>i</sub>	9 3% <sub>i</sub>	4 1%	1 *	8 2%	6 1%	14 3%	14 3%	8 5% <sub>qx</sub>	1 1%	3 1%	1 1%	5 3%	2 1%	1 1%	4 2%	10 5% <sub>x</sub>	7 2%	* *	12 4%	20 3%			
A little more trusting	(+1) 5%	94 5%	54 6%	40 4%	12 6%	24 8% <sub>i</sub>	16 5%	19 6%	11 4%	12 3%	28 6%	16 3%	32 8% <sub>km</sub>	17 4%	6 4%	3 4%	15 7%	5 3%	15 9% <sub>uwx</sub>	7 5%	10 10% <sub>quwx</sub>	5 3%	14 6%	10 4%	4 3%	19 6%	51 7%		
No impact either way	(0) 18%	334 20% <sub>b</sub>	182 15%	152 16%	29 15%	66 21% <sub>i</sub>	54 19% <sub>i</sub>	74 22% <sub>i</sub>	57 20% <sub>i</sub>	53 12%	76 15%	97 19%	71 18%	89 19%	24 14%	16 22%	46 20% <sub>r</sub>	25 16%	20 12%	21 15%	20 20%	39 22% <sub>r</sub>	46 21%	43 16%	34 21% <sub>r</sub>	54 18%	150 19%		
A little less trusting	(-1) 37%	693 37%	311 35%	382 39%	84 42% <sub>e</sub>	96 31%	114 39%	122 35%	101 35%	176 41% <sub>e</sub>	198 39% <sub>i</sub>	191 38%	124 32%	180 39%	67 40%	31 42%	91 40% <sub>v</sub>	52 33%	59 35%	60 42%	35 36%	60 33%	64 30%	110 40% <sub>v</sub>	63 38%	105 35%	268 35%		
Much less trusting	(-2) 35%	653 34%	305 34%	348 36%	64 32%	96 31%	91 31%	116 34%	106 37%	180 42% <sub>defg</sub>	183 36%	183 36%	139 36%	148 32%	58 35%	22 30%	64 29%	66 42% <sub>p</sub>	66 39%	51 35%	30 31%	63 35%	79 37%	96 35%	58 35%	97 33%	261 34%		
NET: Less trusting		1346 72%	616 69%	730 75% <sub>a</sub>	148 74% <sub>e</sub>	192 62%	205 70%	238 69%	207 72% <sub>e</sub>	356 83% <sub>defgh</sub>	381 75% <sub>i</sub>	375 74%	262 67%	328 71%	125 75%	54 72%	155 69%	118 75%	125 74%	111 77%	65 67%	124 69%	143 66%	206 76%	121 74%	201 68%	530 69%		
Don't know		51 3%	20 2%	31 3%	8 4%	10 3%	11 4%	4 1%	9 3%	9 2%	11 2%	14 3%	11 3%	15 3%	5 3%	1 1%	6 3%	7 5%	4 3%	4 3%	2 2%	8 5%	3 1%	5 2%	5 3%	9 3%	18 2%		
Mean	-1.00	-0.94 <sub>b</sub>	-1.06	-1.02 <sub>i</sub>	-0.76 <sub>dhi</sub>	-0.94 <sub>i</sub>	-0.93 <sub>i</sub>	-1.06 <sub>i</sub>	-1.24	-1.05	-1.07	-0.90 <sub>k</sub>	-0.96	-0.99	-0.97	-0.91 <sub>q</sub>	-1.19	-1.00	-1.08	-0.86 <sub>q</sub>	-1.01	-0.89 <sub>q</sub>	-1.05	-1.09	-0.89	-0.93			
Standard deviation	0.98	1.02	0.94	0.92	1.16	0.99	1.01	0.92	0.80	0.95	0.90	1.10	0.98	1.05	0.90	0.94	0.88	1.08	0.91	1.02	0.96	1.12	0.95	0.84	1.08	1.03			
Standard error	0.02	0.04	0.03	0.07	0.08	0.06	0.05	0.05	0.04	0.04	0.04	0.07	0.05	0.09	0.10	0.06	0.07	0.09	0.08	0.09	0.07	0.09	0.06	0.06	0.07	0.04			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 57

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Spelling or grammatical mistakes**

**Base: All respondents who ever shop online**

	Region																								Employment Sector					
	Gender			Age						Social Grade				Region															Public	Private
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	(A)	(B)				
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695				
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768				
NET: More trusting	77 4%	41 5%	37 4%	11 6% <sup>f</sup>	27 9% <sup>fghi</sup>	5 2%	11 3%	10 3%	13 3%	22 4%	20 4%	18 5%	18 4%	8 5%	3 4%	9 4%	3 2%	8 4%	2 1%	4 5%	10 6% <sup>s</sup>	13 6%	10 4%	9 5% <sup>s</sup>	10 4%	44 6%				
Much more trusting	(+2) 28 1%	13 1%	15 1%	4 2%	15 5% <sup>fghi</sup>	1 *	4 1%	1 *	4 1%	11 2%	5 1%	4 1%	9 2%	3 2%	- -	3 2%	- -	4 2%	1 1%	2 2%	4 2%	4 2%	7 3%	1 1%	8 3%	15 2%				
A little more trusting	(+1) 50 3%	28 3%	22 2%	8 4%	12 4%	4 1%	7 2%	9 3%	9 2%	11 2%	15 3%	14 4%	9 2%	5 3%	3 4%	5 2%	3 2%	4 2%	1 *	3 3%	6 3%	9 4%	3 1%	8 5% <sup>sw</sup>	2 1%	29 4% <sup>A</sup>				
No impact either way	(0) 158 8%	83 9%	74 8%	16 8%	21 7%	20 7%	38 11%	26 9%	36 8%	29 6%	36 7%	44 11% <sup>j</sup>	49 10% <sup>j</sup>	10 6%	6 8%	27 12%	11 7%	11 7%	15 10%	7 8%	19 10%	20 9%	21 8%	11 7%	24 8%	61 8%				
A little less trusting	(-1) 482 26%	234 26%	248 26%	57 29%	92 30% <sup>i</sup>	66 22%	106 31% <sup>fhi</sup>	67 23%	94 22%	110 22%	139 27%	118 30% <sup>j</sup>	115 25%	40 24%	20 26%	59 26%	46 30%	40 24%	42 29%	23 23%	47 26%	50 23%	67 25%	47 29%	67 23%	220 29%				
Much less trusting	(-2) 1125 60%	523 58%	601 62%	111 56%	159 51%	199 68% <sup>deg</sup>	185 54%	183 64% <sup>deg</sup>	287 66% <sup>deg</sup>	341 67% <sup>klm</sup>	310 61% <sup>l</sup>	196 50%	277 60% <sup>l</sup>	109 65%	46 61%	130 58%	94 60%	111 65%	85 58%	62 64%	98 54%	127 59%	167 62%	96 58%	181 61%	438 57%				
NET: Less trusting	1607 86%	758 85%	849 87%	168 84%	252 81%	265 90% <sup>e</sup>	291 85%	250 87%	381 88% <sup>ee</sup>	451 89% <sup>lm</sup>	449 88% <sup>l</sup>	315 81%	392 85%	149 89%	66 88%	189 84%	141 90% <sup>u</sup>	151 89%	127 87%	85 87%	145 81%	178 82%	234 86%	143 87%	248 84%	658 86%				
Don't know	25 1%	13 1%	12 1%	4 2%	11 3% <sup>hi</sup>	3 1%	4 1%	1 *	2 *	3 1%	3 1%	13 3% <sup>jk</sup>	5 1%	- -	1 1%	1 *	1 1%	- -	2 1%	1 1%	6 3% <sup>npr</sup>	6 3%	6 2%	1 1%	13 4% <sup>B</sup>	5 1%				
Mean	-1.43	-1.39	-1.46	-1.35 <sup>f</sup>	-1.23 <sup>f</sup>	-1.58	-1.36 <sup>f</sup>	-1.48	-1.51	-1.51	-1.45	-1.30 <sup>j</sup>	-1.40	-1.48	-1.46	-1.37	-1.50	-1.48	-1.46	-1.45	-1.32	-1.37	-1.45	-1.41	-1.45	-1.36				
Standard deviation	0.87	0.89	0.85	0.92	1.08	0.72	0.84	0.81	0.81	0.87	0.83	0.89	0.89	0.87	0.80	0.89	0.71	0.88	0.75	0.90	0.96	0.95	0.89	0.86	0.90	0.92				
Standard error	0.02	0.03	0.03	0.07	0.07	0.04	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.06	0.05	0.07	0.06	0.08	0.07	0.07	0.05	0.06	0.06	0.04				

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 58

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?****Being well designed and easy to use****Base: All respondents who ever shop online**

		Gender			Age						Social Grade						Region										Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humbs-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)	
Unweighted base		1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695	
Weighted base		1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768	
NET: More trusting		1368	664	704	164	237	224	241	192	312	380	379	274	335	132	50	150	106	134	106	75	134	157	207	118	214	583	
		73%	74%	72%	82%ghi	76%h	76%h	70%	67%	72%	75%	75%	70%	72%	79%pq	67%	67%	68%	79%pq	73%	77%	74%	73%	76%p	72%	73%	76%	
Much more trusting	(+2)	376	160	217	65	70	68	70	42	61	100	105	66	105	36	10	46	25	38	28	27	32	49	49	37	61	185	
		20%	18%	22%a	33%efghi	23%hi	23%hi	20%i	15%	14%	20%	21%	17%	23%	21%	13%	20%	16%	23%	19%	27%oq	18%	22%	18%	22%	21%	24%	
A little more trusting	(+1)	992	504	488	98	166	156	171	149	251	281	274	208	230	96	40	104	81	96	77	48	102	108	157	81	153	398	
		53%	56%b	50%	49%	54%	53%	50%	52%	58%g	56%	54%	53%	50%	58%	54%	46%	52%	57%	53%	49%	56%	50%	58%p	49%	52%	52%	
No impact either way	(0)	463	218	246	30	60	65	97	93	118	117	121	106	120	30	25	72	46	33	39	23	40	50	62	43	67	178	
		25%	24%	25%	15%	19%	22%	28%de	32%def	27%de	23%	24%	27%	26%	18%	33%nrw	32%nrw	29%nr	20%	27%	23%	22%	23%	23%	26%	23%	23%	
A little less trusting	(-1)	11	4	7	3	5	1	1	1	-	3	3	1	3	1	-	-	2	2	-	-	2	-	1	3	4	2	
		1%	*	1%	2%i	1%i	*	*	*	-	1%	1%	*	1%	1%	-	-	1%	1%	-	-	1%	-	*	2%	1%	*	
Much less trusting	(-2)	2	-	2	1	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	1	
		*	-	*	*	*	-	-	-	-	*	*	-	-	1%	-	-	-	-	-	-	-	-	-	*	*	*	
NET: Less trusting		13	4	9	4	6	1	1	1	-	4	4	1	3	3	-	-	2	2	-	-	2	-	1	3	4	3	
		1%	*	1%	2%i	2%i	*	*	*	-	1%	1%	*	1%	2%	-	-	1%	1%	-	-	1%	-	*	2%p	2%	*	
Don't know		23	10	13	2	9	3	5	1	2	4	4	9	6	2	-	2	3	-	1	-	4	9	2	-	10	4	
		1%	1%	1%	1%	3%i	1%	1%	1%	*	1%	1%	2%	1%	1%	-	1%	2%	-	1%	-	2%	4%rwx	1%	-	3%B	1%	
Mean		0.94	0.93	0.95	1.14ghi	0.99hi	1.00hi	0.91	0.81	0.87	0.95	0.95	0.89	0.95	1.00	0.80	0.88	0.84	1.01oq	0.93	1.04oq	0.93	0.99	0.95	0.92	0.95	1.00	
Standard deviation		0.70	0.66	0.73	0.75	0.73	0.68	0.71	0.68	0.63	0.68	0.70	0.67	0.72	0.71	0.65	0.72	0.70	0.68	0.68	0.71	0.68	0.69	0.65	0.76	0.72	0.71	
Standard error		0.02	0.02	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.07	0.05	0.05	0.05	0.06	0.06	0.05	0.05	0.04	0.06	0.04	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 59

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Being listed on a search engine**

**Base: All respondents who ever shop online**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695	
Weighted base		1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768	
NET: More trusting		823 44%	364 41%	459 47% <sup>a</sup>	134 68% <sup>fghi</sup>	185 60% <sup>fghi</sup>	146 50% <sup>hi</sup>	141 41% <sup>hi</sup>	82 29%	133 31%	226 45%	231 45%	185 47% <sup>m</sup>	180 39%	55 33%	31 41%	100 45% <sup>n</sup>	68 43%	89 53% <sup>ns</sup>	55 38%	43 44%	79 44%	103 48% <sup>n</sup>	128 47% <sup>n</sup>	72 44%	148 50%	355 46%	
Much more trusting	(+2)	181 10%	76 8%	106 11%	41 20% <sup>fghi</sup>	54 17% <sup>ghi</sup>	32 11% <sup>hi</sup>	31 9% <sup>hi</sup>	13 5%	11 2%	47 9%	51 10%	45 11%	38 8%	14 9%	5 7%	19 8%	16 10%	25 15% <sup>swx</sup>	9 6%	8 8%	18 10%	38 17% <sup>npsw</sup> x	19 7%	10 6%	44 15%	86 11%	
A little more trusting	(+1)	642 34%	288 32%	353 36%	94 47% <sup>fghi</sup>	131 42% <sup>fghi</sup>	114 39% <sup>hi</sup>	110 32% <sup>h</sup>	69 24%	123 28%	179 35%	180 35%	141 36%	142 31%	41 24%	25 34%	81 36% <sup>n</sup>	52 33%	64 38% <sup>n</sup>	46 32%	35 36%	61 34%	65 30%	109 40% <sup>n</sup>	62 38% <sup>n</sup>	104 35%	269 35%	
No impact either way	(0)	964 52%	499 56% <sup>b</sup>	465 48%	61 31%	114 37%	137 47% <sup>de</sup>	196 57% <sup>def</sup>	191 66% <sup>def</sup>	266 62% <sup>def</sup>	257 51%	245 48%	198 51%	265 57% <sup>k</sup>	108 64% <sup>pqr</sup> uvw	40 54%	117 52%	81 52%	76 45%	85 58% <sup>r</sup>	51 53%	91 51%	100 46%	130 48%	85 52%	136 46%	388 51%	
A little less trusting	(-1)	34 2%	19 2%	15 2%	- -	4 1%	5 2%	4 1%	5 2%	16 4% <sup>dg</sup>	8 2%	15 3% <sup>l</sup>	2 1%	9 2%	3 2%	1 1%	3 1%	3 2%	- -	3 2%	- -	3 2%	6 3%	8 3% <sup>r</sup>	3 2%	3 1%	16 2%	
Much less trusting	(-2)	10 1%	5 1%	6 1%	1 *	- -	2 1%	- -	5 2% <sup>eg</sup>	3 1%	3 1%	3 1%	1 *	3 1%	- -	1 2%	- -	1 *	2 1%	- -	1 1%	1 *	3 1%	1 *	2 1%	2 1%	2 *	
NET: Less trusting		45 2%	24 3%	21 2%	1 *	4 1%	7 2%	4 1%	10 3% <sup>dg</sup>	19 4% <sup>deg</sup>	11 2%	18 4% <sup>l</sup>	4 1%	12 3%	3 2%	2 3%	3 1%	4 2%	2 1%	3 2%	1 1%	4 2%	9 4%	9 3%	5 3%	5 2%	18 2%	
Don't know		35 2%	8 1%	27 3% <sup>a</sup>	3 1%	8 2%	4 1%	3 1%	5 2%	13 3% <sup>g</sup>	11 2%	14 3%	3 1%	6 1%	1 1%	2 2%	5 2%	3 2%	2 1%	3 2%	2 2%	6 3%	5 2%	4 2%	2 1%	6 2%	7 1%	
Mean		0.52	0.46	0.57 <sup>a</sup>	0.89 <sup>f</sup> hi	0.77 <sup>g</sup> hi	0.58 <sup>hi</sup>	0.49 <sup>hi</sup>	0.29	0.29	0.53	0.53	0.58 <sup>m</sup>	0.44	0.40	0.44	0.53	0.52	0.65 <sup>ns</sup> x	0.43	0.53	0.53	0.61 <sup>n</sup>	0.51	0.47	0.64	0.55	
Standard deviation		0.72	0.70	0.73	0.73	0.75	0.73	0.67	0.66	0.61	0.71	0.75	0.71	0.70	0.67	0.73	0.67	0.72	0.78	0.64	0.68	0.72	0.85	0.69	0.69	0.78	0.73	
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.06	0.05	0.06	0.05	0.07	0.04	0.05	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 60

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Being listed as the first result on a search engine**

**Base: All respondents who ever shop online**

	Gender			Age							Social Grade				Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting	704 38%	302 34%	402 41%a	141 71%efg hi	176 57%fgh i	135 46%ghi	110 32%hi	64 22%	77 18%	185 37%	192 38%	158 40%	170 37%	55 33%	28 37%	80 35%	56 36%	68 40%	49 34%	37 38%	54 30%	90 42%u	115 43%u	70 43%u	140 48%	321 42%
Much more trusting (+2)	166 9%	69 8%	96 10%	52 26%efg hi	51 16%fghi	22 8%hi	22 6%h	5 2%	14 3%	49 10%	36 7%	43 11%	38 8%	16 9%	4 6%	18 8%	13 8%	19 11%	12 8%	13 13%	12 7%	23 11%	24 9%	12 7%	41 14%B	65 8%
A little more trusting (+1)	538 29%	233 26%	306 31%a	90 45%ghi	125 40%ghi	113 38%ghi	89 26%i	59 20%i	63 15%	136 27%	156 31%	115 29%	132 28%	40 24%	23 31%	62 27%	44 28%	49 29%	38 26%	24 25%	42 23%	67 31%	91 34%u	59 36%nu	100 34%	256 33%
No impact either way (0)	973 52%	496 55%b	477 49%	47 23%	111 36%d	132 45%d	205 60%def	184 64%def	294 68%def g	258 51%	260 51%	199 51%	256 55%	103 62%vw	40 53%	126 56%vw	82 52%	84 50%	83 57%	53 54%	98 54%	96 45%	126 47%	82 50%	126 43%	379 49%
A little less trusting (-1)	126 7%	69 8%	57 6%	6 3%	14 4%	21 7%	15 4%	31 11%deg	40 9%deg	46 9%g	36 7%	20 5%	25 5%	5 3%	5 7%	12 5%	13 8%	14 8%	10 7%	3 3%	15 8%	19 9%	22 8%	8 5%	14 5%	46 6%
Much less trusting (-2)	18 1%	13 1%	5 1%	- -	1 *	- -	2 1%	3 1%	12 3%defg	6 1%	7 1%	1 *	3 1%	2 1%	2 2%	1 *	- -	1 *	2 1%	3 3%q	1 1%	5 2%	2 1%	1 *	2 1%	6 1%
NET: Less trusting	144 8%	82 9%b	62 6%	6 3%	15 5%	21 7%	18 5%	34 12%deg	52 12%deg	52 10%lm	43 8%	21 5%	28 6%	7 4%	7 9%	13 6%	13 8%	15 9%	12 8%	6 6%	16 9%	24 11%	24 9%	9 5%	17 6%	52 7%
Don't know	45 2%	14 2%	31 3%a	5 3%	9 3%	5 2%	11 3%	6 2%	9 2%	10 2%	14 3%	12 3%	9 2%	2 1%	1 1%	6 3%	5 3%	3 2%	1 1%	2 2%	12 7%nrsw x	6 3%	5 2%	2 1%	13 4%	15 2%
Mean	0.39	0.31	0.46a	0.97ef ghi	0.70fg hi	0.47gh i	0.34hi	0.12	0.07	0.35	0.36	0.47	0.39	0.37	0.32	0.38	0.37	0.43	0.33	0.43	0.30	0.41	0.42	0.45	0.57B	0.43
Standard deviation	0.79	0.79	0.78	0.79	0.81	0.74	0.70	0.65	0.70	0.83	0.78	0.78	0.75	0.75	0.78	0.73	0.76	0.82	0.77	0.87	0.76	0.88	0.80	0.72	0.83	0.77
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.08	0.05	0.06	0.07	0.07	0.08	0.06	0.07	0.05	0.05	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 61

**Q.B3 How do each of the following features make you feel about a website when you are looking to buy a product or service online?**

**Having heard of the website before**

**Base: All respondents who ever shop online**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1887	786	1101	172	240	298	354	330	493	629	516	290	452	152	87	244	179	161	141	121	194	162	266	180	267	695
Weighted base	1867	895	972	199	311	293	344	288	432	505	508	390	463	167	75*	225	156	170	145	97*	180	216	271	164	295	768
NET: More trusting	1559 84%	732 82%	827 85%	175 88%hi	281 91%ghi	253 86%hi	288 84%hi	229 80%	332 77%	424 84%	424 84%	320 82%	391 84%	137 82%	63 85%	183 81%	133 85%	144 85%	127 88%u	85 77%	138 77%	180 83%	234 86%u	134 82%	252 85%	649 84%
Much more trusting	(+2) 440 24%	182 20%	258 27%a	58 29%hi	101 32%hi	79 27%hi	84 24%hi	54 19%	64 15%	116 23%	119 23%	102 26%	103 22%	32 19%	15 20%	57 25%	39 25%	48 28%w	33 23%	26 27%	44 25%	53 24%	48 18%	45 27%w	87 30%	207 27%
A little more trusting	(+1) 1119 60%	550 61%	569 59%	117 59%	181 58%	173 59%	204 59%	175 61%	268 62%	308 61%	305 60%	218 56%	287 62%	104 62%	49 65%	126 56%	94 60%	96 57%	94 65%u	59 61%	94 52%	127 59%	186 69%pru x	89 54%	165 56%	442 58%
No impact either way	(0) 270 14%	148 16%b	123 13%	14 7%	19 6%	36 12%e	49 14%de	57 20%def	95 22%def g	69 14%	76 15%	58 15%	67 14%	28 17%	9 12%	40 18%	21 13%	23 14%	16 11%	10 10%	30 16%	33 15%	34 13%	26 16%	33 11%	99 13%
A little less trusting	(-1) 13 1%	8 1%	5 1%	2 1%	5 2%	- -	3 1%	* -	3 1%	6 1%k	1 *	3 1%	4 1%	1 1%	- -	- -	1 *	2 1%	- -	1 1%	5 3%pw	1 1%	- -	2 1%	5 2%	5 1%
Much less trusting	(-2) 9 *	2 *	7 1%	2 1%	3 1%	1 *	3 1%	- -	1 *	1 *	3 1%	5 1%	1 *	- 3%npq	2 3%npq	- -	- -	1 *	1 1%	1 1%	2 1%	1 1%	1 *	1 *	2 1%	7 1%
NET: Less trusting	22 1%	10 1%	12 1%	4 2%	9 3%fh	1 *	6 2%	* *	3 1%	7 1%	4 1%	7 2%	4 1%	1 1%	2 3%p	- -	1 *	2 1%	1 1%	2 2%p	7 4%pw	2 1%	1 *	2 2%	7 2%	12 2%
Don't know	16 1%	5 1%	10 1%	6 3%gi	2 1%	4 1%	1 *	2 1%	1 *	6 1%	4 1%	4 1%	2 *	1 1%	* *	2 1%	1 1%	- -	1 1%	- -	5 3%r	1 1%	2 1%	1 1%	4 1%	8 1%
Mean	1.06	1.01	1.11a	1.18hi	1.20gh i	1.14hi	1.06i	0.99	0.91	1.07	1.06	1.06	1.06	1.01	0.99	1.08	1.11	1.12	1.10	1.12	1.00	1.07	1.04	1.08	1.13	1.10
Standard deviation	0.67	0.66	0.69	0.68	0.72	0.64	0.70	0.63	0.63	0.65	0.66	0.74	0.64	0.63	0.77	0.66	0.63	0.69	0.62	0.70	0.79	0.68	0.59	0.72	0.72	0.71
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.08	0.04	0.05	0.05	0.05	0.06	0.06	0.05	0.04	0.05	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 62

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

#### Summary

**Base: All respondents who use the internet**

		Statements								
		I generally trust content my friends post on social media	I think that most people present a false picture of themselves online	Most news websites and apps are trustworthy and accurate	I stick to news websites and apps which seem to share my values and beliefs	I trust information I read offline (e.g. in a printed newspaper or a magazine) more than I trust information I read online	I know that some news websites and apps can't be fully trusted but I read them anyway	I know where to look if I want to understand different viewpoints and perspectives online	I try to make an effort to view websites with a different political position to my own	The news and information I see online depends on the people I am connected to on social media
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Agree		666 33%	1213 61%	626 31%	832 42%	558 28%	812 41%	1211 61%	588 30%	749 38%
Agree strongly	(+2)	92 5%	322 16%	77 4%	116 6%	107 5%	105 5%	246 12%	85 4%	139 7%
Agree	(+1)	574 29%	891 45%	549 28%	716 36%	450 23%	707 36%	965 49%	503 25%	610 31%
Neither agree nor disagree	(0)	622 31%	507 26%	712 36%	766 39%	805 40%	491 25%	475 24%	711 36%	433 22%
Disagree	(-1)	325 16%	151 8%	441 22%	204 10%	434 22%	412 21%	137 7%	391 20%	316 16%
Disagree strongly	(-2)	70 4%	8 *	106 5%	41 2%	113 6%	128 6%	19 1%	109 5%	158 8%
NET: Disagree		395 20%	159 8%	547 27%	245 12%	547 27%	540 27%	156 8%	500 25%	474 24%
Not applicable to me		288 14%	26 1%	22 1%	109 5%	39 2%	100 5%	61 3%	140 7%	261 13%
Don't know		18 1%	84 4%	82 4%	36 2%	41 2%	45 2%	86 4%	50 3%	72 4%
Mean		0.17	0.73	0.03	0.36	*	0.13	0.70	0.04	0.16
Standard deviation		0.94	0.85	0.96	0.84	0.96	1.05	0.83	0.96	1.12
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 63

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I generally trust content my friends post on social media**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		666 33%	297 31%	369 36%a	77 35%	119 34%	100 32%	129 36%h	81 27%	161 35%h	158 29%	174 31%	153 37%j	181 37%j	66 37%	24 30%	75 33%	54 32%	63 35%	56 38%	33 33%	51 27%	80 32%	104 37%u	59 33%	80 25%	290 35%A
Agree strongly	(+2)	92 5%	42 4%	50 5%	15 7%hi	22 6%hi	19 6%hi	18 5%	7 2%	11 2%	20 4%	24 4%	19 5%	30 6%	7 4%	4 5%	8 4%	6 4%	19 11%npqu w	7 4%	5 5%	4 2%	12 5%	10 3%	10 6%	11 3%	54 7%
Agree	(+1)	574 29%	255 26%	319 31%a	62 29%	96 28%	81 26%	111 31%	74 25%	149 33%h	138 26%	150 27%	133 33%j	152 31%	59 33%	20 24%	67 29%	48 28%	44 24%	50 33%	28 28%	48 25%	67 27%	94 34%	49 27%	69 21%	236 29%A
Neither agree nor disagree	(0)	622 31%	296 31%	326 32%	67 31%	115 33%	113 36%i	115 32%	84 28%	127 28%	159 30%	180 33%	128 31%	155 32%	48 27%	31 38%	68 29%	51 31%	54 30%	49 33%	28 28%	66 34%	88 35%	85 30%	53 30%	108 34%	264 32%
Disagree	(-1)	325 16%	151 16%	173 17%	58 27%ghi	78 23%ghi	60 19%i	49 14%i	38 13%	41 9%	112 21%m	90 16%	65 16%	57 12%	37 21%rs	13 16%	39 17%	28 17%	20 11%	15 10%	22 22%rs	31 16%	36 14%	51 18%	34 19% s	71 22%	147 18%
Disagree strongly	(-2)	70 4%	40 4%	31 3%	11 5%	13 4%	13 4%	11 3%	10 3%	13 3%	22 4%	25 4%	11 3%	12 3%	2 1%	-	9 4%	8 5%	6 3%	8 5%o	5 5%o	7 3%	12 5%	4 2%	9 5%ow	14 4%	35 4%
NET: Disagree		395 20%	191 20%	204 20%	69 32%ghi	91 27%ghi	73 23%hi	60 17%	48 16%	54 12%	134 25% m	115 21% m	76 19%	70 14%	39 22%	13 16%	49 21%	36 21%	26 14%	23 15%	27 27% rs	38 19%	48 19%	55 20%	43 24% r	85 26%	182 22%
Not applicable to me		288 14%	175 18%b	113 11%	2 1%	9 3%	25 8% de	54 15% def	83 28% def g	115 25% def g	84 16% l	79 14%	42 10%	83 17% l	25 14%	13 16%	40 17%	25 15%	38 21% vw x	20 13%	11 11%	35 18%	26 11%	33 12%	21 12%	39 12%	81 10%
Don't know		18 1%	9 1%	10 1%	1 *	11 3%ghi	4 1%	1 *	-	2 *	3 1%	5 1%	9 2% m	1 *	-	-	-	2 1%	-	1 1%	* *	3 1%	8 3% p	3 1%	2 1%	11 3% B	4 1%
Mean		0.17	0.14	0.21	0.05	0.11	0.12	0.25	0.14	0.31de fh	0.05	0.12	0.24j	0.32jk	0.21	0.23	0.14	0.12	0.36tu	0.25	0.07	0.07	0.15	0.22	0.11	-0.03	0.17A

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 63

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I generally trust content my friends post on social media

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	0.94	0.96	0.93	1.02	0.98	0.97	0.92	0.90	0.87	0.96	0.95	0.92	0.91	0.91	0.83	0.95	0.96	1.01	0.95	1.01	0.88	0.96	0.88	1.01	0.93	0.99
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.08	0.09	0.07	0.08	0.09	0.09	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 64

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I think that most people present a false picture of themselves online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1213 61%	572 59%	641 63%	155 72%ghi	258 75%ghi	214 68%ghi	206 57%gi	158 53%	222 48%	333 62%	340 61%	248 61%	292 60%	107 60%	53 65%	146 63%	109 65%	112 62%	92 62%	60 60%	111 57%	154 62%	163 58%	104 59%	208 65%	543 66%
Agree strongly	(+2)	322 16%	149 15%	173 17%	54 25%ghi	88 26%ghi	60 19%hi	47 13%	34 11%	40 9%	109 20%km	75 14%	66 16%	71 14%	26 15%	11 13%	41 18%	31 18%	35 19%	28 19%	14 14%	24 13%	45 18%	36 13%	31 17%	68 21%	146 18%
Agree	(+1)	891 45%	424 44%	468 46%	101 47%	170 50%gi	154 49%gi	159 44%	124 42%	182 40%	223 42%	264 48%j	182 45%	222 45%	80 45%	42 52%	105 46%	79 47%	77 43%	64 43%	46 46%	86 45%	110 44%	127 46%	74 41%	140 43%	397 48%
Neither agree nor disagree	(0)	507 26%	253 26%	254 25%	43 20%	58 17%	72 23%	102 28%e	90 30%de	141 31%def	140 26%	134 24%	111 27%	123 25%	41 23%	13 15%	59 26%	38 22%	36 20%	41 28%o	25 25%	59 31%or	74 30%o	76 27%o	47 26%	80 25%	190 23%
Disagree	(-1)	151 8%	88 9%b	63 6%	16 8%	17 5%	21 7%	31 9%	25 8%	40 9%	39 7%	44 8%	30 7%	37 8%	22 12%psuv	12 15%psuv	12 5%	14 8%	21 11%psu	5 4%	8 8%	9 5%	13 5%	19 7%	16 9%	18 6%	60 7%
Disagree strongly	(-2)	8 *	5 1%	3 *	- -	2 1%	1 *	1 *	2 1%	1 *	1 *	- -	1 *	5 1%k	1 1%	1 2%	- -	1 1%	- -	- -	- -	- -	- -	3 1%	1 1%	- -	3 *
NET: Disagree		159 8%	93 10%b	66 6%	16 8%	20 6%	22 7%	32 9%	27 9%	41 9%	40 7%	44 8%	32 8%	42 9%	23 13%psuv	13 16%psuv	12 5%	15 9%	21 11%psu	5 4%	8 8%	9 5%	13 5%	22 8%	17 10% s	18 6%	63 8%
Not applicable to me		26 1%	11 1%	15 1%	- -	- -	1 *	3 1%	5 2%e	16 3%defg	4 1%	10 2%	3 1%	9 2%	3 2%	1 1%	2 1%	- -	4 2%	4 3%q	1 1%	3 2%	3 1%	4 1%	2 1%	2 *	5 1%
Don't know		84 4%	39 4%	46 4%	2 1%	8 2%	5 1%	16 4%df	15 5%df	38 8%defg	20 4%	26 5%	14 4%	24 5%	4 2%	2 3%	12 5%	5 3%	9 5%	6 4%	6 6%	11 6%	6 2%	15 5%	8 5%	14 4%	19 2%
Mean		0.73	0.68	0.78a	0.89gh i	0.97gh i	0.81gh i	0.64	0.59	0.54	0.78	0.72	0.72	0.69	0.64	0.62	0.81	0.76	0.75	0.83	0.71	0.71	0.77	0.67	0.69	0.84	0.78

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 64

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I think that most people present a false picture of themselves online

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	0.85	0.88	0.83	0.87	0.84	0.84	0.84	0.85	0.81	0.87	0.82	0.85	0.87	0.91	0.96	0.80	0.89	0.92	0.79	0.84	0.76	0.81	0.84	0.90	0.84	0.84
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.10	0.05	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 65

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**Most news websites and apps are trustworthy and accurate**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		626 31%	322 33%	304 30%	85 39%hi	107 31%	117 37%hi	117 32%hi	86 29%	115 25%	167 31%	179 32%	125 31%	155 32%	57 32%	32 39%puw	63 27%	60 36%u	69 38%puw	47 31%	27 27%	49 26%	97 39%puw	75 27%	51 29%	103 32%	268 33%
Agree strongly	(+2)	77 4%	41 4%	36 4%	14 7%hi	22 7%hi	14 4%hi	13 4%	8 3%	6 1%	24 5%	20 4%	13 3%	19 4%	8 5%	1 1%	13 6%u	5 3%	9 5%	4 3%	5 5%	3 2%	18 7%ux	8 3%	4 2%	15 5%	41 5%
Agree	(+1)	549 28%	281 29%	268 26%	71 33%hi	85 25%	103 33%hi	104 29%	77 26%	109 24%	142 26%	159 29%	112 27%	136 28%	48 27%	31 38%ptu w	50 21%	55 33%p	59 33%p	43 29%	23 23%	46 24%	79 32%p	67 24%	47 27%	88 27%	227 28%
Neither agree nor disagree	(0)	712 36%	345 36%	367 36%	63 29%	118 34%	96 31%	134 37%	118 40%df	183 40%df	180 34%	203 37%	163 40%	165 34%	67 38%	25 30%	90 39%	65 39%	58 32%	55 37%	37 37%	81 42%v	73 29%	104 37%	56 31%	111 34%	285 35%
Disagree	(-1)	441 22%	197 20%	244 24%	54 25%	82 24%	72 23%	76 21%	59 20%	98 21%	135 25%	114 21%	82 20%	111 23%	38 21%	17 20%	53 23%	26 16%	34 19%	31 21%	24 24%	41 21%	60 24%	68 24%q	51 29%qr	75 23%	188 23%
Disagree strongly	(-2)	106 5%	63 7%b	42 4%	11 5%	22 7%	22 7%h	16 4%	9 3%	26 6%	40 7%kl	23 4%	13 3%	30 6%	8 4%	6 7%	7 3%	13 8%p	8 4%	10 7%	7 7%	15 6%	15 5%	10 6%	16 5%	50 6%	
NET: Disagree		547 27%	261 27%	286 28%	65 30%	104 30%	94 30%	92 26%	67 23%	124 27%	175 32%kl	137 25%	95 23%	141 29%	45 25%	22 27%	60 26%	40 24%	41 23%	41 27%	31 31%	48 25%	74 30%	83 30%	61 34%qr	91 28%	238 29%
Not applicable to me		22 1%	8 1%	13 1%	-	-	1 *	2 *	6 2%e	12 3%defg	5 1%	7 1%	4 1%	6 1%	2 1%	1 1%	4 2%	-	5 3%	*	-	6 3%qw	2 1%	1 *	1 1%	1 *	5 1%
Don't know		82 4%	32 3%	51 5%	2 1%	14 4%	6 2%	15 4%	19 6%df	25 5%df	11 2%	28 5%j	21 5%j	23 5%j	7 4%	2 2%	15 6%qv	3 2%	8 5%	6 4%	4 4%	8 4%	3 1%	16 6%v	9 5%v	17 5%	25 3%
Mean		0.03	0.04	0.01	0.11	0.01	0.05	0.06	0.07	-0.07	-0.05	0.08	0.08	0.01	0.07	0.07	0.04	0.07	0.17wx	*	-0.07	-0.02	0.11	-0.06	-0.09	0.04	0.03
Standard deviation		0.96	0.98	0.93	1.03	1.03	1.02	0.93	0.87	0.89	1.01	0.92	0.88	0.98	0.94	0.97	0.93	0.97	0.97	0.95	0.99	0.85	1.05	0.93	0.95	0.97	0.99

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 65

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

Most news websites and apps are trustworthy and accurate

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.10	0.06	0.07	0.08	0.08	0.09	0.06	0.08	0.06	0.07	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 66

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I stick to news websites and apps which seem to share my values and beliefs**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		832 42%	432 45%b	400 39%	96 45%h	156 45%h	135 43%h	151 42%h	101 34%	192 42%h	240 45%lm	260 47%lm	153 37%	179 37%	73 41%	31 38%	95 41%	61 36%	89 49%q	58 38%	39 39%	85 44%	116 46%	112 40%	74 41%	132 41%	363 44%
Agree strongly	(+2)	116 6%	66 7%	50 5%	13 6%	27 8%	19 6%	20 6%	11 4%	26 6%	37 7%	29 5%	24 6%	26 5%	13 7%	3 3%	16 7%	6 4%	16 9%	5 4%	5 5%	7 4%	19 7%	18 7%	8 5%	21 7%	51 6%
Agree	(+1)	716 36%	365 38%	351 34%	83 39%	130 38%	116 37%	131 36%	90 30%	166 36%	203 38%lm	231 42%lm	128 32%	154 31%	60 34%	29 35%	79 34%	55 33%	74 41%	52 35%	34 34%	78 40%	97 39%	94 34%	65 37%	111 34%	311 38%
Neither agree nor disagree	(0)	766 39%	379 39%	388 38%	78 36%	132 38%	120 38%	141 39%	129 44%	167 36%	197 37%	208 38%	174 43%	187 38%	69 39%	37 45%	92 40%	63 38%	57 32%	64 42%	41 41%	77 40%	96 38%	104 37%	66 37%	137 42%	305 37%
Disagree	(-1)	204 10%	99 10%	106 10%	23 11%	31 9%	38 12%	30 8%	28 9%	54 12%	69 13%k	42 8%	36 9%	57 12%	22 12%u	6 8%	23 10%	21 12%u	13 7%	16 10%	12 12%	10 5%	28 11%	35 13%u	19 11%	26 8%	90 11%
Disagree strongly	(-2)	41 2%	17 2%	24 2%	5 2%	6 2%	8 3%	10 3%	6 2%	7 1%	13 2%	13 2%	6 2%	9 2%	6 3%	2 3%	2 1%	7 4%p	5 3%	1 1%	3 3%	5 3%	4 1%	4 1%	2 1%	8 2%	20 2%
NET: Disagree		245 12%	115 12%	130 13%	28 13%	37 11%	46 15%	40 11%	34 11%	61 13%	83 15%k	55 10%	42 10%	65 13%	27 15%	9 11%	25 11%	28 17%u	18 10%	17 11%	14 14%	15 8%	32 13%	39 14%	22 12%	34 11%	110 13%
Not applicable to me		109 5%	34 4%	75 7%a	8 4%	7 2%	10 3%	21 6%e	27 9%def	36 8%ef	12 2%	25 4%	27 7%j	45 9%jk	8 5%	2 2%	16 7%v	11 7%v	12 7%	9 6%	2 2%	12 6%	5 2%	15 5%	15 9%tv	10 3%	32 4%
Don't know		36 2%	8 1%	28 3%a	6 3%l	12 3%l	3 1%	7 2%	6 2%	3 1%	5 1%	6 1%	12 3%j	13 3%j	1 *	4 4%nvx	3 1%	4 3%	4 2%	3 2%	3 3%v	4 2%	1 *	9 3%v	1 *	10 3%	11 1%
Mean		0.36	0.40	0.32	0.38	0.43h	0.33	0.36	0.27	0.36	0.35	0.42m	0.35	0.30	0.31	0.30	0.39	0.21	0.50q	0.33	0.28	0.41	0.41	0.34	0.36	0.37	0.37
Standard deviation		0.84	0.84	0.85	0.86	0.84	0.87	0.85	0.79	0.84	0.89	0.82	0.81	0.85	0.91	0.80	0.82	0.90	0.88	0.76	0.85	0.78	0.85	0.86	0.82	0.84	0.87
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.08	0.05	0.07	0.07	0.07	0.08	0.06	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 67

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I trust information I read offline (e.g. in a printed newspaper or a magazine) more than I trust information I read online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Agree	558 28%	314 32% <sup>b</sup>	244 24%	59 27%	100 29%	94 30%	95 26%	69 23%	141 31% <sup>h</sup>	169 31% <sup>l</sup>	161 29%	99 24%	129 26%	48 27%	16 20%	60 26%	60 36% <sup>o</sup> <sup>p</sup>	56 31%	39 26%	28 28%	46 24%	69 27%	79 28%	57 32%	72 22%	256 31% <sup>A</sup>			
Agree strongly	(+2) 107 5%	62 6%	46 4%	16 8%	23 7%	11 3%	14 4%	14 5%	30 6%	40 7% <sup>k</sup> <sup>l</sup>	25 4%	15 4%	28 6%	6 4%	2 2%	16 7%	13 8%	10 5%	6 4%	4 4%	6 3%	17 7%	16 6%	13 7%	12 4%	57 7%			
Agree	(+1) 450 23%	252 26% <sup>b</sup>	198 19%	43 20%	77 22%	83 26% <sup>h</sup>	81 23%	55 19%	112 24%	128 24%	137 25%	84 21%	102 21%	42 23%	14 17%	45 19%	47 28% <sup>p</sup>	47 26%	33 22%	24 24%	40 21%	52 21%	63 23%	44 25%	60 19%	199 24%			
Neither agree nor disagree	(0) 805 40%	367 38%	437 43%	67 31%	128 37%	133 42% <sup>d</sup>	149 41% <sup>d</sup>	137 46% <sup>d</sup> <sup>e</sup>	191 42% <sup>d</sup>	205 38%	234 42%	162 40%	204 42%	74 42%	40 48% <sup>s</sup>	97 42%	71 43%	68 38%	51 34%	36 36%	86 44%	103 41%	113 40%	65 37%	134 42%	314 38%			
Disagree	(-1) 434 22%	188 19%	246 24% <sup>a</sup>	67 31% <sup>f</sup> <sup>g</sup> <sup>h</sup> <sup>i</sup>	81 24%	57 18%	78 22%	59 20%	90 20%	128 24%	116 21%	92 23%	97 20%	44 25% <sup>q</sup>	20 24%	51 22%	25 15%	43 24%	38 25% <sup>q</sup>	22 22%	47 25% <sup>q</sup>	51 21%	58 21%	35 20%	79 25%	178 22%			
Disagree strongly	(-2) 113 6%	73 8% <sup>b</sup>	40 4%	9 4%	22 6%	22 7%	28 8% <sup>i</sup>	13 4%	19 4%	23 4%	35 9% <sup>j</sup> <sup>k</sup>	32 8%	9 6%	4 5%	11 4%	11 5%	8 5%	4 2%	13 9% <sup>ru</sup>	9 9% <sup>ru</sup>	5 3%	21 9% <sup>ru</sup>	14 5%	15 8% <sup>ru</sup>	19 6%	56 7%			
NET: Disagree	547 27%	261 27%	286 28%	76 35% <sup>f</sup> <sup>h</sup> <sup>i</sup>	103 30%	80 25%	106 29%	72 24%	109 24%	151 28%	139 25%	128 31%	129 26%	53 30%	23 28%	62 27%	33 20%	47 26%	51 34% <sup>q</sup>	30 30% <sup>q</sup>	52 27%	72 29%	72 26%	50 28%	98 30%	234 29%			
Not applicable to me	39 2%	17 2%	21 2%	5 2%	4 1%	3 1%	6 2%	12 4% <sup>e</sup> <sup>f</sup>	8 2%	3 1%	11 2% <sup>j</sup>	6 2%	18 4% <sup>j</sup>	2 1%	2 3%	5 2%	1 1%	6 3%	3 2%	2 2%	4 2%	2 1%	9 3%	3 2%	6 2%	10 1%			
Don't know	41 2%	8 1%	32 3% <sup>a</sup>	8 4%	10 3%	5 2%	4 1%	5 2%	9 2%	9 2%	8 1%	13 3%	10 2%	1 *	1 1%	7 3%	2 1%	4 2%	6 4% <sup>n</sup>	4 4% <sup>n</sup>	4 2%	4 2%	6 2%	2 1%	12 4% <sup>B</sup>	8 1%			
Mean	*	0.04	-0.04	-0.05	-0.01	0.01	-0.07	-0.01	0.10 <sup>g</sup>	0.07 <sup>i</sup>	0.04 <sup>i</sup>	-0.13	-0.01	-0.04	-0.11	0.01	0.20 <sup>no</sup> stu	0.08	-0.14	-0.08	-0.03	-0.04	0.03	0.03	-0.10	0.03			
Standard deviation	0.96	1.02	0.90	1.02	1.01	0.94	0.96	0.90	0.94	0.98	0.91	0.98	0.97	0.91	0.84	0.97	0.95	0.92	1.02	1.01	0.85	1.02	0.96	1.05	0.92	1.02			

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 67

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I trust information I read offline (e.g. in a printed newspaper or a magazine) more than I trust information I read online

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.07	0.09	0.06	0.07	0.07	0.09	0.09	0.06	0.08	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 68

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I know that some news websites and apps can't be fully trusted but I read them anyway**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		812 41%	400 41%	412 40%	121 56%ghi	197 57%ghi	154 49%ghi	140 39%ghi	71 24%	129 28%	216 40%	232 42%	185 45% <sup>m</sup>	179 37%	78 44% <sup>u</sup>	30 37%	98 42% <sup>u</sup>	70 42% <sup>u</sup> x	89 49% <sup>stu</sup>	50 33%	36 36%	51 27%	117 47% <sup>su</sup>	128 46% <sup>su</sup>	65 37%	138 43%	402 49%
Agree strongly	(+2)	105 5%	58 6%	47 5%	15 7% <sup>hi</sup>	36 10% <sup>ghi</sup>	22 7% <sup>hi</sup>	14 4%	6 2%	13 3%	29 5%	31 6%	20 5%	26 5%	6 3%	4 5%	16 7% <sup>sx</sup>	8 5%	15 8% <sup>sx</sup>	3 2%	6 6%	6 3%	20 8% <sup>sx</sup>	19 7% <sup>sx</sup>	4 2%	16 5%	60 7%
Agree	(+1)	707 36%	342 35%	365 36%	105 49% <sup>ghi</sup>	161 47% <sup>ghi</sup>	133 42% <sup>hi</sup>	127 35% <sup>hi</sup>	65 22%	117 25%	188 35%	201 36%	165 40% <sup>m</sup>	154 31%	72 41% <sup>u</sup>	26 32%	82 36% <sup>u</sup>	62 37% <sup>u</sup>	74 41% <sup>u</sup>	47 31%	30 30%	45 23%	98 39% <sup>u</sup>	109 39% <sup>u</sup>	61 34% <sup>u</sup>	122 38%	342 42%
Neither agree nor disagree	(0)	491 25%	246 25%	245 24%	44 20%	53 15%	90 28% <sup>e</sup>	103 28% <sup>e</sup>	83 28% <sup>e</sup>	119 26% <sup>e</sup>	124 23%	128 29%	116 25%	123 25%	41 23%	21 25%	52 22%	38 23%	30 17%	46 31% <sup>rw</sup>	26 26%	60 31% <sup>rw</sup>	68 27% <sup>r</sup>	57 20%	52 29% <sup>rw</sup>	85 26%	185 22%
Disagree	(-1)	412 21%	213 22%	199 19%	32 15%	60 17%	45 14%	71 20%	82 28% <sup>defg</sup>	123 27% <sup>defg</sup>	121 23% <sup>l</sup>	131 24% <sup>l</sup>	58 14%	101 21% <sup>l</sup>	35 19%	18 22%	44 19%	35 21%	35 19%	36 24%	25 25%	49 26% <sup>v</sup>	41 16%	63 23%	32 18%	58 18%	141 17%
Disagree strongly	(-2)	128 6%	57 6%	72 7%	12 6%	16 5%	14 4%	17 5%	28 10% <sup>efg</sup>	40 9% <sup>fg</sup>	44 8% <sup>k</sup>	26 5%	18 4%	41 8% <sup>k</sup>	9 5%	4 4%	14 6%	15 9%	12 6%	7 4%	7 8%	15 8%	11 5%	17 6%	17 10%	12 4%	51 6%
NET: Disagree		540 27%	270 28%	271 27%	44 20%	76 22%	59 19%	89 25%	110 37% <sup>defg</sup>	163 36% <sup>defg</sup>	165 31% <sup>l</sup>	157 28% <sup>l</sup>	76 19%	142 29% <sup>l</sup>	44 25%	21 26%	58 25%	50 30%	47 26%	43 29%	33 33% <sup>v</sup>	64 33% <sup>v</sup>	52 21%	80 29%	49 28%	70 22%	193 23%
Not applicable to me		100 5%	36 4%	64 6% <sup>a</sup>	4 2%	7 2%	9 3%	20 6% <sup>e</sup>	24 8% <sup>def</sup>	36 8% <sup>def</sup>	23 4%	27 5%	19 5%	32 7%	13 7%	5 7%	18 8% <sup>vw</sup>	7 4%	11 6%	4 3%	3 3%	15 8% <sup>vw</sup>	6 3%	9 3%	9 5%	14 4%	33 4%
Don't know		45 2%	15 2%	30 3%	3 2%	11 3%	4 1%	8 2%	8 3%	11 2%	10 2%	10 2%	11 3%	14 3%	1 1%	4 5% <sup>n</sup>	6 3%	3 2%	4 2%	6 4%	3 3%	3 2%	6 2%	5 2%	3 2%	16 5% <sup>B</sup>	9 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 68

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I know that some news websites and apps can't be fully trusted but I read them anyway

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.13	0.14	0.13	0.38gh i	0.43gh i	0.34gh i	0.14h i	-0.23	-0.15	0.07	0.16	0.29jm	0.05	0.19u	0.13	0.20u	0.08	0.27ux	0.02	0.01	-0.12 ux	0.31st ux	0.19u	0.02	0.25	0.28
Standard deviation	1.05	1.04	1.05	1.02	1.06	0.97	0.98	1.01	1.04	1.09	1.03	0.95	1.08	1.00	1.01	1.07	1.09	1.11	0.94	1.08	1.00	1.01	1.08	1.04	0.97	1.06
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.06	0.05	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.08	0.09	0.08	0.10	0.07	0.08	0.07	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 69

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I know where to look if I want to understand different viewpoints and perspectives online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1211 61%	650 67%b	561 55%	149 69%hi	260 76%fghi	201 64%hi	218 60%hi	148 50%	236 52%	367 68%klm	344 62%lm	236 58%	264 54%	121 68%opu x	44 54%	132 57%	102 61%	117 65%u	87 58%	67 67%ux	99 51%	177 71%ops uw	169 60%	97 54%	214 66%	542 66%
Agree strongly	(+2)	246 12%	149 15%b	97 10%	35 16%hi	55 16%hi	49 16%hi	54 15%hi	20 7%	33 7%	73 14%	68 12%	56 14%	50 10%	23 13%	6 7%	20 9%	20 12%	28 16%puw	14 9%	16 16%uw	15 8%	55 22%opqs uw	23 8%	26 14%	36 11%	139 17%A
Agree	(+1)	965 49%	501 52%b	464 45%	113 53%	205 60%fghi	151 48%	163 45%	128 43%	203 44%	294 55%lm	276 50%	181 44%	214 44%	99 55%ux	38 47%	111 48%	82 49%	88 49%	74 49%	51 51%	84 44%	121 49%	145 52% x	71 40%	179 55%	403 49%
Neither agree nor disagree	(0)	475 24%	215 22%	259 25%	39 18%	49 14%	78 25%e	90 25%e	95 32%de	124 27%de	106 20%	125 23%	124 30% jk	120 24%	37 20%	22 27%	62 27%	39 23%	34 19%	33 22%	17 17%	62 32% nrt x	56 23%	73 26%	39 22%	65 20%	184 22%
Disagree	(-1)	137 7%	48 5%	88 9%a	11 5%	14 4%	21 7%	26 7%	25 9%e	39 9%e	36 7%	38 7%	27 7%	35 7%	10 6%	7 9%	12 5%	11 6%	16 9%	16 11% v	4 4%	15 8%	10 4%	18 6%	17 10%	24 7%	49 6%
Disagree strongly	(-2)	19 1%	6 1%	13 1%	1 1%	2 1%	2 1%	1 *	4 1%	8 2%g	2 *	7 1%	1 *	9 2%j	2 1%	1 1%	1 *	4 3%v	- -	- -	2 2%	3 1%	- -	3 1%	4 2%v	1 *	4 *
NET: Disagree		156 8%	54 6%	102 10%a	12 6%	16 5%	23 7%	27 8%	29 10%e	48 10%e	38 7%	46 8%	28 7%	44 9%	12 7%	8 9%	14 6%	15 9%	16 9%	16 11% v	6 6%	18 9%	10 4%	20 7%	21 12% pv	25 8%	53 6%
Not applicable to me		61 3%	26 3%	35 3%	4 2%	7 2%	2 1%	10 3%	14 5% f	24 5% ef	14 3%	12 2%	9 2%	27 5% jkl	6 3%	1 1%	12 5% v	5 3%	6 3%	5 4%	3 3%	5 3%	3 1%	9 3%	7 4%	5 2%	18 2%
Don't know		86 4%	22 2%	64 6%a	12 6%	12 4%	11 4%	15 4%	9 3%	27 6%	13 2%	28 5% j	10 2%	35 7% il	2 1%	7 8% nvw	12 5% v	7 4%	8 4%	8 5%	7 7% nv	9 5%	4 1%	8 3%	13 7% nvw	12 4%	24 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 69

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I know where to look if I want to understand different viewpoints and perspectives online

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.70	0.80b	0.59	0.85hi	0.91fghi	0.75hi	0.73hi	0.49	0.52	0.79m	0.70	0.68	0.61	0.76u	0.56	0.66	0.66	0.78u	0.62	0.84ou	0.53	0.91op	0.64	0.61	0.73	0.80
Standard deviation	0.83	0.79	0.86	0.80	0.73	0.84	0.83	0.82	0.85	0.79	0.84	0.81	0.87	0.81	0.80	0.76	0.89	0.84	0.82	0.84	0.82	0.79	0.78	0.97	0.79	0.82
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.07	0.07	0.07	0.08	0.06	0.06	0.05	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 70

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**I try to make an effort to view websites with a different political position to my own**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	588 30%	339 35%b	249 24%	81 38%ghi	142 41%ghi	110 35%hi	98 27%h	53 18%	104 23%	186 35%km	157 28%	112 28%	133 27%	60 34%o	17 20%	65 28%	44 26%	60 33%o	37 25%	28 28%	45 24%	113 45%opq rstuw	76 27%	44 25%	77 24%	305 37%A	
Agree strongly	(+2)	85 4%	46 5%	39 4%	13 6%hi	24 7%hi	21 7%hi	16 5%hi	4 1%	8 2%	28 5%	20 4%	17 4%	20 4%	7 4%	1 2%	8 3%	7 4%	8 4%	7 5%	5 5%	4 2%	19 8%u	11 4%	8 5%	15 5%	51 6%
Agree	(+1)	503 25%	293 30%b	210 21%	69 32%ghi	118 34%ghi	89 28%hi	82 23%	49 17%	96 21%	158 29%km	137 25%	95 23%	113 23%	53 30%	15 19%	57 25%	37 22%	52 29%	30 20%	22 23%	42 22%	94 38%opq stuw	65 23%	36 20%	62 19%	253 31%A
Neither agree nor disagree	(0)	711 36%	348 36%	363 36%	65 30%	88 26%	110 35%e	143 40%de	124 42%de	182 40%de	190 35%	209 38%	149 37%	164 33%	52 29%	34 42%	93 40%n	66 40%	67 37%	55 37%	31 31%	78 40%	76 30%	94 34%	66 37%	120 37%	281 34%
Disagree	(-1)	391 20%	175 18%	216 21%	41 19%	66 19%	60 19%	67 19%	66 22%	92 20%	105 19%	116 21%	76 19%	95 19%	38 22%v	18 22%	38 16%	36 22%v	30 16%	32 22%v	24 24%v	46 24%v	31 12%	66 24%v	32 18%	70 22%	139 17%
Disagree strongly	(-2)	109 5%	47 5%	61 6%	8 4%	13 4%	14 5%	20 5%	23 8%	32 7%	25 5%	29 5%	20 5%	35 7%	13 7%	7 8%	10 4%	7 4%	7 4%	8 5%	6 6%	10 5%	11 4%	15 5%	17 9%p	15 5%	40 5%
NET: Disagree		500 25%	222 23%	278 27%	48 22%	79 23%	74 24%	86 24%	88 30%	124 27%	129 24%	145 26%	95 23%	130 27%	51 29%v	25 30%v	47 20%	44 26%v	36 20%	40 27%v	30 30%v	56 29%v	41 17%	81 29%pv	49 28%v	86 27%	178 22%
Not applicable to me		140 7%	45 5%	95 9%a	14 6%	25 7%	12 4%	23 6%	26 9%f	40 9%f	24 4%	33 6%	32 8%	51 10%jk	12 6%	4 5%	22 9%	11 6%	10 6%	12 8%	7 7%	10 5%	16 7%	23 8%	14 8%	27 8%	40 5%
Don't know		50 3%	13 1%	37 4%a	8 4%	11 3%	9 3%	9 3%	4 1%	9 2%	9 2%	10 2%	19 5%ik	12 3%	4 2%	3 3%	5 2%	3 2%	7 4%	6 4%	4 4%	4 2%	3 1%	6 2%	6 3%	12 4%	17 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 70

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

I try to make an effort to view websites with a different political position to my own

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.04	0.13b	-0.06	0.19hi	0.24gh i	0.14hi	0.03h	-0.20	-0.11	0.12m	*	0.04	-0.03	0.02	-0.17	0.08o	-0.01	0.15o u	-0.03	-0.02	-0.09	0.35n opqst uwX	-0.03	-0.09	-0.03	0.18A
Standard deviation	0.96	0.95	0.96	0.98	1.01	0.98	0.95	0.89	0.91	0.96	0.94	0.94	1.00	1.03	0.93	0.89	0.92	0.92	0.96	1.02	0.89	0.97	0.96	1.03	0.95	0.98
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.10	0.06	0.07	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 71

**Q.B4 The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs**

**How far do you agree or disagree with each of the following statements?**

**The news and information I see online depends on the people I am connected to on social media**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		749	318	432	140	203	143	113	60	91	193	200	172	185	77	29	79	56	74	54	39	49	120	110	61	135	363
		38%	33%	42% <sup>a</sup>	65% <sup>fghi</sup>	59% <sup>fghi</sup>	45% <sup>ghi</sup>	32% <sup>hi</sup>	20%	20%	36%	36%	42%	38%	43% <sup>u</sup>	35%	34%	33%	41% <sup>u</sup>	36%	39% <sup>u</sup>	26%	48% <sup>pqux</sup>	39% <sup>u</sup>	34%	42%	44%
Agree strongly	(+2)	139	60	79	30	45	29	23	5	7	49	30	33	27	14	4	10	11	23	10	6	1	31	18	10	27	81
		7%	6%	8%	14% <sup>ghi</sup>	13% <sup>ghi</sup>	9% <sup>hi</sup>	7% <sup>hi</sup>	2%	2%	9% <sup>km</sup>	5%	8%	6%	8% <sup>u</sup>	4% <sup>u</sup>	4% <sup>u</sup>	7% <sup>u</sup>	13% <sup>opuw</sup>	7% <sup>u</sup>	6% <sup>u</sup>	1%	13% <sup>pux</sup>	6% <sup>u</sup>	6% <sup>u</sup>	8%	10%
Agree	(+1)	610	257	353	110	158	114	90	55	84	143	170	139	158	63	25	69	45	51	44	33	48	89	92	51	108	281
		31%	27%	35% <sup>a</sup>	51% <sup>fghi</sup>	46% <sup>fghi</sup>	36% <sup>ghi</sup>	25% <sup>i</sup>	18%	18%	27%	31%	34% <sup>j</sup>	32%	36%	31%	30%	27%	28%	29%	33%	25%	36% <sup>u</sup>	33%	29%	33%	34%
Neither agree nor disagree	(0)	433	213	219	36	68	73	90	64	102	113	121	91	107	31	24	56	37	34	27	24	50	43	67	39	64	179
		22%	22%	21%	17%	20%	23%	25%	21%	22%	21%	22%	22%	22%	18%	29% <sup>nv</sup>	24%	22%	19%	18%	24%	26%	17%	24%	22%	20%	22%
Disagree	(-1)	316	163	153	25	41	50	60	55	85	92	94	58	72	27	9	39	29	24	29	15	37	33	47	28	57	121
		16%	17%	15%	12%	12%	16%	17%	18% <sup>e</sup>	19% <sup>de</sup>	17%	17%	14%	15%	15%	11%	17%	17%	13%	19%	15%	19%	13%	17%	16%	18%	15%
Disagree strongly	(-2)	158	103	55	3	14	18	34	29	61	54	52	29	23	13	4	13	14	15	11	9	15	26	15	22	13	66
		8%	11% <sup>b</sup>	5%	1%	4%	6% <sup>d</sup>	9% <sup>de</sup>	10% <sup>de</sup>	13% <sup>def</sup>	10% <sup>m</sup>	9% <sup>m</sup>	7%	5%	7%	5%	6%	8%	8%	8%	9%	8%	10%	5%	12% <sup>pw</sup>	4%	8%
NET: Disagree		474	266	208	28	55	68	93	83	146	146	146	86	95	40	13	52	43	39	40	24	52	59	62	50	70	187
		24%	27% <sup>b</sup>	20%	13%	16%	22% <sup>d</sup>	26% <sup>de</sup>	28% <sup>de</sup>	32% <sup>def</sup>	27% <sup>m</sup>	26% <sup>m</sup>	21%	19%	22%	16%	23%	25%	21%	27%	24%	27%	24%	22%	28%	22%	23%
Not applicable to me		261	154	108	4	5	18	51	77	106	70	68	46	78	23	12	36	25	30	21	10	33	20	31	21	37	72
		13%	16% <sup>b</sup>	11%	2%	1%	6% <sup>e</sup>	14% <sup>def</sup>	26% <sup>def</sup>	23% <sup>def</sup>	13%	12%	11%	16%	13%	14%	16% <sup>v</sup>	15%	17% <sup>v</sup>	14%	10%	17% <sup>v</sup>	8%	11%	12%	12%	9%
Don't know		72	17	55	8	14	12	12	13	13	15	19	12	25	7	4	8	7	4	7	3	9	7	9	7	16	21
		4%	2%	5% <sup>a</sup>	3%	4%	4%	3%	4%	3%	3%	3%	3%	5%	4%	5%	3%	4%	2%	5%	3%	5%	3%	3%	4%	5%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 71

**Q.B4** The following statements relate to ways in which you might find out news and information about other people and what's going on in the world online, including: Posts from other users on social media including Facebook and Twitter. News on news websites and apps such as BBC News and Sky News. Blogs offering comment and opinion including political blogs

How far do you agree or disagree with each of the following statements?

The news and information I see online depends on the people I am connected to on social media

Base: All respondents who use the internet

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.16	0.01	0.29a	0.69fghi	0.55fghi	0.30ghij	0.03hi	-0.23	-0.32	0.09	0.07	0.26	0.24k	0.25u	0.22u	0.13u	0.08	0.30ux	0.11	0.15	-0.11	0.30ux	0.21u	*	0.29	0.26
Standard deviation	1.12	1.16	1.06	0.92	1.02	1.07	1.13	1.06	1.10	1.20	1.13	1.10	1.03	1.13	0.97	1.03	1.13	1.21	1.14	1.11	1.00	1.23	1.05	1.18	1.06	1.14
Standard error	0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.07	0.05	0.10	0.11	0.07	0.09	0.10	0.11	0.11	0.08	0.10	0.07	0.09	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 72

**Q.B5 Which, if any, of the following have you noticed when using the internet?****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Advertising which seems to be targeted to things I've viewed or searched for before	1510 76%	723 75%	787 77%	169 78%	240 70%	224 71%	278 77%	232 78%e	366 80%ef	420 78%	433 78%	297 73%	360 73%	134 75%	65 79%	185 80%qu	119 71%	130 72%	118 79%	79 79%	134 69%	188 75%	222 80%u	135 76%	234 73%	617 75%
Apps asking me for permission to connect with other features on my device, such as my camera or location services	1167 59%	559 58%	608 60%	152 71%hi	217 63%i	202 64%i	221 61%i	167 56%i	207 45%	339 63%km	336 61%km	229 56%	263 54%	117 66%u	51 62%	130 56%	92 55%	100 55%	90 60%	67 67%qu	94 49%	153 61%u	173 62%u	100 56%	198 61%	501 61%
Search engine results which seem to be targeted to my tastes and preferences	1126 57%	555 57%	571 56%	140 65%hi	188 55%	192 61%h	203 57%	154 52%	249 54%	335 62%km	309 56%	231 57%	252 51%	102 57%	43 52%	131 57%	83 50%	103 57%	90 60%	60 60%	107 55%	140 56%	171 61%q	97 55%	177 55%	502 61%
Information I have entered into one device appearing on another one of my devices	938 47%	458 47%	480 47%	131 61%efg hi	162 47%	154 49%	174 48%	120 40%	196 43%	294 55%km	262 47%km	194 48%km	188 38%	86 48%	35 42%	111 48%	80 48%	74 41%	67 45%	52 53%	81 42%	135 54%ru	134 48%	82 46%	140 43%	425 52%A
A service I might buy online (such as a hotel room or a flight) getting more expensive on the same day that I first searched for it	724 36%	352 36%	372 36%	103 48%ghi	136 39%h	125 40%h	121 34%	89 30%	150 33%	235 44%km	209 38%km	150 37%km	130 26%	70 39%	37 45%u	89 39%u	59 35%	57 31%	48 32%	36 36%	55 29%	101 41%u	107 38%	66 37%	152 47%B	314 38%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 72

**Q.B5 Which, if any, of the following have you noticed when using the internet?****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Seeing a different price for a service I might buy online (such as a hotel room or a flight) compared to a friend or family member looking for the same service	600 30%	307 32%	293 29%	96 44%efg hi	102 30%	92 29%	105 29%	75 25%	131 29%	190 35%km	149 27%	128 31%	134 27%	59 33%qu	32 39%qst	70 30%	37 22%	48 26%	38 25%	24 24%	46 24%	97 39%qrs tu	90 32%q	59 33%q	103 32%	280 34%
A service I might buy online (such as a hotel room or a flight) getting less expensive on the same day that I first searched for it	443 22%	238 25%b	205 20%	47 22%	92 27%i	73 23%	86 24%	57 19%	89 19%	151 28%km	95 17%	100 25%k	98 20%	37 21%	21 26%ru	54 23%u	27 16%	27 15%	32 22%	25 25%ru	27 14%	69 28%qu	82 29%qu	42 24%u	71 22%	220 27%
None of these	115 6%	48 5%	67 7%	5 2%	21 6%	16 5%	15 4%	21 7% d	37 8% dg	21 4%	29 5%	21 5%	44 9% jk	6 4%	6 8% v	13 5%	14 8% v	13 7% v	11 7% v	5 5%	17 9% v	4 2%	14 5%	12 7% v	15 5%	40 5%
Don't know	29 1%	15 2%	14 1%	1 1%	3 1%	6 2%	4 1%	7 2%	9 2%	7 1%	7 1%	5 1%	10 2%	- -	- -	8 3% n	2 1%	2 1%	1 1%	2 2%	7 4% n	3 1%	3 1%	1 1%	4 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 73

**Q.B6 You said that you have noticed that some of the advertising you see online seems to be targeted to your tastes and interests. How do you feel about this?****Base: All respondents who have noticed targeted advertising**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1551	644	907	147	187	233	294	269	421	524	443	225	359	125	77	201	143	127	115	96	155	141	221	150	220	560
Weighted base	1510	723	787	169	240	224	278	232	366	420	433	297	360	134*	65*	185	119	130	118*	79*	134	188	222	135	234	617
NET: Positive	270 18%	139 19%	131 17%	58 34% fghi	62 26% ghi	41 18% i	47 17% i	29 13%	33 9%	74 18%	77 18%	57 19%	61 17%	19 14%	7 11%	31 17%	17 14%	32 25% oq	17 14%	15 19%	20 15%	43 23%	44 20%	25 18%	57 25%	121 20%
Very positive	(+2) 21 1%	10 1%	10 1%	1 1%	7 3% hi	4 2%	7 3% hi	-	2 *	7 2%	3 1%	8 3%	3 1%	3 2%	1 1%	2 1%	-	3 2%	-	1 1%	-	5 3%	2 1%	4 3%	6 3%	11 2%
Fairly positive	(+1) 249 17%	129 18%	120 15%	57 34% fghi i	55 23% ghi	37 17% i	40 14% i	29 13%	32 9%	68 16%	74 17%	50 17%	58 16%	16 12%	6 10%	30 16%	17 14%	29 22% no	17 14%	14 18%	20 15%	38 20%	41 19%	21 16%	51 22%	111 18%
Neither positive nor negative	(0) 522 35%	248 34%	274 35%	48 28%	78 32%	72 32%	107 39%	87 37%	131 36%	119 28%	152 35% j	111 37% j	140 39% j	42 32%	30 45% qtv x	68 37% x	34 29%	53 41% x	49 42% qx	23 29%	53 40% x	55 29%	81 36% x	33 25%	63 27%	214 35%
Fairly negative	(-1) 427 28%	183 25%	244 31% a	41 24%	59 24%	64 28%	81 29%	61 26%	122 33%	136 32% l	125 29%	72 24%	95 26%	39 29%	15 24%	59 32%	36 30%	28 21%	37 31%	21 26%	39 29%	46 24%	59 27%	48 36% r	53 23%	164 27%
Very negative	(-2) 279 18%	151 21% b	128 16%	20 12%	38 16%	42 19%	42 15%	56 24% dg	80 22% dg	89 21%	74 17%	54 18%	62 17%	33 25% rs	13 20%	28 15%	32 27% prsuw	17 13%	15 13%	19 24% rs	19 14%	41 22%	37 17%	26 19%	54 23%	115 19%
NET: Negative	706 47%	334 46%	372 47%	62 37%	96 40%	106 47%	123 44%	116 50% d	202 55% deg	225 54% klm	198 46%	126 42%	157 44%	72 54% r	29 44%	86 46% r	68 57% ruw	45 34%	52 44%	40 50% r	58 44%	87 46%	96 43%	74 55% rw	107 46%	279 45%
Don't know	11 1%	1 *	10 1% a	1 1%	4 2% i	5 2% hi	1 *	-	-	1 *	6 1%	3 1%	2 1%	1 1%	-	-	1 *	-	-	1 1%	2 2%	4 2%	2 1%	2 2%	7 3% B	2 *
Mean	-0.46	-0.47	-0.46	-0.13 fghi	-0.28 hi	-0.47 i	-0.40 i	-0.62	-0.68	-0.56	-0.45	-0.39	-0.43	-0.62	-0.52	-0.44 q	-0.70	-0.20 noqtx	-0.42 q	-0.54	-0.44 q	-0.43	-0.39 q	-0.54	-0.43	-0.43
Standard deviation	1.02	1.06	0.98		1.05	1.04	0.99	0.99	0.93	1.05	0.99	1.05	0.99	1.06	0.96	0.96	1.02	1.01	0.89	1.10	0.92	1.13	1.01	1.06	1.16	1.04
Standard error	0.03	0.04	0.03		0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.09	0.09	0.08	0.11	0.07	0.10	0.07	0.09	0.08	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 74

**Q.B7 Based on your impressions, how do you think that this is advertising is targeted?****Base: All respondents who have noticed targeted advertising**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1551	644	907	147	187	233	294	269	421	524	443	225	359	125	77	201	143	127	115	96	155	141	221	150	220	560
Weighted base	1510	723	787	169	240	224	278	232	366	420	433	297	360	134*	65*	185	119	130	118*	79*	134	188	222	135	234	617
Based on products or services I have searched for by using a search engine or the search function on a specific website	1195 79%	566 78%	629 80%	136 80%	174 72%	180 80%	215 77%	190 82%e	301 82%e	344 82%e	352 81%	228 77%	271 75%	105 78%	54 82%	148 80%	99 83%	100 77%	93 79%	60 77%	101 76%	155 82%	169 76%	111 82%	192 82%	471 76%
Based on webpages I have visited when I have accepted cookies (on the prompt that appears on a web page)	1123 74%	548 76%	575 73%	126 75%	168 70%	178 79%l	223 80%el	170 73%	259 71%	326 78%l	332 77%	205 69%	261 73%	102 76%	43 65%	147 79%ov	92 77%	92 70%	88 75%	59 75%	100 75%	127 67%	173 78%	101 75%	175 75%	462 75%
Based on products or services I have bought in the past	1071 71%	531 73%	541 69%	117 69%	147 61%	147 66%	203 73%e	159 69%	299 81%def gh	308 73%	312 72%	202 68%	249 69%	99 73%r	49 76%r	133 71%r	91 77%r	77 59%	78 67%	61 78%r	96 72%r	137 73%r	151 68%	99 74%r	158 67%	419 68%
Based on information I have entered into websites or posted on social media	823 55%	387 54%	436 55%	102 60%h	148 62%hi	129 58%h	153 55%h	105 45%	187 51%	233 55%	249 57%e	167 56%	176 49%	79 58%	37 56%	100 54%	66 56%	74 57%	58 49%	43 55%	63 47%	101 54%	125 56%	78 58%	143 61%	348 56%
Based on webpages I have visited when I have not accepted cookies (on the prompt that appears on a web page)	546 36%	273 38%	273 35%	36 21%	85 35%e	79 35%e	106 38%e	92 40%e	148 40%e	163 39%e	169 39%e	103 35%	111 31%	41 30%	24 37%	75 41%	49 41%	42 32%	42 36%	31 40%	45 34%	73 39%	77 34%	47 35%	72 31%	236 38%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 74

**Q.B7 Based on your impressions, how do you think that this is advertising is targeted?****Base: All respondents who have noticed targeted advertising**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1510	723	787	169	240	224	278	232	366	420	433	297	360	134*	65*	185	119	130	118*	79*	134	188	222	135	234	617
Based on things that other people like me (for example people of the same gender and a similar age) have bought and searched for online	412 27%	219 30%b	193 25%	67 39% i	81 34% fgh	48 22%	73 26%	44 19%	99 27% h	121 29%	135 31%	69 23%	87 24%	50 37% oqr sw	11 18%	52 28%	28 24%	31 24%	25 22%	24 31%	36 27%	60 32%	49 22%	45 33% ow	74 32%	169 27%
Based on things I have been discussing with family and friends online	155 10%	67 9%	88 11%	34 20% i	43 18% fgh	23 10% hi	30 11% hi	9 4%	16 4%	54 13% m	41 9%	30 10%	30 8%	14 11%	9 14% s	12 7%	11 9%	9 7%	4 4%	13 16% prs	11 8%	22 11%	29 13% s	21 15% prs	35 15%	78 13%
Based on things I have been discussing in person with family and friends while I am near my internet-enabled device	88 6%	33 5%	54 7%	20 12% hi	29 12% fhi	13 6% hi	19 7% hi	3 1%	4 1%	27 6%	24 6%	16 5%	21 6%	5 4%	8 12% nsuv w	12 6%	12 10% vw	8 6%	5 4%	7 8%	6 4%	6 3%	7 3%	12 9% w	14 6%	44 7%
Based on things I have been discussing with family and friends on the phone	68 4%	30 4%	38 5%	12 7% hi	25 11% fghi	9 4% hi	14 5% hi	2 1%	5 1%	20 5%	20 5%	14 5%	14 4%	4 3%	4 7%	5 3%	8 7%	9 7%	4 4%	5 6%	3 2%	7 3%	11 5%	7 5%	17 7%	29 5%
Other	4 *	4 1%	- -	1 *	- -	1 *	2 1%	- -	- -	1 *	1 *	2 1%	- -	- -	- -	- -	1 1%	2 2%	- -	1 1%	- -	- -	- -	- -	- -	3 1%
Don't know	25 2%	11 1%	14 2%	5 3%	2 1%	2 1%	2 1%	5 2%	8 2%	4 1%	8 2%	4 1%	10 3%	- -	2 3% v	2 1%	2 2%	2 2%	3 3%	3 4% nv	1 1%	- -	6 3%	3 2%	2 1%	11 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 75

**Q.B8 You said that you have noticed the price of a service you have looked to buy online (such as a hotel room or a flight) getting more expensive on the same day that you first searched for it. Based on your impressions, why do you think that this might have happened?**

**Base: All respondents who have noticed the price of a service they have looked to buy online getting more expensive on the same day that they first searched for it**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	708	304	404	91	105	120	120	100	172	282	203	103	120	63	40	89	63	55	43	43	60	78	106	68	135	268	
Weighted base	724	352	372	103*	136*	125*	121*	89*	150	235	209	150*	130*	70*	37*	89*	59*	57*	48*	36*	55*	101*	107*	66*	152	314	
Because the prices of these kinds of services are not fixed and are always fluctuating up and down	344 47%	173 49%	171 46%	45 43%	57 42%	46 37%	63 52% <sup>f</sup>	43 48%	91 60% <sup>d</sup>	120 51%	102 49%	65 43%	56 43%	27 38%	19 52%	36 41%	28 47%	26 46%	29 60% <sup>n</sup>	17 46%	33 61% <sup>n</sup>	44 44%	48 45%	37 56%	69 46%	147 47%	
Because the companies selling these kinds of services can see that I am interested in that service and want to encourage me to buy it	338 47%	159 45%	179 48%	46 45%	60 44%	61 49%	60 50%	43 48%	67 44%	108 46%	94 45%	76 50%	61 47%	31 45%	19 53%	46 51%	21 35%	30 53%	25 53%	21 58% <sup>q</sup>	25 46%	43 43%	50 47%	25 39%	67 44%	153 49%	
Because the companies selling these kinds of services believe that I would be willing to pay more for it	314 43%	162 46%	152 41%	46 44%	57 42%	48 39%	43 35%	40 45%	79 53% <sup>f</sup>	115 49% <sup>l</sup>	95 45%	49 33%	54 42%	31 44%	11 30%	42 47%	20 34%	26 46%	24 51%	20 54% <sup>o</sup>	25 46%	45 44%	43 40%	27 41%	62 41%	131 42%	
Because the availability of the service I was looking for decreased since I first searched for it	241 33%	133 38% <sup>b</sup>	107 29%	32 31%	51 37%	41 33%	36 30%	23 25%	57 38% <sup>h</sup>	95 40% <sup>l</sup>	65 31%	38 26%	42 32%	25 35%	9 26%	27 30%	19 33%	15 27%	22 46% <sup>t</sup>	6 16%	21 39% <sup>t</sup>	31 31%	41 39% <sup>t</sup>	23 35%	45 30%	108 35%	
Because lots of other people were searching for the same service at the same time	233 32%	110 31%	123 33%	29 28%	29 22%	42 34%	35 29%	30 34%	67 45% <sup>d</sup>	82 35%	64 31%	45 30%	42 33%	28 40%	14 39%	29 33%	15 25%	20 35%	16 33%	11 30%	19 35%	31 31%	33 31%	17 26%	43 28%	97 31%	
Other	10 1%	7 2%	3 1%	1 1%	2 1%	-	4 3%	2 2%	2 1%	4 2%	4 2%	2 1%	-	1 1%	1 2%	1 1%	1 1%	4 7% <sup>v</sup>	1 2%	-	1 2%	-	-	1 2%	3 2%	4 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 75

**Q.B8 You said that you have noticed the price of a service you have looked to buy online (such as a hotel room or a flight) getting more expensive on the same day that you first searched for it. Based on your impressions, why do you think that this might have happened?**

**Base: All respondents who have noticed the price of a service they have looked to buy online getting more expensive on the same day that they first searched for it**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	724	352	372	103*	136*	125*	121*	89*	150	235	209	150*	130*	70*	37*	89*	59*	57*	48*	36*	55*	101*	107*	66*	152	314
Don't know	28	13	15	7	9	3	3	1	3	3	3	14	8	1	1	1	6	1	1	-	2	7	2	6	4	14
	4%	4%	4%	7%	7%	3%	3%	2%	2%	1%	2%	9% <sup>jk</sup>	6% <sup>j</sup>	1%	2%	1%	11% <sup>pw</sup>	2%	1%	-	4%	7%	2%	9% <sup>p</sup>	3%	5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 76

**Q.B9 When you use the internet you often enter information about yourself, for example entering in your name when you create a social media account or putting in a delivery address when making a purchase online. What other information, if any, do you believe that a company like Google, Amazon or Facebook typically collects and stores about its users?**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Products and services I buy	1398 70%	704 73% <sup>b</sup>	694 68%	145 67%	201 58%	214 68% <sup>e</sup>	251 70% <sup>e</sup>	223 75% <sup>e</sup>	365 80% <sup>defg</sup>	391 73%	391 71%	279 69%	336 69%	134 75% <sup>u</sup>	58 71%	166 72%	116 69%	133 73%	106 71%	74 74%	123 64%	177 71%	195 70%	118 66%	219 68%	559 68%
Information that I have searched for	1357 68%	672 69%	685 67%	136 63%	209 61%	213 68%	260 72% <sup>e</sup>	212 72% <sup>e</sup>	326 71% <sup>e</sup>	374 70%	386 70%	269 66%	328 67%	124 70%	58 71%	152 66%	120 72%	113 63%	111 74% <sup>u</sup>	76 76% <sup>ru</sup>	120 62%	164 66%	195 70%	123 69%	223 69%	534 65%
Websites that I have visited	1351 68%	674 70%	677 66%	144 67%	210 61%	205 65%	252 70% <sup>e</sup>	202 68%	337 74% <sup>ef</sup>	372 69%	386 70%	271 66%	322 66%	120 67%	51 62%	158 68%	112 67%	120 66%	109 73% <sup>u</sup>	74 74% <sup>u</sup>	118 61%	177 71%	191 68%	121 68%	207 64%	544 66%
Adverts that I have clicked on	1248 63%	624 64%	624 61%	133 62%	194 56%	219 69% <sup>ehi</sup>	241 67% <sup>e</sup>	180 61%	281 61%	362 67% <sup>lm</sup>	358 65%	236 58%	292 60%	112 63%	53 65%	139 60%	98 59%	109 60%	103 69% <sup>u</sup>	69 69% <sup>u</sup>	105 55%	154 62%	181 65% <sup>u</sup>	124 70% <sup>qu</sup>	195 60%	526 64%
My physical location	1188 60%	610 63% <sup>b</sup>	578 57%	125 58%	199 58%	183 58%	213 59%	183 62%	285 62%	357 66% <sup>lm</sup>	338 61% <sup>m</sup>	230 56%	264 54%	113 63% <sup>u</sup>	52 64% <sup>u</sup>	139 60% <sup>u</sup>	102 61% <sup>u</sup>	112 62% <sup>u</sup>	95 63% <sup>u</sup>	64 64% <sup>u</sup>	95 49%	141 57%	157 56%	118 67% <sup>uw</sup>	189 59%	499 61%
What type of device I'm using	985 50%	506 52% <sup>b</sup>	479 47%	106 49%	178 52%	165 52%	161 45%	147 50%	228 50%	281 52%	282 51%	187 46%	236 48%	90 50%	35 42%	121 52% <sup>u</sup>	84 50%	92 51%	74 49%	54 54% <sup>u</sup>	79 41%	123 49%	154 55% <sup>ux</sup>	80 45%	157 49%	401 49%
My payment information, such as my debit or credit card number	796 40%	412 43% <sup>b</sup>	384 38%	72 33%	127 37%	111 35%	129 36%	135 46% <sup>dfg</sup>	222 48% <sup>defg</sup>	227 42%	212 38%	159 39%	197 40%	74 41%	35 42%	103 44%	71 42%	71 39%	64 43%	40 40%	71 37%	88 35%	120 43%	61 35%	126 39%	288 35%
Videos that I have watched	773 39%	418 43% <sup>b</sup>	356 35%	106 49% <sup>ghi</sup>	162 47% <sup>hi</sup>	161 51% <sup>ghi</sup>	142 39% <sup>i</sup>	97 33% <sup>i</sup>	106 23%	230 43% <sup>m</sup>	232 42% <sup>m</sup>	152 37%	159 33%	70 39%	29 35%	86 37%	64 38%	59 32%	62 41%	35 35%	66 34%	110 44%	126 45% <sup>ru</sup>	68 38%	130 40%	362 44%
Information about the internet connection I'm using	752 38%	424 44% <sup>b</sup>	328 32%	71 33%	124 36%	124 39%	134 37%	119 40%	181 39%	250 46% <sup>klm</sup>	192 35%	146 36%	164 34%	69 39% <sup>s</sup>	25 30%	97 42% <sup>su</sup>	66 40% <sup>s</sup>	74 41% <sup>s</sup>	38 25%	47 47% <sup>osu</sup>	62 32%	108 43% <sup>su</sup>	98 35%	69 39% <sup>s</sup>	121 38%	300 37%
Physical places that I have visited	594 30%	324 33% <sup>b</sup>	270 26%	69 32%	124 36% <sup>i</sup>	99 32% <sup>i</sup>	105 29%	83 28%	113 25%	186 35% <sup>lm</sup>	181 33% <sup>m</sup>	109 27%	117 24%	61 34%	25 31%	71 31%	49 29%	45 25%	41 28%	33 33%	48 25%	91 36% <sup>ru</sup>	77 28%	52 29%	103 32%	276 34%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 76

**Q.B9 When you use the internet you often enter information about yourself, for example entering in your name when you create a social media account or putting in a delivery address when making a purchase online. What other information, if any, do you believe that a company like Google, Amazon or Facebook typically collects and stores about its users?**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Information about things that I do on other websites on the same device	553 28%	279 29%	275 27%	66 31%	99 29%	102 33%hi	105 29%	68 23%	113 25%	170 32%lm	149 27%	114 28%	120 24%	50 28%	17 21%	77 33%osu	41 25%	50 28%	34 23%	33 33%u	41 21%	78 31%	78 28%	54 30%	99 31%	231 28%
Information about things that I do on that specific website only	433 22%	228 24%	205 20%	51 23%	72 21%	64 20%	71 20%	69 23%	107 23%	143 27%lm	125 23%	78 19%	87 18%	48 27%w	18 23%	49 21%	35 21%	48 26%w	34 23%	23 23%	34 18%	60 24%	48 17%	37 21%	74 23%	174 21%
Information which I share about myself only	389 20%	200 21%	189 18%	38 18%	49 14%	67 21%e	76 21%	61 20%	98 21%e	118 22%	116 21%	66 16%	88 18%	38 21%w	23 27%uw	49 21%w	31 19%	36 20%	37 25%uw	18 18%	28 15%	54 22%w	37 13%	37 21%	64 20%	153 19%
Information which others are sharing about me as well as information I am sharing about myself	336 17%	169 17%	168 16%	46 21%hi	82 24%hi	58 18%hi	65 18%hi	37 12%	49 11%	102 19%	84 15%	72 18%	78 16%	32 18%	10 12%	41 18%	23 13%	27 15%	17 11%	22 22%us	26 14%	50 20%	62 22%qsu	26 14%	73 23%	140 17%
Information about my financial situation	333 17%	188 19%b	144 14%	31 14%	55 16%	52 17%	58 16%	50 17%	87 19%	105 20%	90 16%	60 15%	78 16%	27 15%	12 15%	33 14%	31 19%	27 15%	18 12%	22 22%us	33 17%	58 23%psw	41 15%	30 17%	57 18%	133 16%
Where my finger or mouse has been on the screen	207 10%	119 12%b	88 9%	32 15%hi	58 17%ghi	33 10%	37 10%	17 6%	31 7%	76 14%lm	60 11%lm	39 9%	31 6%	18 10%	9 11%	23 10%	21 12%	21 11%	11 7%	7 7%	18 9%	29 12%	27 10%	24 13%	38 12%	105 13%
My phone conversations when I am using a smartphone or making a phone call near another device	134 7%	72 7%	62 6%	18 8%hi	33 10%hi	30 10%hi	27 7%hi	15 5%	11 2%	50 9%lm	35 6%	22 5%	26 5%	9 5%	4 5%	15 6%	15 9%	9 5%	5 4%	6 6%	9 4%	28 11%su	18 7%	14 8%	24 7%	70 9%
My eye movements when I look at the screen	90 5%	46 5%	44 4%	10 5%	32 9%fhi	11 4%	18 5%hi	10 3%	9 2%	26 5%	26 5%	17 4%	21 4%	5 3%	3 4%	11 5%	11 6%	5 3%	3 2%	4 4%	5 2%	21 9%nsu	12 4%	11 6%	14 4%	55 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 76

**Q.B9 When you use the internet you often enter information about yourself, for example entering in your name when you create a social media account or putting in a delivery address when making a purchase online. What other information, if any, do you believe that a company like Google, Amazon or Facebook typically collects and stores about its users?**

**Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Other	6	4	2	-	-	1	2	3	-	3	3	-	-	-	-	1	-	1	2	-	1	1	-	-	1	5
	*	*	*	-	-	*	1%	1% <sup>i</sup>	-	1%	*	-	-	-	-	*	-	1%	1%	-	1%	1%	-	-	*	1%
No other information	17	12	5	2	5	4	2	3	1	3	5	3	6	1	2	2	1	-	2	-	2	2	3	2	2	5
	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	*	3% <sup>r</sup>	1%	1%	-	1%	-	1%	1%	1%	1%	*	1%
Don't know	133	56	77	8	26	20	22	28	30	33	33	28	39	12	5	14	10	9	5	6	20	11	25	15	19	53
	7%	6%	8%	4%	7%	6%	6%	9% <sup>d</sup>	6%	6%	6%	7%	8%	7%	6%	6%	6%	5%	4%	6%	10% <sup>sv</sup>	4%	9%	8%	6%	6%

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 77

**Q.B10 Why do you think that this information might be collected and stored?****Base: All respondents who mention any other type of information at QB9**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1851	783	1068	178	241	293	346	304	489	613	517	285	436	149	86	230	181	164	136	115	185	173	254	178	268	688	
Weighted base	1839	900	939	206	314	291	336	266	427	501	516	377	445	166	75*	215	156	172	142	93*	171	237	252	161	302	763	
So that advertising can be targeted to my tastes and preferences	1296 70%	635 71%	661 70%	125 61%	189 60%	188 65%	239 71%de	202 76%def	352 82%def	374 75%l	374 72%l	235 62%	313 70%l	127 77%qr	51 69%	156 72%r	100 64%	104 60%	106 74%r	64 69%	126 74%r	157 66%	185 74%r	120 74%r	195 65%	517 68%	
So that information can be targeted to my tastes and preferences	1205 66%	611 68%	594 63%	114 56%	176 56%	184 63%	218 65%	182 69%de	331 77%def	342 68%l	349 68%l	215 57%	299 67%l	123 74%uv	48 65%	143 67%	100 64%	111 65%	90 63%	64 68%	100 59%	148 62%	169 67%	109 68%	194 64%	453 59%	
So that companies can sell my data to other companies	1030 56%	562 62%b	467 50%	79 38%	148 47%	163 56%de	190 57%de	161 61%de	288 67%def	288 57%	301 58%	198 53%	243 55%	94 56%	38 50%	117 54%	93 59%	91 53%	84 59%	59 63%	98 58%	134 56%	131 52%	92 57%	147 49%	422 55%	
To build up a profile of me as an individual consumer created from lots of different data sources	992 54%	511 57%b	481 51%	92 45%	144 46%	154 53%	184 55%de	149 56%de	270 63%def	322 64%klm	281 55%l	164 44%	224 50%	94 57%	39 53%	116 54%	76 48%	92 54%	64 45%	54 58%	91 53%	126 53%	139 55%	100 62%qs	159 53%	379 50%	
To better understand what people like me (e.g. consumers of the same age and gender) generally like to do online	822 45%	431 48%b	391 42%	85 41%	139 44%	147 50%h	155 46%	102 38%	194 45%	259 52%klm	222 43%	164 43%	177 40%	92 56%pqru	32 43%	87 40%	63 40%	73 43%	67 47%u	42 45%	58 34%	114 48%u	119 47%u	73 46%u	146 48%	333 44%	
So that companies can better understand me as a customer	783 43%	409 45%b	373 40%	91 44%	124 40%	125 43%	152 45%	108 41%	181 42%	262 52%klm	205 40%	151 40%	165 37%	85 51%pu	33 44%	82 38%	63 40%	70 41%	62 43%	42 45%	60 35%	101 43%	117 47%u	68 43%	121 40%	318 42%	
So that companies can decide whether or not to offer me a service (such as car insurance or a credit card)	715 39%	387 43%b	327 35%	60 29%	85 27%	103 35%	140 42%de	112 42%de	215 50%def	213 42%	204 40%	138 37%	160 36%	63 38%	33 44%	87 40%	71 45%vw	62 36%	60 43%	42 45%v	69 40%	74 31%	85 34%	68 42%	92 30%	276 36%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 77

**Q.B10 Why do you think that this information might be collected and stored?****Base: All respondents who mention any other type of information at QB9**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1839	900	939	206	314	291	336	266	427	501	516	377	445	166	75*	215	156	172	142	93*	171	237	252	161	302	763
So that companies can decide what price to charge me for a service	392 21%	241 27% <sup>b</sup>	150 16%	39 19%	60 19%	80 28% <sup>egi</sup>	65 19%	61 23%	87 20%	122 24% <sup>m</sup>	108 21%	80 21%	82 18%	40 24% <sup>s</sup>	16 21%	46 21%	29 19%	37 21%	18 13%	24 26% <sup>s</sup>	30 17%	59 25% <sup>s</sup>	59 23% <sup>s</sup>	35 22%	65 22%	170 22%
To improve my experience of apps and websites	389 21%	199 22%	190 20%	74 36% <sup>fgh</sup>	103 33% <sup>ghi</sup>	72 25% <sup>hi</sup>	72 21% <sup>hi</sup>	34 13%	35 8%	115 23%	113 22%	77 21%	84 19%	47 28% <sup>pux</sup>	12 16%	34 16%	40 25% <sup>px</sup>	41 24% <sup>x</sup>	34 24% <sup>x</sup>	17 18%	30 18%	63 26% <sup>px</sup>	50 20%	23 14%	56 18%	211 28% <sup>A</sup>
So that the Government can monitor people like me	224 12%	119 13%	105 11%	16 8%	53 17% <sup>dhi</sup>	44 15% <sup>dhi</sup>	52 15% <sup>dhi</sup>	20 8%	39 9%	46 9%	50 10%	63 17% <sup>jk</sup>	65 15% <sup>jk</sup>	14 9%	11 15%	32 15%	19 12%	18 10%	12 8%	10 10%	14 8%	46 19% <sup>nrs</sup> ux	35 14%	15 9%	48 16%	88 12%
So that the Government can keep people like me safe from security threats such as terrorism	159 9%	83 9%	75 8%	22 11% <sup>i</sup>	36 12% <sup>i</sup>	29 10% <sup>i</sup>	32 10% <sup>i</sup>	17 6%	22 5%	47 9%	43 8%	34 9%	35 8%	11 6%	4 5%	21 10%	9 6%	15 9%	15 11%	4 4%	14 8%	27 11%	28 11%	10 6%	33 11%	70 9%
To help to protect me from scams	129 7%	71 8%	58 6%	15 7%	38 12% <sup>fi</sup>	14 5%	24 7%	17 6%	21 5%	32 6%	27 5%	33 9%	38 8%	7 4%	4 5%	19 9%	6 4%	14 8%	12 9%	6 6%	16 9%	28 12% <sup>nqwx</sup>	11 4%	7 4%	30 10%	55 7%
Other	6 *	5 1%	1 *	- -	- -	1 *	3 1%	1 *	1 *	3 1%	1 *	3 1%	- -	- -	- -	2 1%	- -	2 1%	- -	- -	- -	1 1%	- -	1 1%	- -	4 1%
None of these	6 *	2 *	5 *	1 *	2 1%	- -	- -	2 1%	2 *	2 *	3 1%	- -	2 *	- -	- -	- -	1 1%	- -	- -	2 2%	1 *	2 1%	2 1%	- -	- -	4 1%
Don't know	54 3%	20 2%	35 4%	8 4%	14 4% <sup>i</sup>	8 3%	7 2%	12 4% <sup>i</sup>	6 1%	7 1%	13 3%	15 4% <sup>j</sup>	19 4% <sup>j</sup>	3 2%	2 3%	6 3%	5 3%	6 4%	3 2%	5 5%	4 2%	7 3%	9 3%	6 4%	7 2%	19 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 78

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****Summary****Base: All respondents who use the internet**

	Website/App				
	A search engine such as Google or Bing	A free to use app such as a gaming app or route planning app	A forum such as Mumsnet or The Student Room	Social media such as Facebook and Twitter	Blogs or video blogs such as YouTube vlogs
Unweighted base	2002	2002	2002	2002	2002
Weighted base	1989	1989	1989	1989	1989
By advertising products	1273 64%	1033 52%	806 41%	1230 62%	1072 54%
By selling data to companies who pay for consumer information	864 43%	599 30%	352 18%	756 38%	453 23%
By companies who pay for people to say positive things about their brand, products or services on the website or app	384 19%	256 13%	306 15%	393 20%	498 25%
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	146 7%	522 26%	128 6%	169 8%	208 10%
The company who owns the website or app funds it themselves	444 22%	300 15%	297 15%	379 19%	287 14%
Other	60 3%	62 3%	50 3%	51 3%	62 3%
Don't know	346 17%	473 24%	723 36%	398 20%	500 25%

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 79

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****A search engine such as Google or Bing****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
By advertising products	1273	649	624	132	220	207	244	180	291	375	361	253	284	129	48	152	101	127	95	63	109	161	184	102	219	519		
	64%	67%b	61%	61%	64%	66%	68%	61%	63%	70%lm	65% <b>m</b>	62%	58%	72% <b>o</b> <b>q</b> <b>u</b> x	58%	66%	61%	70% <b>u</b> <b>x</b>	63%	64%	57%	65%	66%	58%	68%	63%		
By selling data to companies who pay for consumer information	864	449	414	98	146	146	152	131	190	245	261	166	192	70	36	118	65	85	54	46	77	118	128	67	139	362		
	43%	46%b	41%	46%	42%	46%	42%	44%	41%	46% <b>m</b>	47% <b>m</b>	41%	39%	39%	44%	51% <b>n</b> <b>q</b> <b>s</b> ux	39%	47%	36%	46%	40%	47%	46%	38%	43%	44%		
The company who owns the website or app funds it themselves	444	217	227	69	74	84	68	65	84	109	143	83	109	37	20	46	39	49	33	23	35	69	55	39	67	199		
	22%	22%	22%	32% <b>e</b> <b>g</b> <b>h</b> i	22%	27% <b>g</b> <b>i</b>	19%	22%	18%	20%	26% <b>j</b>	20%	22%	21%	25%	20%	23%	27%	22%	23%	18%	28%	20%	22%	21%	24%		
By companies who pay for people to say positive things about their brand, products or services on the website or app	384	197	188	42	55	76	71	57	83	104	101	71	109	33	14	44	30	43	28	25	26	50	62	29	64	170		
	19%	20%	18%	20%	16%	24% <b>e</b>	20%	19%	18%	19%	18%	17%	22%	18%	17%	19%	18%	24% <b>u</b>	19%	25% <b>u</b>	14%	20%	22% <b>u</b>	17%	20%	21%		
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	146	75	71	11	12	21	36	23	43	41	35	38	32	14	7	20	9	17	11	6	12	21	17	12	18	61		
	7%	8%	7%	5%	3%	7%	10% <b>e</b>	8% <b>e</b>	9% <b>e</b>	8%	6%	9%	6%	8%	8%	9%	6%	9%	7%	6%	6%	8%	6%	7%	6%	7%		
Other	60	42	19	3	7	13	16	7	15	16	12	12	19	5	2	6	3	13	9	4	3	7	2	5	6	29		
	3%	4% <b>b</b>	2%	1%	2%	4%	5%	2%	3%	3%	2%	3%	4%	3%	3%	2%	2%	7% <b>p</b> <b>q</b> <b>u</b> <b>w</b>	6% <b>u</b> <b>w</b>	4% <b>w</b>	1%	3%	1%	3%	2%	4%		
Don't know	346	145	201	28	55	46	55	60	102	77	85	74	110	27	18	34	33	28	33	17	47	27	51	31	50	121		
	17%	15%	20% <b>a</b>	13%	16%	15%	15%	20%	22% <b>d</b> <b>f</b> <b>g</b>	14%	15%	18%	22% <b>k</b>	15%	21% <b>v</b>	15%	20% <b>v</b>	15%	22% <b>v</b>	17%	24% <b>p</b> <b>v</b>	11%	18%	18%	16%	15%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 80

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****A free to use app such as a gaming app or route planning app****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
By advertising products	1033 52%	542 56%b	491 48%	128 59%hi	184 53%	183 58%hi	193 54%i	137 46%	208 45%	304 56%lm	293 53%	205 50%	231 47%	97 55%	46 56%	121 52%	92 55%	91 50%	82 55%	53 53%	88 46%	123 49%	152 54%	88 50%	160 50%	470 57%
By selling data to companies who pay for consumer information	599 30%	329 34%b	270 26%	66 31%	118 34%h	103 33%	107 30%	76 26%	129 28%	172 32%l	195 35%lm	100 25%	132 27%	55 31%	24 29%	80 35%w	44 26%	58 32%	38 25%	29 29%	51 26%	95 38%qsu w	71 25%	55 31%	110 34%	264 32%
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	522 26%	230 24%	291 29%a	76 35%hi	109 32%hi	85 27%i	101 28%i	63 21%	87 19%	147 27%	164 30%	95 23%	116 24%	44 25%	20 24%	53 23%	41 25%	35 20%	44 29%	33 34%pr	52 27%	80 32%r	74 26%	45 25%	95 30%	230 28%
The company who owns the website or app funds it themselves	300 15%	159 16%	141 14%	41 19%i	48 14%	60 19%i	61 17%i	42 14%	48 10%	87 16%lm	98 18%lm	61 15%	54 11%	27 15%	12 15%	39 17%	23 14%	24 13%	22 14%	17 17%	24 13%	49 20%	40 14%	22 12%	47 15%	138 17%
By companies who pay for people to say positive things about their brand, products or services on the website or app	256 13%	143 15%b	113 11%	35 16%i	53 15%	34 11%	56 15%i	31 11%	46 10%	73 14%	69 12%	59 14%	55 11%	34 19%ouw	5 6%	31 13%	19 11%	21 12%	18 12%	14 14%	19 10%	37 15%	31 11%	26 15%	56 17%	107 13%
Other	62 3%	36 4%	27 3%	6 3%	8 2%	13 4%	15 4%	4 1%	15 3%	14 3%	22 4%	10 3%	16 3%	11 6%x	2 3%	7 3%	3 2%	9 5%	5 3%	1 1%	4 2%	11 4%	6 2%	2 1%	5 2%	29 4%
Don't know	473 24%	204 21%	269 26%a	38 17%	57 16%	67 21%	72 20%	82 28%deg	158 34%def	101 19%	125 23%	94 23%	154 31%jkl	39 22%	21 25%	51 22%	45 27%	42 23%	37 24%	23 23%	58 30%v	45 18%	64 23%	50 28%v	65 20%	155 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 81

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****A forum such as Mumsnet or The Student Room****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
By advertising products	806 41%	391 40%	415 41%	106 49%hi	175 51%ghi	148 47%hi	148 41%hi	88 30%	141 31%	260 48%lm	237 43%lm	152 37%	157 32%	77 43%	29 35%	97 42%	64 38%	72 40%	61 41%	41 41%	69 36%	103 41%	123 44%	71 40%	143 44%	353 43%	
By selling data to companies who pay for consumer information	352 18%	192 20%b	160 16%	32 15%	65 19%	55 18%	73 20%	46 15%	81 18%	105 20%	113 20%l	57 14%	76 16%	36 20%su	9 11%	56 24%osu	28 17%u	39 21%su	16 10%	18 18%u	17 9%	46 18%u	50 18%u	38 21%osu	60 19%	142 17%	
By companies who pay for people to say positive things about their brand, products or services on the website or app	306 15%	144 15%	162 16%	33 15%	64 19%h	52 16%h	68 19%h	27 9%	62 14%	81 15%	97 17%	62 15%	66 14%	22 12%	14 17%	33 14%	27 16%	24 13%	26 17%	17 17%	27 14%	41 17%	43 15%	32 18%	60 19%	135 16%	
The company who owns the website or app funds it themselves	297 15%	154 16%	142 14%	44 21%ei	43 13%	54 17%i	55 15%	46 15%	53 12%	79 15%	94 17%	48 12%	76 15%	33 18%	13 16%	25 11%	28 17%	23 13%	17 12%	17 17%	24 12%	50 20%p	41 15%	25 14%	52 16%	119 15%	
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	128 6%	62 6%	66 6%	16 8%	33 10%fh	12 4%	27 7%	13 4%	27 6%	39 7%	38 7%	27 7%	23 5%	12 7%	5 6%	13 5%	8 5%	18 10%w	7 5%	4 4%	21 11%w	21 8%w	9 3%	10 6%	29 9%	61 7%	
Other	50 3%	31 3%	19 2%	3 1%	12 3%	6 2%	12 3%	9 3%	8 2%	12 2%	10 2%	18 4%k	11 2%	6 3%	2 2%	4 2%	3 2%	7 4%	3 2%	* *	5 3%	12 5%	5 2%	3 2%	16 5%B	17 2%	
Don't know	723 36%	345 36%	378 37%	53 25%	87 25%	99 31%	123 34%de	138 47%def	224 49%def	159 30%	188 34%	154 38%j	222 45%jk	63 35%	33 40%v	81 35%	66 39%v	65 36%	63 42%v	42 42%v	78 41%v	64 26%	101 36%v	68 38%v	105 32%	258 31%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 82

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****Social media such as Facebook and Twitter****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
By advertising products	1230 62%	609 63%	621 61%	153 71%hi	224 65%i	210 67%i	224 62%i	174 59%	245 53%	361 67%lm	356 64%lm	236 58%	276 56%	113 63%	43 52%	138 59%	101 61%	112 62%	90 60%	61 61%	103 53%	176 70%opu	180 65%u	112 63%	204 63%	531 65%			
By selling data to companies who pay for consumer information	756 38%	407 42%b	349 34%	83 39%	139 41%	133 42%	127 35%	110 37%	163 36%	230 43%lm	226 41%lm	138 34%	162 33%	68 38%	31 38%	84 36%	54 32%	76 42%	54 36%	45 45%q	66 34%	103 41%	105 37%	71 40%	132 41%	317 39%			
By companies who pay for people to say positive things about their brand, products or services on the website or app	393 20%	191 20%	201 20%	55 25%h	72 21%	69 22%	64 18%	45 15%	87 19%	112 21%	119 22%	76 19%	85 17%	29 16%	14 17%	46 20%	34 20%	38 21%	31 21%	27 28%nuw	29 15%	60 24%	49 17%	37 21%	69 22%	154 19%			
The company who owns the website or app funds it themselves	379 19%	177 18%	202 20%	60 28%ghi	69 20%i	82 26%ghi	64 18%i	53 18%i	51 11%	96 18%	119 21%	79 19%	85 17%	36 20%	16 19%	39 17%	31 18%	43 24%u	32 22%u	22 22%u	23 12%	48 19%	54 19%	35 19%	71 22%	169 21%			
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	169 8%	95 10%	73 7%	19 9%	50 14%fhi	25 8%	37 10%hi	13 4%	24 5%	53 10%	46 8%	29 7%	42 9%	21 12%q	7 8%	19 8%	7 4%	14 8%	13 9%	5 5%	14 7%	39 16%pqtuwx	19 7%	11 6%	38 12%	82 10%			
Other	51 3%	20 2%	31 3%	2 1%	9 3%	16 5%dh	7 2%	4 1%	13 3%	10 2%	13 2%	9 2%	19 4%	5 3%	3 3%	5 2%	4 2%	9 5%	7 4%	2 2%	3 1%	5 2%	5 2%	4 2%	3 1%	26 3%			
Don't know	398 20%	180 19%	218 21%	30 14%	52 15%	51 16%	68 19%	69 23%defg	129 28%defg	89 17%	97 18%	92 22%	120 25%jk	35 20%	18 22%v	49 21%v	39 23%v	29 16%	32 21%v	20 20%	51 26%rv	29 12%	58 21%v	37 21%v	60 19%	136 17%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 83

**Q.B12 How do you think that each of these types of websites and apps are generally funded?****Blogs or video blogs such as YouTube vlogs****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
By advertising products	1072	539	532	144	195	195	197	141	199	324	299	209	240	96	45	135	86	101	81	53	89	142	152	91	183	475			
	54%	56%	52%	67%ghi	57%hi	62%hi	55%i	48%	43%	60%klm	54%	51%	49%	54%	55%	58%u	52%	56%	54%	53%	46%	57%	54%	51%	57%	58%			
By companies who pay for people to say positive things about their brand, products or services on the website or app	498	233	265	55	106	79	97	65	96	148	144	93	113	42	18	54	41	42	46	26	42	69	64	55	92	213			
	25%	24%	26%	25%	31%hi	25%	27%	22%	21%	27%	26%	23%	23%	24%	22%	23%	24%	23%	31%	26%	22%	28%	23%	31%	29%	26%			
By selling data to companies who pay for consumer information	453	258	195	39	75	77	95	75	92	126	143	84	100	41	23	59	32	39	23	22	40	72	71	32	82	195			
	23%	27%b	19%	18%	22%	25%	26%di	25%	20%	23%	26%	21%	20%	23%	28%g	25%g	19%	22%	15%	22%	21%	29%sx	25%g	18%	25%	24%			
The company who owns the website or app funds it themselves	287	137	150	41	76	44	57	27	42	78	94	56	59	27	11	19	29	34	27	11	21	63	25	21	56	133			
	14%	14%	15%	19%hi	22%fh	14%i	16%hi	9%	9%	15%	17%lm	14%	12%	15%p	13%	8%	17%pw	19%puw	18%pw	11%	11%	25%optuwx	9%	12%	17%	16%			
By requiring users to pay once they have accessed a certain amount of content on the website or downloaded the app	208	93	115	21	38	35	49	22	43	60	55	45	48	10	9	22	18	27	22	7	15	31	35	12	31	94			
	10%	10%	11%	10%	11%	11%	14%h	7%	9%	11%	10%	11%	10%	5%	11%	10%	11%	15%nx	14%nx	7%	8%	12%	13%n	7%	10%	11%			
Other	62	31	31	4	13	10	17	4	14	13	18	15	16	4	3	10	4	9	10	1	5	9	5	2	14	25			
	3%	3%	3%	2%	4%	3%	5%h	1%	3%	2%	3%	4%	3%	2%	4%	4%g	2%	5%g	7%twx	1%	3%	4%	2%	1%	4%	3%			
Don't know	500	225	275	35	62	68	67	95	172	106	135	105	153	41	25	56	41	35	42	33	57	39	80	50	65	165			
	25%	23%	27%	16%	18%	22%	19%	32%defg	38%defg	20%	24%	26%	31%jk	23%	30%v	24%v	25%	20%	28%v	33%rv	30%rv	16%	29%v	28%v	20%	20%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 84

**Q.B13 How much, if anything, do you feel that you know about how to manage your privacy settings online?****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: A lot/ a little	1423	729	694	162	273	254	261	197	277	409	395	289	330	127	57	162	129	126	104	71	135	184	201	127	236	621
	72%	75% <sup>b</sup>	68%	75% <sup>i</sup>	79% <sup>hi</sup>	81% <sup>ghi</sup>	72% <sup>i</sup>	66%	60%	76% <sup>m</sup>	71%	71%	67%	71%	70%	70%	77%	70%	69%	71%	70%	74%	72%	71%	73%	76%
A lot	357	188	168	61	70	62	57	47	59	117	103	60	76	33	13	31	31	28	24	23	29	51	56	39	68	163
	18%	19%	16%	28% <sup>ghi</sup>	20% <sup>i</sup>	20% <sup>i</sup>	16%	16%	13%	22% <sup>lm</sup>	19%	15%	16%	18%	15%	14%	18%	15%	16%	23% <sup>p</sup>	15%	20%	20%	22% <sup>p</sup>	21%	20%
A little	1066	541	525	101	203	191	203	150	218	292	292	229	253	94	45	131	98	98	80	48	106	133	145	87	168	458
	54%	56%	51%	47%	59% <sup>di</sup>	61% <sup>dhi</sup>	56% <sup>i</sup>	51%	48%	54%	53%	56%	52%	53%	54%	57%	59%	54%	53%	48%	55%	53%	52%	49%	52%	56%
Not very much	486	208	279	45	63	53	94	83	147	107	139	98	142	47	22	58	37	49	39	28	42	55	69	42	73	181
	24%	21%	27% <sup>a</sup>	21%	18%	17%	26% <sup>ef</sup>	28% <sup>ef</sup>	32% <sup>def</sup>	20%	25% <sup>j</sup>	24%	29% <sup>j</sup>	26%	26%	25%	22%	27%	26%	28%	22%	22%	25%	24%	23%	22%
Nothing at all	57	21	36	6	4	7	4	9	27	16	12	17	12	3	2	8	1	5	5	1	12	9	8	4	9	15
	3%	2%	3%	3%	1%	2%	1%	3%	6% <sup>efg</sup>	3%	2%	4%	3%	2%	2%	4% <sup>q</sup>	*	3%	3%	1%	6% <sup>qt</sup>	4%	3%	2%	3%	2%
Not applicable	5	2	3	-	-	-	-	2	3	1	-	1	3	1	-	1	-	-	-	-	2	-	-	1	-	1
	*	*	*	-	-	-	-	1%	1%	*	-	*	1%	1%	-	1%	-	-	-	-	1%	-	-	*	-	*
Don't know	19	8	11	3	4	1	1	4	5	5	8	3	3	-	1	2	1	1	2	1	3	3	2	4	4	3
	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	*

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 85

**Q.B14 On which devices and accounts, if any, have you taken steps to manage your privacy settings?****Base: All respondents who know a lot/ a little about managing their privacy settings online**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1415	634	781	140	206	250	270	233	316	493	387	208	327	114	67	173	153	115	99	88	146	130	196	134	210	551
Weighted base	1423	729	694	162	273	254	261	197	277	409	395	289	330	127*	57*	162	129	126*	104*	71*	135	184*	201	127	236	621
My email account(s)	940 66%	470 64%	470 68%	110 68%	167 61%	156 61%	171 66%	138 70%	197 71%ef	273 67%	267 68%	190 66%	210 64%	81 63%	39 69%	108 67%	86 67%	85 68%	70 67%	48 67%	91 67%	122 67%	128 64%	81 64%	153 65%	390 63%
My smartphone	903 63%	451 62%	452 65%	112 69%hi	211 77%ghi	178 70%ghi	159 61%i	101 51%	142 52%	266 65%	252 64%	184 64%	201 61%	76 60%	39 68%	102 63%	78 61%	74 58%	77 74% nqr uw	50 70%	82 60%	127 69%	124 62%	75 59%	157 66%	418 67%
My online or mobile banking account(s)	899 63%	427 59%	472 68%a	113 70%e	152 56%	154 61%	159 61%	121 61%	200 72%efg h	269 66%	261 66%	167 58%	202 61%	87 68%	38 66%	101 62%	87 67%	71 57%	73 71%	45 63%	88 65%	112 61%	120 60%	77 61%	153 65%	365 59%
My social media account(s)	822 58%	354 48%	468 67%a	119 73%ghi	180 66%hi	165 65%hi	157 60%hi	84 42%	117 42%	226 55%	237 60%	165 57%	193 59%	73 58%	34 59%	87 54%	79 61%	74 58%	65 63%	44 62%	68 51%	108 59%	124 62%	66 52%	134 57%	376 60%
My laptop computer	781 55%	395 54%	386 56%	92 57%	145 53%	139 55%	137 53%	114 58%	154 56%	236 58% m	224 57%	159 55%	162 49%	71 56%	29 51%	96 59% w	66 51%	83 66% qw	66 63% w	40 56%	72 54%	95 52%	90 45%	72 57%	119 50%	353 57%
My tablet	601 42%	312 43%	288 42%	46 28%	101 37%	98 39%	123 47% de	83 42% d	149 54% def h	172 42%	173 44%	122 42%	134 41%	54 43%	25 44%	61 38%	53 41%	56 44%	53 51% p	30 42%	59 44%	69 38%	81 40%	58 46%	85 36%	240 39%
My desktop computer	525 37%	325 45% b	200 29%	40 25%	72 26%	77 31%	105 40% def	85 43% def g	145 52% def g	164 40%	152 39%	92 32%	117 35%	44 35%	25 44% q	52 32%	37 29%	43 34%	35 34%	36 50% pqr s	59 44% q	66 36%	79 40%	47 37%	73 31%	208 33%
Accounts that I use for work purposes	253 18%	128 18%	125 18%	44 27% hi	73 27% hi	49 19% hi	54 21% hi	19 9%	14 5%	89 22% lm	100 25% lm	42 14% m	22 7%	18 14%	8 15%	29 18%	23 18%	21 17%	17 16%	23 23%	23 17%	44 24%	33 16%	20 16%	61 26%	169 27%
Devices that I use for work purposes	228 16%	116 16%	112 16%	37 23% hi	72 26% fgh i	40 16% i	46 17% hi	19 10%	15 5%	84 21% m	86 22% lm	40 14% m	18 5%	16 13%	7 12%	30 18%	21 16%	20 16%	14 14%	15 21%	20 15%	36 19%	31 15%	17 14%	53 23%	160 26%
Other	7 *	4 1%	2 *	- -	1 *	- -	2 1%	2 1%	2 1%	3 1%	2 *	- -	2 *	1 1%	* 1%	1 *	- -	- -	- -	- -	1 1%	2 1%	1 *	1 1%	1 *	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 85

**Q.B14 On which devices and accounts, if any, have you taken steps to manage your privacy settings?****Base: All respondents who know a lot/ a little about managing their privacy settings online**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1423	729	694	162	273	254	261	197	277	409	395	289	330	127*	57*	162	129	126*	104*	71*	135	184*	201	127	236	621
None of these	38 3%	25 3%	13 2%	7 4%	6 2%	3 1%	10 4%	4 2%	7 2%	7 2%	8 2%	12 4%	11 3%	4 3%	2 3%	8 5%r	2 2%	-	2 2%	3 5%r	1 1%	5 3%	5 3%	5 4%r	2 1%	20 3%
Don't know	25 2%	11 2%	14 2%	4 2%	6 2%	5 2%	2 1%	4 2%	4 1%	9 2%	6 1%	5 2%	5 2%	-	-	4 3%	1 1%	1 1%	1 1%	1 1%	4 3%	4 2%	6 3%	2 2%	1 1%	16 3%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 86

**Q.B15 How far do you agree or disagree with each of the following statements?****Summary****Base: All respondents/ respondents who work who use the internet**

		Statements								
		There is no point changing my privacy settings because companies will be able to get around these settings anyway	Changing my privacy settings online takes too much time and effort	I would like to do more to change my privacy settings online, but I don't know how	Companies providing services online make it easy for people to change their privacy settings	I have changed my privacy settings on a personal account online because I did not want people I work with to see certain information about my personal life	Sometimes I don't do or post certain things online because I am worried that people I work with (such as customers, clients or colleagues) might be able to see them	I have removed certain information or posts from my account to stop people I work with (such as customers, clients or colleagues) from seeing this information	I have changed my privacy settings online because I did not want a potential or future employer to see certain information about my personal life	Current and potential employers can still find out information about my personal life online, even if I change my privacy settings
Unweighted base		2002	2002	2002	2002	1029	1029	1029	1029	2002
Weighted base		1989	1989	1989	1989	1144	1144	1144	1144	1989
NET: Agree		502 25%	409 21%	828 42%	484 24%	536 47%	625 55%	490 43%	417 36%	763 38%
Agree strongly	(+2)	112 6%	57 3%	177 9%	73 4%	164 14%	182 16%	127 11%	128 11%	149 7%
Agree	(+1)	390 20%	352 18%	651 33%	412 21%	372 33%	443 39%	364 32%	289 25%	614 31%
Neither agree nor disagree	(0)	500 25%	478 24%	496 25%	644 32%	192 17%	177 15%	196 17%	222 19%	355 18%
Disagree	(-1)	502 25%	618 31%	464 23%	412 21%	200 17%	161 14%	226 20%	287 25%	204 10%
Disagree strongly	(-2)	171 9%	263 13%	122 6%	110 6%	75 7%	55 5%	65 6%	87 8%	41 2%
NET: Disagree		673 34%	882 44%	586 29%	522 26%	275 24%	216 19%	291 25%	374 33%	245 12%
Not applicable to me		43 2%	31 2%	46 2%	31 2%	125 11%	113 10%	145 13%	113 10%	298 15%
Don't know		271 14%	189 9%	32 2%	308 15%	17 1%	14 1%	22 2%	18 2%	329 17%
Mean		-0.14	-0.38	0.16	-0.05	0.35	0.53	0.27	0.08	0.46
Standard deviation		1.09	1.06	1.09	0.97	1.18	1.12	1.15	1.19	0.97
Standard error		0.03	0.03	0.02	0.02	0.04	0.04	0.04	0.04	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 87

**Q.B15 How far do you agree or disagree with each of the following statements?**

**There is no point changing my privacy settings because companies will be able to get around these settings anyway**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		502 25%	259 27%	244 24%	51 24%	96 28%	67 21%	88 24%	80 27%	121 26%	124 23%	140 25%	106 26%	133 27%	35 19%	26 32% n	53 23%	40 24%	58 32% n	33 22%	29 29%	42 22%	76 30% n	70 25%	42 24%	88 27%	207 25%
Agree strongly	(+2)	112 6%	60 6%	52 5%	14 6%	32 9% ghi	19 6%	12 3%	13 4%	23 5%	32 6% k	18 3%	29 7% k	32 7% k	10 6%	2 2%	5 2%	12 7% p	13 7% p	5 3%	7 7%	10 5%	29 11% op sx	13 5%	7 4%	26 8%	48 6%
Agree	(+1)	390 20%	199 21%	191 19%	37 17%	64 18%	48 15%	76 21%	67 23% f	98 21%	92 17%	122 22% j	77 19%	100 20%	24 14%	25 30% n	47 20%	28 17%	44 24% n	28 19%	22 22%	32 17%	47 19%	57 21%	35 20%	61 19%	159 19%
Neither agree nor disagree	(0)	500 25%	271 28% b	229 22%	57 26%	79 23%	76 24%	87 24%	83 28%	118 26%	136 25%	137 25%	116 28%	110 22%	47 26%	18 22%	68 30%	44 26%	39 21%	31 21%	22 22%	63 33% r sx	67 27%	64 23%	37 21%	79 25%	214 26%
Disagree	(-1)	502 25%	223 23%	279 27%	61 28% i	107 31% hi	100 32% hi	87 24%	59 20%	88 19%	145 27%	150 27%	97 24%	110 22%	46 26%	19 23%	62 27%	49 29%	42 23%	43 29%	21 21%	44 23%	55 22%	75 27%	45 25%	78 24%	234 28%
Disagree strongly	(-2)	171 9%	86 9%	85 8%	29 13% hi	38 11% hi	29 9% hi	41 11% hi	13 4%	21 5%	49 9%	45 8%	33 8%	45 9%	24 13% p qu	11 13% qu	15 7%	8 5%	12 7%	15 10%	10 10%	11 6%	18 7%	24 9%	23 13% p qu	31 9%	77 9%
NET: Disagree		673 34%	310 32%	364 36%	90 42% hi	145 42% hi	129 41% hi	128 36% hi	72 24%	110 24%	194 36%	194 35%	129 32%	155 32%	70 39%	30 36%	77 33%	57 34%	54 30%	58 39%	32 32%	55 28%	73 29%	99 35%	68 38%	108 34%	311 38%
Not applicable to me		43 2%	25 3%	18 2%	2 1%	2 *	3 1%	6 2%	9 3% e	21 5% defg	13 2%	8 1%	7 2%	16 3%	2 1%	1 2%	8 4%	1 1%	5 3%	2 1%	- -	3 2%	3 1%	8 3%	8 5% qt	4 1%	8 1%
Don't know		271 14%	103 11%	168 16% a	16 8%	23 7%	40 13% e	51 14% de	52 18% de	89 19% def	71 13%	74 13%	49 12%	76 16%	24 14%	7 8%	24 11%	25 15%	25 14%	26 17%	18 18%	31 16%	31 12%	38 14%	23 13%	43 13%	82 10%
Mean		-0.14	-0.09	-0.18	-0.27	-0.17	-0.27	-0.23	0.03d f	0.04d efg	-0.19	-0.17	-0.08	-0.09	-0.32	-0.16	-0.17	-0.10	0.03n sx	-0.29	-0.08	-0.09	0.06n sx	-0.17	-0.28	-0.09	-0.18
Standard deviation		1.09	1.09	1.09	1.14	1.18	1.09	1.09	0.99	1.05	1.10	1.04	1.09	1.14	1.13	1.12	0.97	1.05	1.12	1.08	1.17	1.00	1.16	1.08	1.13	1.15	1.09
Standard error		0.03	0.04	0.04	0.09	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.06	0.10	0.12	0.07	0.08	0.09	0.10	0.12	0.08	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 88

**Q.B15 How far do you agree or disagree with each of the following statements?****Changing my privacy settings online takes too much time and effort****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		409	231	178	54	85	73	66	55	77	141	106	68	94	27	12	46	38	42	25	18	40	75	53	32	57	211
		21%	24%b	17%	25%i	25%i	23%i	18%	19%	17%	26%klm	19%	17%	19%	15%	14%	20%	23%	23%	17%	19%	21%	30%nopstwx	19%	18%	18%	26%A
Agree strongly	(+2)	57	30	27	13	11	11	6	9	6	25	11	9	12	4	2	8	8	3	1	4	1	18	3	3	12	31
		3%	3%	3%	6%gi	3%	4%	2%	3%	1%	5%k	2%	2%	2%	2%	2%	4%	5%uw	2%	1%	4%	1%	7%rsuw x	1%	2%	4%	4%
Agree	(+1)	352	201	151	41	74	62	60	46	70	115	96	59	82	23	10	37	30	39	24	15	39	57	50	28	45	180
		18%	21%b	15%	19%	21%	20%	17%	16%	15%	21%l	17%	14%	17%	13%	13%	16%	18%	21%	16%	15%	20%	23%n	18%	16%	14%	22%A
Neither agree nor disagree	(0)	478	239	239	42	61	74	94	75	133	130	137	88	123	32	27	60	48	46	33	21	59	58	55	39	73	180
		24%	25%	23%	19%	18%	24%	26%e	25%e	29%de	24%	25%	22%	25%	18%	33%nw	26%	28%nw	25%	22%	21%	31%nw	23%	20%	22%	23%	22%
Disagree	(-1)	618	264	355	76	127	104	114	83	115	148	173	142	156	67	19	77	47	53	47	36	54	66	96	56	108	256
		31%	27%	35%a	35%i	37%hi	33%i	32%	28%	25%	27%	31%	35%j	32%	38%o	24%	33%	28%	30%	31%	36%	28%	26%	34%	32%	34%	31%
Disagree strongly	(-2)	263	126	137	31	55	44	56	35	43	73	70	61	59	32	13	23	19	23	22	11	22	32	39	29	44	116
		13%	13%	13%	14%	16%i	14%	16%i	12%	9%	14%	13%	15%	12%	18%p	16%	10%	11%	13%	15%	11%	11%	13%	14%	16%	14%	14%
NET: Disagree		882	389	492	107	182	148	170	117	158	221	242	203	216	99	32	99	65	76	69	47	76	98	135	85	153	372
		44%	40%	48%a	49%i	53%hi	47%i	47%i	40%	34%	41%	44%	50%j	44%	55%opq ruv	39%	43%	39%	42%	46%	47%	39%	39%	48%	48%	47%	45%
Not applicable to me		31	14	17	4	1	1	4	8	13	8	6	6	12	1	1	4	4	3	2	2	2	1	9	3	4	11
		2%	1%	2%	2%	*	*	1%	3%ef	3%ef	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	*	3%	2%	1%	1%
Don't know		189	94	95	9	16	19	27	41	77	39	62	43	45	19	10	23	12	14	21	11	16	18	28	18	37	47
		9%	10%	9%	4%	5%	6%	8%	14%defg	17%defg	7%	11%j	10%	9%	10%	12%	10%	7%	8%	14%	11%	8%	7%	10%	10%	11%B	6%
Mean		-0.38	-0.30b	-0.47	-0.35	-0.43	-0.36	-0.47	-0.36	-0.32	-0.26l	-0.40	-0.52	-0.39	-0.62	-0.45	-0.33n	-0.25n wx	-0.32n	-0.51	-0.42	-0.32n	-0.16n swx	-0.49	-0.51	-0.45	-0.32
Standard deviation		1.06	1.09	1.03	1.15	1.11	1.08	1.03	1.05	0.97	1.13	1.03	1.04	1.03	1.04	1.02	1.03	1.08	1.05	1.02	1.06	0.98	1.17	1.03	1.06	1.06	1.11

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 88

**Q.B15 How far do you agree or disagree with each of the following statements?****Changing my privacy settings online takes too much time and effort****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.11	0.07	0.08	0.08	0.09	0.10	0.07	0.09	0.07	0.08	0.07	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 89

**Q.B15 How far do you agree or disagree with each of the following statements?****I would like to do more to change my privacy settings online, but I don't know how****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	828 42%	364 38%	465 46%a	78 36%	155 45%	122 39%	147 41%	112 38%	215 47%dfh	209 39%	245 44%	168 41%	207 42%	79 45%	33 40%	94 41%	70 42%	83 46%	63 42%	40 40%	72 38%	123 49%uwvx	106 38%	65 37%	138 43%	332 40%	
Agree strongly	(+2)	177 9%	72 7%	105 10%a	18 8%	36 10%	25 8%	31 9%	25 8%	43 9%	48 9%	45 8%	40 10%	44 9%	17 9%	4 5%	16 7%	14 9%	17 10%	14 9%	10 10%	13 7%	39 16%opuw x	23 8%	11 6%	34 10%	70 8%
Agree	(+1)	651 33%	291 30%	359 35%a	60 28%	119 34%	97 31%	116 32%	87 29%	172 38%dh	160 30%	200 36%j	128 31%	163 33%	63 35%	29 35%	78 34%	55 33%	66 36%	49 33%	30 30%	59 31%	84 34%	83 30%	54 31%	105 32%	262 32%
Neither agree nor disagree	(0)	496 25%	256 26%	241 24%	48 22%	64 18%	82 26%	93 26%	101 34%def gi	108 24%	139 26%	141 25%	88 22%	129 26%	33 18%	24 30%	59 25%	39 23%	45 25%	33 22%	27 27%	58 30%n	60 24%	66 24%	53 30%n	82 25%	193 23%
Disagree	(-1)	464 23%	243 25%	221 22%	66 31%hi	87 25%	79 25%	82 23%	56 19%	94 21%	129 24%	120 22%	107 26%	108 22%	51 29%rv	15 18%	51 22%	42 25%	32 18%	41 27%	24 24%	48 25%	45 18%	80 29%rv	37 21%	67 21%	208 25%
Disagree strongly	(-2)	122 6%	72 7%b	50 5%	17 8%i	29 8%i	21 7%i	24 7%i	16 5%	15 3%	46 9%km	25 4%	27 7%	24 5%	12 7%	8 9%	15 6%	11 7%	16 9%	7 5%	6 6%	7 4%	16 6%	13 5%	11 6%	19 6%	62 8%
NET: Disagree		586 29%	315 33%b	271 27%	83 38%hi	116 34%hi	100 32%hi	106 30%	71 24%	109 24%	175 33%k	145 26%	135 33%	131 27%	63 36%v	22 27%	66 28%	53 31%	49 27%	48 32%	29 29%	55 28%	61 24%	93 33%	47 27%	86 27%	271 33%
Not applicable to me		46 2%	25 3%	21 2%	7 3%	3 1%	4 1%	5 2%	9 3%	18 4%e	10 2%	12 2%	10 3%	13 3%	1 1%	1 1%	10 5%n	5 3%	5 3%	2 1%	1 1%	3 2%	6 2%	7 2%	6 4%	6 2%	22 3%
Don't know		32 2%	8 1%	24 2%a	- -	7 2%	7 2%	8 2%	3 1%	8 2%	5 1%	11 2%	7 2%	10 2%	2 1%	2 2%v	2 1%	* *	- -	5 3%rv	3 3%rv	5 2%v	- -	7 3%v	6 3%qv	9 3%B	5 1%
Mean		0.16	0.05	0.26a	-0.02	0.14	0.08	0.14	0.17	0.31df g	0.07	0.23j	0.12	0.21	0.12	0.09	0.13	0.13	0.20	0.15	0.15	0.13	0.35w	0.08	0.11	0.22	0.09
Standard deviation		1.09	1.09	1.08	1.13	1.18	1.09	1.09	1.02	1.03	1.13	1.04	1.13	1.06	1.14	1.07	1.07	1.10	1.13	1.09	1.09	1.00	1.14	1.08	1.03	1.10	1.12
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.07	0.05	0.09	0.11	0.07	0.08	0.09	0.09	0.10	0.07	0.09	0.07	0.08	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 90

**Q.B15 How far do you agree or disagree with each of the following statements?****Companies providing services online make it easy for people to change their privacy settings****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		484	238	246	83	122	73	86	49	71	129	128	114	113	56	11	49	37	49	36	20	35	82	74	35	89	231
		24%	25%	24%	39% i	35% fgh i	23% i	24% hi	17%	16%	24%	23%	28%	23%	31% opu x	14%	21%	22%	27% o	24%	20%	18%	33% opq tux	27% o	20%	27%	28%
Agree strongly	(+2)	73	45	27	15	25	9	16	3	4	21	19	14	19	11	3	5	5	10	11	3	5	11	2	7	17	42
		4%	5% b	3%	7% fhi	7% fhi	3%	4% hi	1%	1%	4%	3%	3%	4%	6% w	3%	2%	3%	5% w	8% pw	3%	3%	5% w	1%	4% w	5%	5%
Agree	(+1)	412	193	219	68	97	64	70	45	67	108	109	100	95	45	9	44	32	39	25	16	30	71	72	29	72	189
		21%	20%	21%	32% i	28% fgh i	20%	19%	15%	15%	20%	20%	25%	19%	25% ou	11%	19%	19%	22% o	16%	16%	15%	28% ops tux	26% osux	16%	22%	23%
Neither agree nor disagree	(0)	644	324	320	66	90	106	134	104	144	162	182	143	157	50	33	74	60	47	52	33	68	76	86	65	97	275
		32%	33%	31%	31%	26%	34%	37% e	35% e	31%	30%	33%	35%	32%	28%	41% r	32%	36%	26%	35%	33%	35%	30%	31%	37% r	30%	33%
Disagree	(-1)	412	216	196	33	78	71	65	69	96	145	122	66	79	34	17	56	32	38	27	18	45	53	63	30	84	159
		21%	22%	19%	15%	23%	22%	18%	23% d	21%	27% lm	22% m	16%	16%	19%	21%	24%	19%	21%	18%	18%	23%	21%	23%	17%	26% B	19%
Disagree strongly	(-2)	110	58	51	10	12	25	17	17	29	37	28	19	26	12	6	9	8	14	4	11	12	15	7	12	14	50
		6%	6%	5%	4%	3%	8% e	5%	6%	6%	7%	5%	5%	5%	7%	7%	4%	5%	8% w	3%	11% psw	6%	6%	3%	7% w	4%	6%
NET: Disagree		522	275	247	42	89	95	83	87	125	182	150	85	105	46	23	64	40	52	31	29	57	68	71	42	98	209
		26%	28%	24%	20%	26%	30% d	23%	29% d	27%	34% klm	27%	21%	21%	26%	28%	28%	24%	29%	21%	29%	29%	27%	25%	24%	30%	25%
Not applicable to me		31	14	17	1	3	1	5	6	14	5	6	7	13	2	2	7	1	4	1	1	1	1	5	5	-	6
		2%	1%	2%	1%	1%	*	1%	2%	2%	3% f	1%	1%	2%	3% j	1%	2%	3%	1%	2%	1%	1%	*	2%	3%	-	1%
Don't know		308	117	191	22	40	39	53	50	103	61	88	58	101	25	12	37	29	29	30	18	32	22	44	30	39	100
		15%	12%	19% a	10%	12%	13%	15%	17%	23% def g	11%	16% j	14%	21% j	14%	15%	16%	18% v	16%	20% v	18% v	16% v	9%	16%	17% v	12%	12%
Mean		-0.05	-0.06	-0.03	0.24 fgh hi	0.15 f hi	-0.14	0.01 h i	-0.22	-0.23	-0.14	-0.07	0.07 j	* j	0.06	-0.22	-0.11	-0.05	-0.05	0.10 o tu	-0.21	-0.18	0.05	-0.01	-0.08	-0.03	0.02
Standard deviation		0.97	0.99	0.95	0.99	1.03	0.98	0.94	0.88	0.90	1.00	0.95	0.93	0.97	1.06	0.92	0.90	0.92	1.09	0.98	1.05	0.93	1.01	0.87	0.97	1.00	1.00



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 90

**Q.B15 How far do you agree or disagree with each of the following statements?****Companies providing services online make it easy for people to change their privacy settings****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.09	0.11	0.06	0.07	0.09	0.09	0.11	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 91

**Q.B15 How far do you agree or disagree with each of the following statements?****I have changed my privacy settings on a personal account online because I did not want people I work with (such as customers, clients or colleagues) to see certain information about my personal life****Base: All respondents who work and who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		1029	446	583	100	205	244	262	152	66	380	327	180	142	79	42	129	108	76	74	62	107	121	136	95	290	739
Weighted base		1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
NET: Agree		536 47%	276 47%	260 47%	92 67% i	175 62% fghi	129 51% ghi	93 35% hi	36 25%	10 18%	175 51% l	190 53% lm	101 38%	70 41%	39 39%	18 47%	48 38%	56 52%	37 42%	46 56% p	26 46%	50 46%	92 50%	71 46%	53 57% np	150 47%	386 47%
Agree strongly	(+2)	164 14%	76 13%	88 16%	32 24% i	58 21% fghi	29 11%	26 10%	16 11%	2 3%	66 19% k	47 13%	32 12%	19 11%	12 12%	5 13%	12 9%	14 13%	11 13%	15 18%	11 19%	14 13%	28 15%	22 14%	20 21% p	45 14%	118 14%
Agree	(+1)	372 33%	200 34%	172 31%	59 43% ghi	117 41% ghi	100 39% ghi	67 25% h	20 14%	9 15%	108 31%	143 40% jl	70 26%	51 30%	27 27%	13 34%	37 28%	41 38%	26 29%	31 38%	15 26%	36 33%	64 35%	49 32%	33 36%	105 33%	267 33%
Neither agree nor disagree	(0)	192 17%	95 16%	97 17%	18 13%	27 9%	50 20% e	52 20% e	33 23% e	12 20% e	71 21% k	46 13%	45 17%	30 18%	12 12%	10 25%	30 23% vx	14 13%	12 13%	10 13%	9 17%	33 30% nqr svx	22 12%	29 19%	10 11%	55 17%	137 17%
Disagree	(-1)	200 17%	98 17%	102 18%	11 8%	40 14%	42 16%	57 22% d	40 27% def	11 20% d	61 18%	56 15%	61 23% m	22 13%	18 18%	5 14%	30 23% qux	13 12%	15 17%	14 17%	13 24% u	11 11%	36 19%	33 21%	11 11%	57 18%	143 17%
Disagree strongly	(-2)	75 7%	48 8%	27 5%	7 5%	18 6%	16 6%	24 9%	8 5%	2 4%	13 4%	23 6%	20 7%	19 11% j	14 14% tuw	1 2%	8 6%	6 6%	15 17% opqt uwv	4 5%	1 3%	3 3%	14 8%	3 2%	5 5%	15 5%	59 7%
NET: Disagree		275 24%	146 25%	129 23%	18 13%	57 20%	57 23%	81 31% de	48 33% def	14 24%	75 22%	79 22%	81 30%	41 24%	33 32% qux	6 17%	38 30% lux	19 18%	30 34% qux	19 23%	15 26%	14 13%	50 27% u	36 23%	15 16%	72 22%	202 25%
Not applicable to me		125 11%	64 11%	60 11%	8 6%	20 7%	17 7%	31 12%	27 18% def h	23 39% defg	21 6%	42 11% j	37 14% j	25 15% j	17 17%	3 8%	11 9%	18 16%	9 11%	6 7%	6 11%	9 8%	19 10%	14 9%	13 14%	39 12%	86 10%
Don't know		17 1%	6 1%	10 2%	2 2%	5 2%	1 *	6 2%	3 2%	- -	4 1%	6 2%	3 1%	3 2%	- -	1 3%	1 1%	2 1%	* *	1 1%	- -	3 3%	2 1%	5 3%	2 2%	6 2%	10 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 91

**Q.B15 How far do you agree or disagree with each of the following statements?**

**I have changed my privacy settings on a personal account online because I did not want people I work with (such as customers, clients or colleagues) to see certain information about my personal life**

**Base: All respondents who work and who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
Mean	0.35	0.31	0.40	0.79fg hi	0.61fg hi	0.36gh i	0.06	-0.03	-0.12	0.48l	0.43l	0.15	0.20	0.04	0.46	0.12	0.50np r	0.04	0.50	0.41	0.49np r	0.34	0.40	0.67np r	0.39	0.33
Standard deviation	1.18	1.20	1.16	1.08	1.19	1.11	1.20	1.16	1.02	1.14	1.16	1.21	1.25	1.35	1.02	1.12	1.14	1.36	1.18	1.19	0.98	1.23	1.10	1.17	1.14	1.20
Standard error	0.04	0.06	0.05	0.11	0.09	0.07	0.08	0.11	0.16	0.06	0.07	0.10	0.11	0.17	0.17	0.10	0.12	0.17	0.14	0.16	0.10	0.12	0.10	0.13	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 92

**Q.B15 How far do you agree or disagree with each of the following statements?**

**Sometimes I don't do or post certain things online because I am worried that people I work with (such as customers, clients or colleagues) might be able to see them**

**Base: All respondents who work and who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		1029	446	583	100	205	244	262	152	66	380	327	180	142	79	42	129	108	76	74	62	107	121	136	95	290	739
Weighted base		1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
NET: Agree		625 55%	297 51%	328 59%a	89 65%ghi	202 71%fghi	151 59%ghi	109 41%	54 37%	20 35%	205 59%lm	211 58%	130 49%	79 47%	47 47%	20 52%	60 47%	58 54%	45 50%	52 63%p	31 55%	57 52%	118 64%np	90 58%	48 51%	176 55%	449 55%
Agree strongly	(+2)	182 16%	80 14%	102 18%	33 24%gi	63 22%gi	36 14%	27 10%	20 14%	3 5%	66 19%	51 14%	38 14%	27 16%	7 7%	3 8%	14 11%	15 14%	10 11%	17 20%n	15 27%nop	17 16%	41 22%np	23 15%	19 21%n	50 15%	132 16%
Agree	(+1)	443 39%	217 37%	226 41%	56 41%h	138 49%ghi	115 45%gh	83 31%	34 23%	17 30%	139 40%	160 44%lm	92 34%	52 31%	40 40%	16 44%	46 36%	43 40%	35 39%	35 43%	15 27%	40 36%	77 42%	67 43%	28 31%	126 39%	317 39%
Neither agree nor disagree	(0)	177 15%	116 20%b	62 11%	16 12%	43 15%	39 15%	46 18%	24 16%	9 16%	44 13%	51 14%	56 21%j	25 15%	18 18%	6 17%	23 18%	13 12%	11 13%	12 14%	8 15%	23 21%	28 15%	20 13%	14 15%	50 16%	127 15%
Disagree	(-1)	161 14%	77 13%	84 15%	15 11%	22 8%	34 13%	46 18%e	34 23%def	10 18%e	52 15%	50 14%	38 14%	20 12%	12 12%	7 18%	27 21%v	17 15%	8 10%	12 14%	8 14%	12 11%	19 10%	23 15%	17 18%	39 12%	122 15%
Disagree strongly	(-2)	55 5%	34 6%	20 4%	9 6%	5 2%	11 4%	19 7%e	9 6%e	1 2%	14 4%	11 3%	14 5%	15 9%k	10 10%u	2 5%	5 4%	3 3%	11 12%sv	1 1%	3 6%	2 2%	8 4%	6 4%	3 3%	13 4%	42 5%
NET: Disagree		216 19%	111 19%	104 19%	24 17%	27 10%	45 18%e	65 25%e	43 29%ef	12 20%e	67 19%	61 17%	52 20%	36 21%	21 21%	9 23%	33 26%uv	20 19%	19 22%	13 16%	11 20%	14 13%	27 15%	29 19%	20 21%	52 16%	164 20%
Not applicable to me		113 10%	57 10%	56 10%	8 6%	7 3%	16 6%	37 14%ef	26 18%def	17 30%defg	25 7%	37 10%	27 10%	24 14%j	12 12%	3 8%	12 9%	16 15%sv	12 14%	4 5%	6 10%	11 10%	11 6%	14 9%	12 13%	38 12%	74 9%
Don't know		14 1%	7 1%	7 1%	- -	5 2%	3 1%	5 2%	- -	- -	5 2%	3 1%	2 1%	4 2%	1 1%	* 1%	1 1%	1 1%	1 1%	2 2%	- -	4 3%	1 1%	3 2%	- -	6 2%	7 1%
Mean		0.53	0.44	0.62a	0.69gh	0.85fghi	0.56gh	0.23	0.19	0.26	0.60	0.59	0.43	0.39	0.27	0.36	0.31	0.54	0.33	0.72np	0.62	0.61	0.72np	0.56	0.55	0.58	0.51
Standard deviation		1.12	1.11	1.11	1.17	0.93	1.06	1.17	1.23	1.03	1.12	1.03	1.12	1.26	1.15	1.07	1.10	1.08	1.26	1.03	1.26	1.00	1.09	1.09	1.16	1.08	1.13
Standard error		0.04	0.06	0.05	0.12	0.07	0.07	0.08	0.11	0.15	0.06	0.06	0.09	0.12	0.14	0.17	0.10	0.11	0.15	0.12	0.17	0.11	0.10	0.10	0.13	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 93

**Q.B15 How far do you agree or disagree with each of the following statements?**

**I have removed certain information or posts from my account to stop people I work with (such as customers, clients or colleagues) from seeing this information**

**Base: All respondents who work and who use the internet**

		Gender			Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base		1029	446	583	100	205	244	262	152	66	380	327	180	142	79	42	129	108	76	74	62	107	121	136	95	290	739			
Weighted base		1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821			
NET: Agree		490 43%	232 40%	258 46%	83 61% fghi	166 58% fghi	116 46% ghi	80 30%	35 24%	10 18%	165 48% m	151 42%	116 44%	58 35%	36 36%	14 37%	47 37%	47 43%	33 37%	41 50%	30 54% p	46 42%	89 48%	70 45%	38 41%	127 39%	363 44%			
Agree strongly	(+2)	127 11%	62 11%	64 12%	36 26% efghi	43 15% ghi	25 10% h	17 7%	5 3%	1 2%	59 17% km	29 8%	30 11%	9 5%	4 4%	3 9%	14 11%	11 10%	3 3%	7 8%	11 19% nr	12 11%	26 14% nr	20 13% nr	17 18% nr	31 10%	95 12%			
Agree	(+1)	364 32%	170 29%	194 35%	47 35% hi	123 43% ghi	91 36% ghi	62 24%	31 21%	9 15%	106 31%	122 34%	87 32%	49 29%	33 33%	11 28%	33 26%	36 33%	30 34%	34 42% px	19 34%	34 31%	63 34%	50 32%	21 23%	96 30%	268 33%			
Neither agree nor disagree	(0)	196 17%	113 19%	83 15%	15 11%	35 12%	52 20% e	48 18%	35 24% de	11 19%	57 16%	58 17%	46 21%	21 21%	10 25% r	22 17%	17 16%	8 9%	10 12%	6 11%	28 26% rst	34 19%	25 16%	14 15%	55 17%	140 17%				
Disagree	(-1)	226 20%	118 20%	108 19%	15 11%	46 16%	51 20%	63 24% d	37 26% de	14 24% d	68 20%	85 24%	44 16%	29 17%	20 20%	8 20%	43 33% qr vw	20 19%	14 16%	19 23%	11 19%	21 19%	22 12%	32 20%	17 18%	68 21%	158 19%			
Disagree strongly	(-2)	65 6%	38 6%	27 5%	5 4%	14 5%	11 4%	22 9%	10 7%	1 2%	17 5%	17 5%	16 6%	15 9%	6 6%	4 10% pu	3 2%	6 5%	14 16% pq vw	6 8%	2 4%	2 1%	5 3%	9 6%	9 10% puv	9 3%	56 7% A			
NET: Disagree		291 25%	156 27%	135 24%	21 15%	60 21%	62 24%	85 32% de	47 32% de	15 26%	85 25%	102 28%	60 22%	44 26%	26 26%	11 30% v	45 35% uv	26 24%	28 31% v	25 31% v	13 23%	23 21%	27 15%	40 26% v	26 28% v	76 24%	215 26%			
Not applicable to me		145 13%	80 14%	65 12%	12 8%	17 6%	24 10%	42 16% e	27 19% def h	22 37% defg	33 9%	47 13%	38 14%	27 16%	16 16%	3 8%	12 9%	17 15%	18 20% s	5 6%	6 11%	12 11%	28 15%	15 10%	13 14%	56 17% B	89 11%			
Don't know		22 2%	6 1%	16 3%	7 5% f	6 2%	1 *	8 3% f	1 1%	-	7 2%	5 1%	7 3%	4 2%	-	-	2 2%	2 2%	2 3%	1 1%	1 1%	1 1%	7 4% p	5 3%	1 2%	8 3%	14 2%			
Mean		0.27	0.20	0.34	0.78 fghi	0.51 gh i	0.30 gh i	-0.05	-0.15	-0.14	0.40 km	0.19	0.32	0.06	0.09	0.06	0.12	0.29	-0.09	0.21	0.51 r	0.34 r	0.56 np r	0.30	0.26	0.28	0.26			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 93

**Q.B15 How far do you agree or disagree with each of the following statements?****I have removed certain information or posts from my account to stop people I work with (such as customers, clients or colleagues) from seeing this information****Base: All respondents who work and who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Weighted base	1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
Standard deviation	1.15	1.16	1.14	1.15	1.12	1.08	1.16	1.03	0.95	1.18	1.11	1.14	1.13	1.05	1.16	1.11	1.13	1.28	1.17	1.20	1.00	1.04	1.17	1.34	1.08	1.17
Standard error	0.04	0.06	0.05	0.12	0.08	0.07	0.08	0.09	0.15	0.07	0.07	0.09	0.10	0.13	0.19	0.10	0.12	0.16	0.14	0.16	0.10	0.11	0.11	0.15	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 94

**Q.B15 How far do you agree or disagree with each of the following statements?****I have changed my privacy settings online because I did not want a potential or future employer to see certain information about my personal life****Base: All respondents who work and who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		1029	446	583	100	205	244	262	152	66	380	327	180	142	79	42	129	108	76	74	62	107	121	136	95	290	739
Weighted base		1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
NET: Agree		417 36%	208 35%	209 38%	78 57% <sub>gh</sub> i	149 52% <sub>fgh</sub> i	91 36% <sub>ghi</sub>	61 23%	30 21%	8 13%	149 43% <sub>lm</sub>	136 38%	85 32%	46 28%	40 40%	10 27%	41 32%	35 33%	31 35%	35 43%	24 42%	40 37%	76 41%	47 30%	37 40%	120 37%	297 36%
Agree strongly	(+2)	128 11%	63 11%	65 12%	31 23% <sub>gh</sub> i	51 18% <sub>fghi</sub>	19 8%	18 7%	7 5%	1 2%	55 16% <sub>lm</sub>	39 11%	21 8%	13 8%	7 7%	3 9%	7 5%	9 9%	13 15% <sub>p</sub>	11 13%	10 17% <sub>p</sub>	9 8%	29 16% <sub>p</sub>	14 9%	16 17% <sub>p</sub>	38 12%	89 11%
Agree	(+1)	289 25%	145 25%	145 26%	47 34% <sub>ghi</sub>	98 34% <sub>ghi</sub>	72 28% <sub>ghi</sub>	43 16%	23 16%	6 11%	94 27%	98 27%	64 24%	34 20%	32 32%	7 19%	34 27%	26 24%	18 20%	24 30%	14 25%	31 28%	48 26%	33 21%	21 23%	82 25%	207 25%
Neither agree nor disagree	(0)	222 19%	114 19%	108 19%	15 11%	42 15%	62 24% <sub>de</sub>	59 22% <sub>d</sub>	38 26% <sub>de</sub>	7 13%	60 17%	68 19%	49 18%	46 27% <sub>j</sub>	23 22%	11 30% <sub>rx</sub>	28 22%	18 17%	11 12%	13 16%	9 17%	24 22%	43 23%	30 19%	12 13%	62 19%	160 20%
Disagree	(-1)	287 25%	146 25%	141 25%	25 18%	59 21%	64 25%	78 30%	42 29%	18 31%	83 24%	101 28%	71 26%	32 19%	20 20%	10 26%	40 31% <sub>v</sub>	28 26%	18 20%	22 27%	13 23%	27 25%	34 18%	53 34% <sub>nv</sub>	22 24%	79 24%	208 25%
Disagree strongly	(-2)	87 8%	51 9%	36 7%	11 8%	17 6%	12 5%	29 11% <sub>f</sub>	13 9%	5 9%	19 6%	21 6%	28 11%	18 11%	12 12%	2 6%	11 9%	7 7%	15 17% <sub>tuvw</sub>	7 9%	3 1%	3 3%	12 6%	8 5%	8 8%	16 5%	71 9%
NET: Disagree		374 33%	197 34%	177 32%	36 26%	76 27%	76 30%	107 41% <sub>def</sub>	55 38% <sub>ee</sub>	23 39%	103 30%	122 34%	99 37%	50 30%	32 31%	12 33%	52 40% <sub>uv</sub>	35 32%	33 38%	29 36%	14 25%	30 28%	46 25%	61 39% <sub>vw</sub>	30 33%	95 29%	279 34%
Not applicable to me		113 10%	61 10%	51 9%	7 5%	13 5%	21 8%	33 12% <sub>e</sub>	20 13% <sub>de</sub>	20 17% <sub>h</sub>	30 26% <sub>defg</sub>	30 8%	29 11%	24 14%	7 7%	4 9%	6 5%	15 14% <sub>ps</sub>	14 15% <sub>ps</sub>	3 4%	9 16% <sub>ps</sub>	11 10%	18 10%	14 9%	11 12%	38 12%	74 9%
Don't know		18 2%	8 1%	10 2%	1 1%	5 2%	5 2%	4 2%	3 2%	1 1%	4 1%	6 2%	5 2%	2 1%	- -	* 1%	2 2%	4 4%	- -	1 1%	- -	4 3%	2 1%	3 2%	2 2%	7 2%	12 1%
Mean		0.08	0.04	0.12	0.49 <sub>gh</sub> h	0.40 <sub>fgh</sub> h	0.10 <sub>gh</sub> h	-0.25	-0.25	-0.50	0.27 <sub>lm</sub>	0.10	-0.09	-0.06	0.04	-0.04	-0.13	0.03	-0.06	0.13	0.37 <sub>pw</sub>	0.17	0.29 <sub>p</sub>	-0.05	0.18	0.17	0.05
Standard deviation		1.19	1.20	1.18	1.28	1.20	1.07	1.14	1.06	1.04	1.21	1.16	1.19	1.16	1.18	1.09	1.10	1.17	1.42	1.24	1.18	1.07	1.18	1.12	1.31	1.16	1.20

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 94

**Q.B15 How far do you agree or disagree with each of the following statements?**

**I have changed my privacy settings online because I did not want a potential or future employer to see certain information about my personal life**

**Base: All respondents who work and who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
Standard error	0.04	0.06	0.05	0.13	0.09	0.07	0.08	0.10	0.16	0.07	0.07	0.09	0.10	0.14	0.18	0.10	0.12	0.18	0.15	0.16	0.11	0.12	0.10	0.14	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 95

**Q.B15 How far do you agree or disagree with each of the following statements?****Current and potential employers can still find out information about my personal life online, even if I change my privacy settings****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		763 38%	392 40%	371 36%	104 48%hi	183 53%lghi	125 40%hi	138 38%hi	93 31%	120 26%	217 40%	218 39%	152 37%	176 36%	67 38%	30 36%	87 37%	65 39%	58 32%	49 33%	39 39%	68 35%	113 45%rs	117 42%	71 40%	153 47%	366 45%
Agree strongly	(+2)	149 7%	88 9%b	61 6%	25 12%hi	49 14%lghi	22 7%hi	26 7%hi	12 4%	15 3%	57 11%km	39 7%	29 7%	23 5%	13 7%	4 5%	11 5%	8 5%	13 7%	12 8%	5 5%	13 7%	40 16%nopqr	15 5%	16 9%	43 13%	74 9%
Agree	(+1)	614 31%	304 31%	310 30%	79 36%hi	134 39%hi	104 33%hi	112 31%hi	81 27%	105 23%	160 30%	179 32%	122 30%	153 31%	54 30%	26 32%	76 33%	57 34%	45 25%	37 25%	34 35%	55 28%	73 29%	102 37%rs	54 31%	110 34%	292 36%
Neither agree nor disagree	(0)	355 18%	185 19%	170 17%	42 20%hi	60 17%hi	65 21%hi	73 20%hi	69 23%hi	46 10%	111 21%km	94 17%	83 20%km	67 14%	29 16%	20 24%tx	41 18%	24 14%	40 22%tx	30 20%	12 12%	49 26%qtwx	47 19%	41 15%	22 12%	59 18%	171 21%
Disagree	(-1)	204 10%	106 11%	98 10%	24 11%hi	41 12%hi	44 14%hi	40 11%hi	28 9%	26 6%	60 11%km	69 12%km	43 11%	33 7%	21 12%	8 9%	25 11%	17 10%	10 6%	15 10%	18 18%ruwx	17 9%	30 12%	26 9%	16 9%	39 12%	112 14%
Disagree strongly	(-2)	41 2%	21 2%	20 2%	11 5%hi	12 4%hi	8 3%hi	7 2%	1 *	2 1%	8 2%	9 2%	7 2%	18 4%j	6 3%	* 1%	5 2%	4 2%	3 1%	6 4%v	3 3%	2 1%	1 *	5 2%	6 3%	4 1%	23 3%
NET: Disagree		245 12%	128 13%	117 11%	36 16%hi	53 15%hi	53 17%hi	47 13%hi	28 9%	29 6%	68 13%	77 14%	50 12%	50 10%	27 15%r	8 10%	30 13%	21 13%	13 7%	21 14%	21 21%oru	20 10%	31 13%	31 11%	21 12%	44 14%	135 16%
Not applicable to me		298 15%	148 15%	149 15%	6 3%	7 2%	18 6%e	30 8%de	52 18%defg	184 40%defgh	65 12%	68 12%	52 13%	113 23%ijkl	24 13%	9 11%	38 17%v	22 13%	34 19%v	22 15%	12 12%	23 12%	21 8%	50 18%v	40 22%oqtuv	14 4%	23 3%
Don't know		329 17%	115 12%	213 21%a	28 13%	40 12%	54 17%	72 20%e	54 18%e	80 17%	77 14%	96 17%	71 17%	84 17%	31 18%	15 18%	35 15%	35 21%	36 20%	27 18%	15 15%	32 17%	38 15%	39 14%	24 13%	53 16%	126 15%
Mean		0.46	0.47	0.45	0.45	0.56	0.35	0.43	0.40	0.54	0.50	0.44	0.44	0.45	0.38	0.43	0.39	0.43	0.51	0.33	0.28	0.43	0.63t	0.50	0.53	0.58	0.42
Standard deviation		0.97	0.99	0.95	1.08	1.05	0.99	0.96	0.82	0.87	0.98	0.97	0.95	0.99	1.05	0.84	0.94	0.96	0.91	1.07	1.04	0.89	1.00	0.92	1.06	1.00	1.00

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 95

**Q.B15 How far do you agree or disagree with each of the following statements?****Current and potential employers can still find out information about my personal life online, even if I change my privacy settings****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.04	0.09	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.07	0.06	0.10	0.10	0.07	0.09	0.09	0.11	0.11	0.08	0.09	0.07	0.10	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 96

**Q.B17** Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?

**Summary**

**Base:** All respondents who use the internet

		Scenarios											
		If I saw a potential scam online	If I fell victim to a scam online	If data about me was used or shared without my consent	If I shared content (such as photos) online which was then used or shared without my consent	If a company failed to respond to a complaint I had made about an online purchase	If I felt threatened by content I found online	If I had problems with my internet connection	If an app or online service which I had paid for did not work as I expected it to	If I saw something which I felt was illegal or immoral	If my employer required me to give them access to my social media profile in order to keep my job	If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile	If my employer asked me to wear a tracking device to ensure that I was working when and where I should be
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Likely		1594 80%	1786 90%	1668 84%	1360 68%	1692 85%	1551 78%	1576 79%	1588 80%	1574 79%	996 50%	820 41%	973 49%
Very likely	(4)	943 47%	1424 72%	1109 56%	822 41%	999 50%	933 47%	904 45%	912 46%	925 47%	688 35%	409 21%	696 35%
Fairly likely	(3)	650 33%	362 18%	559 28%	538 27%	693 35%	618 31%	672 34%	675 34%	649 33%	308 15%	411 21%	277 14%
Fairly unlikely	(2)	200 10%	80 4%	134 7%	229 12%	147 7%	199 10%	222 11%	170 9%	174 9%	128 6%	204 10%	161 8%
Very unlikely	(1)	37 2%	24 1%	36 2%	36 2%	21 1%	47 2%	80 4%	26 1%	37 2%	87 4%	58 3%	119 6%
NET: Unlikely		237 12%	105 5%	170 9%	265 13%	168 8%	246 12%	302 15%	196 10%	211 11%	215 11%	261 13%	279 14%
Not applicable to me		12 1%	24 1%	13 1%	196 10%	20 1%	44 2%	13 1%	97 5%	23 1%	660 33%	717 36%	618 31%
Don't know		147 7%	75 4%	139 7%	168 8%	109 5%	148 7%	98 5%	108 5%	181 9%	118 6%	191 10%	119 6%
Mean		3.37	3.68	3.49	3.32	3.44	3.36	3.28	3.39	3.38	3.32	3.08	3.24
Standard deviation		0.76	0.62	0.72	0.80	0.69	0.78	0.83	0.72	0.74	0.93	0.88	1.00
Standard error		0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 97

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I saw a potential scam online**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1594 80%	764 79%	829 81%	145 67%	258 75%	260 83%de	294 82% d	244 82% d	394 86%de	417 78%	453 82%	330 81%	394 80%	138 77%	66 80%	189 82%	148 88% nuvwx	151 83% u	122 82%	80 80%	141 73%	198 79%	224 80%	138 78%	250 78%	662 81%
Very likely	(4)	943 47%	443 46%	501 49%	60 28%	123 36%	151 48%de	177 49%de	156 53%de	276 60%def gh	231 43%	258 47%	197 48%	257 52% j	73 41%	44 54%	122 53% nv	81 49%	95 53%	76 51%	49 49%	87 45%	103 41%	129 46%	83 47%	144 45%	376 46%
Fairly likely	(3)	650 33%	322 33%	329 32%	84 39%hi	135 39%hi	109 35% i	117 32% i	88 30%	117 26%	186 35% m	195 35% m	133 33%	137 28%	65 36%	21 26%	67 29%	66 40% opu	56 31%	46 31%	31 31%	54 28%	94 38%	95 34%	55 31%	106 33%	286 35%
Fairly unlikely	(2)	200 10%	110 11%	91 9%	49 23%efg hi	44 13%hi	25 8%	35 10%	17 6%	29 6%	70 13% m	58 11%	34 8%	38 8%	18 10%	8 10%	23 10%	10 6%	22 12%	13 9%	9 9%	19 10%	34 14% q	25 9%	20 11%	40 12%	78 10%
Very unlikely	(1)	37 2%	21 2%	15 1%	11 5%hi	10 3% i	5 2% i	7 2% i	3 1%	1 *	12 2%	5 1%	9 2%	12 2%	5 3%	1 1%	1 *	1 1%	1 *	3 2%	4 4% pqr	10 5% pqrx	4 1%	5 2%	2 1%	10 3%	20 2%
NET: Unlikely		237 12%	131 14%	106 10%	60 28%efg hi	54 16%hi	30 10%	42 12%hi	20 7%	30 7%	81 15% m	63 11%	43 11%	49 10%	23 13%	9 11%	24 10%	11 7%	22 12%	17 11%	13 13%	28 15% q	38 15% q	29 11%	22 12%	50 15%	98 12%
Not applicable to me		12 1%	5 1%	7 1%	- -	- -	1 *	2 *	1 *	8 2% e	4 1%	1 *	2 *	5 1%	1 1%	- -	4 2%	1 *	- -	- -	1 1%	1 1%	- -	2 1%	2 1%	1 *	2 *
Don't know		147 7%	67 7%	79 8%	11 5%	32 9%	24 7%	22 6%	31 10% i	26 6%	35 7%	37 7%	32 8%	42 9%	17 10%	7 8%	15 6%	8 5%	8 4%	11 7%	6 6%	22 11% qr	14 6%	24 9%	16 9%	22 7%	59 7%
Mean		3.37	3.32	3.41a	2.95	3.19d	3.40de	3.38de	3.50de	3.58de fg	3.28	3.37	3.39	3.44j	3.28	3.46	3.45nv	3.44v	3.42	3.41	3.34	3.29	3.26	3.37	3.37	3.28	3.34
Standard deviation		0.76	0.78	0.73	0.86	0.79	0.72	0.75	0.67	0.63	0.79	0.72	0.75	0.76	0.78	0.74	0.71	0.64	0.72	0.76	0.83	0.88	0.76	0.74	0.75	0.82	0.77
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.07	0.08	0.05	0.05	0.06	0.07	0.08	0.07	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 98

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I fell victim to a scam online**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1786 90%	859 89%	927 91%	191 89%	291 85%	280 89%	328 91%e	273 92%e	423 92%e	489 91%	507 91%l	353 87%	437 89%	156 87%	74 90%	216 93%u	150 90%	166 92%	139 93%	90 91%	167 86%	221 89%	246 88%	161 90%	276 85%	735 90%
Very likely	(4)	1424 72%	684 71%	740 72%	142 66%	201 58%	226 72%e	252 70%e	231 78%deg	371 81%defg	376 70%	397 72%	288 71%	363 74%	130 73%	62 76%	182 79%vw	119 71%	142 79%vw	104 69%	69 69%	141 73%	169 68%	182 65%	124 69%	213 66%	557 68%
Fairly likely	(3)	362 18%	175 18%	187 18%	49 23%hi	90 26%fhi	53 17%l	76 21%hi	42 14%	52 11%	114 21%lm	110 20%	65 16%	74 15%	26 14%	12 14%	34 15%	31 19%	24 13%	35 23%pru	21 21%	26 13%	53 21%	64 23%pru	37 21%	63 19%	179 22%
Fairly unlikely	(2)	80 4%	47 5%	33 3%	10 5%	29 8%ghi	15 5%hi	14 4%	5 2%	8 2%	19 3%	19 3%	21 5%	22 4%	12 7%p	1 1%	3 1%	12 7%ps	5 3%	3 2%	3 3%	7 4%	11 5%	15 5%p	7 4%	19 6%	44 5%
Very unlikely	(1)	24 1%	16 2%	8 1%	6 3%l	4 1%	1 *	7 2%	4 1%	2 *	7 1%	4 1%	7 2%	7 1%	2 1%	1 1%	2 1%	1 1%	3 2%	-	2 2%lx	5 3%lx	7 3%	1 *	-	8 2%	10 1%
NET: Unlikely		105 5%	64 7%b	41 4%	16 7%hi	33 10%hi	16 5%l	21 6%l	9 3%	10 2%	26 5%	23 4%	28 7%	28 6%	14 8%ps	2 3%	4 2%	13 8%ps	8 4%	3 2%	6 6%	12 6%p	18 7%p	16 6%p	7 4%	27 8%	54 7%
Not applicable to me		24 1%	11 1%	13 1%	2 1%	3 1%	4 1%	2 1%	5 2%	9 2%	10 2%	3 1%	2 1%	8 2%	2 1%	1 1%	5 2%v	1 1%	5 3%v	*	*	4 2%	-	4 2%	2 1%	7 2%	6 1%
Don't know		75 4%	34 4%	40 4%	7 3%	18 5%	15 5%	8 2%	10 3%	16 4%	13 2%	21 4%	24 6%j	17 3%	7 4%	5 6%r	6 3%	3 2%	2 1%	7 5%	3 3%	10 5%r	10 4%	13 5%	8 5%	14 4%	26 3%
Mean		3.68	3.65	3.71	3.58	3.50	3.71e	3.64e	3.78deg	3.83defg	3.67	3.70	3.66	3.71	3.67	3.78	3.80nqtvwx	3.64	3.75	3.71	3.63	3.70	3.60	3.63	3.69	3.59	3.62
Standard deviation		0.62	0.66	0.57	0.71	0.71	0.58	0.66	0.54	0.46	0.61	0.57	0.67	0.62	0.67	0.54	0.48	0.64	0.59	0.50	0.68	0.68	0.72	0.62	0.55	0.72	0.65
Standard error		0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.04	0.03	0.05	0.06	0.03	0.05	0.05	0.04	0.06	0.05	0.05	0.04	0.04	0.04	0.02

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 99

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If data about me was used or shared without my consent**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely	1668 84%	814 84%	854 84%	169 78%	291 84%	261 83%	293 82%	260 88% <sup>dg</sup>	394 86% <sup>d</sup>	453 84%	469 85%	349 86%	397 81%	143 80%	68 83%	193 83%	145 86%	161 89% <sup>u</sup>	121 81%	85 85%	153 79%	210 84%	243 87% <sup>u</sup>	145 82%	273 85%	691 84%
Very likely	(4) 1109 56%	522 54%	586 57%	99 46%	163 47%	166 53%	204 57% <sup>de</sup>	186 63% <sup>def</sup>	290 63% <sup>def</sup>	291 54%	314 57%	231 57%	274 56%	95 53%	49 60%	133 58%	94 56%	112 62%	77 51%	51 51%	102 53%	156 63% <sup>w</sup>	144 52%	95 53%	182 56%	440 54%
Fairly likely	(3) 559 28%	292 30%	268 26%	70 33% <sup>ei</sup>	128 37% <sup>ghi</sup>	94 30% <sup>i</sup>	89 25%	74 25%	104 23%	162 30%	155 28%	119 29%	123 25%	48 27%	19 23%	59 26%	51 31%	49 27%	44 29%	34 34% <sup>v</sup>	51 27%	54 22%	99 35% <sup>pv</sup>	50 28%	91 28%	251 31%
Fairly unlikely	(2) 134 7%	62 6%	72 7%	30 14% <sup>fghi</sup>	26 8% <sup>h</sup>	23 7% <sup>h</sup>	27 8% <sup>hi</sup>	9 3%	19 4%	39 7%	41 7%	26 6%	28 6%	10 6%	4 4%	19 8%	10 6%	8 5%	12 8%	7 7%	16 8%	20 8%	12 4%	15 8%	31 9%	56 7%
Very unlikely	(1) 36 2%	24 3% <sup>b</sup>	12 1%	4 2%	5 2%	8 3%	10 3%	4 1%	5 1%	9 2%	8 1%	5 1%	15 3%	5 3%	3 3%	1 1%	1 1%	2 1%	6 4% <sup>p</sup>	2 2%	3 2%	5 2%	6 2%	2 1%	2 1%	21 3%
NET: Unlikely	170 9%	86 9%	84 8%	33 15% <sup>hi</sup>	31 9% <sup>h</sup>	31 10% <sup>hi</sup>	37 10% <sup>hi</sup>	13 4%	24 5%	48 9%	49 9%	30 7%	43 9%	15 8%	6 8%	20 9%	11 7%	10 6%	18 12%	9 9%	20 10%	25 10%	18 6%	17 10%	33 10%	77 9%
Not applicable to me	13 1%	3 *	10 1%	- -	- -	1 *	2 1%	2 1%	7 2% <sup>e</sup>	5 1%	4 1%	1 *	3 1%	2 1%	- -	2 1%	1 1%	1 *	- -	2 2%	4 2%	- -	1 *	1 1%	3 1%	3 *
Don't know	139 7%	65 7%	74 7%	13 6%	22 6%	22 7%	27 7%	22 7%	33 7%	32 6%	33 6%	27 7%	47 10% <sup>ijk</sup>	18 10%	7 9%	16 7%	10 6%	9 5%	11 7%	5 5%	16 8%	14 6%	18 6%	15 8%	14 4%	50 6%
Mean	3.49	3.46	3.52	3.30	3.39	3.44	3.47 <sup>d</sup>	3.62 <sup>de</sup> fg	3.63 <sup>de</sup> fg	3.47	3.50	3.52	3.49	3.47	3.54	3.52	3.52	3.58 <sup>s</sup>	3.38	3.44	3.46	3.54	3.46	3.47	3.48	3.44
Standard deviation	0.72	0.74	0.69	0.79	0.71	0.76	0.78	0.62	0.63	0.71	0.71	0.68	0.76	0.76	0.76	0.68	0.66	0.64	0.83	0.72	0.75	0.74	0.69	0.71	0.70	0.75
Standard error	0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.05	0.05	0.07	0.07	0.05	0.06	0.04	0.05	0.04	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 100

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I shared content (such as photos) online which was then used or shared without my consent**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1360 68%	627 65%	733 72%a	158 73%hi	260 76%ghi	239 76%ghi	237 66%h	170 57%	296 65%h	363 67%	380 69%	286 70%	330 67%	124 70%	55 67%	150 65%	113 67%	133 73%	98 66%	70 70%	128 66%	170 68%	203 73%	116 65%	233 72%	591 72%
Very likely	(4)	822 41%	372 38%	450 44%a	80 37%	135 39%	137 44%	145 40%	117 40%	208 45%	203 38%	217 39%	183 45%	219 45%j	70 39%	33 40%	88 38%	70 42%	88 49%w	63 42%	44 44%	80 42%	107 43%	106 38%	73 41%	125 39%	346 42%
Fairly likely	(3)	538 27%	255 26%	282 28%	79 36%ghi	125 36%ghi	102 32%hi	91 25%hi	52 18%	88 19%	160 30% m	164 30% m	103 25%	112 23%	54 30%	22 27%	62 27%	43 26%	44 25%	35 23%	26 26%	48 25%	63 25%	98 35% rsu x	43 24%	108 33%	244 30%
Fairly unlikely	(2)	229 12%	135 14%b	94 9%	36 17%i	38 11%	38 12%i	45 13%i	37 12%i	34 8%	71 13%	60 11%	41 10%	56 11%	24 14%	16 19% ruw	25 11%	21 12%	14 8%	27 18% ruw	11 11%	15 8%	33 13%	22 8%	22 12%	37 11%	97 12%
Very unlikely	(1)	36 2%	22 2%	14 1%	3 2%	11 3%i	4 1%	9 3%	5 2%	4 1%	10 2%	9 2%	9 2%	9 2%	2 1%	2 3%	4 2%	3 1%	1 1%	3 2%	4 4%w	4 2%	10 4%w	2 1%	1 1%	12 4%	13 2%
NET: Unlikely		265 13%	157 16%b	108 11%	39 18%i	49 14%i	42 13%i	54 15%i	41 14%i	39 8%	81 15%	69 12%	50 12%	65 13%	26 15%	18 22% ruw	29 12%	23 14%	15 8%	30 20% ruw	15 15%	18 10%	43 17% ruw	24 9%	24 13%	49 15%	110 13%
Not applicable to me		196 10%	100 10%	96 9%	5 2%	6 2%	11 3%	32 9% def g	51 17% def g	91 20% def g	53 10%	60 11%	35 9%	48 10%	11 6%	5 6%	26 11%	21 13%	22 12%	9 6%	9 9%	22 11%	21 8%	28 10%	22 12%	23 7%	50 6%
Don't know		168 8%	83 9%	84 8%	13 6%	29 8%	22 7%	37 10%	34 12%i	32 7%	41 8%	45 8%	36 9%	46 9%	17 9%	4 5%	26 11%	10 6%	11 6%	12 8%	6 6%	25 13% qrv	16 6%	24 9%	16 9%	17 5%	70 9%
Mean		3.32	3.25	3.39a	3.19	3.24	3.32	3.28	3.34	3.49de fgh	3.25	3.31	3.37	3.36	3.28	3.18	3.31	3.33	3.49no sv	3.23	3.29	3.40	3.25	3.35	3.34	3.23	3.32
Standard deviation		0.80	0.84	0.75	0.79	0.80	0.76	0.84	0.84	0.73	0.80	0.78	0.80	0.81	0.78	0.87	0.79	0.80	0.70	0.87	0.87	0.78	0.88	0.69	0.78	0.84	0.78
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.06	0.08	0.09	0.06	0.07	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 101

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If a company failed to respond to a complaint I had made about an online purchase**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely	1692 85%	821 85%	872 85%	180 84%	267 78%	265 84%	311 86%e	267 90%ef	402 88%e	461 86%	466 84%	345 85%	421 86%	152 85%	73 89%	201 87%	146 87%	158 88%	130 87%	83 83%	157 81%	203 81%	241 86%	148 83%	260 81%	698 85%
Very likely	(4) 999 50%	494 51%	506 50%	74 34%	137 40%	154 49% <sup>d</sup>	189 52% <sup>de</sup>	172 58% <sup>def</sup>	274 60% <sup>def</sup>	284 53% <sup>l</sup>	272 49%	182 45%	261 53% <sup>l</sup>	96 54%	42 51%	125 54%	81 48%	104 57%	69 46%	53 53%	92 48%	118 47%	131 47%	90 51%	157 49%	392 48%
Fairly likely	(3) 693 35%	327 34%	366 36%	106 49% <sup>efg</sup> hi	130 38% <sup>ei</sup>	111 35% <sup>i</sup>	123 34%	95 32%	128 28%	177 33%	193 35%	163 40%	159 33%	57 32%	31 38%	76 33%	65 39%	55 30%	61 41%	30 30%	65 34%	85 34%	110 39%	58 33%	103 32%	306 37%
Fairly unlikely	(2) 147 7%	70 7%	76 7%	19 9% <sup>h</sup>	43 13% <sup>hi</sup>	27 9% <sup>hi</sup>	28 8% <sup>h</sup>	10 3%	20 4%	39 7%	46 8%	27 7%	35 7%	15 8%	4 5%	12 5%	13 8%	13 7%	10 7%	5 5%	16 8%	26 10%	20 7%	14 8%	32 10%	67 8%
Very unlikely	(1) 21 1%	12 1%	9 1%	3 1%	4 1%	3 1%	5 1%	3 1%	3 1%	9 2%	7 1%	2 *	3 1%	2 1%	* 1%	2 1%	1 1%	2 1%	3 2%	3 3%	2 1%	2 1%	3 1%	2 1%	1 *	12 1%
NET: Unlikely	168 8%	82 8%	86 8%	22 10% <sup>hi</sup>	48 14% <sup>hi</sup>	30 10% <sup>hi</sup>	33 9% <sup>hi</sup>	12 4%	23 5%	49 9%	52 9%	29 7%	38 8%	17 9%	4 5%	13 6%	14 8%	14 8%	13 8%	8 8%	18 9%	28 11%	23 8%	16 9%	34 10%	79 10%
Not applicable to me	20 1%	11 1%	9 1%	- 1	1 *	3 1%	3 1%	1 *	12 3% <sup>deh</sup>	6 1%	6 1%	1 *	8 2%	1 1%	- 1%	4 2%	2 1%	- 1%	2 1%	1 1%	4 2% <sup>v</sup>	- 1%	4 2%	3 1%	3 1%	6 1%
Don't know	109 5%	54 6%	55 5%	14 6%	28 8% <sup>g</sup>	17 5%	13 4%	16 5%	21 5%	23 4%	30 5%	33 8% <sup>j</sup>	22 5%	9 5%	5 6%	14 6%	6 3%	8 4%	5 3%	8 8%	14 7%	19 7%	12 4%	11 6%	26 8%	38 5%
Mean	3.44	3.44	3.43	3.24	3.27	3.41 <sup>de</sup>	3.44 <sup>de</sup>	3.56 <sup>de</sup> fg	3.58 <sup>de</sup> fg	3.44	3.41	3.41	3.48	3.46	3.48	3.51	3.41	3.51	3.38	3.46	3.41	3.38	3.40	3.44	3.42	3.39
Standard deviation	0.69	0.69	0.68	0.68	0.75	0.70	0.70	0.61	0.62	0.72	0.70	0.64	0.67	0.70	0.62	0.64	0.67	0.68	0.70	0.75	0.70	0.72	0.68	0.71	0.70	0.71
Standard error	0.02	0.02	0.02	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.06	0.07	0.04	0.05	0.05	0.06	0.07	0.05	0.06	0.04	0.05	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 102

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I felt threatened by content I found online**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-	North	North	York-	West	East	Wales	East-	London	South	South	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1551 78%	725 75%	827 81%a	156 72%	237 69%	259 82%de	287 80%e	235 79%e	378 83%de	411 76%	460 83%jlm	301 74%	379 77%	141 79%	71 87%pxv	175 75%	138 82%v	139 77%	122 81%	80 80%	147 76%	179 72%	228 81%v	133 75%	241 75%	640 78%
Very likely	(4)	933 47%	403 42%	531 52%a	68 31%	123 36%	148 47%de	168 47%de	158 53%de	269 59%defg	251 47%	263 47%	169 41%	251 51%l	82 46%	40 49%	109 47%	80 48%	95 52%	68 45%	52 52%	84 44%	104 42%	138 49%	82 46%	142 44%	364 44%
Fairly likely	(3)	618 31%	322 33%	296 29%	88 41%hi	114 33%hi	111 35%hi	119 33%hi	77 26%	109 24%	160 30%	197 36%jm	132 32%	128 26%	59 33%	31 38%r	66 28%	58 35%	44 24%	54 36%r	28 28%	63 32%	75 30%	90 32%	51 29%	99 31%	275 34%
Fairly unlikely	(2)	199 10%	117 12%b	82 8%	36 17%fghi	50 15%fhi	26 8%	36 10%i	26 9%	25 6%	59 11%	43 8%	55 14%k	42 9%	18 10%o	2 2%	27 12%o	13 8%	22 12%o	14 10%	9 9%	15 8%	39 16%oquw	18 7%	21 12%o	33 10%	100 12%
Very unlikely	(1)	47 2%	28 3%	19 2%	8 4%	11 3%	6 2%	9 2%	8 3%	6 1%	17 3%	11 2%	6 2%	12 2%	5 3%	4 5%	5 2%	3 2%	2 1%	3 2%	2 1%	11 4%	4 1%	4 2%	10 3%	21 3%	
NET: Unlikely		246 12%	146 15%b	101 10%	44 20%fghi	61 18%fhi	32 10%	44 12%i	33 11%i	32 7%	76 14%k	54 10%	62 15%k	54 11%	23 13%	6 7%	32 14%w	16 10%	25 14%	17 12%	12 12%	17 9%	50 20%oquw	22 8%	25 14%w	43 13%	121 15%
Not applicable to me		44 2%	26 3%	18 2%	2 1%	10 3%	4 1%	6 2%	4 1%	17 4%	13 3%	6 1%	10 3%	14 3%	1 1%	1 1%	9 4%	1 1%	4 2%	4 2%	2 2%	5 3%	6 3%	7 3%	3 2%	13 4%B	8 1%
Don't know		148 7%	72 7%	76 7%	14 7%	36 10%	19 6%	23 6%	24 8%	31 7%	37 7%	33 6%	35 9%	42 9%	13 7%	4 5%	16 7%	12 7%	13 7%	7 5%	6 6%	24 12%sv	14 6%	22 8%	16 9%	26 8%	53 6%
Mean		3.36	3.26	3.44a	3.08	3.17	3.38de	3.35de	3.44de	3.56de fgh	3.32	3.38	3.28	3.43i	3.33	3.39	3.35	3.40v	3.41v	3.34	3.40	3.40v	3.18	3.45v	3.33	3.31	3.29
Standard deviation		0.78	0.81	0.74	0.82	0.83	0.73	0.77	0.78	0.68	0.82	0.73	0.78	0.78	0.80	0.78	0.79	0.73	0.78	0.75	0.80	0.71	0.89	0.70	0.81	0.81	0.80
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.05	0.06	0.06	0.08	0.05	0.07	0.04	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 103

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I had problems with my internet connection**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1576 79%	771 80%	805 79%	153 71%	240 70%	254 81%de	280 78%e	248 84%de	401 87%defg	436 81%	433 78%	318 78%	389 79%	140 78%	67 81%	190 82%	137 82%	146 81%	123 82%	78 79%	145 75%	188 75%	225 80%	138 77%	228 71%	657 80%A
Very likely	(4)	904 45%	442 46%	462 45%	53 25%	106 31%	142 45%de	158 44%de	164 55%defg	282 61%defg	252 47%	239 43%	184 45%	229 47%	81 45%	35 43%	117 51%vw	81 48%	85 47%	72 48%	51 51%	87 45%	97 39%	112 40%	86 49%	107 33%	374 46%A
Fairly likely	(3)	672 34%	328 34%	343 34%	100 46%fghi	134 39%hi	112 36%i	122 34%i	84 29%	119 26%	183 34%	194 35%	134 33%	160 33%	59 33%	32 39%	73 32%	56 33%	61 34%	51 34%	27 27%	58 30%	91 36%	113 40%tux	51 29%	121 37%	283 34%
Fairly unlikely	(2)	222 11%	112 12%	110 11%	38 17%hi	53 15%hi	39 12%i	44 12%i	25 9%	23 5%	49 9%	74 13%j	44 11%	55 11%	28 16%	8 9%	26 11%	17 10%	17 9%	15 10%	11 11%	20 11%	27 11%	29 10%	24 14%	50 15%	90 11%
Very unlikely	(1)	80 4%	43 4%	37 4%	14 7%fhi	29 8%fghi	6 2%	14 4%	7 2%	10 2%	28 5%	18 3%	17 4%	16 3%	3 2%	3 4%	5 2%	8 5%	4 2%	3 2%	3 3%	11 6%	25 10%np	10 4%	3 2%	20 6%	38 5%
NET: Unlikely		302 15%	154 16%	148 14%	52 24%fghi	82 24%fghi	45 14%i	57 16%i	33 11%	34 7%	77 14%	92 17%	62 15%	71 14%	31 18%	11 13%	31 13%	25 15%	21 12%	19 12%	14 14%	31 16%	52 21%r	39 14%	27 15%	69 22%B	128 16%
Not applicable to me		13 1%	5 1%	8 1%	-	-	1 *	3 1%	2 1%	7 1%	3 *	4 1%	1 *	5 1%	-	2 3%nv	4 2%	1 *	2 1%	-	1 1%	2 1%	-	1 *	1 1%	5 2%B	1 *
Don't know		98 5%	37 4%	61 6%	11 5%	23 7%	15 5%	19 5%	13 4%	17 4%	23 4%	24 4%	27 7%	25 5%	7 4%	2 2%	7 3%	5 3%	12 7%	9 6%	7 7%	15 8%pq	10 4%	14 5%	12 7%	20 6%	35 4%
Mean		3.28	3.27	3.29	2.94	2.99	3.30de	3.26de	3.44de	3.55de	3.29	3.24	3.27	3.31	3.27	3.27	3.37v	3.29	3.35v	3.35v	3.38v	3.25	3.08	3.23	3.34v	3.06	3.27A
Standard deviation		0.83	0.85	0.82	0.85	0.92	0.77	0.83	0.77	0.71	0.85	0.82	0.84	0.82	0.80	0.81	0.77	0.85	0.77	0.77	0.82	0.89	0.97	0.80	0.80	0.89	0.85

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 103

**Q.B17** Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?

If I had problems with my internet connection

Base: All respondents who use the internet

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.02	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.06	0.09	0.05	0.06	0.06	0.07	0.08	0.06	0.07	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 104

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If an app or online service which I had paid for did not work as I expected it to**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		1588 80%	751 78%	837 82%a	162 75%	284 82%	251 80%	285 79%	238 80%	368 80%	432 80%	439 79%	334 82%	382 78%	140 79%	60 73%	186 80%	141 84%otu	140 78%	128 85%otu	74 74%	145 75%	209 84%	224 80%	140 79%	250 77%	670 82%
Very likely	(4)	912 46%	436 45%	476 47%	72 33%	132 38%	153 48%de	151 42%	155 52%deg	249 54%deg	249 46%	253 46%	172 42%	238 49%	81 45%	35 42%	114 49%	79 47%	87 48%	75 50%	48 48%	85 44%	108 43%	117 42%	83 47%	135 42%	371 45%
Fairly likely	(3)	675 34%	315 33%	360 35%	90 42%fhi	151 44%fhi	98 31%	134 37%hi	82 28%	120 26%	183 34%	186 34%	162 40%im	144 29%	60 33%	26 31%	72 31%	62 37%	53 29%	52 35%	26 26%	61 32%	101 40%t	107 38%t	56 32%	115 36%	299 36%
Fairly unlikely	(2)	170 9%	105 11%b	65 6%	26 12%hi	38 11%i	34 11%i	36 10%i	18 6%	19 4%	46 9%	48 9%	33 8%	42 9%	21 12%su	14 17%pqrsuv	16 7%	13 8%	13 7%	5 3%	12 12%su	14 7%	19 7%	26 9%su	17 9%su	40 13%	79 10%
Very unlikely	(1)	26 1%	14 1%	12 1%	6 3%i	2 1%	6 2%	7 2%i	3 1%	2 *	9 2%	11 2%im	4 1%	2 *	1 1%	1 1%	4 2%	* *	3 2%	2 1%	3 3%u	- -	7 3%	3 1%	2 1%	6 2%	14 2%
NET: Unlikely		196 10%	119 12%b	77 8%	32 15%hi	40 12%i	40 13%hi	43 12%hi	21 7%	21 5%	55 10%	60 11%	37 9%	44 9%	23 13%su	15 18%pqrsu	20 9%	14 8%	16 9%	7 5%	14 15%su	14 7%	26 10%	29 10%	19 10%	46 14%	93 11%
Not applicable to me		97 5%	44 5%	53 5%	2 1%	2 1%	4 1%	14 4%e	20 7%defh	55 12%defgh	29 5%	24 4%	12 3%	33 7%l	6 4%	4 4%	11 5%	7 4%	16 9%v	6 4%	6 6%	15 8%v	4 2%	15 5%	8 4%	10 3%	17 2%
Don't know		108 5%	53 5%	55 5%	19 9%i	18 5%	21 7%i	17 5%	18 6%	14 3%	22 4%	31 6%	25 6%	30 6%	9 5%	3 4%	15 6%	5 3%	8 5%	9 6%	5 5%	19 10%qw	12 5%	11 4%	12 6%	16 5%	41 5%
Mean		3.39	3.35	3.42a	3.17	3.28	3.37d	3.31	3.51de	3.58de	3.38	3.36	3.35	3.45	3.35	3.25	3.43	3.42	3.44	3.50o	3.35	3.45	3.32	3.34	3.40	3.28	3.34
Standard deviation		0.72	0.75	0.68	0.78	0.69	0.76	0.75	0.68	0.61	0.73	0.75	0.69	0.69	0.73	0.80	0.72	0.66	0.73	0.64	0.83	0.65	0.75	0.71	0.72	0.77	0.74
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.09	0.05	0.05	0.06	0.06	0.08	0.05	0.06	0.04	0.05	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 105

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I saw something which I felt was illegal or immoral**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Likely	1574 79%	721 74%	853 84%a	164 76%	276 80%	255 81%	290 81%	230 78%	359 78%	423 79%	437 79%	331 81%	382 78%	138 77%	67 82%	189 81%	137 82%	140 77%	109 73%	80 80%	145 75%	201 80%	230 83% <sub>s</sub>	139 78%	256 79%	657 80%	
Very likely	(4) 47%	925 41%	401 51%a	524 36%	79 39%	134 47% <sub>d</sub>	148 51% <sub>d</sub>	183 50% <sub>d</sub>	147 50% <sub>d</sub>	234 45%	243 49%	270 44%	179 48%	234 43%	76 49%	40 50%	115 50%	76 45%	84 46%	70 47%	56 56% <sub>nw</sub>	91 47%	122 49%	116 42%	79 44%	162 50%	350 43%
Fairly likely	(3) 33%	649 33%	320 32%	329 32%	85 40% <sub>ghi</sub>	141 41% <sub>ghi</sub>	107 34%	107 30%	83 28%	125 27%	181 34%	167 30%	153 38%	148 30%	62 35%	27 33%	73 32%	61 36% <sub>t</sub>	56 31%	39 26%	23 23%	54 28%	79 31%	114 41% <sub>pst</sub> u	60 34%	93 29%	307 37% <sub>A</sub>
Fairly unlikely	(2) 9%	174 9%	114 12% <sub>b</sub>	60 6%	30 14% <sub>ehi</sub>	25 7%	29 9%	32 9%	22 7%	37 8%	58 11%	52 9%	28 7%	36 7%	23 13%	4 5%	17 7%	18 11%	14 8%	18 12%	11 11%	12 6%	25 10%	19 7%	13 7%	32 10%	74 9%
Very unlikely	(1) 2%	37 2%	28 3% <sub>b</sub>	8 1%	6 3% <sub>f</sub>	8 2%	1 *	7 2%	8 3% <sub>f</sub>	7 1%	10 2%	10 2%	7 2%	9 2%	- 2%	1 2%	2 1%	2 1%	4 2%	4 3% <sub>w</sub>	4 4% <sub>nnpw</sub>	7 3% <sub>nw</sub>	10 4% <sub>nw</sub>	1 *	1 1%	6 2%	18 2%
NET: Unlikely	211 11%	143 15% <sub>b</sub>	68 7%	36 17% <sub>efhi</sub>	33 9%	30 9%	39 11%	30 10%	43 9%	68 13%	62 11%	36 9%	45 9%	23 13%	6 7%	19 8%	20 12%	17 10%	22 15% <sub>w</sub>	15 15% <sub>w</sub>	19 10%	35 14% <sub>w</sub>	20 7%	14 8%	38 12%	92 11%	
Not applicable to me	23 1%	11 1%	12 1%	- -	- -	3 1%	7 2% <sub>e</sub>	1 *	12 3% <sub>deh</sub>	4 1%	5 1%	5 1%	9 2%	1 1%	- -	3 1%	1 *	3 2%	4 2% <sub>v</sub>	1 1%	6 3% <sub>vw</sub>	- -	1 *	5 3% <sub>vw</sub>	3 1%	7 1%	
Don't know	181 9%	93 10%	88 9%	15 7%	36 10%	26 8%	23 7%	36 12% <sub>g</sub>	44 10%	42 8%	50 9%	35 9%	53 11%	16 9%	9 11%	21 9%	10 6%	21 12%	15 10%	4 4%	23 12% <sub>t</sub>	14 6%	28 10%	20 11%	27 8%	65 8%	
Mean	3.38	3.27	3.49a	3.18	3.31	3.41d	3.42d	3.42d	3.46de	3.34	3.40	3.37	3.42	3.33	3.45	3.45	3.34	3.40	3.34	3.39	3.40	3.33	3.38	3.41	3.41	3.32	
Standard deviation	0.74	0.81	0.66	0.80	0.72	0.68	0.75	0.77	0.73	0.76	0.76	0.71	0.73	0.71	0.70	0.69	0.73	0.75	0.83	0.87	0.80	0.83	0.64	0.68	0.76	0.75	
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.05	0.06	0.07	0.08	0.06	0.06	0.04	0.05	0.05	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 106

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If my employer required me to give them access to my social media profile in order to keep my job**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		996 50%	475 49%	521 51%	151 70%ghi	232 67%ghi	198 63%hi	199 55%hi	122 41%i	94 21%	277 52% <sup>m</sup>	295 53% <sup>m</sup>	210 52%	214 44%	96 54%	44 54%	109 47%	84 50%	86 48%	71 47%	48 48%	92 48%	151 60% <sup>prsuwx</sup>	137 49%	79 44%	216 67%	528 64%
Very likely	(4)	688 35%	332 34%	357 35%	91 42%hi	140 41%hi	144 46%hi	140 39%i	93 31%i	80 17%	185 34%	212 38% <sup>m</sup>	139 34%	153 31%	68 38% <sup>w</sup>	31 38%	80 35%	56 34%	61 34%	51 34%	40 40% <sup>w</sup>	67 35%	103 41% <sup>wx</sup>	78 28%	53 30%	152 47%	361 44%
Fairly likely	(3)	308 15%	143 15%	164 16%	60 28% <sup>fghi</sup>	92 27% <sup>fghi</sup>	54 17%hi	59 16%hi	29 10%i	14 3%	93 17% <sup>m</sup>	83 15%	71 18%	61 12%	27 15%	13 16%	29 13%	27 16%	25 14%	20 13%	8 8%	25 13%	47 19% <sup>t</sup>	59 21% <sup>ptu</sup>	27 15%	64 20%	167 20%
Fairly unlikely	(2)	128 6%	56 6%	72 7%	29 13%ghi	33 10%hi	23 7%i	21 6%i	13 4%	9 2%	37 7% <sup>m</sup>	44 8% <sup>m</sup>	29 7%	18 4%	10 6%	5 6%	15 6%	15 9% <sup>r</sup>	5 3%	15 10% <sup>r</sup>	5 5%	11 6%	19 7%	19 7%	10 6%	24 8%	74 9%
Very unlikely	(1)	87 4%	45 5%	42 4%	6 3%	19 5%i	22 7%i	23 6%i	11 4%i	6 1%	23 4%	21 4%	30 7% <sup>km</sup>	13 3%	7 4%	3 4%	9 4%	6 3%	6 3%	7 7%	6 3%	19 8%	11 4%	6 3%	25 8%	49 6%	
NET: Unlikely		215 11%	101 10%	114 11%	34 16%hi	52 15%hi	45 14%hi	44 12%i	24 8%i	15 3%	60 11% <sup>m</sup>	64 12% <sup>m</sup>	60 15% <sup>m</sup>	31 6%	17 9%	8 9%	24 10%	21 12%	11 6%	21 14% <sup>r</sup>	13 13%	16 8%	38 15% <sup>r</sup>	30 11%	16 9%	50 15%	123 15%
Not applicable to me		660 33%	347 36% <sup>b</sup>	313 31%	10 4%	31 9%	43 14% <sup>d</sup>	26% <sup>defg</sup>	136 46% <sup>defgh</sup>	347 76% <sup>defgh</sup>	173 32%	163 29%	113 28%	211 43% <sup>ijkl</sup>	59 33% <sup>v</sup>	26 32% <sup>v</sup>	81 35% <sup>v</sup>	56 33% <sup>v</sup>	73 40% <sup>v</sup>	51 34% <sup>v</sup>	29 29%	68 35% <sup>v</sup>	48 19%	93 33% <sup>v</sup>	76 43% <sup>tv</sup>	34 11%	101 12%
Don't know		118 6%	45 5%	74 7% <sup>a</sup>	21 10%i	29 9%i	29 9%hi	22 6%i	14 5%i	2 *	28 5%	31 6%	25 6%	34 7%	7 4%	4 5%	17 7%	7 4%	11 6%	7 5%	10 10% <sup>nx</sup>	17 9%	13 5%	19 7%	7 4%	23 7%	70 8%
Mean		3.32	3.32	3.32	3.27	3.25	3.32	3.30	3.40	3.54 <sup>de</sup>	3.30	3.35	3.18	3.44 <sup>i</sup>	3.40	3.40	3.35	3.28	3.45	3.26	3.33	3.42	3.24	3.22	3.33	3.29	3.29
Standard deviation		0.93	0.94	0.92	0.84	0.91	0.98	0.98	0.93	0.87	0.92	0.91	1.02	0.85	0.89	0.88	0.94	0.91	0.86	0.97	1.07	0.87	1.00	0.90	0.90	0.98	0.94
Standard error		0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.07	0.08	0.05	0.05	0.07	0.05	0.09	0.12	0.08	0.08	0.09	0.10	0.13	0.08	0.09	0.07	0.09	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 107

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		820 41%	393 41%	426 42%	112 52%hi	198 57%ghi	170 54%hi	168 47%hi	91 31%hi	80 17%	235 44%km	235 42%km	185 45%km	165 34%	71 40%	33 41%	92 40%	70 42%	76 42%	58 39%	42 42%	67 35%	132 53%np uw	109 39%	69 39%	167 52%	461 56%
Very likely	(4)	409 21%	191 20%	218 21%	47 22%hi	92 27%hi	74 24%hi	90 25%hi	52 18%hi	53 12%	107 20%	107 19%	102 25%	93 19%	36 20%	21 25%	50 22%	34 20%	40 22%	32 22%	15 15%	34 18%	59 24%	54 19%	35 20%	84 26%	227 28%
Fairly likely	(3)	411 21%	202 21%	208 20%	65 30%hi	106 31%ghi	96 31%ghi	78 22%hi	39 13%hi	27 6%	127 24%km	128 23%km	83 20%	72 15%	35 20%	13 15%	42 18%	36 22%	37 20%	26 17%	27 27%	33 17%	73 29%ops uw	55 20%	34 19%	83 26%	234 29%
Fairly unlikely	(2)	204 10%	95 10%	109 11%	48 22%fgh i	52 15%hi	42 13%hi	36 10%hi	15 5%hi	10 2%	53 10%	72 13%km	42 10%	36 7%	18 10%	6 8%	28 12%	19 12%	12 7%	16 11%	10 10%	16 8%	36 14%r	28 10%	13 7%	46 14%	115 14%
Very unlikely	(1)	58 3%	38 4%b	19 2%	12 6%hi	9 3%hi	14 5%hi	11 3%hi	11 4%hi	1 *	23 4%km	9 2%	16 4%	9 2%	10 5%p	1 1%	2 1%	3 2%	8 4%p	5 3%	4 4%p	4 2%	5 2%	13 5%p	3 2%	17 5%	34 4%
NET: Unlikely		261 13%	133 14%	128 13%	59 28%efg hi	61 18%hi	57 18%hi	47 13%hi	26 9%hi	11 2%	76 14%km	82 15%km	58 14%	45 9%	28 16%	7 9%	30 13%	22 13%	20 11%	22 14%	14 14%	20 10%	41 17%	41 15%	16 9%	63 19%	149 18%
Not applicable to me		717 36%	357 37%	360 35%	20 9%	34 10%	53 17%de	107 30%def	148 50%def g	354 77%def gh	179 33%	186 34%	122 30%	230 47%jkl	60 34%	30 37%	85 37%v	62 37%v	77 42%v	51 34%	32 32%	76 40%v	62 25%	104 37%v	78 44%v	58 18%	115 14%
Don't know		191 10%	84 9%	107 10%	24 11%hi	51 15%hi	36 11%hi	37 10%hi	30 10%hi	13 3%	48 9%	51 9%	43 11%	49 10%	19 11%	11 14%rv	24 10%	14 8%	8 5%	18 12%r	12 12%r	29 15%rv	15 6%	26 9%	15 8%	35 11%	97 12%
Mean		3.08	3.04	3.13	2.86	3.09d	3.01	3.15d	3.13d	3.45de fgh	3.03	3.05	3.12	3.18	2.98	3.31t	3.14	3.09	3.13	3.07	2.95	3.11	3.07	3.00	3.20	3.02	3.07
Standard deviation		0.88	0.91	0.84	0.90	0.83	0.88	0.88	0.97	0.73	0.90	0.83	0.92	0.87	0.98	0.82	0.83	0.84	0.92	0.93	0.87	0.86	0.82	0.95	0.82	0.93	0.88

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 107

**Q.B17** Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?

If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile

Base: All respondents who use the internet

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.09	0.07	0.05	0.05	0.07	0.06	0.11	0.12	0.07	0.09	0.10	0.11	0.11	0.09	0.08	0.08	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 108

**Q.B17 Below are some scenarios which people might encounter when they are using the internet. How likely or unlikely would you be to report this problem to someone else if it happened to you?**

**If my employer asked me to wear a tracking device to ensure that I was working when and where I should be**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Likely		973 49%	454 47%	518 51%	165 76%efg hi	229 66%ghi	194 62%ghi	166 46%hi	122 41%hi	97 21%	283 53%mi	286 52%mi	199 49%	205 42%	92 51%	39 48%	110 48%	84 50%	82 45%	63 42%	48 48%	89 46%	150 60%pr ux	138 50%	78 44%	201 62%	525 64%
Very likely	(4)	696 35%	307 32%	388 38%a	126 58%efg hi	152 44%ghi	130 41%gi	113 31%hi	101 34%hi	73 16%	203 38%mi	205 37%mi	141 35%	146 30%	68 38%	33 40%	77 33%	57 34%	61 34%	50 33%	37 37%	64 33%	110 44%pu wx	87 31%	51 29%	128 40%	381 46%
Fairly likely	(3)	277 14%	147 15%	130 13%	39 18%hi	77 22%ghi	64 20%hi	53 15%hi	21 7%	24 5%	79 15%	81 15%	58 14%	59 12%	24 13%	6 7%	33 14%	27 16%	20 11%	13 8%	11 11%	25 13%	40 16%	52 18%os	27 15%	73 23%	144 18%
Fairly unlikely	(2)	161 8%	83 9%	77 8%	19 9%hi	38 11%hi	40 13%hi	30 8%hi	22 8%hi	11 2%	35 6%	42 8%	44 11%j	40 8%	13 7%	9 11%	14 6%	24 14%pv	14 7%	12 8%	7 7%	15 8%	16 7%	23 8%	13 7%	35 11%	91 11%
Very unlikely	(1)	119 6%	65 7%	54 5%	6 3%	25 7%hi	22 7%hi	42 12%dhi	10 3%	15 3%	30 6%	33 6%	37 9%mi	20 4%	14 8%	8 9%wx	15 7%	7 4%	7 4%	10 7%	6 6%	11 6%	26 10%qwx	10 3%	6 3%	35 11%	62 8%
NET: Unlikely		279 14%	148 15%	131 13%	25 12%hi	63 18%hi	62 20%dhi	72 20%dhi	32 11%hi	26 6%	64 12%	74 13%	80 20%jkm	60 12%	26 15%	17 21%wx	29 13%	30 18%	21 12%	22 15%	13 13%	27 14%	42 17%	33 12%	19 11%	70 22%	152 19%
Not applicable to me		618 31%	311 32%	306 30%	11 5%	27 8%	31 10%	92 25%defg	125 42%defgh	333 73%defgh	163 30%	160 29%	101 25%	195 40%jkl	54 30%v	24 29%	75 33%v	48 29%	65 36%v	53 35%v	30 30%v	61 31%v	47 19%	94 34%v	67 38%v	29 9%	83 10%
Don't know		119 6%	54 6%	65 6%	15 7%hi	26 8%hi	28 9%hi	30 8%hi	17 6%hi	3 1%	28 5%	34 6%	27 7%	30 6%	6 3%	2 3%	16 7%	5 3%	13 7%	12 8%	9 9%q	17 9%q	10 4%	14 5%	14 8%	22 7%	61 7%
Mean		3.24	3.16	3.31a	3.50efg hi	3.22g	3.18	3.00	3.39g	3.27g	3.31i	3.27	3.09	3.25	3.24	3.15	3.23	3.18	3.32	3.21	3.30	3.23	3.22	3.26	3.27	3.08	3.25
Standard deviation		1.00	1.03	0.98	0.80	0.97	0.99	1.15	0.95	1.05	0.97	0.99	1.09	0.97	1.05	1.15	1.02	0.96	0.96	1.08	1.01	1.01	1.08	0.90	0.92	1.06	1.00
Standard error		0.03	0.05	0.04	0.06	0.07	0.06	0.07	0.07	0.09	0.05	0.05	0.08	0.06	0.11	0.15	0.08	0.09	0.10	0.12	0.12	0.09	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 109

**Q.B18 Who would you report this to?****Summary****Base: All respondents who would be likely to report each**

	Scenario											
	If I saw a potential scam online	If I fell victim to a scam online	If data about me was used or shared without my consent	If I shared content (such as photos) online which was then used or shared without my consent	If a company failed to respond to a complaint I had made about an online purchase	If I felt threatened by content I found online	If I had problems with my internet connection	If an app or online service which I had paid for did not work as I expected it to	If I saw something which I felt was illegal or immoral	If my employer required me to give them access to my social media profile in order to keep my job	If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile	If my employer asked me to wear a tracking device to ensure that I was working when and where I should be
Unweighted base	1617	1813	1685	1348	1711	1585	1604	1596	1594	950	767	931
Weighted base	1594	1786	1668	1360	1692	1551	1576	1588	1574	996	820	973
A friend or family member	193 12%	202 11%	153 9%	159 12%	126 7%	183 12%	76 5%	96 6%	142 9%	150 15%	114 14%	137 14%
A government body	126 8%	167 9%	180 11%	71 5%	102 6%	109 7%	19 1%	45 3%	146 9%	146 15%	48 6%	160 16%
The police	790 50%	1248 70%	494 30%	337 25%	73 4%	1044 67%	14 1%	36 2%	1116 71%	120 12%	72 9%	138 14%
My bank	114 7%	474 27%	66 4%	15 1%	100 6%	17 1%	13 1%	30 2%	18 1%	8 1%	6 1%	10 1%
A regulator	297 19%	326 18%	503 30%	282 21%	547 32%	233 15%	66 4%	171 11%	243 15%	183 18%	81 10%	144 15%
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	233 15%	266 15%	241 14%	135 10%	574 34%	79 5%	41 3%	186 12%	106 7%	132 13%	60 7%	148 15%
My internet service provider	344 22%	308 17%	349 21%	266 20%	75 4%	272 18%	1308 83%	202 13%	253 16%	31 3%	38 5%	14 1%
The company running the website concerned	483 30%	475 27%	757 45%	698 51%	871 51%	472 30%	201 13%	1211 76%	417 26%	67 7%	105 13%	36 4%
Social services	19 1%	18 1%	14 1%	25 2%	17 1%	29 2%	5 *	13 1%	86 5%	15 1%	17 2%	20 2%
My employer	18 1%	25 1%	51 3%	18 1%	14 1%	33 2%	16 1%	17 1%	39 2%	286 29%	350 43%	285 29%

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 109  
**Q.B18 Who would you report this to?**  
**Summary**  
**Base: All respondents who would be likely to report each**

	Scenario											
	If I saw a potential scam online	If I fell victim to a scam online	If data about me was used or shared without my consent	If I shared content (such as photos) online which was then used or shared without my consent	If a company failed to respond to a complaint I had made about an online purchase	If I felt threatened by content I found online	If I had problems with my internet connection	If an app or online service which I had paid for did not work as I expected it to	If I saw something which I felt was illegal or immoral	If my employer required me to give them access to my social media profile in order to keep my job	If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile	If my employer asked me to wear a tracking device to ensure that I was working when and where I should be
Weighted base	1594	1786	1668	1360	1692	1551	1576	1588	1574	996	820	973
A trade union	27 2%	21 1%	28 2%	22 2%	46 3%	13 1%	8 1%	18 1%	32 2%	452 45%	222 27%	443 46%
Other	50 3%	35 2%	56 3%	68 5%	58 3%	34 2%	34 2%	70 4%	29 2%	33 3%	37 4%	37 4%

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 110

**Q.B18 Who would you report this to?****If I saw a potential scam online****Base: All respondents who would be likely to report each**

	Gender		Age							Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	1617	670	947	128	197	257	305	282	448	525	453	251	388	126	75	205	168	147	120	99	160	144	218	155	230	598			
Weighted base	1594	764	829	145	258	260	294	244	394	417	453	330	394	138	66*	189	148	151	122	80*	141	198	224	138	250	662			
The police	790 50%	397 52%	394 47%	60 42%	112 43%	119 46%	160 54%de	136 56%def	204 52%	200 48%	218 48%	182 55%	190 48%	70 51%w	33 51%	94 50%w	85 58%uw	87 58%uw	68 56%w	47 59%uw	61 43%	92 47%	84 37%	68 49%w	141 56%	331 50%			
The company running the website concerned	483 30%	216 28%	267 32%	39 27%	73 28%	93 36%	92 31%	71 29%	115 29%	131 32%	136 30%	93 28%	123 31%	42 31%	29 43%qrs uv	64 34%	40 27%	39 26%	33 27%	31 38%	39 28%	55 28%	67 30%	46 33%	64 26%	209 32%			
My internet service provider	344 22%	185 24%b	159 19%	19 13%	45 17%	34 13%	77 26%def	60 25%df	111 28%def	90 22%	103 23%	63 19%	88 22%	33 24%v	17 26%v	40 21%	40 27%v	28 19%	26 22%	13 17%	43 30%rtv x	26 13%	54 24%v	24 17%	43 17%	125 19%			
A regulator	297 19%	143 19%	155 19%	21 14%	56 22%	50 19%	50 17%	41 17%	79 20%	102 24%lm	90 20%l	33 10%	72 18%l	23 17%	12 18%	38 20% <sub>s</sub>	26 18%	40 26% <sub>s</sub>	12 10%	12 15%	24 17%	36 18%	49 22% <sub>s</sub>	25 18%	52 21%	102 15%			
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	233 15%	104 14%	129 15%	21 15%	40 15%	43 16%	46 16%	37 15%	46 12%	59 14%	73 16%	37 11%	64 16%	12 9%	9 14%	26 14%	19 13%	25 16%	19 15%	8 10%	18 13%	33 17%	38 17%	24 18%	48 19%B	81 12%			
A friend or family member	193 12%	82 11%	111 13%	29 20%ghi	35 14%	32 12%	34 12%	20 8%	44 11%	47 11%	58 13%	34 10%	54 14%	20 14%	11 17% <sub>x</sub>	20 10%	13 9%	21 14%	12 10%	8 10%	22 15% <sub>x</sub>	21 10%	37 17% <sub>qx</sub>	9 7%	31 12%	71 11%			
A government body	126 8%	76 10% <sub>b</sub>	50 6%	17 12% <sub>g</sub>	23 9%	22 8%	16 5%	17 7%	31 8%	45 11% <sub>lm</sub>	44 10% <sub>m</sub>	17 5%	21 5%	11 8%	4 7%	18 10% <sub>x</sub>	11 8%	10 7%	8 7%	6 8%	10 7%	26 13% <sub>x</sub>	16 7%	5 4%	22 9%	52 8%			
My bank	114 7%	66 9%	48 6%	12 8%	14 5%	11 4%	15 5%	20 8%	42 11% <sub>efg</sub>	30 7%	35 8%	23 7%	26 6%	8 6%	2 4%	14 8%	12 8%	12 8%	13 10% <sub>x</sub>	6 7%	11 8%	10 5%	21 10% <sub>x</sub>	5 3%	13 5%	41 6%			
A trade union	27 2%	9 1%	18 2%	4 3% <sub>h</sub>	12 5% <sub>hi</sub>	5 2%	4 1%	-	3 1%	9 2%	4 1%	11 3% <sub>km</sub>	2 1%	1 1%	-	2 1%	1 1%	-	2 2%	* 1%	1 1%	13 7% <sub>npqr</sub> uw <sub>x</sub>	3 1%	1 1%	8 3%	14 2%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 110

**Q.B18 Who would you report this to?****If I saw a potential scam online****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1594	764	829	145	258	260	294	244	394	417	453	330	394	138	66*	189	148	151	122	80*	141	198	224	138	250	662
Social services	19 1%	16 2% <sup>b</sup>	3 *	3 2% <sup>hi</sup>	7 3% <sup>hi</sup>	4 1%	5 2% <sup>i</sup>	-	* *	9 2% <sup>m</sup>	3 1%	5 2%	1 *	5 4% <sup>qwx</sup>	-	1 1%	-	1 *	-	-	1 1%	10 5% <sup>pqrs wx</sup>	1 *	-	5 2%	11 2%
My employer	18 1%	9 1%	9 1%	- -	6 2%	1 *	8 3% <sup>i</sup>	2 1%	2 1%	6 2%	7 2%	3 1%	2 *	- -	-	3 1%	1 *	4 3%	5 4% <sup>nqwx</sup>	1 1%	2 1%	2 1%	1 1%	- -	3 1%	11 2%
Other	50 3%	28 4%	22 3%	3 2%	10 4%	9 3%	9 3%	8 3%	11 3%	12 3%	8 2%	11 3%	19 5% <sup>k</sup>	6 4%	1 2%	4 2%	2 1%	6 4%	3 2%	1 1%	7 5%	3 2%	10 5%	6 4%	5 2%	20 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 111

**Q.B18 Who would you report this to?****If I fell victim to a scam online****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	1813	763	1050	162	231	279	340	312	489	603	510	273	427	141	85	234	176	159	133	110	184	166	250	175	258	659			
Weighted base	1786	859	927	191	291	280	328	273	423	489	507	353	437	156	74*	216	150	166	139	90*	167	221	246	161	276	735			
The police	1248 70%	618 72%	630 68%	115 60%	170 58%	210 75%de	233 71%de	213 78%de	307 73%de	348 71%	359 71%	234 66%	307 70%	113 73%	59 79%v	152 71%	104 69%	114 69%	102 73%v	67 75%v	120 72%v	135 61%	164 67%	117 73%v	188 68%	518 70%			
The company running the website concerned	475 27%	224 26%	251 27%	35 18%	76 26%	86 31%de	85 26%	71 26%	121 29%de	121 25%	155 31%j	83 23%	116 27%	33 21%	21 28%	63 29%	45 30%	44 26%	37 27%	25 27%	35 21%	47 21%	76 31%u	50 31%u	66 24%	186 25%			
My bank	474 27%	224 26%	251 27%	64 34%fhi	101 35%fgh	64 23%	80 24%	65 24%	100 24%	114 23%	160 32%jm	92 26%	109 25%	37 24%	22 29%	58 27%	34 22%	41 25%	39 28%	27 30%	38 23%	64 29%	60 25%	55 34%quw	83 30%	181 25%			
A regulator	326 18%	156 18%	169 18%	28 15%	53 18%	56 20%	61 18%	52 19%	76 18%	103 21%l	103 20%l	40 11%	80 18%l	27 17%	14 19%	46 21%st	31 21%	35 21%	17 12%	13 15%	26 15%	35 16%	59 24%sx	24 15%	61 22%	117 16%			
My internet service provider	308 17%	158 18%	151 16%	17 9%	38 13%	34 12%	51 15%	61 22%defg	107 25%defg	83 17%	91 18%	57 16%	78 18%	27 18%	15 21%	29 14%	37 25%pstvx	35 21%	20 14%	10 11%	34 20%	33 15%	45 18%	23 14%	35 13%	109 15%			
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	266 15%	105 12%	161 17%a	31 16%	40 14%	43 15%	50 15%	38 14%	65 15%	80 16%	69 14%	43 12%	73 17%	20 13%	10 14%	33 15%	15 10%	30 18%	26 18%	15 16%	22 13%	29 13%	47 19%q	19 12%	31 11%	108 15%			
A friend or family member	202 11%	86 10%	116 13%	38 20%fghi	35 12%	30 11%	33 10%	20 7%	47 11%	66 14%	51 10%	31 9%	54 12%	15 10%	7 10%	18 8%	10 7%	23 14%q	14 10%	11 13%	16 9%	28 13%	41 17%pq	18 11%	36 13%	78 11%			
A government body	167 9%	99 11%b	68 7%	20 10%	27 9%	26 9%	26 8%	31 11%	36 9%	52 11%l	58 11%l	19 5%	38 9%	12 8%	7 9%t	23 11%t	12 8%	16 9%t	11 8%	2 2%	15 9%t	30 13%t	25 10%t	14 9%t	30 11%	74 10%			
My employer	25 1%	11 1%	14 1%	3 2%	10 3%fi	1 *	6 2%	3 1%	3 1%	8 2%	10 2%	4 1%	4 1%	3 2%	1 2%	4 2%	1 1%	- -	6 4%rw	1 2%	2 1%	3 2%	1 1%	3 2%	4 1%	15 2%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 111

**Q.B18 Who would you report this to?****If I fell victim to a scam online****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	1786	859	927	191	291	280	328	273	423	489	507	353	437	156	74*	216	150	166	139	90*	167	221	246	161	276	735	
A trade union	21 1%	8 1%	14 1%	5 2%h	6 2%h	1 *	7 2%h	-	3 1%	8 2%	3 1%	8 2%	3 1%	5 3%w	-	1 1%	1 1%	1 1%	2 2%	1 1%	2 1%	6 3%w	-	2 1%	2 1%	11 2%	
Social services	18 1%	15 2%b	3 *	6 3%hi	7 2%hi	3 1%	2 1%	-	1 *	10 2% m	3 1%	4 1%	-	-	1 1%	1 1%	1 *	1 1%	1 1%	-	1 *	13 6%npqr stuw	-	-	7 3%B	5 1%	
Other	35 2%	18 2%	17 2%	5 3%	8 3%	6 2%	5 1%	4 1%	7 2%	10 2%	9 2%	9 3%	7 2%	4 3%v	-	2 1%	2 1%	4 3%v	3 2%	2 2%v	8 5% dv	-	6 3%v	2 1%	5 2%	12 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 112

**Q.B18 Who would you report this to?****If data about me was used or shared without my consent****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	1685	711	974	150	222	261	306	296	450	561	471	263	390	131	80	209	169	151	118	105	166	152	242	162	247	621			
Weighted base	1668	814	854	169	291	261	293	260	394	453	469	349	397	143	68*	193	145	161	121*	85*	153	210	243	145	273	691			
The company running the website concerned	757 45%	333 41%	424 50%a	60 35%	116 40%	140 54%de	145 49%de	115 44%	181 46%de	207 46%	219 47%	141 40%	190 48%	69 48%	28 41%	100 52%v	69 47%	74 46%	63 52%v	38 45%	70 46%	75 36%	111 46%	60 42%	100 37%	317 46%A			
A regulator	503 30%	266 33%b	237 28%	30 18%	83 29%de	86 33%de	92 31%de	97 37%di	116 29%de	163 36%lm	158 34%l	76 22%	107 27%	49 34%	24 35%	71 37%rux	39 27%	41 25%	33 27%	22 26%	38 25%	68 32%	80 33%	37 26%	81 30%	203 29%			
The police	494 30%	236 29%	258 30%	71 42%efg i	90 31%	68 26%	83 28%	83 32%	99 25%	126 28%	124 26%	123 35%k	121 30%	44 30%	28 41%w	54 28%	46 32%	50 31%	35 29%	25 29%	44 29%	59 28%	66 27%	43 30%	83 30%	209 30%			
My internet service provider	349 21%	204 25%b	145 17%	12 7%	45 15%de	35 14%	64 22%df	60 23%def	132 33%def gh	104 23%	89 19%	64 18%	92 23%	36 25%	16 23%	39 20%	37 25%	36 23%	23 19%	19 22%	31 20%	34 16%	47 19%	31 22%	40 15%	127 18%			
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	241 14%	121 15%	120 14%	12 7%	43 15%de	49 19%de	35 12%	38 15%de	64 16%de	63 14%	65 14%	48 14%	65 16%	24 16%	7 10%	21 11%	14 9%	31 19%q	16 14%	9 11%	23 15%	34 16%	37 15%	24 17%	47 17%	89 13%			
A government body	180 11%	90 11%	90 11%	23 13%	40 14%	35 13%	25 9%	22 8%	35 9%	57 13%	60 13%	28 8%	35 9%	18 13%	8 12%	22 12%	12 8%	19 12%	9 7%	5 5%	12 8%	24 11%	36 15%t	16 11%	42 16%	74 11%			
A friend or family member	153 9%	64 8%	89 10%	28 17%fgh i	38 13%h	23 9%h	22 8%h	8 3%	34 9%h	48 11%	41 9%	31 9%	33 8%	15 11%q	3 5%	13 7%	5 4%	20 13%q	9 7%	8 9%	17 11%q	17 8%	36 15%opqx	10 7%	38 14%B	56 8%			
My bank	66 4%	34 4%	32 4%	3 2%	12 4%	8 3%	16 5%h	5 2%	21 5%h	20 4%	19 4%	8 2%	19 5%	10 7%t	4 6%t	5 3%	4 3%	4 2%	7 6%	* 1%	7 4%	11 5%	8 3%	6 4%	16 6%	24 4%			
My employer	51 3%	26 3%	24 3%	3 2%	20 7%dfhi	5 2%	12 4%i	6 2%	4 1%	14 3%	15 3%	13 4%	8 2%	3 2%	3 4%	4 2%	1 1%	3 2%	6 5%q	1 2%	3 2%	14 7%qx	12 5%q	2 1%	13 5%	28 4%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 112

**Q.B18 Who would you report this to?****If data about me was used or shared without my consent****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1668	814	854	169	291	261	293	260	394	453	469	349	397	143	68*	193	145	161	121*	85*	153	210	243	145	273	691
A trade union	28 2%	9 1%	19 2%	10 6% fghi	7 2%	2 1%	1 *	4 2%	3 1%	10 2%	8 2%	3 1%	7 2%	4 3%	1 1%	2 1%	1 1%	2 1%	2 2%	1 1%	1 1%	6 3%	3 1%	5 4%	6 2%	11 2%
Social services	14 1%	9 1%	5 1%	5 3% fhi	6 2%	- -	2 1%	- -	2 1%	6 1%	2 1%	5 1%	1 *	2 2%	1 1%	- -	- -	2 1%	- -	1 1%	1 1%	6 3%	2 1%	- -	5 2%	3 *
Other	56 3%	31 4%	26 3%	10 6%	9 3%	12 4%	7 2%	6 2%	14 3%	14 3%	19 4%	13 4%	11 3%	3 2%	2 3%	8 4%	3 2%	6 4%	4 3%	1 2%	6 4%	8 4%	10 4%	4 3%	8 3%	24 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 113

**Q.B18 Who would you report this to?****If I shared content (such as photos) online which was then used or shared without my consent****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1348	538	810	136	202	237	246	191	336	438	376	215	319	112	62	160	128	126	94	81	131	128	197	129	205	520	
Weighted base	1360	627	733	158	260	239	237	170	296	363	380	286	330	124*	55*	150	113	133*	98*	70*	128	170	203	116	233	591	
The company running the website concerned	698 51%	328 52%	370 51%	73 46%	114 44%	144 60%de	124 53%	86 51%	157 53%	201 55%l	201 53%	125 44%	172 52%	67 54%v	28 51%	81 54%v	59 52%	64 48%	60 61%v	41 58%v	61 48%	67 39%	112 55%v	61 52%	110 47%	302 51%	
The police	337 25%	155 25%	182 25%	60 38%egh i	64 25%	65 27%i	60 25%	34 20%	54 18%	84 23%	92 24%	72 25%	90 27%	35 28%p	15 27%p	21 14%	32 29%p	40 30%p	20 21%	17 25%	32 25%p	40 24%	49 24%p	34 30%p	60 26%	152 26%	
A regulator	282 21%	130 21%	153 21%	30 19%	45 17%	48 20%	49 21%	44 26%	65 22%	101 28%klm	78 20%	40 14%	63 19%	21 17%	12 22%	28 19%	18 16%	30 22%	16 16%	14 20%	25 20%	44 26%	50 25%	24 21%	61 26%	112 19%	
My internet service provider	266 20%	127 20%	139 19%	17 11%	44 17%	31 13%	44 19%	48 28%defg g	82 28%defg g	70 19%	73 19%	53 19%	70 21%	28 22%	16 28%	27 18%	31 28%rw	20 15%	15 16%	13 18%	29 22%	29 17%	35 17%	24 20%	40 17%	97 16%	
A friend or family member	159 12%	63 10%	96 13%	36 23%fghi i	41 16%fhi	17 7%	33 14%fh	6 4%	25 9%h	41 11%	34 9%	44 15%k	40 12%	11 9%	4 7%	11 7%	14 13%	26 19%npv	11 11%	7 10%	16 13%	15 9%	31 15%p	14 12%	38 16%	62 11%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	135 10%	53 8%	82 11%	11 7%	27 10%	24 10%	25 10%	12 7%	36 12%	28 8%	42 11%	27 9%	38 11%	11 9%	5 9%	18 12%	6 5%	11 8%	12 12%	7 10%	16 13%	17 10%	17 8%	14 12%	19 8%	55 9%	
A government body	71 5%	37 6%	34 5%	10 7%	17 7%	14 6%	12 5%	6 3%	11 4%	19 5%	23 6%	14 5%	15 4%	6 5%	2 4%	6 4%	8 7%w	10 8%w	5 5%	3 5%	6 5%	14 8%w	4 2%	6 5%	16 7%	31 5%	
Social services	25 2%	18 3%b	7 1%	4 3%	8 3%	3 1%	3 1%	2 1%	4 1%	14 4%km	5 1%	3 1%	3 1%	3 3%	- -	1 1%	- -	2 2%	3 3%	- -	4 3%	9 5%pqw	2 1%	1 1%	7 3%	11 2%	
A trade union	22 2%	8 1%	14 2%	3 2%	11 4%gh	4 2%	- -	- -	4 1%	8 2%	6 2%	4 1%	4 1%	4 4%	- -	4 2%	1 1%	1 1%	- -	- -	2 1%	4 2%	4 2%	2 2%	11 5%B	5 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 113

**Q.B18 Who would you report this to?****If I shared content (such as photos) online which was then used or shared without my consent****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1360	627	733	158	260	239	237	170	296	363	380	286	330	124*	55*	150	113	133*	98*	70*	128	170	203	116	233	591
My employer	18 1%	10 2%	8 1%	2 1%	4 2%	3 1%	6 3% <sup>i</sup>	1 1%	1 *	4 1%	6 1%	6 2%	3 1%	1 1%	2 4%	1 1%	1 1%	1 *	3 3%	1 1%	1 *	5 3%	1 1%	1 *	3 1%	12 2%
My bank	15 1%	12 2% <sup>b</sup>	3 *	4 2%	3 1%	3 1%	4 2%	1 1%	1 *	4 1%	4 1%	4 1%	3 1%	- -	1 2%	- -	1 1%	2 1%	2 2%	- -	- -	4 2%	2 1%	2 2%	5 2%	6 1%
Other	68 5%	26 4%	42 6%	5 3%	16 6%	18 8% <sup>h</sup>	9 4%	4 2%	15 5%	15 4%	19 5%	13 5%	21 6%	5 4%	3 5%	9 6%	1 1%	4 3%	6 6%	5 7% <sup>q</sup>	8 6%	10 6%	11 6%	6 5%	15 6%	25 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 114

**Q.B18 Who would you report this to?****If a company failed to respond to a complaint I had made about an online purchase****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1711	726	985	151	207	261	322	305	465	570	468	262	411	138	83	219	171	150	124	104	172	153	237	160	236	623	
Weighted base	1692	821	872	180	267	265	311	267	402	461	466	345	421	152	73*	201	146	158	130	83*	157	203	241	148	260	698	
The company running the website concerned	871 51%	397 48%	474 54%a	98 54%	146 55%g	137 52%	137 44%	153 57%g	201 50%	233 51%	258 55% m	178 52%	201 48%	78 52% v	41 56% v	110 55% v	93 64% suv x	87 55% v	64 49%	47 56% v	76 48%	75 37%	132 55% v	69 47%	126 49%	367 53%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	574 34%	257 31%	318 36%a	47 26%	83 31%	98 37% d	111 36%	87 33%	148 37% d	172 37%	158 34%	105 30%	139 33%	54 36%	19 26%	78 39% o	45 31%	53 33%	38 29%	31 37%	55 35%	64 32%	84 35%	53 36%	97 37%	228 33%	
A regulator	547 32%	307 37% b	240 27%	41 23%	77 29%	92 35% d	108 35% d	94 35% d	135 34% d	170 37% l	159 34% l	77 22%	141 33% l	61 40% q	25 34% q	67 33% q	28 19%	58 36% q	37 28%	24 28%	53 34% q	83 41% qwx	70 29% q	42 28%	103 39% B	203 29%	
A friend or family member	126 7%	54 7%	72 8%	30 17% fgh i	29 11% gh	18 7%	14 4%	9 3%	26 6%	41 9% l	34 7%	14 4%	37 9% l	13 9% pq	9 12% pq	6 3%	4 2%	19 12% pq	10 8%	8 10% pq	10 6%	18 9% pq	21 9% pq	9 6%	26 10% B	39 6%	
A government body	102 6%	63 8% b	39 5%	10 5%	17 6%	16 6%	21 7%	8 3%	30 8% h	36 8%	26 6%	17 5%	24 6%	9 6%	5 7%	19 9% w	9 6%	12 8%	5 4%	2 3%	6 4%	15 8%	8 3%	12 8%	27 10% B	38 5%	
My bank	100 6%	58 7%	43 5%	5 3%	22 8% f	6 2%	18 6%	17 6% f	32 8% f	29 6%	17 4%	21 6%	33 8% k	13 9%	7 10%	8 4%	5 3%	11 7%	6 5%	6 7%	13 8%	8 4%	11 5%	12 8%	11 4%	35 5%	
My internet service provider	75 4%	41 5%	34 4%	7 4%	5 2%	4 1%	15 5%	13 5% f	30 8% ef	17 4%	25 5%	17 5%	16 4%	7 5%	4 5%	7 3%	9 6%	5 3%	4 3%	3 4%	10 7%	9 5%	10 4%	6 4%	2 1%	29 4% A	
The police	73 4%	40 5%	33 4%	8 5%	17 7% f	4 2%	21 7% fi	8 3%	13 3%	17 4%	13 3%	27 8% jkm	16 4%	11 7% q	2 2%	9 5%	2 1%	7 4%	5 4%	4 4%	11 7% q	8 4%	10 4%	4 3%	14 5%	33 5%	
A trade union	46 3%	16 2%	30 3%	7 4% i	15 6% gi	10 4% i	6 2%	5 2%	3 1%	13 3%	11 2%	9 3%	13 3%	5 3%	2 2%	7 3%	2 1%	1 1%	4 3%	1 2%	1 1%	10 5%	6 3%	5 4%	8 3%	22 3%	
Social services	17 1%	12 1%	5 1%	1 1%	7 3% gi	2 1%	-	4 2% g	2 *	4 1%	4 1%	4 1%	5 1%	2 1%	-	3 2%	* *	-	-	-	3 2%	7 3% w	-	2 1%	1 1%	10 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 114

**Q.B18 Who would you report this to?****If a company failed to respond to a complaint I had made about an online purchase****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1692	821	872	180	267	265	311	267	402	461	466	345	421	152	73*	201	146	158	130	83*	157	203	241	148	260	698
My employer	14 1%	9 1%	5 1%	1 *	5 2%	4 2%	2 1%	2 1%	1 *	9 2%lm	4 1%	- -	1 *	3 2%	- -	- -	1 1%	- -	1 1%	2 2%p	- -	6 3%p	1 1%	1 1%	5 2%	7 1%
Other	58 3%	31 4%	27 3%	10 5%i	9 3%	15 6%i	12 4%i	8 3%	4 1%	14 3%	16 3%	16 5%	13 3%	7 5%	3 3%	7 4%	4 3%	6 4%	7 5%	1 1%	4 3%	3 2%	13 5%	4 3%	10 4%	25 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 115

**Q.B18 Who would you report this to?****If I felt threatened by content I found online****Base: All respondents who would be likely to report each**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1585	639	946	132	190	255	300	275	433	515	460	236	374	129	81	190	157	135	120	96	163	139	225	150	227	581
Weighted base	1551	725	827	156	237	259	287	235	378	411	460	301	379	141	71*	175	138	139	122	80*	147	179	228	133	241	640
The police	1044 67%	505 70%	539 65%	83 53%	147 62%	170 66% <sup>d</sup>	199 70% <sup>d</sup>	169 72% <sup>de</sup>	276 73% <sup>de</sup>	279 68%	304 66%	194 65%	267 70%	107 76% <sup>uvw</sup>	47 66%	123 71% <sup>u</sup>	95 69%	105 76% <sup>uvw</sup>	84 69%	55 69%	85 58%	110 62%	144 63%	86 65%	174 72%	415 65%
The company running the website concerned	472 30%	188 26%	284 34% <sup>a</sup>	43 28%	90 38% <sup>hi</sup>	96 37% <sup>hi</sup>	90 32%	59 25%	93 25%	121 29%	138 30%	99 33%	115 30%	39 28%	18 26%	54 31%	43 31%	44 31%	33 27%	23 29%	39 27%	51 28%	78 34%	50 37%	64 27%	210 33%
My internet service provider	272 18%	134 19%	138 17%	15 10%	38 16%	33 13%	52 18% <sup>d</sup>	46 20% <sup>df</sup>	88 23% <sup>df</sup>	74 18%	93 20%	42 14%	63 17%	19 14%	15 21%	32 19%	29 21%	20 14%	16 13%	13 16%	32 22%	30 17%	46 20%	20 15%	38 16%	96 15%
A regulator	233 15%	108 15%	125 15%	16 10%	33 14%	32 13%	46 16%	38 16%	68 18%	72 18%	71 15%	37 12%	53 14%	16 11%	8 11%	20 12%	14 10%	31 23% <sup>npqs</sup>	14 11%	14 18%	21 14%	32 18%	44 19% <sup>pq</sup>	18 13%	35 15%	84 13%
A friend or family member	183 12%	63 9%	121 15% <sup>a</sup>	43 28% <sup>fghi</sup>	42 18% <sup>fghi</sup>	22 9%	25 9%	19 8%	32 8%	45 11%	52 11%	30 10%	57 15%	18 13% <sup>q</sup>	9 13% <sup>q</sup>	13 8%	6 5%	21 15% <sup>qs</sup>	8 6%	5 6%	20 14% <sup>q</sup>	24 13% <sup>q</sup>	42 18% <sup>pqs</sup>	16 12% <sup>q</sup>	32 13%	66 10%
A government body	109 7%	61 8%	48 6%	15 10% <sup>i</sup>	30 13% <sup>ghi</sup>	20 8%	13 4%	15 6%	17 4%	40 10% <sup>lm</sup>	37 8%	12 4%	20 5%	11 8%	1 1%	15 9% <sup>o</sup>	7 5%	10 7%	5 4%	3 3%	15 10% <sup>o</sup>	22 13% <sup>oqst</sup>	16 7%	6 4%	26 11%	49 8%
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	79 5%	30 4%	49 6%	2 1%	16 7% <sup>d</sup>	14 5%	12 4%	13 5%	23 6% <sup>d</sup>	21 5%	32 7% <sup>l</sup>	9 3%	17 5%	13 10% <sup>q</sup>	2 3%	7 4%	3 3%	12 9% <sup>q</sup>	4 3%	3 4%	11 7%	7 4%	10 4%	6 4%	13 5%	28 4%
My employer	33 2%	22 3% <sup>b</sup>	11 1%	1 *	12 5% <sup>di</sup>	7 3%	7 2%	3 1%	3 1%	14 3% <sup>m</sup>	13 3% <sup>m</sup>	3 1%	2 1%	3 2%	* 1%	7 4% <sup>x</sup>	1 1%	2 1%	5 4% <sup>x</sup>	1 1%	2 2%	9 5% <sup>x</sup>	3 1%	* 1%	9 4%	22 3%
Social services	29 2%	14 2%	15 2%	11 7% <sup>fghi</sup>	6 2%	4 2%	6 2%	* 2%	2 1%	8 2%	11 2%	7 2%	3 1%	4 3%	* 1%	1 *	- -	2 2%	1 1%	* *	2 2%	10 6% <sup>pqw</sup>	3 1%	5 4% <sup>pq</sup>	6 3%	14 2%
My bank	17 1%	6 1%	11 1%	1 1%	2 1%	5 2%	4 2%	1 1%	4 1%	5 1%	7 2%	3 1%	3 1%	1 *	- -	3 1%	2 1%	1 1%	- -	- -	2 1%	5 3%	2 1%	2 2%	5 2%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 115

**Q.B18 Who would you report this to?****If I felt threatened by content I found online****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1551	725	827	156	237	259	287	235	378	411	460	301	379	141	71*	175	138	139	122	80*	147	179	228	133	241	640
A trade union	13 1%	3 *	10 1%	1 1%	8 3%ghi	2 1%	2 1%	- -	1 *	7 2%	2 *	2 1%	2 1%	1 1%	- -	4 2%w	* *	- -	- -	1 1%	2 1%	3 2%	- -	2 1%	2 1%	9 1%
Other	34 2%	17 2%	18 2%	7 4%i	6 3%	10 4%i	4 2%	3 1%	4 1%	10 2%	13 3%	7 2%	5 1%	4 3%	- -	3 1%	3 2%	7 5%v	5 4%	- -	2 1%	1 1%	7 3%	4 3%	6 2%	16 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 116

**Q.B18 Who would you report this to?****If I had problems with my internet connection****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1604	684	920	132	189	250	287	284	462	537	442	239	386	127	79	207	159	140	117	98	164	140	223	150	213	586	
Weighted base	1576	771	805	153	240	254	280	248	401	436	433	318	389	140	67*	190	137	146	123*	78*	145	188	225	138	228	657	
My internet service provider	1308 83%	626 81%	682 85%	116 76%	181 75%	202 80%	243 87%de	211 85%de	356 89%def	363 83%	359 83%	262 83%	325 84%	113 81%	50 75%	157 83%v	116 85%v	127 87%ov	108 88%ov	69 88%ov	124 86%v	136 72%	189 84%v	119 87%ov	198 87%B	513 78%	
The company running the website concerned	201 13%	107 14%	94 12%	15 10%	39 16%	37 15%	27 10%	33 13%	48 12%	53 12%	54 13%	34 11%	60 15%	18 13%	10 16%	29 15%	15 11%	14 10%	16 13%	8 10%	13 9%	41 22%qr tuw	20 9%	16 12%	27 12%	97 15%	
A friend or family member	76 5%	34 4%	42 5%	20 13%efgh i	14 6%	14 5%	6 2%	5 2%	17 4%	20 5%	17 4%	16 5%	22 6%	10 7%pq	5 7%pq	3 2%	1 1%	13 9%pq	6 5%	2 3%	5 3%	9 5%	14 6%pq	9 6%pq	15 7%	24 4%	
A regulator	66 4%	45 6%b	22 3%	8 5%i	12 5%i	12 5%i	20 7%i	11 4%i	4 1%	19 4%	18 4%	10 3%	19 5%	13 9%qrs	3 4%	11 6%qs	1 1%	3 2%	1 1%	5 6%qs	4 3%	12 6%q	8 3%	5 4%	10 4%	32 5%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	41 3%	27 4%b	14 2%	7 5%hi	13 6%hi	7 3%	8 3%	1 1%	4 1%	20 5%km	7 2%	9 3%	4 1%	5 3%	2 3%	6 3%	2 1%	4 3%	-	3 3%	6 4% s	7 4%	6 2%	1 1%	11 5%	20 3%	
A government body	19 1%	12 2%	7 1%	2 1%	5 2%	4 2%	2 1%	4 2%	2 1%	6 1%	3 1%	4 1%	7 2%	-	3 4% nqsu	5 3%	-	1 *	-	-	-	5 3%	3 1%	3 2%	3 1%	9 1%	
My employer	16 1%	8 1%	8 1%	3 2%	4 2%	4 2%	-	3 1%	2 1%	6 1%	5 1%	3 1%	2 *	2 2%	1 2%	2 1%	3 2%	1 *	1 1%	1 2%	-	1 *	1 2%	3 2%	3 1%	10 1%	
The police	14 1%	7 1%	7 1%	2 1%	4 2%	2 1%	4 1%	-	2 1%	5 1%	3 1%	2 1%	3 1%	-	2 3%	4 2%	-	1 1%	1 1%	-	1 1%	1 1%	2 1%	2 1%	4 2%	6 1%	
My bank	13 1%	8 1%	5 1%	-	4 2%	2 1%	2 1%	-	5 1%	3 1%	2 *	6 2%	2 1%	-	-	-	-	2 1%	2 2%	-	-	6 3% p	4 2%	-	1 1%	6 1%	
A trade union	8 1%	7 1% b	1 *	1 1%	2 1%	-	4 1%	1 *	1 *	6 1% km	-	3 1%	-	3 2% w	-	1 *	1 *	-	-	-	-	2 1%	-	1 1%	1 1%	5 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 116

**Q.B18 Who would you report this to?****If I had problems with my internet connection****Base: All respondents who would be likely to report each**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1576	771	805	153	240	254	280	248	401	436	433	318	389	140	67*	190	137	146	123*	78*	145	188	225	138	228	657
Social services	5*	4 1%	1*	-	3 1% <sup>i</sup>	1*	1*	-	-	5 1% <sup>km</sup>	-	-	-	1 1%	-	1 1%	-	-	-	-	-	3 2%	-	-	-	5 1%
Other	34 2%	17 2%	17 2%	3 2%	10 4%	8 3%	3 1%	4 2%	5 1%	3 1%	15 3% <sup>j</sup>	7 2%	9 2%	4 3%	-	6 3%	6 4% <sup>x</sup>	5 3%	2 1%	-	2 2%	5 3%	5 2%	-	2 1%	16 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 117

**Q.B18 Who would you report this to?****If an app or online service which I had paid for did not work as I expected it to****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1596	658	938	139	218	250	299	275	415	530	440	251	375	129	73	203	161	134	121	93	156	151	222	153	226	598	
Weighted base	1588	751	837	162	284	251	285	238	368	432	439	334	382	140	60*	186	141	140	128	74*	145	209	224	140	250	670	
The company running the website concerned	1211	556	655	118	213	199	221	186	274	336	328	251	296	109	42	146	107	104	109	64	111	144	172	103	177	512	
	76%	74%	78%	73%	75%	80%	77%	78%	74%	78%	75%	75%	77%	77%	70%	78%	76%	74%	85% x	86% x	76%	69%	77%	74%	71%	76%	
My internet service provider	202	90	112	7	26	15	37	34	83	55	50	39	57	14	11	18	28	23	11	7	22	23	29	16	27	61	
	13%	12%	13%	4%	9%	6%	13% df	14% df	23% def gh	13%	11%	12%	15%	10%	19%	10%	20% nps t	16%	8%	9%	15%	11%	13%	12%	11%	9%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	186	88	98	16	36	26	40	25	43	54	60	21	52	15	6	21	11	16	19	8	24	24	26	17	39	70	
	12%	12%	12%	10%	13%	10%	14%	11%	12%	12%	14%	6%	13%	10%	10%	11%	8%	11%	15%	11%	16% q	11%	12%	12%	15%	10%	
A regulator	171	93	78	16	28	19	41	30	36	44	63	28	35	22	4	21	11	15	16	3	11	29	25	13	32	67	
	11%	12%	9%	10%	10%	8%	14% f	13%	10%	10%	14% lm	8%	9%	16% t	7%	11%	8%	11%	13%	4%	8%	14% t	11%	9%	13%	10%	
A friend or family member	96	43	53	21	27	14	9	10	16	26	26	23	22	12	6	5	7	9	4	5	10	11	13	13	16	39	
	6%	6%	6%	13% fghi	9% gi	5%	3%	4%	4%	6%	6%	7%	6%	8% p	10% ps	3%	5%	7%	3%	7%	7%	5%	6%	9% p	6%	6%	
A government body	45	23	22	5	17	9	10	1	3	13	14	8	10	9	2	9	4	-	-	-	3	11	2	6	12	22	
	3%	3%	3%	3% i	6% hi	3% hi	4% hi	1%	1%	3%	3%	2%	3%	7% rstw	3%	5% rsw	3%	-	-	-	2%	5% rsw	1%	4% rs	5%	3%	
The police	36	14	22	8	12	3	4	4	4	6	6	16	8	3	2	2	3	7	1	-	9	3	3	3	12	14	
	2%	2%	3%	5% fi	4% i	1%	2%	2%	1%	1%	1%	5% jk	2%	3%	2%	1%	2%	5%	*	-	6% pstw	2%	1%	2%	5%	2%	
My bank	30	16	13	5	10	1	4	6	3	13	5	3	9	5	4	1	2	1	2	3	3	5	2	2	3	15	
	2%	2%	2%	3%	3% i	1%	1%	3%	1%	3% k	1%	1%	2%	4%	6% prw	1%	1%	1%	2%	4%	2%	2%	1%	2%	1%	2%	
A trade union	18	5	13	2	8	3	2	1	3	6	5	2	6	4	1	2	-	2	1	-	3	4	1	1	6	8	
	1%	1%	2%	1%	3%	1%	1%	*	1%	1%	1%	*	2%	3%	2%	1%	-	1%	1%	-	2%	2%	*	1%	2%	1%	
My employer	17	8	10	7	3	2	6	1	-	5	6	7	-	1	-	-	-	-	1	-	1	10	4	-	4	12	
	1%	1%	1%	4% fhi	1%	1%	2% i	*	-	1% m	1% m	2% m	-	*	-	-	-	-	1%	-	1%	5% pqrx	2%	-	2%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 117

**Q.B18 Who would you report this to?****If an app or online service which I had paid for did not work as I expected it to****Base: All respondents who would be likely to report each**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1588	751	837	162	284	251	285	238	368	432	439	334	382	140	60*	186	141	140	128	74*	145	209	224	140	250	670
Social services	13 1%	8 1%	5 1%	1 1%	6 2%gh	4 2%	- -	- -	1 *	7 2%am	4 1%	1 *	- -	1 *	2 3%quwx	3 1%	- -	1 1%	- -	- -	- -	7 3%w	- -	- -	7 3%B	3 1%
Other	70 4%	42 6%	28 3%	10 6%	8 3%	17 7%	13 5%	8 3%	14 4%	22 5%	17 4%	14 4%	16 4%	12 8%st	2 3%	9 5%	6 5%	5 4%	2 1%	1 1%	7 5%	7 3%	13 6%	5 4%	9 4%	34 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 118

**Q.B18 Who would you report this to?****If I saw something which I felt was illegal or immoral****Base: All respondents who would be likely to report each**

	Gender		Age							Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1594	627	967	144	214	254	301	266	415	525	438	250	381	126	77	203	159	137	109	99	156	146	227	155	231	596
Weighted base	1574	721	853	164	276	255	290	230	359	423	437	331	382	138*	67*	189	137	140	109*	80*	145	201	230	139	256	657
The police	1116 71%	518 72%	598 70%	112 68%	176 64%	177 69%	206 71%	178 77%e	268 75%e	300 71%	311 71%	231 70%	274 72%	98 71%	50 75%	130 69%	104 76%v	102 73%	79 73%	66 83%puv w	101 70%	128 64%	157 68%	99 71%	180 70%	465 71%
The company running the website concerned	417 26%	174 24%	243 28%	39 24%	85 31%h	85 33%hi	81 28%h	45 19%	82 23%	120 28%	114 26%	76 23%	107 28%	40 29%	15 22%	47 25%	39 29%	43 31%	26 24%	18 23%	29 20%	44 22%	75 32%uv	42 30%u	64 25%	181 27%
My internet service provider	253 16%	119 17%	134 16%	13 8%	27 10%	20 8%	55 19%def	48 21%def	91 25%def	75 18%	64 15%	42 13%	72 19%	25 18%t	13 20%t	35 19%t	22 16%	22 15%	16 15%	6 7%	30 21%t	24 12%	42 18%t	18 13%	36 14%	78 12%
A regulator	243 15%	119 17%	124 15%	16 10%	47 17%	37 15%	46 16%	31 13%	66 18% d	80 19% l	74 17%	38 11%	52 14%	12 8%	11 16%	37 19% n	19 14%	31 22% ntu x	14 13%	8 10%	17 12%	32 16%	48 21% ntu x	16 12%	52 20% B	77 12%
A government body	146 9%	77 11%	69 8%	14 9%	24 9%	30 12%h	36 12%h	14 6%	28 8%	49 11%	39 9%	27 8%	32 8%	21 15% stuw x	4 5%	26 14% tx	14 10%	12 9%	7 6%	4 5%	10 7%	22 11%	17 8%	8 6%	36 14%	64 10%
A friend or family member	142 9%	45 6%	97 11% a	31 19% fgh i	39 14% fghi	19 7%	16 6%	9 4%	27 8%	34 8%	37 9%	35 10%	35 9%	12 9%	7 11%	10 5%	12 9%	12 9%	8 7%	5 7%	15 10%	22 11%	29 13% p	10 7%	30 12%	55 8%
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	106 7%	49 7%	57 7%	3 2%	16 6%	19 8% d	21 7% d	18 8% d	28 8% d	27 6%	32 7%	18 6%	28 7%	6 5%	2 3%	10 5%	9 6%	16 11%	10 9%	7 9%	13 9%	16 8%	11 5%	6 4%	23 9%	39 6%
Social services	86 5%	39 5%	47 5%	11 7%	23 8% h	15 6%	16 5%	7 3%	14 4%	21 5%	25 6%	19 6%	21 6%	11 8%	3 5%	8 4%	6 5%	5 4%	5 5%	3 4%	9 6%	11 6%	13 6%	10 7%	14 5%	39 6%
My employer	39 2%	26 4% b	13 2%	5 3% i	14 5% hi	5 2%	11 4% hi	2 1%	1 *	9 2%	12 3%	14 4% m	5 1%	5 4%	2 2%	7 4% r	4 3%	- -	4 4% r	1 1%	1 1%	6 3%	6 3%	4 3%	9 4%	27 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 118

**Q.B18 Who would you report this to?****If I saw something which I felt was illegal or immoral****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1574	721	853	164	276	255	290	230	359	423	437	331	382	138*	67*	189	137	140	109*	80*	145	201	230	139	256	657
A trade union	32 2%	18 2%	15 2%	6 4%ghi	17 6%fghi	5 2%	1 *	-	3 1%	8 2%	7 2%	14 4%lm	3 1%	3 2%	-	4 2%	2 1%	1 1%	3 3%	-	3 2%	10 5%	3 1%	4 3%	14 5%B	13 2%
My bank	18 1%	11 2%	7 1%	2 1%	3 1%	1 *	5 2%	2 1%	5 1%	8 2%	6 1%	2 1%	2 1%	4 3%	-	1 1%	2 1%	2 1%	2 2%	-	2 1%	5 2%	* *	-	5 2%	4 1%
Other	29 2%	9 1%	19 2%	4 2%	5 2%	9 3%ai	5 2%	3 1%	3 1%	6 1%	8 2%	8 2%	6 2%	3 2%	-	2 1%	1 1%	4 3%	3 3%	1 2%	3 2%	2 1%	7 3%	2 1%	3 1%	12 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 119

**Q.B18 Who would you report this to?****If my employer required me to give them access to my social media profile in order to keep my job****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	950	378	572	130	178	194	208	132	108	312	278	153	207	78	47	110	94	82	66	56	96	106	128	87	196	463	
Weighted base	996	475	521	151	232	198	199	122	94*	277	295	210	214	96*	44*	109*	84*	86*	71*	48*	92*	151*	137	79*	216	528	
A trade union	452 45%	196 41%	256 49% <sub>a</sub>	57 38%	112 48%	88 45%	92 46%	57 46%	47 50%	121 43%	130 44%	102 48%	100 47%	46 48%	22 49%	53 48%	40 47%	33 39%	41 58% <sub>ruw</sub>	28 59% <sub>ruw</sub>	32 35%	65 43%	56 41%	35 45%	101 47%	229 43%	
My employer	286 29%	137 29%	150 29%	41 27%	80 35% <sub>i</sub>	61 31%	50 25%	34 28%	20 22%	97 35% <sub>i</sub>	89 30%	44 21%	57 27%	30 31%	15 34%	29 27%	24 29%	25 29%	28 39% <sub>v</sub>	11 22%	22 24%	32 21%	43 32%	27 34%	66 31%	161 31%	
A regulator	183 18%	81 17%	102 20%	29 19%	51 22%	39 20%	27 13%	25 20%	14 15%	60 22% <sub>i</sub>	63 21% <sub>i</sub>	22 11%	37 18%	12 12%	5 11%	15 14%	15 18%	25 29% <sub>nop</sub> x	11 15%	12 26% <sub>x</sub>	21 22%	30 20%	29 21%	8 11%	34 16%	97 18%	
A friend or family member	150 15%	64 13%	86 16%	41 27% <sub>fgh</sub> i	48 21% <sub>ghi</sub>	26 13% <sub>i</sub>	24 12% <sub>i</sub>	8 6%	3 4%	48 17%	47 16%	25 12%	30 14%	14 15%	4 8%	11 10%	9 11%	9 10%	8 11%	5 11%	15 16%	27 18%	31 23% <sub>pr</sub>	16 21%	34 16%	72 14%	
A government body	146 15%	88 18% <sub>b</sub>	58 11%	27 18%	33 14%	30 15%	27 13%	19 15%	11 11%	55 20% <sub>i</sub>	44 15%	20 10%	27 13%	23 24% <sub>sv</sub>	5 11%	15 14%	17 21% <sub>sv</sub>	9 11%	4 6%	9 18% <sub>s</sub>	13 14%	14 10%	23 17% <sub>s</sub>	13 17%	34 16%	76 14%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	132 13%	68 14%	64 12%	10 7%	22 9%	32 16% <sub>d</sub>	40 20% <sub>deh</sub>	13 11%	15 16% <sub>d</sub>	39 14%	41 14%	21 10%	31 15%	9 10%	3 6%	13 12%	9 11%	17 20%	7 10%	5 10%	11 12%	20 13%	22 16%	15 19%	28 13%	63 12%	
The police	120 12%	57 12%	63 12%	20 14%	29 13%	19 10%	31 15%	12 10%	8 9%	31 11%	34 12%	27 13%	28 13%	12 12%	5 11%	12 11%	7 9%	13 15%	5 7%	6 13%	12 13%	21 14%	14 10%	14 18%	34 16%	58 11%	
The company running the website concerned	67 7%	43 9% <sub>b</sub>	24 5%	7 4%	17 7% <sub>h</sub>	19 9% <sub>h</sub>	17 9% <sub>h</sub>	2 1%	7 7% <sub>h</sub>	13 5%	24 8%	13 6%	18 9%	9 10%	3 8%	8 7%	8 9%	8 9%	1 2%	4 8%	6 6%	11 7%	8 6%	1 2%	20 9%	33 6%	
My internet service provider	31 3%	23 5% <sub>b</sub>	8 2%	5 3%	8 3%	3 1%	10 5%	4 3%	1 1%	11 4%	8 3%	2 1%	10 4%	4 5%	1 3%	1 1%	2 2%	2 2%	3 4%	- -	2 2%	10 6% <sub>x</sub>	6 4%	- -	10 4%	16 3%	
Social services	15 1%	10 2%	5 1%	1 1%	8 4%	2 1%	3 1%	- -	1 1%	8 3%	3 1%	2 1%	1 *	- -	- -	3 3%	2 2%	3 4%	1 2%	1 1%	- -	3 2%	2 1%	- -	6 3%	8 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 119

**Q.B18 Who would you report this to?****If my employer required me to give them access to my social media profile in order to keep my job****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	996	475	521	151	232	198	199	122	94*	277	295	210	214	96*	44*	109*	84*	86*	71*	48*	92*	151*	137	79*	216	528
My bank	8 1%	6 1%	2 *	1 1%	1 1%	- -	6 3% <sup>f</sup>	- -	- -	2 1%	2 1%	3 1%	1 1%	4 4%	1 3%	- -	- -	- -	1 2%	- -	- -	1 1%	1 1%	- -	- -	5 1%
Other	33 3%	16 3%	17 3%	5 3%	7 3%	10 5%	5 2%	2 2%	4 4%	7 2%	17 6%	5 2%	5 2%	7 7%	2 5%	5 5%	3 3%	4 5%	1 1%	1 2%	3 3%	4 2%	2 1%	1 2%	4 2%	17 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 120

**Q.B18 Who would you report this to?**

If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile

Base: All respondents who would be likely to report each

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	767	307	460	94	149	162	174	97	91	256	214	136	161	62	37	93	69	72	51	49	68	92	101	73	151	396	
Weighted base	820	393	426	112*	198	170	168	91*	80*	235	235	185	165	71*	33**	92*	70*	76*	58*	42*	67*	132*	109*	69*	167	461	
My employer	350	173	177	47	91	74	69	36	33	102	101	84	63	18	15	39	30	30	32	18	29	54	56	29	78	190	
	43%	44%	41%	42%	46%	44%	41%	39%	41%	43%	43%	45%	38%	25%	44%	42%	44%	40%	56%	43%	43%	41%	51%	42%	47%	41%	
A trade union	222	98	124	22	66	44	44	27	20	63	56	59	44	19	11	30	23	18	20	16	15	32	26	12	51	116	
	27%	25%	29%	20%	33%	26%	26%	29%	25%	27%	24%	32%	27%	27%	32%	33%	33%	24%	34%	38%	22%	24%	24%	17%	31%	25%	
A friend or family member	114	44	70	31	35	20	13	10	5	37	43	20	14	13	4	10	5	6	9	9	6	24	17	12	24	63	
	14%	11%	16%	28%	18%	12%	8%	11%	6%	16%	18%	11%	9%	19%	13%	11%	7%	8%	15%	21%	8%	18%	15%	17%	15%	14%	
The company running the website concerned	105	53	52	5	24	21	30	15	9	31	31	19	23	6	2	12	8	12	9	2	13	12	16	12	21	63	
	13%	13%	12%	5%	12%	13%	18%	17%	11%	13%	13%	11%	14%	8%	5%	13%	12%	16%	15%	6%	19%	9%	15%	18%	13%	14%	
A regulator	81	41	40	8	14	24	19	9	7	21	20	16	23	6	-	9	7	9	4	5	13	14	7	7	13	48	
	10%	10%	9%	7%	7%	14%	11%	10%	9%	9%	8%	9%	14%	8%	-	9%	10%	12%	6%	13%	19%	11%	6%	11%	8%	10%	
The police	72	38	34	10	18	7	15	9	13	18	20	20	13	9	5	8	4	17	*	2	7	5	7	8	14	40	
	9%	10%	8%	9%	9%	4%	9%	10%	16%	8%	8%	11%	8%	13%	15%	8%	6%	22%	1%	5%	10%	4%	6%	12%	9%	9%	
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	60	24	36	12	20	9	10	6	4	21	20	9	11	4	1	9	5	3	1	-	9	11	10	7	12	36	
	7%	6%	8%	11%	10%	5%	6%	7%	5%	9%	8%	5%	7%	6%	3%	10%	6%	4%	2%	-	13%	9%	10%	10%	7%	8%	
A government body	48	28	21	4	12	15	12	4	3	20	11	6	11	7	-	9	1	5	1	1	3	8	5	8	8	28	
	6%	7%	5%	3%	6%	9%	7%	4%	4%	9%	5%	3%	7%	10%	-	9%	2%	7%	2%	3%	4%	6%	5%	11%	5%	6%	
My internet service provider	38	17	20	2	1	5	10	10	9	7	14	4	13	3	1	7	3	5	3	2	4	3	6	1	4	20	
	5%	4%	5%	1%	1%	3%	6%	11%	12%	3%	6%	2%	8%	4%	3%	7%	4%	7%	5%	5%	6%	2%	6%	2%	3%	4%	
Social services	17	13	3	1	8	1	4	2	1	5	6	3	3	3	-	1	-	3	1	-	-	7	1	-	7	7	
	2%	3%	1%	*	4%	1%	2%	2%	1%	2%	2%	1%	2%	4%	-	1%	-	4%	2%	-	-	5%	1%	-	4%	1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 120

**Q.B18 Who would you report this to?**

If I received a warning at work because of an image or video that someone I work with (such as a customer or colleague) had seen posted on my social media profile

Base: All respondents who would be likely to report each

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	820	393	426	112*	198	170	168	91*	80*	235	235	185	165	71*	33**	92*	70*	76*	58*	42*	67*	132*	109*	69*	167	461
My bank	6 1%	6 1%	1 *	- -	4 2%	1 *	2 1%	- -	- -	2 1%	3 1%	- -	1 1%	- -	- -	- -	- -	- -	1 2%	- -	1 1%	4 3%	- -	* 1%	1 1%	5 1%
Other	37 4%	11 3%	26 6%	5 5%	7 4%	8 5%	6 4%	1 1%	9 11%	8 4%	11 5%	9 5%	8 5%	6 9%	3 8%	4 4%	4 5%	4 5%	* 1%	2 6%	2 2%	6 5%	4 3%	3 4%	7 4%	17 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 121

**Q.B18 Who would you report this to?****If my employer asked me to wear a tracking device to ensure that I was working when and where I should be****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	931	367	564	139	179	193	179	131	110	316	276	148	191	76	42	118	87	79	61	57	92	106	129	84	179	470
Weighted base	973	454	518	165	229	194	166	122	97*	283	286	199	205	92*	39*	110	84*	82*	63*	48*	89*	150*	138	78*	201	525
A trade union	443 46%	193 43%	250 48%	71 43%	110 48%	80 41%	84 50%	53 43%	46 48%	122 43%	134 47%	86 43%	101 49%	41 44%	21 54%v	57 51%rv	42 50%	29 36%	38 60%ruv	29 61%ruv	36 40%	51 34%	62 45%	38 48%	97 48%	233 44%
My employer	285 29%	127 28%	158 30%	40 24%	78 34%	65 33%	47 29%	30 24%	25 26%	87 31%	99 35% <sub>m</sub>	51 26%	48 23%	29 31%	12 31%	37 33%	20 24%	23 29%	27 44% <sub>qtu</sub>	9 19%	20 22%	37 25%	44 32%	27 34%	68 34%	155 29%
A government body	160 16%	84 18%	76 15%	22 14%	52 23% <sub>g</sub>	30 16%	18 11%	21 18%	16 17%	58 20% <sub>l</sub>	53 18%	21 11%	28 14%	17 18%	6 16%	14 13%	15 18%	11 14%	11 18%	7 14%	16 18%	31 21%	18 13%	13 17%	33 16%	99 19%
A consumer body or charity such as Which?, Money Saving Expert or Citizens Advice	148 15%	70 15%	78 15%	16 10%	39 17%	32 17%	30 18%	16 13%	15 15%	44 16%	40 14%	22 11%	41 20% <sub>l</sub>	17 19% <sub>t</sub>	3 7%	10 9%	11 14%	13 16% <sub>t</sub>	4 7%	2 4%	13 15%	28 18% <sub>t</sub>	34 25% <sub>ops</sub>	13 16% <sub>t</sub>	34 17%	78 15%
A regulator	144 15%	69 15%	75 15%	22 13%	40 18% <sub>i</sub>	40 20% <sub>gi</sub>	17 10%	18 15%	7 8%	50 18%	36 12%	27 14%	31 15%	18 19% <sub>o</sub>	* 1%	19 17% <sub>o</sub>	13 16% <sub>o</sub>	16 20% <sub>o</sub>	5 7%	7 15% <sub>o</sub>	8 9%	32 22% <sub>osu</sub>	19 13% <sub>o</sub>	6 8%	31 15%	74 14%
The police	138 14%	59 13%	79 15%	46 28% <sub>efg</sub> hi	35 15% <sub>g</sub>	20 10%	12 7%	13 10%	12 13%	41 15%	45 16%	29 15%	23 11%	15 17%	6 15%	13 11%	11 13%	14 18%	9 14%	5 11%	16 18%	20 14%	16 12%	12 15%	23 11%	68 13%
A friend or family member	137 14%	55 12%	82 16%	41 25% <sub>fgh</sub> i	39 17% <sub>hi</sub>	28 15% <sub>hi</sub>	17 10%	6 5%	6 6%	46 16%	36 13%	27 13%	29 14%	13 14%	2 6%	12 11%	6 7%	9 11%	8 13%	4 9%	12 14%	24 16%	30 22% <sub>opq</sub>	16 21% <sub>q</sub>	38 19%	66 13%
The company running the website concerned	36 4%	13 3%	23 5%	8 5%	14 6%	4 2%	4 3%	3 2%	3 3%	14 5%	12 4%	6 3%	5 3%	- -	* 1%	4 4%	- -	6 7% <sub>nq</sub>	3 5%	2 5%	4 5%	11 7% <sub>nq</sub>	2 2%	3 4%	11 6%	19 4%
Social services	20 2%	15 3% <sub>b</sub>	5 1%	3 2%	8 3%	3 2%	2 1%	2 2%	2 2%	13 5% <sub>m</sub>	5 2%	2 1%	- -	1 2%	* 1%	1 1%	- -	3 3%	1 2%	- -	2 2%	10 7% <sub>qwx</sub>	1 *	- -	8 4%	10 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 121

**Q.B18 Who would you report this to?****If my employer asked me to wear a tracking device to ensure that I was working when and where I should be****Base: All respondents who would be likely to report each**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	973	454	518	165	229	194	166	122	97*	283	286	199	205	92*	39*	110	84*	82*	63*	48*	89*	150*	138	78*	201	525
My internet service provider	14 1%	10 2%	4 1%	2 1%	3 1%	1 1%	3 2%	6 5%efi	-	6 2%	3 1%	-	5 3%	-	* 1%	4 4%	-	* *	-	-	2 2%	4 2%	3 2%	1 2%	* *	10 2%
My bank	10 1%	6 1%	4 1%	2 1%	4 2%	1 *	2 1%	-	-	4 1%	3 1%	3 1%	-	-	* 1%	-	-	1 1%	-	-	-	6 4%	-	3 3%	* *	7 1%
Other	37 4%	17 4%	20 4%	5 3%	6 3%	14 7%	6 4%	5 4%	3 3%	9 3%	13 4%	9 4%	7 4%	4 4%	1 3%	3 3%	3 4%	5 6%	* 1%	2 3%	7 8%	3 2%	7 5%	2 3%	8 4%	17 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 122

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?**

**Summary**

**Base: All respondents who use the internet**

	Activities															
	Only using websites with a green padlock in the web address bar	Only using websites which start with 'https' rather than 'http'	Hovering over links to check whether the full web or email address looks legitimate	Using two factor authentication, i.e. using a password and another form of verification to log in (such as a text message with a verification code)	Using a different password for each online account	Using a password made up of three random words	Using a password made up of a mixture of letters, numbers and symbols	Using a password made up of as many characters as possible	Logging out of online accounts and services after using them	Using a password manager to store and remember passwords	Using anti-virus software	Installing software and app updates as soon as they are available	Restricting risky online behaviours, such as illegally streaming content, to certain devices only	Giving false details, such as a fake date of birth, on websites which feel less trustworthy	Writing passwords down on paper to store and remember them	Allowing my browser to store details (such as my post code) when creating and updating accounts to avoid re-entering these details
Unweighted base	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Ever	1671 84%	1341 67%	1684 85%	1704 86%	1826 92%	1058 53%	1904 96%	1774 89%	1917 96%	897 45%	1899 95%	1817 91%	1220 61%	1096 55%	1228 62%	1695 85%
NET: All/ most of the time	1061 53%	734 37%	769 39%	574 29%	972 49%	274 14%	1538 77%	908 46%	1423 72%	395 20%	1612 81%	1083 54%	839 42%	316 16%	441 22%	775 39%
All of the time	359 18%	250 13%	297 15%	182 9%	391 20%	97 5%	847 43%	367 18%	882 44%	158 8%	1262 63%	475 24%	519 26%	117 6%	205 10%	207 10%
Most of the time	701 35%	483 24%	472 24%	392 20%	582 29%	177 9%	691 35%	541 27%	540 27%	238 12%	350 18%	608 31%	320 16%	199 10%	236 12%	569 29%
Some of the time	484 24%	394 20%	608 31%	849 43%	544 27%	349 18%	288 14%	569 29%	323 16%	289 15%	195 10%	478 24%	237 12%	425 21%	384 19%	667 34%
Rarely	126 6%	214 11%	307 15%	281 14%	309 16%	435 22%	77 4%	297 15%	171 9%	213 11%	92 5%	256 13%	144 7%	355 18%	403 20%	253 13%
Never	82 4%	129 6%	202 10%	188 9%	119 6%	833 42%	41 2%	164 8%	40 2%	1037 52%	45 2%	108 5%	437 22%	741 37%	732 37%	200 10%
Don't know	236 12%	519 26%	104 5%	97 5%	44 2%	98 5%	44 2%	52 3%	32 2%	55 3%	45 2%	65 3%	332 17%	151 8%	29 1%	94 5%

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 123

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Only using websites with a green padlock in the web address bar****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1671	828	843	171	296	270	308	262	364	453	454	352	413	152	68	199	144	157	124	79	161	201	234	152	272	701	
	84%	86%	83%	79%	86%i	86%i	85%i	88%di	80%	84%	82%	86%	84%	85%	83%	86%	86%	87%	83%	79%	83%	81%	84%	86%	84%	85%	
NET: All/ most of the time	1061	494	566	101	190	166	203	175	226	265	305	232	259	108	41	126	92	111	74	53	94	129	138	94	185	431	
	53%	51%	55%	47%	55%	53%	57%	59%di	49%	49%	55%	57%j	53%	60%	50%	55%	55%	61%uw	49%	53%	49%	52%	49%	53%	57%	52%	
All of the time	359	151	209	26	58	55	75	65	81	78	104	85	92	33	19	39	36	42	31	19	28	37	44	32	64	138	
	18%	16%	20%a	12%	17%	18%	21%d	22%d	18%	15%	19%	21%j	19%	18%	23%	17%	22%	23%	21%	19%	15%	15%	16%	18%	20%	17%	
Most of the time	701	344	358	74	132	111	129	111	145	186	201	147	167	75	22	88	56	69	43	34	66	92	94	62	121	293	
	35%	36%	35%	34%	38%	35%	36%	37%	32%	35%	36%	36%	34%	42%os	27%	38%	34%	38%	29%	34%	34%	37%	33%	35%	38%	36%	
Some of the time	484	270	214	50	75	84	87	75	114	149	120	97	118	34	19	60	38	41	38	20	54	56	77	47	65	217	
	24%	28%b	21%	23%	22%	27%	24%	25%	25%	28%k	22%	24%	24%	19%	24%	26%	23%	23%	25%	20%	28%	22%	27%	26%	20%	26%	
Rarely	126	63	63	20	31	20	17	11	25	40	28	23	35	11	8	13	13	5	12	6	12	16	20	11	21	53	
	6%	7%	6%	9%h	9%h	6%	5%	4%	6%	7%	5%	6%	7%	6%	9%f	5%	8%	3%	8%	6%	6%	6%	7%	6%	7%	6%	
Never	82	37	45	16	14	7	12	8	26	23	32	15	12	7	2	6	6	6	2	5	5	22	11	9	16	31	
	4%	4%	4%	7%fh	4%	2%	3%	3%	6%f	4%	6%g	4%	2%	4%	3%	3%	3%	3%	2%	5%	3%	9%psu	4%	5%	5%	4%	
Don't know	236	103	133	29	35	38	40	27	68	61	68	41	65	19	12	26	18	18	23	16	27	27	34	17	35	89	
	12%	11%	13%	13%	10%	12%	11%	9%	15%h	11%	12%	10%	13%	11%	14%	11%	11%	10%	15%	16%	14%	11%	12%	9%	11%	11%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 124

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Only using websites which start with 'https' rather than 'http'****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1341	719	623	123	243	222	258	198	298	382	379	266	314	125	45	152	115	127	94	70	120	181	190	123	217	584	
	67%	74% <sup>b</sup>	61%	57%	71% <sup>d</sup>	70% <sup>d</sup>	72% <sup>d</sup>	67% <sup>d</sup>	65%	71% <sup>m</sup>	68%	65%	64%	70% <sup>o</sup>	55%	66%	68% <sup>o</sup>	70% <sup>o</sup>	62%	70% <sup>o</sup>	62%	73% <sup>o</sup>	68% <sup>o</sup>	69% <sup>o</sup>	67%	71%	
NET: All/ most of the time	734	370	364	54	125	117	136	127	175	204	212	144	173	70	27	83	65	76	47	38	67	99	100	62	115	309	
	37%	38%	36%	25%	36% <sup>d</sup>	37% <sup>d</sup>	38% <sup>d</sup>	43% <sup>d</sup>	38% <sup>d</sup>	38%	38%	35%	35%	39%	33%	36%	39%	42%	31%	38%	35%	40%	36%	35%	36%	38%	
All of the time	250	117	133	22	40	34	46	54	55	63	75	46	66	21	16	24	21	29	17	14	29	37	21	22	39	107	
	13%	12%	13%	10%	12%	11%	13%	18% <sup>def</sup>	12%	12%	14%	11%	14%	12%	19% <sup>w</sup>	10%	12%	16% <sup>w</sup>	11%	14% <sup>w</sup>	15% <sup>w</sup>	15% <sup>w</sup>	7%	13%	12%	13%	
Most of the time	483	252	231	32	85	83	90	74	120	141	137	99	106	49	11	59	44	48	30	23	37	63	79	40	76	202	
	24%	26%	23%	15%	25% <sup>d</sup>	26% <sup>d</sup>	25% <sup>d</sup>	25% <sup>d</sup>	26% <sup>d</sup>	26%	25%	24%	22%	27% <sup>o</sup>	14%	26% <sup>o</sup>	26% <sup>o</sup>	26% <sup>o</sup>	20%	24%	19%	25%	28% <sup>ou</sup>	22%	24%	25%	
Some of the time	394	238	156	33	62	78	85	49	88	123	111	69	91	42	11	52	31	34	26	22	34	39	63	39	68	162	
	20%	25% <sup>b</sup>	15%	15%	18%	25% <sup>dh</sup>	24% <sup>dh</sup>	16%	19%	23%	20%	17%	19%	23%	14%	23%	19%	19%	17%	22%	17%	16%	23%	22%	21%	20%	
Rarely	214	111	102	37	57	27	37	22	35	55	56	53	50	14	7	16	19	16	21	10	19	43	27	21	34	113	
	11%	11%	10%	17% <sup>fghi</sup>	17% <sup>fghi</sup>	9%	10%	7%	8%	10%	10%	13%	10%	8%	9%	7%	11%	9%	14% <sup>p</sup>	10%	10%	17% <sup>n</sup>	10%	12%	10%	14%	
Never	129	63	66	34	20	14	18	15	29	44	32	26	26	11	8	15	4	7	8	8	15	23	18	11	23	54	
	6%	7%	6%	16% <sup>efghi</sup>	6%	4%	5%	5%	6%	8%	6%	6%	5%	6%	9% <sup>q</sup>	6%	2%	4%	6%	8% <sup>q</sup>	8% <sup>q</sup>	9% <sup>q</sup>	6%	6%	7%	7%	
Don't know	519	186	333	59	81	80	84	83	132	112	142	115	150	42	29	64	49	47	48	22	59	45	72	44	83	184	
	26%	19%	33% <sup>a</sup>	27%	24%	25%	23%	28%	29%	21%	26%	28% <sup>j</sup>	31% <sup>j</sup>	23%	36% <sup>tv</sup>	28% <sup>v</sup>	29% <sup>v</sup>	26%	32% <sup>v</sup>	22%	30% <sup>v</sup>	18%	26%	25%	26%	22%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 125

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Hovering over links to check whether the full web or email address looks legitimate****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1684 85%	858 89%b	826 81%	177 82%	303 88%i	263 84%	315 88%i	253 85%	372 81%	473 88%km	464 84%	351 86%	397 81%	155 87%	68 82%	197 85%	140 83%	161 89%su	117 78%	83 83%	155 81%	218 87%	245 88% s	147 82%	283 88%	714 87%	
NET: All/ most of the time	769 39%	402 42%b	367 36%	85 39%	151 44%g	132 42%g	117 33%	115 39%	168 37%	245 46%klm	199 36%	147 36%	178 36%	81 46%qsw	34 41% s	82 35%	56 33%	77 42% s	39 26%	42 42% s	72 37% s w	118 47% pq s	95 34%	74 42% s	141 44%	315 38%	
All of the time	297 15%	150 15%	147 14%	34 16%	55 16%	50 16%	49 14%	46 16%	63 14%	101 19%km	74 13%	55 13%	67 14%	32 18%	9 10%	29 12%	25 15%	30 17%	15 10%	13 13%	24 12%	51 21% psw	34 12%	35 20% sw	58 18%	122 15%	
Most of the time	472 24%	252 26%b	220 22%	51 23%	97 28%g	82 26%g	68 19%	69 23%	105 23%	144 27%	124 22%	92 23%	111 23%	49 27% s	25 31% qs	53 23%	31 19%	47 26%	24 16%	28 28% s	48 25%	67 27% s	61 22%	39 22%	83 26%	193 23%	
Some of the time	608 31%	305 32%	303 30%	61 28%	117 34%	92 29%	115 32%	95 32%	128 28%	161 30%	186 34%	114 28%	148 30%	52 29%	24 30%	71 31%	59 35% tx	57 31%	52 35% t	22 22%	53 27%	71 28%	105 38% tux	44 25%	97 30%	271 33%	
Rarely	307 15%	151 16%	156 15%	32 15%	35 10%	39 12%	83 23% def hi	43 14%	76 17% e	67 12%	79 14%	90 22% jkm	72 15%	22 12%	9 11%	44 19%	25 15%	28 15%	26 18%	19 19%	31 16%	29 12%	45 16%	29 16%	45 14%	128 16%	
Never	202 10%	71 7%	130 13%a	24 11%	25 7%	34 11%	27 7%	31 11%	60 13% eg	49 9%	63 11%	34 8%	55 11%	19 11%	9 11%	28 12%	16 10%	13 7%	21 14%	12 12%	19 10%	18 7%	21 8%	24 14%	26 8%	71 9%	
Don't know	104 5%	38 4%	65 6%a	14 6%	16 5%	17 6%	18 5%	12 4%	26 6%	15 3%	27 5%	23 6%	38 8% j	4 2%	6 7%	7 3%	11 7%	7 4%	12 8% p	5 5%	18 9% np	14 6%	13 5%	7 4%	14 4%	37 4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 126

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using two factor authentication, i.e. using a password and another form of verification to log in (such as a text message with a verification code)****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1704 86%	841 87%	863 84%	187 87% <sub>i</sub>	319 93% <sub>hi</sub>	285 90% <sub>hi</sub>	323 90% <sub>hi</sub>	244 83% <sub>i</sub>	346 75%	473 88% <sub>m</sub>	472 85%	354 87%	405 83%	147 83%	68 82%	191 82%	147 88%	155 85%	125 83%	85 86%	164 85%	217 87%	250 89% <sub>p</sub>	156 88%	280 87%	741 90%	
NET: All/ most of the time	574 29%	289 30%	286 28%	63 29% <sub>h</sub>	134 39% <sub>ghi</sub>	112 36% <sub>hi</sub>	103 29% <sub>h</sub>	58 20%	104 23%	178 33% <sub>km</sub>	149 27%	130 32% <sub>m</sub>	118 24%	47 27%	24 29%	60 26%	47 28%	60 33%	35 24%	26 26%	49 26%	94 38% <sub>psu</sub>	79 27%	53 30%	112 35%	260 32%	
All of the time	182 9%	88 9%	94 9%	28 13%	37 11%	27 8%	33 9%	21 7%	35 8%	51 9%	55 10%	34 8%	43 9%	16 9%	7 9%	10 4%	13 8%	24 13% <sub>pt</sub>	11 7%	4 4%	16 8%	29 12% <sub>pt</sub>	27 10% <sub>p</sub>	25 14% <sub>pt</sub>	30 9%	86 10%	
Most of the time	392 20%	201 21%	192 19%	35 16%	96 28% <sub>dghi</sub>	85 27% <sub>dghi</sub>	70 19% <sub>h</sub>	37 13%	69 15%	127 24% <sub>km</sub>	93 17%	96 24% <sub>km</sub>	76 15%	32 18%	17 20%	50 22%	34 20%	35 20%	24 16%	21 22%	33 17%	65 26% <sub>x</sub>	53 19%	28 16%	82 25%	174 21%	
Some of the time	849 43%	409 42%	440 43%	89 41%	130 38%	134 42%	174 48% <sub>ei</sub>	144 49% <sub>ei</sub>	178 39%	236 44%	253 46%	157 39%	203 41%	82 46%	34 41%	91 39%	80 48% <sub>r</sub>	64 35%	63 42%	41 41%	89 46%	94 38%	134 48% <sub>r</sub>	77 43%	127 39%	366 45%	
Rarely	281 14%	144 15%	137 13%	34 16%	55 16%	39 12%	46 13%	42 14%	64 14%	59 11%	71 13%	67 17% <sub>j</sub>	83 17% <sub>j</sub>	18 10%	10 12%	40 17%	19 11%	31 17%	26 17%	19 19% <sub>n</sub>	26 13%	29 11%	37 13%	26 15%	41 13%	114 14%	
Never	188 9%	83 9%	105 10%	18 8% <sub>e</sub>	11 3%	15 5%	24 7%	35 12% <sub>efgh</sub>	86 19% <sub>defgh</sub>	42 8%	54 10%	33 8%	59 12% <sub>j</sub>	24 13%	5 6%	30 13% <sub>wx</sub>	17 10%	18 10%	15 10%	11 11%	13 7%	21 9%	19 7%	12 7%	25 8%	51 6%	
Don't know	97 5%	44 5%	53 5%	11 5%	14 4%	15 5%	13 4%	17 6%	27 6%	22 4%	28 5%	21 5%	27 5%	7 4%	9 11% <sub>npqtvw</sub>	10 4%	3 2%	8 4%	10 7%	3 3%	16 8% <sub>q</sub>	11 4%	10 4%	9 5%	17 5%	30 4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 127

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using a different password for each online account****Base: All respondents who use the internet**

		Gender			Age					Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1826 92%	899 93%	927 91%	172 80%	318 92% <sup>d</sup>	291 92% <sup>d</sup>	324 90% <sup>d</sup>	282 95% <sup>dg</sup>	439 96% <sup>dg</sup>	490 91%	515 93%	374 92%	447 91%	165 92%	76 93%	212 92%	144 86%	174 96% <sup>qu</sup>	139 93%	91 92%	166 86%	228 91%	263 94% <sup>qu</sup>	168 94% <sup>qu</sup>	290 90%	747 91%	
NET: All/ most of the time	972 49%	505 52% <sup>b</sup>	467 46%	75 35%	160 47% <sup>d</sup>	156 49% <sup>d</sup>	194 54% <sup>d</sup>	151 51% <sup>d</sup>	237 52% <sup>d</sup>	258 48%	263 47%	202 50%	250 51%	97 55%	37 45%	113 49%	74 44%	104 57% <sup>quw</sup>	67 45%	47 47%	83 43%	127 51%	128 46%	95 53%	156 48%	387 47%	
All of the time	391 20%	195 20%	196 19%	29 14%	52 15%	74 24% <sup>de</sup>	86 24% <sup>de</sup>	61 21%	89 19%	98 18%	97 17%	82 20%	115 23% <sup>k</sup>	41 23% <sup>w</sup>	16 19%	39 17%	29 17%	48 27% <sup>puv</sup>	37 25% <sup>w</sup>	23 23% <sup>w</sup>	32 17%	41 16%	40 14%	44 25% <sup>w</sup>	50 16%	164 20%	
Most of the time	582 29%	310 32% <sup>b</sup>	272 27%	46 21%	108 31% <sup>d</sup>	81 26%	108 30%	90 30% <sup>d</sup>	148 32% <sup>d</sup>	160 30%	166 30%	120 29%	136 28%	56 32% <sup>s</sup>	21 26%	74 32% <sup>s</sup>	45 27%	55 31%	31 20%	24 24%	51 26%	86 34% <sup>s</sup>	88 32% <sup>s</sup>	51 28%	106 33%	223 27%	
Some of the time	544 27%	251 26%	293 29%	50 23%	102 30%	83 26%	87 24%	91 31%	131 29%	150 28%	159 29%	99 24%	136 28%	45 25%	26 31%	64 28%	46 27%	42 23%	43 28%	28 28%	63 33%	64 26%	79 28%	45 25%	89 27%	218 27%	
Rarely	309 16%	143 15%	166 16%	47 22% <sup>gh</sup>	56 16%	52 17%	44 12%	40 13%	71 15%	82 15%	93 17%	73 18%	61 13%	22 13%	14 17%	35 15%	24 15%	28 16%	29 19% <sup>u</sup>	16 16%	20 10%	36 15%	56 20% <sup>u</sup>	28 16%	45 14%	142 17%	
Never	119 6%	57 6%	62 6%	30 14% <sup>efgh</sup> i	14 4%	19 6%	26 7% <sup>i</sup>	13 4%	17 4%	32 6%	29 5%	26 6%	32 7%	9 5%	2 3%	16 7%	18 11% <sup>orwx</sup>	6 3%	8 5%	8 8%	18 9% <sup>rw</sup>	16 6%	10 4%	8 4%	21 7%	58 7%	
Don't know	44 2%	11 1%	33 3% <sup>a</sup>	14 7% <sup>fghi</sup>	12 3% <sup>hi</sup>	6 2%	9 3% <sup>i</sup>	1 *	2 1%	16 3%	11 2%	8 2%	10 2%	4 2%	4 4% <sup>r</sup>	3 1%	6 3%	1 1%	2 1%	1 1%	9 5% <sup>pr</sup>	7 3%	7 2%	2 1%	12 4%	16 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 128

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using a password made up of three random words****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1058	531	527	89	199	170	207	154	239	309	293	222	234	86	40	132	99	99	83	55	92	136	147	89	186	450	
	53%	55%	52%	41%	58% <sup>d</sup>	54% <sup>d</sup>	58% <sup>d</sup>	52% <sup>d</sup>	52% <sup>d</sup>	57% <sup>m</sup>	53%	54%	48%	49%	49%	57%	59% <sup>u</sup>	55%	55%	55%	48%	55%	53%	50%	58%	55%	
NET: All/ most of the time	274	146	128	32	71	38	64	37	32	81	77	55	62	26	7	25	25	39	25	13	21	43	28	22	52	137	
	14%	15%	13%	15% <sup>i</sup>	21% <sup>fhi</sup>	12% <sup>i</sup>	18% <sup>i</sup>	13% <sup>i</sup>	7%	15%	14%	13%	13%	15%	9%	11%	15%	22% <sup>opuwx</sup>	17%	13%	11%	17%	10%	12%	16%	17%	
All of the time	97	55	42	8	19	15	28	18	9	22	31	12	31	10	3	8	6	13	7	8	9	11	11	11	20	44	
	5%	6%	4%	4%	5% <sup>i</sup>	5%	8% <sup>i</sup>	6% <sup>i</sup>	2%	4%	6%	3%	6% <sup>i</sup>	6%	4%	4%	4%	7%	5%	8%	5%	4%	4%	6%	6%	5%	
Most of the time	177	91	86	24	52	24	36	19	22	59	45	43	30	16	4	17	19	26	18	5	12	32	17	11	32	93	
	9%	9%	8%	11% <sup>i</sup>	15% <sup>fhi</sup>	7%	10% <sup>i</sup>	6%	5%	11% <sup>m</sup>	8%	11%	6%	9%	4%	7%	12%	15% <sup>optuw</sup>	12%	5%	6%	13% <sup>uw</sup>	6%	6%	10%	11%	
Some of the time	349	174	175	29	62	51	68	52	87	94	96	91	68	24	15	52	30	26	20	19	27	40	60	36	70	135	
	18%	18%	17%	13%	18%	16%	19%	17%	19%	17%	17%	22% <sup>m</sup>	14%	14%	19%	22% <sup>nsu</sup>	18%	14%	13%	19%	14%	16%	21%	20%	22%	16%	
Rarely	435	211	223	28	67	80	74	65	120	134	120	76	105	36	18	55	43	34	37	23	44	53	59	32	64	177	
	22%	22%	22%	13%	19%	25% <sup>d</sup>	21%	22% <sup>d</sup>	26% <sup>d</sup>	25%	22%	19%	21%	20%	22%	24%	26%	19%	25%	23%	23%	21%	21%	18%	20%	22%	
Never	833	399	434	110	128	127	133	129	207	204	234	162	234	87	36	93	61	77	59	40	84	98	112	86	119	330	
	42%	41%	43%	51% <sup>efg</sup>	37%	40%	37%	44%	45% <sup>g</sup>	38%	42%	40%	48% <sup>j</sup>	49% <sup>q</sup>	44%	40%	37%	43%	39%	40%	44%	39%	40%	48% <sup>q</sup>	37%	40%	
Don't know	98	37	61	17	17	18	20	13	12	25	28	24	22	5	6	7	7	5	8	5	17	15	21	3	18	42	
	5%	4%	6%	8% <sup>i</sup>	5%	6% <sup>i</sup>	6% <sup>i</sup>	4%	3%	5%	5%	6%	4%	3%	7% <sup>x</sup>	3%	4%	3%	5%	5%	9% <sup>nprx</sup>	6%	7% <sup>px</sup>	2%	6%	5%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 129

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using a password made up of a mixture of letters, numbers and symbols****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1904 96%	930 96%	974 95%	196 91%	329 96%	298 95%	352 98%df	287 97%df	442 96%df	514 96%	533 96%	390 96%	468 95%	172 97%	77 94%	221 96%	157 94%	177 98%u	148 99%oqu	97 97%	178 92%	236 95%	268 96%	173 97%u	306 95%	789 96%	
NET: All/ most of the time	1538 77%	756 78%	783 77%	146 68%	268 78%df	234 74%	283 79%df	240 81%df	367 80%df	412 77%	446 80%	307 75%	374 76%	150 84%uw	60 73%	182 78%	126 75%	145 80%	119 79%	80 80%	137 71%	191 77%	209 75%	139 78%	241 75%	636 78%	
All of the time	847 43%	405 42%	442 43%	83 38%	120 35%	135 43%	155 43%	146 49%de	208 45%e	230 43%	231 42%	156 38%	230 47%l	95 53%uvw	37 45%	104 45%u	71 42%	81 45%	62 41%	47 47%u	66 34%	100 40%	106 38%	79 44%	119 37%	343 42%	
Most of the time	691 35%	351 36%	340 33%	63 29%	147 43%dfh	100 32%	128 36%	94 32%	159 35%	181 34%	214 39%fm	151 37%	144 29%	55 31%	23 28%	77 33%	55 33%	65 36%	57 38%	33 33%	71 37%	91 37%	103 37%	60 34%	122 38%	294 36%	
Some of the time	288 14%	136 14%	152 15%	35 16%	44 13%	56 18%	57 16%	36 12%	60 13%	78 15%	76 14%	65 16%	70 14%	21 12%	12 15%	31 13%	27 16%	25 14%	25 16%	12 12%	32 17%	32 13%	40 14%	31 17%	52 16%	117 14%	
Rarely	77 4%	38 4%	40 4%	15 7%fi	17 5%	8 3%	12 3%	11 4%	14 3%	24 4%k	12 2%	17 4%	24 5%k	1 1%	4 5%n	8 4%	4 2%	7 4%	5 4%	5 5%n	8 4%n	12 5%n	19 7%nx	3 2%	12 4%	35 4%	
Never	41 2%	15 2%	25 2%	7 3%g	4 1%	9 3%g	- -	6 2%g	14 3%g	9 2%	10 2%	6 2%	15 3%	4 2%	2 2%	7 3%	5 3%	1 1%	1 1%	1 1%	6 3%	8 3%	4 1%	2 1%	8 3%	8 1%	
Don't know	44 2%	23 2%	22 2%	13 6%ahi	12 3%i	8 2%i	7 2%i	3 2%i	2 *	14 3%	11 2%	12 3%	7 1%	3 1%	3 4%ss	3 1%	5 3%	2 1%	*	2 2%	9 5%ps	5 2%	8 3%	3 2%	8 2%	24 3%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 130

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using a password made up of as many characters as possible****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1774	874	899	170	303	283	326	275	417	477	502	360	435	167	75	204	151	168	138	87	162	224	240	157	284	729	
	89%	90%	88%	79%	88% <sup>d</sup>	90% <sup>d</sup>	91% <sup>d</sup>	93% <sup>d</sup>	91% <sup>d</sup>	89%	91%	88%	89%	93% <sup>uw</sup>	91%	88%	90%	93% <sup>uw</sup>	92% <sup>u</sup>	87%	84%	90%	86%	88%	88%	89%	
NET: All/ most of the time	908	459	449	82	143	154	171	148	210	238	254	183	232	87	38	110	73	94	57	50	75	119	117	87	134	382	
	46%	47%	44%	38%	41%	49% <sup>d</sup>	47%	50% <sup>d</sup>	46%	44%	46%	45%	47%	49%	46%	48%	44%	52% <sup>su</sup>	38%	50%	39%	48%	42%	49%	41%	47%	
All of the time	367	186	181	34	49	66	67	64	87	97	97	81	92	38	17	35	29	43	23	29	24	47	45	36	42	152	
	18%	19%	18%	16%	14%	21%	18%	22% <sup>e</sup>	19%	18%	18%	20%	19%	21%	21%	15%	17%	24% <sup>pu</sup>	15%	29% <sup>pqs uw</sup>	13%	19%	16%	20%	13%	19%	
Most of the time	541	273	268	48	94	88	104	84	123	142	157	102	140	49	20	74	44	50	35	21	51	72	72	52	92	230	
	27%	28%	26%	22%	27%	28%	29%	28%	27%	26%	28%	25%	29%	27%	25%	32% <sup>t</sup>	26%	28%	23%	21%	26%	29%	26%	29%	28%	28%	
Some of the time	569	280	289	47	112	89	104	88	130	166	171	113	120	61	23	66	44	50	50	27	61	72	74	41	110	224	
	29%	29%	28%	22%	32% <sup>d</sup>	28%	29%	30%	28%	31% <sup>m</sup>	31% <sup>m</sup>	28%	24%	34% <sup>x</sup>	28%	29%	26%	28%	33%	27%	32%	29%	26%	23%	34%	27%	
Rarely	297	135	162	41	48	39	52	39	78	73	77	64	83	19	14	28	34	24	32	10	26	32	49	29	41	123	
	15%	14%	16%	19%	14%	13%	15%	13%	17%	14%	14%	16%	17%	11%	17%	12%	20% <sup>npt</sup>	13%	21% <sup>npt</sup>	10%	14%	13%	18%	16%	13%	15%	
Never	164	74	90	30	29	27	23	19	37	50	37	31	47	11	5	22	13	10	9	8	18	16	31	19	25	72	
	8%	8%	9%	14% <sup>ghi</sup>	8%	9%	6%	6%	8%	9%	7%	8%	10%	6%	6%	10%	8%	6%	6%	8%	9%	6%	11%	11%	8%	9%	
Don't know	52	20	32	16	13	5	11	3	4	11	15	17	8	*	2	5	3	3	2	4	12	11	8	2	14	20	
	3%	2%	3%	8% <sup>fghi</sup>	4% <sup>i</sup>	1%	3% <sup>i</sup>	1%	1%	2%	3%	4%	2%	*	3%	2%	2%	2%	1%	4% <sup>n</sup>	6% <sup>npqr</sup>	4% <sup>n</sup>	3%	1%	4%	2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 131

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Logging out of online accounts and services after using them****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Ever	1917	943	974	193	324	309	353	291	447	517	528	392	480	177	77	222	161	171	148	93	180	239	274	175	302	793		
	96%	97% <sup>b</sup>	95%	90%	94%	98% <sup>d</sup>	98% <sup>d</sup>	98% <sup>d</sup>	98% <sup>d</sup>	96%	95%	96%	98% <sup>k</sup>	99% <sup>o</sup>	94%	96%	96%	95%	99% <sup>o</sup>	94%	93%	96%	98% <sup>o</sup>	98% <sup>o</sup>	94%	97%		
NET: All/ most of the time	1423	711	712	97	192	200	272	257	405	381	396	280	366	134	54	165	111	140	111	68	142	169	197	131	204	556		
	72%	73%	70%	45%	56% <sup>d</sup>	64% <sup>d</sup>	76% <sup>d</sup>	87% <sup>d</sup>	88% <sup>d</sup>	71%	72%	69%	75%	75%	66%	71%	66%	78% <sup>q</sup>	74%	68%	74%	68%	71%	74%	63%	68%		
All of the time	882	440	442	55	89	119	152	181	286	234	244	171	234	76	36	104	69	88	71	47	85	98	122	87	118	333		
	44%	45%	43%	25%	26%	38% <sup>d</sup>	42% <sup>d</sup>	61% <sup>d</sup>	62% <sup>d</sup>	43%	44%	42%	48%	42%	44%	45%	41%	49%	47%	47%	44%	39%	44%	49%	37%	40%		
Most of the time	540	271	270	43	103	81	120	75	119	147	153	109	132	58	18	61	42	53	40	21	57	72	75	44	85	224		
	27%	28%	26%	20%	30% <sup>d</sup>	26%	33% <sup>d</sup>	25%	26%	27%	28%	27%	27%	33% <sup>t</sup>	22%	26%	25%	29%	27%	21%	29%	29%	27%	25%	26%	27%		
Some of the time	323	171	152	52	76	76	63	26	31	88	99	71	66	35	15	34	28	18	21	15	26	47	58	26	74	151		
	16%	18%	15%	24% <sup>hi</sup>	22% <sup>hi</sup>	24% <sup>hi</sup>	17% <sup>hi</sup>	9%	7%	16%	18%	17%	13%	19% <sup>r</sup>	19%	15%	17%	10%	14%	15%	14%	19% <sup>r</sup>	21% <sup>r</sup>	15%	23%	18%		
Rarely	171	61	110	45	56	33	18	8	11	49	33	41	49	8	7	23	22	13	17	11	12	23	19	18	24	86		
	9%	6%	11% <sup>a</sup>	21% <sup>fgh</sup>	16% <sup>ghi</sup>	10% <sup>ghi</sup>	5%	3%	3%	9%	6%	10%	10% <sup>k</sup>	4%	9%	10%	13% <sup>n</sup>	7%	11% <sup>n</sup>	11%	6%	9%	7%	10%	7%	11%		
Never	40	13	27	12	12	3	3	4	6	9	16	9	6	2	2	7	6	6	-	4	5	6	1	1	11	18		
	2%	1%	3%	6% <sup>fghi</sup>	3%	1%	1%	2%	1%	2%	3%	2%	1%	1%	3% <sup>s</sup>	3% <sup>sw</sup>	4% <sup>sw</sup>	3% <sup>sw</sup>	-	4% <sup>swx</sup>	3%	2%	*	1%	3%	2%		
Don't know	32	12	20	11	9	4	3	1	5	12	9	7	3	-	3	3	1	3	1	2	8	5	4	2	10	11		
	2%	1%	2%	5% <sup>fghi</sup>	3% <sup>h</sup>	1%	1%	*	1%	2% <sup>m</sup>	2%	2%	1%	-	3% <sup>n</sup>	1%	*	2%	1%	2%	4% <sup>nq</sup>	2%	1%	1%	3%	1%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 132

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using a password manager to store and remember passwords****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Ever	897 45%	464 48%b	434 42%	116 54%ghi	192 56%ghi	155 49%hi	150 42%	117 39%	167 36%	259 48%k	227 41%	195 48%	216 44%	86 48%	34 41%	101 43%	87 52%	74 41%	62 41%	40 40%	82 43%	124 50%	131 47%	77 43%	163 51%	394 48%
NET: All/ most of the time	395 20%	231 24%b	164 16%	43 20%	110 32%dfghi	60 19%	60 17%	45 15%	77 17%	121 22%lm	113 20%	82 20%	80 16%	37 21%	9 11%	41 18%	38 23%o	41 23%o	25 17%	19 19%	30 16%	73 29%opswx	51 18%	31 17%	74 23%	173 21%
All of the time	158 8%	93 10%b	65 6%	16 7%	42 12%fh	21 7%	25 7%	19 6%	35 8%	48 9%k	29 5%	44 11%k	36 7%	15 9%	3 4%	15 6%	20 12%tw	20 11%t	9 6%	4 4%	12 6%	32 13%tw	16 6%	11 6%	31 10%	70 9%
Most of the time	238 12%	138 14%b	100 10%	28 13%	68 20%fghi	39 12%	34 10%	27 9%	42 9%	72 13%lm	84 15%lm	38 9%	43 9%	22 12%	5 6%	26 11%	18 11%	21 12%	16 11%	15 15%	18 9%	41 16%o	35 13%	19 11%	42 13%	103 13%
Some of the time	289 15%	137 14%	152 15%	43 20%hi	44 13%	55 17%i	55 15%	37 13%	55 12%	88 16%k	60 11%	69 17%k	71 15%	31 17%r	13 16%r	38 16%r	30 18%r	13 7%	17 12%	12 12%	30 16%r	32 13%	46 17%r	27 15%r	57 18%	122 15%
Rarely	213 11%	96 10%	118 12%	30 14%i	39 11%	41 13%i	35 10%	34 12%	35 8%	50 9%	54 10%	44 11%	65 13%	18 10%	12 15%	22 10%	18 11%	19 11%	19 13%	9 9%	22 11%	19 8%	34 12%	19 10%	32 10%	99 12%
Never	1037 52%	482 50%	555 54%	91 42%	142 41%	155 49%	200 55%de	173 59%def	276 60%def	264 49%	314 57%j	201 49%	258 53%	90 50%	43 52%	126 54%	77 46%	105 58%q	86 58%	59 59%q	97 50%	117 47%	140 50%	97 55%	148 46%	406 49%
Don't know	55 3%	22 2%	33 3%	9 4%	10 3%	5 2%	10 3%	6 2%	15 3%	15 3%	12 2%	12 3%	16 3%	2 1%	6 7%np	5 2%	4 2%	2 1%	2 1%	1 1%	13 7%npqrstx	8 3%	8 3%	4 2%	11 4%	21 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 133

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Using anti-virus software****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1899 95%	947 98%b	952 93%	196 91%	323 94%	303 96% <sup>d</sup>	345 96% <sup>d</sup>	288 97% <sup>d</sup>	443 97% <sup>d</sup>	517 96%	532 96%	384 94%	466 95%	174 98% <sup>ou</sup>	75 92%	217 94%	158 95%	175 97%	148 99% <sup>opu</sup>	96 96%	179 93%	241 96%	266 95%	169 95%	305 95%	792 96%	
NET: All/ most of the time	1612 81%	800 83%	812 79%	137 63%	238 69%	251 80% <sup>de</sup>	304 84% <sup>de</sup>	266 90% <sup>defg</sup>	417 91% <sup>defg</sup>	444 83%	451 81%	318 78%	399 82%	152 85%	64 78%	183 79%	130 77%	157 87% <sup>qvw</sup>	128 85%	84 84%	155 80%	190 76%	219 78%	151 85%	244 75%	648 79%	
All of the time	1262 63%	653 68% <sup>b</sup>	609 60%	80 37%	159 46%	172 55% <sup>d</sup>	255 71% <sup>defg</sup>	232 78% <sup>defg</sup>	364 79% <sup>defg</sup>	348 65%	351 63%	242 59%	321 66%	121 68% <sup>w</sup>	49 60%	152 66%	101 60%	130 72% <sup>qvw</sup>	104 70% <sup>w</sup>	64 64%	120 62%	144 58%	158 57%	120 67% <sup>w</sup>	165 51%	483 59%	
Most of the time	350 18%	147 15%	203 20% <sup>a</sup>	57 26% <sup>ghi</sup>	79 23% <sup>ghi</sup>	79 25% <sup>ghi</sup>	49 14%	34 11%	52 11%	96 18%	100 18%	76 19%	78 16%	32 18%	14 18%	31 13%	29 17%	27 15%	24 16%	20 20%	34 18%	46 18%	61 22% <sup>p</sup>	31 18%	78 24%	165 20%	
Some of the time	195 10%	98 10%	97 9%	38 18% <sup>ghi</sup>	53 15% <sup>ghi</sup>	42 13% <sup>hi</sup>	33 9% <sup>hi</sup>	14 5%	15 3%	51 9%	62 11%	40 10%	43 9%	18 10%	10 12%	24 10%	18 11%	11 6%	11 7%	7 7%	21 11%	34 14% <sup>r</sup>	27 10%	13 7%	42 13%	97 12%	
Rarely	92 5%	48 5%	44 4%	21 10% <sup>fghi</sup>	32 9% <sup>fghi</sup>	10 3%	8 2%	9 3%	12 3%	22 4%	19 3%	27 7%	23 5%	4 3%	2 2%	10 4%	10 6% <sup>u</sup>	7 4%	9 6% <sup>u</sup>	5 5%	3 1%	16 7% <sup>u</sup>	20 7% <sup>u</sup>	6 3%	20 6%	47 6%	
Never	45 2%	12 1%	33 3% <sup>a</sup>	8 3%	14 4%	6 2%	6 2%	5 2%	7 1%	13 2%	10 2%	11 3%	11 2%	4 2%	3 3% <sup>x</sup>	9 4% <sup>x</sup>	3 2%	3 2%	1 1%	1 1%	9 5% <sup>sx</sup>	5 2%	8 3% <sup>x</sup>	-	13 4%	15 2%	
Don't know	45 2%	9 1%	36 4% <sup>a</sup>	12 6% <sup>fhi</sup>	7 2%	6 2%	9 2%	3 1%	8 2%	8 2%	12 2%	12 3%	13 3%	-	4 5% <sup>n</sup>	6 2%	6 3% <sup>n</sup>	3 2%	1 1%	2 2%	5 3% <sup>n</sup>	4 2%	5 2%	9 5% <sup>n</sup>	5 1%	14 2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 134

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Installing software and app updates as soon as they are available****Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Ever	1817 91%	907 94%b	909 89%	200 93%i	325 95%hi	299 95%hi	339 94%hi	264 89%	389 85%	495 92%	508 92%	372 91%	441 90%	163 92%	74 90%	210 91%	155 93%	159 88%	134 90%	94 94%	169 88%	229 91%	260 93%	169 95%ru	296 92%	774 94%		
NET: All/ most of the time	1083 54%	583 60%b	500 49%	101 47%	191 55%	180 57% <b>d</b>	207 58% <b>d</b>	169 57% <b>d</b>	236 51%	321 60% <b>l</b>	297 54%	199 49%	266 54%	105 59%	37 46%	127 55%	89 53%	101 56%	73 49%	54 54%	100 52%	142 57%	147 53%	109 61% <b>os</b>	180 56%	451 55%		
All of the time	475 24%	264 27% <b>b</b>	212 21%	27 12%	74 21% <b>d</b>	67 21% <b>d</b>	78 22% <b>d</b>	98 33% <b>defg</b>	132 29% <b>defg</b>	149 28%	124 22%	91 22%	111 23%	51 28% <b>w</b>	17 21%	49 21%	36 21%	52 29% <b>w</b>	35 23%	27 27%	45 23%	62 25%	50 18%	52 29% <b>w</b>	66 20%	192 23%		
Most of the time	608 31%	320 33% <b>b</b>	288 28%	74 34% <b>hi</b>	117 34% <b>hi</b>	112 36% <b>hi</b>	129 36% <b>hi</b>	71 24%	104 23%	172 32%	172 31%	108 27%	155 32%	54 30%	20 24%	78 34%	54 32%	48 27%	38 25%	27 27%	56 29%	79 32%	97 35%	57 32%	114 35%	259 32%		
Some of the time	478 24%	214 22%	264 26%	59 27%	97 28% <b>h</b>	81 26%	82 23%	60 20%	98 21%	108 20%	146 26% <b>j</b>	104 26%	119 24%	44 25%	24 29%	52 23%	50 30% <b>x</b>	41 22%	30 20%	21 21%	43 22%	60 24%	77 28%	36 20%	93 29%	202 25%		
Rarely	256 13%	110 11%	145 14%	40 19% <b>ei</b>	38 11%	38 12%	50 14%	35 12%	55 12%	66 12%	66 12%	69 17%	56 11%	15 8%	12 15%	31 14%	16 9%	18 10%	32 21% <b>nqr</b>	19 19% <b>nqr</b>	26 14%	27 11%	36 13%	24 14%	23 7%	121 15% <b>A</b>		
Never	108 5%	37 4%	71 7% <b>a</b>	4 2%	5 1%	9 3%	11 3%	26 9% <b>defg</b>	52 11% <b>defg</b>	24 4%	31 6%	20 5%	33 7%	13 7%	5 6%	18 8% <b>q</b>	4 3%	14 8%	11 7%	3 3%	9 5%	8 3%	14 5%	9 5%	14 4%	26 3%		
Don't know	65 3%	23 2%	41 4%	12 5%	14 4%	7 2%	10 3%	6 2%	17 4%	19 3%	14 3%	15 4%	16 3%	2 1%	3 3%	3 1%	8 5% <b>x</b>	8 4% <b>x</b>	4 3%	2 2%	14 7% <b>npwx</b>	13 5% <b>x</b>	5 2%	1 *	12 4%	21 3%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 135

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Restricting risky online behaviours, such as illegally streaming content, to certain devices only****Base: All respondents who use the internet**

		Gender			Age					Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1220 61%	629 65%b	591 58%	153 71%ghi	235 68%hi	204 65%i	218 61%i	172 58%	237 52%	338 63%lm	349 63%lm	258 63%	274 56%	119 67%u	48 59%	152 66%u	102 61%	105 58%	97 65%	58 58%	104 54%	163 65%u	169 61%	102 57%	190 59%	568 69%A	
NET: All/ most of the time	839 42%	402 42%	436 43%	76 35%	149 43%	127 40%	154 43%	133 45%de	200 44%	229 43%	250 45%	159 39%	201 41%	85 48%w	36 43%	104 45%	66 39%	85 47%	68 45%	38 38%	79 41%	101 41%	102 36%	75 42%	123 38%	360 44%	
All of the time	519 26%	241 25%	278 27%	32 15%	64 19%	79 25%de	90 25%de	95 32%de	158 34%defg	140 26%	161 29%	92 23%	126 26%	51 29%	22 27%	60 26%	43 26%	51 28%	46 31%	26 26%	48 25%	57 23%	63 23%	52 29%	60 19%	211 26%A	
Most of the time	320 16%	162 17%	158 15%	43 20%ei	85 25%fhi	48 15%ei	64 18%ei	38 13%	42 9%	89 17%	89 16%	67 16%	75 15%	34 19%	13 16%	44 19%	23 14%	34 19%	22 15%	12 12%	31 16%	45 18%	39 14%	23 13%	63 20%	149 18%	
Some of the time	237 12%	142 15%b	95 9%	46 21%ghi	58 17%ghi	55 17%ghi	37 10%ei	24 8%ei	18 4%	72 13%lm	66 12%	57 14%lm	41 8%	24 14%u	9 11%	30 13%u	19 12%	13 7%	15 10%	9 9%	11 6%	45 18%rtu x	45 16%rtu x	16 9%	44 14%	134 16%	
Rarely	144 7%	84 9%b	60 6%	31 14%fghi	29 8%ei	23 7%	28 8%ei	15 5%	19 4%	38 7%	33 6%	42 10%k	32 7%	9 5%	4 5%	17 7%	17 10%	8 4%	14 9%	11 11%r	14 7%	17 7%	23 8%	11 6%	23 7%	74 9%	
Never	437 22%	211 22%	226 22%	36 17%	48 14%	66 21%	87 24%e	74 25%de	127 28%def	115 21%	121 22%	80 20%	122 25%	37 21%	15 19%	48 21%	37 22%	33 18%	33 22%	29 29%r	50 26%	56 22%	63 23%	36 20%	68 21%	162 20%	
Don't know	332 17%	128 13%	204 20%a	27 13%	60 18%	45 14%	55 15%	50 17%	94 21%df	85 16%	84 15%	70 17%	94 19%	23 13%	18 22%v	31 14%	28 17%	43 24%npstv	20 13%	13 13%	39 20%	31 12%	47 17%	39 22%npv	66 20%B	92 11%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 136

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Giving false details, such as a fake date of birth, on websites which feel less trustworthy****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Ever	1096	543	554	150	240	208	206	127	166	328	302	245	221	98	42	113	97	89	84	46	104	166	161	96	185	537	
	55%	56%	54%	69%ghi	70%ghi	66%ghi	57%hi	43%	36%	61%km	55%lm	60%lm	45%	55%	51%	49%	58%	49%	56%	46%	54%	67%opr tux	57%	54%	57%	65%A	
NET: All/ most of the time	316	171	145	55	86	69	37	35	33	109	77	74	56	24	10	32	23	33	22	10	31	60	39	31	61	181	
	16%	18%	14%	25%ghi	25%ghi	22%ghi	10%	12%i	7%	20%km	14%	18%lm	11%	13%	12%	14%	14%	18%	15%	10%	16%	24%nop qtw	14%	18%	19%	22%	
All of the time	117	75	42	19	37	22	11	12	16	39	29	27	22	9	3	13	12	10	14	4	13	18	13	9	15	78	
	6%	8%b	4%	9%ghi	11%ghi	7%gi	3%	4%	4%	7%	5%	7%	5%	5%	3%	6%	7%	5%	9%	4%	7%	7%	5%	5%	5%	10%A	
Most of the time	199	96	103	36	49	47	27	24	17	70	49	47	34	15	7	19	11	23	8	6	18	42	27	22	45	103	
	10%	10%	10%	17%ghi	14%ghi	15%ghi	7%i	8%i	4%	13%km	9%	12%	7%	8%	9%	8%	7%	13%rs	6%	6%	9%	17%npq stw	10%	12%	14%	13%	
Some of the time	425	185	241	53	97	83	96	44	54	119	131	98	78	45	18	49	41	24	30	16	42	63	69	27	65	217	
	21%	19%	24%a	24%hi	28%hi	26%hi	27%hi	15%	12%	22%lm	24%lm	24%lm	16%	25%rx	21%	21%	25%rx	13%	20%	16%	22%	25%rx	25%rx	15%	20%	26%	
Rarely	355	187	168	42	57	56	73	48	79	101	94	72	88	29	14	32	32	32	31	20	31	43	52	38	60	138	
	18%	19%	16%	20%	16%	18%	20%	16%	17%	19%	17%	18%	18%	16%	18%	14%	19%	18%	21%	20%	16%	17%	19%	21%	19%	17%	
Never	741	360	382	45	82	85	123	145	261	168	213	125	235	69	37	102	59	76	59	41	67	68	97	68	114	226	
	37%	37%	37%	21%	24%	27%	34%deg	49%def gh	57%def gh	31%	39%jl	31%	48%jkl	39%v	45%v	44%vw	35%	42%v	40%v	41%v	35%	27%	35%	38%v	35%B	28%	
Don't know	151	65	86	21	23	22	30	24	31	42	38	38	34	12	3	17	11	16	7	12	22	16	22	14	24	58	
	8%	7%	8%	10%	7%	7%	8%	8%	7%	8%	7%	9%	7%	7%	4%	7%	7%	9%	5%	12%os	11%ss	6%	8%	8%	7%	7%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 137

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?****Writing passwords down on paper to store and remember them****Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Ever	1228	605	622	114	204	160	215	191	344	313	349	253	313	98	53	136	109	105	95	55	113	169	187	108	189	464		
	62%	63%	61%	53%	59%	51%	60%	64%	75%	58%	63%	62%	64%	55%	64%	59%	65%	58%	63%	55%	58%	68%	67%	61%	59%	56%		
NET: All/ most of the time	441	231	209	38	59	53	65	76	151	119	120	88	113	45	21	50	31	39	32	21	48	56	57	40	58	166		
	22%	24%	20%	17%	17%	17%	18%	25%	33%	22%	22%	22%	23%	26%	25%	22%	18%	21%	21%	21%	25%	23%	20%	23%	18%	20%		
All of the time	205	117	88	11	23	19	27	42	83	49	54	51	51	23	11	19	15	19	15	11	24	29	22	18	19	72		
	10%	12%	9%	5%	7%	6%	8%	14%	18%	9%	10%	12%	10%	13%	13%	8%	9%	10%	10%	11%	13%	12%	8%	10%	6%	9%		
Most of the time	236	114	121	27	36	33	38	33	68	70	66	37	62	22	10	31	15	20	17	10	23	27	35	23	39	93		
	12%	12%	12%	12%	11%	11%	10%	11%	15%	13%	12%	9%	13%	13%	12%	14%	9%	11%	12%	10%	12%	11%	13%	13%	12%	11%		
Some of the time	384	183	201	34	50	47	79	53	121	93	107	78	107	23	16	46	38	40	29	18	31	47	62	34	57	137		
	19%	19%	20%	16%	15%	15%	22%	18%	26%	17%	19%	19%	22%	13%	20%	20%	23%	22%	19%	18%	16%	19%	22%	19%	18%	17%		
Rarely	403	191	212	41	95	60	71	62	73	100	122	87	94	30	15	40	40	27	34	16	34	66	68	34	74	160		
	20%	20%	21%	19%	28%	19%	20%	21%	16%	19%	22%	21%	19%	17%	19%	17%	24%	15%	22%	16%	18%	26%	24%	19%	23%	20%		
Never	732	349	383	94	129	151	141	105	113	216	196	146	174	78	28	94	57	75	55	44	71	74	90	68	127	344		
	37%	36%	38%	43%	38%	48%	39%	35%	25%	40%	35%	36%	35%	44%	34%	41%	34%	41%	37%	44%	37%	29%	32%	38%	39%	42%		
Don't know	29	14	16	9	11	3	4	1	1	9	9	9	3	3	2	1	1	1	*	1	9	7	2	2	7	14		
	1%	1%	2%	4%	3%	1%	1%	*	*	2%	2%	2%	1%	1%	2%	1%	1%	1%	*	1%	5%	3%	1%	1%	2%	2%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 138

**Q.B19 How often, if ever, do you do each of the following when you are using the internet and services online?**

**Allowing my browser to store details (such as my post code) when creating and updating accounts to avoid re-entering these details**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Ever	1695 85%	827 85%	868 85%	186 86%	308 89%hi	271 86%	313 87%	243 82%	374 82%	463 86%	472 85%	351 86%	409 83%	159 89%o	64 78%	199 86%	143 86%	147 81%	124 83%	86 86%	161 83%	223 89%o	240 86%	149 84%	288 89%	710 87%		
NET: All/ most of the time	775 39%	389 40%	386 38%	104 48%fhi	175 51%fghi	114 36%	141 39%i	95 32%	146 32%	223 42%	198 36%	167 41%	187 38%	82 46%pu	26 32%	75 32%	63 38%	62 34%	55 37%	51 51%opq rsuw	66 34%	114 46%pu	105 38%	75 42%p	147 45%	325 40%		
All of the time	207 10%	105 11%	102 10%	29 13%	46 13%	29 9%	36 10%	25 9%	42 9%	65 12%k	46 8%	52 13%	44 9%	15 9%	7 9%	21 9%	14 8%	14 8%	12 8%	16 16%	22 11%	39 16%	27 10%	20 11%	29 9%	87 11%		
Most of the time	569 29%	284 29%	284 28%	75 35%hi	129 38%fhi	85 27%	105 29%i	70 24%	104 23%	159 30%	152 28%	115 28%	142 29%	66 37%opu	19 24%	54 23%	49 29%	48 26%	43 29%	35 35%pu	44 23%	75 30%	78 28%	56 31%	117 36%B	238 29%		
Some of the time	667 34%	334 35%	332 33%	55 26%	95 27%	113 36%d	119 33%	112 38%de	173 38%de	173 32%	201 36%	125 31%	167 34%	60 34%	34 41%tx	89 38%tx	58 34%	57 32%	51 34%	27 27%	70 37%	72 29%	99 35%	50 28%	94 29%	276 34%		
Rarely	253 13%	104 11%	149 15%a	27 12%	38 11%	44 14%	53 15%	36 12%	56 12%	67 12%	73 13%	59 14%	55 11%	17 9%	4 5%	36 16%o	22 13%o	27 15%o	19 12%	8 8%	24 12%	37 15%o	36 13%	23 13%	47 15%	110 13%		
Never	200 10%	108 11%	92 9%	20 9%	17 5%	28 9%	31 8%	39 13%e	66 14%efg	54 10%	56 10%	34 8%	56 11%	12 7%	9 11%	19 8%	19 12%	28 16%npu vw	23 15%nuvw	8 8%	15 8%	19 8%	21 7%	27 15%npuv w	18 6%	76 9%		
Don't know	94 5%	32 3%	62 6%a	10 5%	20 6%	15 5%	16 4%	14 5%	18 4%	20 4%	26 5%	23 6%	25 5%	8 4%	8 10%qrs v	13 5% x	5 3%	6 3%	3 2%	6 6% x	17 9%qrs v	7 3%	18 7% x	2 1%	17 5%	35 4%		

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 139

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**Summary**

**Base: All respondents who use the internet**

		Aspects								
		My working life overall	My work/life balance	My ability to find new jobs and work opportunities	My ability to train and develop new skills for work	My ability to earn extra income by taking on additional work	The quality of jobs which are available to me	The number of jobs which are available to me	The quality of jobs which are available to other people in society	The number of jobs which are available to other people in society
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Positive impact		822 41%	771 39%	985 50%	902 45%	845 43%	721 36%	806 41%	919 46%	1076 54%
Very positive impact	(+2)	257 13%	216 11%	377 19%	328 16%	309 16%	229 12%	269 14%	260 13%	320 16%
Fairly positive impact	(+1)	564 28%	554 28%	609 31%	574 29%	536 27%	492 25%	537 27%	659 33%	757 38%
Neither positive nor negative impact	(0)	422 21%	448 23%	264 13%	350 18%	376 19%	455 23%	369 19%	454 23%	385 19%
Fairly negative impact	(-1)	42 2%	114 6%	29 1%	27 1%	33 2%	66 3%	54 3%	132 7%	100 5%
Very negative impact	(-2)	22 1%	31 2%	12 1%	12 1%	15 1%	20 1%	19 1%	25 1%	20 1%
NET: Negative impact		64 3%	145 7%	41 2%	39 2%	48 2%	86 4%	73 4%	157 8%	120 6%
Not applicable to me		609 31%	555 28%	624 31%	620 31%	633 32%	618 31%	634 32%	215 11%	198 10%
Don't know		72 4%	70 4%	76 4%	78 4%	86 4%	110 6%	107 5%	244 12%	210 11%
Mean		0.76	0.59	1.02	0.91	0.86	0.67	0.79	0.65	0.79
Standard deviation		0.86	0.93	0.82	0.83	0.86	0.89	0.88	0.92	0.88
Standard error		0.02	0.03	0.02	0.02	0.02	0.03	0.03	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 140

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?****My working life overall****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		822	406	415	134	202	159	157	92	78	272	252	187	110	62	25	92	72	73	53	40	80	143	119	64	173	515
		41%	42%	41%	62% <sub>ij</sub>	59% <sub>ghi</sub>	51% <sub>ghi</sub>	44% <sub>ghi</sub>	31% <sub>hi</sub>	17%	51% <sub>lm</sub>	45% <sub>lm</sub>	46% <sub>lm</sub>	23%	35%	31%	40%	43%	40%	35%	40%	41%	57% <sub>nopqrstuwx</sub>	42%	36%	54%	63% <sub>A</sub>
Very positive impact	(+2)	257	126	131	47	72	45	49	20	23	93	79	63	23	23	8	28	20	30	16	16	27	37	35	19	52	175
		13%	13%	13%	22% <sub>ghi</sub>	21% <sub>ghi</sub>	14% <sub>hi</sub>	14% <sub>hi</sub>	7%	5%	17% <sub>lm</sub>	14% <sub>lm</sub>	15% <sub>lm</sub>	5%	13%	9%	12%	12%	16%	10%	16%	14%	15%	12%	11%	16%	21%
Fairly positive impact	(+1)	564	280	285	86	130	115	107	72	55	180	173	124	88	40	18	63	52	43	37	24	53	106	84	44	121	339
		28%	29%	28%	40% <sub>ghi</sub>	38% <sub>hi</sub>	36% <sub>hi</sub>	30% <sub>hi</sub>	24% <sub>hi</sub>	12%	33% <sub>lm</sub>	31% <sub>lm</sub>	30% <sub>lm</sub>	18%	22%	21%	27%	31%	24%	25%	24%	28%	42% <sub>nopqrstuwx</sub>	30%	25%	38%	41%
Neither positive nor negative impact	(0)	422	219	203	48	77	87	103	72	37	81	124	100	118	51	22	45	39	33	36	18	38	49	56	38	99	224
		21%	23%	20%	22% <sub>ij</sub>	22% <sub>ij</sub>	28% <sub>ij</sub>	29% <sub>ij</sub>	24% <sub>ij</sub>	8%	15%	22% <sub>kl</sub>	24% <sub>kl</sub>	24% <sub>kl</sub>	29% <sub>pr</sub>	26%	19%	23%	18%	24%	18%	20%	20%	20%	21%	31%	27%
Fairly negative impact	(-1)	42	25	17	6	10	9	11	2	4	20	13	2	6	2	3	5	2	2	3	1	2	7	10	5	15	17
		2%	3%	2%	3%	3% <sub>ij</sub>	3% <sub>ij</sub>	3% <sub>hi</sub>	1%	1%	4% <sub>lm</sub>	2%	1%	1%	1%	4%	2%	1%	1%	2%	1%	1%	3%	4%	3%	5%	2%
Very negative impact	(-2)	22	14	8	*	12	4	4	1	1	5	4	6	6	-	*	2	1	2	1	3	3	6	2	2	12	6
		1%	1%	1%	3% <sub>dhi</sub>	3% <sub>dhi</sub>	1%	1%	*	*	1%	1%	2%	1%	-	1%	1%	*	1%	1%	3% <sub>nw</sub>	2%	3%	1%	1%	4% <sub>B</sub>	1%
NET: Negative impact		64	39	25	6	22	13	15	3	4	25	17	9	12	2	3	6	3	4	5	4	5	14	12	7	26	24
		3%	4%	2%	3%	6% <sub>hi</sub>	4% <sub>hi</sub>	4% <sub>hi</sub>	1%	1%	5%	3%	2%	3%	1%	4%	3%	2%	2%	3%	4%	3%	5%	4%	4%	8% <sub>B</sub>	3%
Not applicable to me		609	279	331	14	26	45	70	123	332	139	141	100	229	54	28	81	50	67	50	31	62	39	81	67	12	32
		31%	29%	32%	6%	8%	14% <sub>de</sub>	19% <sub>de</sub>	41% <sub>defg</sub>	72% <sub>defgh</sub>	26%	26%	25%	47% <sub>ijkl</sub>	30% <sub>vw</sub>	34% <sub>vw</sub>	35% <sub>vw</sub>	30% <sub>vw</sub>	37% <sub>vw</sub>	33% <sub>vw</sub>	31% <sub>vw</sub>	32% <sub>vw</sub>	16%	29% <sub>vw</sub>	38% <sub>vw</sub>	4%	4%
Don't know		72	25	47	15	17	11	15	7	7	19	20	12	21	8	4	8	4	5	6	7	9	5	13	3	13	27
		4%	3%	5% <sub>ab</sub>	7% <sub>hi</sub>	5% <sub>ij</sub>	3%	4% <sub>ij</sub>	2%	2%	4%	4%	3%	4%	5%	5%	4%	3%	3%	4%	7% <sub>vwx</sub>	4%	2%	5%	2%	4%	3%
Mean		0.76	0.72	0.80	0.93 <sub>fg</sub>	0.80	0.72	0.68	0.64	0.81	0.88 <sub>m</sub>	0.79 <sub>m</sub>	0.79 <sub>m</sub>	0.47	0.72	0.58	0.78	0.78	0.89	0.67	0.78	0.80	0.78	0.75	0.69	0.63	0.87 <sub>A</sub>
					h																						
Standard deviation		0.86	0.89	0.83	0.80	0.98	0.84	0.86	0.74	0.80	0.89	0.83	0.86	0.81	0.80	0.86	0.84	0.77	0.88	0.85	1.03	0.88	0.89	0.85	0.87	0.96	0.82

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 140

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My working life overall**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.06	0.07	0.05	0.05	0.06	0.07	0.04	0.04	0.06	0.05	0.08	0.12	0.07	0.07	0.09	0.09	0.12	0.08	0.08	0.06	0.08	0.06	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 141

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My work/life balance**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		771 39%	386 40%	385 38%	120 56%ghi	178 52%ghi	150 47%hi	142 39%i	98 33%i	83 18%	247 46%km	250 45%km	164 40%km	110 23%	72 41%kx	34 41%kx	85 37%kx	63 38%kx	73 40%kx	47 31%	39 39%kx	77 40%kx	126 50%pqswx	107 38%kx	48 27%	166 51%	457 56%
Very positive impact	(+2)	216 11%	109 11%	108 11%	31 14%hi	61 18%hi	41 13%hi	45 13%hi	20 7%	19 4%	87 16%km	64 12%km	45 11%km	20 4%	23 13%p	10 12%	15 6%	23 13%p	27 15%pw	14 9%	14 14%p	20 10%	32 13%p	22 8%	17 9%	53 16%	131 16%
Fairly positive impact	(+1)	554 28%	277 29%	277 27%	89 41%ghi	117 34%i	109 34%hi	97 27%i	78 26%i	65 14%	160 30%km	186 34%km	118 29%km	90 18%	49 27%kx	24 29%kx	70 30%kx	40 24%	45 25%	33 22%	26 26%	57 30%kx	94 37%qrsx	85 30%kx	31 17%	113 35%	326 40%
Neither positive nor negative impact	(0)	448 23%	226 23%	222 22%	45 21%i	72 21%i	93 30%ei	109 30%dei	77 26%i	53 12%	116 22%	131 24%	86 21%	115 24%	50 28%t	18 21%	53 23%	43 26%t	36 20%	33 22%	15 15%	39 20%	57 23%	68 24%t	36 20%	85 26%	240 29%
Fairly negative impact	(-1)	114 6%	58 6%	56 6%	20 9%hi	38 11%ghi	21 7%hi	21 6%i	8 3%	7 1%	36 7%	31 6%	25 6%	21 4%	9 5%	4 5%	16 7%r	9 5%	4 2%	10 6%	5 5%	11 6%	14 6%	11 4%	21 12%nw	30 9%	58 7%
Very negative impact	(-2)	31 2%	17 2%	14 1%	4 2%	20 6%fghi	2 1%	4 1%	1 *	2 *	7 1%	6 1%	16 4%jkm	3 1%	- -	- -	1 *	2 1%	3 2%	- -	4 4%nps	2 1%	6 3%	9 3%nps	4 2%	11 3%	17 2%
NET: Negative impact		145 7%	75 8%	70 7%	23 11%hi	57 17%fghi	23 7%hi	24 7%hi	9 3%	8 2%	43 8%	37 7%	41 10%km	24 5%	9 5%	4 5%	17 7%	11 6%	7 4%	10 6%	9 9%	13 7%	20 8%	20 7%	26 14%nopqrsuw	41 13%	75 9%
Not applicable to me		555 28%	257 27%	298 29%	13 6%	23 7%	39 12%de	68 19%def	104 35%defg	307 67%defgh	115 21%	118 21%	103 25%	218 44%kl	42 24%	23 28%v	72 31%v	45 27%v	63 35%vw	54 36%vnw	30 30%v	55 28%v	38 15%	68 24%v	65 36%vnw	17 5%B	19 2%
Don't know		70 4%	24 3%	46 4%a	15 7%hi	14 4%	10 3%	17 5%gi	8 3%	7 2%	17 3%	18 3%	13 3%	22 5%	5 3%	3 4%	4 2%	5 3%	2 1%	6 4%	6 6%pr	9 5%	9 4%	16 6%pr	4 2%	13 4%	30 4%
Mean		0.59	0.59	0.60	0.66	0.53	0.62	0.58	0.59	0.64	0.70m	0.65m	0.52	0.41	0.67x	0.70x	0.53	0.63x	0.78pw x	0.57	0.63	0.64x	0.65x	0.51	0.32	0.57	0.64

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 141

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My work/life balance**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	0.93	0.94	0.92	0.94	1.13	0.86	0.90	0.77	0.81	0.96	0.88	1.03	0.81	0.85	0.85	0.83	0.93	0.94	0.88	1.12	0.89	0.94	0.94	1.08	1.02	0.92
Standard error	0.03	0.04	0.03	0.07	0.07	0.05	0.05	0.05	0.06	0.04	0.04	0.07	0.05	0.08	0.11	0.06	0.08	0.09	0.10	0.13	0.08	0.08	0.07	0.10	0.06	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 142

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to find new jobs and work opportunities**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		985 50%	469 49%	516 51%	168 78% fghi i	250 73% ghi	207 66% ghi	191 53% hi	115 39% i	54 12%	285 53% m	293 53% m	229 56% m	179 37%	87 49%	39 47%	104 45%	81 49%	79 44%	68 45%	45 45%	93 48%	158 63% nop qrstux	149 53%	83 46%	217 67%	566 69%
Very positive impact	(+2)	377 19%	157 16%	220 22% a	79 37% fghi i	104 30% ghi	79 25% hi	68 19% hi	29 10% i	18 4%	120 22% m	118 21% m	82 20% m	57 12%	25 14%	15 18%	37 16%	38 22%	34 19%	31 21%	23 23%	36 19%	61 25% np	46 16%	30 17%	92 29%	224 27%
Fairly positive impact	(+1)	609 31%	313 32%	296 29%	89 41% hi	147 43% hi	128 41% hi	123 34% i	86 29% i	36 8%	164 31%	174 31% m	147 36% m	123 25%	62 35% t	24 30%	67 29%	44 26%	45 25%	37 24%	22 22%	57 30%	96 39% qrs t	103 37% qrs t	52 29%	125 39%	342 42%
Neither positive nor negative impact	(0)	264 13%	148 15% b	116 11%	31 14% i	43 13% i	52 17% i	65 18% i	40 14% i	32 7%	66 12%	75 14%	52 13%	70 14%	28 15%	11 13%	36 16%	23 14%	23 13%	23 15%	9 9%	26 14%	36 14%	34 12%	16 9%	54 17%	143 17%
Fairly negative impact	(-1)	29 1%	14 1%	15 1%	- -	4 1%	8 3% di	11 3% di	4 1%	1 *	4 1%	11 2%	2 *	12 3% j	4 2%	1 1%	2 1%	2 1%	2 1%	5 3% v	3 3% v	1 1%	- -	5 2%	5 3% v	8 2%	13 2%
Very negative impact	(-2)	12 1%	6 1%	6 1%	1 *	4 1%	3 1%	1 *	1 *	1 *	4 1%	2 *	1 *	5 1%	- -	- -	1 1%	4 2%	1 1%	1 *	1 1%	- -	1 *	2 1%	1 *	1 *	7 1%
NET: Negative impact		41 2%	20 2%	21 2%	1 *	8 2% i	12 4% di	12 3% di	5 2%	2 *	8 2%	13 2%	2 *	17 3% l	4 2%	1 1%	3 1%	5 3% v	3 2%	5 3% v	4 4% uv	1 1%	1 *	7 2%	6 3% v	9 3%	20 2%
Not applicable to me		624 31%	303 31%	320 31%	6 3%	25 7%	32 10% d	74 21% def g	125 42% def gh	362 79% def gh	164 30%	150 27%	103 25%	206 42% jkl	55 31% v	29 35% v	81 35% v	52 31% v	67 37% v	47 32% v	35 35% v	60 31% v	50 20%	78 28%	70 39% vw	26 8%	66 8%
Don't know		76 4%	27 3%	49 5% a	10 5%	17 5%	12 4%	17 5% i	10 4%	9 2%	15 3%	22 4%	21 5%	18 4%	5 3%	3 3%	8 3%	6 4%	9 5%	7 4%	6 6%	12 6%	5 2%	12 4%	3 2%	16 5%	26 3%
Mean		1.02	0.94	1.09a	1.23fghi	1.13gh	1.00	0.92	0.86	0.79	1.09m	1.04m	1.09m	0.81	0.92	1.04	0.95	1.00	1.04	0.98	1.08	1.06	1.12	0.98	1.02	1.06	1.05
Standard deviation		0.82	0.81	0.82	0.73	0.81	0.85	0.83	0.77	0.81	0.82	0.82	0.71	0.88	0.75	0.77	0.81	0.96	0.85	0.91	0.97	0.75	0.73	0.79	0.84	0.82	0.81

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 142

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to find new jobs and work opportunities**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.06	0.05	0.05	0.05	0.06	0.08	0.04	0.04	0.05	0.06	0.08	0.10	0.07	0.09	0.09	0.10	0.12	0.07	0.06	0.06	0.08	0.05	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 143

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to train and develop new skills for work**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		902 45%	434 45%	468 46%	143 66%ghi	243 71%lghi	178 57%hi	180 50%hi	92 31%hi	65 14%	292 54%lm	278 50%lm	204 50%lm	128 26%	66 37%	39 48%	103 45%lx	75 45%	80 44%	63 42%	46 47%	80 41%	165 66%nop qrstuw x	124 44%	62 35%	206 64%	510 62%
Very positive impact	(+2)	328 16%	151 16%	177 17%	54 25%hi	90 26%hi	66 21%hi	72 20%hi	31 11%hi	15 3%	106 20%lm	109 20%lm	70 17%lm	44 9%	28 15%	8 9%	31 13%	25 15%	35 19%	22 15%	20 20%	29 15%	58 23%opx	49 18%	24 14%	77 24%	200 24%
Fairly positive impact	(+1)	574 29%	283 29%	291 28%	89 41%ghi	153 45%ghi	113 36%hi	108 30%hi	61 20%hi	50 11%	186 35%lm	170 31%lm	134 33%lm	84 17%	38 21%	31 38%nrx	72 31%nx	50 30%	45 25%	40 27%	27 27%	50 26%	107 43%npq rstuw x	75 27%	38 21%	129 40%	310 38%
Neither positive nor negative impact	(0)	350 18%	186 19%	164 16%	39 18%hi	44 13%	85 27%dei	86 24%ei	59 20%ei	36 8%	74 14%	94 17%	72 18%	110 22%jkl	45 25%rtv	17 21%	38 16%	31 18%	22 12%	32 21%r	12 12%	37 19%	33 13%	48 17%	36 20%	72 22%	184 22%
Fairly negative impact	(-1)	27 1%	13 1%	14 1%	2 1%	5 2%	6 2%	7 2%	3 1%	3 1%	5 1%	10 2%	5 1%	7 1%	1 *	- -	2 1%	4 3%	2 1%	*	2 2%	2 1%	2 1%	7 2%	4 3%	6 2%	16 2%
Very negative impact	(-2)	12 1%	8 1%	5 *	2 1%	2 1%	2 1%	3 1%	2 1%	1 *	4 1%	3 1%	4 1%	1 *	1 *	- -	3 1%	2 1%	3 2%	1 *	2 2%	- -	- -	2 1%	- -	2 1%	8 1%
NET: Negative impact		39 2%	21 2%	19 2%	4 2%	8 2%	8 3%	11 3%hi	5 2%	4 1%	9 2%	14 2%	9 2%	8 2%	1 1%	- -	5 2%	6 4%	5 3%	1 1%	4 4%	2 1%	2 1%	9 3%	4 3%	8 3%	23 3%
Not applicable to me		620 31%	299 31%	321 31%	14 7%	25 7%	36 11%	67 19%def	132 45%defg	345 75%defgh	146 27%	143 26%	106 26%	224 46%ijkl	57 32%v	22 27%	82 35%v	50 30%v	67 37%v	50 33%v	32 32%v	60 31%v	43 17%	84 30%v	72 41%oqvw	21 7%	76 9%
Don't know		78 4%	28 3%	50 5%a	16 7%fhi	24 7%fhi	7 2%	15 4%hi	8 3%	7 2%	17 3%	25 4%	17 4%	20 4%	9 5%	4 5%	4 2%	6 3%	6 3%	4 3%	5 5%	14 7%px	8 3%	14 5%p	4 2%	15 5%	27 3%
Mean		0.91	0.87	0.96	1.03hi	1.10fg hi	0.86	0.86	0.75	0.71	1.03m	0.96m	0.92m	0.66	0.82	0.83	0.87	0.82	0.99	0.86	0.98	0.90	1.11no pqsuwx	0.90	0.80	0.95	0.95
Standard deviation		0.83	0.84	0.82	0.79	0.77	0.83	0.88	0.84	0.79	0.79	0.84	0.83	0.82	0.83	0.65	0.82	0.87	0.94	0.80	0.94	0.79	0.70	0.88	0.85	0.82	0.85

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 143

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to train and develop new skills for work**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.06	0.05	0.05	0.05	0.06	0.07	0.04	0.04	0.06	0.05	0.09	0.08	0.07	0.08	0.09	0.08	0.11	0.07	0.06	0.07	0.08	0.05	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 144

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to earn extra income by taking on additional work**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Positive impact		845 43%	410 42%	435 43%	144 67% fghi	214 62% ghi	169 54% ghi	150 42% hi	91 31% i	77 17%	250 47% m	260 47% m	189 46% m	146 30%	69 38%	31 38%	88 38%	74 44%	78 43%	69 46%	39 39%	74 39%	128 51% npx	125 45%	69 39%	173 54%	476 58%	
Very positive impact	(+2)	309 16%	147 15%	162 16%	57 26% ghi	73 21% hi	75 24% ghi	57 16% hi	28 10% i	18 4%	106 20% km	79 14%	70 17% m	54 11%	23 13%	6 8%	29 13%	24 14%	29 16%	34 23% nopw	16 16%	31 16%	53 21% opw	37 13%	26 15%	69 22%	191 23%	
Fairly positive impact	(+1)	536 27%	263 27%	273 27%	87 40% fghi	140 41% fghi	94 30% hi	93 26% i	63 21% i	59 13%	144 27% m	182 33% jm	118 29% m	92 19%	45 25%	25 30%	59 25%	50 30%	49 27%	35 24%	24 24%	43 22%	75 30%	88 32% u	43 24%	104 32%	285 35%	
Neither positive nor negative impact	(0)	376 19%	195 20%	181 18%	35 16%	66 19% i	73 23% i	92 26% di	58 20% i	50 11%	93 17%	96 17%	83 20%	104 21%	35 19%	17 21%	53 23% rt	30 18%	21 12%	25 17%	13 13%	48 25% rtx	45 18%	61 22% r	27 15%	67 21%	195 24%	
Fairly negative impact	(-1)	33 2%	19 2%	14 1%	5 2%	4 1%	6 2%	9 2% i	6 2%	2 1%	12 2% l	12 2% l	- -	9 2% l	6 4%	5 6% pqrt uvw	4 2%	2 1%	1 *	3 2%	* *	1 1%	2 1%	3 1%	6 3%	12 4% B	11 1%	
Very negative impact	(-2)	15 1%	8 1%	7 1%	- -	1 *	5 1%	6 2%	2 1%	2 *	4 1%	3 1%	4 1%	5 1%	2 1%	- -	1 1%	2 1%	5 3%	- -	1 1%	1 *	1 1%	3 1%	- -	1 *	9 1%	
NET: Negative impact		48 2%	27 3%	21 2%	5 2%	5 1%	11 3% i	15 4% i	8 3%	4 1%	16 3%	15 3%	4 1%	13 3%	8 5%	5 6% uv	5 2%	3 2%	5 3%	3 2%	1 1%	2 1%	4 1%	6 2%	6 3%	13 4%	21 3%	
Not applicable to me		633 32%	303 31%	331 32%	16 7%	39 11%	45 14% d	87 24% defg	128 43% defgh	319 70% defgh	158 29%	162 29%	109 27%	205 42% ijkl	60 34%	24 30%	79 34% v	52 31%	65 36% v	48 32%	39 39% vw	60 31%	57 23%	76 27%	72 41% vw	47 15%	97 12%	
Don't know		86 4%	33 3%	54 5%	15 7% i	20 6% i	17 5% i	16 4% i	11 4%	7 2%	20 4%	21 4%	23 6%	21 4%	7 4%	4 5%	6 3%	8 5%	11 6%	5 3%	7 7%	9 5%	15 6% o	11 4%	4 2%	23 7%	32 4%	
Mean		0.86	0.83	0.89	1.06gh i	0.99gh i	0.90hi	0.72	0.70	0.68	0.94m	0.86m	0.91m	0.69	0.73	0.62	0.76	0.86	0.93	1.03op	0.98o	0.83	1.00op	0.80	0.88	0.90	0.92	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 144

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**My ability to earn extra income by taking on additional work**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	0.86	0.87	0.84	0.78	0.76	0.92	0.93	0.85	0.79	0.89	0.81	0.82	0.89	0.91	0.82	0.83	0.84	0.95	0.86	0.86	0.84	0.82	0.82	0.86	0.87	0.86
Standard error	0.02	0.04	0.03	0.06	0.05	0.06	0.06	0.06	0.06	0.04	0.04	0.06	0.06	0.10	0.11	0.07	0.08	0.09	0.09	0.11	0.07	0.07	0.06	0.08	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 145

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The quality of jobs which are available to me**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		721 36%	352 36%	368 36%	127 59% fghi	209 61% fghi	147 47% ghi	122 34% hi	76 26% i	39 9%	228 42% m	206 37% m	179 44% m	107 22%	62 35%	22 27%	77 33%	59 35%	65 36%	47 31%	36 36%	69 36%	126 51% nop qrstuvw x	105 37%	53 30%	171 53%	427 52%
Very positive impact	(+2)	229 12%	110 11%	119 12%	48 22% ghi	70 20% ghi	47 15% hi	44 12% hi	12 4% i	8 2%	88 16% km	61 11% m	50 12% m	30 6%	19 11%	4 4%	21 9%	25 15% o	25 14% o	22 15% o	12 12%	19 10%	38 15% o	28 10%	16 9%	52 16%	150 18%
Fairly positive impact	(+1)	492 25%	243 25%	249 24%	78 36% ghi	139 40% ghi	100 32% ghi	79 22% i	63 21% i	32 7%	141 26% m	145 26% m	129 32% m	77 16%	42 24%	19 23%	56 24%	34 20%	39 22%	25 17%	24 24%	51 26%	88 35% npq rsx	77 28% s	37 21%	119 37%	277 34%
Neither positive nor negative impact	(0)	455 23%	238 25%	217 21%	49 23% i	74 21% i	98 31% ei	114 32% ei	81 27% i	39 8%	107 20%	148 27% jl	75 18%	124 25% jl	46 26%	28 34% prt x	44 19%	39 24%	33 18%	43 29% p	17 17%	45 23%	62 25%	63 23%	34 19%	97 30%	242 30%
Fairly negative impact	(-1)	66 3%	36 4%	30 3%	13 6% hi	14 4% i	12 4% i	16 4% i	5 2%	5 1%	16 3%	17 3%	13 3%	18 4%	3 2%	3 4%	7 3%	10 6% vw	4 2%	4 2%	6 7% vw	5 3%	4 2%	5 2%	13 7% nr uv w	10 3%	37 4%
Very negative impact	(-2)	20 1%	11 1%	10 1%	2 1%	2 1%	5 2%	6 2%	2 1%	3 1%	6 1%	6 1%	2 *	7 1%	2 1%	-	2 1%	4 2%	4 2%	2 1%	1 1%	1 *	3 1%	2 1%	-	3 1%	11 1%
NET: Negative impact		86 4%	47 5%	39 4%	14 7% hi	16 5% i	18 6% i	22 6% hi	7 3%	8 2%	22 4%	24 4%	15 4%	25 5%	5 3%	3 4%	10 4%	14 8% uvw	7 4%	6 4%	8 8% w	6 3%	7 3%	7 3%	13 7% w	12 4%	48 6%
Not applicable to me		618 31%	295 30%	323 32%	9 4%	21 6%	32 10% d	74 21% def	122 41% def g	360 79% def gh	157 29%	146 26%	106 26%	209 43% ijkl	55 31% v	26 32% v	85 37% v	49 29% v	62 34% v	45 30% v	34 34% v	61 31% v	46 18%	83 30% v	72 40% qv w	23 7%	61 7%
Don't know		110 6%	37 4%	73 7% a	16 8% i	24 7% i	20 6% i	27 8% hi	10 3%	12 3%	23 4%	30 5%	32 8%	25 5%	10 6%	3 3%	16 7%	6 3%	14 7%	9 6%	5 5%	12 6%	8 3%	22 8%	6 4%	20 6%	44 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 145

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The quality of jobs which are available to me**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.67	0.64	0.70	0.83gh i	0.87fg hi	0.65i	0.54	0.48	0.42	0.81km	0.63m	0.79m	0.41	0.65	0.43	0.66	0.59	0.76	0.64	0.63	0.68	0.79o	0.70o	0.56	0.74	0.72
Standard deviation	0.89	0.89	0.88	0.92	0.85	0.90	0.92	0.74	0.87	0.91	0.86	0.82	0.88	0.87	0.72	0.87	1.03	0.97	0.95	0.99	0.81	0.83	0.81	0.92	0.83	0.90
Standard error	0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.09	0.05	0.05	0.06	0.06	0.09	0.09	0.07	0.10	0.10	0.10	0.12	0.07	0.07	0.06	0.09	0.05	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 146

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The number of jobs which are available to me**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		806 41%	396 41%	411 40%	145 67% fghi	219 64% fghi	168 54% ghi	140 39% hi	83 28% i	50 11%	247 46% m	248 45% m	179 44% m	132 27%	80 45%	28 34%	93 40%	62 37%	67 37%	61 41%	38 38%	68 35%	136 54% op rstuw	110 39%	63 35%	172 53%	472 57%
Very positive impact	(+2)	269 14%	126 13%	143 14%	56 26% fghi	74 22% hi	56 18% hi	57 16% hi	17 6% i	9 2%	100 19% lm	79 14% m	46 11%	44 9%	24 13% o	3 3%	23 10%	27 16% o	25 14% o	26 17% op	15 15% o	22 12% o	44 18% op	39 14% o	21 12% o	61 19%	174 21%
Fairly positive impact	(+1)	537 27%	269 28%	268 26%	89 41% ghi	145 42% ghi	113 36% ghi	83 23% i	66 22% i	42 9%	147 27% m	169 31% m	133 33% m	87 18%	56 31% q	25 31%	70 30% q	34 21%	42 23%	35 24%	23 23%	46 24%	92 37% qrs tuwx	71 25%	42 24%	111 34%	298 36%
Neither positive nor negative impact	(0)	369 19%	199 21%	171 17%	40 19% i	47 14% i	76 24% ei	102 28% dei	71 24% ei	33 7%	89 17%	106 19%	78 19%	97 20%	36 20% t	15 18%	39 17%	36 22% t	27 15%	26 17%	9 9%	45 23% t	47 19% t	58 21% t	32 18% t	80 25%	197 24%
Fairly negative impact	(-1)	54 3%	25 3%	29 3%	7 3% i	12 4% i	16 5% hi	11 3% i	4 1%	3 1%	11 2%	18 3%	12 3%	13 3%	2 1%	6 7% nru	7 3%	8 5% ru	1 1%	3 2%	4 4%	2 1%	6 2%	7 3%	8 5% ru	13 4%	29 4%
Very negative impact	(-2)	19 1%	13 1%	6 1%	2 1%	6 2% i	4 1%	3 1%	3 1%	1 *	6 1%	4 1%	3 1%	5 1%	1 1%	1 1%	1 1%	4 3%	5 3%	1 1%	1 1%	1 *	1 *	2 1%	1 *	4 1%	12 1%
NET: Negative impact		73 4%	38 4%	34 3%	9 4% i	18 5% i	20 6% hi	14 4% i	7 3%	4 1%	17 3%	22 4%	14 4%	19 4%	3 2%	6 8% nu	8 4%	12 7% nu	7 4%	4 3%	5 5%	3 1%	7 3%	9 3%	9 5%	17 5%	40 5%
Not applicable to me		634 32%	297 31%	337 33%	9 4%	25 7%	32 10% d	82 23% def	122 41% def g	364 79% def gh	163 30%	151 27%	106 26%	214 44% ijkl	52 29%	28 35% v	80 35% v	54 32% v	68 38% v	51 34% v	39 39% v	62 32% v	50 20%	82 29% v	68 38% v	26 8%	68 8%
Don't know		107 5%	38 4%	69 7% a	13 6% i	35 10% hi	18 6% i	20 6% i	13 4% i	8 2%	22 4%	27 5%	30 7%	29 6%	8 4%	4 5%	11 5%	4 2%	12 7%	7 5%	9 9% qx	14 7% q	11 4%	21 7% q	5 3%	28 9%	45 5%
Mean		0.79	0.74	0.83	0.99 fghi	0.94 fghi	0.76 h	0.70	0.55	0.63	0.92 m	0.80 m	0.76	0.61	0.84 o	0.48	0.76	0.66	0.79	0.89 o	0.91 o	0.76	0.91 o	0.78	0.71	0.79	0.84
Standard deviation		0.88	0.89	0.87	0.85	0.89	0.90	0.90	0.80	0.75	0.90	0.87	0.82	0.92	0.79	0.82	0.81	1.05	1.00	0.91	0.96	0.80	0.80	0.88	0.90	0.90	0.90

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 146

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The number of jobs which are available to me**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.08	0.04	0.05	0.06	0.06	0.08	0.11	0.07	0.10	0.10	0.10	0.12	0.07	0.07	0.07	0.09	0.06	0.04

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 147

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The quality of jobs which are available to other people in society**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		919	447	472	131	195	158	147	121	167	278	267	191	183	85	32	93	74	100	62	44	89	134	135	71	161	452
		46%	46%	46%	61% i	57% ghi	50% ghi	41%	41%	36%	52% m	48% m	47% m	37%	47%	39%	40%	44%	55% ops x	41%	44%	46%	54% opx	48%	40%	50%	55%
Very positive impact	(+2)	260	132	129	39	57	53	50	29	32	86	69	67	39	25	4	18	22	44	25	15	18	37	34	17	48	149
		13%	14%	13%	18% hi	16% hi	17% hi	14% i	10%	7%	16% m	12% m	17% m	8%	14% o	5%	8%	13%	24% nop quvw x	17% op	15% op	10%	15% op	12%	10%	15%	18%
Fairly positive impact	(+1)	659	315	343	92	139	105	97	92	135	193	198	124	144	59	28	76	53	56	37	29	71	97	101	53	113	303
		33%	33%	34%	43% ghi	40% ghi	33%	27%	31%	29%	36% m	36%	30%	29%	33%	34%	33%	31%	31%	25%	29%	37% s	39% s	36% s	30%	35%	37%
Neither positive nor negative impact	(0)	454	229	225	49	58	85	99	80	84	112	130	93	120	44	24	51	35	30	33	27	49	57	59	45	79	197
		23%	24%	22%	23%	17%	27% ei	27% ei	27% ei	18%	21%	23%	23%	25%	25%	30% r	22%	21%	16%	22%	27% r	25%	23%	21%	25%	25%	24%
Fairly negative impact	(-1)	132	79	53	9	24	19	37	19	24	43	38	21	30	14	6	20	18	4	10	5	10	14	17	14	24	58
		7%	8% b	5%	4%	7%	6%	10% di	6%	5%	8%	7%	5%	6%	8%	7%	9% r	11% r	2%	7%	5%	5%	6%	6%	8% r	7%	7%
Very negative impact	(-2)	25	16	9	2	9	3	3	3	5	6	5	10	4	1	1	1	1	3	-	1	1	11	2	2	9	11
		1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	4% psuw	1%	1%	3%	1%
NET: Negative impact		157	95	62	11	33	22	40	22	29	48	43	31	35	15	7	21	19	7	10	6	12	25	19	16	33	69
		8%	10% b	6%	5%	10%	7%	11% di	7%	6%	9%	8%	8%	7%	8%	8%	9%	12% r	4%	7%	6%	6%	10%	7%	9%	10%	8%
Not applicable to me		215	107	108	7	12	16	27	41	111	37	41	47	90	17	8	34	15	23	19	11	22	15	24	26	14	23
		11%	11%	11%	3%	4%	5%	7%	14% def g	24% defg h	7%	7%	12% j	18% jkl	10%	9%	15% vw	9%	13%	13%	11%	12%	6%	8%	15% v	4%	3%
Don't know		244	90	154	17	46	34	47	32	68	62	74	45	62	18	12	31	23	21	25	11	21	18	42	21	36	81
		12%	9%	15% a	8%	13%	11%	13%	11%	15% d	12%	13%	11%	13%	10%	14%	14%	14%	11%	17% v	11%	11%	7%	15% v	12%	11%	10%
Mean		0.65	0.61	0.70	0.82 gh i	0.73	0.70	0.54	0.56	0.59	0.71 m	0.65	0.69	0.54	0.66	0.45	0.53	0.58	0.98 no pqtu vw x	0.73	0.67	0.63	0.62	0.69	0.54	0.61	0.73
Standard deviation		0.92	0.95	0.87	0.85	0.97	0.91	0.96	0.87	0.87	0.94	0.88	0.98	0.86	0.90	0.81	0.87	0.96	0.93	0.94	0.92	0.82	1.01	0.87	0.90	0.98	0.93

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 147

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The quality of jobs which are available to other people in society**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.07	0.05	0.08	0.09	0.07	0.08	0.08	0.09	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 148

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The number of jobs which are available to other people in society**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Positive impact		1076	534	542	148	206	192	188	145	197	325	308	209	234	101	38	114	79	94	85	55	100	161	161	87	196	511
		54%	55%	53%	68%ghi	60%hi	61%ghi	52%ij	49%	43%	60%lm	56%lm	51%	48%	56%	46%	49%	47%	52%	57%	55%	52%	65%opq rux	58%	49%	61%	62%
Very positive impact	(+2)	320	163	157	56	72	54	61	40	37	109	82	71	57	28	7	33	32	34	30	20	21	40	49	24	63	173
		16%	17%	15%	26%lghi i	21%hi	17%ij	17%ij	13%ij	8%	20%km	15%	18%lm	12%	15%	9%	14%	19%ou	19%	20%ou	20%	11%	16%	18%	14%	20%	21%
Fairly positive impact	(+1)	757	372	385	92	133	138	127	106	160	215	226	138	177	73	30	81	47	60	55	35	79	121	112	63	133	338
		38%	38%	38%	43%	39%	44%gi	35%	36%	35%	40%	41%	34%	36%	41%q	37%	35%	28%	33%	36%	35%	41%q	49%pq r tx	40%q	35%	41%	41%
Neither positive nor negative impact	(0)	385	203	182	32	69	61	88	65	70	95	107	93	91	33	21	52	33	31	31	16	41	42	47	37	69	173
		19%	21%	18%	15%	20%	19%	24%di	22%ij	15%	18%	19%	23%	18%	19%	26%	23%	20%	17%	21%	16%	21%	17%	17%	21%	22%	21%
Fairly negative impact	(-1)	100	47	53	10	18	23	19	10	21	33	31	17	18	11	5	11	15	10	5	7	7	2	17	11	20	40
		5%	5%	5%	5%	5%	7%	5%	3%	4%	6%	6%	4%	4%	6%v	7%v	5%v	9%uv	5%v	3%	7%v	3%	1%	6%v	6%v	6%	5%
Very negative impact	(-2)	20	11	9	2	4	4	2	5	4	4	6	3	7	1	1	2	2	1	*	1	1	6	3	1	1	12
		1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	*	2%	1%	1%	*	2%
NET: Negative impact		120	58	62	12	22	26	21	15	25	38	37	20	26	12	7	13	16	11	5	8	7	8	20	12	21	53
		6%	6%	6%	5%	6%	8%	6%	5%	5%	7%	7%	5%	5%	7%	8%	6%	10% suv	6%	3%	8%	4%	3%	7%	7%	6%	6%
Not applicable to me		198	92	105	7	11	11	25	37	107	33	39	37	88	19	6	27	14	29	15	8	19	16	18	26	11	15
		10%	10%	10%	3%	3%	4%	7%	13%def g	23%defg h	6%	7%	9%	18% ijkl	10%	7%	12%	9%	16% vw	10%	8%	10%	6%	7%	15% vw	3%	2%
Don't know		210	80	130	18	37	24	38	34	59	47	62	49	51	13	11	25	24	16	14	13	25	22	32	15	25	69
		11%	8%	13% a	8%	11%	8%	11%	11%	13% f	9%	11%	12%	10%	8%	13%	11%	15%	9%	9%	13%	13%	9%	12%	8%	8%	8%
Mean		0.79	0.79	0.80	0.99f hi	0.85	0.77	0.76	0.74	0.70	0.86	0.77	0.80	0.74	0.79	0.56	0.74	0.73	0.85o	0.91o	0.83	0.77	0.88o	0.82	0.71	0.83	0.84
Standard deviation		0.88	0.88	0.87	0.87	0.91	0.90	0.87	0.87	0.83	0.90	0.87	0.87	0.87	0.86	0.88	0.86	1.01	0.91	0.83	0.96	0.77	0.82	0.90	0.89	0.86	0.90

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 148

**Q.B20 Thinking back over the past five years, on balance, do you think that the internet has had a positive or a negative impact on each of the following?**

**The number of jobs which are available to other people in society**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.08	0.08	0.10	0.06	0.07	0.06	0.07	0.05	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 149

**Q.C1 Which, if any, of the following words would you associate with companies providing services online?****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Innovative	915 46%	466 48%	448 44%	96 45%	157 46%	153 49%	175 49%	129 43%	205 45%	279 52%lm	263 47%	172 42%	201 41%	82 46%	38 47%	109 47%	79 47%	90 50%	59 40%	45 45%	76 39%	121 49%	137 49%	79 44%	151 47%	390 48%
Responsible	512 26%	241 25%	271 27%	45 21%	79 23%	66 21%	93 26%	84 28%fn	146 32%def	124 23%	128 23%	105 26%	156 32%jkl	31 17%	23 28%	60 26%	48 28%no	53 29%no	38 26%	27 27%	55 29%no	60 24%	82 29%no	36 20%	63 20%	215 26%
Big	455 23%	215 22%	240 24%	58 27%il	93 27%il	67 21%	81 23%	71 24%	84 18%	129 24%	134 24%	94 23%	97 20%	54 30%oux	13 16%	51 22%	45 27%ox	48 27%ox	31 21%	22 22%	39 20%	62 25%ox	64 23%ox	26 14%	75 23%	201 25%
Trustworthy	409 21%	181 19%	228 22%	34 16%	77 22%	54 17%	88 24%df	61 21%	94 21%	92 17%	118 21%	89 22%	110 22%j	35 19%	21 26%px	33 14%	42 25%px	41 22%ox	35 24%px	26 26%px	32 17%	50 20%	72 26%px	21 12%	72 22%	166 20%
Exciting	391 20%	173 18%	218 21%	71 33%ghi	82 24%il	80 25%hi	67 19%il	49 17%il	43 9%	109 20%	112 20%	91 22%	79 16%	41 23%	15 19%	43 19%	29 18%	33 18%	29 19%	16 16%	38 20%	63 25%ox	54 19%	27 15%	75 23%	184 22%
Fair	377 19%	183 19%	194 19%	50 23%	60 17%	51 16%	74 21%	56 19%	87 19%	100 19%	97 17%	92 23%	88 18%	24 14%	25 31%npq stuvx	45 19%	29 17%	39 21%	27 18%	17 17%	33 17%	47 19%	59 21%	32 18%	52 16%	153 19%
Non-transparent	233 12%	142 15%b	91 9%	19 9%	44 13%	39 13%	34 10%	42 14%	53 12%	75 14%mo	68 12%	45 11%	46 9%	29 16%	11 13%	25 11%	22 13%	19 11%	14 9%	10 10%	22 11%	27 11%	39 14%	15 9%	46 14%	97 12%
Transparent	180 9%	104 11%b	76 7%	13 6%	26 8%	24 8%	36 10%	29 10%	52 11%	49 9%	42 8%	34 8%	55 11%	16 9%	7 9%	18 8%	13 8%	26 14%ox	11 7%	10 10%	19 10%	24 10%	26 9%	10 5%	25 8%	85 10%
Ethical	159 8%	69 7%	90 9%	10 4%	32 9%fn	14 5%	34 9%fn	26 9%fn	44 10%df	34 6%	46 8%	26 6%	52 11%j	24 14%qu	7 8%	25 11%u	9 5%	16 9%	12 8%	6 6%	9 5%	16 6%	24 8%	12 7%	33 10%B	50 6%
Untrustworthy	127 6%	77 8%b	51 5%	10 5%	29 9%	17 5%	16 4%	22 7%	33 7%	40 7%	32 6%	20 5%	36 7%	14 8%	6 7%	14 6%	12 7%	13 7%	9 6%	3 3%	15 8%	19 8%	15 5%	8 5%	14 4%	58 7%
Traditional	124 6%	54 6%	71 7%	10 5%	21 6%	12 4%	30 8%fn	15 5%	37 8%fn	26 5%	26 5%	37 9%lik	35 7%	5 3%	8 10%o	15 6%	8 5%	15 8%	11 7%	4 4%	12 6%	16 6%	22 8%	8 4%	15 5%	53 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 149

**Q.C1 Which, if any, of the following words would you associate with companies providing services online?****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
Unethical	90 5%	57 6%b	33 3%	5 3%	22 6%g	17 5%	9 2%	15 5%	21 5%	37 7%lm	27 5%	12 3%	14 3%	6 4%	5 6%	8 3%	10 6%	8 5%	10 7%tw	1 1%	12 6%	16 6%	7 2%	7 4%	15 5%	44 5%	
Irresponsible	78 4%	49 5%b	30 3%	7 3%	17 5%	15 5%	9 2%	12 4%	19 4%	30 6%k	14 2%	17 4%	17 3%	5 3%	6 7%x	5 2%	11 7%px	11 6%x	6 4%	3 3%	8 4%	12 5%	10 4%	2 1%	13 4%	37 5%	
Unfair	51 3%	35 4%b	17 2%	5 2%	18 5%gi	3 1%	6 2%	12 4%f	8 2%	17 3%	10 2%	6 2%	18 4%	7 4%x	1 2%	2 1%	9 5%px	4 2%	2 2%	3 3%x	7 4%x	11 4%x	4 2%	- -	10 3%	25 3%	
Small	50 3%	21 2%	29 3%	5 2%	7 2%	8 3%	6 2%	8 3%	15 3%	17 3%	13 2%	11 3%	9 2%	6 4%	5 6%p	3 1%	5 3%	4 2%	2 1%	1 1%	5 3%	7 3%	9 3%	3 2%	14 4%B	8 1%	
Boring	33 2%	21 2%	12 1%	4 2%	3 1%	5 2%	5 1%	9 3%	7 2%	11 2%	8 1%	7 2%	7 1%	3 1%	1 1%	8 3%	1 1%	4 2%	3 2%	1 1%	2 1%	5 2%	4 2%	2 1%	6 2%	10 1%	
Other	55 3%	28 3%	27 3%	9 4%e	2 1%	5 2%	12 3%e	9 3%e	19 4%e	18 3%am	22 4%am	9 2%	6 1%	9 5%	1 1%	4 2%	2 1%	3 1%	4 3%	2 2%	5 2%	9 4%	8 3%	8 4%	5 2%	23 3%	
Don't know	427 21%	193 20%	234 23%	49 23%	62 18%	62 20%	78 22%	61 21%	115 25%e	102 19%	118 21%	77 19%	131 27%j	37 21%	18 22%	52 23%	35 21%	34 19%	39 26%w	25 25%	47 24%	45 18%	48 17%	46 26%w	78 24%B	138 17%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 150

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****Summary****Base: All respondents who use the internet**

		Aspects														
		What they are doing to keep my data secure	How they are using my data	How they treat their employees	If there are other companies that offer the same services	If it's easy for me to understand how the services works	If the company makes things easy to use for people with special requirements	Whether other customers are satisfied with the service	Whether the service is reliable	Whether the service will work on my device (e.g. my smartphone or laptop)	Whether I can control how much data I choose to share with the company	How the company is run and governed	Whether that company pays relevant taxes	Whether that company follows local laws	What values they hold as a company	What protection is in place for me if something goes wrong
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Important		1883 95%	1863 94%	1468 74%	1630 82%	1857 93%	1337 67%	1870 94%	1931 97%	1804 91%	1803 91%	1507 76%	1418 71%	1649 83%	1508 76%	1902 96%
Very important	(4)	1306 66%	1198 60%	601 30%	573 29%	996 50%	523 26%	1059 53%	1435 72%	1111 56%	971 49%	606 30%	704 35%	929 47%	575 29%	1300 65%
Fairly important	(3)	577 29%	665 33%	867 44%	1057 53%	862 43%	814 41%	812 41%	497 25%	694 35%	832 42%	901 45%	715 36%	720 36%	934 47%	602 30%
Not very important	(2)	48 2%	69 3%	304 15%	223 11%	71 4%	367 18%	73 4%	28 1%	90 5%	99 5%	327 16%	346 17%	171 9%	310 16%	40 2%
Not at all important	(1)	4 *	6 *	68 3%	15 1%	12 1%	95 5%	7 *	2 *	29 1%	5 *	42 2%	69 3%	38 2%	53 3%	3 *
NET: Not important		52 3%	75 4%	371 19%	238 12%	83 4%	462 23%	80 4%	30 1%	119 6%	104 5%	368 19%	415 21%	209 11%	364 18%	44 2%
Don't know		53 3%	51 3%	150 8%	122 6%	49 2%	190 10%	39 2%	28 1%	66 3%	82 4%	113 6%	155 8%	131 7%	117 6%	43 2%
Mean		3.65	3.58	3.09	3.17	3.46	2.98	3.50	3.72	3.50	3.45	3.10	3.12	3.37	3.08	3.64
Standard deviation		0.54	0.58	0.79	0.66	0.60	0.84	0.59	0.49	0.66	0.61	0.76	0.84	0.73	0.76	0.53
Standard error		0.01	0.01	0.02	0.02	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.01

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 151

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**What they are doing to keep my data secure**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1883	918	966	195	316	294	342	293	444	504	527	380	471	175	77	224	161	169	145	91	180	233	264	166	296	782	
		95%	95%	95%	90%	92%	93%	95%	99%defg	97%def	94%	95%	93%	96%	98%tu	95%	97%t	96%	93%	97%t	91%	93%	93%	94%	93%	92%	95%
Very important	(4)	1306	615	691	101	170	195	251	227	362	345	362	264	335	116	55	169	119	127	102	64	115	156	170	113	209	508
		66%	64%	68%	47%	49%	62%de	70%de	77%defg	79%def	64%	65%	65%	68%	65%	67%	73%uvw	71%uw	70%	68%	65%	59%	63%	61%	64%	65%	62%
Fairly important	(3)	577	303	275	94	146	99	91	66	82	160	165	116	136	58	22	54	42	42	44	26	65	76	94	53	87	274
		29%	31%	27%	44%fghi	42%fghi	31%hi	25%i	22%	18%	30%	30%	29%	28%	33%	27%	24%	25%	23%	29%	26%	34%pr	31%	34%pr	30%	27%	33%
Not very important	(2)	48	28	21	15	9	10	8	2	5	18	13	11	6	2	2	2	3	8	2	5	4	9	6	6	7	24
		2%	3%	2%	7%eghi	2%	3%	2%	1%	1%	3%lm	2%	3%	1%	1%	2%	1%	2%	4%p	1%	5%p	2%	4%	2%	3%	2%	3%
Not at all important	(1)	4	3	1	-	-	2	1	1	-	2	1	-	1	-	-	-	-	-	1	1	-	1	-	2	1	
		*	*	*	-	-	1%	*	*	-	*	*	-	*	-	-	-	-	-	1%	1%	-	*	*	-	1%	*
NET: Not important		52	31	21	15	9	12	9	3	5	20	15	11	7	2	2	2	3	8	3	6	4	10	6	6	9	25
		3%	3%	2%	7%eghi	2%	4%i	2%	1%	1%	4%lm	3%	3%	1%	1%	2%	1%	2%	4%p	2%	6%np	2%	4%	2%	3%	3%	3%
Don't know		53	19	34	6	20	9	10	-	9	14	12	16	11	1	3	6	4	4	1	3	10	7	9	6	18	14
		3%	2%	3%	3%h	6%hi	3%h	3%h	-	2%h	3%	2%	4%	2%	1%	4%	3%	2%	2%	1%	3%	5%ns	3%	3%	3%	6%B	2%
Mean		3.65	3.61	3.68a	3.41	3.50	3.59d	3.69def	3.75defg	3.79defg	3.62	3.64	3.65	3.68	3.64	3.68	3.74tu	3.71	3.67	3.65	3.60	3.61	3.60	3.60	3.62	3.65	3.60
Standard deviation		0.54	0.56	0.51	0.62	0.55	0.59	0.52	0.48	0.43	0.57	0.54	0.53	0.50	0.51	0.51	0.46	0.49	0.56	0.56	0.63	0.53	0.59	0.55	0.55	0.57	0.55
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.02	0.04	0.05	0.03	0.04	0.04	0.05	0.06	0.04	0.04	0.03	0.04	0.03	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 152

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****How they are using my data****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important	1863 94%	905 93%	959 94%	191 88%	311 90%	292 93%	336 93%	288 97%def g	446 97%def g	502 93%	521 94%	383 94%	457 93%	170 95%t	78 95%t	219 94%t	156 93%t	171 95%t	142 95%t	85 85%	177 92%	234 94%t	265 95%t	166 94%t	294 91%	769 94%
Very important	(4) 60%	1198 58%	633 62%	95 44%	171 50%	177 56% d	213 59% de	207 70% def g	336 73% def g	319 59%	329 59%	244 60%	307 63%	109 61%	43 53%	141 61%	101 61%	119 66%	88 59%	58 59%	106 55%	158 63%	162 58%	112 63%	188 58%	477 58%
Fairly important	(3) 33%	665 35%	326 32%	96 45% ghi	140 41% hi	115 36% hi	123 34% i	81 27%	110 24%	183 34%	192 35%	139 34%	150 31%	62 35%	34 42% t	77 33%	54 32%	52 29%	54 36%	27 27%	71 37%	76 30%	104 37%	54 30%	107 33%	292 36%
Not very important	(2) 3%	69 3%	39 4%	30 3%	19 9% eghi	11 3%	15 5% i	12 3%	6 2%	24 4%	18 3%	13 3%	13 3%	5 3%	2 2%	6 3%	5 3%	5 3%	5 3%	10 10% nop q r s w	9 5%	11 5%	5 2%	8 4%	12 4%	32 4%
Not at all important	(1) *	6 1%	5 *	1 -	2 1%	2 1%	2 1%	1 *	- -	2 *	2 *	- -	2 *	1 1%	- -	- -	- -	2 1%	1 1%	2 2%	- -	- -	1 *	- -	3 1%	3 *
NET: Not important	75 4%	44 5%	31 3%	19 9% eghi	13 4%	17 5% i	14 4% i	7 2%	6 1%	26 5%	21 4%	13 3%	15 3%	6 3%	2 2%	6 3%	5 3%	6 3%	6 4%	11 11% nop q r s u v w x	9 5%	11 5%	5 2%	8 4%	15 5%	35 4%
Don't know	51 3%	19 2%	32 3%	6 3%	20 6% fhi	6 2%	10 3%	2 1%	7 1%	9 2%	12 2%	11 3%	18 4%	2 1%	3 3%	7 3%	7 4%	3 2%	2 1%	4 4%	7 4%	5 2%	8 3%	4 2%	14 4%	17 2%
Mean	3.58	3.54	3.61a	3.36	3.48	3.51d	3.56d	3.68de fg	3.73de fg	3.55	3.56	3.58	3.62	3.57	3.53	3.60	3.60	3.62	3.55	3.47	3.52	3.60	3.58	3.60	3.55	3.55
Standard deviation	0.58	0.60	0.55	0.64	0.59	0.62	0.59	0.52	0.47	0.60	0.58	0.56	0.56	0.59	0.54	0.54	0.56	0.59	0.59	0.74	0.59	0.58	0.54	0.57	0.62	0.59
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.05	0.06	0.03	0.04	0.04	0.05	0.07	0.04	0.04	0.03	0.04	0.04	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 153

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****How they treat their employees****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important		1468	682	787	153	262	221	270	215	347	387	410	308	364	138	68	163	122	143	99	64	156	187	203	126	228	623
		74%	70%	77%a	71%	76%	70%	75%	72%	76%	72%	74%	75%	74%	77%t	x	83%pst	71%	73%	79%st	66%	64%	81%pst	75%	73%	71%	76%
Very important	(4)	601	276	325	56	96	73	109	106	160	155	165	125	156	55	29	77	50	58	42	27	48	87	76	51	104	236
		30%	29%	32%	26%	28%	23%	30%	36%df	35%df	29%	30%	31%	32%	31%	36%	33%	30%	32%	28%	27%	25%	35%	27%	29%	32%	29%
Fairly important	(3)	867	406	461	97	166	148	160	109	187	232	245	182	208	83	39	86	72	84	57	37	108	101	127	75	124	386
		44%	42%	45%	45%	48%h	47%h	44%	37%	41%	43%	44%	45%	43%	47%	47%	37%	43%	47%	38%	37%	56%pqstwx	40%	45%	42%	39%	47%A
Not very important	(2)	304	174	130	46	48	51	57	44	59	100	95	52	57	30	6	42	25	22	31	18	26	41	37	26	60	120
		15%	18%b	13%	21%i	14%	16%	16%	15%	13%	19%lm	17%lm	13%	12%	17%	7%	18%o	15%	12%	21%o	18%o	13%	16%	13%	15%	19%	15%
Not at all important	(1)	68	54	13	4	8	18	8	12	18	23	7	15	23	3	1	7	5	4	4	8	3	4	17	11	6	29
		3%	6%b	1%	2%	2%	6%g	2%	4%	4%	4%k	1%	4%	5%k	2%	1%	3%	3%	2%	3%	8%no	2%	2%	6%nuv	6%nuv	2%	4%
NET: Not important		371	228	143	50	56	69	64	56	77	122	103	66	80	32	7	48	30	26	35	26	29	45	54	38	66	149
		19%	24%b	14%	23%	16%	22%	18%	19%	17%	23%lm	19%	16%	16%	18%	9%	21%o	18%	14%	24%o	27%oru	15%	18%	19%o	21%o	21%	18%
Don't know		150	58	91	13	27	25	26	26	33	29	41	34	46	8	7	20	16	12	15	10	8	17	22	14	28	50
		8%	6%	9%a	6%	8%	8%	7%	9%	7%	5%	7%	8%	9%j	5%	9%	8%	10%	7%	10%	10%	4%	7%	8%	8%	9%	6%
Mean		3.09	2.99	3.18a	3.01	3.10	2.95	3.11f	3.14f	3.15f	3.02	3.11	3.12	3.12	3.12	3.28st	3.10	3.10	3.17t	3.02	2.92	3.09	3.16t	3.02	3.01	3.11	3.08
																uw											
Standard deviation		0.79	0.86	0.72	0.77	0.74	0.82	0.76	0.84	0.82	0.82	0.74	0.79	0.82	0.74	0.68	0.82	0.79	0.74	0.82	0.93	0.68	0.77	0.84	0.87	0.79	0.78
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.06	0.07	0.05	0.06	0.06	0.07	0.09	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 154

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**If there are other companies that offer the same services**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important	1630 82%	798 82%	831 81%	172 80%	274 80%	257 82%	301 84%	243 82%	381 83%	451 84%	451 81%	331 81%	396 81%	144 81%	67 81%	182 78%	139 83%	144 80%	120 80%	85 85%	157 81%	218 87%p	229 82%	145 82%	252 78%	685 83%
Very important	(4) 573 29%	264 27%	309 30%	63 29%	89 26%	95 30%	93 26%	99 33%	133 29%	176 33%kl	146 26%	93 23%	159 32%l	50 28%	20 25%	77 33%	44 26%	52 29%	40 27%	33 33%	50 26%	75 30%	82 30%	50 28%	88 27%	233 28%
Fairly important	(3) 1057 53%	534 55%	523 51%	109 51%	185 54%	162 51%	208 58%h	144 49%	248 54%	276 51%	305 55%	238 58%lm	237 48%	93 52%	46 57%	104 45%	95 57%p	92 51%	80 54%	52 52%	107 55%p	144 58%p	147 53%	96 54%	164 51%	452 55%
Not very important	(2) 223 11%	114 12%	109 11%	27 12%	35 10%	33 11%	34 9%	41 14%	54 12%	58 11%	73 13%	42 10%	50 10%	25 14%v	11 14%v	27 12%	22 13%v	15 8%	23 15%v	9 9%	22 12%	15 6%	28 10%	24 13%v	36 11%	90 11%
Not at all important	(1) 15 1%	9 1%	6 1%	1 *	3 1%	6 2%	2 *	2 1%	3 1%	3 1%	3 1%	2 *	7 1%	2 1%	- -	2 1%	- -	6 3%qsvx	- -	- -	2 1%	- -	3 1%	- -	2 1%	8 1%
NET: Not important	238 12%	123 13%	114 11%	27 13%	38 11%	39 12%	35 10%	42 14%	56 12%	60 11%	76 14%	44 11%	57 12%	28 16%v	11 14%v	29 13%v	22 13%v	21 12%	23 15%v	9 9%	24 12%v	15 6%	31 11%	24 13%v	39 12%	98 12%
Don't know	122 6%	46 5%	76 7%a	16 8%	32 9%hi	19 6%	23 6%	11 4%	21 5%	26 5%	26 5%	33 8%	37 8%	7 4%	4 5%	20 9%	7 4%	16 9%	6 4%	5 5%	12 6%	16 7%	19 7%	9 5%	32 10%B	39 5%
Mean	3.17	3.14	3.20	3.18	3.16	3.17	3.17	3.19	3.17	3.22k	3.13	3.13	3.21	3.12	3.12	3.22	3.13	3.15	3.12	3.25	3.14	3.26	3.19	3.15	3.16	3.16
Standard deviation	0.66	0.66	0.65	0.66	0.64	0.70	0.61	0.69	0.65	0.66	0.65	0.60	0.69	0.70	0.63	0.70	0.63	0.73	0.66	0.63	0.65	0.57	0.66	0.64	0.66	0.65
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.06	0.07	0.05	0.05	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.04	0.02

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 155

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****If it's easy for me to understand how the services works****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1857	895	962	194	310	292	344	285	433	494	516	387	461	172	75	215	153	166	138	95	181	232	261	169	294	767	
	93%	92%	94%	90%	90%	93%	96%de	96%de	94%e	92%	93%	95%	94%	96%	92%	93%	91%	92%	92%	95%	94%	93%	94%	95%	91%	93%	
Very important	(4)	996	432	564	79	144	146	174	174	279	263	274	203	255	99	38	123	80	87	77	47	95	125	135	89	151	387
	50%	45%	55%a	37%	42%	46%	48%cd	59%defg	61%defg	49%	49%	50%	52%	55%	46%	53%	48%	48%	51%	47%	49%	50%	48%	50%	47%	47%	
Fairly important	(3)	862	463	399	115	166	145	170	111	154	230	242	184	206	73	38	92	73	78	62	48	87	107	127	79	143	380
	43%	48%ab	39%	53%hi	48%hi	46%hi	47%hi	38%	34%	43%	44%	45%	42%	41%	46%	40%	43%	43%	41%	48%	45%	43%	45%	45%	44%	46%	
Not very important	(2)	71	47	24	15	12	15	8	8	14	29	21	8	12	5	4	8	8	2	8	3	6	14	9	5	13	33
	4%	5%b	2%	7%ghi	3%	5%	2%	3%	3%	5%lm	4%	2%	2%	3%	4%	4%	5%	1%	5%	3%	3%	5%	3%	3%	4%	4%	
Not at all important	(1)	12	10	2	2	6	3	-	-	1	3	2	3	4	-	*	-	-	6	-	-	1	-	3	1	3	7
	1%	1%b	*	1%	2%gh	1%	-	-	*	1%	*	1%	1%	1%	-	1%	-	-	3%npqs	-	-	1%	-	1%	1%	1%	
NET: Not important	83	57	25	16	18	18	8	8	15	32	23	11	16	5	4	8	8	8	8	3	7	14	12	6	16	40	
	4%	6%b	2%	8%ghi	5%	6%g	2%	3%	3%	6%	4%	3%	3%	3%	5%	4%	5%	4%	5%	3%	4%	5%	4%	3%	5%	5%	
Don't know	49	15	34	5	17	5	8	3	10	12	15	9	13	1	2	8	6	7	3	2	4	4	6	3	12	14	
	2%	2%	3%a	2%	5%h	2%	2%	1%	2%	2%	3%	2%	3%	1%	3%	4%	4%	4%	2%	2%	2%	2%	2%	2%	4%	2%	
Mean	3.46	3.38	3.54a	3.29	3.37	3.40	3.47d	3.57de	3.59de	3.43	3.46	3.47	3.49	3.53	3.42	3.51	3.45	3.42	3.47	3.46	3.46	3.46	3.44	3.47	3.42	3.42	
Standard deviation	0.60	0.63	0.55	0.63	0.65	0.63	0.54	0.55	0.57	0.63	0.59	0.58	0.59	0.56	0.61	0.57	0.59	0.69	0.60	0.55	0.59	0.60	0.62	0.59	0.63	0.61	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.04	0.06	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 156

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**If the company makes things easy to use for people with special requirements**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important		1337 67%	630 65%	707 69%	131 61%	226 66%	200 63%	250 69%	205 69%	325 71%df	336 62%	362 65%	282 69%	357 73%jk	122 69%	58 70%	161 70%	109 65%	125 69%	97 65%	59 59%	142 73%t	168 67%	180 65%	115 65%	212 66%	532 65%
Very important	(4)	523 26%	230 24%	292 29%a	44 21%	74 21%	75 24%	105 29%	82 28%	142 31%def	125 23%	142 26%	99 24%	158 32%jkl	55 31%	23 28%	66 28%	42 25%	44 24%	42 28%	25 25%	48 25%	73 29%	60 21%	46 26%	84 26%	193 23%
Fairly important	(3)	814 41%	399 41%	414 41%	86 40%	153 44%	124 40%	145 40%	123 41%	183 40%	211 39%	221 40%	183 45%	199 41%	67 38%	35 42%	96 41%	67 40%	81 45%	55 37%	35 35%	94 49%st	96 38%	120 43%	69 39%	128 40%	339 41%
Not very important	(2)	367 18%	215 22%b	152 15%	53 25%i	71 21%	55 18%	63 17%	54 18%	70 15%	113 21%lm	111 20%lm	77 19%	67 14%	35 20%	15 19%	35 15%	31 19%	28 15%	35 23%	21 21%	30 16%	54 22%	43 15%	38 22%	59 18%	163 20%
Not at all important	(1)	95 5%	62 6%b	33 3%	8 4%	9 3%	28 9%dehi	18 5%	13 5%	19 4%	45 8%klm	24 4%	10 3%	17 3%	9 5%	2 2%	9 4%	8 5%	12 7%	6 4%	6 6%	7 4%	9 4%	16 6%	12 7%	14 4%	51 6%
NET: Not important		462 23%	277 29%b	185 18%	61 28%i	81 23%	83 26%i	80 22%	68 23%	89 19%	158 29%lm	134 24%lm	87 21%	83 17%	44 25%	17 21%	44 19%	39 23%	40 22%	41 27%	27 27%	37 19%	64 26%	58 21%	50 28%p	74 23%	214 26%
Don't know		190 10%	61 6%	129 13%a	24 11%	37 11%	32 10%	30 8%	24 8%	44 10%	45 8%	57 10%	39 9%	50 10%	12 6%	7 9%	26 11%	19 11%	17 9%	12 8%	13 13%	14 7%	18 7%	41 15%nuvx	13 7%	37 11%	75 9%
Mean		2.98	2.88	3.08a	2.87	2.95	2.87	3.02	3.00	3.08df	2.84	2.97j	3.00j	3.13jk	3.01	3.05	3.06	2.97	2.95	2.96	2.90	3.02	3.00	2.94	2.91	2.99	2.90
Standard deviation		0.84	0.87	0.80	0.81	0.77	0.92	0.85	0.84	0.83	0.91	0.84	0.77	0.80	0.87	0.78	0.81	0.84	0.85	0.86	0.90	0.77	0.84	0.83	0.89	0.84	0.86
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.08	0.05	0.06	0.07	0.07	0.09	0.06	0.07	0.05	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 157

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**Whether other customers are satisfied with the service**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1870 94%	901 93%	970 95%	199 92%	311 90%	293 93%	348 97%de	283 95%e	437 95%e	504 94%	518 94%	382 94%	466 95%	171 96%	75 91%	218 94%	159 95%	168 93%	141 94%	94 94%	182 94%	236 94%	261 94%	167 94%	293 91%	775 94%	
Very important	(4) 53%	1059 49%	471 58%a	588 46%	99 54%	185 52%	163 57%de	207 55%	162 53%	244 52%	276 50%	214 52%	287 59%k	93 52%	44 54%	133 57%u	86 52%	107 59%su	70 47%	58 58%u	82 43%	129 52%	164 59%su	92 52%	183 57%	422 51%	
Fairly important	(3) 41%	812 44%b	430 37%	381 46%	100 37%	126 42%	131 39%	141 41%	120 42%	193 41%	222 44%fm	242 41%	168 36%	179 44%	78 37%	31 37%	85 37%	72 43%	60 33%	71 47%rw	36 36%	100 52%opr tw	107 43%	97 35%	76 43%	110 34%	353 43%A
Not very important	(2) 4%	73 5%b	52 2%	22 2%	9 4%	17 5%	12 4%	8 2%	13 4%	14 3%	18 3%	27 5%	16 4%	12 2%	7 4%	5 6%	9 4%	5 3%	7 4%	9 6%	4 4%	8 4%	6 2%	9 3%	6 3%	17 5%	32 4%
Not at all important	(1) *	7 1%	6 1%	1 *	- *	1 1%g	- -	- -	1 *	4 1%	- -	- -	2 1%	- -	- -	1 *	- -	2 1%	- -	- -	- -	- -	2 1%	1 1%	3 1%	2 *	
NET: Not important	80 4%	57 6%b	23 2%	9 4%	18 5%	16 5%	8 2%	13 4%	15 3%	22 4%	27 5%	16 4%	15 3%	7 4%	5 6%	9 4%	5 3%	9 5%	9 6%	4 4%	8 4%	6 2%	11 4%	7 4%	20 6%	34 4%	
Don't know	39 2%	10 1%	29 3%a	7 3%h	15 4%ghi	5 2%	4 1%	1 *	7 1%	12 2%	8 2%	10 2%	9 2%	1 *	2 3%	4 2%	4 2%	4 2%	- -	2 2%	3 2%	8 3%	7 3%	3 2%	9 3%	12 1%	
Mean	3.50	3.43	3.57a	3.43	3.50	3.46	3.56df	3.50	3.51	3.48	3.46	3.50	3.56jk	3.48	3.49	3.54u	3.50	3.54u	3.41	3.56u	3.39	3.51	3.56su	3.48	3.51	3.48	
Standard deviation	0.59	0.62	0.54	0.58	0.61	0.64	0.54	0.58	0.57	0.60	0.59	0.58	0.57	0.57	0.61	0.59	0.56	0.64	0.60	0.57	0.57	0.55	0.60	0.60	0.65	0.59	
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.05	0.06	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 158

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**  
**Whether the service is reliable**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important	1931 97%	940 97%	992 97%	201 93%	328 95%	301 96%	352 98% <sup>d</sup>	295 100% <sup>def</sup>	455 99% <sup>def</sup>	512 95%	546 99% <sup>g</sup>	395 97%	478 98%	174 98%	80 97%	227 98%	159 95%	175 96%	147 98%	97 98%	186 97%	239 96%	273 98%	174 98%	311 96%	793 97%
Very important	(4) 72%	1435 69%	762 75% <sup>a</sup>	119 55%	202 59%	214 68% <sup>de</sup>	269 75% <sup>de</sup>	239 81% <sup>def</sup>	391 85% <sup>def</sup>	394 73%	390 70%	283 70%	367 75%	137 77% <sup>uv</sup>	60 73%	185 80% <sup>uvw</sup>	122 73%	136 75% <sup>u</sup>	111 74%	75 76% <sup>u</sup>	122 63%	164 66%	196 70%	126 71%	226 70%	556 68%
Fairly important	(3) 25%	267 28% <sup>b</sup>	229 22%	82 38% <sup>fgh</sup> <sub>i</sub>	126 36% <sup>fgh</sup> <sub>i</sub>	88 28% <sup>hi</sup>	83 23% <sup>i</sup>	55 19%	63 14%	118 22%	156 28% <sup>j</sup>	112 27%	111 23%	37 21%	20 24%	42 18%	37 22%	38 21%	36 24%	22 22%	64 33% <sup>npq</sup> <sub>r</sub>	75 30% <sup>p</sup>	77 28% <sup>p</sup>	48 27% <sup>p</sup>	85 26%	238 29%
Not very important	(2) 1%	18 2%	10 1%	11 5% <sup>eghi</sup>	4 1%	7 2% <sup>i</sup>	3 1%	1 *	1 *	18 3% <sup>klm</sup>	2 *	4 1%	3 1%	4 2%	-	1 1%	4 2%	3 2%	2 1%	-	3 1%	9 4% <sup>w</sup>	1 *	1 1%	4 1%	16 2%
Not at all important	(1) *	1 *	* *	- *	1 *	* *	- *	- *	- *	1 *	- *	- *	* *	- *	* 1%	- *	- *	- *	- *	- *	- *	- *	- 1%	1 *	- *	1 *
NET: Not important	30 1%	19 2%	10 1%	11 5% <sup>ghi</sup>	6 2%	7 2% <sup>i</sup>	3 1%	1 *	1 *	20 4% <sup>klm</sup>	2 *	4 1%	4 1%	4 2%	* 1%	1 1%	4 2%	3 2%	2 1%	- *	3 1%	9 4% <sup>w</sup>	1 *	2 1%	4 1%	18 2%
Don't know	28 1%	9 1%	19 2%	4 2% <sup>h</sup>	11 3% <sup>hi</sup>	6 2% <sup>h</sup>	5 1%	- *	3 1%	6 1%	5 1%	8 2%	8 2%	- *	2 2%	3 1%	4 3%	3 2%	* *	2 2%	4 2%	2 1%	5 2%	2 1%	8 2%	10 1%
Mean	3.72	3.68	3.75 <sup>a</sup>	3.51	3.59	3.67 <sup>d</sup>	3.75 <sup>de</sup>	3.80 <sup>de</sup> <sub>f</sub>	3.86 <sup>de</sup> <sub>fg</sub>	3.70	3.71	3.70	3.75	3.75	3.74	3.80 <sup>uv</sup> <sub>wx</sub>	3.72	3.75 <sup>u</sup>	3.73	3.77 <sup>uv</sup>	3.63	3.63	3.71	3.70	3.71	3.66
Standard deviation	0.49	0.51	0.46	0.60	0.54	0.53	0.46	0.41	0.35	0.54	0.47	0.48	0.45	0.49	0.48	0.41	0.50	0.47	0.48	0.42	0.51	0.55	0.46	0.51	0.48	0.52
Standard error	0.01	0.02	0.01	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.04	0.05	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.03	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 159

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****Whether the service will work on my device (e.g. my smartphone or laptop)****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1804 91%	881 91%	924 90%	186 86%	305 89%	294 93% <sup>d</sup>	332 92% <sup>d</sup>	269 91%	418 91%	486 90%	500 90%	378 93%	441 90%	163 91%	72 88%	209 90%	155 92%	163 90%	133 89%	93 93%	177 92%	228 91%	248 89%	163 92%	288 89%	753 92%	
Very important	(4) 1111 56%	550 57%	561 55%	91 42%	168 49%	172 55% <sup>d</sup>	197 55% <sup>d</sup>	184 62% <sup>d</sup>	298 65% <sup>d</sup>	310 58%	304 55%	216 53%	281 57%	95 53%	41 50%	139 60% <sup>ux</sup>	103 61% <sup>ux</sup>	103 57%	91 61% <sup>u</sup>	63 63% <sup>ux</sup>	94 49%	132 53%	162 58%	88 50%	175 54%	441 54%	
Fairly important	(3) 694 35%	331 34%	363 36%	95 44% <sup>hi</sup>	138 40% <sup>hi</sup>	122 39% <sup>hi</sup>	135 38% <sup>hi</sup>	85 29%	119 26%	176 33%	196 35%	162 40%	159 32%	68 38%	32 39%	70 30%	52 31%	60 33%	42 28%	29 29%	83 43% <sup>pqs</sup> tw	96 39%	87 31%	75 42% <sup>pqs</sup> tw	113 35%	312 38%	
Not very important	(2) 90 5%	45 5%	45 4%	22 10% <sup>efhi</sup>	17 5%	8 3%	20 6%	9 3%	14 3%	32 6% <sup>l</sup>	27 5%	10 2%	22 4%	9 5%	2 3%	9 4%	9 5%	9 5%	8 6%	3 3%	7 4%	10 4%	12 4%	10 6%	16 5%	36 4%	
Not at all important	(1) 29 1%	21 2% <sup>b</sup>	8 1%	* *	3 1%	7 2% <sup>g</sup>	1 *	9 3% <sup>dg</sup>	9 2% <sup>g</sup>	8 1%	6 1%	8 2%	8 2%	4 2%	2 3%	6 2%	1 *	1 *	1 1%	1 1%	6 2%	7 2%	1 1%	5 2%	9 1%		
NET: Not important	119 6%	66 7%	53 5%	23 11% <sup>fi</sup>	20 6%	15 5%	21 6%	18 6%	23 5%	39 7%	32 6%	18 4%	30 6%	13 7%	5 6%	15 6%	10 6%	10 5%	9 6%	4 4%	8 4%	16 6%	19 7%	11 6%	22 7%	45 6%	
Don't know	66 3%	21 2%	44 4% <sup>a</sup>	7 3%	19 6% <sup>fg</sup>	6 2%	7 2%	9 3%	18 4%	12 2%	21 4%	12 3%	20 4%	3 2%	5 6%	7 3%	3 2%	9 5%	7 5%	3 3%	7 4%	6 2%	12 4%	3 2%	13 4%	23 3%	
Mean	3.50	3.49	3.51	3.33	3.45	3.49 <sup>d</sup>	3.50 <sup>d</sup>	3.55 <sup>d</sup>	3.61 <sup>d</sup> fg	3.50	3.50	3.48	3.52	3.45	3.44	3.53	3.56	3.54	3.57	3.59	3.46	3.45	3.51	3.44	3.48	3.48	
Standard deviation	0.66	0.69	0.63	0.67	0.64	0.66	0.62	0.71	0.65	0.68	0.65	0.65	0.67	0.69	0.70	0.70	0.62	0.61	0.63	0.63	0.60	0.69	0.70	0.64	0.68	0.64	
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.04	0.05	0.05	0.06	0.04	0.05	0.04	0.05	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 160

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****Whether I can control how much data I choose to share with the company****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important		1803	884	918	185	297	289	325	275	430	489	509	371	435	163	70	211	152	174	140	88	170	221	246	168	280	747
		91%	91%	90%	86%	86%	92%	90%	93%de	94%de	91%	92%	91%	89%	92%	85%	91%	91%	96%otuvw	93%	88%	88%	88%	88%	95%otuw	87%	91%
Very important	(4)	971	446	525	75	133	146	183	166	268	268	264	196	243	87	37	120	82	96	74	49	88	123	125	89	153	376
		49%	46%	51%a	35%	39%	46%cd	51%de	56%defg	58%defg	50%	48%	48%	50%	49%	46%	52%	49%	53%	49%	49%	46%	49%	45%	50%	47%	46%
Fairly important	(3)	832	438	393	110	165	143	142	109	163	220	245	174	192	76	32	91	71	78	66	39	81	98	121	79	127	371
		42%	45%b	39%	51%ghi	48%hi	45%hi	40%	37%	35%	41%	44%	43%	39%	43%	39%	39%	42%	43%	44%	39%	42%	39%	43%	44%	39%	45%
Not very important	(2)	99	51	47	21	25	13	15	11	14	33	23	16	26	11	8	5	9	1	4	8	13	19	18	5	22	43
		5%	5%	5%	10%fghi	7%i	4%	4%	4%	3%	6%	4%	4%	5%	6%r	9%prsx	2%	5%r	*	3%	8%pr	7%pr	7%pr	6%pr	3%	7%	5%
Not at all important	(1)	5	4	1	2	1	1	1	-	1	2	-	1	3	-	-	1	-	2	1	1	-	-	-	-	2	2
		*	*	*	1%	*	*	*	-	*	*	-	*	1%	-	-	1%	-	1%	1%	1%	-	-	-	-	1%	*
NET: Not important		104	55	49	22	26	14	16	11	15	35	23	17	29	11	8	6	9	3	5	9	13	19	18	5	23	45
		5%	6%	5%	10%fghi	7%i	4%	4%	4%	3%	6%	4%	4%	6%	6%r	9%prx	3%	5%	1%	3%	9%prx	7%pr	7%pr	6%r	3%	7%	5%
Don't know		82	28	54	8	21	12	19	10	13	14	22	20	26	4	5	14	6	4	5	3	10	10	15	4	20	30
		4%	3%	5%a	4%	6%i	4%	5%	3%	3%	3%	4%	5%	5%j	2%	6%	6%	4%	2%	3%	3%	5%	4%	5%	2%	6%	4%
Mean		3.45	3.41	3.49a	3.25	3.33	3.43d	3.49de	3.54def	3.56def	3.44	3.45	3.46	3.45	3.44	3.39	3.52w	3.45	3.52	3.47	3.40	3.41	3.44	3.41	3.49	3.42	3.42
Standard deviation		0.61	0.61	0.60	0.66	0.62	0.59	0.59	0.57	0.57	0.63	0.58	0.59	0.63	0.61	0.66	0.57	0.60	0.56	0.59	0.70	0.63	0.63	0.61	0.56	0.65	0.60
Standard error		0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.05	0.07	0.04	0.04	0.04	0.05	0.06	0.04	0.05	0.04	0.04	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 161

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****How the company is run and governed****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important		1507	732	775	145	255	231	266	225	384	390	408	326	383	142	60	169	127	143	105	69	155	186	213	137	239	629
		76%	76%	76%	67%	74%	73%	74%	76%	84%defgh	72%	74%	80%j	78%j	80%	73%	73%	76%	79%	70%	69%	81%st	74%	76%	77%	74%	77%
Very important	(4)	606	291	315	46	83	93	109	98	177	164	155	126	161	55	24	78	54	65	38	26	51	94	73	49	94	227
		30%	30%	31%	22%	24%	30%	30%cd	33%de	39%defg	30%	28%	31%	33%	31%	29%	34%	32%	36%	26%	27%	26%	38%suw	26%	27%	29%	28%
Fairly important	(3)	901	441	460	99	172	139	157	128	207	226	253	200	222	87	36	91	74	79	66	43	105	92	141	88	145	402
		45%	46%	45%	46%	50%	44%	44%	43%	45%	42%	46%	49%	45%	49%v	44%	39%	44%	44%	44%	43%	54%pv	37%	50%pv	50%pv	45%	49%
Not very important	(2)	327	173	154	57	62	50	70	45	42	115	102	52	59	30	18	39	21	22	37	16	27	50	40	26	60	141
		16%	18%	15%	26%fhi	18%i	16%i	19%i	15%i	9%	21%lm	18%lm	13%	12%	17%	23%r	17%	13%	12%	25%qrwx	16%	14%	20%	14%	14%	18%	17%
Not at all important	(1)	42	24	18	6	6	12	7	5	7	16	8	3	15	1	*	4	4	6	1	5	3	3	8	6	8	13
		2%	2%	2%	3%	2%	4%	2%	2%	2%	3%l	1%	1%	3%l	1%	1%	2%	2%	3%	1%	5%ns	1%	1%	3%	4%	2%	2%
NET: Not important		368	197	172	63	67	62	77	50	50	131	109	54	74	31	19	43	25	28	38	21	30	53	48	32	67	154
		19%	20%	17%	29%efhi	20%i	20%i	21%i	17%i	11%	24%lm	20%l	13%	15%	18%	23%	19%	15%	15%	25%qrwx	21%	15%	21%	17%	18%	21%	19%
Don't know		113	39	74	8	22	22	16	21	25	17	37	27	33	5	3	19	15	10	7	9	8	11	18	9	17	39
		6%	4%	7%a	4%	6%	7%	5%	7%	5%	3%	7%j	7%j	7%j	3%	4%	8%n	9%n	5%	5%	9%n	4%	4%	7%	5%	5%	5%
Mean		3.10	3.08	3.13	2.89	3.03	3.07d	3.07d	3.16d	3.28defgh	3.03	3.07	3.18j	3.16j	3.13	3.06	3.15	3.16	3.18	3.00	3.00	3.10	3.16	3.06	3.06	3.06	3.08
Standard deviation		0.76	0.77	0.74	0.77	0.72	0.80	0.78	0.75	0.70	0.81	0.74	0.68	0.77	0.71	0.75	0.78	0.76	0.78	0.75	0.85	0.69	0.79	0.75	0.77	0.77	0.73
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.06	0.06	0.06	0.08	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 162

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**Whether that company pays relevant taxes**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important	1418	710	709	131	246	210	245	223	363	374	402	299	343	140	66	161	118	130	94	66	139	183	205	118	221	588
	71%	73%	69%	61%	71% <sup>d</sup>	67%	68%	75% <sup>df</sup>	79% <sup>def</sup>	70%	73%	73%	70%	78% <sup>stx</sup>	80% <sup>stx</sup>	69%	70%	72%	63%	66%	72%	73%	73% <sup>s</sup>	66%	69%	72%
Very important	(4)	704	349	355	46	96	106	115	126	214	200	185	133	80	26	91	71	59	43	30	61	86	98	59	107	269
	35%	36%	35%	21%	28%	34% <sup>d</sup>	32% <sup>d</sup>	43% <sup>def</sup>	47% <sup>def</sup>	37%	33%	33%	38%	45% <sup>rst</sup>	31%	39%	42% <sup>stu</sup>	33%	29%	30%	31%	35%	35%	33%	33%	33%
Fairly important	(3)	715	361	354	85	149	104	131	97	149	174	217	166	59	40	70	47	71	51	36	78	97	107	58	114	319
	36%	37%	35%	39%	43% <sup>fhi</sup>	33%	36%	33%	33%	32%	39% <sup>jm</sup>	41% <sup>jm</sup>	32%	33%	49% <sup>npq</sup>	30%	28%	39% <sup>q</sup>	34%	36%	40% <sup>pq</sup>	39%	38% <sup>q</sup>	33%	35%	39%
Not very important	(2)	346	176	170	59	56	61	77	43	111	107	68	59	23	10	46	32	27	40	18	30	44	42	34	64	153
	17%	18%	17%	27% <sup>ehi</sup>	16%	19% <sup>i</sup>	21% <sup>hi</sup>	14%	11%	21% <sup>m</sup>	19% <sup>m</sup>	17%	12%	13%	13%	20%	19%	15%	27% <sup>nor</sup>	18%	16%	18%	15%	19%	20%	19%
Not at all important	(1)	69	40	29	8	6	18	10	12	24	6	7	31	5	-	3	4	7	3	8	10	6	9	14	13	28
	3%	4%	3%	4%	2%	6% <sup>e</sup>	3%	4%	3%	5% <sup>kl</sup>	1%	2%	6% <sup>kl</sup>	3%	-	1%	3%	4%	2%	8% <sup>opsv</sup>	5% <sup>op</sup>	2%	3%	8% <sup>opqs</sup>	4%	3%
NET: Not important	415	216	199	67	62	79	87	55	66	135	114	75	91	28	10	49	37	34	43	25	40	50	51	48	76	181
	21%	22%	19%	31% <sup>ehi</sup>	18%	25% <sup>i</sup>	24% <sup>i</sup>	19%	14%	25% <sup>lm</sup>	21%	18%	19%	16%	13%	21%	22%	19%	29% <sup>now</sup>	26% <sup>o</sup>	21%	20%	18%	27% <sup>now</sup>	24%	22%
Don't know	155	42	114	18	36	26	28	19	29	28	38	34	56	11	6	22	13	17	12	9	14	16	23	13	25	52
	8%	4%	11% <sup>a</sup>	8%	11%	8%	8%	6%	6%	5%	7%	8%	11% <sup>jk</sup>	6%	7%	10%	8%	9%	8%	9%	7%	7%	8%	7%	8%	6%
Mean	3.12	3.10	3.14	2.85	3.09 <sup>d</sup>	3.03	3.06 <sup>d</sup>	3.21 <sup>df</sup>	3.31 <sup>de</sup>	3.08	3.13	3.14	3.15	3.28 <sup>st</sup>	3.20	3.19 <sup>st</sup>	3.19 <sup>s</sup>	3.11	2.98	2.96	3.06	3.13	3.15	2.99	3.06	3.08
Standard deviation	0.84	0.86	0.83	0.82	0.75	0.91	0.83	0.86	0.81	0.89	0.78	0.77	0.91	0.81	0.66	0.82	0.86	0.83	0.83	0.93	0.85	0.81	0.82	0.95	0.86	0.83
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.07	0.07	0.05	0.07	0.07	0.07	0.09	0.06	0.06	0.05	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 163

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**Whether that company follows local laws**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1649	796	854	169	283	257	301	242	397	433	457	357	403	152	70	184	148	150	117	76	161	213	233	145	258	689	
		83%	82%	84%	78%	82%	82%	84%	82%	87% <sup>d</sup>	80%	82%	87% <sup>j</sup>	82%	86%	85%	80%	88% <sup>pst</sup>	83%	78%	77%	83%	85%	84%	81%	80%	84%
Very important	(4)	929	446	483	75	130	135	171	148	270	252	256	183	238	85	40	114	81	94	71	43	77	111	129	84	134	364
		47%	46%	47%	35%	38%	43%	48% <sup>d</sup>	50% <sup>d</sup>	59% <sup>d</sup> <sup>ef</sup> <sup>gh</sup>	47%	46%	45%	49%	48%	49%	49%	49%	52% <sup>u</sup>	47%	43%	40%	44%	46%	47%	42%	44%
Fairly important	(3)	720	350	371	95	153	122	130	94	127	181	201	173	165	68	29	71	66	57	46	33	84	102	104	61	124	325
		36%	36%	36%	44% <sup>hi</sup>	44% <sup>hi</sup>	39% <sup>i</sup>	36% <sup>i</sup>	32%	28%	34%	36%	43% <sup>jm</sup>	34%	38%	36%	30%	40%	31%	31%	33%	43% <sup>prs</sup>	41% <sup>p</sup>	37%	34%	38%	40%
Not very important	(2)	171	100	71	28	37	31	30	23	23	55	59	28	30	13	8	24	8	13	16	13	15	22	20	20	33	74
		9%	10% <sup>b</sup>	7%	13% <sup>i</sup>	11% <sup>i</sup>	10% <sup>i</sup>	8%	8%	5%	10% <sup>m</sup>	11% <sup>m</sup>	7%	6%	7%	10%	10%	5%	7%	11%	13% <sup>q</sup>	8%	9%	7%	11% <sup>q</sup>	10%	9%
Not at all important	(1)	38	24	13	5	4	11	2	11	5	12	7	2	17	3	-	3	1	4	7	3	4	4	5	4	5	18
		2%	3%	1%	2%	1%	4% <sup>gi</sup>	1%	4% <sup>gi</sup>	1%	2%	1%	1%	3% <sup>kl</sup>	2%	-	1%	*	2%	5% <sup>q</sup>	3%	2%	2%	2%	2%	2%	2%
NET: Not important		209	125	85	33	40	43	32	34	28	67	66	30	47	17	8	27	9	16	24	16	18	26	24	24	38	92
		11%	13% <sup>b</sup>	8%	15% <sup>i</sup>	12% <sup>i</sup>	14% <sup>i</sup>	9%	11% <sup>i</sup>	6%	12% <sup>l</sup>	12%	7%	10%	9%	10%	12% <sup>q</sup>	5%	9%	16% <sup>q</sup>	16% <sup>q</sup>	10%	10%	9%	13% <sup>q</sup>	12%	11%
Don't know		131	48	83	14	21	15	27	21	33	38	31	21	40	9	4	20	11	14	9	8	13	11	22	9	27	40
		7%	5%	8% <sup>a</sup>	6%	6%	5%	7%	7%	7%	7%	6%	5%	8%	5%	5%	9%	7%	8%	6%	8%	7%	4%	8%	5%	8%	5%
Mean		3.37	3.32	3.41 <sup>a</sup>	3.19	3.27	3.27	3.41 <sup>d</sup>	3.38 <sup>d</sup>	3.56 <sup>d</sup>	3.35	3.35	3.39	3.39	3.38	3.41	3.40	3.46 <sup>tu</sup>	3.44	3.28	3.27	3.31	3.34	3.39	3.33	3.31	3.32
Standard deviation		0.73	0.77	0.69	0.75	0.70	0.79	0.68	0.80	0.66	0.77	0.73	0.64	0.77	0.72	0.68	0.75	0.62	0.73	0.87	0.81	0.71	0.71	0.71	0.78	0.74	0.74
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.07	0.05	0.05	0.06	0.07	0.08	0.05	0.05	0.04	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 164

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?**

**What values they hold as a company**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Important		1508	723	786	147	272	228	258	227	377	390	418	332	369	127	68	169	127	139	105	72	155	201	209	135	246	614
		76%	75%	77%	68%	79% <sup>d</sup>	72%	72%	77%	82% <sup>d</sup> <sup>fg</sup>	72%	75%	82% <sup>j</sup>	75%	71%	83% <sup>s</sup>	73%	76%	77%	70%	72%	80% <sup>s</sup>	81% <sup>s</sup>	75%	76%	76%	75%
Very important	(4)	575	251	323	37	92	80	111	97	159	145	143	117	169	55	25	79	35	56	43	25	42	83	77	54	101	200
		29%	26%	32% <sup>a</sup>	17%	27% <sup>d</sup>	25%	31% <sup>d</sup>	33% <sup>d</sup>	35% <sup>d</sup> <sup>ef</sup>	27%	26%	29%	35% <sup>j</sup> <sup>kl</sup>	31%	31%	34% <sup>qu</sup>	21%	31%	29%	25%	22%	33% <sup>qu</sup>	28%	30%	31%	24%
Fairly important	(3)	934	471	462	111	180	148	147	130	218	244	274	216	199	72	43	90	92	83	62	48	113	119	132	81	145	414
		47%	49%	45%	51% <sup>g</sup>	52% <sup>g</sup>	47%	41%	44%	48%	45%	50% <sup>m</sup>	53% <sup>m</sup>	41%	40%	53% <sup>p</sup>	39%	55% <sup>n</sup> <sup>ps</sup>	46%	41%	48%	59% <sup>n</sup> <sup>pr</sup> swx	47%	47%	46%	45%	50%
Not very important	(2)	310	173	138	50	50	51	69	45	45	109	93	47	62	40	9	42	18	28	31	17	23	34	45	23	51	133
		16%	18% <sup>b</sup>	13%	23% <sup>e</sup> <sup>hi</sup>	15%	16% <sup>i</sup>	19% <sup>i</sup>	15% <sup>i</sup>	10%	20% <sup>lm</sup>	17%	11%	13%	22% <sup>qu</sup> <sup>x</sup>	11%	18%	11%	16%	21% <sup>qu</sup>	17%	12%	14%	16%	13%	16%	16%
Not at all important	(1)	53	32	21	5	6	17	10	8	8	17	10	7	19	3	1	6	4	4	8	6	3	4	6	9	7	25
		3%	3%	2%	2%	2%	5% <sup>ei</sup>	3%	3%	2%	3%	2%	2%	4%	2%	1%	3%	3%	2%	5%	6% <sup>u</sup>	1%	2%	2%	5%	2%	3%
NET: Not important		364	205	159	55	56	68	79	52	54	126	104	53	81	43	10	48	22	33	38	22	26	38	50	33	57	158
		18%	21% <sup>b</sup>	16%	26% <sup>ei</sup>	16%	22% <sup>i</sup>	22% <sup>i</sup>	18% <sup>i</sup>	12%	23% <sup>lm</sup>	19%	13%	17%	24% <sup>o</sup> <sup>qu</sup>	12%	21%	13%	18%	26% <sup>o</sup> <sup>qu</sup>	22%	13%	15%	18%	18%	18%	19%
Don't know		117	40	77	13	17	19	23	17	28	22	32	22	40	8	4	14	18	10	7	5	13	10	20	10	19	49
		6%	4%	8% <sup>a</sup>	6%	5%	6%	6%	6%	6%	4%	6%	5%	8% <sup>j</sup>	4%	4%	6%	11% <sup>nv</sup>	5%	4%	5%	6%	4%	7%	5%	6%	6%
Mean		3.08	3.02	3.15 <sup>a</sup>	2.88	3.09 <sup>d</sup>	2.98	3.06 <sup>d</sup>	3.13 <sup>d</sup> <sup>f</sup>	3.23 <sup>d</sup> <sup>e</sup> fg	3.01	3.06	3.15 <sup>j</sup>	3.15 <sup>j</sup>	3.05	3.19	3.12	3.06	3.11	2.98	2.97	3.07	3.17 <sup>t</sup>	3.08	3.07	3.12	3.02
Standard deviation		0.76	0.77	0.75	0.72	0.70	0.82	0.81	0.77	0.71	0.79	0.73	0.69	0.81	0.80	0.67	0.81	0.69	0.76	0.86	0.82	0.64	0.73	0.74	0.82	0.76	0.75
Standard error		0.02	0.03	0.02	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.07	0.07	0.05	0.05	0.06	0.07	0.08	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 165

**Q.C3 How important, if at all, do you feel that it is to know each of the following about a company providing services online before you use these services?****What protection is in place for me if something goes wrong****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Important	1902	924	978	195	316	295	351	292	453	512	530	390	470	173	80	225	158	173	146	93	186	231	269	168	303	781	
	96%	96%	96%	91%	92%	94%	98%def	99%def	99%def	95%	96%	96%	96%	97%	97%	97%v	95%	96%	98%	93%	96%	93%	96%	95%	94%	95%	
Very important	(4)	1300	594	706	94	186	192	228	225	374	336	353	277	334	112	50	170	114	130	97	69	120	145	176	117	196	509
	65%	61%	69%a	44%	54%	61%d	63%de	76%defg	82%defg	63%	64%	68%	68%	63%	61%	73%nouvw	68%	72%v	65%	69%	62%	58%	63%	66%	61%	62%	
Fairly important	(3)	602	330	272	101	130	102	123	67	79	175	177	113	137	61	30	55	44	43	49	24	66	86	93	51	107	272
	30%	34%b	27%	47%fghi	38%hi	33%hi	34%hi	23%	17%	33%	32%	28%	28%	34%p	36%p	24%	26%	24%	33%	24%	34%p	34%p	33%p	29%	33%	33%	
Not very important	(2)	40	32	8	14	11	8	3	2	15	13	6	6	3	2	2	3	4	1	2	4	13	1	5	6	24	
	2%	3%b	1%	7%ghi	3%gi	3%i	1%	1%	*	3%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	5%psw	*	3%w	2%	3%	
Not at all important	(1)	3	2	1	1	1	-	-	-	1	2	-	1	-	-	-	-	1	1	-	-	-	1	-	2	2	
	*	*	*	*	*	*	-	-	-	*	*	-	*	-	-	-	-	*	*	-	-	-	*	-	1%	*	
NET: Not important	44	34	10	15	13	10	3	2	2	16	15	6	7	3	2	2	3	4	2	2	4	13	2	5	8	25	
	2%	3%b	1%	7%ghi	4%ghi	3%gi	1%	1%	*	3%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	5%pw	1%	3%	2%	3%	
Don't know	43	10	34	5	16	11	6	2	4	10	9	12	13	3	1	4	6	3	1	5	3	6	8	4	12	15	
	2%	1%	3%a	3%	5%hi	3%hi	2%	1%	1%	2%	2%	3%	3%	2%	1%	2%	3%	2%	1%	5%	2%	2%	3%	2%	4%	2%	
Mean	3.64	3.58	3.70a	3.37	3.52d	3.60d	3.64de	3.76de	3.82de	3.61	3.62	3.69	3.68j	3.62	3.59	3.74no	3.69v	3.70v	3.63	3.70v	3.61	3.54	3.64	3.65	3.60	3.60	
								fg	fg							uvw											
Standard deviation	0.53	0.57	0.48	0.63	0.59	0.57	0.50	0.45	0.39	0.55	0.55	0.50	0.50	0.52	0.54	0.46	0.51	0.53	0.55	0.51	0.53	0.59	0.52	0.54	0.56	0.56	
Standard error	0.01	0.02	0.01	0.05	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.04	0.06	0.03	0.04	0.04	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 166

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?****Summary****Base: All respondents who think each is important**

	Aspects														
	What they are doing to keep my data secure	How they are using my data	How they treat their employees	If there are other companies that offer the same services	If it's easy for me to understand how the services works	If the company makes things easy to use for people with special requirements	Whether other customers are satisfied with the service	Whether the service is reliable	Whether the service will work on my device (e.g. my smartphone or laptop)	Whether I can control how much data I choose to share with the company	How the company is run and governed	Whether that company pays relevant taxes	Whether that company follows local laws	What values they hold as a company	What protection is in place for me if something goes wrong
Unweighted base	1899	1882	1487	1643	1880	1352	1889	1951	1822	1820	1507	1429	1658	1521	1925
Weighted base	1883	1863	1468	1630	1857	1337	1870	1931	1804	1803	1507	1418	1649	1508	1902
I currently find out this information	493 26%	440 24%	232 16%	1080 66%	1115 60%	285 21%	1341 72%	1212 63%	1260 70%	527 29%	288 19%	239 17%	268 16%	378 25%	899 47%
I would like to find out this information but cannot find it	956 51%	958 51%	629 43%	318 20%	421 23%	479 36%	289 15%	458 24%	305 17%	836 46%	657 44%	644 45%	739 45%	607 40%	647 34%
I don't find out this information	307 16%	337 18%	479 33%	137 8%	186 10%	411 31%	149 8%	148 8%	131 7%	287 16%	423 28%	409 29%	477 29%	372 25%	237 12%
Don't know	128 7%	128 7%	129 9%	94 6%	136 7%	161 12%	91 5%	114 6%	109 6%	152 8%	140 9%	127 9%	165 10%	151 10%	120 6%

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 167

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**What they are doing to keep my data secure**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1899	804	1095	167	245	293	352	336	506	620	530	289	460	155	90	243	185	164	140	113	192	168	264	185	266	704
Weighted base	1883	918	966	195	316	294	342	293	444	504	527	380	471	175	77*	224	161	169	145	91*	180	233	264	166	296	782
I currently find out this information	493 26%	250 27%	242 25%	45 23%	68 22%	84 29%	91 27%	81 28%	124 28%	136 27%	136 26%	82 21%	138 29%	59 34%stu	17 22%	55 24%	51 32%u	51 31%u	32 22%	18 20%	34 19%	67 29%	68 26%	42 25%	69 23%	200 26%
I would like to find out this information but cannot find it	956 51%	448 49%	508 53%	102 52%	183 58%lgi	140 47%	166 49%	150 51%	215 48%	269 53% m	267 51%	201 53%	218 46%	86 49%	38 49%	102 46%	75 47%	92 54%	71 49%	48 53%	100 56%	118 51%	132 50%	94 57% p	157 53%	399 51%
I don't find out this information	307 16%	158 17%	149 15%	31 16%	44 14%	58 20%	59 17%	44 15%	71 16%	70 14%	83 16%	71 19%	83 18%	21 12%	19 25% nqr x	48 21% nqr x	21 13%	19 11%	28 19%	13 15%	37 20% rx	37 16%	44 17%	19 11%	52 18%	132 17%
Don't know	128 7%	62 7%	66 7%	17 9%	21 7%	13 4%	25 7%	19 6%	34 8%	29 6%	40 8%	27 7%	32 7%	8 5%	4 5%	19 8%	14 9%	7 4%	15 10%	11 12% rv	9 5%	11 5%	20 8%	11 7%	18 6%	52 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 168

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**  
**How they are using my data**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)		
Unweighted base	1882	795	1087	163	238	295	348	330	508	621	528	287	446	152	89	237	181	167	139	108	190	170	263	186	265	695		
Weighted base	1863	905	959	191	311	292	336	288	446	502	521	383	457	170	78*	219	156	171	142	85*	177	234	265	166	294	769		
I currently find out this information	440 24%	230 25%	210 22%	48 25%	66 21%	67 23%	80 24%	75 26%	103 23%	120 24%	133 26%	72 19%	115 25%	51 30%p	13 17%	42 19%	32 21%	42 25%	31 22%	19 23%	36 21%	59 25%	65 25%	48 29%p	68 23%	183 24%		
I would like to find out this information but cannot find it	958 51%	446 49%	513 53%	92 48%	172 55%	143 49%	162 48%	150 52%	239 54%	275 55%	254 49%	204 53%	226 49%	81 48%	37 48%	115 53%	87 56%	93 54%	72 51%	44 52%	90 51%	118 51%	133 50%	87 52%	141 48%	389 51%		
I don't find out this information	337 18%	165 18%	172 18%	38 20%	55 18%	62 21%	65 19%	44 15%	72 16%	79 16%	100 19%	79 21%	80 18%	28 16%	24 31%npq rtvwx	43 20%	23 15%	30 18%	28 20%	12 14%	38 21%	42 18%	47 18%	21 13%	64 22%	143 19%		
Don't know	128 7%	64 7%	64 7%	12 6%	18 6%	20 7%	28 8%	18 6%	32 7%	29 6%	35 7%	28 7%	36 8%	10 6%	3 4%	19 9%	13 9%	6 4%	11 8%	9 11%r	13 7%	14 6%	20 8%	9 6%	21 7%	54 7%		

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 169

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**How they treat their employees**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1487	585	902	135	198	229	280	247	398	488	410	229	360	124	77	177	142	136	102	82	167	138	199	143	206	568
Weighted base	1468	682	787	153	262	221	270	215	347	387	410	308	364	138*	68*	163	122	143	99*	64*	156	187	203	126	228	623
I currently find out this information	232 16%	128 19% <sup>b</sup>	104 13%	27 17%	55 21% <sup>i</sup>	35 16%	38 14%	36 17%	41 12%	70 18% <sup>k</sup>	49 12%	49 16%	64 18% <sup>k</sup>	23 17% <sup>s</sup>	11 17% <sup>s</sup>	18 11%	13 10%	25 18% <sup>s</sup>	6 6%	9 14%	29 19% <sup>s</sup>	44 24% <sup>pqs</sup>	29 14% <sup>s</sup>	25 20% <sup>ps</sup>	60 26% <sup>B</sup>	97 15%
I would like to find out this information but cannot find it	629 43%	274 40%	355 45%	60 39%	109 42%	94 42%	127 47%	88 41%	151 43%	170 44%	186 45%	131 43%	142 39%	65 47%	26 38%	72 44%	57 47%	57 40%	49 49%	27 42%	58 37%	82 44%	85 42%	51 40%	92 40%	269 43%
I don't find out this information	479 33%	223 33%	256 33%	51 33%	79 30%	72 33%	80 30%	74 35%	122 35%	113 29%	134 33%	105 34%	126 35%	43 31%	24 35%	55 34%	39 32%	53 37% <sup>v</sup>	35 35%	19 30%	57 37% <sup>v</sup>	44 23%	74 36% <sup>v</sup>	36 28%	61 27%	202 32%
Don't know	129 9%	57 8%	72 9%	15 10%	19 7%	20 9%	24 9%	16 8%	34 10%	34 9%	41 10%	22 7%	32 9%	6 5%	7 10%	18 11%	13 11%	8 5%	10 10%	9 14% <sup>n</sup>	11 7%	17 9%	15 7%	14 11%	16 7%	55 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 170

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**If there are other companies that offer the same services**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1643	705	938	148	212	261	309	280	433	553	446	250	394	127	78	196	162	143	118	107	163	161	228	160	234	610
Weighted base	1630	798	831	172	274	257	301	243	381	451	451	331	396	144	67*	182	139	144	120	85*	157	218	229	145	252	685
I currently find out this information	1080 66%	539 68%	541 65%	116 68%	165 60%	188 73% <sup>eg</sup>	193 64%	158 65%	261 68%	321 71% <sup>l</sup>	303 67%	196 59%	260 66%	106 74% <sup>qx</sup>	41 62%	115 63%	80 58%	100 70%	83 69%	60 71%	99 63%	158 72% <sup>qx</sup>	149 65%	87 60%	164 65%	451 66%
I would like to find out this information but cannot find it	318 20%	152 19%	166 20%	30 17%	64 23%	45 18%	67 22%	51 21%	62 16%	85 19%	82 18%	80 24%	72 18%	21 14%	14 21%	35 20%	37 27% <sup>nst</sup>	28 20%	17 15%	12 14%	29 19%	40 18%	53 23%	30 21%	50 20%	141 21%
I don't find out this information	137 8%	65 8%	72 9%	18 10%	31 11% <sup>f</sup>	12 5%	25 8%	18 8%	34 9%	25 6%	39 9%	33 10% <sup>j</sup>	41 10% <sup>j</sup>	9 6%	9 14% <sup>v</sup>	23 12% <sup>v</sup>	10 7%	10 7%	11 9%	7 8%	19 12% <sup>v</sup>	7 3%	16 7%	17 12% <sup>v</sup>	21 8%	58 8%
Don't know	94 6%	42 5%	52 6%	9 5%	15 6%	12 5%	17 6%	16 7%	24 6%	20 5%	27 6%	22 7%	24 6%	8 5%	2 3%	9 5%	11 8%	5 4%	9 7%	6 7%	9 6%	12 6%	12 5%	12 8%	18 7%	36 5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 171

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**If it's easy for me to understand how the services works**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1880	786	1094	168	239	291	357	329	496	615	522	290	453	154	86	233	180	162	135	118	195	170	261	186	268	692	
Weighted base	1857	895	962	194	310	292	344	285	433	494	516	387	461	172	75*	215	153	166	138	95*	181	232	261	169	294	767	
I currently find out this information	1115 60%	542 61%	573 60%	127 65%	189 61%	187 64%	205 60%	163 57%	244 56%	313 63%l	316 61%l	202 52%	285 62%l	116 68%qu	41 54%	123 58%	80 52%	101 61%	88 64%	55 58%	96 53%	157 68%qu	155 59%	103 61%	187 64%	460 60%	
I would like to find out this information but cannot find it	421 23%	206 23%	216 22%	38 20%	71 23%	56 19%	80 23%	70 25%	106 25%	120 24%	103 20%	99 26%	99 22%	36 21%	17 23%	41 19%	45 29%pv	36 22%	30 21%	20 21%	52 29%pv	37 16%	66 25%v	40 24%	60 20%	179 23%	
I don't find out this information	186 10%	89 10%	96 10%	15 8%	28 9%	29 10%	39 11%	31 11%	43 10%	31 6%	62 12%j	49 13%j	43 9%	8 4%	14 19%nqw	33 15%nqw	10 7%	22 13%nw	12 9%	10 11%	20 11%	23 10%	18 7%	16 9%	31 11%	79 10%	
Don't know	136 7%	58 6%	78 8%	15 8%	22 7%	19 7%	20 6%	21 7%	39 9%	30 6%	35 7%	37 10%	34 7%	11 7%	3 4%	17 8%	18 12%r	6 4%	8 6%	9 10%	14 8%	15 6%	23 9%	10 6%	16 5%	49 6%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 172

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**If the company makes things easy to use for people with special requirements**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1352	539	813	111	175	204	256	235	371	421	363	213	355	112	67	175	127	128	97	79	146	115	179	127	189	487
Weighted base	1337	630	707	131*	226	200	250	205	325	336	362	282	357	122*	58*	161	109*	125	97*	59*	142	168*	180	115	212	532
I currently find out this information	285 21%	150 24%	135 19%	36 27%hi	67 29%hi	43 21%	57 23%h	29 14%	55 17%	77 23%	69 19%	55 20%	83 23%	31 26%	11 19%	27 16%	18 17%	25 20%	15 16%	12 20%	34 24%	48 28% <sup>p</sup>	45 25%	19 16%	47 22%	126 24%
I would like to find out this information but cannot find it	479 36%	215 34%	264 37%	40 31%	86 38%	68 34%	91 36%	80 39%	113 35%	125 37%	124 34%	118 42% <sup>m</sup>	113 32%	43 35%	23 40%	57 35%	41 38%	47 38%	35 36%	19 32%	44 31%	55 33%	68 38%	46 40%	75 35%	195 37%
I don't find out this information	411 31%	183 29%	228 32%	44 34%	51 22%	62 31%	68 27%	73 36% <sup>e</sup>	113 35% <sup>e</sup>	98 29%	122 34%	73 26%	118 33%	38 31%	21 36%	58 36%	33 30%	41 32%	34 35%	18 30%	45 32%	41 24%	50 28%	34 30%	61 29%	163 31%
Don't know	161 12%	81 13%	80 11%	10 8%	23 10%	27 14%	34 14%	22 11%	44 14%	35 10%	48 13%	36 13%	43 12%	9 8%	3 6%	20 12%	17 16%	12 10%	13 14%	10 17% <sup>o</sup>	19 13%	25 15%	17 9%	16 14%	29 14%	48 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 173

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether other customers are satisfied with the service**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1889	791	1098	171	240	294	359	327	498	625	520	288	456	154	87	238	184	163	137	117	195	172	257	185	265	701
Weighted base	1870	901	970	199	311	293	348	283	437	504	518	382	466	171	75*	218	159	168	141	94*	182	236	261	167	293	775
I currently find out this information	1341 72%	624 69%	717 74%a	150 76%	224 72%	209 71%	256 73%	205 73%	297 68%	370 73%	382 74%	264 69%	326 70%	134 78% u	61 81% u	148 68%	101 64%	122 73%	92 65%	68 73%	119 66%	172 73%	196 75% q	127 76% qu	217 74%	557 72%
I would like to find out this information but cannot find it	289 15%	155 17%	134 14%	20 10%	59 19% d	45 15%	55 16%	40 14%	71 16%	83 17%	70 14%	67 17%	69 15%	23 14%	7 9%	43 20% ow	32 20% ow	28 17%	19 13%	14 15%	34 19%	33 14%	32 12%	23 14%	42 14%	126 16%
I don't find out this information	149 8%	81 9%	69 7%	15 8%	13 4%	29 10% e	21 6%	25 9%	46 11% eg	30 6%	40 8%	30 8%	50 11% j	9 5%	6 8%	19 9%	15 10%	14 8%	16 11%	6 7%	18 10%	20 8%	16 6%	11 7%	19 6%	59 8%
Don't know	91 5%	41 5%	50 5%	13 7%	15 5%	11 4%	16 5%	13 4%	23 5%	21 4%	26 5%	22 6%	22 5%	5 3%	1 1%	8 4%	10 6%	3 2%	14 10% nopr x	6 6%	10 6%	11 5%	17 6%	6 4%	15 5%	33 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 174

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether the service is reliable**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1951	823	1128	173	249	304	366	339	520	639	548	296	468	157	92	247	186	168	142	121	200	174	272	192	281	716	
Weighted base	1931	940	992	201	328	301	352	295	455	512	546	395	478	174	80*	227	159	175	147	97*	186	239	273	174	311	793	
I currently find out this information	1212 63%	592 63%	620 63%	128 64%	204 62%	197 66%	210 60%	198 67%	275 60%	351 69%klm	342 63%	222 56%	297 62%	114 65%	53 66%	136 60%	101 63%	117 67%	93 63%	59 61%	107 57%	156 66%	171 63%	106 61%	205 66%	495 62%	
I would like to find out this information but cannot find it	458 24%	220 23%	238 24%	46 23%	82 25%	67 22%	94 27%h	57 19%	113 25%	113 22%	120 22%	111 28%	113 24%	46 26%	17 21%	52 23%	41 26%	38 22%	28 19%	22 23%	50 27%	51 21%	69 25%	44 26%	64 20%	195 25%	
I don't find out this information	148 8%	81 9%	67 7%	16 8%	22 7%	25 8%	26 7%	22 7%	37 8%	25 5%	51 9%j	40 10%j	32 7%	8 4%	9 11%	24 10%nw	10 6%	15 9%	16 11%w	10 10%	17 9%	15 6%	14 5%	10 6%	24 8%	64 8%	
Don't know	114 6%	47 5%	67 7%	11 5%	20 6%	12 4%	22 6%	18 6%	30 7%	22 4%	34 6%	22 5%	36 8%j	7 4%	1 2%	16 7%	7 4%	5 3%	10 7%	6 7%	12 7%	16 7%	20 7%	13 8%	17 6%	39 5%	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 175

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether the service will work on my device (e.g. my smartphone or laptop)**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1822	767	1055	161	233	296	343	313	476	601	506	284	431	148	84	229	179	155	129	116	190	165	249	178	264	676
Weighted base	1804	881	924	186	305	294	332	269	418	486	500	378	441	163	72*	209	155	163	133	93*	177	228	248	163	288	753
I currently find out this information	1260 70%	623 71%	637 69%	127 68%	215 70%	210 71%	219 66%	189 70%	299 72%	362 74%l	351 70%l	229 61%	318 72%l	126 77%oqu	46 64%	147 70%	98 64%	115 71%	98 73%u	66 71%	109 61%	159 70%	179 72%u	116 71%	190 66%	530 70%
I would like to find out this information but cannot find it	305 17%	146 17%	159 17%	29 16%	61 20%	50 17%	63 19%	44 16%	59 14%	82 17%	68 14%	91 24%jkm	63 14%	18 11%	12 16%	33 16%	30 20%	28 17%	22 16%	14 15%	39 22%n	44 19%	40 16%	25 16%	51 18%	138 18%
I don't find out this information	131 7%	61 7%	70 8%	17 9%	17 6%	23 8%	24 7%	22 8%	28 7%	21 4%	41 8%j	34 9%j	34 8%j	9 5%	9 13%vw	17 8%	11 7%	16 10%	7 5%	7 7%	16 9%	11 5%	14 6%	14 8%	26 9%	52 7%
Don't know	109 6%	51 6%	58 6%	13 7%	12 4%	12 4%	27 8%	13 5%	32 8%	21 4%	39 8%j	23 6%	25 6%	10 6%	5 6%	11 5%	15 9%r	4 3%	7 5%	6 7%	13 7%	14 6%	16 6%	8 5%	21 7%	32 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 176

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether I can control how much data I choose to share with the company**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1820	776	1044	159	229	284	338	318	492	602	513	276	429	147	80	227	177	167	134	110	183	162	248	185	256	670
Weighted base	1803	884	918	185	297	289	325	275	430	489	509	371	435	163	70*	211	152	174	140	88*	170	221	246	168	280	747
I currently find out this information	527 29%	285 32%b	243 26%	61 33%	85 28%	78 27%	94 29%	82 30%	128 30%	166 34%l	143 28%	92 25%	126 29%	60 37%oqt	16 23%	59 28%	37 25%	54 31%	41 29%	19 22%	45 27%	78 35%t	65 26%	53 31%	85 30%	207 28%
I would like to find out this information but cannot find it	836 46%	379 43%	457 50%a	86 46%	131 44%	130 45%	152 47%	131 48%	206 48%	228 47%	233 46%	172 46%	203 47%	70 43%	33 48%	90 43%	84 55%psv	86 50%	59 42%	46 52%	76 45%	87 40%	124 50%	80 47%	109 39%	361 48%A
I don't find out this information	287 16%	143 16%	144 16%	24 13%	52 17%	52 18%	54 17%	43 15%	62 14%	65 13%	85 17%	75 20%j	62 14%	24 14%	14 20%q	44 21%q	13 9%	22 13%	22 16%	12 13%	35 20%q	42 19%q	38 16%	22 13%	54 19%	122 16%
Don't know	152 8%	77 9%	75 8%	14 8%	30 10%	30 10%	25 8%	20 7%	34 8%	31 6%	47 9%	31 8%	44 10%j	9 5%	7 10%	18 9%	18 12%	12 7%	18 13%	11 12%	14 8%	14 6%	19 8%	14 8%	32 11%	56 8%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 177

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**How the company is run and governed**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1507	633	874	117	194	227	277	256	436	481	410	241	375	125	69	178	147	138	105	89	166	132	209	149	209	564	
Weighted base	1507	732	775	145*	255	231	266	225	384	390	408	326	383	142*	60*	169	127	143	105*	69*	155	186*	213	137	239	629	
I currently find out this information	288 19%	169 23% <sup>b</sup>	119 15%	22 15%	70 27% <sup>dgi</sup>	46 20%	40 15%	43 19%	67 17%	99 25% <sup>k</sup>	71 17%	54 16%	65 17%	27 19%	11 19%	30 17%	20 16%	30 21%	22 21%	11 16%	30 19%	46 25%	36 17%	25 18%	57 24%	119 19%	
I would like to find out this information but cannot find it	657 44%	310 42%	347 45%	50 35%	96 38%	99 43%	132 50% <sup>de</sup>	99 44%	180 47% <sup>d</sup>	166 43%	183 45%	145 44%	163 43%	63 44%	27 45%	75 44%	58 45%	58 40%	40 38%	29 42%	62 40%	84 45%	100 47%	63 46%	95 40%	273 43%	
I don't find out this information	423 28%	200 27%	223 29%	55 38% <sup>gi</sup>	74 29%	62 27%	66 25%	67 30%	98 26%	88 23%	122 30% <sup>j</sup>	99 30% <sup>j</sup>	112 29% <sup>j</sup>	38 26%	19 32%	48 29%	33 26%	47 33%	35 34%	16 24%	53 34% <sup>v</sup>	40 21%	55 26%	38 28%	62 26%	186 30%	
Don't know	140 9%	53 7%	87 11% <sup>a</sup>	17 12%	14 6%	25 11%	28 11%	16 7%	39 10%	37 9%	32 8%	28 9%	42 11%	15 10%	2 4%	16 10%	16 13%	9 6%	8 8%	13 19% <sup>oprs</sup> uvx	11 7%	16 9%	22 10%	12 9%	24 10%	50 8%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 178

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether that company pays relevant taxes**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1429	618	811	117	176	217	256	252	411	474	395	220	340	124	74	173	132	129	97	83	151	135	203	128	193	533
Weighted base	1418	710	709	131*	246	210	245	223	363	374	402	299	343	140*	66*	161	118	130*	94*	66*	139	183	205	118	221	588
I currently find out this information	239 17%	148 21%b	90 13%	22 17%	59 24%gh	33 16%	35 14%	32 14%	59 16%	75 20%	62 15%	46 15%	56 16%	28 20%q	13 19%	27 17%	11 9%	23 18%	13 13%	8 12%	21 15%	43 23%q	35 17%	19 16%	61 28%B	89 15%
I would like to find out this information but cannot find it	644 45%	317 45%	327 46%	58 44%	100 41%	97 46%	120 49%	106 47%	163 45%	195 52%k	165 41%	130 44%	153 45%	70 50%	25 37%	73 45%	60 51%	57 43%	45 48%	31 47%	62 45%	72 39%	98 48%	52 44%	89 40%	270 46%
I don't find out this information	409 29%	194 27%	215 30%	44 34%	65 26%	55 26%	63 26%	71 32%	111 31%	80 21%	136 34%j	94 32%j	99 29%j	36 26%	26 39%w	48 30%	35 30%	43 33%	26 27%	17 25%	39 28%	52 29%	51 25%	36 31%	52 24%	176 30%
Don't know	127 9%	51 7%	76 11%a	7 6%	22 9%	26 12%	27 11%	14 6%	31 8%	24 7%	39 10%	28 10%	34 10%	6 4%	3 4%	12 8%	12 10%	8 6%	11 12%	10 15%no	17 12%n	16 9%	20 10%	11 9%	19 9%	54 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 179

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**Whether that company follows local laws**

**Base: All respondents who think each is important**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1658	696	962	149	213	260	308	276	452	540	460	261	397	137	80	200	167	145	117	96	173	154	231	158	231	621	
Weighted base	1649	796	854	169	283	257	301	242	397	433	457	357	403	152	70*	184	148	150	117*	76*	161	213	233	145	258	689	
I currently find out this information	268 16%	162 20% <sup>b</sup>	107 13%	30 18%	52 18%	45 18%	47 16%	38 16%	56 14%	82 19%	68 15%	56 16%	62 15%	26 17%	12 17%	32 17% <sup>q</sup>	14 9%	34 22% <sup>qst</sup>	13 11%	8 11%	27 17%	46 22% <sup>qs</sup>	36 16%	21 14%	49 19%	113 16%	
I would like to find out this information but cannot find it	739 45%	341 43%	398 47%	69 41%	126 44%	112 44%	147 49%	106 44%	177 45%	200 46%	200 44%	162 45%	176 44%	77 51%	26 38%	83 45%	74 50%	62 41%	49 42%	33 43%	68 42%	91 43%	104 44%	72 49%	114 44%	323 47%	
I don't find out this information	477 29%	220 28%	257 30%	56 33%	71 25%	75 29%	77 26%	76 31%	122 31%	112 26%	144 32%	101 28%	120 30%	35 23%	26 37% <sup>nv</sup>	52 28%	42 29%	46 31%	45 38% <sup>nv</sup>	23 30%	52 32% <sup>v</sup>	46 21%	70 30%	40 27%	65 25%	188 27%	
Don't know	165 10%	74 9%	92 11%	14 8%	35 12%	24 9%	30 10%	21 9%	41 10%	39 9%	44 10%	37 10%	45 11%	14 9%	6 8%	17 9%	18 12%	9 6%	11 9%	12 16% <sup>r</sup>	13 8%	30 14% <sup>r</sup>	23 10%	13 9%	30 11%	65 9%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 180

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**What values they hold as a company**

**Base: All respondents who think each is important**

	Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1521	625	896	127	203	234	269	259	429	487	420	247	367	115	74	184	153	135	104	93	161	146	208	148	217	559
Weighted base	1508	723	786	147	272	228	258	227	377	390	418	332	369	127*	68*	169	127	139	105*	72*	155	201	209	135	246	614
I currently find out this information	378 25%	189 26%	189 24%	47 32% <sup>i</sup>	71 26%	65 28% <sup>i</sup>	69 27% <sup>i</sup>	56 25%	71 19%	115 29% <sup>i</sup>	98 24%	69 21%	97 26%	39 31%	17 25%	41 24%	26 21%	34 25%	21 20%	18 25%	41 26%	61 30%	43 21%	36 27%	69 28%	171 28%
I would like to find out this information but cannot find it	607 40%	287 40%	320 41%	44 30%	108 40%	90 39%	108 42% <sup>d</sup>	91 40%	166 44% <sup>d</sup>	167 43%	177 42%	124 37%	138 37%	44 35%	27 40%	60 36%	58 45%	58 42%	43 41%	29 40%	54 35%	84 42%	90 43%	59 44%	93 38%	237 39%
I don't find out this information	372 25%	180 25%	192 24%	45 31% <sup>g</sup>	68 25%	52 23%	51 20%	59 26%	97 26%	73 19%	103 25%	108 32% <sup>j</sup> <sub>m</sub>	88 24%	30 24%	17 25%	52 31% <sup>t</sup> <sub>v</sub> <sup>x</sup>	32 25%	40 29% <sup>v</sup>	24 23%	13 18%	45 29% <sup>v</sup>	35 17%	57 27%	27 20%	57 23%	159 26%
Don't know	151 10%	66 9%	85 11%	10 7%	25 9%	21 9%	31 12%	21 9%	43 11%	35 9%	39 9%	32 10%	46 12%	13 10%	7 10%	16 9%	11 9%	6 5%	16 15% <sup>r</sup>	12 16% <sup>r</sup>	14 9%	22 11%	19 9%	14 10%	27 11%	47 8%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 181

**Q.C4 Which of these, if any, are you currently finding out information about before you use a company's services online?**

**What protection is in place for me if something goes wrong**

**Base: All respondents who think each is important**

	Gender		Age							Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	1925	811	1114	168	244	298	362	336	517	635	534	295	461	154	92	245	186	167	141	117	198	170	268	187	272	710	
Weighted base	1902	924	978	195	316	295	351	292	453	512	530	390	470	173	80*	225	158	173	146	93*	186	231	269	168	303	781	
I currently find out this information	899 47%	435 47%	463 47%	84 43%	126 40%	139 47%	167 48%	145 50%	238 53%	252 49%	242 46%	158 41%	246 52%	95 55%	40 50%	91 40%	70 44%	95 55%	67 46%	44 47%	80 43%	110 48%	124 46%	81 48%	139 46%	354 45%	
I would like to find out this information but cannot find it	647 34%	317 34%	330 34%	73 37%	120 38%	98 33%	114 32%	95 32%	147 32%	179 35%	181 34%	155 40%	132 28%	54 31%	21 26%	83 37%	65 41%	52 30%	43 29%	29 31%	67 36%	70 30%	97 36%	66 39%	101 33%	283 36%	
I don't find out this information	237 12%	114 12%	123 13%	27 14%	43 14%	42 14%	47 13%	32 11%	46 10%	58 11%	73 14%	48 12%	58 12%	17 10%	14 17%	37 16%	15 9%	23 13%	23 16%	10 11%	25 14%	33 14%	25 9%	15 9%	38 13%	99 13%	
Don't know	120 6%	59 6%	62 6%	12 6%	27 9%	16 6%	23 7%	20 7%	22 5%	23 5%	34 6%	29 7%	34 7%	6 4%	5 6%	15 6%	9 6%	3 2%	13 9%	10 11%	14 7%	18 8%	22 8%	5 3%	25 8%	45 6%	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 182

**Q.C5 How far do you agree or disagree with each of the following statements?****Summary****Base: All respondents who use the internet**

		Statements							
		I don't like companies collecting information about me but it's worth it for the quality and convenience of the service they provide	It doesn't matter whether I trust organisations with my data online, I need to use them in my day-to-day life	I don't like it when I hear news about companies avoiding tax, but there's nothing I can do to change it	For some online services there is only one provider and so no options to choose between	Private technology companies can bring much needed innovation to Government services	I would feel concerned knowing that technology companies had access to NHS data	The technology sector in the UK creates high quality jobs	The technology sector in the UK is a major contributor to the national economy
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989
NET: Agree		921 46%	864 43%	1389 70%	851 43%	1221 61%	1481 74%	1256 63%	1430 72%
Agree strongly	(+2)	125 6%	121 6%	513 26%	147 7%	278 14%	800 40%	323 16%	455 23%
Agree	(+1)	796 40%	743 37%	876 44%	705 35%	943 47%	682 34%	933 47%	975 49%
Neither agree nor disagree	(0)	614 31%	574 29%	332 17%	555 28%	431 22%	306 15%	426 21%	298 15%
Disagree	(-1)	282 14%	352 18%	151 8%	280 14%	55 3%	110 6%	55 3%	54 3%
Disagree strongly	(-2)	87 4%	114 6%	43 2%	35 2%	27 1%	27 1%	12 1%	3 *
NET: Disagree		369 19%	466 23%	193 10%	315 16%	83 4%	137 7%	67 3%	57 3%
Don't know		85 4%	85 4%	74 4%	268 13%	254 13%	65 3%	240 12%	204 10%
Mean		0.31	0.21	0.87	0.38	0.80	1.10	0.86	1.02
Standard deviation		0.96	1.01	0.97	0.92	0.80	0.96	0.77	0.75
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 183

**Q.C5 How far do you agree or disagree with each of the following statements?****I don't like companies collecting information about me but it's worth it for the quality and convenience of the service they provide****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		921 46%	462 48%	459 45%	100 46%	171 50%	143 45%	164 46%	141 48%	202 44%	266 49%	272 49%	172 42%	212 43%	88 49%	31 38%	100 43%	70 42%	77 42%	80 54%o	50 50%	85 44%	119 48%	126 45%	95 53%oq	155 48%	383 47%
Agree strongly	(+2)	125 6%	57 6%	68 7%	17 8%	31 9%	18 6%	20 6%	16 5%	22 5%	40 7%l	29 5%	13 3%	42 9%l	10 6%	3 3%	10 4%	10 6%	9 5%	7 5%	10 10%p	11 6%	21 8%	19 7%	14 8%	28 9%	49 6%
Agree	(+1)	796 40%	406 42%	391 38%	82 38%	140 41%	125 40%	144 40%	125 42%	179 39%	225 42%o	242 44%o	158 39%	171 35%	78 44%	29 35%	90 39%	61 36%	67 37%	73 49%oq	39 40%	74 38%	99 39%	107 38%	80 45%	127 39%	334 41%
Neither agree nor disagree	(0)	614 31%	298 31%	316 31%	68 31%	96 28%	98 31%	108 30%	86 29%	158 34%	151 28%	160 29%	142 35%	161 33%	52 29%	28 34%	72 31%	48 29%	64 35%	48 32%	25 25%	70 36%	67 27%	88 31%	52 29%	97 30%	249 30%
Disagree	(-1)	282 14%	141 15%	141 14%	28 13%	34 10%	44 14%	59 16%e	46 15%	70 15%	80 15%	80 14%	53 13%	69 14%	25 14%	17 21%svx	41 18%	31 19%sx	24 13%	15 10%	20 20%svx	24 12%	28 11%	38 14%	19 10%	45 14%	108 13%
Disagree strongly	(-2)	87 4%	45 5%	42 4%	7 3%	11 3%	18 6%	16 5%	18 6%	16 3%	22 4%	21 4%	18 4%	25 5%	8 4%	2 2%	10 4%	10 6%	10 6%	4 2%	2 2%	6 3%	19 8%	10 4%	7 4%	12 4%	43 5%
NET: Disagree		369 19%	186 19%	183 18%	35 16%	46 13%	62 20%	75 21%e	64 22%e	86 19%	103 19%	101 18%	71 17%	94 19%	32 18%	19 23%	51 22%o	41 25%sox	34 19%	19 13%	22 22%	29 15%	47 19%	48 17%	26 15%	57 18%	151 18%
Don't know		85 4%	22 2%	63 6%a	13 6%h	32 9%fghi	11 4%	12 3%	5 2%	13 3%	18 3%	22 4%	23 6%	22 4%	6 3%	4 4%	8 4%	8 5%	6 3%	3 2%	4 4%	8 4%	17 7%	17 6%	5 3%	14 4%	39 5%
Mean		0.31	0.31	0.32	0.37	0.46fghi	0.27	0.27	0.26	0.27	0.35	0.34	0.25	0.29	0.34	0.17	0.22	0.18	0.24	0.44op	0.38	0.33	0.32	0.33	0.44op	0.37	0.31
Standard deviation		0.96	0.96	0.96	0.95	0.94	0.98	0.97	1.00	0.91	0.98	0.93	0.90	1.00	0.95	0.89	0.95	1.01	0.96	0.84	0.99	0.89	1.06	0.94	0.94	0.97	0.97
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.09	0.06	0.07	0.07	0.07	0.09	0.06	0.08	0.06	0.07	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 184

**Q.C5 How far do you agree or disagree with each of the following statements?****It doesn't matter whether I trust organisations with my data online, I need to use them in my day-to-day life****Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humbs-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		864 43%	428 44%	436 43%	117 54%ghi	172 50%ghi	159 50%ghi	141 39%	110 37%	166 36%	260 48%lm	264 48%lm	161 39%	181 37%	80 45%	27 33%	101 44%	72 43%	66 37%	63 42%	45 45%	82 42%	127 51%or	113 41%	89 50%or	146 45%	413 50%	
Agree strongly	(+2)	121 6%	61 6%	60 6%	24 11%ghi	23 7%h	31 10%ghi	18 5%	8 3%	17 4%	40 7%	37 7%	16 4%	28 6%	10 6%	3 3%	17 7%	8 5%	8 5%	6 4%	11 11%suw	8 4%	28 11%qrsu w	12 4%	10 5%	22 7%	62 8%	
Agree	(+1)	743 37%	367 38%	376 37%	93 43%i	148 43%gi	128 41%i	123 34%	102 34%	149 33%	220 41%lm	227 41%lm	145 36%	152 31%	69 39%	24 29%	84 36%	64 38%	58 32%	57 38%	34 34%	74 38%	99 39%	101 36%	79 44%or	124 38%	351 43%	
Neither agree nor disagree	(0)	574 29%	292 30%	282 28%	51 23%	83 24%	73 23%	117 33%def	95 32%f	155 34%def	140 26%	150 27%	132 32%	151 31%	50 28%	32 39%stv x	75 32%	47 28%	56 31%	36 24%	22 22%	62 32%	60 24%	87 31%	46 26%	88 27%	219 27%	
Disagree	(-1)	352 18%	175 18%	177 17%	24 11%	51 15%	58 18%	66 18%	62 21%d	90 20%d	96 18%	84 15%	75 18%	98 20%	38 21%	18 22%	33 14%	29 17%	45 25%pvw x	29 20%	25 25%pvw x	34 18%	35 14%	40 14%	26 15%	55 17%	112 14%	
Disagree strongly	(-2)	114 6%	51 5%	63 6%	9 4%	14 4%	22 7%	19 5%	18 6%	32 7%	29 5%	31 6%	18 4%	36 7%	8 4%	2 3%	11 5%	11 6%	7 4%	15 10%pru	6 6%	6 3%	19 8%	17 6%	13 8%	15 5%	51 6%	
NET: Disagree		466 23%	226 23%	240 24%	33 15%	65 19%	80 25%d	86 24%d	81 27%de	122 27%de	125 23%	115 21%	93 23%	134 27%k	46 26%	20 24%	44 19%	40 24%	51 28%p	45 30%p	31 31%pw	40 21%	54 22%	57 21%	40 22%	69 21%	163 20%	
Don't know		85 4%	22 2%	63 6%a	15 7%f	24 7%f	4 1%	16 4%f	11 4%	15 3%	13 2%	25 4%	22 5%j	25 5%j	3 2%	3 4%	12 5%	8 5%	7 4%	6 4%	3 3%	9 5%	9 4%	21 8%nx	3 2%	19 6%	26 3%	
Mean		0.21	0.23	0.20	0.50gh i	0.36gh i	0.28hi	0.16	0.06	0.07	0.28m	0.29m	0.17	0.08	0.21	0.09	0.29	0.19	0.10	0.06	0.19	0.24	0.34s	0.19	0.26	0.28	0.33	
Standard deviation		1.01	1.00	1.03	1.00	0.98	1.09	0.98	0.97	0.99	1.03	1.01	0.95	1.04	0.99	0.88	0.98	1.01	0.97	1.09	1.12	0.91	1.11	0.98	1.03	1.00	1.02	
Standard error		0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.09	0.06	0.07	0.07	0.09	0.10	0.06	0.08	0.06	0.07	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 185

**Q.C5 How far do you agree or disagree with each of the following statements?**

**I don't like it when I hear news about companies avoiding tax, but there's nothing I can do to change it**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1389 70%	664 69%	725 71%	149 69%	227 66%	202 64%	251 70%	220 74%ef	340 74%ef	369 69%	405 73%l	264 65%	351 72%	119 67%	57 70%	169 73%v	132 79%nr	122 67%	108 72%v	73 73%v	136 70%	149 60%	201 72%v	124 70%	223 69%	553 67%	
Agree strongly	(+2)	513 26%	284 29%b	229 22%	52 24%	78 23%	73 23%	87 24%	77 26%	146 32%efg	131 24%	147 27%	138 28%	49 27%	17 20%	60 26%	50 30%u	41 23%	39 26%	30 30%	39 20%	65 26%	71 25%	53 30%u	70 22%	208 25%	
Agree	(+1)	876 44%	380 39%	496 49%a	97 45%	149 43%	129 41%	165 46%	143 48%	194 42%	237 44%	258 47%	168 41%	213 43%	70 39%	41 49%v	108 47%v	82 49%v	81 45%	69 46%v	43 43%	97 50%v	84 34%	130 47%v	71 40%	153 47%	344 42%
Neither agree nor disagree	(0)	332 17%	181 19%b	151 15%	34 16%	70 20%i	63 20%i	63 17%	46 16%	57 13%	97 18%	82 15%	78 19%	75 15%	31 17%	13 16%	42 18%	20 12%	23 13%	20 13%	17 17%	35 18%	53 21%q	48 17%	31 17%	52 16%	161 20%
Disagree	(-1)	151 8%	75 8%	76 7%	13 6%	29 8%	30 9%	27 7%	18 6%	35 8%	51 9%am	41 7%	32 8%	27 5%	16 9%	8 9%	15 7%	7 4%	17 10%	12 8%	7 7%	12 6%	29 11%q	16 6%	13 7%	31 10%	61 7%
Disagree strongly	(-2)	43 2%	28 3%	15 1%	6 3%	5 1%	11 4%	5 1%	5 2%	12 3%	8 2%	16 3%	6 1%	13 3%	5 3%	3 4%p	1 *	3 2%	10 5%pw	3 2%	1 1%	4 2%	6 2%	4 1%	2 1%	2 1%	25 3%A
NET: Disagree	193 10%	102 11%	91 9%	18 8%	34 10%	41 13%h	32 9%	22 7%	47 10%	59 11%	56 10%	38 9%	40 8%	21 12%	11 13%	16 7%	10 6%	27 15%pqw	15 10%	8 8%	15 8%	35 14%pqw	20 7%	16 9%	33 10%	87 11%	
Don't know	74 4%	21 2%	54 5%a	15 7%hi	14 4%	10 3%	14 4%	8 3%	14 3%	14 3%	10 2%	27 7%jk	24 5%k	8 4%	1 1%	4 2%	5 3%	9 5%	8 5%	2 2%	7 4%	13 5%	10 4%	7 4%	15 5%	21 3%	
Mean	0.87	0.86	0.88	0.88	0.81	0.73	0.87	0.94f	0.96f	0.83	0.88	0.84	0.93	0.83	0.74	0.93	1.04or uv	0.74	0.90	0.95	0.84	0.73	0.92	0.93	0.84	0.81	
Standard deviation	0.97	1.02	0.91	0.96	0.95	1.05	0.92	0.90	1.00	0.97	0.98	0.95	0.97	1.05	1.01	0.87	0.88	1.10	0.97	0.94	0.89	1.07	0.90	0.96	0.91	1.01	
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.06	0.09	0.08	0.09	0.06	0.08	0.06	0.07	0.05	0.04	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 186

**Q.C5 How far do you agree or disagree with each of the following statements?****For some online services there is only one provider and so no options to choose between****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		851 43%	421 44%	430 42%	114 53% i	166 48% h	128 41%	145 40%	110 37%	189 41%	266 49% lm	240 43%	153 38%	192 39%	62 35%	25 31%	87 38%	85 51% nop	74 41%	73 49% no	45 46% o	79 41%	120 48% no	123 44% o	78 44%	134 41%	369 45%
Agree strongly	(+2)	147 7%	85 9% b	61 6%	20 9%	30 9%	22 7%	27 8%	18 6%	29 6%	53 10% m	40 7%	24 6%	29 6%	14 8%	5 6%	12 5%	15 9%	14 8%	11 7%	15 15% puw	11 6%	20 8%	16 6%	15 8%	31 10%	66 8%
Agree	(+1)	705 35%	336 35%	368 36%	94 43% gh	136 40% h	106 34%	118 33%	91 31%	160 35%	213 40% l	200 36%	129 32%	163 33%	47 27%	21 25%	75 33%	70 42% no	60 33%	61 41% no	31 31%	69 36%	100 40% no	107 38% no	63 36%	103 32%	303 37%
Neither agree nor disagree	(0)	555 28%	283 29%	272 27%	37 17%	87 25%	100 32% d	106 30% d	93 31% d	131 29% d	131 24%	157 28%	131 32% j	136 28%	52 29%	25 31%	73 31% t	46 28%	46 25%	41 28%	19 19%	58 30% t	63 25%	82 29% t	49 28%	87 27%	237 29%
Disagree	(-1)	280 14%	151 16%	130 13%	40 19% i	44 13%	52 17% i	53 15%	43 14%	48 10%	70 13%	81 15%	54 13%	76 15%	42 23% pqr uvw	19 23% qvw	33 14% w	20 12%	22 12%	22 15% w	16 17% w	27 14% w	32 13%	21 8%	26 15% w	50 16%	125 15%
Disagree strongly	(-2)	35 2%	21 2%	14 1%	3 1%	7 2%	7 2%	8 2%	6 2%	4 1%	13 2%	6 1%	9 2%	6 1%	2 1%	5 6% nqwx	5 2%	2 1%	4 2%	2 1%	2 2%	3 2%	9 4% x	2 1%	- -	7 2%	17 2%
NET: Disagree		315 16%	172 18% b	144 14%	43 20% i	51 15%	59 19% i	61 17% i	49 17% i	52 11%	83 15%	87 16%	63 16%	82 17%	43 24% qvw x	23 28% pqr suvwx	38 16% w	22 13%	26 14%	24 16% w	18 18% w	30 16% w	41 17% w	24 8%	26 15%	57 18%	142 17%
Don't know		268 13%	92 10%	176 17% a	22 10%	40 12%	28 9%	47 13%	44 15% f	87 19% def g	59 11%	70 13%	60 15%	80 16% j	21 12%	8 10%	33 14%	14 8%	36 20% qsv	12 8%	18 18% qs	25 13%	25 10%	51 18% qsv	25 14%	44 14%	74 9%
Mean		0.38	0.36	0.39	0.45	0.45	0.29	0.33	0.29	0.44h	0.46lm	0.39	0.30	0.33	0.20	0.03	0.28	0.50no p	0.40o	0.42o	0.49no	0.34o	0.40o	0.50no p	0.44no	0.36	0.37
Standard deviation		0.92	0.96	0.89	0.98	0.93	0.93	0.94	0.92	0.85	0.96	0.90	0.91	0.91	0.97	1.03	0.90	0.89	0.94	0.90	1.07	0.89	0.97	0.80	0.88	0.99	0.94
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.08	0.11	0.06	0.07	0.08	0.08	0.10	0.07	0.08	0.05	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 187

**Q.C5 How far do you agree or disagree with each of the following statements?****Private technology companies can bring much needed innovation to Government services****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1221 61%	661 68%b	560 55%	132 61%	203 59%	205 65%g	202 56%	172 58%	307 67%egh	364 68%lm	359 65%m	238 58%	260 53%	112 63%o	40 49%	136 59%	110 66%o	119 66%o	93 62%	60 60%	110 57%	157 63%o	170 61%	115 64%o	203 63%	523 64%	
Agree strongly	(+2) 278 14%	162 17%b	117 11%	30 14%	37 11%	44 14%	57 16%	43 15%	68 15%	108 20%klm	73 13%	45 11%	52 11%	26 15%	13 15%	27 12%	23 14%	31 17%	19 12%	17 17%	22 11%	48 19%w	29 10%	24 13%	44 14%	133 16%	
Agree	(+1) 943 47%	500 52%b	443 43%	102 47%	166 48%	161 51%g	145 40%	129 44%	239 52%gh	256 48%	286 52%m	193 47%	208 42%	86 48%o	28 34%	108 47%o	87 52%o	88 49%o	74 49%o	43 43%	88 46%	109 43%	141 50%o	91 51%o	159 49%	390 48%	
Neither agree nor disagree	(0) 431 22%	199 21%	232 23%	42 20%	80 23%	62 20%	97 27%fi	67 22%	82 18%	100 19%	99 18%	97 24%	135 27%jk	39 22%	27 32%qrw	54 23%	33 20%	33 18%	32 21%	21 21%	53 27%w	54 22%	52 19%	34 19%	66 20%	173 21%	
Disagree	(-1) 55 3%	30 3%	26 3%	12 6%i	8 2%	7 2%	8 2%	10 3%	10 2%	15 3%	20 4%	8 2%	12 3%	3 2%	3 4%	5 2%	6 4%	4 2%	5 3%	1 1%	7 4%	9 4%	8 3%	4 2%	4 1%	25 3%	
Disagree strongly	(-2) 27 1%	21 2%b	7 1%	2 1%	5 1%	8 2%	4 1%	4 1%	5 1%	12 2%	6 1%	5 1%	5 1%	4 2%	1 1%	3 1%	2 1%	3 1%	1 *	1 1%	2 1%	1 *	7 3%	4 2%	6 2%	13 2%	
NET: Disagree	83 4%	51 5%b	32 3%	14 7%	13 4%	15 5%	12 3%	14 5%	15 3%	27 5%	26 5%	13 3%	17 3%	8 4%	4 4%	8 3%	8 5%	7 4%	5 4%	2 2%	9 4%	10 4%	15 5%	8 4%	9 3%	38 5%	
Don't know	254 13%	57 6%	197 19%a	27 13%	48 14%	33 10%	49 14%	43 15%	54 12%	47 9%	69 13%	59 15%j	79 16%j	19 11%	12 14%	34 15%	16 10%	23 13%	20 13%	16 16%	22 11%	29 12%	42 15%	22 12%	44 14%	87 11%	
Mean	0.80	0.83	0.77	0.77	0.75	0.80	0.78	0.78	0.88	0.88m	0.83m	0.76	0.71	0.79	0.69	0.77	0.81	0.89	0.81	0.88	0.71	0.88	0.75	0.81	0.83	0.82	
Standard deviation	0.80	0.84	0.75	0.83	0.77	0.83	0.82	0.83	0.75	0.87	0.78	0.75	0.77	0.84	0.85	0.77	0.78	0.80	0.74	0.80	0.78	0.81	0.83	0.81	0.78	0.83	
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.05	0.05	0.03	0.04	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.07	0.07	0.08	0.06	0.06	0.05	0.06	0.05	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 188

**Q.C5 How far do you agree or disagree with each of the following statements?****I would feel concerned knowing that technology companies had access to NHS data****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1481 74%	705 73%	777 76%	142 66%	251 73%	222 70%	264 73%	238 80%df	364 79%df	383 71%	419 76%	298 73%	382 78%j	131 74%	65 80%	174 75%	131 78%	125 69%	110 73%	78 78%	144 74%	190 76%	203 73%	131 74%	230 71%	592 72%	
Agree strongly	(+2) 40%	800 40%	391 40%	409 40%	60 28%	111 32%	122 39%cd	137 38%cd	149 50%defg	222 48%defg	185 34%	232 42%j	150 37%	233 48%jj	76 42%	37 45%	96 42%	65 39%	69 38%	55 36%	42 42%	73 38%	110 44%	104 37%	75 42%	111 35%	301 37%
Agree	(+1) 34%	682 32%	314 32%	368 36%	82 38%	140 41%fhi	100 32%	128 36%	89 30%	142 31%	187 34%	148 36%	149 30%	55 31%	29 35%	78 34%	66 39%	57 31%	55 37%	36 36%	71 37%	80 32%	98 35%	56 32%	119 37%	291 35%	
Neither agree nor disagree	(0) 15%	306 18%b	172 18%b	134 13%	39 18%	52 15%	50 16%	68 19%h	35 12%	62 14%	91 17%	87 16%	64 16%	65 13%	32 18%	12 14%	38 16%	20 12%	30 16%	23 16%	10 10%	37 19%t	33 13%	41 15%	31 17%	57 18%	141 17%
Disagree	(-1) 6%	110 6%	60 6%	50 5%	20 9%ghi	23 7%	25 8%gi	12 3%	12 4%	17 4%	43 8%lm	30 6%	18 4%	18 4%	11 6%	1 1%	12 5%	12 7%	14 8%ou	8 6%	10 10%oux	5 2%	13 5%	17 6%	7 4%	17 5%	57 7%
Disagree strongly	(-2) 1%	27 1%	14 1%	13 1%	7 3%	2 1%	6 2%	2 1%	5 2%	11 2%	4 1%	5 1%	7 1%	1 1%	2 3%	1 *	2 1%	7 4%pw	2 1%	1 1%	3 2%	4 1%	1 1%	3 2%	8 2%	8 1%	
NET: Disagree	137 7%	74 8%	63 6%	27 12%ghi	25 7%	31 10%gi	15 4%	17 6%	23 5%	54 10%klm	34 6%	24 6%	25 5%	12 7%	3 4%	13 6%	14 8%	21 12%pu	10 7%	11 11%u	8 4%	17 7%	19 7%	9 5%	25 8%	65 8%	
Don't know	65 3%	17 2%	47 5%a	8 4%	16 5%	12 4%	13 4%	6 2%	9 2%	10 2%	14 3%	22 5%j	18 4%	2 1%	2 2%	7 3%	3 2%	5 3%	6 4%	1 1%	4 2%	10 4%	17 6%nq	6 3%	11 3%	23 3%	
Mean	1.10	1.06	1.14	0.81	1.02d	1.01	1.11d	1.26def	1.24def	0.95	1.14j	1.09	1.24j	1.10	1.21	1.14	1.09	0.94	1.06	1.10	1.09	1.16	1.09	1.13	0.99	1.03	
Standard deviation	0.96	0.99	0.93	1.06	0.91	1.04	0.89	0.94	0.92	1.02	0.93	0.93	0.93	0.97	0.93	0.91	0.96	1.11	0.95	1.00	0.91	0.96	0.93	0.95	0.99	0.96	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.10	0.06	0.07	0.09	0.08	0.09	0.06	0.07	0.06	0.07	0.06	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 189

**Q.C5 How far do you agree or disagree with each of the following statements?****The technology sector in the UK creates high quality jobs****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1256 63%	665 69%b	591 58%	138 64%	218 63%	195 62%	214 60%	176 60%	314 69%gh	375 70% <sup>m</sup>	365 66% <sup>m</sup>	257 63% <sup>m</sup>	259 53%	124 70%	47 58%	149 64%	102 61%	117 65%	98 66%	62 62%	112 58%	161 64%	174 62%	109 61%	199 62%	529 64%
Agree strongly	(+2)	323 16%	190 20%b	133 13%	32 15%	51 15%	46 15%	54 15%	51 17%	89 20%	112 21% <sup>klm</sup>	86 15%	56 14%	70 14%	32 18%	9 12%	29 12%	29 17%	37 20%	33 22% <sup>pw</sup>	19 19%	26 13%	46 18%	38 14%	27 15%	45 14%	147 18%
Agree	(+1)	933 47%	475 49%	457 45%	106 49%	167 49%	149 47%	160 44%	126 42%	225 49%	263 49% <sup>m</sup>	279 50% <sup>m</sup>	202 49% <sup>m</sup>	189 39%	92 52%	38 46%	120 52%	74 44%	80 44%	65 44%	43 43%	87 45%	115 46%	136 49%	82 46%	154 48%	382 47%
Neither agree nor disagree	(0)	426 21%	189 20%	237 23%	46 21%	61 18%	71 23%	86 24% <sup>i</sup>	82 28% <sup>ei</sup>	80 17%	95 18%	100 18%	88 22%	144 29% <sup>ijkl</sup>	37 21%	21 26%	55 24%	41 24%	28 16%	29 20%	22 22%	47 24%	47 19%	65 23%	35 20%	66 20%	188 23%
Disagree	(-1)	55 3%	36 4%b	19 2%	6 3%	18 5% <sup>i</sup>	10 3%	7 2%	6 2%	8 2%	15 3%	17 3%	8 2%	15 3%	1 1%	1 1%	6 3%	3 2%	7 4%	5 3%	1 1%	5 2%	16 7% <sup>nqw</sup>	6 2%	4 3%	9 3%	24 3%
Disagree strongly	(-2)	12 1%	8 1%	3 *	3 1%	3 1%	1 *	1 *	- -	4 1%	7 1%	4 1%	- -	1 *	1 1%	- -	- -	- -	5 3% <sup>pw</sup>	- -	- -	1 *	3 1%	1 *	1 1%	4 1%	3 *
NET: Disagree		67 3%	44 5%b	22 2%	9 4%	21 6% <sup>ghi</sup>	11 3%	9 2%	6 2%	12 3%	22 4%	21 4%	8 2%	16 3%	3 2%	1 1%	6 3%	3 2%	12 7% <sup>nq</sup>	5 3%	1 1%	5 3%	20 8% <sup>nopq</sup> tw	7 2%	5 3%	13 4%	28 3%
Don't know		240 12%	69 7%	171 17% <sup>a</sup>	23 11%	44 13%	38 12%	51 14%	32 11%	52 11%	47 9%	68 12%	54 13%	71 15% <sup>j</sup>	15 8%	13 16%	21 9%	22 13%	24 13%	17 12%	15 15%	28 15%	23 9%	33 12%	29 16% <sup>np</sup>	45 14%	76 9%
Mean		0.86	0.89	0.82	0.82	0.82	0.83	0.84	0.84	0.96 <sup>fg</sup> h	0.93 <sup>m</sup>	0.88 <sup>m</sup>	0.86	0.75	0.92	0.82	0.82	0.88	0.87	0.96	0.94	0.80	0.81	0.83	0.87	0.82	0.87
Standard deviation		0.77	0.81	0.73	0.80	0.82	0.75	0.75	0.75	0.76	0.81	0.76	0.69	0.78	0.72	0.67	0.70	0.73	0.93	0.78	0.74	0.74	0.89	0.72	0.76	0.79	0.78
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.06	0.08	0.07	0.07	0.06	0.07	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 190

**Q.C5 How far do you agree or disagree with each of the following statements?**  
**The technology sector in the UK is a major contributor to the national economy**  
**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1430	753	677	147	234	211	258	220	360	433	413	260	323	137	56	167	117	121	111	70	138	175	202	137	224	591
		72%	78%b	66%	68%	68%	67%	72%	74%	79%defg	81%klm	75%lm	64%	66%	77%	68%	72%	70%	67%	74%	70%	72%	70%	72%	77%r	69%	72%
Agree strongly	(+2)	455	261	194	56	65	65	64	72	133	143	140	78	94	39	16	53	31	54	41	19	35	65	59	44	62	199
		23%	27%b	19%	26%	19%	21%	18%	24%	29%efg	27%lm	25%lm	19%	19%	22%	20%	23%	18%	30%qu	27%	19%	18%	26%	21%	25%	19%	24%
Agree	(+1)	975	492	483	91	169	146	194	148	227	290	273	182	229	98	39	114	87	67	70	51	103	110	143	93	162	392
		49%	51%	47%	42%	49%	47%	54%cd	50%	49%	54%lm	49%	45%	47%	55%r	48%	49%r	52%r	37%	47%	51%r	53%r	44%	51%r	53%r	50%	48%
Neither agree nor disagree	(0)	298	130	168	29	50	61	62	45	52	47	86	70	95	30	11	31	27	34	19	14	32	31	45	23	48	132
		15%	13%	16%	13%	14%	19%i	17%i	15%	11%	9%	15%j	17%j	19%j	17%	14%	13%	16%	19%	13%	14%	17%	12%	16%	13%	15%	16%
Disagree	(-1)	54	26	28	14	17	7	3	8	5	16	10	18	10	4	3	5	7	4	3	1	1	18	7	1	9	27
		3%	3%	3%	7%fgi	5%gi	2%	1%	3%	1%	3%	2%	4%	2%	2%	3%	2%	4%ux	2%	2%	1%	1%	7%ptuwx	2%	*	3%	3%
Disagree strongly	(-2)	3	1	3	-	2	-	-	1	1	1	2	-	-	-	-	-	2	-	-	-	1	1	-	-	1	2
		*	*	*	-	1%	-	-	*	*	*	*	-	-	-	-	-	1%	-	-	-	*	*	-	-	*	*
NET: Disagree		57	26	31	14	19	7	3	9	6	17	12	18	10	4	3	5	8	4	3	1	2	19	7	1	10	28
		3%	3%	3%	7%fgi	5%gi	2%	1%	3%	1%	3%	2%	4%	2%	2%	3%	2%	5%ux	2%	2%	1%	1%	7%nptuwx	2%	*	3%	3%
Don't know		204	59	146	26	42	36	37	23	40	40	43	59	62	8	12	28	15	21	16	15	20	25	26	17	41	70
		10%	6%	14%a	12%	12%	11%	10%	8%	9%	7%	8%	14%jk	13%jk	4%	15%ln	12%ln	9%	12%ln	11%	15%ln	11%	10%	9%	10%	13%	9%
Mean		1.02	1.09b	0.96	0.99	0.92	0.97	0.99	1.03	1.16defgh	1.12lm	1.06l	0.92	0.95	1.01	1.00	1.05	0.90	1.07	1.11q	1.03	0.99	0.98	1.00	1.12q	0.98	1.01
Standard deviation		0.75	0.74	0.75	0.86	0.81	0.74	0.65	0.76	0.69	0.72	0.74	0.79	0.73	0.70	0.75	0.72	0.81	0.81	0.74	0.67	0.67	0.88	0.72	0.65	0.73	0.78
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.08	0.05	0.06	0.07	0.07	0.06	0.05	0.07	0.04	0.05	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 191

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**Summary**

**Base: All respondents who use the internet**

		Statements							
		It's up to individuals, not companies, to make sure that they understand terms and conditions	I often sign up to services online without reading the terms and conditions	I often sign up to services online without understanding the terms and conditions, even why I try to read them	I have chosen not to sign up to an online service based on something I have read in the terms and conditions	I don't feel like I need to understand terms and conditions because I trust the company to do the right thing	There's no point in reading the terms and conditions because these companies do what they want anyway	Companies should do more to make terms and conditions understandable and clear	I feel I have no choice but to sign up to services online, even if I have concerns about the terms and conditions
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989
NET: Agree		1033 52%	1151 58%	1013 51%	922 46%	490 25%	846 43%	1763 89%	929 47%
Agree strongly	(+2)	269 14%	349 18%	238 12%	225 11%	78 4%	221 11%	952 48%	226 11%
Agree	(+1)	764 38%	802 40%	775 39%	698 35%	412 21%	625 31%	811 41%	703 35%
Neither agree nor disagree	(0)	473 24%	357 18%	438 22%	396 20%	637 32%	553 28%	152 8%	474 24%
Disagree	(-1)	350 18%	316 16%	361 18%	437 22%	558 28%	413 21%	18 1%	391 20%
Disagree strongly	(-2)	87 4%	139 7%	131 7%	133 7%	243 12%	112 6%	13 1%	131 7%
NET: Disagree		437 22%	455 23%	492 25%	570 29%	801 40%	525 26%	31 2%	523 26%
Don't know		46 2%	26 1%	46 2%	101 5%	61 3%	65 3%	44 2%	64 3%
Mean		0.40	0.46	0.32	0.24	-0.25	0.22	1.37	0.26
Standard deviation		1.07	1.16	1.11	1.14	1.05	1.09	0.73	1.12
Standard error		0.02	0.03	0.03	0.03	0.02	0.02	0.02	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 192

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**It's up to individuals, not companies, to make sure that they understand terms and conditions**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1033 52%	485 50%	548 54%	102 47%	180 52%	149 47%	175 49%	164 55%	263 57% dfg	271 50%	296 53%	200 49%	266 54%	100 56%	43 53%	120 52%	86 51%	97 54%	82 55%	48 48%	100 52%	120 48%	144 51%	93 52%	181 56%	407 50%
Agree strongly	(+2)	269 14%	130 13%	139 14%	26 12%	45 13%	38 12%	51 14%	37 13%	71 16%	61 11%	67 12%	56 14%	85 17% jkl	25 14%	11 13%	28 12%	20 12%	30 16%	30 20% uw	17 17%	21 11%	35 14%	31 11%	22 13%	39 12%	105 13%
Agree	(+1)	764 38%	355 37%	409 40%	75 35%	135 39%	112 36%	124 34%	126 43% g	192 42% g	210 39%	229 41%	144 35%	181 37%	75 42%	32 40%	92 40%	66 39%	67 37%	53 35%	32 32%	79 41%	84 34%	113 41%	71 40%	142 44%	302 37%
Neither agree nor disagree	(0)	473 24%	229 24%	244 24%	59 27%	84 24%	86 27% i	85 24%	67 22%	93 20%	124 23%	136 25%	113 28% m	100 20%	40 22%	19 23%	61 26% r	37 22%	31 17%	33 22%	31 31% r	54 28% r	54 22%	73 26% r	40 23%	66 21%	214 26%
Disagree	(-1)	350 18%	191 20% b	159 16%	39 18%	56 16%	58 18%	70 19%	52 17%	76 16%	101 19%	92 17%	57 14%	100 20% l	25 14%	15 18%	43 19%	32 19%	41 23%	27 18%	16 16%	28 15%	45 18%	44 16%	35 20%	55 17%	143 17%
Disagree strongly	(-2)	87 4%	53 6% b	34 3%	8 4%	10 3%	12 4%	21 6%	11 4%	25 5%	34 6% m	20 4%	18 5%	15 3%	11 6%	4 4%	7 3%	6 3%	8 5%	4 2%	4 4%	5 3%	22 9% psu	10 4%	6 3%	12 4%	40 5%
NET: Disagree		437 22%	245 25% b	192 19%	47 22%	66 19%	70 22%	91 25%	63 21%	100 22%	134 25% l	113 20%	75 18%	115 23%	37 21%	18 22%	50 22%	38 22%	49 27% u	30 20%	20 20%	33 17%	66 27%	54 19%	41 23%	67 21%	183 22%
Don't know		46 2%	9 1%	37 4% a	8 4% i	13 4% i	10 3% i	9 3% i	3 1%	2 *	8 1%	10 2%	19 5% jkl	9 2%	2 1%	2 2%	1 *	7 4% pt	3 2%	4 3%	- -	6 3% p	10 4% p	8 3% p	3 2%	8 2%	18 2%
Mean		0.40	0.33	0.47a	0.35	0.45	0.34	0.33	0.43	0.46	0.31	0.42	0.42	0.46j	0.44	0.40	0.39	0.39	0.39	0.54	0.41	0.44	0.28	0.41	0.39	0.45	0.36
Standard deviation		1.07	1.11	1.03	1.05	1.02	1.05	1.12	1.04	1.11	1.10	1.03	1.05	1.10	1.10	1.08	1.02	1.05	1.15	1.08	1.08	0.97	1.19	1.01	1.05	1.04	1.07
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.09	0.11	0.06	0.08	0.09	0.09	0.10	0.07	0.09	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 193

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**I often sign up to services online without reading the terms and conditions**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1151 58%	575 59%	576 56%	160 74% fghi	244 71% fghi	190 60% hi	191 53%	143 48%	224 49%	335 62% m	334 60% m	227 56%	255 52%	106 60% r	52 63% r	130 56%	96 57%	85 47%	90 60% r	59 59%	104 54%	143 57%	181 65% ru	104 59% r	184 57%	520 63%	
Agree strongly	(+2)	349 18%	181 19%	168 16%	86 40% efghi	91 27% fghi	48 15% h	52 15% h	22 7%	50 11%	107 20%	109 20%	60 15%	74 15%	33 19%	17 20% r	39 17%	22 13%	19 10%	22 15%	22 22% ru	23 12%	66 27% pqr sux	60 21% qu	27 15%	56 17%	174 21%
Agree	(+1)	802 40%	394 41%	408 40%	74 34%	152 44%	142 45% d	138 38%	121 41%	174 38%	228 42%	225 41%	168 41%	181 37%	73 41%	35 42%	91 39%	74 44% v	66 37%	68 45% v	38 38%	81 42% v	77 31%	121 43% v	77 44% v	346 42%	
Neither agree nor disagree	(0)	357 18%	177 18%	180 18%	28 13%	52 15%	61 20%	76 21% d	67 23% dei	74 16%	86 16%	96 17%	79 19%	97 20%	32 18%	17 20%	43 19%	34 20%	35 20%	20 13%	19 19%	43 23% sw	49 20%	39 14%	26 14%	60 19%	150 18%
Disagree	(-1)	316 16%	140 14%	176 17%	17 8%	33 10%	41 13%	60 17% de	52 17% de	113 25% def gh	79 15%	86 16%	61 15%	90 18%	24 13%	8 10%	43 19%	19 12%	41 22% oq	27 18%	12 12%	31 16%	37 15%	45 16%	29 17%	55 17% B	92 11%
Disagree strongly	(-2)	139 7%	67 7%	72 7%	8 4%	6 2%	17 5% e	31 9% e	32 11% def	45 10% def	32 6%	32 6%	29 7%	46 9% j	16 9% w	5 6%	11 5%	14 8% w	20 11% pw	11 7%	9 9% w	12 6%	14 5%	9 3%	18 10% w	18 6%	46 6%
NET: Disagree	455 23%	207 21%	248 24%	25 11%	39 11%	58 18% e	91 25% def	84 28% def	159 35% def g	111 21%	118 21%	91 22%	135 28% jk	40 22%	13 16%	54 24%	33 20%	61 34% nop quvw	38 25%	21 21%	43 22%	50 20%	54 19%	47 26%	73 23%	138 17%	
Don't know	26 1%	9 1%	17 2%	3 2%	10 3% i	6 2%	2 1%	3 1%	2 *	6 1%	6 1%	11 3% m	3 1%	- -	1 1%	3 2%	4 2%	- -	2 2%	- -	2 1%	7 3%	5 2%	1 *	5 2%	14 2%	
Mean	0.46	0.50	0.42	1.00 fghi	0.87 fghi	0.53 hi	0.34 i	0.17	0.15	0.56 m	0.53 m	0.42	0.30	0.47 r	0.62 r	0.46 r	0.43 r	0.12	0.43 r	0.51 r	0.38	0.60 r x	0.65 ru	0.38	0.47	0.63	
Standard deviation	1.16	1.16	1.17	1.10	0.99	1.07	1.17	1.14	1.20	1.14	1.15	1.14	1.20	1.20	1.11	1.13	1.13	1.20	1.17	1.21	1.09	1.20	1.09	1.22	1.14	1.11	
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.07	0.06	0.09	0.11	0.07	0.08	0.09	0.10	0.11	0.08	0.09	0.07	0.09	0.07	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 194

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**I often sign up to services online without understanding the terms and conditions, even why I try to read them**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1013	483	530	121	189	166	187	136	214	277	280	206	251	102	48	119	90	70	78	54	83	140	140	89	155	456	
	51%	50%	52%	56%hi	55%hi	53%	52%	46%	47%	51%	51%	50%	51%	57%ru	58%ru	51%r	54%r	39%	52%r	54%r	43%	56%ru	50%r	50%	48%	56%	
Agree strongly	(+2)	238	114	124	43	49	46	34	25	42	74	76	38	51	28	7	24	19	13	20	17	15	47	27	20	43	110
	12%	12%	12%	20%ghi	14%	15%hi	10%	8%	9%	14%	14%	9%	10%	16%ru	9%	10%	12%	7%	13%	17%ru	8%	19%pruw	10%	11%	13%	13%	
Agree	(+1)	775	369	406	79	141	120	152	111	172	203	204	168	200	74	40	95	71	58	58	37	68	93	113	68	112	346
	39%	38%	40%	36%	41%	38%	42%	38%	37%	38%	37%	41%	41%	41%	49%ru	41%	42%	32%	39%	37%	35%	37%	40%	38%	35%	42%	
Neither agree nor disagree	(0)	438	220	218	47	70	59	88	70	103	113	123	94	107	36	23	45	36	43	32	18	51	46	74	33	68	173
	22%	23%	21%	22%	20%	19%	24%	24%	23%	21%	22%	23%	22%	20%	28%	20%	22%	24%	22%	18%	27%	18%	26%	18%	21%	21%	
Disagree	(-1)	361	179	182	23	51	69	58	62	99	111	100	67	82	21	7	53	28	41	28	17	40	45	45	36	69	132
	18%	18%	18%	11%	15%	22%de	16%	21%de	22%de	21%	18%	16%	17%	12%	9%	23%no	17%	22%no	19%	17%	21%o	18%	16%	20%o	21%	16%	
Disagree strongly	(-2)	131	66	65	15	17	13	23	24	39	28	35	25	43	17	4	12	8	22	10	5	13	13	14	18	44	
	7%	7%	6%	7%	5%	4%	6%	8%	9%l	5%	6%	6%	9%j	10%	4%	5%	4%	12%ppqvw	6%	5%	7%	5%	5%	8%	6%	5%	
NET: Disagree	492	245	247	38	67	82	81	85	138	139	135	92	125	38	11	65	36	62	37	22	53	58	58	50	87	176	
	25%	25%	24%	18%	20%	26%	23%	29%de	30%deg	26%	24%	23%	26%	22%	13%	28%o	21%	34%noqtw	25%o	23%	27%o	23%	21%	28%o	27%	21%	
Don't know	46	20	27	9	17	8	4	4	3	9	16	16	5	1	1	2	5	5	2	6	6	6	7	6	12	17	
	2%	2%	3%	4%gi	5%ghi	2%	1%	1%	1%	2%	3%	4%am	1%	1%	1%	1%	3%	3%	1%	6%np	3%	2%	2%	3%	4%	2%	
Mean	0.32	0.30	0.34	0.54hi	0.47hi	0.38hi	0.33	0.18	0.17	0.35	0.35	0.32	0.28	0.42r	0.50ru	0.28r	0.41r	-0.01	0.34r	0.46ru	0.18	0.47ru	0.35r	0.26	0.30	0.43	
Standard deviation	1.11	1.12	1.11	1.15	1.08	1.11	1.07	1.11	1.13	1.12	1.13	1.07	1.13	1.18	0.94	1.10	1.06	1.16	1.12	1.15	1.07	1.15	1.03	1.16	1.13	1.08	
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.09	0.10	0.07	0.08	0.09	0.09	0.11	0.08	0.09	0.06	0.08	0.07	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 195

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**I have chosen not to sign up to an online service based on something I have read in the terms and conditions**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739				
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821				
NET: Agree	922 46%	448 46%	474 46%	82 38%	159 46%	153 49% d	174 48% d	149 50% d	205 45%	250 46%	254 46%	186 46%	232 47%	93 52%	32 39%	109 47%	79 47%	83 46%	68 46%	46 46%	91 47%	116 46%	117 42%	89 50%	142 44%	398 48%				
Agree strongly	(+2)	225 11%	114 12%	111 11%	17 8%	28 8%	45 14% ei	43 12%	51 17% dei	41 9%	62 12%	56 10%	44 11%	62 13%	33 19% p w	8 10%	22 9%	21 13%	23 13%	19 12%	10 10%	18 9%	23 9%	19 7%	29 16% pw	23 7%	99 12% A			
Agree	(+1)	698 35%	334 35%	364 36%	65 30%	132 38%	108 34%	130 36%	99 33%	164 36%	188 35%	198 36%	142 35%	170 35%	60 34%	24 30%	87 38%	57 34%	60 33%	50 33%	36 36%	74 38%	93 37%	97 35%	60 34%	119 37%	299 36%			
Neither agree nor disagree	(0)	396 20%	181 19%	215 21%	30 14%	62 18%	55 18%	83 23% d	70 23% d	97 21% d	94 18%	97 17%	85 21%	119 24% j k	34 19%	26 31% n r s t w	51 22%	35 21%	32 18%	24 16%	17 17%	47 24%	44 18%	51 18%	36 20%	64 20%	156 19%			
Disagree	(-1)	437 22%	217 22%	220 22%	60 28%	67 20%	73 23%	75 21%	59 20%	103 23%	129 24% m	135 24% m	86 21%	87 18%	38 21%	17 21%	52 23%	36 21%	41 23%	37 25%	19 19%	36 19%	52 21%	71 25%	37 21%	76 24%	175 21%			
Disagree strongly	(-2)	133 7%	75 8%	57 6%	35 16% ef g h i	24 7%	19 6%	13 4%	10 3%	31 7% h	43 8%	40 7%	24 6%	27 5%	7 4%	3 4%	12 5%	7 4%	15 8%	14 9%	11 11% n p q u	8 4%	20 8%	22 8%	13 7%	19 6%	63 8%			
NET: Disagree		570 29%	293 30%	277 27%	95 44% ef g h i	91 27%	92 29%	88 24%	69 23%	134 29%	171 32% m	175 32% m	110 27%	114 23%	45 25%	20 25%	64 28%	43 26%	56 31%	51 34% u	30 30%	45 23%	72 29%	93 33% u	50 28%	95 29%	238 29%			
Don't know		101 5%	47 5%	54 5%	9 4%	32 9% gh i	15 5%	16 4%	8 3%	22 5%	22 4%	28 5%	26 6%	24 5%	6 4%	4 5%	8 3%	11 7% x	9 5%	7 5%	7 7% x	10 5%	18 7% x	18 7% x	3 2%	23 7% B	30 4%			
Mean		0.24	0.21	0.26	-0.15	0.23d	0.29d	0.34d	0.42di	0.18d	0.19	0.18	0.25	0.33	0.43w	0.21	0.24	0.32w	0.20	0.16	0.16	0.30	0.20	0.08	0.31	0.17	0.25			
Standard deviation		1.14	1.17	1.11	1.26	1.12	1.18	1.07	1.10	1.11	1.18	1.15	1.12	1.10	1.15	1.04	1.08	1.11	1.21	1.22	1.22	1.04	1.15	1.13	1.19	1.09	1.17			
Standard error		0.03	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.08	0.09	0.10	0.11	0.07	0.09	0.07	0.09	0.07	0.04			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 196

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**I don't feel like I need to understand terms and conditions because I trust the company to do the right thing**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	490 25%	238 25%	252 25%	89 41%efg hi	105 30%ghi	96 31%ghi	75 21%	49 17%	76 17%	151 28% m	140 25%	89 22%	110 22%	42 23%	19 23%	48 21%	39 23%	35 19%	41 28%	19 19%	41 21%	79 32% prt u	78 28%	49 28%	86 27%	240 29%
Agree strongly	(+2) 78 4%	42 4%	36 4%	17 8% fhi	21 6% hi	11 3% h	15 4% h	2 1%	11 2%	24 5% k	13 2%	18 4%	23 5% k	9 5%	4 5%	3 1%	3 2%	9 5%	6 4%	2 2%	7 4%	13 5% p	12 4%	9 5% p	15 5%	39 5%
Agree	(+1) 412 21%	196 20%	216 21%	71 33% ghi	83 24% ghi	85 27% ghi	60 17%	47 16%	65 14%	127 24% m	127 23%	72 18%	86 18%	33 18%	15 19%	45 19%	35 21%	26 15%	35 23%	17 17%	34 17%	66 26% r	65 23% r	40 23%	70 22%	201 25%
Neither agree nor disagree	(0) 637 32%	344 36% b	293 29%	59 28%	116 34%	85 27%	127 35% f	100 34%	149 33%	145 27%	185 33% j	150 37% j	158 32%	47 26%	32 38% v	77 33%	53 31%	57 31%	48 32%	39 39% nv	76 39% nv	60 24%	91 32%	60 34%	95 29%	268 33%
Disagree	(-1) 558 28%	253 26%	305 30%	41 19%	84 24%	90 28% d	95 27%	94 32% d	154 34% deg	164 31%	153 28%	101 25%	140 28%	52 29%	22 27%	76 33% x	50 30%	58 32% x	37 25%	27 27%	54 28%	70 28%	76 27%	39 22%	99 31%	202 25%
Disagree strongly	(-2) 243 12%	116 12%	128 12%	16 8%	22 6%	33 10%	51 14% de	48 16% de	74 16% def	64 12%	65 12%	49 12%	65 13%	36 20% opqu w	7 9%	27 12%	16 9%	31 17% uw	22 15%	11 11%	16 8%	33 13%	23 8%	22 13%	29 9%	92 11%
NET: Disagree	801 40%	369 38%	433 42%	57 27%	106 31%	122 39% d	146 41% de	141 48% def g	228 50% def g	228 42%	219 40%	150 37%	204 42%	87 49% uw x	29 35%	103 44% w x	65 39%	89 49% uw x	59 39%	37 37%	70 36%	103 41%	98 35%	61 34%	128 40%	294 36%
Don't know	61 3%	17 2%	43 4% a	10 5% i	17 5% i	12 4% i	11 3%	5 2%	5 1%	13 3%	10 2%	18 4%	19 4%	3 1%	3 3%	3 1%	11 6% npr s	1 *	1 1%	5 5% r	6 3%	7 3%	12 4% r	8 4% r	14 4%	19 2%
Mean	-0.25	-0.21	-0.28	0.15 ghi	-0.01 ghi	-0.16 hi	-0.31 i	-0.47	-0.47	-0.22	-0.24	-0.24	-0.29	-0.41	-0.16	-0.35	-0.25	-0.42	-0.23	-0.29	-0.20	-0.18 pr	-0.12 n	-0.15 r	-0.18	-0.13
Standard deviation	1.05	1.04	1.06	1.09	1.02	1.06	1.05	0.97	1.01	1.09	1.02	1.04	1.07	1.16	1.00	0.97	0.98	1.08	1.10	0.95	0.97	1.14	1.02	1.09	1.05	1.07
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.09	0.10	0.06	0.07	0.08	0.09	0.09	0.07	0.09	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 197

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**There's no point in reading the terms and conditions because these companies do what they want anyway**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		846 43%	435 45%	410 40%	101 47%g	174 50%ghi	141 45%g	130 36%	114 38%	186 41%	238 44%	234 42%	177 44%	196 40%	76 42%	33 41%	88 38%	72 43%	71 39%	56 37%	49 50%	79 41%	127 51%ps	119 43%	75 42%	145 45%	371 45%
Agree strongly	(+2)	221 11%	122 13%	99 10%	33 15%h	49 14%h	42 13%h	32 9%	19 6%	46 10%	64 12%	64 11%	38 9%	55 11%	23 13%	6 7%	24 10%	22 13%	13 7%	16 11%	16 16%r	19 10%	34 14%	24 9%	23 13%	39 12%	103 13%
Agree	(+1)	625 31%	313 32%	311 30%	69 32%	124 36%g	99 31%	98 27%	95 32%	140 31%	174 32%	139 34%	142 29%	53 30%	28 34%	64 28%	50 30%	58 32%	39 26%	34 34%	60 31%	92 37%	95 34%	52 29%	107 33%	267 33%	
Neither agree nor disagree	(0)	553 28%	279 29%	275 27%	42 19%	71 21%	78 25%	121 34%def	91 31%de	150 33%def	133 25%	146 26%	125 31%	149 30%	42 24%	25 30%	73 32%	49 29%	48 26%	39 26%	26 26%	63 33%	58 23%	78 28%	52 29%	79 24%	211 26%
Disagree	(-1)	413 21%	182 19%	231 23%	45 21%	78 23%	64 20%	75 21%	61 20%	90 20%	119 22%	125 23%	68 17%	101 21%	39 22%	14 17%	49 21%	36 21%	37 21%	43 29%tx	16 16%	36 19%	46 18%	64 23%	33 18%	70 22%	171 21%
Disagree strongly	(-2)	112 6%	51 5%	61 6%	17 8%e	9 3%	21 7%e	20 5%	21 7%e	24 5%	31 6%	35 6%	15 4%	31 6%	15 8%	6 7%	11 5%	6 4%	19 10%qw	9 6%	4 4%	9 5%	11 4%	10 4%	12 7%	17 5%	47 6%
NET: Disagree		525 26%	233 24%	292 29%a	62 29%	87 25%	85 27%	95 26%	81 27%	115 25%	150 28%l	160 29%l	84 21%	131 27%	54 30%	19 24%	60 26%	42 25%	56 31%	52 35%tuv	20 20%	45 23%	57 23%	74 27%	45 25%	86 27%	218 27%
Don't know		65 3%	20 2%	45 4%a	11 5%i	12 4%	12 4%	14 4%	10 3%	7 2%	16 3%	14 3%	22 5%	13 3%	6 4%	4 5%	10 4%	4 3%	6 3%	3 2%	4 4%	6 3%	8 3%	8 3%	6 3%	12 4%	22 3%
Mean		0.22	0.29b	0.16	0.27	0.38gh	0.25	0.14	0.11	0.21	0.23	0.19	0.30	0.19	0.18	0.18	0.19	0.28	0.05	0.08	0.42rs	0.24	0.38rs	0.22	0.24	0.26	0.26
Standard deviation		1.09	1.08	1.09	1.21	1.08	1.14	1.04	1.04	1.05	1.11	1.11	1.00	1.09	1.18	1.05	1.06	1.07	1.13	1.12	1.09	1.03	1.09	1.03	1.12	1.10	1.11
Standard error		0.02	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.10	0.11	0.07	0.08	0.09	0.09	0.10	0.07	0.08	0.06	0.08	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 198

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**Companies should do more to make terms and conditions understandable and clear**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	1763 89%	851 88%	912 89%	167 77%	278 81%	275 87% <sup>d</sup>	327 91% <sup>de</sup>	279 94% <sup>def</sup>	437 95% <sup>defg</sup>	473 88%	502 91% <sup>l</sup>	341 84%	448 91% <sup>l</sup>	161 90%	72 88%	212 91% <sup>u</sup>	149 89%	160 88%	135 90%	91 91%	163 84%	212 85%	250 89%	159 89%	272 84%	711 87%
Agree strongly	(+2) 952 48%	478 49%	475 46%	82 38%	130 38%	144 46%	164 46%	161 54% <sup>defg</sup>	271 59% <sup>defg</sup>	247 46%	280 51% <sup>l</sup>	169 42%	256 52% <sup>l</sup>	86 48%	35 43%	114 49% <sup>u</sup>	90 54% <sup>uw</sup>	93 51% <sup>u</sup>	80 54% <sup>uw</sup>	57 58% <sup>ouw</sup>	75 39%	116 47%	116 41%	90 51% <sup>u</sup>	143 44%	366 45%
Agree	(+1) 811 41%	373 39%	438 43%	84 39%	149 43%	131 42%	163 45% <sup>i</sup>	118 40%	166 36%	226 42%	222 40%	171 42%	192 39%	75 42%	37 45%	98 42%	59 35%	67 37%	55 37%	33 33%	88 46% <sup>t</sup>	96 38%	134 48% <sup>qrs</sup>	69 39%	129 40%	345 42%
Neither agree nor disagree	(0) 152 8%	86 9%	66 6%	27 13% <sup>ghi</sup>	44 13% <sup>ghi</sup>	28 9% <sup>i</sup>	21 6%	15 5%	17 4%	45 8%	37 7%	41 10% <sup>m</sup>	28 6%	15 8%	5 6%	17 7%	11 6%	13 7%	10 7%	6 6%	25 13% <sup>qwx</sup>	22 9%	17 6%	12 7%	30 9%	77 9%
Disagree	(-1) 18 1%	6 1%	11 1%	7 3% <sup>ghi</sup>	4 1%	3 1%	2 1%	-	1 *	6 1%	4 1%	6 1%	1 *	-	*	1 *	3 2%	1 *	3 2%	1 1%	2 1%	4 2%	2 1%	1 1%	8 2%	7 1%
Disagree strongly	(-2) 13 1%	9 1%	4 *	6 3% <sup>fg</sup>	4 1%	-	-	1 *	3 1%	4 1%	2 *	4 1%	3 1%	2 2%	-	1 *	-	3 2% <sup>w</sup>	-	2 2% <sup>w</sup>	1 1%	2 1%	-	1 *	4 1%	6 1%
NET: Disagree	31 2%	15 2%	16 2%	12 6% <sup>fghi</sup>	8 2%	3 1%	2 1%	1 *	4 1%	10 2%	6 1%	10 2%	5 1%	3 2%	*	2 1%	3 2%	4 2%	3 2%	3 3%	3 2%	6 3%	2 1%	2 1%	12 4%	12 2%
Don't know	44 2%	16 2%	27 3%	9 4% <sup>hi</sup>	14 4% <sup>hi</sup>	9 3% <sup>hi</sup>	9 3% <sup>hi</sup>	1 *	1 *	9 2%	9 2%	16 4%	9 2%	-	5 6% <sup>npu</sup>	1 1%	5 3% <sup>n</sup>	4 2%	2 1%	1 1%	2 1%	9 4% <sup>np</sup>	10 4% <sup>np</sup>	6 3% <sup>np</sup>	9 3%	21 3%
Mean	1.37	1.37	1.37	1.12	1.20	1.36 <sup>de</sup>	1.39 <sup>de</sup>	1.48 <sup>de</sup>	1.53 <sup>de</sup>	1.33	1.42 <sup>l</sup>	1.27	1.45 <sup>jl</sup>	1.35	1.38	1.40 <sup>u</sup>	1.45 <sup>u</sup>	1.38	1.44 <sup>u</sup>	1.44 <sup>u</sup>	1.22	1.33	1.35	1.44 <sup>u</sup>	1.27	1.32
Standard deviation	0.73	0.75	0.70	0.95	0.80	0.69	0.63	0.63	0.64	0.75	0.68	0.78	0.68	0.76	0.63	0.68	0.70	0.80	0.70	0.82	0.76	0.78	0.64	0.68	0.83	0.74
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.03	0.06	0.07	0.04	0.05	0.06	0.06	0.07	0.05	0.06	0.04	0.05	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 199

**Q.C6 Most companies providing services online require users to agree to terms and conditions before signing up. How far do you agree or disagree with each of the following statements?**

**I feel I have no choice but to sign up to services online, even if I have concerns about the terms and conditions**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	929	497	432	107	180	150	169	117	206	285	272	168	204	83	31	97	78	79	69	53	84	119	146	90	162	406	
	47%	51%b	42%	49%	52%h	48%	47%	39%	45%	53%lm	49%lm	41%	42%	47%	37%	42%	47%	44%	46%	53%o	43%	48%	52%op	50%	50%	49%	
Agree strongly	(+2)	226	123	103	37	54	39	32	23	42	75	71	39	40	19	7	16	19	16	17	15	18	47	33	20	42	120
		11%	13%	10%	17%ghi	16%ghi	12%	9%	8%	9%	14%m	13%m	10%	8%	11%	8%	7%	11%	9%	11%	15%p	9%	19%opr u	12%	11%	13%	15%
Agree	(+1)	703	374	329	69	126	111	138	94	164	210	201	128	164	64	24	81	59	63	52	39	66	72	114	69	121	285
		35%	39%b	32%	32%	37%	35%	38%	32%	36%	39%l	36%	32%	33%	36%	29%	35%	35%	35%	35%	39%	34%	29%	41%v	39%	37%	35%
Neither agree nor disagree	(0)	474	225	248	45	80	71	88	87	106	117	127	123	47	28	59	42	34	25	20	61	69	47	41	55	201	
		24%	23%	24%	21%	23%	23%	24%	29%i	20%	21%	31%jk	25%j	26%w	34%rst w	26%w	25%	19%	17%	20%	31%rst w	28%sw	17%	23%	17%	24%A	
Disagree	(-1)	391	163	229	38	54	63	66	64	105	115	68	103	31	19	52	28	44	36	16	33	39	63	31	72	138	
		20%	17%	22%a	17%	16%	20%	18%	21%	19%	21%	17%	21%	17%	23%	23%	17%	24%	24%	16%	17%	16%	23%	17%	22%	17%	
Disagree strongly	(-2)	131	67	65	16	16	17	28	23	30	32	29	40	14	4	17	10	21	13	6	12	13	10	11	22	55	
		7%	7%	6%	7%	5%	5%	8%	8%	6%	6%	7%	8%	8%	5%	7%	6%	11%w	9%w	6%	6%	5%	4%	6%	7%	7%	
NET: Disagree		523	229	293	54	70	79	94	86	135	148	97	143	44	23	69	38	65	49	22	45	52	74	41	94	193	
		26%	24%	29%a	25%	20%	25%	26%	29%e	25%	27%	24%	29%	25%	28%	30%	23%	36%qtu vx	33%v	22%	23%	21%	26%	23%	29%	24%	
Don't know		64	16	48	10	14	15	8	6	11	17	16	20	4	1	6	9	3	6	4	4	10	12	6	12	22	
		3%	2%	5%a	5%	4%	5%	2%	2%	2%	3%	4%	4%	2%	1%	3%	5%	1%	4%	4%	2%	4%	4%	3%	4%	3%	
Mean		0.26	0.34b	0.18	0.36h i	0.31h	0.23	0.11	0.17	0.37m	0.30m	0.21	0.13	0.25	0.12	0.12	0.31	0.06	0.17	0.41pr	0.24	0.42pr	0.35pr	0.34r	0.28	0.35	
Standard deviation		1.12	1.12	1.11	1.20	1.09	1.11	1.10	1.08	1.11	1.13	1.08	1.11	1.11	1.03	1.08	1.09	1.19	1.20	1.13	1.05	1.14	1.09	1.09	1.17	1.13	
Standard error		0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.11	0.07	0.08	0.09	0.10	0.10	0.07	0.09	0.07	0.08	0.07	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 200

**Q.C7 Who, if anyone, do you think should be responsible for enforcing rules to make sure that companies providing services online treat their customers, staff and society fairly?**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Government	1284	680	603	138	198	207	233	203	305	361	360	252	311	126	55	150	117	128	93	59	116	161	171	107	208	540
	65%	70% <sup>b</sup>	59%	64%	57%	66%	65%	68% <sup>e</sup>	67% <sup>e</sup>	67%	65%	62%	63%	71%	68%	65%	70%	71%	62%	59%	60%	65%	61%	60%	65%	66%
Companies themselves	1171	547	625	112	207	170	207	183	294	323	338	228	282	108	47	132	91	112	92	56	114	155	159	105	176	466
	59%	56%	61%	52%	60%	54%	57%	62% <sup>d</sup>	64% <sup>df</sup>	60%	61%	56%	58%	60%	58%	57%	55%	62%	62%	56%	59%	62%	57%	59%	55%	57%
An independent body	1162	590	572	97	190	169	233	186	287	341	326	221	274	113	45	130	92	96	88	69	102	148	161	116	162	478
	58%	61% <sup>b</sup>	56%	45%	55%	54%	65% <sup>def</sup>	63% <sup>df</sup>	63% <sup>df</sup>	63% <sup>lm</sup>	59%	54%	56%	64%	55%	56%	55%	53%	59%	69% <sup>pqr</sup>	53% <sup>uw</sup>	59%	58%	65% <sup>ru</sup>	50%	58% <sup>A</sup>
A consumer group or charity such as Which? or Citizens Advice	592	272	321	62	113	82	97	82	157	172	148	105	167	61	20	55	45	52	30	36	50	99	86	57	95	232
	30%	28%	31%	29%	33%	26%	27%	28%	34% <sup>fg</sup>	32%	27%	26%	34% <sup>kl</sup>	34% <sup>ps</sup>	25%	24%	27%	29%	20%	36% <sup>ps</sup>	26%	39% <sup>opq</sup>	31% <sup>s</sup>	32% <sup>s</sup>	29%	28%
Users themselves	572	276	296	52	122	74	106	77	142	148	163	119	142	62	20	69	55	46	34	26	54	80	80	47	102	219
	29%	29%	29%	24%	35% <sup>d</sup> <sup>fh</sup>	23%	29%	26%	31% <sup>f</sup>	27%	29%	29%	29%	35% <sup>s</sup>	25%	30%	33%	26%	22%	26%	28%	32%	29%	26%	32%	27%
Other	9	8	1	-	-	1	2	2	4	7	2	-	-	-	-	-	1	1	*	1	3	1	1	1	-	4
	*	1%	*	-	-	*	1%	1%	1%	1% <sup>lm</sup>	*	-	-	-	-	-	*	1%	*	1%	2%	*	*	*	-	1%
None of these	18	6	12	6	4	3	2	-	2	3	8	2	5	1	2	-	-	1	3	-	1	3	6	2	1	10
	1%	1%	1%	3% <sup>ghi</sup>	1%	1%	1%	-	1%	1%	2%	*	1%	1%	2% <sup>p</sup>	-	-	1%	2%	-	*	1%	2% <sup>p</sup>	1%	*	1%
Don't know	73	23	50	8	15	12	16	12	11	13	18	21	20	6	3	11	3	1	13	4	8	5	13	6	15	22
	4%	2%	5% <sup>a</sup>	4%	4%	4%	4%	4%	2%	2%	3%	5%	4%	3%	3%	5% <sup>r</sup>	2%	1%	9% <sup>qrv</sup>	4% <sup>r</sup>	4% <sup>r</sup>	2%	5% <sup>r</sup>	3%	5%	3%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 201

**Q.D1 How well, if at all, do you feel that you understand each of the following?****Summary****Base: All respondents who use the internet**

		Aspects									
		The rules and laws which apply when I am online	The responsibilities that businesses have to me when I am online	The responsibilities that the Government has to me when I am online	The responsibilities that I have to other people online	My rights when I purchase an item or service online	My rights when I am using social media	My rights when I bank online	My rights when I upload content online, such as photos	My rights when I provide information about myself online	How to keep myself secure online
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Well		970 49%	931 47%	614 31%	1199 60%	1530 77%	912 46%	1398 70%	907 46%	998 50%	1578 79%
Very well	(4)	180 9%	154 8%	117 6%	297 15%	344 17%	176 9%	343 17%	183 9%	190 10%	352 18%
Fairly well	(3)	790 40%	777 39%	497 25%	903 45%	1186 60%	736 37%	1055 53%	724 36%	809 41%	1225 62%
Not very well	(2)	718 36%	769 39%	887 45%	478 24%	337 17%	613 31%	399 20%	711 36%	743 37%	313 16%
Not at all well	(1)	167 8%	144 7%	298 15%	120 6%	59 3%	167 8%	72 4%	173 9%	138 7%	46 2%
NET: Not well		885 44%	913 46%	1185 60%	598 30%	396 20%	780 39%	471 24%	884 44%	881 44%	359 18%
Don't know		134 7%	146 7%	190 10%	191 10%	64 3%	297 15%	120 6%	198 10%	109 5%	53 3%
Mean		2.53	2.51	2.24	2.77	2.94	2.54	2.89	2.51	2.56	2.97
Standard deviation		0.79	0.76	0.80	0.80	0.69	0.81	0.73	0.80	0.77	0.66
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.01

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 202

**Q.D1 How well, if at all, do you feel that you understand each of the following?****The rules and laws which apply when I am online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well		970	518	452	125	195	190	179	120	161	290	271	210	199	99	37	104	77	98	69	42	89	138	134	84	182	448
		49%	54% <sup>b</sup>	44%	58% <sup>hi</sup>	57% <sup>hi</sup>	60% <sup>ghi</sup>	50% <sup>hi</sup>	41%	35%	54% <sup>m</sup>	49% <sup>m</sup>	51% <sup>m</sup>	41%	55%	45%	45%	46%	54%	46%	43%	46%	55% <sup>t</sup>	48%	47%	56%	55%
Very well	(4)	180	111	68	23	48	34	33	23	18	65	45	33	37	16	7	21	10	27	12	11	13	23	23	15	48	88
		9%	12% <sup>b</sup>	7%	11% <sup>i</sup>	14% <sup>hi</sup>	11% <sup>i</sup>	9% <sup>i</sup>	8% <sup>i</sup>	4%	12% <sup>km</sup>	8%	8%	8%	9%	8%	9%	6%	15% <sup>quw</sup>	8%	11%	7%	9%	8%	8%	15%	11%
Fairly well	(3)	790	406	384	102	147	156	146	97	143	225	226	177	162	82	30	83	67	71	57	31	75	115	111	69	133	360
		40%	42%	38%	47% <sup>hi</sup>	43% <sup>hi</sup>	50% <sup>ghi</sup>	40% <sup>i</sup>	33%	31%	42% <sup>m</sup>	41% <sup>m</sup>	43% <sup>m</sup>	33%	46% <sup>t</sup>	37%	36%	40%	39%	38%	31%	39%	46% <sup>t</sup>	40%	39%	41%	44%
Not very well	(2)	718	325	393	67	104	97	126	114	210	187	188	140	203	54	35	90	71	53	60	31	80	79	96	70	102	264
		36%	34%	38% <sup>a</sup>	31%	30%	31%	35%	39%	46% <sup>def</sup> gh	35%	34%	34%	41% <sup>jk</sup>	30%	42%	39%	42% <sup>nr</sup>	29%	40%	31%	42% <sup>r</sup>	31%	34%	39%	32%	32%
Not at all well	(1)	167	72	95	8	22	18	26	40	54	34	57	32	44	14	5	20	8	19	15	13	12	24	26	12	23	59
		8%	7%	9%	3%	6%	6%	7%	14% <sup>def</sup> g	12% <sup>defg</sup>	6%	10% <sup>j</sup>	8%	9%	8%	6%	8%	5%	11%	10%	13% <sup>q</sup>	6%	10%	9%	6%	7%	7%
NET: Not well		885	397	488	74	126	115	152	154	264	222	244	172	247	68	40	109	79	73	75	44	92	102	121	81	125	323
		44%	41%	48% <sup>a</sup>	34%	37%	36%	42%	52% <sup>def</sup> g	58% <sup>def</sup> g	41%	44%	42%	50% <sup>jl</sup>	38%	49%	47%	47%	40%	50%	44%	48%	41%	43%	46%	39%	39%
Don't know		134	53	81	17	23	10	29	21	33	26	39	26	44	11	5	18	12	11	6	13	12	9	24	13	16	50
		7%	5%	8% <sup>a</sup>	8% <sup>f</sup>	7%	3%	8% <sup>f</sup>	7% <sup>f</sup>	7% <sup>f</sup>	5%	7%	6%	9% <sup>j</sup>	6%	6%	8%	7%	6%	4%	13% <sup>rsv</sup>	6%	4%	9%	7%	5%	6%
Mean		2.53	2.61 <sup>b</sup>	2.45	2.70 <sup>hi</sup>	2.69 <sup>hi</sup>	2.68 <sup>hi</sup>	2.56 <sup>hi</sup>	2.38	2.29	2.63 <sup>km</sup>	2.50	2.55	2.43	2.60	2.50	2.50	2.51	2.62	2.46	2.48	2.50	2.57	2.51	2.52	2.68	2.62
Standard deviation		0.79	0.80	0.77	0.72	0.81	0.75	0.78	0.84	0.74	0.79	0.80	0.77	0.78	0.78	0.75	0.80	0.70	0.89	0.80	0.90	0.73	0.80	0.79	0.75	0.83	0.79
Standard error		0.02	0.03	0.02	0.05	0.05	0.04	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.06	0.08	0.05	0.05	0.07	0.07	0.09	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 203

**Q.D1 How well, if at all, do you feel that you understand each of the following?****The responsibilities that businesses have to me when I am online****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region											Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well	931 47%	491 51%b	440 43%	109 51%i	177 51%hi	167 53%hi	171 47%	121 41%	186 41%	274 51% <sup>m</sup>	261 47%	194 48%	201 41%	87 49%	40 49%	108 47%	79 47%	89 49%	62 41%	44 44%	90 47%	133 53% <sup>x</sup>	125 45%	74 42%	151 47%	433 53%
Very well	(4) 154 8%	90 9% <sup>b</sup>	63 6%	24 11%i	35 10%i	25 8%	26 7%	21 7%	22 5%	50 9%	38 7%	33 8%	32 7%	20 11% <sup>qw</sup>	6 7%	13 5%	6 4%	28 15% <sup>pqw</sup>	13 9% <sup>w</sup>	9 9%	10 5%	22 9%	11 4%	16 9% <sup>w</sup>	34 11%	85 10%
Fairly well	(3) 777 39%	401 41%	376 37%	85 39%	141 41%	142 45% <sup>hi</sup>	144 40%	100 34%	164 36%	224 42% <sup>m</sup>	223 40%	161 39%	169 34%	67 37%	34 42%	96 41%	72 43%	62 34%	48 32%	35 35%	80 42%	111 45% <sup>sx</sup>	114 41%	58 32%	116 36%	349 42%
Not very well	(2) 769 39%	364 38%	405 40%	79 37%	112 33%	115 37%	139 39%	125 42% <sup>e</sup>	199 43% <sup>e</sup>	204 38%	210 38%	158 39%	198 40%	69 39%	34 42%	86 37%	71 43%	68 38%	68 45%	35 35%	71 37%	89 36%	100 36%	78 44%	124 39%	283 34%
Not at all well	(1) 144 7%	64 7%	80 8%	8 4%	28 8%	14 4%	20 6%	29 10% <sup>df</sup>	45 10% <sup>dfg</sup>	30 6%	41 7%	26 6%	46 9% <sup>j</sup>	9 5%	6 7%	19 8%	8 5%	17 9%	10 7%	9 9%	13 7%	16 6%	22 8%	15 9%	21 6%	50 6%
NET: Not well	913 46%	428 44%	485 47%	86 40%	141 41%	129 41%	159 44%	154 52% <sup>def</sup>	244 53% <sup>defg</sup>	234 44%	251 45%	184 45%	244 50%	78 44%	40 49%	104 45%	79 47%	85 47%	78 52%	44 44%	84 44%	105 42%	122 44%	93 52%	145 45%	333 41%
Don't know	146 7%	49 5%	97 10% <sup>a</sup>	20 9%	27 8%	19 6%	30 8%	21 7%	29 6%	29 5%	42 8%	30 7%	45 9% <sup>j</sup>	13 7%	2 2%	19 8%	9 6%	7 4%	10 7%	12 12% <sup>orv</sup>	19 10% <sup>or</sup>	11 4%	33 12% <sup>orv</sup>	11 6%	27 8%	55 7%
Mean	2.51	2.56 <sup>b</sup>	2.46	2.64 <sup>hi</sup>	2.58 <sup>hi</sup>	2.60 <sup>hi</sup>	2.54 <sup>i</sup>	2.41	2.38	2.58 <sup>m</sup>	2.50	2.53	2.42	2.59	2.50	2.48	2.49	2.58	2.47	2.50	2.50	2.58	2.46	2.45	2.55	2.61
Standard deviation	0.76	0.76	0.75	0.75	0.80	0.71	0.73	0.78	0.74	0.75	0.75	0.75	0.77	0.78	0.75	0.74	0.66	0.87	0.77	0.81	0.72	0.75	0.72	0.79	0.79	0.77
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.08	0.05	0.05	0.07	0.07	0.08	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 204

**Q.D1 How well, if at all, do you feel that you understand each of the following?**

**The responsibilities that the Government has to me when I am online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well		614 31%	343 35% <sup>b</sup>	271 27%	101 47% <sup>i</sup>	147 43% <sup>gh</sup>	114 36% <sup>ghi</sup>	99 28% <sup>i</sup>	64 22%	89 19%	178 33% <sup>m</sup>	189 34% <sup>m</sup>	130 32% <sup>m</sup>	117 24%	63 35% <sup>x</sup>	27 33%	69 30%	48 29%	53 29%	42 28%	30 30%	55 29%	105 42% <sup>pqr</sup>	80 29%	42 24%	111 34%	303 37%
Very well	(4)	117 6%	77 8% <sup>b</sup>	40 4%	20 9% <sup>hi</sup>	38 11% <sup>fh</sup>	15 5%	23 6% <sup>i</sup>	11 4%	11 2%	42 8% <sup>k</sup>	23 4%	27 7%	25 5%	22 12% <sup>opqs</sup>	2 3%	11 5%	3 2%	15 8% <sup>q</sup>	7 5%	7 7% <sup>q</sup>	6 3%	22 9% <sup>qu</sup>	12 4%	10 6%	30 9%	64 8%
Fairly well	(3)	497 25%	266 27% <sup>b</sup>	231 23%	80 37% <sup>ghi</sup>	110 32% <sup>ghi</sup>	98 31% <sup>ghi</sup>	77 21%	53 18%	78 17%	136 25% <sup>m</sup>	166 30% <sup>m</sup>	103 25%	92 19%	41 23%	25 30% <sup>x</sup>	58 25%	45 27%	38 21%	35 23%	22 22%	49 25%	83 33% <sup>rx</sup>	69 25%	32 18%	81 25%	239 29%
Not very well	(2)	887 45%	420 43%	467 46%	76 35%	131 38%	141 45%	181 50% <sup>de</sup>	141 47% <sup>de</sup>	217 47% <sup>de</sup>	245 46%	223 40%	192 47%	227 46%	73 41%	41 50%	106 46%	78 46%	80 44%	70 47%	39 39%	91 47%	96 38%	128 46%	87 49%	139 43%	354 43%
Not at all well	(1)	298 15%	128 13%	170 17%	12 6%	41 12%	39 12% <sup>d</sup>	43 12% <sup>d</sup>	61 21% <sup>defg</sup>	103 22% <sup>defg</sup>	72 13%	88 16%	51 12%	88 18%	32 18%	7 8%	33 14%	28 17%	37 21% <sup>ow</sup>	23 15%	19 19% <sup>o</sup>	26 13%	35 14%	33 12%	27 15%	40 12%	98 12%
NET: Not well		1185 60%	548 57%	637 62% <sup>a</sup>	89 41%	171 50%	180 57% <sup>d</sup>	224 62% <sup>de</sup>	201 68% <sup>defg</sup>	320 70% <sup>defg</sup>	318 59%	310 56%	243 60%	315 64% <sup>k</sup>	105 59%	47 58%	139 60%	106 63%	117 65% <sup>v</sup>	92 62%	57 58%	117 61%	131 52%	161 57%	114 64% <sup>v</sup>	179 55%	452 55%
Don't know		190 10%	77 8%	113 11% <sup>a</sup>	26 12%	26 7%	21 7%	36 10%	31 10%	49 11%	42 8%	55 10%	35 9%	58 12% <sup>j</sup>	10 6%	8 9%	23 10%	14 8%	11 6%	15 10%	13 13% <sup>uv</sup>	21 11%	14 6%	38 14% <sup>nrv</sup>	22 13% <sup>nv</sup>	33 10%	66 8%
Mean		2.24	2.33 <sup>b</sup>	2.16	2.57 <sup>fg</sup> <sub>hi</sub>	2.45 <sup>gh</sup> <sub>i</sub>	2.30 <sup>hi</sup>	2.24 <sup>hi</sup>	2.05	1.99	2.30 <sup>m</sup>	2.25 <sup>m</sup>	2.28 <sup>m</sup>	2.13	2.31	2.31	2.23	2.15	2.18	2.20	2.21	2.21	2.39 <sup>qr</sup> <sub>x</sub>	2.25	2.16	2.35	2.36
Standard deviation		0.80	0.83	0.77	0.77	0.86	0.76	0.77	0.77	0.74	0.82	0.79	0.79	0.80	0.93	0.68	0.77	0.73	0.87	0.78	0.88	0.73	0.85	0.75	0.78	0.85	0.81
Standard error		0.02	0.03	0.02	0.06	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.08	0.07	0.05	0.06	0.07	0.07	0.08	0.05	0.07	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 205

**Q.D1 How well, if at all, do you feel that you understand each of the following?****The responsibilities that I have to other people online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well	1199 60%	588 61%	612 60%	137 63% <i>i</i>	232 67% <i>hi</i>	208 66% <i>i</i>	229 64% <i>i</i>	174 59% <i>i</i>	220 48%	343 64%	321 58%	249 61%	287 59%	121 68% <i>pqt</i> x	46 57%	126 54%	93 55%	114 63%	98 66% <i>p</i>	53 53%	114 59%	171 69% <i>pqt</i> x	164 59%	99 56%	192 60%	542 66%
Very well	(4) 297 15%	145 15%	151 15%	39 18% <i>i</i>	70 20% <i>i</i>	50 16% <i>i</i>	55 15% <i>i</i>	42 14% <i>i</i>	41 9%	96 18% <i>m</i>	87 16% <i>m</i>	60 15%	54 11%	24 13%	7 8%	28 12%	22 13%	35 19% <i>ow</i>	25 17%	20 20% <i>ow</i>	23 12%	51 20% <i>opw</i>	31 11%	31 18%	51 16%	156 19%
Fairly well	(3) 903 45%	442 46%	460 45%	98 46%	162 47%	158 50% <i>i</i>	174 48% <i>i</i>	132 45%	179 39%	247 46%	234 42%	189 46%	234 48%	97 55% <i>pqt</i> x	40 48% <i>t</i>	98 42%	71 42%	79 44%	73 49% <i>t</i>	33 33%	90 47% <i>t</i>	121 48% <i>t</i>	133 48% <i>t</i>	68 38%	141 44%	387 47%
Not very well	(2) 478 24%	229 24%	250 24%	46 21%	67 19%	71 22%	82 23%	69 23%	144 31% <i>def</i> gh	114 21%	147 26% <i>j</i>	97 24%	121 25%	38 21%	23 28%	63 27% <i>rv</i>	54 32% <i>nrs</i> v	30 16%	30 20%	27 27% <i>r</i>	51 26% <i>r</i>	44 18%	65 23%	54 30% <i>rv</i>	71 22%	180 22%
Not at all well	(1) 120 6%	65 7%	55 5%	10 5%	15 4%	13 4%	17 5%	28 10% <i>efg</i>	37 8% <i>f</i>	39 7%	31 6%	23 6%	28 6%	12 6%	5 6%	14 6%	7 4%	20 11% <i>quvw</i>	9 6%	7 7%	8 4%	11 5%	14 5%	13 7%	23 7%	41 5%
NET: Not well	598 30%	294 30%	304 30%	56 26%	82 24%	84 27%	98 27%	97 33% <i>e</i>	181 39% <i>def</i> g	152 28%	178 32%	119 29%	149 30%	49 28%	27 33%	76 33% <i>v</i>	61 37% <i>v</i>	50 28%	39 26%	34 34% <i>v</i>	59 31%	55 22%	79 28%	67 38% <i>sv</i>	94 29%	221 27%
Don't know	191 10%	86 9%	105 10%	23 11%	30 9%	23 7%	33 9%	25 9%	57 12% <i>f</i>	43 8%	55 10%	40 10%	54 11%	8 5%	8 10%	29 12% <i>n</i>	13 8%	17 9%	12 8%	13 13% <i>n</i>	20 10%	23 9%	36 13% <i>n</i>	12 7%	36 11%	58 7%
Mean	2.77	2.76	2.77	2.85 <i>i</i>	2.91 <i>hi</i>	2.84 <i>hi</i>	2.82 <i>i</i>	2.69	2.56	2.81	2.75	2.78	2.72	2.78	2.66	2.69	2.70	2.79	2.83	2.75	2.74	2.93 <i>op</i> quwx	2.74	2.71	2.77	2.86
Standard deviation	0.80	0.81	0.79	0.80	0.79	0.75	0.77	0.86	0.80	0.84	0.81	0.79	0.76	0.77	0.74	0.79	0.77	0.92	0.80	0.90	0.75	0.78	0.75	0.86	0.84	0.80
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.06	0.08	0.05	0.06	0.07	0.07	0.09	0.06	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 206

**Q.D1 How well, if at all, do you feel that you understand each of the following?****My rights when I purchase an item or service online****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Well	1530	759	770	154	269	251	274	227	354	427	419	324	360	148	60	174	129	145	114	70	149	187	214	140	253	652		
	77%	78%	75%	71%	78%	80%	76%	77%	77%	79% <sub>m</sub>	76%	79%	74%	83% <sub>t</sub>	73%	75%	77%	80%	76%	70%	77%	75%	77%	79%	78%	79%		
Very well	(4)	344	174	170	38	64	67	68	46	61	105	89	78	71	30	16	30	28	44	31	14	20	47	37	55	177		
	17%	18%	17%	18%	19%	21% <sub>i</sub>	19% <sub>i</sub>	16%	13%	20% <sub>m</sub>	16%	19%	15%	17%	20% <sub>u</sub>	13%	17%	17%	24% <sub>pu</sub>	21% <sub>u</sub>	14%	10%	19% <sub>u</sub>	17%	21% <sub>pu</sub>	17%	22%	
Fairly well	(3)	1186	585	601	116	206	184	206	181	293	322	329	246	289	118	44	144	101	82	55	129	140	167	104	198	475		
	60%	60%	59%	54%	60%	58%	57%	61%	64% <sub>d</sub>	60%	59%	60%	59%	66%	53%	62%	60%	56%	55%	56%	67% <sub>ors</sub>	56%	53%	60%	58%	61%	58%	
Not very well	(2)	337	163	173	35	50	52	67	50	82	79	99	63	96	21	19	39	29	26	32	22	31	43	31	45	129		
	17%	17%	17%	16%	14%	17%	19%	17%	18%	15%	18%	15%	20% <sub>j</sub>	12%	23% <sub>n</sub>	17%	18%	15%	21%	22% <sub>n</sub>	16%	17%	15%	17%	14%	16%		
Not at all well	(1)	59	25	34	10	12	6	6	9	15	17	20	9	13	4	*	8	4	9	3	5	4	14	6	3	14	15	
	3%	3%	3%	5%	4%	2%	2%	3%	3%	3%	4%	2%	3%	3%	2%	1%	3%	2%	5%	2%	5%	2%	6%	2%	2%	4%	2%	
NET: Not well	396	189	207	46	62	58	73	59	97	96	119	72	109	25	19	47	33	36	35	26	35	58	48	34	58	144		
	20%	19%	20%	21%	18%	18%	20%	20%	21%	18%	22%	18%	22%	14%	23%	20%	20%	20%	23%	26% <sub>n</sub>	18%	23%	17%	19%	18%	18%		
Don't know	64	20	44	16	13	6	12	10	7	15	16	12	21	5	3	10	6	1	2	4	10	5	17	4	11	25		
	3%	2%	4% <sub>a</sub>	7% <sub>fi</sub>	4%	2%	3%	3%	2%	3%	3%	3%	4%	3%	4% <sub>r</sub>	4% <sub>r</sub>	3%	*	1%	4% <sub>r</sub>	5% <sub>r</sub>	2%	6% <sub>rs</sub>	2%	3%	3%		
Mean	2.94	2.96	2.93	2.91	2.97	3.01 <sub>i</sub>	2.97	2.92	2.89	2.99 <sub>m</sub>	2.91	2.99	2.89	3.01 <sub>t</sub>	2.96	2.89	2.95	2.99	2.96	2.83	2.90	2.90	2.97	3.00 <sub>t</sub>	2.95	3.02		
Standard deviation	0.69	0.68	0.70	0.75	0.70	0.68	0.68	0.68	0.66	0.69	0.70	0.67	0.67	0.62	0.68	0.67	0.66	0.77	0.71	0.73	0.59	0.77	0.65	0.67	0.70	0.68		
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.05	0.06	0.06	0.07	0.04	0.06	0.04	0.05	0.04	0.03		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 207

**Q.D1 How well, if at all, do you feel that you understand each of the following?****My rights when I am using social media****Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well		912 46%	408 42%	504 49%a	141 65% <sub>fghi</sub>	203 59% <sub>ghi</sub>	166 53% <sub>hi</sub>	164 46% <sub>hi</sub>	107 36% <sub>i</sub>	132 29%	239 44%	256 46%	198 49%	219 45%	89 50% <sub>x</sub>	98 48%	98 42%	70 42%	79 44%	66 44%	39 40%	84 44%	144 58% <sub>pqr</sub>	139 50% <sub>x</sub>	64 36%	166 51%	428 52%
Very well	(4)	176 9%	96 10%	80 8%	33 15% <sub>ghi</sub>	49 14% <sub>ghi</sub>	32 10% <sub>i</sub>	30 8% <sub>i</sub>	21 7% <sub>i</sub>	11 2%	55 10%	41 7%	40 10%	40 8%	22 12% <sub>qu</sub>	4 5%	18 8%	7 4%	24 13% <sub>qu</sub>	13 9%	7 7%	9 4%	34 14% <sub>qu</sub>	24 9%	13 8%	39 12%	95 12%
Fairly well	(3)	736 37%	312 32%	424 42%a	107 50% <sub>ghi</sub>	154 45% <sub>hi</sub>	133 42% <sub>hi</sub>	134 37% <sub>hi</sub>	87 29%	121 26%	184 34%	215 39%	158 39%	179 37%	67 38%	35 42% <sub>x</sub>	80 34%	63 38%	55 31%	52 35%	32 32%	75 39% <sub>x</sub>	111 44% <sub>rx</sub>	115 41% <sub>rx</sub>	51 29%	126 39%	333 41%
Not very well	(2)	613 31%	306 32%	307 30%	50 23%	111 32%	96 30%	118 33% <sub>d</sub>	87 29%	151 33% <sub>d</sub>	166 31%	169 31%	131 32%	148 30%	55 31%	27 33%	79 34% <sub>v</sub>	60 36% <sub>v</sub>	53 29%	55 37% <sub>v</sub>	33 33% <sub>v</sub>	59 30%	54 21%	76 27%	65 36% <sub>v</sub>	92 29%	247 30%
Not at all well	(1)	167 8%	92 10%	75 7%	8 4%	12 4%	25 8% <sub>e</sub>	28 8%	33 11% <sub>de</sub>	60 13% <sub>defg</sub>	45 8%	53 10%	30 7%	39 8%	17 9%	6 7%	24 10%	11 7%	16 9%	7 5%	9 9%	13 7%	25 10%	23 8%	16 9%	18 6%	65 8%
NET: Not well		780 39%	398 41%	382 37%	58 27%	123 36%	121 38% <sub>d</sub>	146 41% <sub>d</sub>	120 41% <sub>d</sub>	211 46% <sub>def</sub>	210 39%	222 40%	161 39%	186 38%	71 40%	32 40%	102 44% <sub>v</sub>	72 43% <sub>v</sub>	69 38%	62 41%	41 41%	71 37%	79 31%	99 36%	81 46% <sub>vw</sub>	111 34%	312 38%
Don't know		297 15%	162 17%	135 13%	17 8%	18 5%	28 9%	50 14% <sub>e</sub>	68 23% <sub>defg</sub>	115 25% <sub>defg</sub>	89 17%	75 14%	49 12%	84 17%	18 10%	10 13%	31 14%	25 15%	32 18%	22 15%	19 19%	38 20% <sub>nv</sub>	27 11%	41 15%	33 18%	46 14%	81 10%
Mean		2.54	2.51	2.57	2.83 <sub>fghi</sub>	2.74 <sub>ghi</sub>	2.60 <sub>hi</sub>	2.54 <sub>i</sub>	2.42 <sub>i</sub>	2.24	2.55	2.51	2.58	2.54	2.59	2.53	2.46	2.47	2.59	2.56	2.47	2.52	2.69 <sub>pqx</sub>	2.59	2.42	2.67	2.62
Standard deviation		0.81	0.85	0.77	0.75	0.76	0.80	0.79	0.85	0.77	0.83	0.80	0.80	0.80	0.85	0.74	0.82	0.72	0.89	0.75	0.81	0.73	0.86	0.80	0.81	0.80	0.82
Standard error		0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.08	0.06	0.06	0.07	0.07	0.08	0.06	0.07	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 208

**Q.D1 How well, if at all, do you feel that you understand each of the following?****My rights when I bank online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Well	1398 70%	718 74%b	680 67%	147 68%	256 74%	220 70%	256 71%	201 68%	318 69%	384 71% <sub>m</sub>	400 72% <sub>m</sub>	299 73% <sub>m</sub>	315 64%	135 76% <sub>t</sub>	65 79% <sub>tw</sub>	158 68%	120 72%	129 71%	101 67%	63 63%	141 73%	178 71%	186 67%	122 69%	226 70%	607 74%	
Very well	(4) 343 17%	190 20%b	154 15%	37 17%	56 16%	60 19%	55 15%	50 17%	85 19%	114 21% <sub>lm</sub>	98 18%	62 15%	70 14%	36 20% <sub>u</sub>	15 19%	41 18%	26 15%	45 25% <sub>uw</sub>	26 17%	19 19%	21 11%	40 16%	41 15%	34 19% <sub>u</sub>	56 17%	162 20%	
Fairly well	(3) 1055 53%	528 55%	527 52%	109 51%	201 58%	160 51%	200 56%	151 51%	234 51%	270 50%	302 54%	237 58% <sub>jm</sub>	245 50%	99 56%	50 61% <sub>t</sub>	116 50%	94 56%	84 47%	75 50%	44 44%	120 62% <sub>prs</sub> twx	138 55%	145 52%	89 50%	170 53%	444 54%	
Not very well	(2) 399 20%	177 18%	222 22%	52 24%	69 20%	69 22%	72 20%	54 18%	83 18%	111 21%	95 17%	81 20%	112 23% <sub>k</sub>	33 18%	15 18%	44 19%	37 22%	36 20%	32 21%	26 26%	36 19%	55 22%	49 17%	38 22%	74 23%	152 19%	
Not at all well	(1) 72 4%	28 3%	44 4%	5 3%	11 3%	13 4%	9 2%	14 5%	20 4%	20 4%	22 4%	11 3%	20 4%	3 2%	- -	12 5% <sub>oqu</sub>	1 1%	8 4%	8 5% <sub>oq</sub>	4 4% <sub>q</sub>	3 1%	10 4%	14 5% <sub>oq</sub>	8 4% <sub>q</sub>	10 3%	24 3%	
NET: Not well	471 24%	206 21%	266 26% <sub>a</sub>	57 27%	80 23%	82 26%	81 23%	68 23%	103 22%	131 24%	117 21%	92 23%	132 27% <sub>k</sub>	36 20%	15 18%	56 24%	38 23%	43 24%	40 26%	30 30%	39 20%	65 26%	63 23%	46 26%	84 26%	176 21%	
Don't know	120 6%	45 5%	75 7% <sub>a</sub>	12 6%	8 2%	12 4%	23 6% <sub>e</sub>	28 9% <sub>ef</sub>	37 8% <sub>ef</sub>	23 4%	38 7%	17 4%	43 9% <sub>jl</sub>	8 4%	2 2%	17 8% <sub>v</sub>	9 5%	9 5%	9 6%	7 7%	13 7%	7 3%	30 11% <sub>norv</sub>	9 5%	13 4%	38 5%	
Mean	2.89	2.95 <sub>b</sub>	2.84	2.88	2.89	2.88	2.90	2.88	2.91	2.93 <sub>m</sub>	2.92	2.90	2.82	2.98	3.00	2.87	2.91	2.96	2.84	2.83	2.88	2.85	2.86	2.88	2.88	2.95	
Standard deviation	0.73	0.72	0.75	0.73	0.70	0.77	0.69	0.76	0.76	0.73	0.68	0.74	0.69	0.62	0.78	0.65	0.85	0.80	0.78	0.80	0.60	0.73	0.76	0.78	0.73	0.72	
Standard error	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.06	0.06	0.05	0.05	0.06	0.07	0.07	0.04	0.06	0.05	0.06	0.04	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 209

**Q.D1 How well, if at all, do you feel that you understand each of the following?****My rights when I upload content online, such as photos****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Well	907 46%	453 47%	454 44%	133 62%ghi	219 64%fghi	166 53%ghi	145 40%ij	106 36%	138 30%	249 46%km	266 48%lm	207 51%lm	186 38%	87 49%	32 39%	90 39%	65 39%	82 45%	70 47%	41 41%	86 45%	144 58%opq rtux	132 47%	78 44%	162 50%	449 55%	
Very well	(4) 9%	183 10%	101 8%	82 8%	33 15%ghi	50 15%ghi	34 11%ij	31 9%ij	18 6%	16 3%	70 13%klm	45 8%	34 8%	35 7%	19 11%q	4 5%	22 9%	7 4%	20 11%qs	7 4%	9 9%	11 6%	33 13%qsu	25 9%	25 14%oqs u	40 13%	100 12%
Fairly well	(3) 36%	724 36%	352 36%	372 36%	100 46%ghi	169 49%ghi	133 42%ghi	113 31%	88 30%	122 27%	179 33%	221 40%jm	173 42%jm	152 31%	68 38%	27 34%	68 30%	58 35%	61 34%	64 43%px	32 32%	75 39%	111 44%px	107 38%	53 30%	122 38%	349 42%
Not very well	(2) 36%	711 35%	339 36%	373 36%	60 28%	92 27%	112 35%	150 42%de	112 38%de	185 40%de	197 37%	179 32%	133 33%	202 41%kl	63 36%	38 46%vw	92 40%v	63 38%	65 36%	57 38%	36 36%	67 35%	73 29%	91 32%	68 38%	114 35%	265 32%
Not at all well	(1) 9%	173 9%	89 9%	84 8%	5 3%	15 4%	22 7%cd	27 8%cd	38 13%defg	65 14%defg	50 9%	51 9%	29 7%	43 9%	15 8%	6 7%	26 11%	15 9%	21 12%	8 6%	9 9%	19 10%	19 8%	18 6%	16 9%	20 6%	50 6%
NET: Not well	884 44%	428 44%	456 45%	65 30%	108 31%	134 43%de	177 49%de	150 51%de	249 54%def	247 46%	230 42%	163 40%	245 50%kl	78 44%	44 53%vw	118 51%vw	78 47%	86 47%	66 44%	45 45%	85 44%	92 37%	108 39%	84 47%	135 42%	315 38%	
Don't know	198 10%	87 9%	111 11%	18 8%	18 5%	15 5%	38 10%ef	39 13%ef	71 16%defg	42 8%	58 11%	38 9%	59 12%j	13 7%	6 8%	23 10%	24 14%v	13 7%	14 9%	14 14%v	22 11%	14 6%	39 14%v	16 9%	26 8%	57 7%	
Mean	2.51	2.53	2.50	2.81fghi	2.78fghi	2.59hi	2.46i	2.34	2.23	2.54m	2.52	2.57m	2.41	2.55	2.40	2.42	2.40	2.49	2.50	2.47	2.46	2.67op qu	2.58pq	2.54	2.61	2.65	
Standard deviation	0.80	0.83	0.78	0.74	0.76	0.79	0.78	0.81	0.77	0.86	0.80	0.77	0.78	0.82	0.72	0.84	0.75	0.87	0.69	0.82	0.77	0.82	0.78	0.87	0.81	0.79	
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.08	0.06	0.06	0.07	0.06	0.08	0.06	0.06	0.05	0.07	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 210

**Q.D1 How well, if at all, do you feel that you understand each of the following?****My rights when I provide information about myself online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well		998	506	493	135	199	186	164	128	186	280	279	204	235	88	45	108	87	100	71	43	93	140	140	83	170	444
		50%	52%	48%	63%ghi	58%ghi	59%ghi	46%	43%	41%	52%	50%	50%	48%	49%	55%	47%	52%	55%	48%	43%	48%	56%t	50%	47%	53%	54%
Very well	(4)	190	105	85	30	54	32	29	26	18	60	50	41	39	19	6	24	8	25	12	10	10	31	21	22	50	99
		10%	11%	8%	14%i	16%ghi	10%i	8%i	9%i	4%	11%	9%	10%	8%	11%	8%	10%	5%	14%qu	8%	10%	5%	13%qu	8%	13%qu	16%	12%
Fairly well	(3)	809	401	408	105	146	154	134	102	168	220	229	163	196	69	39	84	79	74	60	33	83	109	118	61	120	345
		41%	41%	40%	49%ghi	42%	49%ghi	37%	34%	37%	41%	41%	40%	40%	39%	47%	36%	47%ptx	41%	40%	33%	43%	44%	42%	34%	37%	42%
Not very well	(2)	743	360	383	56	110	99	156	117	204	203	189	154	197	69	32	98	65	58	62	40	77	85	88	69	116	285
		37%	37%	37%	26%	32%	31%	43%def	40%df	45%def	38%	34%	38%	40%	39%	39%	42%w	39%	32%	41%	40%	40%	34%	32%	39%	36%	35%
Not at all well	(1)	138	61	77	7	20	18	17	32	45	27	52	28	31	12	4	16	8	16	8	10	8	19	23	15	17	49
		7%	6%	8%	3%	6%	6%	5%	11%def	10%dfg	5%	9%j	7%	6%	7%	5%	7%	5%	9%	6%	10%	4%	7%	8%	8%	5%	6%
NET: Not well		881	421	460	64	130	116	173	149	249	230	242	182	228	81	36	113	73	74	71	50	85	104	111	84	132	334
		44%	44%	45%	30%	38%	37%	48%def	50%def	54%def	43%	44%	45%	47%	45%	43%	49%w	44%	41%	47%	50%	44%	42%	40%	47%	41%	41%
Don't know		109	41	69	17	15	13	23	19	23	27	33	22	27	9	1	10	7	7	8	7	15	6	29	11	20	42
		5%	4%	7%a	8%	4%	4%	6%	6%	5%	5%	6%	5%	5%	5%	2%	4%	4%	4%	5%	7%	8%v	2%	10%opqr	6%	6%	5%
Mean		2.56	2.59	2.52	2.79ghi	2.71ghi	2.66ghi	2.52i	2.44	2.37	2.61	2.53	2.56	2.52	2.56	2.59	2.52	2.55	2.63	2.53	2.47	2.53	2.63	2.55	2.54	2.67	2.63
Standard deviation		0.77	0.78	0.77	0.74	0.81	0.74	0.73	0.82	0.72	0.76	0.80	0.78	0.74	0.78	0.71	0.78	0.67	0.85	0.73	0.83	0.67	0.80	0.78	0.84	0.81	0.78
Standard error		0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.06	0.07	0.05	0.05	0.07	0.06	0.08	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 211

**Q.D1 How well, if at all, do you feel that you understand each of the following?****How to keep myself secure online****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Well	1578 79%	793 82%b	785 77%	171 79%	280 81%	259 82%	282 78%	233 79%	352 77%	440 82%	431 78%	317 78%	390 80%	144 81%	64 78%	180 78%	133 80%	145 80%	113 76%	77 77%	158 82%	200 80%	220 79%	143 81%	262 81%	664 81%
Very well	(4) 352 18%	199 21%b	154 15%	52 24%i	67 19%i	63 20%i	59 17%	52 17%	60 13%	106 20% <sup>m</sup>	99 18%	79 19%	69 14%	36 20% <sup>u</sup>	12 14%	36 16%	26 15%	35 19%	34 22% <sup>u</sup>	18 18%	21 11%	49 20% <sup>u</sup>	52 19% <sup>u</sup>	34 19%	66 20%	167 20%
Fairly well	(3) 1225 62%	594 61%	631 62%	119 55%	213 62%	196 62%	223 62%	182 61%	292 64%	333 62%	332 60%	238 58%	322 66%	108 61%	52 63%	144 62%	108 65%	110 61%	80 53%	59 59%	136 71% <sup>sw</sup>	151 60%	168 60%	110 62%	196 61%	498 61%
Not very well	(2) 313 16%	135 14%	178 17%	30 14%	52 15%	41 13%	64 18%	49 17%	77 17%	70 13%	92 17%	74 18%	77 16%	27 15%	16 20%	46 20%	32 19%	22 12%	30 20%	15 15%	24 12%	38 15%	39 14%	25 14%	43 13%	123 15%
Not at all well	(1) 46 2%	19 2%	27 3%	3 2%	4 1%	5 2%	7 2%	5 2%	20 4% <sup>ef</sup>	12 2%	15 3%	7 2%	12 2%	2 1%	1 1%	3 1%	2 1%	8 4%	3 2%	3 3%	4 2%	9 3%	8 3%	4 2%	5 2%	14 2%
NET: Not well	359 18%	154 16%	205 20% <sup>a</sup>	33 15%	56 16%	46 15%	71 20%	55 18%	98 21% <sup>f</sup>	82 15%	106 19%	81 20%	89 18%	29 16%	17 21%	48 21%	33 20%	30 16%	33 22%	18 18%	28 14%	47 19%	47 17%	28 16%	49 15%	137 17%
Don't know	53 3%	21 2%	32 3%	11 5% <sup>gi</sup>	9 3%	10 3%	6 2%	8 3%	8 2%	16 3%	17 3%	10 2%	10 2%	5 3%	1 2%	3 1%	* *	6 3% <sup>q</sup>	3 2%	4 4% <sup>q</sup>	7 4% <sup>q</sup>	3 1%	12 4% <sup>q</sup>	6 3% <sup>q</sup>	12 4%	20 2%
Mean	2.97	3.03 <sup>b</sup>	2.92	3.08 <sup>i</sup>	3.02 <sup>i</sup>	3.04 <sup>i</sup>	2.94	2.97	2.87	3.02 <sup>m</sup>	2.96	2.97	2.93	3.03	2.93	2.94	2.94	2.99	2.98	2.97	2.94	2.97	2.99	3.01	3.04	3.02
Standard deviation	0.66	0.66	0.66	0.68	0.63	0.64	0.66	0.65	0.69	0.66	0.68	0.68	0.63	0.64	0.62	0.63	0.62	0.71	0.73	0.69	0.58	0.70	0.68	0.65	0.65	0.66
Standard error	0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.05	0.06	0.04	0.04	0.05	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.02

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 212

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****Summary****Base: All respondents who use the internet**

		Statements								
		The Government is committed to making sure I am treated fairly online	The Government is committed to making sure my data is secure online	The Government is committed to making sure that I am protected from harmful content online	Technology companies are committed to making sure I am treated fairly online	Technology companies are committed to making sure my data is secure	Technology companies are committed to making sure that I am protected from harmful content online	I am doing enough to make sure I am treated fairly online	I am doing enough to make sure that my data is secure online	I am doing enough to make sure that I don't come across harmful content online
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Agree		616 31%	654 33%	621 31%	626 31%	787 40%	675 34%	1008 51%	1005 51%	1255 63%
Agree strongly	(+2)	105 5%	105 5%	94 5%	111 6%	110 6%	114 6%	128 6%	157 8%	219 11%
Agree	(+1)	511 26%	549 28%	527 27%	515 26%	677 34%	561 28%	881 44%	848 43%	1036 52%
Neither agree nor disagree	(0)	664 33%	584 29%	606 30%	690 35%	582 29%	627 32%	613 31%	535 27%	458 23%
Disagree	(-1)	328 16%	371 19%	413 21%	321 16%	308 16%	352 18%	150 8%	251 13%	129 6%
Disagree strongly	(-2)	88 4%	91 5%	90 5%	75 4%	75 4%	85 4%	14 1%	20 1%	12 1%
NET: Disagree		415 21%	462 23%	503 25%	395 20%	383 19%	437 22%	164 8%	271 14%	141 7%
Don't know		294 15%	289 15%	259 13%	278 14%	237 12%	251 13%	204 10%	177 9%	136 7%
Mean		0.13	0.12	0.07	0.16	0.25	0.15	0.54	0.48	0.71
Standard deviation		0.97	0.99	0.98	0.95	0.96	0.98	0.78	0.88	0.79
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 213

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****The Government is committed to making sure I am treated fairly online****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		616	319	297	90	113	103	101	86	123	186	181	102	147	53	25	69	48	58	42	25	56	103	77	59	107	272
		31%	33%	29%	42%ghi	33%	33%	28%	29%	27%	35%l	33%l	25%	30%	30%	31%	30%	29%	32%	28%	26%	29%	41%pqstuw	28%	33%	33%	33%
Agree strongly	(+2)	105	57	48	25	15	17	20	13	14	32	28	20	24	13	4	8	8	12	5	2	8	16	13	16	22	53
		5%	6%	5%	12%efghi	4%	5%	6%	5%	3%	6%	5%	5%	5%	7%	4%	3%	5%	6%	3%	2%	4%	7%	5%	9%pt	7%	6%
Agree	(+1)	511	262	249	65	98	86	81	73	109	153	153	82	123	40	22	61	40	46	37	23	48	87	64	42	85	220
		26%	27%	24%	30%	28%	27%	22%	25%	24%	28%l	28%l	20%	25%	22%	26%	26%	24%	25%	25%	24%	25%	35%nqx	23%	24%	26%	27%
Neither agree nor disagree	(0)	664	342	322	68	98	89	133	103	173	166	184	165	149	55	26	72	52	62	53	27	75	87	91	63	102	260
		33%	35%	32%	31%	28%	28%	37%ef	35%	38%ef	31%	33%	40%jm	30%	31%	32%	31%	31%	34%	36%	27%	39%	35%	33%	35%	32%	32%
Disagree	(-1)	328	151	177	29	76	50	53	44	77	89	99	63	76	28	17	41	34	33	23	23	28	35	46	21	54	135
		16%	16%	17%	13%	22%dgh	16%	15%	15%	17%	17%	18%	15%	16%	16%	21%	18%	21%ix	18%	15%	23%ix	14%	14%	16%	12%	17%	16%
Disagree strongly	(-2)	88	47	41	7	15	14	19	15	17	29	19	18	23	13	2	11	7	4	7	6	6	7	12	12	10	45
		4%	5%	4%	3%	4%	5%	5%	5%	4%	5%	3%	4%	5%	7%	2%	5%	4%	2%	4%	6%	3%	3%	4%	7%	3%	6%
NET: Disagree		415	198	218	35	91	64	72	59	94	118	118	81	99	41	19	52	42	37	30	29	33	42	58	33	64	180
		21%	20%	21%	16%	26%cd	20%	20%	20%	20%	22%	21%	20%	20%	23%	23%	22%	25%	20%	20%	29%uvx	17%	17%	21%	19%	20%	22%
Don't know		294	109	185	23	42	59	54	48	68	69	71	60	94	29	11	39	25	24	24	18	28	18	53	23	49	109
		15%	11%	18%a	11%	12%	19%cd	15%	16%	15%	13%	13%	15%	19%jkl	16%v	14%	17%v	15%v	13%	16%v	18%v	15%v	7%	19%v	13%	15%	13%
Mean		0.13	0.15	0.10	0.38eghi	0.07	0.16	0.10	0.10	0.07	0.15	0.15	0.07	0.12	0.08	0.12	0.07	0.05	0.18t	0.09	-0.10	0.15t	0.31pqtw	0.09	0.19t	0.20	0.14
Standard deviation		0.97	0.97	0.96	1.00	0.99	1.00	0.97	0.96	0.89	1.01	0.94	0.92	0.98	1.08	0.93	0.96	0.99	0.94	0.92	0.99	0.88	0.91	0.96	1.06	0.97	1.02
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.09	0.10	0.07	0.08	0.08	0.08	0.10	0.07	0.07	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 214

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****The Government is committed to making sure my data is secure online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	654 33%	337 35%	316 31%	96 44%ghi	122 36%i	111 35%i	111 31%	97 33%i	117 26%	188 35%	193 35%	118 29%	154 31%	53 30%	27 33%	72 31%	56 33%	56 31%	45 30%	27 27%	61 32%	107 43% npr stuw	82 29%	68 38%	125 39%	285 35%	
Agree strongly	(+2)	105 5%	52 5%	52 5%	20 9%i	16 5%	18 6%	24 7%i	15 5%	13 3%	32 6%	29 5%	17 4%	28 6%	11 6%	4 4%	7 3%	9 6%	11 6%	7 5%	3 3%	8 4%	20 8%	12 4%	13 7%	19 6%	52 6%
Agree	(+1)	549 28%	285 29%	264 26%	76 35%gi	107 31%i	93 30%i	87 24%	82 28%	105 23%	156 29%	165 30%	102 25%	126 26%	43 24%	23 28%	64 28%	46 28%	45 25%	38 25%	24 24%	53 28%	87 35%w	69 25%	55 31%	106 33%	233 28%
Neither agree nor disagree	(0)	584 29%	289 30%	295 29%	61 28%	86 25%	81 26%	113 31%	92 31%	151 33%ef	158 29%	159 29%	136 33%	131 27%	54 30%v	24 29%	79 34%v	48 29%	56 31%v	41 27%	26 26%	66 34%v	50 20%	88 32%v	53 30%v	78 24%	241 29%
Disagree	(-1)	371 19%	195 20%	177 17%	30 14%	75 22%	51 16%	66 18%	52 18%	98 21% d	103 19%	103 19%	70 17%	95 19%	29 16%	18 22%	45 19%	30 18%	34 19%	30 20%	20 20%	28 15%	60 24%u	47 17%	31 17%	65 20%	135 16%
Disagree strongly	(-2)	91 5%	52 5%	39 4%	2 1%	14 4%	17 5% d	21 6% d	15 5% d	21 5% d	30 6%	28 5%	16 4%	17 3%	17 10%opr	2 2%	9 4%	6 4%	4 2%	6 4%	7 7%	9 4%	9 3%	15 5%	8 4%	7 2%	50 6%A
NET: Disagree		462 23%	247 25%b	215 21%	32 15%	89 26% d	68 22%	87 24% d	67 23% d	119 26% d	133 25%	131 24%	86 21%	112 23%	46 26%	19 23%	54 23%	36 22%	38 21%	36 24%	27 27%	37 19%	68 27%	62 22%	39 22%	73 23%	185 23%
Don't know		289 15%	95 10%	195 19%a	27 13%	46 13%	55 18%	49 14%	41 14%	71 15%	59 11%	70 13%	68 17% j	92 19% jk	25 14%	12 15%	28 12%	27 16%	31 17%	28 19% vx	20 20% vx	29 15%	25 10%	47 17%	18 10%	47 14%	111 13%
Mean		0.12	0.10	0.14	0.43ef ghi	0.12	0.17i	0.09	0.11	-0.03	0.12	0.13	0.10	0.13	0.01	0.14	0.08	0.16	0.16	0.09	-0.03	0.14	0.22	0.08	0.21	0.23	0.14
Standard deviation		0.99	1.01	0.98	0.91	1.00	1.03	1.03	0.99	0.94	1.02	1.00	0.94	1.00	1.10	0.94	0.92	0.99	0.96	0.99	1.03	0.94	1.06	0.98	1.01	0.98	1.04
Standard error		0.02	0.04	0.03	0.07	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.09	0.10	0.06	0.08	0.08	0.09	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 215

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****The Government is committed to making sure that I am protected from harmful content online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	621 31%	316 33%	305 30%	106 49%efg hi	117 34%i	107 34%i	108 30%i	79 27%	104 23%	192 36%lm	182 33%l	103 25%	144 29%	57 32%	25 31%	66 29%	48 29%	56 31%	44 29%	25 25%	59 30%	102 41%pq w	80 29%	59 33%	118 37%	274 33%	
Agree strongly	(+2)	94 5%	56 6%b	37 4%	14 7%	20 6%	15 5%	18 5%	11 4%	16 3%	35 7%	24 4%	16 4%	18 4%	11 6%	2 3%	6 3%	7 4%	8 4%	8 5%	2 2%	8 4%	22 9%ptw	10 4%	9 5%	20 6%	46 6%
Agree	(+1)	527 27%	260 27%	268 26%	92 42%efg hi	96 28%i	92 29%i	90 25%	68 23%	89 19%	157 29%l	157 28%l	87 21%	126 26%	46 26%	23 28%	60 26%	41 25%	49 27%	36 24%	23 23%	51 26%	80 32%	70 25%	50 28%	98 30%	228 28%
Neither agree nor disagree	(0)	606 30%	307 32%	299 29%	59 27%	103 30%	76 24%	116 32%f	100 34%f	153 33%f	144 27%	171 31%	156 38%jm	135 28%	47 26%	26 32%	76 33%	56 34%	53 29%	48 32%	25 25%	63 33%	71 28%	95 34%	46 26%	90 28%	238 29%
Disagree	(-1)	413 21%	209 22%	204 20%	27 12%	67 19%	66 21% d	77 21% d	60 20% d	117 26% d	115 21%	113 20%	71 17%	114 23%	41 23%	17 20%	48 21%	31 18%	39 22%	26 18%	27 27%	38 20%	52 21%	58 21%	37 21%	54 17%	164 20%
Disagree strongly	(-2)	90 5%	47 5%	42 4%	5 2%	17 5%	15 5%	16 4%	15 5%	23 5%	34 6%k	18 3%	17 4%	21 4%	11 6%	2 2%	9 4%	8 5%	9 5%	8 5%	4 4%	13 7%	8 3%	8 3%	11 6%	13 4%	45 5%
NET: Disagree	503 25%	256 26%	247 24%	32 15%	83 24% d	81 26% d	93 26% d	75 25% d	140 30% d	149 28%	131 24%	88 22%	135 28%	51 29%	18 22%	57 25%	38 23%	48 27%	34 23%	31 31%	51 27%	60 24%	66 24%	48 27%	67 21%	209 25%	
Don't know	259 13%	88 9%	170 17% a	19 9%	41 12%	52 16% d	43 12%	42 14%	61 13%	52 10%	70 13%	60 15% j	76 15% j	24 13%	12 15%	32 14% v	25 15% v	24 13%	23 16% v	19 19% v	20 11%	17 7%	39 14% v	25 14% v	48 15%	101 12%	
Mean	0.07	0.08	0.06	0.42ef ghi	0.12i	0.10i	0.06i	*	-0.11	0.09	0.12	0.04	0.02	0.04	0.11	0.03	0.07	0.04	0.08	-0.10	0.01	0.24t	0.07	0.06	0.21	0.09	
Standard deviation	0.98	1.00	0.96	0.91	1.01	1.02	0.98	0.95	0.95	1.06	0.95	0.91	0.98	1.06	0.89	0.92	0.96	1.00	1.00	0.96	1.01	1.01	0.91	1.04	1.00	1.02	
Standard error	0.02	0.04	0.03	0.07	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.09	0.10	0.06	0.07	0.08	0.09	0.09	0.07	0.08	0.06	0.08	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 216

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****Technology companies are committed to making sure I am treated fairly online****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	626 31%	322 33%	304 30%	82 38%hi	131 38%hi	107 34%i	108 30%	84 28%	114 25%	168 31%	159 29%	129 32%	170 35%	55 31%	22 27%	70 30%	46 27%	61 34%	53 35%	33 33%	58 30%	82 33%	83 30%	63 35%	100 31%	290 35%	
Agree strongly	(+2) 111 6%	64 7%	46 5%	14 6%	31 9%hi	21 7%i	20 6%	11 4%	15 3%	30 6%	21 4%	28 7%	32 7%	14 8%u	2 3%	9 4%	12 7%	11 6%	4 3%	5 5%	5 2%	17 7%	15 5%	17 9%psu	28 9%	51 6%	
Agree	(+1) 515 26%	258 27%	257 25%	68 32%i	100 29%i	85 27%	88 25%	73 25%	99 22%	138 26%	138 25%	101 25%	138 28%	41 23%	20 24%	61 26%	34 20%	50 28%	48 32%q	28 28%	53 28%	65 26%	68 24%	46 26%	72 22%	239 29%	
Neither agree nor disagree	(0) 690 35%	357 37%	333 33%	67 31%	96 28%	104 33%	134 37%e	111 37%e	178 39%e	184 34%	204 37%	146 36%	156 32%	63 35%	31 38%	85 37%	53 31%	60 33%	50 33%	32 32%	75 39%	88 35%	95 34%	59 33%	107 33%	266 32%	
Disagree	(-1) 321 16%	164 17%	157 15%	30 14%	60 18%	44 14%	51 14%	48 16%	87 19%	103 19%lm	91 16%	61 15%	65 13%	30 17%	17 20%	35 15%	35 21%	26 15%	21 14%	15 15%	28 14%	44 18%	49 17%	23 13%	46 14%	138 17%	
Disagree strongly	(-2) 75 4%	45 5%	30 3%	5 2%	13 4%	10 3%	17 5%	9 3%	21 5%	32 6%lm	22 4%	7 2%	13 3%	7 4%	1 1%	9 4%	8 5%	5 3%	7 5%	5 5%	5 3%	12 5%	9 3%	7 4%	13 4%	36 4%	
NET: Disagree	395 20%	209 22%	187 18%	35 16%	74 21%	54 17%	68 19%	57 19%	108 24%df	136 25%lm	113 20%	69 17%	78 16%	37 21%	17 21%	44 19%	42 25%	31 17%	28 18%	20 20%	33 17%	56 22%	58 21%	30 17%	59 18%	174 21%	
Don't know	278 14%	80 8%	198 19%a	33 15%	43 13%	50 16%	50 14%	44 15%	58 13%	51 9%	78 14%j	64 16%j	85 17%j	23 13%	12 14%	33 14%	27 16%	28 15%	20 13%	15 15%	27 14%	24 10%	44 16%	26 14%	57 18%B	92 11%	
Mean	0.16	0.15	0.16	0.31i	0.25i	0.24i	0.14	0.12	*	0.06	0.10	0.23j	0.27jk	0.16	0.09	0.13	0.05	0.24	0.17	0.16	0.15	0.14	0.13	0.28	0.21	0.18	
Standard deviation	0.95	0.97	0.92	0.92	1.03	0.95	0.95	0.88	0.91	1.00	0.91	0.91	0.94	1.00	0.82	0.91	1.03	0.93	0.93	0.97	0.85	0.99	0.94	1.01	1.01	0.98	
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.09	0.09	0.06	0.08	0.08	0.08	0.09	0.06	0.08	0.06	0.08	0.07	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 217

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****Technology companies are committed to making sure my data is secure****Base: All respondents who use the internet**

		Region																								Employment Sector	
		Gender			Age						Social Grade					Region										Public	Private
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	(A)	(B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	787	408	379	112	151	126	134	109	156	215	235	141	196	68	31	94	62	69	57	39	67	122	108	69	129	350	
	40%	42%b	37%	52% <sup>gh</sup> <sub>i</sub>	44% <sup>hi</sup>	40%	37%	37%	34%	40%	43% <sup>il</sup>	35%	40%	38%	38%	41%	37%	38%	38%	40%	35%	49% <sup>qu</sup>	39%	39%	40%	43%	
Agree strongly	(+2)	110	57	53	18	18	18	19	14	23	29	32	19	30	7	4	7	11	17	10	3	9	17	11	15	8	62
		6%	6%	5%	8%	5%	6%	5%	5%	5%	5%	6%	5%	6%	4%	4%	3%	7%	9% <sup>ptw</sup>	7%	3%	5%	7%	4%	8% <sup>p</sup>	3%	8% <sup>A</sup>
Agree	(+1)	677	351	327	94	132	108	115	94	133	186	204	122	166	61	27	87	51	52	47	37	58	105	98	54	121	287
		34%	36%	32%	44% <sup>ghi</sup>	38% <sup>hi</sup>	34%	32%	32%	29%	35%	37%	30%	34%	34%	33%	38%	31%	29%	31%	37%	30%	42% <sup>qu</sup> <sub>x</sub>	35%	30%	38%	35%
Neither agree nor disagree	(0)	582	284	298	46	85	82	118	99	152	148	164	137	133	52	24	65	53	57	48	28	65	55	79	55	96	231
		29%	29%	29%	21%	25%	26%	33% <sup>de</sup>	34% <sup>de</sup>	33% <sup>def</sup>	27%	30%	34%	27%	29%	29%	28%	32%	32%	28%	34% <sup>v</sup>	22%	28%	31%	27%	28%	
Disagree	(-1)	308	151	157	33	58	50	59	43	66	94	81	57	77	23	14	36	25	28	23	15	33	44	43	26	62	118
		16%	16%	15%	15%	17%	16%	16%	14%	14%	17%	15%	14%	16%	13%	17%	16%	15%	15%	15%	17%	18%	15%	14%	19%	14%	
Disagree strongly	(-2)	75	46	29	4	10	11	13	9	28	28	17	18	12	14	1	8	8	3	4	5	7	11	9	3	6	42
		4%	5% <sup>b</sup>	3%	2%	3%	4%	4%	3%	6% <sup>d</sup>	5% <sup>m</sup>	3%	4%	2%	8% <sup>rx</sup>	2%	4%	5%	2%	3%	5%	4%	5%	3%	2%	2%	5% <sup>A</sup>
NET: Disagree		383	197	186	36	68	61	72	52	94	122	98	74	89	36	15	44	32	31	27	20	39	56	52	29	67	160
		19%	20%	18%	17%	20%	19%	20%	18%	20%	23% <sup>k</sup>	18%	18%	18%	20%	18%	19%	19%	17%	18%	20%	20%	22%	19%	16%	21%	19%
Don't know		237	78	158	22	41	45	36	36	57	53	57	55	72	22	12	27	19	23	18	13	21	17	39	25	40	81
		12%	8%	15% <sup>a</sup>	10%	12%	14%	10%	12%	12%	10%	10%	13%	15% <sup>j</sup>	12%	15% <sup>v</sup>	12%	12%	13%	12%	13%	11%	7%	14% <sup>v</sup>	14% <sup>v</sup>	12%	10%
Mean		0.25	0.25	0.25	0.46 <sup>gh</sup> <sub>i</sub>	0.30	0.27	0.21	0.24	0.14	0.20	0.31	0.19	0.30	0.16	0.26	0.24	0.23	0.32	0.27	0.19	0.18	0.31	0.24	0.33	0.23	0.28
Standard deviation		0.96	0.98	0.94	0.94	0.96	0.98	0.94	0.91	0.99	1.01	0.93	0.94	0.95	1.02	0.90	0.93	0.99	0.96	0.94	0.96	0.94	1.02	0.93	0.94	0.89	1.01
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.09	0.10	0.06	0.07	0.08	0.08	0.09	0.07	0.08	0.06	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 218

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****Technology companies are committed to making sure that I am protected from harmful content online****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	675 34%	338 35%	337 33%	98 45%ghi	142 41%ghi	119 38%ghi	104 29%	87 29%	126 28%	187 35%	201 36%	130 32%	156 32%	55 31%	22 27%	78 34%	53 31%	67 37%	48 32%	30 30%	62 32%	90 36%	102 37%	68 38%	132 41%	296 36%	
Agree strongly	(+2)	114 6%	65 7%	49 5%	18 8%hi	32 9%hi	18 6%	18 5%	10 4%	17 4%	33 6%	22 4%	33 8%k	25 5%	6 3%	3 4%	9 4%	9 5%	14 8%	12 8%	4 4%	9 5%	22 9%	12 4%	13 8%	24 7%	56 7%
Agree	(+1)	561 28%	273 28%	288 28%	80 37%ghi	110 32%gi	100 32%gi	85 24%	76 26%	110 24%	154 29%	179 32%l	97 24%	131 27%	49 28%	20 24%	69 30%	44 26%	53 29%	36 24%	25 25%	53 27%	68 27%	90 32%	54 31%	108 34%	240 29%
Neither agree nor disagree	(0)	627 32%	317 33%	310 30%	54 25%	101 29%	83 26%	134 37%df	112 38%df	143 31%	155 29%	164 30%	153 38%jk	155 32%	63 35%	26 31%	73 32%	48 29%	53 29%	54 36%	31 31%	67 35%	78 31%	79 28%	54 30%	80 25%	261 32%
Disagree	(-1)	352 18%	185 19%	167 16%	38 18%	49 14%	51 16%	66 18%	51 17%	97 21%e	116 22%lm	94 17%	61 15%	81 16%	29 16%	17 21%	42 18%	35 21%	30 17%	23 15%	22 22%	32 17%	50 20%	47 17%	25 14%	54 17%	140 17%
Disagree strongly	(-2)	85 4%	47 5%	38 4%	3 1%	15 4%	17 5%d	17 5%	10 3%	24 5%d	33 6%l	22 4%	11 3%	18 4%	10 6%	2 2%	9 4%	7 4%	7 4%	4 4%	11 5%	10 4%	12 4%	7 4%	14 4%	43 5%	
NET: Disagree	437 22%	232 24%	205 20%	41 19%	64 19%	67 21%	83 23%	61 21%	121 26%e	149 28%klm	116 21%	73 18%	98 20%	38 22%	19 23%	51 22%	42 25%	37 20%	29 20%	27 27%	43 22%	60 24%	59 21%	32 18%	68 21%	183 22%	
Don't know	251 13%	81 8%	170 17%a	23 10%	38 11%	46 15%	39 11%	37 12%	68 15%	46 9%	72 13%j	52 13%	81 16%j	22 13%	15 19%v	30 13%	25 15%	24 13%	18 12%	12 12%	21 11%	21 8%	39 14%	24 13%	43 13%	81 10%	
Mean	0.15	0.14	0.17	0.37gh i	0.31gh i	0.20i	0.07	0.10	*	0.08	0.17	0.22	0.16	0.08	0.08	0.13	0.09	0.24	0.18	0.03	0.10	0.18	0.19	0.27	0.26	0.17	
Standard deviation	0.98	1.00	0.96	0.95	1.02	1.02	0.95	0.89	0.97	1.04	0.95	0.95	0.96	0.95	0.91	0.95	0.99	1.01	0.99	0.98	0.97	1.03	0.97	0.99	1.03	1.01	
Standard error	0.02	0.04	0.03	0.07	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.08	0.08	0.09	0.09	0.07	0.08	0.06	0.08	0.06	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 219

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?**

**I am doing enough to make sure I am treated fairly online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1008	521	488	134	166	177	184	139	209	287	271	191	259	89	32	118	78	105	76	47	92	129	145	97	160	439
		51%	54%b	48%	62%egh	48%	56%hi	51%	47%	46%	53%	49%	47%	53%	50%	39%	51%	47%	58%o	51%	47%	48%	52%	52%	54%o	49%	53%
Agree strongly	(+2)	128	62	66	27	20	26	29	13	13	44	36	20	27	10	5	12	11	16	8	8	11	13	16	19	21	69
		6%	6%	6%	12%ehi	6%	8%i	8%i	4%	3%	8%	7%	5%	6%	6%	7%	5%	6%	9%	5%	8%	6%	5%	6%	10%p	6%	8%
Agree	(+1)	881	459	422	108	145	152	155	126	196	243	234	171	232	79	27	106	68	89	68	39	82	116	129	78	139	371
		44%	47%b	41%	50%	42%	48%	43%	42%	43%	45%	42%	42%	47%	44%	33%	46%o	40%	49%o	46%	39%	42%	46%	46%o	44%	43%	45%
Neither agree nor disagree	(0)	613	289	323	56	111	83	112	93	158	155	174	137	146	59	28	70	54	48	45	27	64	81	87	51	94	251
		31%	30%	32%	26%	32%	26%	31%	32%	35%df	29%	31%	34%	30%	33%	35%	30%	32%	26%	30%	27%	33%	32%	31%	29%	29%	31%
Disagree	(-1)	150	74	76	14	24	23	24	25	41	45	53	28	24	16	10	12	18	9	11	9	10	21	21	12	27	60
		8%	8%	7%	6%	7%	7%	7%	9%	9%	8%km	10%km	7%	5%	9%	13%pru	5%	11%p	5%	7%	9%	5%	8%	8%	7%	8%	7%
Disagree strongly	(-2)	14	4	10	-	3	3	1	2	4	4	2	4	4	2	-	1	-	4	2	1	1	-	1	1	2	4
		1%	*	1%	-	1%	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	-	2%	1%	1%	1%	-	*	*	1%	1%
NET: Disagree		164	78	86	14	27	26	25	28	45	49	55	32	28	18	10	13	18	13	13	11	12	21	22	13	29	64
		8%	8%	8%	6%	8%	8%	7%	9%	10%	9%	10%km	8%	6%	10%	13%p	6%	11%	7%	9%	11%	6%	8%	8%	7%	9%	8%
Don't know		204	80	124	12	41	29	39	37	46	46	54	48	56	13	11	31	17	16	16	25	19	25	18	40	67	
		10%	8%	12%a	6%	12%d	9%	11%	12%d	10%	9%	10%	12%	11%	7%	13%	13%	10%	9%	10%	16%nv	13%	8%	9%	10%	13%	8%
Mean		0.54	0.56	0.51	0.72eh	0.51	0.61i	0.58i	0.47	0.42	0.57	0.50	0.49	0.58	0.47	0.38	0.57	0.47	0.63	0.51	0.50	0.54	0.52	0.55	0.64o	0.53	0.58
					i																						
Standard deviation		0.78	0.76	0.80	0.77	0.78	0.80	0.77	0.77	0.76	0.81	0.79	0.76	0.74	0.81	0.83	0.72	0.80	0.82	0.80	0.88	0.74	0.74	0.75	0.81	0.79	0.79
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.07	0.07	0.09	0.05	0.06	0.05	0.06	0.05	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 220

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****I am doing enough to make sure that my data is secure online****Base: All respondents who use the internet**

	Region																								Employment Sector		
	Gender			Age						Social Grade				Region											Public	Private	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	(A)	(B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1005 51%	508 52%	497 49%	118 55%	192 56%hi	166 53%	182 51%	135 45%	212 46%	265 49%	284 51%	201 49%	255 52%	83 47%	39 47%	114 49%	88 53%	108 59%nu	83 56%	47 47%	88 46%	125 50%	138 49%	92 52%	164 51%	439 53%	
Agree strongly	(+2)	157 8%	83 9%	74 7%	27 12%hi	24 7%	29 9%	32 9%	17 6%	29 6%	38 7%	45 8%	35 9%	40 8%	22 13%uvw	6 8%	17 7%	13 8%	23 13%uvw	14 9%	7 7%	10 5%	9 4%	17 6%	20 11%v	27 8%	77 9%
Agree	(+1)	848 43%	425 44%	423 41%	91 42%	168 49%hi	137 44%	150 42%	118 40%	184 40%	227 42%	239 43%	167 41%	215 44%	61 34%	32 39%	97 42%	75 45%	85 47%n	70 47%n	41 41%	78 41%	116 46%n	121 43%	72 41%	136 42%	362 44%
Neither agree nor disagree	(0)	535 27%	268 28%	267 26%	51 23%	83 24%	75 24%	93 26%	93 31%	140 31%	146 27%	145 26%	111 27%	133 25%	22 26%	68 29%	48 29%	36 20%	32 22%	25 26%	61 31%r	65 26%	81 29%	51 29%	80 25%	210 26%	
Disagree	(-1)	251 13%	126 13%	125 12%	29 13%	43 13%	35 11%	59 16%h	31 11%	54 12%	80 15%em	65 12%	58 14%	48 10%	30 17%	11 13%	28 12%	20 12%	19 10%	23 15%	14 14%	21 11%	35 14%	30 11%	20 12%	45 14%	110 13%
Disagree strongly	(-2)	20 1%	10 1%	10 1%	1 *	1 *	5 2%	3 1%	4 1%	6 1%	7 1%	1 *	6 1%	4 2%	2 2%	1 2%	- *	1 1%	2 2%	2 2%qx	1 1%	4 1%	3 1%	- 1%	1 *	8 1%	
NET: Disagree	271 14%	137 14%	135 13%	29 14%	44 13%	40 13%	62 17%	36 12%	60 13%	86 16%em	72 13%	60 15%	54 11%	34 19%	12 15%	29 12%	20 12%	20 11%	25 17%	16 16%	23 12%	39 16%	32 12%	20 12%	46 14%	118 14%	
Don't know	177 9%	55 6%	122 12%a	18 8%	25 7%	34 11%	22 6%	33 11%g	45 10%	41 8%	52 9%	36 9%	48 10%	16 9%	9 11%	21 9%	10 6%	17 9%	9 6%	11 11%	21 11%	20 8%	29 10%	14 8%	33 10%	55 7%	
Mean	0.48	0.49	0.48	0.58	0.54	0.53	0.44	0.43	0.42	0.43	0.50	0.47	0.53	0.41	0.42	0.48	0.51	0.67nt uv	0.50	0.39	0.43	0.40	0.48	0.56	0.49	0.51	
Standard deviation	0.88	0.88	0.87	0.91	0.83	0.90	0.92	0.84	0.86	0.89	0.88	0.88	0.85	1.02	0.93	0.83	0.82	0.88	0.93	0.93	0.82	0.85	0.83	0.86	0.88	0.89	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.09	0.10	0.06	0.06	0.07	0.08	0.09	0.06	0.07	0.05	0.06	0.06	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 221

**Q.D2 Based on your impressions, how far do you agree or disagree with each of the following?****I am doing enough to make sure that I don't come across harmful content online****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Agree	1255 63%	619 64%	636 62%	153 71%hi	217 63%	214 68%i	222 62%	178 60%	271 59%	345 64%	369 67%i	235 58%	306 63%	107 60%	45 55%	136 59%	105 63%	121 67%	102 68%u	63 63%	108 56%	169 67%u	180 64%	120 67%u	222 69%	518 63%			
Agree strongly	(+2) 219 11%	121 13%	98 10%	27 13%i	42 12%i	37 12%i	45 13%i	36 12%i	32 7%	57 11%	60 11%	43 11%	58 12%	19 11%	6 7%	19 8%	18 11%	29 16%ptu	21 14%	6 6%	14 7%	36 14%t	30 11%	20 12%	41 13%	104 13%			
Agree	(+1) 1036 52%	498 51%	538 53%	125 58%h	176 51%	178 56%	176 49%	142 48%	239 52%	288 53%	309 56%i	192 47%	248 51%	88 49%	39 48%	117 51%	87 52%	92 51%	81 54%	57 57%	93 48%	133 53%	150 54%	99 56%	181 56%	415 50%			
Neither agree nor disagree	(0) 458 23%	239 25%	219 21%	40 18%	78 23%	60 19%	90 25%	72 24%	118 26%f	119 22%	106 19%	112 27%k	120 25%	40 22%	20 25%	56 24%	37 22%	41 23%	33 22%	20 20%	58 30%x	51 20%	68 24%	34 19%	56 17%	189 23%			
Disagree	(-1) 129 6%	65 7%	64 6%	12 5%	20 6%	17 5%	27 7%	18 6%	36 8%	39 7%	40 7%	24 6%	26 5%	18 10%r	7 9%	15 6%	10 6%	5 3%	7 5%	10 10%r	12 6%	15 6%	18 7%	11 6%	20 6%	56 7%			
Disagree strongly	(-2) 12 1%	2 *	9 1%	- -	3 1%	4 1%	1 *	1 1%	3 1%	3 1%	2 *	3 1%	4 1%	2 1%	- -	1 *	2 1%	1 *	1 1%	1 1%	1 1%	- -	1 *	2 1%	1 *	6 1%			
NET: Disagree	141 7%	68 7%	73 7%	12 5%	22 6%	21 7%	27 8%	19 7%	39 9%	42 8%	42 8%	27 7%	29 6%	20 11%r	7 9%	16 7%	12 7%	6 3%	9 6%	11 11%r	13 7%	15 6%	19 7%	12 7%	21 7%	62 8%			
Don't know	136 7%	42 4%	93 9%a	11 5%	26 8%	20 6%	21 6%	27 9%	30 7%	32 6%	37 7%	33 8%	34 7%	11 6%	10 12%sw	23 10%sw	13 8%	12 7%	6 4%	6 7%	14 7%	15 6%	13 5%	12 7%	24 7%	52 6%			
Mean	0.71	0.72	0.70	0.82i	0.74	0.77i	0.71	0.72	0.61	0.71	0.75	0.66	0.73	0.62	0.61	0.67	0.70	0.85no ptu	0.79	0.61	0.60	0.81u	0.71	0.76	0.81	0.72			
Standard deviation	0.79	0.79	0.79	0.73	0.79	0.79	0.80	0.80	0.78	0.79	0.77	0.80	0.79	0.87	0.78	0.76	0.81	0.76	0.79	0.80	0.77	0.77	0.76	0.79	0.76	0.82			
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.06	0.06	0.07	0.07	0.06	0.06	0.05	0.06	0.05	0.03			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**Dot Everyone Survey**  
**ONLINE Fieldwork: 4th-6th December 2017**

Absolutes/col percents

Table 222

**Q.D3 How useful, if at all, would you find each of the following forms of information?****Summary****Base: All respondents who use the internet**

		Information			
		A single place where I can find out what my rights and responsibilities are online	More information about how I can keep myself safe online	More information about what the Government is doing to keep me safe online	More information about what technology companies are doing to keep me safe online
Unweighted base		2002	2002	2002	2002
Weighted base		1989	1989	1989	1989
NET: Useful		1836 92%	1807 91%	1727 87%	1771 89%
Very useful	(4)	1072 54%	919 46%	814 41%	831 42%
Fairly useful	(3)	764 38%	887 45%	914 46%	939 47%
Not very useful	(2)	69 3%	106 5%	141 7%	112 6%
Not at all useful	(1)	14 1%	13 1%	27 1%	20 1%
NET: Not useful		83 4%	119 6%	168 8%	132 7%
Don't know		70 4%	63 3%	94 5%	86 4%
Mean		3.51	3.41	3.33	3.36
Standard deviation		0.60	0.63	0.67	0.64
Standard error		0.01	0.01	0.02	0.01

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 223

**Q.D3 How useful, if at all, would you find each of the following forms of information?****A single place where I can find out what my rights and responsibilities are online****Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Useful	1836	889	947	186	298	284	339	289	440	493	515	362	467	165	76	214	160	170	140	95	178	224	253	161	292	749	
	92%	92%	93%	86%	87%	90%	94%de	98%def	96%def	92%	93%	89%	95%g	93%	93%	92%	96%	94%	94%	95%	93%	90%	91%	90%	90%	91%	
Very useful	(4)	1072	491	581	82	157	168	187	183	295	284	302	213	274	105	40	129	98	100	79	53	93	137	149	89	159	406
	54%	51%	57%a	38%	46%	53%de	52%de	62%deg	64%def	53%	54%	52%	56%	59%	48%	56%	59%	55%	53%	53%	48%	55%	53%	50%	49%	49%	
Fairly useful	(3)	764	398	366	104	141	116	152	106	145	209	213	149	193	61	37	85	62	70	61	42	85	86	104	71	133	343
	38%	41%b	36%	48%fhi	41%i	37%	42%i	36%	32%	39%	38%	37%	39%	34%	45%	37%	37%	39%	41%	42%	44%	35%	37%	40%	41%	42%	
Not very useful	(2)	69	44	25	18	22	11	8	2	8	23	19	17	9	4	1	9	3	2	6	4	5	19	10	6	12	35
	3%	5%b	2%	8%ghi	6%ghi	4%h	2%	1%	2%	4%lm	3%	4%	2%	2%	1%	4%	2%	2%	1%	4%	2%	7%qr	3%	3%	4%	4%	
Not at all useful	(1)	14	8	6	4	5	1	1	1	3	8	4	1	2	2	-	3	-	2	1	-	2	-	2	3	7	2
	1%	1%	1%	2%	1%	*	*	*	1%	1%	1%	*	*	1%	-	1%	-	1%	1%	-	1%	-	1%	2%	2%B	*	
NET: Not useful	83	52	31	21	27	12	9	3	11	31	23	18	11	6	1	12	3	4	7	4	6	19	12	9	19	37	
	4%	5%b	3%	10%fghi	8%ghi	4%h	2%	1%	2%	6%lm	4%	4%	2%	3%	1%	5%	2%	2%	4%	4%	3%	7%q	4%	5%	6%	4%	
Don't know	70	26	43	9	20	19	12	4	7	14	16	28	12	7	5	6	4	7	3	1	8	8	14	8	11	35	
	4%	3%	4%	4%	6%hi	6%hi	3%	1%	2%	3%	3%	7%jkm	3%	4%	6%	3%	2%	4%	2%	1%	4%	3%	5%	5%	4%	4%	
Mean	3.51	3.46	3.56a	3.27	3.39	3.52de	3.51de	3.61de	3.62de	3.47	3.51	3.51	3.55	3.56	3.49	3.51	3.58	3.54	3.49	3.49	3.46	3.49	3.51	3.46	3.43	3.47	
Standard deviation	0.60	0.63	0.58	0.69	0.68	0.59	0.56	0.52	0.56	0.66	0.60	0.59	0.56	0.60	0.53	0.63	0.54	0.58	0.61	0.59	0.60	0.64	0.61	0.65	0.68	0.60	
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.04	0.05	0.04	0.05	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 224

**Q.D3 How useful, if at all, would you find each of the following forms of information?****More information about how I can keep myself safe online****Base: All respondents who use the internet**

		Gender			Age					Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Useful		1807 91%	875 90%	932 91%	182 84%	292 85%	284 90%	323 90%	285 96%defg	441 96%defg	476 88%	505 91%	371 91%	455 93%j	164 92%	76 93%	208 90%	153 92%	173 95%v	137 91%	90 91%	172 89%	218 87%	250 90%	164 92%	289 90%	725 88%
Very useful	(4)	919 46%	416 43%	503 49%a	74 34%	112 33%	140 44%de	161 45%de	154 52%de	279 61%defgh	230 43%	260 47%	190 47%	239 49%	84 47%	34 41%	107 46%	77 46%	91 50%	69 46%	48 48%	79 41%	115 46%	135 48%	80 45%	133 41%	335 41%
Fairly useful	(3)	887 45%	459 47%b	429 42%	109 50%i	180 52%i	144 46%i	162 45%i	132 44%i	162 35%	246 46%	245 44%	181 44%	216 44%	80 45%	43 52%	102 44%	76 46%	81 45%	68 45%	42 42%	93 48%	103 41%	115 41%	84 47%	156 48%	390 47%
Not very useful	(2)	106 5%	67 7%b	39 4%	21 10%hi	26 8%hi	17 5%	22 6%hi	8 3%	12 3%	43 8%lm	30 5%	14 3%	19 4%	5 3%	3 4%	18 8%	8 5%	6 3%	8 5%	6 6%	11 6%	18 7%	13 4%	9 5%	20 6%	54 7%
Not at all useful	(1)	13 1%	6 1%	8 1%	4 2%	5 2%	2 1%	1 *	- *	2 *	8 2%k	1 *	2 1%	2 *	3 2%	- *	* *	- *	1 *	1 1%	3 3%ppqu	- *	4 1%	1 *	1 *	1 *	9 1%
NET: Not useful		119 6%	73 8%b	46 5%	25 12%hi	32 9%hi	19 6%i	22 6%hi	8 3%	13 3%	51 10%klm	31 6%	16 4%	21 4%	9 5%	3 4%	18 8%	8 5%	7 4%	9 6%	9 9%	11 6%	22 9%	13 5%	10 6%	21 7%	64 8%
Don't know		63 3%	20 2%	43 4%a	9 4%i	21 6%hi	12 4%hi	14 4%hi	3 1%	4 1%	11 2%	18 3%	20 5%j	14 3%	5 3%	3 4%	5 2%	6 3%	2 1%	4 3%	1 1%	9 5%r	9 4%	16 6%rt	4 2%	12 4%	33 4%
Mean		3.41	3.36	3.46a	3.22	3.23	3.39de	3.40de	3.50def	3.58defg	3.32	3.42j	3.44j	3.46j	3.42	3.39	3.39	3.43	3.47	3.41	3.37	3.37	3.37	3.46	3.40	3.36	3.33
Standard deviation		0.63	0.64	0.61	0.69	0.67	0.63	0.61	0.55	0.56	0.69	0.61	0.60	0.59	0.65	0.56	0.64	0.59	0.59	0.62	0.72	0.60	0.69	0.60	0.61	0.62	0.66
Standard error		0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.02	0.03	0.03	0.04	0.03	0.05	0.06	0.04	0.04	0.04	0.05	0.06	0.04	0.05	0.04	0.04	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 225

**Q.D3 How useful, if at all, would you find each of the following forms of information?****More information about what the Government is doing to keep me safe online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Useful	1727 87%	842 87%	885 87%	169 78%	274 80%	277 88%de	319 89%de	270 91%de	418 91%de	454 84%	476 86%	360 88%	438 89%j	161 90%	74 90%	197 85%	147 88%	154 85%	129 86%	88 89%	170 88%	205 82%	246 88%	156 88%	278 86%	693 84%	
Very useful	(4) 41%	814 39%	375 43%	439 28%	61 31%	107 39%de	124 39%de	141 47%de	140 52%defg	218 40%	214 39%	164 40%	218 44%	79 44%	28 34%	98 42%	63 38%	82 45%u	60 40%	42 42%	66 34%	104 41%	119 42%	74 42%	115 36%	319 39%	
Fairly useful	(3) 46%	914 48%	467 44%	447 44%	108 50%i	167 48%i	153 49%i	178 49%i	130 44%	177 39%	236 44%	261 47%	196 48%	220 45%	82 46%	46 56%rv	99 43%	84 50%	72 40%	69 46%	47 47%	104 54%prv	101 41%	128 46%	82 46%	163 50%	375 46%
Not very useful	(2) 7%	141 7%	70 7%	71 7%	29 14%fghi	34 10%fh	15 5%	23 6%	13 4%	27 6%	53 10%lm	43 8%	19 5%	26 5%	5 3%	2 3%	22 10%n	12 7%	11 6%	12 8%	9 9%n	14 7%	32 13%nowx	14 5%	10 6%	23 7%	69 8%
Not at all useful	(1) 1%	27 1%	18 2%	9 1%	7 3%gi	7 2%g	6 2%g	1 *	3 1%	3 1%	10 2%	9 2%	1 *	6 1%	2 1%	1 1%	3 1%	2 1%	6 4%lv	2 2%	2 2%	- -	1 *	7 2%u	1 *	5 2%	14 2%
NET: Not useful	168 8%	88 9%	80 8%	36 17%fghi	41 12%ghi	22 7%	23 7%	16 5%	30 6%	63 12%lm	52 9%l	20 5%	33 7%	7 4%	3 3%	25 11%no	14 8%	17 9%	14 9%	10 10%n	14 7%	32 13%no	21 7%	11 6%	28 9%	84 10%	
Don't know	94 5%	38 4%	56 6%	10 5%	29 9%hi	16 5%	18 5%	9 3%	11 2%	20 4%	27 5%	28 7%	19 4%	11 6%	6 7%t	9 4%	6 4%	10 5%	7 4%	1 1%	9 5%	12 5%	12 4%	11 6%	16 5%	44 5%	
Mean	3.33	3.29	3.36a	3.09	3.19	3.32de	3.34de	3.42de	3.46de fg	3.28	3.29	3.37	3.38j	3.42	3.32	3.31	3.29	3.34	3.30	3.30	3.28	3.30	3.34	3.37	3.27	3.28	
Standard deviation	0.67	0.69	0.66	0.76	0.71	0.67	0.61	0.63	0.64	0.72	0.69	0.60	0.66	0.61	0.57	0.71	0.66	0.76	0.69	0.70	0.59	0.71	0.70	0.62	0.67	0.70	
Standard error	0.02	0.02	0.02	0.06	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.06	0.05	0.05	0.06	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 226

**Q.D3 How useful, if at all, would you find each of the following forms of information?**  
**More information about what technology companies are doing to keep me safe online**  
**Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Useful		1771	865	905	175	291	280	319	278	426	477	491	356	447	163	69	206	154	163	132	89	169	218	248	160	282	719	
			89%	89%	81%	85%	89% <sub>d</sub>	89% <sub>d</sub>	94% <sub>defg</sub>	93% <sub>deg</sub>	89%	89%	87%	91%	91%	85%	89%	92%	90%	88%	89%	87%	87%	89%	90%	87%	87%	
Very useful	(4)	831	382	449	66	118	123	138	144	241	220	222	175	214	80	27	100	70	82	61	41	67	105	123	75	112	329	
		42%	39%	44%	31%	34%	39%	38%	49% <sub>defg</sub>	51% <sub>defg</sub>	41%	40%	43%	44%	45%	32%	43%	42%	45%	41%	41%	35%	42%	44%	42%	35%	40%	
Fairly useful	(3)	939	483	456	109	173	157	181	134	185	256	269	181	233	82	43	106	84	82	71	49	101	113	125	85	170	389	
		47%	50% <sub>b</sub>	45%	51% <sub>i</sub>	50% <sub>i</sub>	50% <sub>i</sub>	50% <sub>i</sub>	45%	40%	48%	49%	44%	48%	46%	52%	46%	50%	45%	47%	49%	53%	45%	45%	48%	53%	47%	
Not very useful	(2)	112	58	54	26	20	17	20	11	17	35	32	24	21	5	6	17	7	10	11	6	11	19	10	8	23	52	
		6%	6%	5%	12% <sub>efghi</sub>	6%	6%	6%	4%	4%	6%	6%	6%	4%	3%	7%	7%	4%	6%	8%	6%	6%	8%	4%	4%	7%	6%	
Not at all useful	(1)	20	14	6	3	6	3	2	1	5	9	4	5	2	2	1	3	1	1	1	2	2	3	4	2	3	9	
		1%	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	1%	*	1%	1%	1%	*	*	1%	2%	1%	1%	1%	1%	1%	1%	
NET: Not useful		132	72	61	29	26	20	22	12	22	44	37	29	23	7	7	19	8	11	12	8	13	23	14	10	26	61	
		7%	7%	6%	14% <sub>fghi</sub>	8%	6%	6%	4%	5%	8% <sub>m</sub>	7%	7%	5%	4%	8%	8%	5%	6%	8%	8%	7%	9%	5%	6%	8%	7%	
Don't know		86	31	55	11	27	15	19	5	10	18	26	23	20	8	6	6	5	6	5	2	11	10	17	8	14	41	
		4%	3%	5% <sub>a</sub>	5%	8% <sub>hi</sub>	5%	5% <sub>hi</sub>	2%	2%	3%	5%	6%	4%	5%	7%	3%	3%	3%	4%	2%	6%	4%	6%	5%	4%	5%	
Mean		3.36	3.32	3.40 <sub>a</sub>	3.17	3.27	3.33 <sub>d</sub>	3.34 <sub>d</sub>	3.45 <sub>defg</sub>	3.48 <sub>defg</sub>	3.32	3.34	3.37	3.40	3.42	3.25	3.35	3.38	3.40	3.33	3.32	3.29	3.33	3.40	3.37	3.27	3.33	
Standard deviation		0.64	0.65	0.63	0.70	0.67	0.63	0.61	0.59	0.63	0.67	0.63	0.66	0.60	0.61	0.63	0.67	0.59	0.63	0.65	0.67	0.62	0.68	0.63	0.64	0.64	0.65	
Standard error		0.01	0.02	0.02	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.04	0.03	0.05	0.07	0.04	0.04	0.05	0.06	0.06	0.04	0.05	0.04	0.05	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 227

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****Summary****Base: All respondents who use the internet**

		Statements					
		I believe that the Government can address any concerns I have with the internet and new technologies	I believe the Government understands the potential of new technologies to benefit society and the economy	I believe that technology platforms and social networks can address concerns I have with the internet and new technologies	I believe that consumer groups such as Which? and Money Saving Expert can address concerns I have with the internet and new technologies	Supporting the development of new technologies should be a priority for the Government	Supporting people to develop digital skills should be a priority for the Government
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		664 33%	966 49%	832 42%	1309 66%	1287 65%	1345 68%
Agree strongly	(+2)	140 7%	200 10%	171 9%	354 18%	373 19%	383 19%
Agree	(+1)	523 26%	766 39%	661 33%	955 48%	914 46%	962 48%
Neither agree nor disagree	(0)	598 30%	496 25%	568 29%	379 19%	425 21%	399 20%
Disagree	(-1)	392 20%	258 13%	210 11%	96 5%	115 6%	112 6%
Disagree strongly	(-2)	83 4%	68 3%	67 3%	16 1%	22 1%	23 1%
NET: Disagree		475 24%	326 16%	278 14%	112 6%	138 7%	135 7%
Don't know		252 13%	201 10%	311 16%	189 10%	140 7%	110 6%
Mean		0.14	0.43	0.39	0.85	0.81	0.84
Standard deviation		1.01	0.99	0.97	0.82	0.87	0.86
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 228

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****I believe that the Government can address any concerns I have with the internet and new technologies****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		664	362	302	85	144	118	119	81	118	183	205	119	157	55	19	78	57	78	49	39	58	99	83	48	121	305
		33%	37% <sup>b</sup>	30%	39% <sup>hi</sup>	42% <sup>hi</sup>	37% <sup>hi</sup>	33% <sup>i</sup>	27%	26%	34%	37% <sup>l</sup>	29%	32%	31%	23%	34%	34%	43% <sup>nouwx</sup>	33%	39% <sup>ox</sup>	30%	40% <sup>ox</sup>	30%	27%	38%	37%
Agree strongly	(+2)	140	74	66	14	37	21	35	17	17	35	40	30	35	16	2	9	10	15	18	10	12	19	16	15	30	69
		7%	8%	6%	7%	11% <sup>hi</sup>	7%	10% <sup>i</sup>	6%	4%	7%	7%	7%	7%	9%	2%	4%	6%	8%	12% <sup>opw</sup>	10% <sup>op</sup>	6%	7%	6%	8%	9%	8%
Agree	(+1)	523	287	236	71	107	96	84	64	101	148	165	88	122	39	17	69	48	63	31	29	46	80	67	33	92	236
		26%	30% <sup>b</sup>	23%	33% <sup>ghi</sup>	31% <sup>hi</sup>	31% <sup>hi</sup>	23%	22%	22%	27%	30% <sup>l</sup>	22%	25%	22%	21%	30% <sup>x</sup>	29% <sup>x</sup>	35% <sup>nosuw</sup>	21%	29% <sup>x</sup>	24%	32% <sup>sx</sup>	24%	19%	28%	29%
Neither agree nor disagree	(0)	598	288	309	54	82	84	115	102	160	158	159	137	144	59	34	72	47	42	46	23	64	64	96	51	85	242
		30%	30%	30%	25%	24%	27%	32% <sup>e</sup>	34% <sup>de</sup>	35% <sup>def</sup>	29%	29%	34%	29%	33%	42% <sup>qrtvx</sup>	31%	28%	23%	30%	24%	33% <sup>r</sup>	25%	34% <sup>r</sup>	29%	26%	30%
Disagree	(-1)	392	198	194	50	57	55	70	60	101	116	105	84	87	36	13	42	34	28	31	20	39	51	58	40	72	158
		20%	20%	19%	23%	16%	18%	19%	20%	22%	22%	19%	21%	18%	20%	16%	18%	20%	15%	21%	20%	20%	20%	21%	23%	22%	19%
Disagree strongly	(-2)	83	39	44	5	14	18	14	15	18	30	21	7	25	13	3	10	6	9	3	3	9	6	11	10	10	32
		4%	4%	4%	2%	4%	6%	4%	5%	4%	6% <sup>l</sup>	4%	2%	5% <sup>l</sup>	7%	3%	4%	4%	5%	2%	3%	5%	3%	4%	6%	3%	4%
NET: Disagree		475	237	238	54	70	73	84	74	119	147	126	91	112	49	15	51	40	37	34	23	48	57	69	51	83	190
		24%	25%	23%	25%	20%	23%	23%	25%	26%	27%	23%	22%	23%	27%	19%	22%	24%	20%	23%	23%	25%	23%	25%	28%	26%	23%
Don't know		252	81	172	22	48	40	42	39	61	50	63	61	78	15	14	30	23	24	21	14	22	30	31	28	34	84
		13%	8%	17% <sup>a</sup>	10%	14%	13%	12%	13%	13%	9%	11%	15% <sup>j</sup>	16% <sup>j</sup>	9%	17%	13%	14%	13%	14%	14%	12%	12%	11%	15%	10%	10%
Mean		0.14	0.18	0.10	0.21 <sup>i</sup>	0.32 <sup>hi</sup>	0.18 <sup>i</sup>	0.18 <sup>i</sup>	0.03	-0.01	0.08	0.20	0.14	0.13	0.05	0.04	0.13	0.15	0.30 <sup>x</sup>	0.22	0.26	0.08	0.25	0.07	0.02	0.20	0.21
Standard deviation		1.01	1.01	1.01	0.99	1.06	1.05	1.03	0.99	0.93	1.04	1.00	0.95	1.04	1.08	0.83	0.95	0.99	1.06	1.05	1.06	1.00	1.00	0.97	1.08	1.04	1.02
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.09	0.09	0.07	0.08	0.09	0.09	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 229

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****I believe the Government understands the potential of new technologies to benefit society and the economy****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		966 49%	501 52% <sup>b</sup>	464 45%	106 49%	168 49%	157 50%	174 48%	141 47%	221 48%	270 50%	263 48%	194 48%	238 49%	86 48%	37 46%	108 47%	84 50%	97 54%	71 48%	50 50%	85 44%	122 49%	134 48%	90 51%	157 49%	400 49%
Agree strongly	(+2)	200 10%	113 12% <sup>b</sup>	86 8%	29 13%	29 8%	41 13%	33 9%	26 9%	42 9%	68 13%	49 9%	37 9%	46 9%	11 6%	5 6%	16 7%	18 11%	24 13% <sup>np</sup>	24 16% <sup>np</sup>	11 11%	17 9%	29 12%	29 10%	16 9%	25 8%	97 12%
Agree	(+1)	766 39%	388 40%	378 37%	77 36%	139 40%	116 37%	141 39%	114 39%	179 39%	203 38%	214 39%	157 39%	192 39%	75 42%	32 40%	92 40%	67 40%	73 40%	47 32%	39 39%	68 35%	93 37%	105 38%	74 41%	132 41%	302 37%
Neither agree nor disagree	(0)	496 25%	210 22%	286 28% <sup>a</sup>	60 28%	76 22%	67 21%	84 23%	92 31% <sup>efg</sup>	117 26%	113 21%	137 25%	117 29% <sup>j</sup>	130 26%	37 20%	23 29% <sup>r</sup>	69 30% <sup>rv</sup>	37 22%	31 17%	35 24%	24 24%	61 32% <sup>nrv</sup>	49 20%	81 29% <sup>rv</sup>	49 28% <sup>r</sup>	79 24%	196 24%
Disagree	(-1)	258 13%	146 15% <sup>b</sup>	113 11%	23 11%	51 15%	43 14%	47 13%	28 9%	67 15% <sup>h</sup>	85 16% <sup>lm</sup>	87 16% <sup>lm</sup>	41 10%	45 9%	31 18% <sup>ptx</sup>	7 8%	22 9%	23 14%	25 14%	26 17% <sup>pt</sup>	8 8%	22 11%	49 20% <sup>opt uw</sup>	29 10%	17 10%	43 13%	126 15%
Disagree strongly	(-2)	68 3%	48 5% <sup>b</sup>	20 2%	4 2%	8 2%	13 4%	17 5%	10 3%	16 3%	28 5% <sup>k</sup>	11 2%	12 3%	16 3%	7 4%	1 1%	8 4%	5 3%	6 3%	6 4%	8 8% <sup>ow</sup>	6 3%	7 3%	7 2%	6 4%	6 2%	31 4%
NET: Disagree		326 16%	194 20% <sup>b</sup>	133 13%	27 13%	59 17%	56 18%	64 18%	38 13%	82 18%	113 21% <sup>lm</sup>	98 18% <sup>m</sup>	53 13%	62 13%	39 22% <sup>opw</sup>	8 10%	30 13%	28 17%	31 17%	32 21% <sup>ow</sup>	16 16%	28 14%	56 23% <sup>opw x</sup>	36 13%	23 13%	49 15%	157 19%
Don't know		201 10%	63 6%	138 14% <sup>a</sup>	23 11%	41 12%	35 11%	38 10%	26 9%	38 8%	41 8%	55 10%	44 11%	61 12% <sup>j</sup>	17 10%	13 16%	24 11%	18 11%	22 12%	11 8%	10 10%	19 10%	22 9%	29 10%	15 9%	38 12%	69 8%
Mean		0.43	0.41	0.45	0.54	0.43	0.46	0.39	0.44	0.39	0.39	0.41	0.45	0.48	0.31	0.48	0.41	0.46	0.53	0.42	0.42	0.39	0.38	0.48	0.47	0.45	0.41
Standard deviation		0.99	1.06	0.91	0.95	0.97	1.07	1.03	0.94	0.99	1.10	0.96	0.94	0.95	1.01	0.84	0.92	1.00	1.04	1.11	1.10	0.95	1.06	0.94	0.95	0.93	1.04
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.06	0.05	0.08	0.09	0.06	0.08	0.08	0.10	0.10	0.07	0.08	0.06	0.07	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 230

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****I believe that technology platforms and social networks can address concerns I have with the internet and new technologies****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		832 42%	420 43%	411 40%	113 53%ghi	162 47%hi	156 50%ghi	148 41%h	90 30%	163 35%	244 45%	241 44%	155 38%	192 39%	72 40%	27 32%	90 39%	78 47%ou	77 43%	67 45%u	40 40%	63 33%	124 50%opu x	128 46%ou	66 37%	143 44%	378 46%
Agree strongly	(+2)	171 9%	99 10%b	72 7%	21 10%	45 13%hi	28 9%	29 8%	22 7%	26 6%	50 9%	42 8%	36 9%	42 9%	13 7%	3 3%	13 6%	10 6%	24 13%opqu	13 8%	10 10%	9 5%	37 15%opqu x	26 9%	12 7%	30 9%	78 10%
Agree	(+1)	661 33%	322 33%	339 33%	92 43%ghi	117 34%h	129 41%hi	119 33%h	69 23%	137 30%h	194 36%	199 36%	119 29%	149 30%	59 33%	24 29%	77 33%	67 40%ru	53 29%	54 36%	30 30%	53 28%	87 35%	102 37%	54 31%	113 35%	300 37%
Neither agree nor disagree	(0)	568 29%	281 29%	288 28%	55 25%	95 28%	74 23%	111 31%	101 34%f	133 29%	141 26%	149 27%	133 33%	145 30%	64 36%qv	25 30%	69 30%q	33 20%	47 26%	41 27%	32 32%q	74 39%qrs vw	58 23%	73 26%	51 29%	90 28%	228 28%
Disagree	(-1)	210 11%	116 12%	94 9%	21 10%	31 9%	28 9%	37 10%	36 12%	57 13%	70 13% m	65 12% m	41 10%	34 7%	13 7%	6 7%	21 9%	23 14%	20 11%	21 14%	8 8%	23 12%	25 10%	24 9%	26 15% n	33 10%	90 11%
Disagree strongly	(-2)	67 3%	46 5%b	21 2%	1 1%	8 2%	10 3%	13 4% d	15 5% d	20 4% d	19 4%	18 3%	14 3%	16 3%	9 5%	4 4%	10 4%	9 5%	3 2%	4 2%	2 2%	4 2%	10 4%	8 3%	5 3%	11 3%	31 4%
NET: Disagree		278 14%	163 17% b	115 11%	22 10%	40 11%	38 12%	50 14%	50 17%	77 17%	90 17% m	83 15% m	55 13%	50 10%	22 12%	10 12%	31 13%	32 19% w	23 13%	25 17%	10 10%	27 14%	35 14%	32 12%	31 18%	44 14%	121 15%
Don't know		311 16%	104 11%	208 20% a	25 12%	48 14%	47 15%	51 14%	54 18%	86 19% d	63 12%	81 15%	65 16%	103 21% jk	21 12%	21 26% nqs uv	41 18%	24 15%	34 19%	17 11%	18 18%	29 15%	32 13%	45 16%	30 17%	46 14%	94 11%
Mean		0.39	0.36	0.43	0.58gh i	0.54hi	0.51hi	0.37	0.19	0.25	0.39	0.38	0.36	0.43	0.35	0.26	0.33	0.33	0.51u	0.38	0.45	0.25	0.53ux	0.49u	0.28	0.43	0.42
Standard deviation		0.97	1.02	0.90	0.85	0.97	0.95	0.96	1.00	0.98	1.00	0.96	0.96	0.94	0.95	0.92	0.95	1.03	0.99	0.96	0.92	0.85	1.05	0.94	0.97	0.97	0.98
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.07	0.08	0.08	0.08	0.09	0.06	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 231

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****I believe that consumer groups such as Which? and Money Saving Expert can address concerns I have with the internet and new technologies****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1309 66%	634 66%	675 66%	128 59%	242 70%dh	208 66%	252 70%dh	179 61%	301 66%	359 67%	356 64%	282 69%	313 64%	120 68%	57 70%	159 69%	111 66%	115 64%	97 65%	69 69%	118 61%	173 69%	181 65%	109 61%	224 69%	551 67%	
Agree strongly	(+2)	354 18%	191 20%	163 16%	34 16%	56 16%	64 20%	70 19%	44 15%	86 19%	88 16%	83 15%	81 20%	101 21%k	25 14%	15 18%	28 12%	34 20%p	43 23%p	34 23%p	20 20%	30 16%	37 15%	54 19%p	33 18%	53 16%	160 19%
Agree	(+1)	955 48%	443 46%	512 50%	94 43%	185 54%	144 46%	182 51%	135 46%	215 47%	271 50%lm	273 49%	200 49%	212 43%	95 53%r	42 52%	130 56%rsuwx	78 46%	73 40%	62 42%	49 50%	87 45%	136 54%rsx	126 45%	76 43%	171 53%	390 48%
Neither agree nor disagree	(0)	379 19%	197 20%	182 18%	52 24%e	45 13%	56 18%	62 17%	65 22%e	98 21%e	105 20%	104 19%	79 19%	92 19%	34 19%	9 11%	43 19%	31 18%	33 18%	36 24%ot	12 12%	44 23%ot	38 15%	62 22%ot	37 21%	49 15%	153 19%
Disagree	(-1)	96 5%	66 7%b	30 3%	12 6%	19 6%	18 6%	14 4%	17 6%	16 4%	30 6%	33 6%l	11 3%	22 4%	7 4%	5 6%	10 5%	8 5%	5 4%	6 6%	11 5%	13 5%	12 4%	9 5%	19 6%	45 6%	
Disagree strongly	(-2)	16 1%	10 1%	6 1%	1 1%	6 2%	5 1%	1 *	2 1%	1 *	4 1%	7 1%	- -	5 1%	1 1%	1 1%	3 1%	3 2%	3 2%	- -	1 1%	2 1%	- -	2 1%	1 1%	5 1%	7 1%
NET: Disagree		112 6%	76 8%b	36 4%	13 6%	26 7%	22 7%	14 4%	19 6%	17 4%	35 6%l	40 7%l	11 3%	26 5%	8 5%	6 7%	13 6%	11 7%	11 6%	5 4%	6 6%	12 6%	13 5%	15 5%	9 5%	24 7%	53 6%
Don't know		189 10%	61 6%	128 13%a	23 11%	32 9%	28 9%	32 9%	33 11%	42 9%	39 7%	54 10%	37 9%	58 12%j	15 9%	9 11%	16 7%	15 9%	21 12%	12 8%	12 12%	19 10%	25 10%	22 8%	22 13%	26 8%	64 8%
Mean		0.85	0.82	0.89	0.77	0.85	0.85	0.93dh	0.77	0.88	0.82	0.79	0.95jk	0.89	0.84	0.90	0.79	0.86	0.90	0.91	0.94	0.77	0.88	0.85	0.84	0.84	0.86
Standard deviation		0.82	0.89	0.75	0.84	0.86	0.89	0.76	0.83	0.78	0.82	0.85	0.74	0.86	0.77	0.85	0.78	0.89	0.92	0.82	0.83	0.84	0.75	0.84	0.84	0.85	0.85
Standard error		0.02	0.03	0.02	0.07	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.04	0.06	0.09	0.05	0.07	0.07	0.08	0.06	0.06	0.05	0.06	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 232

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****Supporting the development of new technologies should be a priority for the Government****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1287 65%	727 75%b	560 55%	115 53%	200 58%	193 61%	242 67%de	193 65%de	344 75%def gh	384 71%klm	362 65%l	224 55%	317 65%l	117 66%	49 60%	157 68%	108 65%	117 65%	95 64%	67 67%	115 60%	172 69%	179 64%	109 61%	216 67%	518 63%	
Agree strongly	(+2)	373 19%	222 23%b	151 15%	19 9%	45 13%	54 17%de	72 20%de	58 19%de	125 27%def gh	115 21%k	86 16%	69 17%	102 21%k	31 17%	15 18%	41 18%	25 15%	43 24%u	31 20%	22 22%u	24 13%	61 25%quw	44 16%	37 21%u	59 18%	142 17%
Agree	(+1)	914 46%	505 52%b	409 40%	96 44%	155 45%	139 44%	171 47%	135 46%	219 48%	276 50%l	155 38%	214 44%	86 48%	35 42%	117 50%	83 50%	74 41%	65 43%	45 45%	91 47%	111 44%	135 48%	72 40%	157 49%	376 46%	
Neither agree nor disagree	(0)	425 21%	167 17%	258 25%a	49 23%	83 24%	65 21%	73 20%	73 25%i	82 18%	95 18%	113 20%	119 29%jkm	98 20%	37 21%	22 27%	49 21%	36 22%	37 21%	38 25%	21 21%	46 24%	44 18%	53 19%	43 24%	56 17%	188 23%
Disagree	(-1)	115 6%	37 4%	78 8%a	26 12%ghi	22 7%i	24 8%hi	20 6%i	10 3%	12 3%	27 5%	31 6%	28 7%	28 6%	9 5%	2 3%	11 5%	10 6%	8 5%	9 6%	3 3%	16 8%	16 6%	23 8%	7 4%	22 7%	50 6%
Disagree strongly	(-2)	22 1%	9 1%	13 1%	6 3%gi	4 1%	8 2%gi	1 *	3 1%	1 *	4 1%	7 1%	3 1%	9 2%	1 *	- -	2 1%	2 1%	6 3%	- -	- -	1 1%	2 1%	3 1%	6 3%st	4 1%	10 1%
NET: Disagree		138 7%	46 5%	91 9%a	32 15%eghi	27 8%i	31 10%hi	21 6%	13 4%	13 3%	31 6%	38 7%	31 8%	37 7%	10 5%	2 3%	13 6%	12 7%	14 8%	9 6%	3 3%	17 9%	18 7%	26 9%t	13 7%	26 8%	60 7%
Don't know		140 7%	28 3%	112 11%a	20 9%i	34 10%i	25 8%i	24 7%	18 6%	19 4%	28 5%	40 7%	33 8%	38 8%	14 8%	8 10%	12 5%	11 7%	12 7%	8 5%	9 9%	15 8%	16 6%	22 8%	13 7%	24 7%	55 7%
Mean		0.81	0.95b	0.67	0.49	0.69	0.72d	0.87de	0.84d	1.03de fgh	0.91kl	0.78	0.69	0.83	0.84	0.83	0.77	0.83	0.82	0.95u	0.68	0.91u	0.75	0.77	0.82	0.77	
Standard deviation		0.87	0.81	0.90	0.94	0.86	0.95	0.82	0.83	0.78	0.83	0.84	0.88	0.92	0.80	0.78	0.81	0.83	0.98	0.84	0.77	0.85	0.89	0.89	0.97	0.88	0.87
Standard error		0.02	0.03	0.03	0.07	0.06	0.06	0.04	0.05	0.03	0.03	0.04	0.05	0.04	0.07	0.08	0.05	0.06	0.08	0.07	0.07	0.06	0.07	0.06	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 233

**Q.D4 Based on your impressions, how far do you agree or disagree with each of the following?****Supporting people to develop digital skills should be a priority for the Government****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1345 68%	726 75% <sup>b</sup>	619 61%	127 59%	238 69% <sup>d</sup>	216 69% <sup>d</sup>	233 65%	197 67%	334 73% <sup>dg</sup>	389 72% <sup>km</sup>	367 66%	268 66%	320 65%	127 71%	56 68%	153 66%	122 73%	123 68%	93 62%	65 66%	126 65%	172 69%	193 69%	116 65%	225 70%	548 67%	
Agree strongly	(+2) 383 19%	223 23% <sup>b</sup>	159 16%	30 14%	57 16%	49 16%	73 20%	58 20%	115 25% <sup>def</sup>	124 23% <sup>km</sup>	97 17%	76 19%	86 18%	40 22%	14 17%	41 18%	25 15%	46 25% <sup>quw</sup>	26 17%	19 19%	27 14%	60 24% <sup>u</sup>	46 16%	39 22%	56 17%	157 19%	
Agree	(+1) 962 48%	503 52% <sup>b</sup>	459 45%	96 45%	181 53%	166 53%	160 45%	139 47%	219 48%	266 49%	271 49%	192 47%	234 48%	88 49%	42 51%	112 48%	97 58% <sup>rsv</sup>	77 42%	67 45%	46 46%	99 52%	111 45%	147 53%	76 43%	169 52%	391 48%	
Neither agree nor disagree	(0) 399 20%	177 18%	223 22%	49 23%	52 15%	52 17%	82 23% <sup>e</sup>	75 25% <sup>ef</sup>	89 19%	91 17%	123 22% <sup>j</sup>	79 19%	105 22%	34 19%	14 17%	54 23%	27 16%	32 18%	34 22%	20 20%	44 23%	55 22%	49 17%	37 21%	56 17%	164 20%	
Disagree	(-1) 112 6%	31 3%	81 8% <sup>a</sup>	24 11% <sup>fhi</sup>	21 6%	17 5%	25 7% <sup>i</sup>	10 3%	15 3%	32 6%	23 4%	31 8%	26 5%	5 3%	4 5%	13 6%	7 4%	13 7%	14 9% <sup>nv</sup>	9 9% <sup>nv</sup>	10 5%	8 3%	18 7%	12 7%	20 6%	51 6%	
Disagree strongly	(-2) 23 1%	9 1%	14 1%	6 3% <sup>i</sup>	3 1%	6 2%	3 1%	2 1%	3 1%	6 1%	7 1%	4 1%	7 1%	2 1%	* 1%	- -	4 2% <sup>p</sup>	3 1%	3 2%	- -	1 1%	3 1%	5 2%	2 1%	1 *	17 2%	
NET: Disagree	135 7%	40 4%	95 9% <sup>a</sup>	31 14% <sup>efghi</sup>	24 7%	23 7%	28 8% <sup>i</sup>	12 4%	18 4%	38 7%	30 5%	35 9%	33 7%	7 4%	5 5%	13 6%	11 7%	15 8%	16 11% <sup>nv</sup>	9 9%	11 6%	10 4%	23 8%	14 8%	21 6%	68 8%	
Don't know	110 6%	25 3%	85 8% <sup>a</sup>	10 5%	30 9% <sup>hi</sup>	24 7% <sup>i</sup>	17 5%	12 4%	17 4%	19 4%	33 6%	26 6%	32 7% <sup>j</sup>	10 6%	8 10%	11 5%	8 5%	11 6%	6 4%	5 5%	12 6%	12 5%	15 5%	11 6%	20 6%	41 5%	
Mean	0.84	0.96 <sup>b</sup>	0.71	0.58	0.85 <sup>d</sup>	0.81 <sup>d</sup>	0.80 <sup>d</sup>	0.85 <sup>d</sup>	0.97 <sup>df</sup>	0.91	0.82	0.80	0.80	0.94 <sup>s</sup>	0.88	0.82	0.83	0.89	0.70	0.80	0.77	0.92 <sup>s</sup>	0.79	0.83	0.86	0.79	
Standard deviation	0.86	0.80	0.90	0.98	0.82	0.86	0.88	0.80	0.81	0.87	0.83	0.89	0.86	0.81	0.80	0.80	0.84	0.94	0.94	0.87	0.79	0.85	0.88	0.91	0.80	0.91	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.07	0.08	0.08	0.06	0.06	0.05	0.07	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 234

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****Summary****Base: All respondents who use the internet**

		Statements					
		I know who to go to if I'm unhappy about how my personal information is being used online	I know where to find guidance that will help me understand more about my rights concerning my data online	I am happy for data about me to be shared, if I receive better services and products as a result	I am happy for data about me to be shared, if it makes services and products better for others	I am happy for data about me to be shared, if it helps a company to pay for a service that I receive for free	I am happy for data about me to be shared, if it contributes to research for the public good
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		477 24%	558 28%	597 30%	458 23%	535 27%	707 36%
Agree strongly	(+2)	120 6%	107 5%	103 5%	83 4%	92 5%	108 5%
Agree	(+1)	357 18%	451 23%	494 25%	376 19%	443 22%	599 30%
Neither agree nor disagree	(0)	483 24%	542 27%	539 27%	539 27%	521 26%	525 26%
Disagree	(-1)	664 33%	591 30%	463 23%	561 28%	522 26%	388 19%
Disagree strongly	(-2)	211 11%	154 8%	297 15%	329 17%	305 15%	268 13%
NET: Disagree		874 44%	745 37%	760 38%	891 45%	827 42%	655 33%
Not applicable to me		12 1%	19 1%	10 *	14 1%	20 1%	12 1%
Don't know		142 7%	125 6%	84 4%	88 4%	86 4%	90 5%
Mean		-0.27	-0.13	-0.19	-0.36	-0.27	-0.06
Standard deviation		1.10	1.06	1.15	1.11	1.13	1.15
Standard error		0.03	0.02	0.03	0.03	0.03	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 235

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?**

**I know who to go to if I'm unhappy about how my personal information is being used online**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		477 24%	279 29% <sup>b</sup>	199 19%	74 34% <sup>ghi</sup>	92 27%	81 26%	82 23%	57 19%	92 20%	149 28% <sup>m</sup>	140 25% <sup>m</sup>	100 24%	89 18%	53 30% <sup>ou</sup>	13 16%	50 22%	36 22%	50 27%	43 28% <sup>ou</sup>	26 26%	35 18%	71 28% <sup>ou</sup>	59 21%	42 24%	91 28%	220 27%
Agree strongly	(+2)	120 6%	74 8% <sup>b</sup>	46 5%	21 10% <sup>gi</sup>	31 9% <sup>i</sup>	22 7% <sup>i</sup>	16 5%	14 5%	16 3%	38 7%	33 6%	24 6%	25 5%	17 10% <sup>ou</sup>	2 2%	17 7% <sup>qu</sup>	3 2%	17 10% <sup>ou</sup>	8 6%	6 6%	5 2%	17 7% <sup>q</sup>	15 5%	13 8% <sup>qu</sup>	18 5%	72 9%
Agree	(+1)	357 18%	205 21% <sup>b</sup>	153 15%	53 25% <sup>hi</sup>	61 18%	58 19%	65 18%	43 14%	76 17%	111 21% <sup>m</sup>	107 19% <sup>m</sup>	75 19%	64 13%	36 20%	11 14%	33 14%	33 20%	32 18%	34 23% <sup>p</sup>	20 20%	30 16%	54 22%	45 16%	29 16%	73 23%	148 18%
Neither agree nor disagree	(0)	483 24%	240 25%	243 24%	48 22%	82 24%	82 26%	86 24%	78 26%	107 23%	126 23%	129 23%	102 25%	125 26%	36 20%	30 36% <sup>nrs twx</sup>	61 27%	46 27%	41 23%	32 21%	20 20%	64 33% <sup>nrs twx</sup>	62 25%	57 20%	35 20%	67 21%	197 24%
Disagree	(-1)	664 33%	306 32%	358 35%	64 29%	97 28%	106 34%	131 36%	101 34%	165 36%	185 34%	178 32%	133 33%	168 34%	57 32%	24 29%	76 33%	63 37% <sup>v</sup>	64 35%	54 36%	32 32%	60 31%	66 27%	106 38% <sup>v</sup>	62 35%	102 32%	280 34%
Disagree strongly	(-2)	211 11%	89 9%	122 12%	17 8%	38 11%	26 8%	33 9%	41 14% <sup>f</sup>	55 12%	41 8%	67 12% <sup>j</sup>	35 9%	68 14% <sup>jl</sup>	17 10%	9 11%	21 9%	11 7%	20 11%	14 9%	14 14% <sup>q</sup>	17 9%	32 13%	32 11%	24 14% <sup>q</sup>	32 10%	75 9%
NET: Disagree		874 44%	394 41%	480 47% <sup>a</sup>	81 37%	135 39%	132 42%	163 45%	143 48% <sup>d</sup>	220 48% <sup>de</sup>	226 42%	245 44%	168 41%	236 48%	74 42%	33 40%	97 42%	74 44%	84 46%	68 46%	46 46%	77 40%	98 39%	138 49%	86 49%	134 42%	355 43%
Not applicable to me		12 1%	4 *	9 1%	- -	7 2% <sup>h</sup>	1 *	2 1%	- -	3 1%	3 1%	2 *	5 1%	2 *	- -	- -	2 1%	- -	- -	1 *	- -	3 2% <sup>w</sup>	5 2%	- -	2 1%	- -	10 1%
Don't know		142 7%	50 5%	91 9% <sup>a</sup>	14 6%	28 8%	19 6%	27 7%	18 6%	36 8%	33 6%	37 7%	33 8%	38 8%	15 8%	7 8%	22 9%	12 7%	7 4%	7 4%	8 8%	13 7%	14 6%	26 9%	13 7%	30 9% <sup>B</sup>	39 5%
Mean		-0.27	-0.14 <sup>b</sup>	-0.39	-0.02 <sup>g</sup> hi	-0.16 <sup>h</sup> i	-0.19 <sup>h</sup> i	-0.30	-0.41	-0.40	-0.16 <sup>m</sup>	-0.27	-0.21 <sup>m</sup>	-0.42	-0.13	-0.35	-0.24	-0.30	-0.21	-0.22	-0.31	-0.31	-0.18	-0.38	-0.34	-0.20	-0.18
Standard deviation		1.10	1.12	1.07	1.15	1.18	1.09	1.05	1.08	1.05	1.09	1.12	1.08	1.08	1.19	0.95	1.10	0.95	1.17	1.10	1.16	0.96	1.16	1.09	1.17	1.12	1.14
Standard error		0.03	0.04	0.03	0.09	0.08	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.10	0.10	0.07	0.07	0.09	0.09	0.11	0.07	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 236

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I know where to find guidance that will help me understand more about my rights concerning my data online****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	558 28%	309 32%b	249 24%	88 41%ghi	114 33%hi	104 33%hi	105 29%i	69 23%i	78 17%	182 34%lm	168 30%m	103 25%	106 22%	59 33%o	16 20%	57 25%	44 26%	51 28%	39 26%	27 27%	53 28%	98 39%opq stuw	70 25%	45 25%	120 37%	266 32%
Agree strongly	(+2) 5%	107 7%b	41 4%	21 10%hi	25 7%i	18 6%i	20 5%i	13 4%	10 2%	33 6%	32 6%	17 4%	25 5%	12 7%	7 8%	8 4%	7 4%	10 6%	10 7%	2 2%	6 3%	19 8%	12 4%	14 8%	18 6%	61 7%
Agree	(+1) 23%	451 25%b	208 20%	68 31%hi	88 26%i	86 27%hi	85 24%i	56 19%	68 15%	148 28%lm	136 24%m	86 21%	81 17%	46 26%o	10 12%	49 21%	37 22%	41 22%	29 19%	24 24%o	47 24%o	79 32%ops wx	58 21%	31 18%	102 32%	205 25%
Neither agree nor disagree	(0) 27%	542 28%	275 27%	51 23%	102 30%	83 26%	99 27%	85 29%	122 27%	137 25%	136 25%	133 33%jk	136 28%	34 19%	22 27%	64 28%	45 27%	50 28%	48 32%n	23 23%	64 33%n	66 27%	82 29%n	42 24%	81 25%	217 26%
Disagree	(-1) 30%	591 29%	312 31%	52 24%	88 26%	88 28%	107 30%	93 31%	164 36%def	162 30%	165 30%	112 27%	151 31%	59 33%v	33 40%ruv	69 30%v	59 35%ruv	42 23%	49 33%v	31 31%	48 25%	51 20%	91 33%v	58 33%v	82 26%	252 31%
Disagree strongly	(-2) 8%	154 7%	91 9%	11 5%	11 3%	23 7%	30 8%e	29 10%e	50 11%de	32 6%	45 8%	25 6%	52 11%j	15 9%	3 4%	19 8%	8 5%	17 9%	9 6%	14 14%oqsu	12 6%	22 9%	20 7%	14 8%	17 5%	46 6%
NET: Disagree	745 37%	342 35%	403 39%	63 29%	99 29%	111 35%	137 38%e	122 41%de	213 47%defg	194 36%	211 38%	137 34%	203 41%	74 42%v	36 44%v	88 38%	68 40%v	59 33%	57 38%	45 45%uv	60 31%	73 29%	111 40%v	73 41%v	99 31%	298 36%
Not applicable to me	19 1%	8 1%	11 1%	1 *	8 2%h	5 1%	2 1%	* *	4 1%	3 *	4 1%	10 2%j	3 1%	- -	* 1%	2 1%	- -	4 2%	- -	1 1%	3 2%	5 2%	2 1%	1 1%	4 1%	8 1%
Don't know	125 6%	42 4%	83 8%a	13 6%	22 6%	13 4%	18 5%	19 6%	40 9%f	23 4%	35 6%	25 6%	42 9%j	11 6%	7 9%v	19 8%v	11 6%	17 9%v	5 3%	4 4%	12 6%	7 3%	15 5%	17 10%sv	19 6%	32 4%
Mean	-0.13	-0.03b	-0.22	0.17gh i	0.09g hi	-0.04h i	-0.12i	-0.25i	-0.42	-0.02m	-0.11m	-0.12	-0.28	-0.11	-0.21	-0.20	-0.16	-0.09	-0.12	-0.31	-0.07	0.09p twx	-0.19	-0.18	0.07	-0.02
Standard deviation	1.06	1.07	1.04	1.10	1.01	1.07	1.07	1.05	0.98	1.06	1.09	0.99	1.07	1.14	1.03	1.03	0.99	1.09	1.02	1.09	0.97	1.11	1.01	1.11	1.04	1.07



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 236

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I know where to find guidance that will help me understand more about my rights concerning my data online****Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.09	0.11	0.07	0.07	0.09	0.09	0.10	0.07	0.08	0.06	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 237

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I am happy for data about me to be shared, if I receive better services and products as a result****Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		597 30%	343 35%b	255 25%	81 37%ghi	134 39%ghi	96 31%	101 28%	73 25%	113 25%	173 32% <sub>m</sub>	179 32% <sub>m</sub>	121 30%	125 25%	62 35% <sub>ox</sub>	17 20%	72 31%	44 26%	54 30%	47 31%	30 30%	49 25%	100 40% <sub>oquwx</sub>	81 29%	42 24%	105 33%	269 33%	
Agree strongly	(+2)	103 5%	63 6%b	40 4%	21 10%hi	23 7% <sub>i</sub>	16 5% <sub>i</sub>	23 7% <sub>i</sub>	11 4%	9 2%	34 6%	24 4%	15 4%	30 6%	11 6% <sub>q</sub>	2 3%	15 6% <sub>q</sub>	2 1%	14 8% <sub>qu</sub>	8 6% <sub>q</sub>	2 2%	4 2%	21 8% <sub>qtu</sub>	11 4%	11 6% <sub>q</sub>	18 6%	52 6%	
Agree	(+1)	494 25%	280 29%b	215 21%	60 28%	111 32%ghi	80 26%	77 21%	62 21%	104 23%	139 26% <sub>m</sub>	155 28% <sub>m</sub>	106 26%	95 19%	50 28% <sub>x</sub>	15 18%	58 25%	42 25%	40 22%	38 26%	28 28% <sub>x</sub>	44 23%	79 32% <sub>ox</sub>	70 25%	31 17%	87 27%	217 26%	
Neither agree nor disagree	(0)	539 27%	265 27%	274 27%	62 29%	82 24%	83 26%	102 28%	81 27%	129 28%	150 28%	153 28%	111 27%	124 25%	47 26%	33 40% <sub>npqrvw</sub>	50 22%	43 26%	48 27%	44 29%	26 26%	75 39% <sub>npqrtyw</sub>	54 22%	68 24%	51 29%	80 25%	228 28%	
Disagree	(-1)	463 23%	201 21%	262 26% <sub>a</sub>	38 17%	63 18%	69 22%	98 27% <sub>de</sub>	74 25%	121 26% <sub>de</sub>	115 21%	121 22%	96 24%	130 27%	36 20%	19 23%	63 27% <sub>v</sub>	46 28% <sub>v</sub>	39 25%	37 25%	22 22%	40 21%	44 18%	74 27%	41 23%	84 26%	170 21%	
Disagree strongly	(-2)	297 15%	134 14%	164 16%	19 9%	42 12%	51 16% <sub>d</sub>	45 13%	55 19% <sub>d</sub>	85 19% <sub>deg</sub>	74 14%	76 14%	59 15%	88 18%	27 15%	12 14%	29 13%	26 16%	28 16%	16 11%	15 16%	20 11%	45 18%	44 16%	34 19% <sub>u</sub>	39 12%	112 14%	
NET: Disagree		760 38%	335 35%	425 42% <sub>a</sub>	57 26%	105 31%	119 38% <sub>d</sub>	144 40% <sub>de</sub>	128 43% <sub>de</sub>	207 45% <sub>de</sub>	189 35%	197 36%	156 38%	218 44% <sub>ijk</sub>	63 35%	31 37%	92 40%	72 43% <sub>u</sub>	67 37%	54 36%	38 38%	61 31%	90 36%	118 42% <sub>u</sub>	75 42%	122 38%	282 34%	
Not applicable to me		10 *	3 *	7 1%	2 1%	2 1%	1 *	2 *	- -	3 1%	2 *	3 1%	1 *	3 1%	1 *	- -	3 1%	- -	2 1%	- -	1 1%	1 1%	- -	1 *	2 1%	3 1%	2 *	
Don't know		84 4%	23 2%	60 6% <sub>a</sub>	15 7% <sub>i</sub>	20 6% <sub>i</sub>	16 5% <sub>i</sub>	12 3%	14 5% <sub>i</sub>	7 1%	24 4%	21 4%	18 5%	20 4%	6 3%	2 2%	14 6%	8 5%	10 6%	6 4%	5 5%	7 4%	6 2%	11 4%	9 5%	12 4%	39 5%	
Mean		-0.19	-0.07 <sub>b</sub>	-0.31	0.13 <sub>fghi</sub>	0.03 <sub>fghi</sub>	-0.20 <sub>i</sub>	-0.19 <sub>i</sub>	-0.35	-0.38	-0.11 <sub>m</sub>	-0.13 <sub>m</sub>	-0.20	-0.32	-0.10	-0.29	-0.16	-0.33	-0.16	-0.10	-0.23	-0.15	-0.05	-0.26	-0.33	-0.12	-0.09	
Standard deviation		1.15	1.16	1.12	1.13	1.16	1.16	1.13	1.14	1.10	1.15	1.12	1.12	1.18	1.18	1.02	1.17	1.07	1.21	1.10	1.11	0.99	1.26	1.14	1.19	1.13	1.15	
Standard error		0.03	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.06	0.10	0.11	0.08	0.08	0.09	0.09	0.10	0.07	0.10	0.07	0.09	0.07	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 238

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I am happy for data about me to be shared, if it makes services and products better for others****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		458	267	191	65	89	77	81	59	87	135	136	78	108	50	17	54	34	47	40	23	40	72	53	28	73	212
		23%	28% <sup>b</sup>	19%	30% <sup>hi</sup>	26% <sup>i</sup>	24%	23%	20%	19%	25%	25%	19%	22%	28% <sup>x</sup>	20%	23%	20%	26% <sup>x</sup>	27% <sup>x</sup>	23%	21%	29% <sup>wx</sup>	19%	16%	23%	26%
Agree strongly	(+2)	83	55	28	18	18	15	20	4	8	28	19	11	24	16	4	10	5	10	5	2	2	17	7	5	24	33
		4%	6% <sup>b</sup>	3%	8% <sup>hi</sup>	5% <sup>hi</sup>	5% <sup>hi</sup>	6% <sup>hi</sup>	2%	2%	5%	4%	3%	5%	9% <sup>qtuw</sup> x	4%	4%	3%	6% <sup>u</sup>	3%	2%	1%	7% <sup>uw</sup>	2%	3%	7%	4%
Agree	(+1)	376	212	163	47	72	62	61	55	79	107	116	67	85	34	13	44	29	37	35	21	37	55	47	23	49	179
		19%	22% <sup>b</sup>	16%	22%	21%	20%	17%	18%	17%	20%	21%	17%	17%	19%	16%	19%	17%	21%	24% <sup>x</sup>	21%	19%	22% <sup>x</sup>	17%	13%	15%	22% <sup>A</sup>
Neither agree nor disagree	(0)	539	262	277	51	87	85	96	88	131	154	161	106	118	49	21	60	49	47	36	24	63	58	75	57	90	210
		27%	27%	27%	24%	25%	27%	27%	30%	29%	29%	29%	26%	24%	27%	25%	26%	29%	26%	24%	24%	33%	23%	27%	32%	28%	26%
Disagree	(-1)	561	259	302	65	88	84	111	80	133	130	152	125	154	41	25	62	48	40	48	32	64	61	93	47	91	227
		28%	27%	30%	30%	26%	27%	31%	27%	29%	24%	28%	31%	31% <sup>j</sup>	23%	30%	27%	28%	22%	32%	32%	33% <sup>r</sup>	24%	33% <sup>nr</sup>	26%	28%	28%
Disagree strongly	(-2)	329	146	183	22	47	56	55	55	95	88	79	72	91	33	16	38	31	31	21	14	21	45	37	48	124	
		17%	15%	18%	10%	14%	18% <sup>d</sup>	15%	19% <sup>d</sup>	21% <sup>de</sup>	16%	14%	18%	19%	19%	19%	17%	18%	17%	14%	14%	11%	18%	15%	21% <sup>u</sup>	15%	15%
NET: Disagree		891	405	486	87	135	140	165	135	228	218	232	196	244	75	40	100	78	71	68	46	85	106	137	84	139	350
		45%	42%	48% <sup>a</sup>	40%	39%	44%	46%	46%	50% <sup>de</sup>	41%	42%	48% <sup>j</sup>	50% <sup>gjk</sup>	42%	49%	43%	47%	39%	46%	47%	44%	42%	49%	47%	43%	43%
Not applicable to me		14	5	9	2	7	*	2	1	2	3	4	5	2	-	-	2	1	5	*	-	-	4	-	2	3	8
		1%	1%	1%	1%	2%	*	*	*	*	*	1%	1%	2%	-	-	1%	1%	3% <sup>uw</sup>	*	-	-	1%	-	1%	1%	1%
Don't know		88	29	59	11	25	12	15	13	10	27	21	22	17	5	4	15	6	11	4	7	5	10	14	6	18	41
		4%	3%	6% <sup>a</sup>	5%	7% <sup>i</sup>	4%	4%	5%	2%	5%	4%	5%	4%	3%	5%	6%	3%	6%	3%	7%	3%	4%	5%	3%	5%	5%
Mean		-0.36	-0.25 <sup>b</sup>	-0.47	-0.13 <sup>h</sup>	-0.24 <sup>h</sup>	-0.34	-0.35 <sup>i</sup>	-0.45	-0.51	-0.28 <sup>l</sup>	-0.29 <sup>i</sup>	-0.47	-0.43	-0.24 <sup>x</sup>	-0.46	-0.35	-0.43	-0.27	-0.30	-0.39	-0.34	-0.26	-0.45	-0.52	-0.30	-0.30
Standard deviation		1.11	1.14	1.07	1.15	1.13	1.14	1.12	1.06	1.07	1.14	1.08	1.08	1.14	1.24	1.13	1.13	1.09	1.18	1.09	1.06	0.96	1.21	1.04	1.07	1.15	1.12
Standard error		0.03	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.10	0.12	0.07	0.08	0.09	0.09	0.10	0.07	0.09	0.06	0.08	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 239

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I am happy for data about me to be shared, if it helps a company to pay for a service that I receive for free****Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	535 27%	301 31%b	233 23%	86 40% fghi	103 30%hi	93 29%hi	102 28%hi	60 20%	91 20%	144 27%	145 26%	116 28%	130 27%	52 29%	17 21%	68 29%	45 27%	51 28%	40 27%	26 26%	42 22%	69 28%	75 27%	51 28%	85 26%	256 31%	
Agree strongly	(+2)	92 5%	51 5%	40 4%	25 11% ghi	22 6%hi	20 6%hi	16 5%hi	4 1%	5 1%	34 6%k	17 3%	14 4%	27 5%	12 7%u	2 2%	11 5%	5 3%	7 4%	6 4%	3 3%	4 2%	19 8%u	13 5%	10 5%	19 6%	52 6%
Agree	(+1)	443 22%	250 26%b	193 19%	61 28%hi	81 23%	73 23%	86 24%	56 19%	86 19%	110 20%	128 23%	101 25%	103 21%	40 22%	16 19%	57 25%	40 24%	43 24%	34 23%	23 23%	38 20%	50 20%	61 22%	41 23%	67 21%	205 25%
Neither agree nor disagree	(0)	521 26%	269 28%	253 25%	51 24%	78 23%	70 22%	105 29%	92 31%ef	125 27%	155 29%	160 29%	91 22%	115 24%	47 26%	28 34%pw	50 22%	38 23%	48 26%	46 31%	22 22%	62 32%pw	69 28%	63 22%	47 23%	81 25%	204 25%
Disagree	(-1)	522 26%	241 25%	282 28%	45 21%	99 29%	92 29%	87 24%	68 23%	131 29%	125 23%	145 26%	126 31%j	126 26%	43 24%	19 24%	58 25%	44 26%	53 29%	41 28%	27 28%	55 28%	61 24%	78 28%	43 24%	101 31%B	199 24%
Disagree strongly	(-2)	305 15%	134 14%	171 17%	17 8%	37 11%	46 15% d	51 14%	57 19% de	97 21% defg	86 16%	71 13%	53 13%	95 19% kl	28 16%	13 16%	38 16%	33 20% su	24 13%	16 11%	16 16%	22 11%	41 16%	45 16%	28 16%	37 11%	116 14%
NET: Disagree	827 42%	375 39%	452 44%a	62 29%	136 40% d	138 44% d	138 38% d	124 42% d	228 50% deg h	211 39%	215 39%	180 44%	221 45%	71 40%	33 40%	96 41%	77 46%	76 42%	58 39%	44 44%	77 40%	102 41%	123 44%	71 40%	137 43%	315 38%	
Not applicable to me	20 1%	5 *	15 1%	3 1%	7 2%	1 *	3 1%	3 1%	3 1%	5 1%	3 1%	8 2%	4 1%	2 1%	- -	2 1%	1 1%	- -	- -	1 1%	5 3%	4 1%	4 1%	2 1%	1 *	15 2%	
Don't know	86 4%	18 2%	68 7%a	14 7% i	20 6% i	13 4%	12 3%	17 6% i	11 2%	23 4%	30 5%	13 3%	20 4%	7 4%	4 5%	16 7%	5 3%	6 4%	6 4%	7 7% v	7 4%	6 2%	15 5%	7 4%	17 5%	31 4%	
Mean	-0.27	-0.17b	-0.37	0.16e fghi	-0.16h i	-0.24i	-0.20h i	-0.42	-0.52	-0.23	-0.24	-0.27	-0.34	-0.20	-0.35	-0.26	-0.37	-0.24	-0.20	-0.34	-0.29	-0.23	-0.31	-0.23	-0.23	-0.16	
Standard deviation	1.13	1.13	1.13	1.16	1.14	1.17	1.11	1.07	1.07	1.16	1.07	1.11	1.19	1.18	1.05	1.17	1.16	1.10	1.06	1.14	1.00	1.19	1.16	1.16	1.11	1.17	

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 239

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?****I am happy for data about me to be shared, if it helps a company to pay for a service that I receive for free****Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.03	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.06	0.10	0.11	0.08	0.09	0.09	0.09	0.11	0.07	0.09	0.07	0.09	0.07	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 240

**Q.D6 Based on your impressions, how far do you agree or disagree with each of the following?**

**I am happy for data about me to be shared, if it contributes to research for the public good**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		707 36%	403 42%b	304 30%	103 48% fghi i	149 43% fghi i	102 33%	106 29%	86 29%	161 35%	229 43% lm	212 38% m	126 31%	140 29%	72 40% o	19 23%	76 33%	54 32%	72 40% o	59 39% o	36 36%	59 30%	108 43% opq uw	87 31%	65 37% o	98 30%	322 39% A
Agree strongly	(+2)	108 5%	63 6%	45 4%	27 13% fghi	27 8% i	16 5% i	17 5%	11 4%	10 2%	46 9% klm	25 5%	11 3%	25 5%	12 7% u	3 3%	17 7% u	8 5%	7 4%	4 3%	5 5%	3 2%	27 11% rsuw	13 5%	9 5%	25 8%	62 7%
Agree	(+1)	599 30%	340 35% b	259 25%	76 35% gh	122 35% gh	86 27%	89 25%	75 25%	151 33% gh	183 34% m	187 34% m	114 28%	115 23%	60 33% o	17 20%	59 26%	45 27%	65 36% op	55 37% op	31 31%	55 29%	81 33%	74 27%	56 32%	73 23%	261 32% A
Neither agree nor disagree	(0)	525 26%	269 28%	255 25%	53 25%	77 22%	80 25%	115 32% ei	84 28%	115 25%	128 24%	142 26%	111 27%	143 29%	40 23%	28 34% r	61 26%	44 26%	37 20%	39 26%	27 27%	63 33% r	73 29%	69 25%	44 25%	99 31%	208 25%
Disagree	(-1)	388 19%	160 17%	227 22% a	30 14%	55 16%	65 21%	76 21%	66 22% d	95 21%	84 16%	106 19%	91 22% j	106 22% j	34 19% v	17 21% v	47 20% v	38 23% v	36 20% v	35 23% v	20 20% v	46 24% v	23 9%	59 21% v	33 18% v	71 22%	144 18%
Disagree strongly	(-2)	268 13%	109 11%	158 15% a	14 7%	39 11%	54 17% d	46 13%	45 15% d	69 15% d	69 13%	68 12%	50 12%	82 17%	23 13%	14 17% s	35 15% s	27 16% su	25 14%	11 7%	14 14%	17 9%	32 13%	42 15% s	29 16% su	37 11%	105 13%
NET: Disagree		655 33%	269 28%	386 38% a	45 21%	94 27%	119 38% de	122 34% d	111 38% de	164 36% de	153 28%	174 31%	141 35%	188 38% jk	57 32%	31 38% v	82 36% v	65 39% v	61 34% v	45 30%	33 33% v	63 33% v	54 22%	101 36% v	62 35% v	108 33%	249 30%
Not applicable to me		12 1%	1 *	11 1% a	4 2% h	4 1%	1 *	2 1%	-	1 *	1 *	5 1%	7 2% jm	1 *	-	-	-	1 1%	-	-	1 1%	2 1%	5 2%	3 1%	2 1%	3 1%	7 1%
Don't know		90 5%	25 3%	65 6% a	10 5%	20 6%	12 4%	15 4%	15 5%	17 4%	27 5%	21 4%	23 6%	19 4%	10 5%	4 5%	12 5%	4 2%	11 6%	7 5%	3 3%	7 4%	9 4%	19 7%	4 3%	15 5%	35 4%
Mean		-0.06	0.09b	-0.21	0.35f hi	0.13f ghi	-0.18	-0.13	-0.21	-0.14	0.10l m	-0.01m	-0.14	-0.22	0.02	-0.30	-0.11	-0.18	-0.04	0.05o	-0.07	-0.10	0.21o pqwx	-0.16	-0.10	-0.07	0.04
Standard deviation		1.15	1.12	1.16	1.11	1.17	1.19	1.10	1.12	1.12	1.19	1.12	1.08	1.15	1.18	1.10	1.20	1.17	1.16	1.02	1.14	0.99	1.18	1.16	1.19	1.13	1.17
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.10	0.12	0.08	0.09	0.09	0.10	0.07	0.09	0.07	0.09	0.07	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 241

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

#### Summary

**Base: All respondents who use the internet**

		Statements					
		Shopping websites	Social media	Video streaming services	Music streaming services	Online news providers	Broadband/mobile providers Online or mobile banking
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		648 33%	664 33%	481 24%	401 20%	482 24%	717 36%
Agree strongly	(+2)	121 6%	112 6%	81 4%	77 4%	96 5%	135 7%
Agree	(+1)	527 26%	553 28%	400 20%	323 16%	386 19%	582 29%
Neither agree nor disagree	(0)	308 15%	333 17%	308 15%	282 14%	400 20%	344 17%
Disagree	(-1)	686 34%	418 21%	433 22%	404 20%	618 31%	573 29%
Disagree strongly	(-2)	260 13%	187 9%	161 8%	159 8%	213 11%	246 12%
NET: Disagree		945 48%	605 30%	594 30%	563 28%	831 42%	819 41%
Not applicable to me		41 2%	333 17%	542 27%	679 34%	209 11%	42 2%
Don't know		47 2%	54 3%	63 3%	64 3%	67 3%	67 3%
Mean		-0.23	-0.01	-0.14	-0.20	-0.27	-0.11
Standard deviation		1.18	1.16	1.13	1.14	1.11	1.19
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 242

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Shopping websites**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	648 33%	347 36%b	301 29%	101 47%ghi	164 48%ghi	124 39%ghi	104 29%hi	57 19%	99 22%	184 34%	167 30%	142 35%	154 32%	48 27%	21 26%	85 37%	46 28%	65 36%	41 28%	39 40%noq	61 32%	105 42%noq swx	85 31%	51 29%	122 38%	314 38%
Agree strongly	(+2) 121 6%	72 7%b	49 5%	28 13%fghi	32 9%hi	17 5%	23 6%hi	8 3%	14 3%	41 8%k	23 4%	23 6%	34 7%	11 6%	3 4%	14 6%	10 6%	17 9%	8 6%	3 3%	7 4%	21 9%	13 5%	11 6%	28 9%	65 8%
Agree	(+1) 527 26%	275 28%	252 25%	73 34%ghi	132 38%ghi	107 34%ghi	81 22%	49 17%	85 19%	143 27%	143 26%	120 29%	121 25%	36 20%	18 22%	70 30%no	36 22%	48 26%	33 22%	37 37%noq swx	54 28%	84 33%noq x	72 26%	39 22%	94 29%	250 30%
Neither agree nor disagree	(0) 308 15%	150 15%	159 16%	34 16%	41 12%	54 17%	61 17%	53 18%	64 14%	71 13%	83 15%	69 17%	85 17%	32 18%	8 10%	33 14%	31 18%	25 14%	24 16%	13 13%	39 20%	30 12%	46 17%	27 15%	55 17%	119 14%
Disagree	(-1) 686 34%	312 32%	374 37%	47 22%	99 29%	99 31%cd	127 35%cd	132 45%defg	182 40%defg	199 37%	200 36%	124 30%	162 33%	59 33%	39 47%noq tv	75 32%	57 40%	58 32%	63 42%v	32 32%	66 34%	68 27%	108 39%v	61 34%	102 32%	263 32%
Disagree strongly	(-2) 260 13%	122 13%	138 13%	23 11%	27 8%	26 8%	55 15%ef	46 15%ef	82 18%def	70 13%	75 14%	52 13%	62 13%	30 17%w	8 9%	31 14%	23 14%	30 17%w	14 9%	14 14%	18 9%	36 14%	26 9%	30 17%uw	36 11%	93 11%
NET: Disagree	945 48%	434 45%	511 50%a	71 33%	126 37%	125 40%	182 51%defg	178 60%defg	263 57%defg	269 50%	275 50%	177 43%	225 46%	89 50%	46 57%v	106 46%	81 48%	88 48%	76 51%	46 46%	84 44%	104 41%	134 48%	91 51%	138 43%	357 43%
Not applicable to me	41 2%	21 2%	19 2%	1 1%	2 1%	1 *	8 2%	5 2%	22 5%defh	8 1%	12 2%	8 2%	13 3%	5 3%	1 2%	6 2%	4 2%	2 1%	3 2%	1 1%	5 3%	3 1%	6 2%	6 3%	2 1%	14 2%
Don't know	47 2%	16 2%	31 3%	9 4%h	11 3%	10 3%	5 1%	3 1%	10 2%	5 1%	18 3%j	11 3%	13 3%	4 2%	5 6%pr	2 1%	6 4%	2 1%	5 3%	1 1%	3 2%	9 3%	8 3%	3 1%	5 2%	17 2%
Mean	-0.23	-0.15b	-0.31	0.17gh i	0.13g hi	-0.03g hi	-0.32h i	-0.55	-0.55	-0.22	-0.30	-0.16	-0.21	-0.36	-0.39	-0.17	-0.30	-0.20	-0.29	-0.18	-0.18	-0.05x	-0.23	-0.35	-0.08	-0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 242

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Shopping websites**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Priv- ate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	1.18	1.20	1.15	1.25	1.18	1.12	1.18	1.04	1.11	1.21	1.15	1.17	1.18	1.20	1.09	1.20	1.17	1.27	1.11	1.17	1.09	1.26	1.10	1.21	1.20	1.20
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.07	0.06	0.10	0.12	0.08	0.09	0.10	0.09	0.11	0.08	0.10	0.07	0.09	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 243

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Social media**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Agree		664	316	349	126	176	114	118	55	76	190	173	152	149	53	25	84	50	58	47	37	55	98	97	60	125	325			
		33%	33%	34%	58% i	51% fghi	36% hi	33% hi	18%	16%	35%	31%	37%	30%	30%	31%	37%	30%	32%	31%	37%	29%	39%	35%	34%	39%	40%			
Agree strongly	(+2)	112	63	49	36	29	14	18	3	12	32	23	24	33	12	1	12	10	12	8	4	5	21	14	13	23	63			
		6%	7%	5%	17% i	8% efghi	4% h	5% h	1%	3%	6%	4%	6%	7%	7% o	1%	5%	6%	7%	5%	4%	3%	8% ou	5%	7% o	7%	8%			
Agree	(+1)	553	253	300	90	146	100	101	52	63	158	150	129	116	40	25	73	40	46	39	33	50	77	83	47	103	262			
		28%	26%	29%	42% ghi	43% fghi	32% hi	28% hi	18%	14%	29%	27%	32% m	24%	23%	30%	31%	24%	25%	26%	33%	26%	31%	30%	26%	32%	32%			
Neither agree nor disagree	(0)	333	155	178	28	59	61	58	48	79	82	99	64	89	30	17	42	29	19	24	16	39	47	40	29	43	137			
		17%	16%	17%	13%	17%	19%	16%	16%	17%	15%	18%	16%	18%	17%	20% r	18%	18%	11%	16%	16%	20% r	19%	14%	16%	13%	17%			
Disagree	(-1)	418	188	230	27	63	77	88	72	90	105	127	79	107	44	19	31	38	37	47	25	36	37	67	37	67	170			
		21%	19%	23%	13%	18%	24% d	24% d	24% d	20%	20%	23%	19%	22%	24% pv	23% p	13%	23% p	20%	31% pru vx	25% pv	19%	15%	24% pv	21%	21%	21%			
Disagree strongly	(-2)	187	90	96	14	19	26	35	30	61	53	47	43	43	23	4	22	15	24	11	8	15	22	22	19	27	74			
		9%	9%	9%	6%	6%	8%	10%	10%	13% def	10%	8%	11%	9%	13%	5%	10%	9%	13%	7%	8%	8%	9%	8%	11%	8%	9%			
NET: Disagree		605	279	326	41	83	103	124	103	151	158	174	122	150	67	23	53	53	61	58	33	52	59	89	56	94	244			
		30%	29%	32%	19%	24%	33% de	34% de	35% de	33% de	29%	31%	30%	31%	38% pv	29%	23%	32%	34% p	39% puv	33%	27%	24%	32% p	32%	29%	30%			
Not applicable to me		333	203	130	8	14	24	56	85	146	98	92	56	88	24	14	46	29	38	17	11	43	37	42	32	46	94			
		17%	21% b	13%	4%	4%	8%	16% def g	29% def g	32% def g	18%	17%	14%	18%	13%	18%	20%	18%	21% st	11%	11%	22% st	15%	15%	18%	14%	11%			
Don't know		54	15	39	13	13	13	4	6	6	10	16	14	14	4	2	6	5	5	4	2	4	8	11	1	14	22			
		3%	2%	4% a	6% ghi	4%	4% gai	1%	2%	1%	2%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	2%	3%	4% x	1%	4%	3%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 243

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Social media**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	-0.01	0.01	-0.03	0.55fghi	0.32fghi	*hi	-0.08h	-0.37	-0.41	0.02	-0.05	0.03	-0.03	-0.17	-0.03	0.11	-0.06	-0.11	-0.11	*	-0.04	0.18n	*	-0.02	0.10	0.10
Standard deviation	1.16	1.19	1.14	1.16	1.08	1.10	1.16	1.06	1.14	1.19	1.12	1.19	1.17	1.22	0.99	1.15	1.16	1.28	1.12	1.11	1.08	1.17	1.14	1.22	1.19	1.17
Standard error	0.03	0.05	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.06	0.11	0.11	0.08	0.09	0.11	0.10	0.11	0.09	0.10	0.08	0.10	0.08	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 244

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Video streaming services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		481 24%	273 28%b	208 20%	109 51% fghi i	154 45% fghi i	90 29% ghi	73 20% hi	26 9%	28 6%	151 28% m	136 25% m	103 25%	92 19%	31 17%	19 23%	49 21%	31 19%	39 21%	28 19%	30 30% nqs	40 21%	96 38% nop qrsuw x	79 28% nq	40 23%	101 31%	256 31%
Agree strongly	(+2)	81 4%	43 4%	38 4%	31 15% fghi i	29 8% fghi i	11 3% hi	7 2% i	2 1%	2 *	37 7% km	15 3%	15 4%	14 3%	4 2%	2 2%	9 4%	6 4%	12 6% s	2 1%	6 6% s	4 2%	21 8% nsuw r	7 3%	10 6% s	15 5%	56 7%
Agree	(+1)	400 20%	230 24% b	170 17%	78 36% fghi i	125 36% fghi i	79 25% hi	67 18% hi	24 8%	27 6%	113 21% m	121 22% m	88 22%	78 16%	27 15%	17 21%	40 17%	25 15%	27 15%	26 18%	24 24%	36 19%	75 30% npq rsux	71 25% npq r	30 17%	86 27%	200 24%
Neither agree nor disagree	(0)	308 15%	158 16%	151 15%	36 17% i	55 16% i	64 20% i	67 19% i	46 15% i	41 9%	75 14%	89 16%	70 17%	74 15%	32 18%	14 18%	41 18%	24 15%	25 14%	26 17%	11 11%	33 17%	39 16%	40 14%	23 13%	55 17%	139 17%
Disagree	(-1)	433 22%	199 21%	234 23%	44 20%	78 23% i	85 27% i	91 25% i	66 22% i	69 15%	117 22%	122 22%	78 19%	116 24%	48 27%	18 22%	44 19%	38 23%	34 19%	37 25%	21 21%	39 20%	44 18%	66 24%	43 24%	80 25%	190 23%
Disagree strongly	(-2)	161 8%	78 8%	83 8%	12 6%	21 6%	22 7%	36 10%	23 8%	46 10%	49 9%	46 8%	31 8%	35 7%	19 11%	7 8%	16 7%	17 10%	20 11%	10 7%	6 6%	13 7%	18 7%	19 7%	14 8%	24 7%	69 8%
NET: Disagree		594 30%	277 29%	317 31%	56 26%	99 29%	107 34% i	128 35% di	89 30%	115 25%	166 31%	168 30%	109 27%	151 31%	67 38% pv	24 30%	61 26%	55 33%	55 30%	47 32%	27 27%	52 27%	62 25%	85 31%	57 32%	104 32%	258 31%
Not applicable to me		542 27%	237 24%	306 30% a	7 3%	22 6%	40 13% de	80 22% def g	129 44% def gh	264 58% def gh	134 25%	141 26%	110 27%	158 32% jkl	43 24%	21 26%	77 33% vw	51 31% v	58 32% v	42 28% v	26 26%	61 32% v	41 16%	67 24%	55 31% v	52 16%	142 17%
Don't know		63 3%	23 2%	40 4%	8 4%	14 4%	14 4%	12 3%	6 2%	10 2%	12 2%	20 4%	16 4%	16 3%	6 3%	3 4%	3 2%	5 3%	6 3%	6 4%	5 5% p	6 3%	12 5%	9 3%	2 1%	11 3%	26 3%
Mean		-0.14	-0.05b	-0.23	0.36f hi	0.20f ghi	-0.10g hi	-0.31i	-0.53	-0.71	-0.07m	-0.16	-0.08	-0.25	-0.40	-0.18	-0.13	-0.32	-0.21	-0.27	0.03n	-0.17	0.18n pqrsu x	-0.09n	-0.18	-0.05	-0.02

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 244

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Video streaming services**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri- vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard deviation	1.13	1.14	1.12	1.16	1.13	1.06	1.07	0.96	1.03	1.21	1.10	1.11	1.08	1.06	1.08	1.10	1.15	1.26	1.02	1.18	1.06	1.17	1.09	1.18	1.11	1.17
Standard error	0.03	0.05	0.04	0.09	0.07	0.07	0.07	0.07	0.07	0.06	0.06	0.08	0.06	0.10	0.13	0.09	0.10	0.12	0.11	0.13	0.09	0.10	0.08	0.10	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 245

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Music streaming services**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	401 20%	228 24%b	172 17%	91 42% fghi	120 35% fghi	76 24% hi	70 19% hi	25 8% i	19 4%	128 24% m	120 22% m	78 19%	74 15%	33 18%	16 20%	45 19%	29 18%	29 16%	20 14%	22 22%	32 17%	73 29% npq rsux	69 25% rs	32 18%	92 29%	217 26%
Agree strongly	(+2) 77 4%	54 6%b	23 2%	26 12% fghi	32 9% fghi	8 2% hi	9 3% hi	-	2 *	29 5% k	14 2%	20 5%	15 3%	7 4%	3 3%	5 2%	2 1%	6 3%	1 1%	3 3%	5 3%	32 13% nopq rstuw	8 3%	5 3%	26 8%	43 5%
Agree	(+1) 323 16%	174 18%	149 15%	64 30% ghi	88 26% ghi	68 22% hi	61 17% hi	25 8% i	17 4%	99 18% m	107 19% m	58 14%	59 12%	26 15%	13 16%	40 17%	27 16%	23 13%	20 13%	19 19%	27 14%	41 16%	61 22% rsu	27 15%	67 21%	175 21%
Neither agree nor disagree	(0) 282 14%	151 16%	131 13%	45 21% hi	60 17% i	64 20% ghi	48 13% i	36 12% i	29 6%	69 13%	76 14%	75 18%	63 13%	21 12%	14 17%	37 16%	24 14%	24 13%	20 14%	9 9%	34 18%	45 18%	31 11%	23 13%	40 12%	144 18%
Disagree	(-1) 404 20%	181 19%	224 22%	47 22% i	85 25% i	73 23% i	79 22% i	63 21% i	57 13%	110 21%	115 21%	83 20%	96 20%	41 23%	14 17%	46 20%	35 21%	34 19%	36 24% u	18 18%	29 15%	51 20%	63 23%	37 21%	73 23%	189 23%
Disagree strongly	(-2) 159 8%	77 8%	82 8%	15 7% i	23 7% i	21 7% i	36 10% i	22 7% i	42 9%	43 8%	48 9%	38 9%	30 6%	21 12% t	9 11% t	18 8%	18 11% t	20 11% t	8 5%	3 3%	14 7%	19 8%	17 6%	12 7%	24 7%	71 9%
NET: Disagree	563 28%	257 27%	305 30%	62 29% i	108 32% i	93 30% i	115 32% i	85 29% i	99 22% i	154 29%	163 29%	121 30%	125 26%	61 34% tu	23 28%	64 28%	53 32%	54 30%	44 30%	21 21%	43 22%	69 28%	81 29%	50 28%	97 30%	260 32%
Not applicable to me	679 34%	310 32%	369 36%	12 5% i	39 11% i	68 22% de	115 32% def	146 49% def	299 65% def	178 33%	177 32%	117 29%	207 42% ijkl	57 32%	24 30%	80 35% v	57 34% v	67 37% v	59 40% v	41 42% v	77 40% v	58 23%	88 31%	70 39% v	81 25%	176 21%
Don't know	64 3%	21 2%	43 4% a	7 3% i	16 5% i	13 4% i	11 3%	5 2%	12 3%	9 2%	17 3%	17 4%	21 4% j	6 4%	4 5%	5 2%	4 2%	7 4%	5 3%	7 7% vx	7 4%	4 2%	11 4%	3 2%	12 4%	24 3%
Mean	-0.20	-0.08b	-0.31	0.20 fghi	0.07 ghi	-0.13 hi	-0.31 hi	-0.56 i	-0.81	-0.11	-0.21	-0.22	-0.25	-0.37	-0.25	-0.22	-0.36	-0.37	-0.37	0.01 qs	-0.18	0.09 n	-0.12	-0.24	-0.01	-0.11
Standard deviation	1.14	1.17	1.10	1.17	1.17	1.04	1.13	0.94	1.03	1.19	1.12	1.15	1.10	1.18	1.16	1.09	1.11	1.18	0.97	1.10	1.09	1.26	1.11	1.11	1.21	1.14

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 245

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Music streaming services**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.07	0.07	0.08	0.06	0.06	0.08	0.07	0.12	0.15	0.09	0.10	0.12	0.11	0.14	0.10	0.11	0.09	0.10	0.09	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 246

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Online news providers**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	482 24%	264 27% <sup>b</sup>	218 21%	74 34% <sup>fghi</sup>	114 33% <sup>fghi</sup>	78 25% <sup>hi</sup>	90 25% <sup>hi</sup>	45 15%	80 17%	147 27% <sup>m</sup>	142 26%	93 23%	100 20%	33 18%	17 21%	60 26%	36 22%	49 27%	31 21%	27 27%	48 25%	75 30% <sup>n</sup>	70 25%	36 20%	90 28%	227 28%
Agree strongly	(+2) 96 5%	58 6% <sup>b</sup>	38 4%	20 9% <sup>fhi</sup>	36 10% <sup>fghi</sup>	10 3%	16 5% <sup>i</sup>	6 2%	8 2%	40 8% <sup>km</sup>	19 4%	21 5%	14 3%	3 2%	4 4%	12 5%	3 2%	12 7% <sup>w</sup>	5 3%	4 4%	5 2%	36 14% <sup>nopqrstuwx</sup>	6 2%	7 4%	26 8%	49 6%
Agree	(+1) 386 19%	206 21%	180 18%	54 25% <sup>hi</sup>	78 23% <sup>hi</sup>	68 22% <sup>h</sup>	74 20% <sup>h</sup>	40 13%	72 16%	107 20%	122 22%	71 18%	86 17%	30 17%	13 16%	47 20%	33 20%	37 21%	26 18%	24 24%	43 22%	39 16%	64 23%	29 17%	64 20%	178 22%
Neither agree nor disagree	(0) 400 20%	212 22%	187 18%	45 21%	52 15%	63 20%	81 22% <sup>e</sup>	54 18%	106 23% <sup>e</sup>	91 17%	115 21%	89 22%	105 21%	34 19%	20 24%	45 20%	34 20%	29 16%	28 19%	19 19%	42 22%	57 23%	54 19%	37 21%	65 20%	159 19%
Disagree	(-1) 618 31%	284 29%	334 33%	59 27%	113 33%	109 35% <sup>g</sup>	96 27%	112 38% <sup>dgi</sup>	128 28%	182 34%	181 33%	117 29%	137 28%	63 35%	25 30%	62 27%	51 30%	52 29%	52 35%	27 28%	61 31%	66 27%	103 37% <sup>p</sup>	57 32%	108 33%	251 31%
Disagree strongly	(-2) 213 11%	116 12%	98 10%	15 7%	35 10%	26 8%	53 15% <sup>df</sup>	30 10%	55 12%	67 12%	52 9%	49 12%	46 9%	25 14% <sup>w</sup>	8 10%	19 8%	24 14% <sup>w</sup>	26 14% <sup>w</sup>	14 10%	10 10%	19 10%	29 11%	18 6%	21 12%	28 9%	93 11%
NET: Disagree	831 42%	399 41%	432 42%	74 34%	148 43%	135 43%	149 41%	143 48% <sup>di</sup>	183 40%	249 46% <sup>m</sup>	234 42%	166 41%	183 37%	88 49% <sup>p</sup>	33 40%	81 35%	75 45%	78 43%	66 44%	38 38%	80 41%	95 38%	120 43%	78 44%	136 42%	345 42%
Not applicable to me	209 11%	67 7%	142 14% <sup>a</sup>	10 5%	17 5%	26 8%	31 9%	48 16% <sup>defg</sup>	78 17% <sup>defg</sup>	42 8%	44 8%	45 11%	79 16% <sup>ijk</sup>	19 11%	7 9%	37 16% <sup>uvw</sup>	16 10%	21 12%	19 13%	11 11%	15 8%	16 6%	25 9%	22 13%	20 6%	69 8%
Don't know	67 3%	25 3%	42 4%	13 6% <sup>i</sup>	13 4%	13 4%	10 3%	7 2%	11 2%	10 2%	19 4%	15 4%	23 5% <sup>j</sup>	5 3%	5 7%	9 4%	6 4%	4 2%	6 4%	4 4%	8 4%	7 3%	9 3%	4 2%	11 3%	22 3%
Mean	-0.27	-0.22	-0.33	0.03 <sup>fghi</sup>	-0.10 <sup>hi</sup>	-0.26 <sup>h</sup>	-0.30 <sup>h</sup>	-0.50	-0.41	-0.26	-0.25	-0.29	-0.29	-0.50	-0.30	-0.15 <sup>n</sup>	-0.41	-0.28	-0.36	-0.20	-0.27	-0.06 <sup>n</sup>	-0.25 <sup>n</sup>	-0.37	-0.17	-0.22
Standard deviation	1.11	1.14	1.08	1.14	1.23	1.05	1.15	0.99	1.03	1.19	1.07	1.13	1.05	1.04	1.08	1.12	1.08	1.21	1.05	1.11	1.05	1.27	1.01	1.09	1.14	1.15



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 246

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Online news providers**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
Standard error	0.03	0.04	0.03	0.09	0.08	0.06	0.06	0.06	0.05	0.05	0.05	0.07	0.05	0.09	0.12	0.08	0.08	0.10	0.10	0.11	0.08	0.10	0.06	0.08	0.07	0.05	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 247

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Broadband/ mobile providers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		717 36%	368 38%	349 34%	95 44%ghi	139 40%h	127 40%hi	123 34%	83 28%	150 33%	187 35%	195 35%	143 35%	192 39%	62 35%	33 40%	91 39%q	49 29%	67 37%	51 34%	42 42%q	67 35%	92 37%	104 37%	60 34%	129 40%	313 38%
Agree strongly	(+2)	135 7%	85 9%b	50 5%	20 9%fh	40 12%fhi	14 4%	28 8%h	10 3%	24 5%	45 8%	30 5%	30 7%	30 6%	9 5%	3 4%	18 8%	6 3%	17 10%q	10 6%	8 9%	13 7%	27 11%q	14 5%	10 6%	29 9%	61 7%
Agree	(+1)	582 29%	283 29%	299 29%	75 35%h	99 29%	113 36%ghi	95 26%	74 25%	126 28%	142 26%	165 30%	113 28%	161 33%j	53 30%	30 36%	73 32%	43 26%	50 27%	41 27%	33 33%	54 28%	66 26%	90 32%	50 28%	100 31%	252 31%
Neither agree nor disagree	(0)	344 17%	181 19%	163 16%	42 19%	54 16%	45 14%	69 19%	55 18%	81 18%	84 16%	100 18%	80 20%	80 16%	24 14%	12 14%	42 18%	36 21%	26 14%	29 20%	15 15%	38 19%	46 18%	45 16%	32 18%	48 15%	130 16%
Disagree	(-1)	573 29%	246 25%	327 32%a	47 22%	105 31%	93 30%	102 28%	100 34%cd	127 28%	169 31%	165 30%	107 26%	133 27%	49 28%	24 30%	64 28%	54 32%	43 24%	45 30%	27 27%	62 32%	73 29%	89 32%	43 24%	92 29%	237 29%
Disagree strongly	(-2)	246 12%	134 14%	112 11%	16 7%	27 8%	30 10%	56 16%def	43 15%de	73 16%def	74 14%	59 11%	52 13%	61 12%	35 20%psuw	8 10%	25 11%	21 12%	28 16%w	14 9%	13 13%	19 10%	29 12%	19 7%	35 19%psuw	30 9%	108 13%
NET: Disagree		819 41%	380 39%	439 43%	63 29%	132 38%	123 39%cd	158 44%cd	143 48%def	200 44%cd	242 45%	224 40%	160 39%	194 40%	84 47%	33 40%	89 38%	74 44%	71 39%	59 39%	40 40%	82 42%	102 41%	108 39%	78 44%	122 38%	345 42%
Not applicable to me		42 2%	16 2%	26 3%	4 2%	4 1%	3 1%	7 2%	10 4%	13 3%	9 2%	15 3%	7 2%	10 2%	3 2%	2 3%	6 3%	2 1%	7 4%v	2 1%	1 1%	4 2%	1 *	10 3%v	4 2%	10 3%	11 1%
Don't know		67 3%	22 2%	45 4%a	13 6%gh	16 5%g	17 5%gh	3 1%	5 2%	14 3%g	16 3%	20 4%	17 4%	14 3%	5 3%	2 3%	4 2%	6 4%	10 6%	9 6%	2 2%	3 2%	8 3%	13 5%	4 2%	14 4%	22 3%
Mean		-0.11	-0.07	-0.16	0.18ghi	0.06ghi	-0.04hi	-0.18	-0.33	-0.23	-0.16	-0.11	-0.10	-0.07	-0.29	-0.06	-0.03	-0.25	-0.09	-0.09	-0.03	-0.11	-0.05	-0.03	-0.24	0.02	-0.10
Standard deviation		1.19	1.23	1.15	1.15	1.20	1.14	1.22	1.12	1.20	1.23	1.15	1.20	1.19	1.25	1.14	1.18	1.10	1.29	1.14	1.24	1.15	1.23	1.10	1.25	1.20	1.21
Standard error		0.03	0.04	0.03	0.09	0.08	0.07	0.06	0.06	0.05	0.05	0.05	0.07	0.06	0.10	0.12	0.08	0.08	0.10	0.10	0.11	0.08	0.09	0.07	0.09	0.07	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 248

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Online or mobile banking**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Agree		750 38%	380 39%	370 36%	109 51% i	170 49% fghi	125 40% hi	123 34%	84 28%	139 30%	220 41% m	210 38%	151 37%	169 34%	60 33%	29 35%	87 38%	56 33%	62 35%	58 39%	45 45% u	61 32%	111 44% u	118 42% u	63 35%	148 46%	322 39%		
Agree strongly	(+2)	166 8%	102 11% b	64 6%	23 11%	39 11%	19 6%	33 9%	19 6%	34 7%	56 10% k	35 6%	42 10%	33 7%	11 6%	6 7%	22 9%	9 5%	23 13% qu	14 9%	7 7%	10 5%	34 14% quw	19 7%	12 7%	34 11%	71 9%		
Agree	(+1)	583 29%	278 29%	305 30%	86 40% ghi	131 38% ghi	106 34% ghi	91 25%	65 22%	105 23%	165 31%	174 31%	109 27%	135 28%	48 27%	23 28%	66 28%	47 28%	39 22%	44 30%	38 38% ru	50 26%	77 31%	100 36% ru	51 28%	114 35%	250 30%		
Neither agree nor disagree	(0)	320 16%	172 18%	148 15%	34 16%	55 16%	60 19%	58 16%	49 16%	63 14%	70 13%	86 15%	81 20% j	84 17%	32 18%	15 18%	42 18%	35 21% t	25 14%	20 13%	10 10%	38 20% t	36 14%	42 15%	24 14%	38 12%	144 18%		
Disagree	(-1)	499 25%	223 23%	276 27%	40 19%	82 24%	75 24%	93 26%	93 31% d	115 25%	145 27%	151 27%	84 21%	119 24%	33 18%	23 28%	61 27%	37 22%	42 23%	42 28%	24 24%	58 30% n	56 22%	77 27%	46 26%	85 26%	211 26%		
Disagree strongly	(-2)	230 12%	111 11%	119 12%	19 9%	14 4%	27 9%	58 16% def	35 12% e	76 17% def	69 13%	54 10%	54 13%	53 11%	35 20% psu w	8 10%	17 7%	19 12%	27 15% pw	14 9%	13 13%	16 8%	29 11%	23 8%	30 17% puw	27 8%	88 11%		
NET: Disagree		729 37%	334 35%	395 39%	59 27%	97 28%	102 33%	152 42% def	128 43% def	191 42% def	214 40%	205 37%	138 34%	172 35%	68 38%	31 38%	78 34%	56 34%	70 39%	55 37%	37 37%	74 38%	84 34%	99 36%	76 43%	112 35%	299 36%		
Not applicable to me		128 6%	62 6%	67 7%	2 1%	7 2%	10 3%	24 7% de	30 10% def	56 12% defg	20 4%	38 7% j	19 5%	52 11% jl	12 7%	5 6%	20 9%	13 8%	19 11% vw	11 7%	5 6%	13 7%	10 4%	12 4%	8 5%	11 3%	37 5%		
Don't know		62 3%	20 2%	42 4% a	12 6% gi	15 4% g	17 5% ghi	3 1%	6 2%	8 2%	13 2%	16 3%	19 5%	14 3%	8 4%	2 3%	4 2%	7 4%	4 2%	6 4%	2 2%	7 4%	9 4%	8 3%	6 4%	13 4%	19 2%		
Mean		-0.02	0.04b	-0.09	0.27gh i	0.30fg hi	0.05g	-0.16	-0.23	-0.24	-0.01	-0.03	*	-0.05	-0.20	-0.07	0.07x	-0.08	-0.07	0.02	0.03	-0.11	0.14nx	0.06	-0.19	0.15	0.01		
Standard deviation		1.22	1.24	1.20	1.18	1.11	1.13	1.28	1.18	1.27	1.27	1.17	1.25	1.19	1.28	1.18	1.16	1.16	1.35	1.22	1.25	1.11	1.28	1.15	1.26	1.21	1.20		

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 248

**Q.D7a How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I continue to use that service because it's more convenient to do so than to switch to another service.**

**Online or mobile banking**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.08	0.06	0.11	0.13	0.08	0.09	0.11	0.11	0.12	0.08	0.10	0.07	0.09	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 249

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

#### Summary

**Base: All respondents who use the internet**

		Statements					
		Shopping websites	Social media	Video streaming services	Music streaming services	Online news providers	Broadband/mobile providers Online or mobile banking
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		1513 76%	938 47%	916 46%	863 43%	1198 60%	1244 63%
Agree strongly	(+2)	465 23%	275 14%	246 12%	247 12%	333 17%	430 22%
Agree	(+1)	1049 53%	663 33%	670 34%	616 31%	865 44%	944 47%
Neither agree nor disagree	(0)	298 15%	405 20%	316 16%	282 14%	380 19%	307 15%
Disagree	(-1)	80 4%	192 10%	100 5%	75 4%	105 5%	97 5%
Disagree strongly	(-2)	8 *	27 1%	10 *	11 1%	12 1%	14 1%
NET: Disagree		89 4%	219 11%	110 6%	87 4%	117 6%	111 6%
Not applicable to me		38 2%	341 17%	572 29%	680 34%	205 10%	36 2%
Don't know		51 3%	86 4%	76 4%	78 4%	89 4%	80 4%
Mean		0.99	0.62	0.78	0.82	0.83	0.98
Standard deviation		0.78	0.97	0.86	0.85	0.84	0.84
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 250

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Shopping websites**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1513	745	768	141	258	247	287	235	346	400	431	317	366	147	63	183	129	145	121	71	143	177	205	129	258	629	
	76%	77%	75%	65%	75% <sub>d</sub>	78% <sub>d</sub>	80% <sub>d</sub>	79% <sub>d</sub>	75% <sub>d</sub>	74%	78%	78%	75%	83% <sub>tvx</sub>	77%	79%	77%	80%	81%	71%	74%	71%	74%	72%	80%	77%	
Agree strongly	(+2)	465	247	218	32	70	73	97	78	115	129	128	96	111	50	17	50	42	49	32	25	44	73	48	36	83	202
		23%	25%	21%	15%	20%	23% <sub>d</sub>	27% <sub>d</sub>	25% <sub>d</sub>	24%	23%	24%	23%	23%	28% <sub>w</sub>	20%	22%	25%	27% <sub>w</sub>	21%	25%	23%	29% <sub>w</sub>	17%	20%	26%	25%
Agree	(+1)	1049	499	550	109	189	174	190	157	231	270	303	221	254	97	47	133	88	96	89	46	98	104	158	93	175	428
		53%	52%	54%	50%	55%	55%	53%	53%	50%	50%	55%	54%	52%	55% <sub>v</sub>	57% <sub>v</sub>	58% <sub>v</sub>	52%	53%	59% <sub>tv</sub>	46%	51%	42%	56% <sub>v</sub>	52%	54%	52%
Neither agree nor disagree	(0)	298	141	157	42	49	45	52	45	65	92	69	57	80	19	11	26	30	27	17	16	31	43	48	31	42	118
		15%	15%	15%	20%	14%	14%	14%	15%	14%	17% <sub>k</sub>	12%	14%	16%	11%	14%	11%	18%	15%	11%	16%	16%	17%	17%	18%	13%	14%
Disagree	(-1)	80	40	41	14	18	13	12	6	17	22	22	16	20	6	3	12	4	4	7	6	9	13	9	8	5	44
		4%	4%	4%	6% <sub>h</sub>	5%	4%	3%	2%	4%	4%	4%	4%	4%	3%	4%	5%	3%	2%	5%	6%	5%	5%	3%	4%	2%	5% <sub>A</sub>
Disagree strongly	(-2)	8	4	4	3	1	*	2	1	2	5	-	2	2	1	-	1	*	2	-	1	1	-	-	1	2	3
		*	*	*	1%	*	*	*	*	1% <sub>k</sub>	-	*	*	*	*	-	1%	*	1%	-	1%	1%	-	-	1%	1%	*
NET: Disagree		89	44	45	16	19	14	14	7	19	27	22	18	22	6	3	14	5	6	7	11	13	9	9	7	47	
		4%	5%	4%	8% <sub>h</sub>	5%	4%	4%	2%	4%	5%	4%	4%	4%	3%	4%	6%	3%	3%	5%	7%	5%	5%	3%	5%	2%	6% <sub>A</sub>
Not applicable to me		38	21	17	2	8	3	5	3	16	10	13	3	12	4	1	5	2	3	1	3	4	6	4	5	8	11
		2%	2%	2%	1%	2%	1%	1%	1%	4% <sub>fh</sub>	2%	2%	1%	2%	2%	1%	2%	1%	2%	*	3%	2%	2%	1%	3%	2%	1%
Don't know		51	17	35	14	11	6	2	6	13	9	19	14	10	2	3	4	1	-	4	5	11	14	3	8	16	
		3%	2%	3% <sub>a</sub>	6% <sub>fgh</sub>	3% <sub>g</sub>	2%	1%	2%	3% <sub>g</sub>	2%	3%	3%	2%	1%	4% <sub>r</sub>	2%	1%	-	3% <sub>r</sub>	4% <sub>r</sub>	3%	4% <sub>r</sub>	5% <sub>qr</sub>	2%	3%	2%
Mean		0.99	1.01	0.97	0.77	0.95 <sub>d</sub>	1.00 <sub>d</sub>	1.04 <sub>d</sub>	1.06 <sub>d</sub>	1.03 <sub>d</sub>	0.96	1.03	1.01	0.97	1.11 <sub>wx</sub>	0.98	0.98	1.01	1.04	1.01	0.94	0.95	1.02	0.94	0.91	1.08	0.98
Standard deviation		0.78	0.79	0.77	0.85	0.78	0.76	0.78	0.73	0.79	0.82	0.74	0.77	0.79	0.74	0.74	0.78	0.75	0.79	0.73	0.89	0.82	0.85	0.70	0.81	0.72	0.81
Standard error		0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.06	0.08	0.05	0.05	0.06	0.06	0.08	0.06	0.07	0.04	0.06	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 251

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Social media**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		938 47%	429 44%	509 50%a	109 50%hi	189 55%hi	171 54%hi	187 52%hi	113 38%	169 37%	242 45%	272 49%	206 51%	219 45%	97 54%	33 40%	101 44%	79 47%	87 48%	81 54%	47 47%	83 43%	129 52%	122 44%	80 45%	166 51%	423 51%
Agree strongly	(+2)	275 14%	133 14%	143 14%	33 15%	52 15%ai	47 15%ai	62 17%ai	38 13%	43 9%	67 12%	89 16%am	69 17%am	50 10%	36 20%psu w	8 10%	20 9%	23 14%	31 17%p	16 11%	11 11%	22 11%	53 21%ops tuw	29 10%	25 14%	58 18%	143 17%
Agree	(+1)	663 33%	297 31%	366 36%a	76 35%h	137 40%hi	125 40%hi	124 35%hi	75 25%	126 27%	175 32%	182 33%	137 34%	168 34%	61 34%	25 30%	81 35%	55 33%	56 31%	65 43%rvx	36 36%	62 32%	76 30%	93 33%	55 31%	108 34%	280 34%
Neither agree nor disagree	(0)	405 20%	199 21%	206 20%	39 18%	66 19%	74 23%	77 21%	57 19%	93 20%	115 21%	113 20%	73 18%	104 21%	34 19%	20 24%	51 22%	27 16%	33 18%	27 18%	26 26%	39 20%	47 19%	67 24%	35 20%	63 20%	162 20%
Disagree	(-1)	192 10%	89 9%	103 10%	45 21%fghi	45 13%ghi	32 10%	24 7%	18 6%	28 6%	58 11%	45 8%	38 9%	51 10%	12 6%	8 10%	26 11%	22 13%	14 7%	12 8%	10 10%	16 8%	24 10%	29 10%	20 11%	33 10%	98 12%
Disagree strongly	(-2)	27 1%	14 1%	12 1%	3 2%	8 2%ai	4 1%	4 1%	6 2%	2 *	6 1%	5 1%	9 2%	7 1%	3 1%	1 2%	- -	5 3%p	1 *	4 2%p	1 1%	2 1%	2 1%	3 1%	5 3%p	1 *	18 2%
NET: Disagree		219 11%	103 11%	116 11%	48 22%fghi	53 15%ghi	35 11%ai	28 8%	24 8%	30 7%	64 12%	49 9%	48 12%	58 12%	14 8%	10 12%	26 11%	27 16%nr	14 8%	15 10%	11 11%	19 10%	27 11%	32 11%	25 14%	33 10%	116 14%
Not applicable to me		341 17%	203 21%b	138 14%	6 3%	17 5%	20 6%	61 17%defg	90 31%defg	148 32%defg	101 19%l	98 18%	52 13%	90 18%	27 15%	14 18%	46 20%t	30 18%	35 19%	22 15%	10 10%	46 24%twv	36 14%	43 15%	32 18%	43 13%	99 12%
Don't know		86 4%	33 3%	53 5%	15 7%g	19 6%g	15 5%	7 2%	12 4%	18 4%	16 3%	22 4%	30 7%j	19 4%	7 4%	5 6%	8 3%	4 3%	12 7%	5 3%	6 6%	6 3%	11 4%	17 6%	6 3%	17 5%	22 3%
Mean		0.62	0.61	0.63	0.46	0.58	0.64	0.74d	0.63	0.62	0.57	0.71jm	0.67	0.54	0.80pw	0.49	0.54	0.53	0.77pw	0.64	0.54	0.60	0.76	0.53	0.53	0.72	0.62
Standard deviation		0.97	0.98	0.96	1.07	1.02	0.93	0.93	1.00	0.88	0.96	0.94	1.03	0.94	0.97	0.96	0.88	1.08	0.94	0.93	0.91	0.94	1.01	0.93	1.06	0.95	1.04

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 251

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Social media**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.07	0.06	0.05	0.07	0.05	0.04	0.05	0.07	0.05	0.09	0.11	0.06	0.09	0.08	0.09	0.09	0.08	0.08	0.06	0.09	0.06	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 252

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Video streaming services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		916 46%	465 48%	450 44%	122 56%hi	199 58%hi	184 58%hi	185 51%hi	106 36%i	121 26%	253 47%	268 48%	181 44%	213 44%	99 55% x	33 40%	95 41%	74 44%	87 48%	71 48%	49 49%	81 42%	131 53%px	125 45%	71 40%	178 55%	428 52%	
Agree strongly	(+2)	246 12%	136 14%b	109 11%	25 12%	48 14%i	50 16%i	58 16%hi	30 10%	33 7%	68 13%	69 12%	54 13%	56 11%	25 14%	9 11%	22 10%	18 10%	27 15%	17 11%	12 12%	21 11%	45 18%p	30 11%	21 12%	48 15%	124 15%	
Agree	(+1)	670 34%	329 34%	341 33%	97 45%hi	150 44%hi	134 43%hi	126 35%hi	76 26%i	87 19%	185 34%	200 36%	128 31%	158 32%	73 41%x	24 29%	73 32%	56 34%	60 33%	54 36%	37 37%	61 31%	87 35%	95 34%	50 28%	130 40%	304 37%	
Neither agree nor disagree	(0)	316 16%	172 18%	144 14%	49 23%hi	61 18%i	63 20%i	64 18%i	44 15%i	34 7%	94 17%	82 15%	71 17%	69 14%	24 14%	14 17%	36 16%	22 13%	23 13%	29 20%	14 14%	27 14%	46 18%	54 19%	26 15%	53 16%	154 19%	
Disagree	(-1)	100 5%	55 6%	45 4%	19 9%ghi	39 11%fghi	13 4%	14 4%	7 2%	8 2%	34 6%	22 4%	22 6%	22 4%	7 4%	8 10% <sub>s</sub>	14 6% <sub>s</sub>	9 6% <sub>s</sub>	7 4%	2 1%	5 5%	9 5%	16 6% <sub>s</sub>	11 4%	12 7% <sub>s</sub>	11 3%	58 7%	
Disagree strongly	(-2)	10 *	7 1%	3 *	2 1%	2 1%	4 1%	1 *	- -	1 *	2 *	2 *	* *	5 1%	1 *	- -	- -	3 2%	2 1%	- -	- -	1 *	- -	2 1%	1 *	2 1%	5 1%	
NET: Disagree		110 6%	62 6%	48 5%	21 10%ghi	41 12%fghi	17 5%i	14 4%	7 2%	9 2%	36 7%	23 4%	23 6%	27 6%	7 4%	8 10% <sub>s</sub>	14 6% <sub>s</sub>	12 7% <sub>s</sub>	9 5%	2 1%	5 5%	10 5%	16 6% <sub>s</sub>	14 5%	13 7% <sub>s</sub>	13 4%	63 8%	
Not applicable to me		572 29%	243 25%	328 32%a	8 4%	28 8%	40 13%d	84 23%def	132 45%def	279 61%def	138 26%	160 29%	113 28%	161 33%j	44 24%	23 28%	78 34%v	58 35%v	56 31%v	45 30%v	26 26%	64 33%v	45 18%	74 26%	61 34%v	57 18%	154 19%	
Don't know		76 4%	26 3%	50 5%a	16 7%hi	15 4%	11 3%	12 3%	7 2%	15 3%	16 3%	21 4%	20 5%	19 4%	5 3%	5 6%q	7 3%	1 1%	6 4%	3 2%	6 6%q	10 5%q	12 5%	14 5%q	7 4%	21 6%B	22 3%	
Mean		0.78	0.76	0.79	0.64	0.68	0.81	0.87de	0.83	0.88de	0.74	0.84	0.77	0.76	0.89	0.61	0.71	0.70	0.85	0.85	0.82	0.77	0.83	0.72	0.72	0.86	0.75	
Standard deviation		0.86	0.89	0.82	0.88	0.92	0.85	0.82	0.79	0.81	0.87	0.81	0.86	0.89	0.79	0.93	0.84	0.94	0.91	0.70	0.80	0.86	0.88	0.84	0.93	0.82	0.90	
Standard error		0.02	0.04	0.03	0.07	0.06	0.05	0.05	0.06	0.06	0.04	0.04	0.06	0.05	0.08	0.12	0.07	0.09	0.09	0.07	0.09	0.08	0.08	0.06	0.09	0.06	0.04	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 253

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Music streaming services**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	863 43%	431 45%	431 42%	120 56%ghi	203 59%ghi	177 56%ghi	162 45%hi	102 35%i	99 22%	241 45%lm	253 46%lm	190 47%lm	178 36%	97 55%ops tux	29 36%	100 43%	76 45%t	81 45%	61 41%	32 32%	71 37%	131 52%otu x	123 44%t	61 34%	162 50%	436 53%	
Agree strongly	(+2)	247 12%	139 14%b	107 10%	32 15%i	52 15%i	48 15%i	52 15%i	31 10%	31 7%	72 13%	71 13%	55 13%	49 10%	33 18%uw	10 12%	26 11%	17 10%	23 13%	17 12%	9 9%	18 9%	48 19%qtuw x	26 9%	19 11%	45 14%	131 16%
Agree	(+1)	616 31%	292 30%	324 32%	88 41%ghi	151 44%ghi	129 41%ghi	110 30%i	72 24%i	68 15%	169 32%	182 33%lm	135 33%	129 26%	65 36%tx	20 24%	73 32%	59 35%tx	58 32%	44 29%	23 23%	53 28%	83 33%	97 35%tx	42 24%	117 36%	305 37%
Neither agree nor disagree	(0)	282 14%	158 16%b	124 12%	47 22%hi	61 18%i	50 16%i	53 15%i	39 13%i	32 7%	82 15%	65 12%	65 16%	70 14%	13 7%	16 19%lm	32 14%	19 11%	18 10%	22 15%lm	17 17%lm	29 15%lm	42 17%lm	45 16%lm	29 16%lm	48 15%	134 16%
Disagree	(-1)	75 4%	39 4%	36 4%	18 8%fghi	23 7%hi	10 3%	12 3%i	7 2%	5 1%	27 5%	22 4%	12 3%	15 3%	9 5%	4 5%	9 4%	5 3%	7 4%	2 1%	5 5%	8 4%	9 4%	6 2%	11 6%sw	16 5%	39 5%
Disagree strongly	(-2)	11 1%	7 1%	4 *	6 3%eghi	-	4 1%	1 *	-	1 *	3 1%	-	3 1%	5 1%k	1 *	1 1%	1 1%	3 2%	-	-	-	1 *	1 1%	2 1%	2 1%	2 1%	6 1%
NET: Disagree	87 4%	46 5%	40 4%	24 11%fghi	23 7%hi	14 4%i	13 4%i	7 2%	6 1%	30 6%	22 4%	15 4%	20 4%	10 5%	5 6%	11 5%	8 5%	7 4%	2 1%	5 5%	9 4%	10 4%	8 3%	13 7%sw	19 6%	45 6%	
Not applicable to me	680 34%	304 31%	376 37%a	9 4%	38 11%d	65 21%de	121 34%defg	141 48%defg	306 67%defgh	171 32%	186 34%	116 28%	207 42%ijkl	56 32%	26 32%	81 35%v	63 38%v	67 37%v	61 41%v	39 39%v	77 40%v	53 21%	88 32%v	68 38%v	78 24%	178 22%	
Don't know	78 4%	28 3%	50 5%a	16 7%gh	19 5%	10 3%	11 3%	7 2%	16 3%	13 3%	28 5%j	22 5%j	14 3%	2 1%	6 7%nq	8 4%	1 1%	7 4%	4 3%	6 6%nq	8 4%	13 5%q	15 5%nq	7 4%	17 5%	28 3%	
Mean	0.82	0.81	0.83	0.64	0.80	0.86d	0.88d	0.85	0.91d	0.79	0.89	0.84	0.75	1.00tx	0.69	0.81	0.80	0.92x	0.90	0.66	0.73	0.91x	0.79	0.63	0.82	0.84	
Standard deviation	0.85	0.89	0.81	0.98	0.83	0.84	0.83	0.80	0.81	0.88	0.80	0.83	0.88	0.86	0.92	0.85	0.88	0.80	0.73	0.88	0.85	0.87	0.78	0.96	0.87	0.87	

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 253

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Music streaming services**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.04	0.03	0.08	0.06	0.05	0.05	0.06	0.07	0.04	0.04	0.06	0.06	0.09	0.12	0.07	0.08	0.08	0.08	0.11	0.08	0.08	0.06	0.09	0.06	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 254

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Online news providers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1198 60%	604 62%	594 58%	113 52%	212 62%	204 65% d	229 64% d	177 60%	263 57%	334 62% m	352 64% m	241 59%	271 55%	120 67% ot	41 50%	138 60%	107 64% o	120 66% ot	87 58%	52 52%	112 58%	142 57%	175 63%	104 58%	201 62%	518 63%	
Agree strongly	(+2)	333 17%	184 19% b	149 15%	23 11%	51 15%	65 21% di	80 22% dei	54 18% d	60 13%	99 18%	96 17%	60 15%	78 16%	34 19%	14 17%	39 17%	29 17%	34 19%	20 13%	15 15%	33 17%	50 20%	34 12%	30 17%	51 16%	169 21%
Agree	(+1)	865 44%	421 43%	445 44%	90 42%	161 47%	140 44%	149 41%	123 41%	203 44%	234 44%	256 46% m	182 45%	193 39%	86 48% o	27 33%	99 43%	78 47%	86 47% o	66 44%	37 37%	79 41%	92 37%	141 51% otv	74 42%	150 47%	350 43%
Neither agree nor disagree	(0)	380 19%	213 22% b	167 16%	46 22%	66 19%	58 18%	67 19%	55 18%	88 19%	106 20%	100 18%	81 20%	93 19%	27 15%	20 24%	37 16%	32 19%	26 15%	27 18%	22 22%	38 20%	63 25% pr	51 18%	36 20%	72 22%	146 18%
Disagree	(-1)	105 5%	47 5%	58 6%	21 10% fhi	30 9% hi	13 4%	17 5%	8 3%	16 3%	38 7%	31 6%	15 4%	22 4%	8 4%	6 8%	12 5%	7 4%	7 4%	10 6%	5 5%	14 7%	14 6%	12 4%	12 7%	10 3%	55 7%
Disagree strongly	(-2)	12 1%	10 1% b	2 *	2 1%	1 *	3 1%	4 1%	1 *	2 *	5 1%	1 *	3 1%	3 1%	1 *	* 1%	-	-	2 1%	3 2%	1 1%	2 1%	-	3 1%	-	2 1%	8 1%
NET: Disagree	117 6%	57 6%	60 6%	23 10% fhi	30 9% hi	16 5%	21 6%	9 3%	18 4%	43 8% l	32 6%	17 4%	25 5%	8 5%	7 8%	12 5%	7 4%	10 5%	12 8%	6 6%	16 8%	14 6%	15 5%	12 7%	12 4%	63 8% A	
Not applicable to me	205 10%	61 6%	144 14% a	14 7%	15 4%	23 7%	32 9% e	48 16% defg	74 16% defg	35 7%	45 8%	46 11% j	79 16% jk	16 9%	7 9%	36 15% vw	20 12%	19 10%	18 12%	11 11%	19 10%	15 6%	24 9%	21 12%	19 6%	68 8%	
Don't know	89 4%	33 3%	57 6% a	19 9% ghi	21 6%	14 4%	11 3%	8 3%	16 3%	19 4%	26 5%	23 6%	22 4%	6 4%	7 9% q	9 4%	1 1%	6 3%	6 4%	9 9% q	8 4%	17 7% q	14 5% q	6 3%	19 6%	27 3%	
Mean	0.83	0.82	0.83	0.62	0.75	0.90d	0.89d	0.92de	0.82d	0.80	0.86	0.83	0.82	0.94	0.71	0.88	0.88	0.91	0.73	0.76	0.77	0.81	0.80	0.80	0.83	0.85	
Standard deviation	0.84	0.86	0.81	0.88	0.85	0.85	0.89	0.78	0.77	0.89	0.81	0.79	0.84	0.79	0.93	0.80	0.77	0.84	0.89	0.87	0.91	0.86	0.79	0.84	0.78	0.90	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.06	0.06	0.07	0.08	0.09	0.07	0.07	0.05	0.07	0.05	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 255

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Broadband/ mobile providers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1456 73%	714 74%	742 73%	141 65%	246 72%	234 74%	271 75% d	220 74%	343 75% d	401 75%	413 75%	284 70%	357 73%	141 79% x	60 73%	184 80% vw	125 74%	129 71%	108 72%	73 73%	141 73%	175 70%	199 71%	122 69%	235 73%	620 76%	
Agree strongly	(+2)	512 26%	287 30% b	225 22%	41 19%	85 25%	79 25%	105 29% d	80 27%	121 26%	142 26%	138 25%	106 26%	126 26%	54 30% w	26 32% w	59 25%	40 24%	55 30% w	39 26%	22 22%	44 23%	76 30% w	52 18%	45 25%	66 21%	251 31% A
Agree	(+1)	944 47%	428 44%	517 51% a	100 46%	161 47%	154 49%	166 46%	141 48%	222 48%	259 48%	276 50%	179 44%	231 47%	87 49%	34 41%	125 54% rv	84 50%	74 41%	70 47%	50 51%	96 50%	99 40%	147 53% rv	77 43%	168 52%	369 45%
Neither agree nor disagree	(0)	307 15%	164 17%	142 14%	35 16%	50 14%	54 17%	59 16%	45 15%	64 14%	85 16%	69 13%	73 18%	79 16%	19 11%	30 14%	29 17%	28 16%	18 12%	17 18%	29 15%	45 18%	46 16%	33 19%	53 16%	114 14%	
Disagree	(-1)	97 5%	47 5%	50 5%	18 8% fg	22 6%	9 3%	13 4%	12 4%	24 5%	28 5%	31 6%	16 4%	22 5%	5 3%	4 5%	5 2%	7 4%	13 7% p	10 7% p	2 2%	9 5%	16 7%	13 5%	12 7% p	13 4%	46 6%
Disagree strongly	(-2)	14 1%	6 1%	8 1%	4 2%	2 1%	2 1%	1 *	3 1%	7 1%	1 *	2 *	4 1%	3 2%	- -	1 1%	2 1%	1 *	1 1%	1 1%	3 2%	- -	1 *	1 *	1 *	6 1%	
NET: Disagree	111 6%	53 6%	58 6%	22 10% fgh	24 7%	11 4%	15 4%	12 4%	27 6%	35 6%	32 6%	18 4%	26 5%	8 5%	4 5%	7 3%	9 5%	14 8%	12 8% p	3 3%	13 7%	16 7%	13 5%	12 7%	14 4%	53 6%	
Not applicable to me	36 2%	8 1%	28 3% a	2 1%	4 1%	3 1%	7 2%	8 3%	11 2%	5 1%	13 2%	7 2%	10 2%	2 1%	3 4%	5 2%	2 1%	4 2%	2 1%	1 1%	4 2%	2 1%	6 2%	3 2%	8 2%	7 1%	
Don't know	80 4%	28 3%	51 5% a	16 7% gi	20 6% g	13 4%	8 2%	10 3%	13 3%	12 2%	26 5% j	25 6% j	17 4%	9 5%	3 4%	6 2%	2 1%	6 3%	10 6% q	5 5%	6 3%	11 4%	15 5%	7 4%	13 4%	27 3%	
Mean	0.98	1.01	0.96	0.79	0.96	1.00 d	1.04 d	1.03 d	1.00 d	0.96	1.00	0.99	0.98	1.09	1.08	1.07 w	0.95	0.99	0.97	0.97	0.92	0.99	0.92	0.92	0.95	1.03	
Standard deviation	0.84	0.86	0.82	0.95	0.86	0.80	0.82	0.80	0.84	0.88	0.82	0.83	0.85	0.84	0.85	0.74	0.84	0.91	0.90	0.79	0.88	0.89	0.77	0.89	0.78	0.88	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.07	0.09	0.05	0.06	0.07	0.08	0.07	0.06	0.07	0.05	0.07	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 256

**Q.D7b How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I would switch to a different provider if it was easier to do so.**

**Online or mobile banking**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Agree	1244 63%	618 64%	626 61%	135 63%	218 63%	196 62%	237 66% i	190 64%	267 58%	355 66% l	348 63%	238 58%	302 62%	119 67%	54 65%	149 65%	105 63%	114 63%	86 58%	63 63%	121 63%	153 61%	172 62%	107 60%	211 65%	539 66%		
Agree strongly	(+2)	430 22%	227 23%	202 20%	47 22%	65 19%	61 20%	90 25%	71 24%	97 21%	123 23%	123 22%	83 20%	100 20%	38 21%	19 24%	45 20%	32 19%	51 28% uw	27 18%	19 19%	33 17%	75 30% pq uw	51 18%	39 22%	66 20%	207 25%	
Agree	(+1)	814 41%	390 40%	424 41%	88 41%	154 45%	134 43%	147 41%	119 40%	171 37%	232 43%	225 41%	155 38%	202 41%	81 45% v	34 42%	104 45% v	73 44% v	63 35%	60 40%	44 44% v	88 46% v	79 32%	121 43% v	67 38%	146 45%	332 40%	
Neither agree nor disagree	(0)	361 18%	191 20%	170 17%	34 16%	62 18%	67 21%	71 20%	50 17%	77 17%	88 16%	92 17%	93 23% j	88 18%	29 16%	14 17%	37 16%	33 20%	29 16%	22 15%	18 18%	37 19%	52 21%	57 21%	32 18%	59 18%	149 18%	
Disagree	(-1)	162 8%	79 8%	83 8%	22 10%	39 11% gh	21 7%	22 6%	15 5%	43 9% h	55 10% m	47 9%	34 8%	26 5%	11 6%	7 9%	17 8%	10 6%	15 8%	20 13% q	6 6%	15 8%	21 8%	22 8%	16 9%	24 8%	70 8%	
Disagree strongly	(-2)	24 1%	11 1%	13 1%	7 3% fg	4 1%	* *	2 1%	5 2%	5 1%	7 1%	6 1%	6 2%	5 1%	2 1%	- *	1 *	2 1%	3 2%	3 2%	2 2%	1 1%	5 2%	1 1%	3 2%	3 1%	8 1%	
NET: Disagree		186 9%	90 9%	96 9%	29 13% fgh	43 12% fgh	21 7%	24 7%	20 7%	48 11%	62 12% m	53 10%	40 10%	31 6%	14 8%	7 9%	18 8%	12 7%	18 10%	23 16% npq w	7 7%	17 9%	26 10%	24 9%	20 11%	28 9%	78 9%	
Not applicable to me		123 6%	50 5%	73 7%	2 1%	4 1%	10 3%	23 6% de	28 9% def	57 12% defg	20 4%	36 7% j	19 5%	49 10% jl	9 5%	5 6%	22 9% vw	15 9% v	13 7%	11 7%	7 7%	12 6%	7 3%	11 4%	12 6%	9 3%	31 4%	
Don't know		76 4%	20 2%	56 5% a	15 7% gi	16 5% gi	21 7% ghi	5 1%	9 3%	9 2%	13 2%	25 4%	18 4%	20 4%	8 4%	3 3%	5 2%	3 2%	7 4%	7 4%	5 5%	5 3%	12 5%	14 5%	8 5%	16 5%	25 3%	
Mean		0.82	0.83	0.81	0.74	0.73	0.83	0.90	0.91	0.79	0.81	0.84	0.74	0.87	0.87	0.88	0.86	0.82	0.90	0.65	0.83	0.78	0.85	0.78	0.78	0.83	0.86	
Standard deviation		0.94	0.95	0.94	1.05	0.96	0.86	0.90	0.93	0.98	0.97	0.95	0.96	0.88	0.90	0.91	0.88	0.88	1.01	1.05	0.91	0.88	1.04	0.89	1.01	0.90	0.95	
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.06	0.04	0.08	0.10	0.06	0.07	0.08	0.09	0.09	0.06	0.08	0.06	0.08	0.06	0.04	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 257

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

#### Summary

**Base: All respondents who use the internet**

		Statements					
		Shopping websites	Social media	Video streaming services	Music streaming services	Online news providers	Broadband/mobile providers Online or mobile banking
Unweighted base		2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989
NET: Agree		1558 78%	852 43%	842 42%	878 44%	1368 69%	1296 65%
Agree strongly	(+2)	619 31%	249 13%	239 12%	257 13%	466 23%	452 23%
Agree	(+1)	938 47%	603 30%	602 30%	621 31%	902 45%	844 42%
Neither agree nor disagree	(0)	247 12%	425 21%	305 15%	242 12%	260 13%	264 13%
Disagree	(-1)	66 3%	220 11%	154 8%	101 5%	58 3%	80 4%
Disagree strongly	(-2)	15 1%	46 2%	19 1%	9 *	16 1%	15 1%
NET: Disagree		81 4%	266 13%	173 9%	110 6%	74 4%	95 5%
Not applicable to me		27 1%	326 16%	547 28%	649 33%	192 10%	29 1%
Don't know		77 4%	121 6%	123 6%	111 6%	95 5%	99 5%
Mean		1.10	0.51	0.67	0.83	1.03	1.05
Standard deviation		0.81	1.02	0.95	0.88	0.80	0.83
Standard error		0.02	0.03	0.03	0.03	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 258

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Shopping websites**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree	1558	754	804	146	277	236	293	245	362	426	433	319	380	146	61	196	128	144	120	73	145	190	219	136	256	634
	78%	78%	79%	68%	80% <sup>d</sup>	75%	81% <sup>d</sup>	83% <sup>df</sup>	79% <sup>d</sup>	79%	78%	78%	78%	82%	75%	84% <sup>tuv</sup>	77%	80%	80%	73%	75%	76%	78%	77%	79%	77%
Agree strongly	(+2)	619	319	300	54	113	87	117	108	141	172	176	140	66	22	76	46	75	41	31	43	93	66	61	99	266
	31%	33%	29%	25%	33%	27%	33%	36% <sup>df</sup>	31%	32%	32%	34% <sup>m</sup>	27%	37% <sup>uw</sup>	26%	33% <sup>uw</sup>	27%	42% <sup>oqs</sup>	28%	31%	22%	37% <sup>uw</sup>	24%	35% <sup>uw</sup>	31%	32%
Agree	(+1)	938	435	503	92	163	149	176	137	221	253	257	179	80	40	120	82	69	78	42	102	97	153	75	156	368
	47%	45%	49%	43%	47%	47%	49%	46%	48%	47%	46%	44%	51%	45%	49%	52% <sup>rv</sup>	49%	38%	52% <sup>rv</sup>	42%	53% <sup>rvx</sup>	39%	55% <sup>rtv</sup> x	42%	48%	45%
Neither agree nor disagree	(0)	247	126	121	39	37	43	45	28	56	67	61	59	19	11	19	30	21	18	12	32	34	34	18	34	115
	12%	13%	12%	18% <sup>h</sup>	11%	14%	12%	10%	12%	13%	11%	15%	12%	11%	13%	8%	18% <sup>px</sup>	12%	12%	12%	16% <sup>p</sup>	14%	12%	10%	11%	14%
Disagree	(-1)	66	37	29	16	11	14	9	8	8	20	18	10	4	3	8	2	6	2	4	4	14	12	7	13	28
	3%	4%	3%	8% <sup>ghi</sup>	3%	4% <sup>i</sup>	2%	3%	2%	4%	3%	2%	4%	2%	3%	3%	1%	3%	1%	4%	2%	6% <sup>q</sup>	4%	4%	4%	3%
Disagree strongly	(-2)	15	8	7	4	1	5	1	*	3	5	3	2	-	-	1	-	5	1	1	2	-	1	4	3	8
	1%	1%	1%	2% <sup>gh</sup>	*	2% <sup>h</sup>	*	*	1%	1%	1%	1%	1%	-	-	*	-	3% <sup>pqv</sup>	1%	1%	1%	-	*	2% <sup>v</sup>	1%	1%
NET: Disagree	81	45	35	21	12	20	9	8	11	25	21	11	23	4	3	8	2	12	4	5	6	14	13	11	16	36
	4%	5%	3%	10% <sup>eghi</sup>	4%	6% <sup>ghi</sup>	3%	3%	2%	5%	4%	3%	5%	2%	3%	4%	1%	6% <sup>q</sup>	2%	5% <sup>q</sup>	3%	6% <sup>q</sup>	4%	6% <sup>q</sup>	5%	4%
Not applicable to me	27	12	15	-	3	2	5	2	15	5	12	3	8	3	1	5	2	2	-	1	2	4	3	4	4	8
	1%	1%	1%	-	1%	1%	1%	1%	3% <sup>defh</sup>	1%	2%	1%	2%	2%	2%	2%	1%	1%	-	1%	1%	1%	1%	2%	1%	1%
Don't know	77	30	47	11	16	15	9	13	14	15	27	15	20	6	6	4	6	2	9	9	8	8	11	9	13	28
	4%	3%	5%	5%	5%	5%	2%	4%	3%	3%	5%	4%	4%	3%	7% <sup>pr</sup>	2%	3%	1%	6% <sup>pr</sup>	9% <sup>pqr</sup>	4%	3%	4%	5% <sup>r</sup>	4%	3%
Mean	1.10	1.10	1.11	0.85	1.16 <sup>d</sup>	1.00	1.15 <sup>df</sup>	1.23 <sup>df</sup>	1.14 <sup>df</sup>	1.10	1.14	1.15	1.05	1.23 <sup>uw</sup>	1.07	1.18 <sup>uw</sup>	1.08	1.15	1.11	1.09	0.99	1.13	1.02	1.11	1.10	1.09
Standard deviation	0.81	0.84	0.78	0.97	0.78	0.89	0.75	0.74	0.76	0.84	0.80	0.79	0.82	0.74	0.76	0.74	0.72	0.97	0.75	0.86	0.77	0.87	0.76	0.93	0.83	0.85
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.08	0.05	0.05	0.07	0.06	0.08	0.05	0.07	0.05	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 259

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Social media**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739		
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821		
NET: Agree		852 43%	404 42%	448 44%	103 48% <sub>i</sub>	173 50% <sub>hi</sub>	149 47% <sub>hi</sub>	158 44% <sub>i</sub>	114 39%	155 34%	224 42%	240 43%	177 44%	211 43%	82 46%	29 35%	97 42%	63 37%	79 44%	75 50% <sub>oqu</sub>	47 47%	72 37%	113 45%	121 43%	74 42%	151 47%	372 45%		
Agree strongly	(+2)	249 13%	130 13%	119 12%	37 17% <sub>i</sub>	54 16% <sub>i</sub>	36 11%	44 12%	32 11%	47 10%	67 12%	59 11%	60 15%	63 13%	26 15%	9 12%	22 10%	14 8%	31 17% <sub>pqu</sub>	13 9%	12 13%	17 9%	50 20% <sub>pqs uw</sub>	30 11%	23 13%	47 15%	120 15%		
Agree	(+1)	603 30%	274 28%	329 32%	66 31%	119 35% <sub>i</sub>	113 36% <sub>hi</sub>	114 32% <sub>i</sub>	82 28%	108 24%	158 29%	181 33%	117 29%	147 30%	56 31%	19 24%	75 32%	49 29%	48 27%	61 41% <sub>oqr uvx</sub>	35 35%	55 28%	63 25%	91 33%	51 29%	104 32%	252 31%		
Neither agree nor disagree	(0)	425 21%	204 21%	221 22%	45 21%	65 19%	69 22%	85 24%	58 20%	101 22%	107 20%	104 19%	101 25%	113 23%	34 19%	21 26%	51 22%	47 28% <sub>tw</sub>	38 21%	29 20%	16 16%	51 27% <sub>tw</sub>	52 21%	50 18%	35 20%	61 19%	179 22%		
Disagree	(-1)	220 11%	97 10%	123 12%	43 20% <sub>fghi</sub>	60 18% <sub>ghi</sub>	36 11% <sub>i</sub>	30 8%	24 8%	27 6%	68 13%	66 12%	39 10%	47 10%	22 12%	11 14%	29 13%	18 11%	13 7%	16 11%	7 7%	15 8%	33 13%	36 13%	20 11%	40 12%	113 14%		
Disagree strongly	(-2)	46 2%	22 2%	24 2%	8 4% <sub>hi</sub>	7 2%	14 4% <sub>hi</sub>	12 3% <sub>hi</sub>	1 *	4 1%	16 3%	13 2%	6 1%	11 2%	5 3%	1 2%	2 1%	1 1%	6 3%	2 1%	5 5% <sub>pq</sub>	3 2%	8 3%	5 2%	7 4%	7 2%	23 3%		
NET: Disagree		266 13%	119 12%	147 14%	51 24% <sub>fghi</sub>	67 19% <sub>ghi</sub>	50 16% <sub>hi</sub>	42 12% <sub>i</sub>	25 8%	31 7%	84 16%	79 14%	45 11%	58 12%	27 15%	13 16%	31 14%	20 12%	19 10%	18 12%	12 12%	18 9%	41 17%	41 15%	27 15%	47 14%	137 17%		
Not applicable to me		326 16%	196 20% <sub>b</sub>	130 13%	4 2%	12 3%	22 7% <sub>d</sub>	58 16% <sub>def</sub>	85 29% <sub>defg</sub>	146 32% <sub>defg</sub>	99 18%	94 17%	54 13%	78 16%	26 14%	15 18%	45 20% <sub>t</sub>	29 18%	36 20% <sub>t</sub>	18 12%	10 10%	41 21% <sub>st</sub>	33 13%	42 15%	29 17%	45 14%	87 11%		
Don't know		121 6%	44 5%	76 7% <sub>a</sub>	12 6%	27 8%	25 8%	16 5%	14 5%	26 6%	23 4%	37 7%	30 7%	30 6%	10 5%	4 5%	6 3%	9 5%	9 5%	9 6%	15 15% <sub>nopq rsuvx</sub>	10 5%	11 4%	25 9% <sub>p</sub>	13 7% <sub>p</sub>	19 6%	47 6%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 259

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Social media**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.51	0.54	0.49	0.41	0.50	0.45	0.52	0.60	0.58	0.46	0.49	0.58	0.54	0.53	0.39	0.48	0.43	0.63	0.56	0.58	0.48	0.55	0.49	0.46	0.56	0.48
Standard deviation	1.02	1.03	1.01	1.14	1.06	1.05	1.01	0.92	0.92	1.06	1.02	0.99	1.00	1.07	1.02	0.95	0.90	1.07	0.91	1.08	0.92	1.14	1.01	1.10	1.04	1.07
Standard error	0.03	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.10	0.12	0.07	0.07	0.09	0.09	0.11	0.08	0.09	0.07	0.09	0.07	0.04

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 260

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Video streaming services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree		842 42%	430 44%	412 40%	108 50%hi	179 52%hi	161 51%hi	174 48%hi	109 37% <i>i</i>	110 24%	228 42%	243 44%	171 42%	199 41%	92 52%pqt uw	32 38%	86 37%	63 38%	87 48%p	67 45%	38 38%	75 39%	118 47%	111 40%	73 41%	146 45%	400 49%
Agree strongly	(+2)	239 12%	134 14% <i>b</i>	105 10%	23 11%	61 18%hi	40 13% <i>i</i>	53 15% <i>i</i>	32 11%	31 7%	65 12%	62 11%	61 15%	51 10%	33 19% <i>pst</i> uw	12 15%	19 8%	21 12%	28 15% <i>puw</i>	14 9%	8 8%	15 8%	45 18% <i>ptuw</i>	23 8%	21 12%	44 14%	125 15%
Agree	(+1)	602 30%	296 31%	307 30%	85 40%hi	118 34% <i>i</i>	122 39%hi	121 34% <i>i</i>	77 26% <i>i</i>	79 17%	164 30%	181 33%	110 27%	148 30%	59 33%	19 24%	67 29%	43 26%	59 33%	53 35%	30 30%	60 31%	72 29%	88 31%	52 29%	102 32%	275 34%
Neither agree nor disagree	(0)	305 15%	158 16%	147 14%	45 21% <i>i</i>	66 19% <i>i</i>	61 19% <i>i</i>	55 15% <i>i</i>	40 13% <i>i</i>	37 8%	80 15%	87 16%	66 16%	72 15%	27 15%	18 22% <i>x</i>	34 15%	30 18%	24 13%	21 14%	12 12%	31 16%	45 18%	41 15%	22 12%	65 20%	143 17%
Disagree	(-1)	154 8%	96 10% <i>b</i>	58 6%	38 17% <i>fghi</i>	54 16% <i>fghi</i>	23 7%hi	21 6% <i>i</i>	8 3%	10 2%	60 11% <i>km</i>	39 7%	31 8%	25 5%	9 5%	4 5%	19 8%	11 7%	8 5%	12 8%	8 8%	13 7%	32 13% <i>nr</i>	25 9%	12 7%	34 10%	78 10%
Disagree strongly	(-2)	19 1%	12 1%	7 1%	7 3% <i>eghi</i>	-	8 3% <i>ehi</i>	2 1%	1 *	1 *	9 2%	2 *	4 1%	4 1%	1 *	-	1 1%	1 *	4 2%	-	2 2%	2 1%	3 1%	4 1%	2 1%	7 2%	9 1%
NET: Disagree		173 9%	108 11% <i>b</i>	65 6%	45 21% <i>fghi</i>	54 16% <i>fghi</i>	32 10%hi	23 6% <i>i</i>	9 3%	11 2%	69 13% <i>km</i>	41 7%	35 8%	29 6%	10 6%	4 5%	20 9%	12 7%	13 7%	12 8%	11 11%	15 8%	35 14% <i>nr</i>	29 10%	14 8%	40 13%	87 11%
Not applicable to me		547 28%	224 23%	323 32% <i>a</i>	7 3%	19 6%	37 12% <i>de</i>	84 23% <i>defg</i>	128 43% <i>defgh</i>	272 59% <i>defgh</i>	135 25%	148 27%	105 26%	159 32% <i>j</i>	43 24%	22 27%	77 33% <i>v</i>	54 32% <i>v</i>	45 25%	43 29% <i>v</i>	27 27% <i>v</i>	60 31% <i>v</i>	41 17%	74 27% <i>v</i>	60 34% <i>v</i>	51 16%	145 18%
Don't know		123 6%	48 5%	75 7% <i>a</i>	11 5%	26 8% <i>h</i>	24 8% <i>h</i>	23 6%	10 3%	28 6%	26 5%	34 6%	31 8%	32 6%	6 3%	6 7%	15 6%	8 5%	13 7%	7 5%	12 12% <i>nqsvx</i>	12 6%	11 4%	24 9%	9 5%	21 6%	47 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 260

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Video streaming services**

**Base: All respondents who use the internet**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Pri-vate (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.67	0.64	0.71	0.40	0.62	0.63d	0.79d	0.83de	0.82d	0.57	0.70	0.71	0.73	0.89pt	0.73	0.59	0.68	0.80	0.70	0.54	0.61	0.63	0.57	0.72	0.57	0.68
Standard deviation	0.95	1.00	0.89	1.04	1.00	0.97	0.90	0.82	0.83	1.03	0.89	0.98	0.88	0.89	0.90	0.92	0.93	0.98	0.86	1.01	0.89	1.05	0.95	0.96	1.02	0.97
Standard error	0.03	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.07	0.05	0.09	0.11	0.07	0.09	0.09	0.09	0.12	0.08	0.09	0.07	0.09	0.07	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 261

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Music streaming services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739			
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821			
NET: Agree		878 44%	450 46%	428 42%	123 57%hi	192 56%hi	173 55%hi	174 48%hi	113 38%hi	103 22%	239 44%	257 46%	186 46%	196 40%	95 53%ptu x	34 41%	97 42%	77 46%t	84 46%t	61 41%	33 34%	70 37%	126 50%tu	129 46%t	70 40%	160 50%	424 52%			
Agree strongly	(+2)	257 13%	153 16%b	104 10%	32 15%i	61 18%i	44 14%i	54 15%i	38 13%i	27 6%	69 13%	71 13%	63 15%	53 11%	38 22%pq stuw	9 11%	20 9%	20 12%	27 15%	13 9%	7 7%	19 10%	52 21%pst uw	28 10%	23 13%	54 17%	135 16%			
Agree	(+1)	621 31%	297 31%	324 32%	91 42%hi	130 38%hi	129 41%hi	120 33%hi	75 25%i	75 16%	170 32%	185 33%	123 30%	144 29%	57 32%	25 30%	77 33%	57 34%	57 31%	48 32%	26 26%	51 27%	74 30%	101 36%ux	48 27%	106 33%	289 35%			
Neither agree nor disagree	(0)	242 12%	128 13%	113 11%	40 18%hi	51 15%hi	50 16%hi	45 13%hi	29 10%hi	26 6%	63 12%	61 11%	65 16%	52 11%	21 12%	12 14%	28 12%	19 12%	21 12%	14 9%	15 15%	27 14%	34 14%	32 12%	18 10%	43 13%	131 16%			
Disagree	(-1)	101 5%	58 6%	43 4%	31 15%fghi i	39 11%fghi	11 3%hi	8 2%	7 2%	5 1%	40 7%lm	28 5%	14 3%	19 4%	3 2%	5 6%	13 6%	6 4%	8 4%	10 7%ni	2 2%	10 5%	23 9%nt	12 4%	9 5%	23 7%	52 6%			
Disagree strongly	(-2)	9 *	3 *	6 1%	2 1%	2 1%	3 1%	1 *	* *	1 *	5 1%	2 *	3 1%	- -	- -	- -	2 1%	1 *	- -	- -	2 2%	1 1%	- -	2 1%	2 1%	4 1%	5 1%			
NET: Disagree		110 6%	62 6%	48 5%	33 15%fghi i	41 12%fghi	14 5%hi	8 2%	7 2%	6 1%	44 8%lm	29 5%	17 4%	19 4%	3 2%	5 6%	15 7%ni	7 4%	8 4%	10 7%ni	4 4%	11 6%	23 9%ni	14 5%	10 6%	26 8%	56 7%			
Not applicable to me		649 33%	283 29%	366 36%a	9 4%	35 10%di	58 18%de	114 32%def	137 46%defg	295 64%defgh	170 32%	174 31%	110 27%	194 40%ijkl	54 30%	24 30%	79 34%v	58 35%v	55 30%	57 38%v	36 36%v	74 38%v	51 20%	87 31%v	73 41%vw	75 23%	166 20%			
Don't know		111 6%	45 5%	66 6%	11 5%	25 7%h	20 6%	18 5%	9 3%	28 6%	22 4%	32 6%	29 7%	28 6%	5 3%	8 9%	12 5%	6 3%	13 7%	7 4%	11 11%npqs x	10 5%	16 6%	17 6%	6 4%	17 5%	44 5%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 261

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Music streaming services**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	0.83	0.84	0.81	0.62	0.74	0.84d	0.96de	0.96de	0.92d	0.75	0.85	0.86	0.86	1.10op stuw	0.76	0.71	0.87	0.91	0.75	0.67	0.71	0.85	0.80	0.83	0.80	0.81
Standard deviation	0.88	0.91	0.84	0.97	0.98	0.83	0.77	0.81	0.77	0.95	0.85	0.87	0.82	0.77	0.87	0.88	0.82	0.84	0.86	0.90	0.90	0.97	0.82	0.94	0.96	0.90
Standard error	0.03	0.04	0.03	0.07	0.07	0.05	0.05	0.06	0.06	0.05	0.05	0.07	0.05	0.08	0.11	0.07	0.08	0.08	0.10	0.11	0.09	0.09	0.06	0.09	0.07	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 262

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Online news providers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1368 69%	700 72%b	668 65%	133 62%	255 74%di	215 68%	259 72%di	210 71%	296 65%	391 73%lm	386 70%	266 65%	325 66%	140 79%opq stux	51 62%	155 67%	112 67%	131 72%t	95 64%	60 60%	129 67%	175 70%	199 71%t	120 68%	224 69%	577 70%	
Agree strongly	(+2)	466 23%	268 28%b	198 19%	44 21%	93 27%i	68 21%	101 28%i	75 25%i	85 19%	140 26%lm	122 22%	105 26%	99 20%	50 28%w	17 21%	46 20%	37 22%	51 28%w	29 19%	19 20%	37 19%	85 34%pq stuw	52 19%	43 24%	78 24%	228 28%
Agree	(+1)	902 45%	431 45%	470 46%	89 41%	162 47%	148 47%	158 44%	134 45%	210 46%	251 47%	265 48%l	161 39%	225 46%	90 51%v	33 41%	109 47%v	75 45%	80 44%	66 44%	40 40%	93 48%v	90 36%	147 53%tv	77 44%	147 45%	349 43%
Neither agree nor disagree	(0)	260 13%	129 13%	131 13%	49 23%eghi	30 9%	50 16%eh	43 12%	28 9%	60 13%	66 12%	75 14%	67 17%lm	51 10%	16 9%	15 18%p	21 9%	30 18%np	24 13%	20 13%	13 13%	36 18%np	30 12%	34 12%	22 12%	49 15%	106 13%
Disagree	(-1)	58 3%	34 4%	25 2%	7 3%	24 7%fghi	9 3%	6 2%	4 1%	7 2%	21 4%	18 3%	9 2%	10 2%	- -	3 4%n	6 3%	2 1%	4 2%	4 3%	6 6%npq	3 2%	14 5%n	10 4%n	8 5%n	15 5%	30 4%
Disagree strongly	(-2)	16 1%	12 1%b	4 *	2 1%	3 1%	2 1%	5 1%	1 *	3 1%	5 1%	4 1%	3 1%	2 1%	- -	- -	3 1%	1 *	4 2%w	4 2%w	* *	1 *	2 1%	- -	1 *	4 1%	7 1%
NET: Disagree		74 4%	46 5%b	28 3%	9 4%	28 8%ghi	12 4%	11 3%	5 2%	10 2%	27 5%	22 4%	13 3%	12 3%	- -	3 4%n	9 4%n	3 2%	8 4%n	7 5%n	6 6%npq	4 2%	16 6%npq	10 4%n	9 5%n	19 6%	38 5%
Not applicable to me		192 10%	58 6%	134 13%a	12 6%	12 3%	19 6%	31 9%e	42 14%defg	75 16%defg	37 7%	40 7%	40 10%	75 15%ijkl	17 9%	6 7%	34 15%uvw	19 12%	15 8%	17 11%	9 9%	15 8%	16 6%	23 8%	21 12%	15 5%	62 8%
Don't know		95 5%	35 4%	60 6%a	13 6%	20 6%	18 6%	16 5%	11 4%	17 4%	16 3%	30 5%	22 5%	27 5%	5 3%	8 9%npqr	12 5%	4 2%	4 2%	10 6%	12 12%npqr uvw	9 5%	13 5%	14 5%	7 4%	16 5%	39 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 262

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Online news providers**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Mean	1.03	1.04	1.01	0.88	1.01	0.97	1.10d	1.15df	1.01	1.03	1.00	1.03	1.05	1.22opqstuw	0.95	1.03	1.01	1.05	0.92	0.92	0.96	1.09	0.99	1.02	0.96	1.05
Standard deviation	0.80	0.86	0.74	0.84	0.90	0.80	0.82	0.71	0.73	0.84	0.80	0.83	0.74	0.62	0.81	0.79	0.75	0.89	0.89	0.87	0.74	0.93	0.72	0.83	0.87	0.85
Standard error	0.02	0.03	0.02	0.07	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.09	0.05	0.06	0.07	0.08	0.09	0.05	0.07	0.05	0.06	0.05	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 263

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Broadband/ mobile providers**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Agree	1502	738	764	150	257	242	286	228	338	421	424	290	367	129	66	196	122	148	116	67	134	187	204	134	240	624	
		76%	76%	75%	70%	75%	80% <sup>d</sup>	77%	74%	78% <sup>l</sup>	77%	71%	75%	72%	80% <sup>t</sup>	85% <sup>n</sup> uvwx	73%	82% <sup>tu</sup>	77%	67%	69%	75%	73%	75%	74%	76%	
Agree strongly	(+2)	554	310	245	60	91	89	104	85	126	157	136	123	139	50	22	66	39	62	32	26	38	93	68	59	90	247
		28%	32% <sup>b</sup>	24%	28%	26%	28%	29%	29%	27%	29%	25%	30%	28%	28%	27%	29%	23%	34% <sup>qsu</sup>	22%	26%	20%	37% <sup>qsu</sup>	24%	33% <sup>qsu</sup>	28%	30%
Agree	(+1)	947	429	519	91	167	152	182	143	213	263	288	168	228	79	44	130	84	86	83	40	95	94	136	75	150	377
		48%	44%	51% <sup>a</sup>	42%	48%	48%	51%	48%	46%	49% <sup>l</sup>	52% <sup>l</sup>	41%	47%	44%	53% <sup>v</sup>	56% <sup>ntv</sup> x	50% <sup>v</sup>	48%	56% <sup>tvx</sup>	40%	49% <sup>v</sup>	38%	49% <sup>v</sup>	42%	47%	46%
Neither agree nor disagree	(0)	264	138	125	38	42	41	46	35	61	69	64	71	60	32	6	22	26	18	18	14	31	41	37	19	41	116
		13%	14%	12%	18%	12%	13%	13%	12%	13%	13%	12%	17% <sup>kl</sup>	12%	18% <sup>op</sup>	8%	10%	15%	10%	12%	14%	16%	16%	13%	11%	13%	14%
Disagree	(-1)	80	41	39	12	12	12	11	12	21	23	20	12	26	3	2	4	5	8	5	8	12	8	16	8	18	34
		4%	4%	4%	6%	3%	4%	3%	4%	5%	4%	4%	3%	5%	2%	2%	2%	3%	5%	3%	8% <sup>np</sup>	6% <sup>np</sup>	3%	6% <sup>p</sup>	5%	6%	4%
Disagree strongly	(-2)	15	9	6	1	2	3	2	*	7	5	1	6	3	2	*	1	1	-	1	2	3	-	-	5	1	6
		1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	*	-	1%	2% <sup>w</sup>	1%	-	-	3% <sup>rvw</sup>	*	1%
NET: Disagree		95	50	45	14	14	15	12	13	27	28	21	18	29	5	2	6	5	8	6	10	15	8	16	13	19	40
		5%	5%	4%	6%	4%	5%	3%	4%	6%	5%	4%	4%	6%	3%	3%	2%	3%	5%	4%	10% <sup>npqv</sup>	8% <sup>p</sup>	3%	6%	7% <sup>p</sup>	6%	5%
Not applicable to me		29	8	21	1	1	2	4	7	14	4	12	5	7	2	2	3	5	1	1	1	4	3	5	2	5	5
		1%	1%	2% <sup>a</sup>	*	*	1%	1%	2%	3% <sup>ef</sup>	1%	2%	1%	2%	1%	3%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%
Don't know		99	33	67	12	29	15	10	15	18	16	33	24	27	10	5	5	9	5	9	9	10	17	10	18	37	
		5%	3%	7% <sup>a</sup>	6%	8% <sup>gi</sup>	5%	3%	5%	4%	3%	6% <sup>j</sup>	6%	5%	6%	2%	6%	3%	9%	6%	9% <sup>pr</sup>	5%	4%	6% <sup>p</sup>	5%	5%	4%
Mean		1.05	1.07	1.03	0.96	1.06	1.05	1.09	1.09	1.01	1.05	1.06	1.03	1.04	1.03	1.14 <sup>u</sup>	1.14 <sup>tu</sup>	1.01	1.16 <sup>tu</sup>	1.01	0.91	0.86	1.15 <sup>tu</sup>	1.00	1.05	1.04	1.06
Standard deviation		0.83	0.86	0.79	0.89	0.80	0.83	0.78	0.78	0.88	0.83	0.75	0.88	0.85	0.83	0.72	0.71	0.76	0.79	0.76	0.98	0.89	0.83	0.81	0.97	0.84	0.84

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 263

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Broadband/ mobile providers**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
Standard error	0.02	0.03	0.02	0.07	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.07	0.08	0.05	0.06	0.06	0.07	0.09	0.06	0.06	0.05	0.07	0.05	0.03	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 264

**Q.D7c How far do you agree or disagree with each of the following? When I am using the following service, if I am not happy with a service I use online, I am confident that there are alternative service providers I could switch to get a better deal or quality of service.**

**Online or mobile banking**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Priv-ate (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Agree		1296 65%	629 65%	666 65%	135 63%	232 67%	212 67%	247 69%	195 66%	275 60%	369 69%	358 65%	260 64%	310 63%	112 63%	55 67%	160 69%	106 63%	129 71%	93 62%	63 63%	125 65%	159 64%	178 64%	117 66%	208 64%	555 68%
Agree strongly	(+2)	452 23%	250 26%b	202 20%	50 23%	62 18%	83 26%e	80 22%	74 25%	103 22%	130 24%	118 21%	86 21%	117 24%	39 22%	19 23%	55 24%	32 19%	50 28%uw	31 21%	24 24%	34 17%	68 27%uw	50 18%	51 29%quw	77 24%	195 24%
Agree	(+1)	844 42%	380 39%	464 45%a	85 39%	169 49%i	129 41%	167 46%i	122 41%	173 38%	238 44%	239 43%	174 43%	193 39%	73 41%	36 44%	105 45%	74 44%	79 44%	62 42%	39 39%	91 47%	91 37%	128 46%	66 37%	131 41%	360 44%
Neither agree nor disagree	(0)	324 16%	173 18%	151 15%	41 19%	52 15%	58 18%	61 17%	39 13%	72 16%	80 15%	88 16%	84 21%j	72 15%	33 19%	17 21%	30 13%	27 16%	20 11%	21 14%	17 17%	38 20%r	46 19%	51 18%	24 14%	64 20%	136 17%
Disagree	(-1)	123 6%	61 6%	62 6%	17 8%	26 8%	15 5%	14 4%	19 6%	32 7%	39 7%	40 7%	19 5%	26 5%	10 6%	2 2%	11 5%	11 6%	6 3%	17 12%opt	4 4%	12 6%	20 8%	20 7%	11 6%	17 5%	54 7%
Disagree strongly	(-2)	28 1%	19 2%	9 1%	6 3%	4 1%	4 1%	5 1%	3 1%	5 1%	15 3%km	2 *	6 2%	4 1%	1 1%	1 1%	4 2%	2 1%	3 2%	1 1%	1 1%	2 1%	5 2%	2 1%	5 3%	7 2%	10 1%
NET: Disagree		151 8%	80 8%	71 7%	23 11%g	31 9%	19 6%	19 5%	22 8%	36 8%	54 10%cm	42 7%	25 6%	30 6%	11 6%	3 3%	15 7%	13 8%	9 5%	18 12%ort	4 4%	14 7%	25 10%	22 8%	17 9%	24 7%	64 8%
Not applicable to me		118 6%	50 5%	68 7%	2 1%	3 1%	7 2%	21 6%def	28 10%def	57 12%defg	17 3%	36 6%j	18 4%	47 10%jl	9 5%	4 5%	19 8%	14 9%	15 8%	11 7%	6 6%	9 5%	9 4%	12 4%	10 6%	9 3%	29 4%
Don't know		101 5%	36 4%	65 6%a	15 7%	27 8%gi	19 6%	12 3%	11 4%	18 4%	18 3%	31 6%	20 5%	31 6%j	13 7%	4 5%	7 3%	7 4%	9 5%	7 5%	10 10%pu	7 4%	10 4%	16 6%	9 5%	18 6%	38 5%
Mean		0.89	0.89	0.89	0.79	0.82	0.94	0.92	0.95	0.88	0.85	0.89	0.85	0.96	0.89	0.94	0.96	0.85 w	1.06su	0.79	0.98	0.80	0.86	0.81	0.93	0.86	0.90
Standard deviation		0.92	0.97	0.87	1.01	0.89	0.91	0.86	0.92	0.94	0.99	0.88	0.90	0.89	0.89	0.83	0.90	0.90	0.87	0.98	0.85	0.87	1.01	0.88	1.03	0.95	0.91
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.09	0.06	0.07	0.07	0.09	0.08	0.06	0.08	0.08	0.08	0.06	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 265

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

#### Summary

**Base: All respondents who use the internet**

		Situations								
		In diagnosing health conditions	In planning transport services	In calculating what taxes people pay	In schools	In calculating the prices of goods and services	In calculating whether people are eligible for financial products such as bank accounts and insurance	In deciding what news coverage people most want to see	In deciding what party political messages to show people during general election campaigns	The use of artificial intelligence without regulation or control by Government
Unweighted base		2002	2002	2002	2002	2002	2002	2002	2002	2002
Weighted base		1989	1989	1989	1989	1989	1989	1989	1989	1989
NET: Comfortable		588 30%	990 50%	916 46%	641 32%	1096 55%	804 40%	580 29%	466 23%	294 15%
Very comfortable	(4)	133 7%	198 10%	167 8%	110 6%	177 9%	153 8%	118 6%	113 6%	80 4%
Fairly comfortable	(3)	455 23%	792 40%	749 38%	532 27%	920 46%	651 33%	462 23%	353 18%	214 11%
Not very comfortable	(2)	601 30%	458 23%	468 24%	605 30%	413 21%	555 28%	578 29%	559 28%	467 23%
Not at all comfortable	(1)	630 32%	330 17%	399 20%	494 25%	276 14%	421 21%	610 31%	700 35%	1048 53%
NET: Not comfortable		1231 62%	788 40%	867 44%	1099 55%	689 35%	976 49%	1188 60%	1259 63%	1515 76%
Don't know		170 9%	211 11%	206 10%	249 13%	203 10%	209 10%	221 11%	264 13%	180 9%
Mean		2.05	2.48	2.38	2.15	2.56	2.30	2.05	1.93	1.63
Standard deviation		0.94	0.92	0.93	0.91	0.87	0.93	0.93	0.93	0.86
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 266

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In diagnosing health conditions**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Comfortable		588 30%	366 38%b	222 22%	92 43% fghi	112 33%hi	100 32%h	104 29%	67 23%	114 25%	212 39%klm	162 29%lm	107 26%	108 22%	48 27%	20 25%	74 32%	40 24%	46 25%	40 27%	29 29%	54 28%	91 37%qr	82 29%	62 35%q	84 26%	307 37%A	
Very comfortable	(4)	133 7%	86 9%b	47 5%	28 13% fghi	30 9%hi	20 6%	28 8%hi	10 3%	17 4%	51 10%lm	35 6%	29 7%	18 4%	8 4%	3 3%	21 9%w	10 6%	13 7%	9 6%	8 8%	11 6%	25 10%w	11 4%	14 8%	19 6%	80 10%	
Fairly comfortable	(3)	455 23%	280 29%b	175 17%	64 30% ghij	83 24%	80 25%	76 21%	57 19%	96 21%	160 30%klm	127 23%	78 19%	90 18%	40 23%	17 21%	54 23%	30 18%	33 18%	31 21%	21 21%	43 22%	66 26%	71 25%	48 27%	65 20%	226 28%A	
Not very comfortable	(2)	601 30%	268 28%	333 33%a	52 24%	113 33%	97 31%	108 30%	86 29%	144 32%	147 27%	170 31%	144 35%j	140 29%	48 27%	24 29%	68 29%	53 32%	60 33%	45 30%	39 39%ux	53 27%	82 33%	81 29%	47 26%	97 30%	241 29%	
Not at all comfortable	(1)	630 32%	271 28%	359 35%a	44 21%	84 24%	87 28%	119 33%de	121 41%def	176 38%def	153 28%	165 30%	122 30%	190 39%jkl	67 38%ttvw	32 39%ttvw	72 31%	64 38%ttvw	64 36%tv	52 35%t	22 22%	65 34%t	59 24%	76 27%	56 31%	112 35%B	208 25%	
NET: Not comfortable		1231 62%	539 56%	692 68%a	96 44%	196 57% dghi	185 59% d	227 63% d	207 70% def	320 70% def	300 56%	335 60%	266 65% jkl	330 67% jkl	115 65%	56 69%	140 61%	117 70% vwxyz	124 69% vw	97 65%	61 61%	118 61%	142 57%	157 56%	103 58%	209 65%B	448 55%	
Don't know		170 9%	62 6%	108 11%a	28 13% i	36 10% i	31 10% i	29 8%	22 8%	24 5%	26 5%	57 10% j	35 8%	52 11% j	15 8%	5 7%	17 7%	10 6%	11 6%	13 9%	9 9%	20 11%	17 7%	40 14% pqrstx	13 7%	29 9%	66 8%	
Mean		2.05	2.20b	1.90	2.41fgh hi	2.19hi	2.11hi	2.04h	1.84	1.90	2.21kl m	2.06m	2.03m	1.85	1.93	1.88	2.11	1.91	1.97	1.98	2.16oq	2.00	2.25no qrsu	2.08	2.12	1.97	2.24A	
Standard deviation		0.94	0.97	0.88	1.01	0.94	0.92	0.96	0.88	0.88	0.98	0.93	0.92	0.89	0.92	0.89	0.98	0.92	0.94	0.93	0.91	0.95	0.96	0.89	0.98	0.93	0.97	
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.04	0.08	0.09	0.06	0.07	0.07	0.08	0.08	0.07	0.07	0.06	0.07	0.06	0.04	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 267

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In planning transport services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
NET: Comfortable		990	563	427	142	174	161	160	127	226	336	276	189	190	89	31	120	80	98	65	53	93	134	129	97	149	460	
		50%	58%b	42%	66%efghi	51%	51%	44%	43%	49%	62%klm	50%lm	46%	39%	50%	38%	52%no	48%	54%no	43%	53%	48%	54%o	46%	55%o	46%	56%A	
Very comfortable	(4)	198	122	75	38	51	27	34	18	29	84	44	32	39	10	6	19	10	25	10	11	21	38	23	26	33	116	
		10%	13%b	7%	18%efghi	15%fhi	9%	10%	6%	6%	16%klm	8%	8%	8%	6%	7%	8%	6%	14%noq	6%	11%	11%	15%npqsw	8%	15%npqsw	10%	14%	
Fairly comfortable	(3)	792	440	352	104	123	133	125	109	197	252	232	157	151	79	25	102	71	74	55	41	72	96	106	71	116	344	
		40%	46%b	34%	48%efghi	36%	42%	35%	37%	43%g	47%lm	42%lm	39%lm	31%	44%	31%	44%o	42%	41%	37%	42%	37%	38%	38%	40%	36%	42%	
Not very comfortable	(2)	458	187	271	30	86	81	82	69	111	93	138	99	128	33	28	51	40	28	38	23	53	60	70	34	85	162	
		23%	19%	27%a	14%	25%d	26%d	23%d	23%d	24%d	17%	25%j	24%j	26%j	18%	34%npqx	22%	24%	16%	25%	23%	27%r	24%	25%r	19%	26%B	20%	
Not at all comfortable	(1)	330	151	179	20	47	40	73	68	82	82	68	80	101	41	16	39	30	33	25	14	27	33	42	31	55	120	
		17%	16%	17%	9%	14%	13%	20%df	23%def	18%d	15%	12%	20%k	21%jk	23%uv	19%	17%	18%	18%	16%	14%	14%	14%	13%	15%	18%	17%	15%
NET: Not comfortable		788	338	450	49	132	121	155	137	194	175	206	179	229	74	44	90	70	61	63	37	79	93	112	65	141	282	
		40%	35%	44%a	23%	38%d	39%d	43%d	46%d	42%d	32%	37%	44%j	47%jk	42%	54%prt	39%	42%	34%	42%	37%	41%	37%	40%	37%	44%B	34%	
Don't know		211	67	145	24	38	33	46	32	39	28	72	40	71	15	7	22	17	22	22	11	21	23	38	16	33	80	
		11%	7%	14%a	11%	11%	10%	13%	11%	8%	5%	13%j	10%j	15%j	8%	8%	9%	10%	12%	15%	11%	11%	9%	13%	9%	10%	10%	
Mean		2.48	2.59b	2.37	2.84efghi	2.58ghi	2.52h	2.39	2.29	2.41	2.66klm	2.52m	2.38	2.30	2.36	2.28	2.48	2.40	2.57o	2.39	2.56	2.50	2.61no	2.46	2.57o	2.44	2.61A	
Standard deviation		0.92	0.92	0.90	0.86	0.94	0.86	0.96	0.93	0.88	0.93	0.85	0.92	0.94	0.93	0.89	0.90	0.88	0.99	0.88	0.90	0.90	0.93	0.89	0.98	0.93	0.94	
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.10	0.06	0.07	0.08	0.08	0.08	0.07	0.07	0.06	0.07	0.06	0.04	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 268

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In calculating what taxes people pay**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable	916 46%	488 50%b	428 42%	134 62% fgh i	183 53%hi	157 50%hi	176 49%i	121 41%i	144 31%	310 58%klm	262 47%m	167 41%	178 36%	71 40%	33 41%	108 47% s	72 43%	83 46%	53 35%	49 49% s	77 40%	154 62% nop qrstuvw x	128 46%	88 49% s	157 49%	449 55%
Very comfortable	(4) 167 8%	91 9%	76 7%	28 13%hi	47 14%ghi	26 8%i	27 8%	17 6%	21 5%	74 14%klm	41 7%	19 5%	32 7%	10 5%	6 7%	17 7%	13 8%	14 8%	6 4%	12 12% su	9 5%	41 16% npqr suw	19 7%	19 11% su	25 8%	101 12%
Fairly comfortable	(3) 749 38%	397 41%b	352 34%	106 49%hi	136 39%i	131 42%i	149 41%i	104 35%i	123 27%	235 44%lm	220 40%m	148 36%	146 30%	62 35%	27 33%	91 39%	58 35%	69 38%	46 31%	37 37%	68 35%	113 45% s	108 39%	69 39%	132 41%	348 42%
Not very comfortable	(2) 468 24%	207 21%	261 26%	31 15%	76 22%	75 24% d	71 20%	68 23% d	147 32% def gh	95 18%	135 24% j	110 27% j	128 26% j	43 24%	26 32% v	51 22%	34 20%	42 23%	49 33% pqv wx	23 23%	58 30% qv	44 17%	62 22%	37 21%	82 25%	158 19%
Not at all comfortable	(1) 399 20%	202 21%	197 19%	19 9%	46 13%	52 17% d	69 19% d	81 28% def g	131 29% def g	95 18%	101 18%	84 21%	119 24% jk	45 25% v	18 23%	50 21% v	49 29% rtu vw	33 18%	33 22% v	18 18%	37 19%	32 13%	48 17%	35 20%	55 17%	135 16%
NET: Not comfortable	867 44%	409 42%	458 45%	51 23%	122 35% d	127 40% d	139 39% d	150 51% def g	278 61% def gh	190 35%	236 43% j	194 48% j	247 50% jk	87 49% v	44 54% vw	101 44% v	82 49% v	75 42%	82 55% rtv wx	41 41%	95 49% v	76 30%	111 40%	72 41%	137 42%	293 36%
Don't know	206 10%	70 7%	136 13%a	31 14%i	40 12%	30 10%	44 12%i	25 9%	36 8%	38 7%	56 10%	47 12% j	65 13% j	20 11%	4 5%	22 10%	13 8%	23 13%	15 10%	11 11%	20 10%	19 8%	41 15% ov	18 10%	29 9%	79 10%
Mean	2.38	2.42	2.35	2.78fgh hi	2.61gh i	2.46hi	2.42hi	2.21	2.08 m	2.58kl	2.40m	2.28	2.21	2.23	2.27	2.36	2.23	2.40	2.19	2.47s	2.29	2.71nop qrstuvw x	2.41s	2.45s	2.43	2.56
Standard deviation	0.93	0.95	0.92	0.83	0.92	0.90	0.92	0.95	0.89	0.96	0.90	0.88	0.94	0.93	0.92	0.93	1.00	0.92	0.86	0.96	0.86	0.92	0.90	0.96	0.89	0.94

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 268

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In calculating what taxes people pay**

**Base: All respondents who use the internet**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.10	0.06	0.07	0.07	0.08	0.09	0.06	0.07	0.06	0.07	0.05	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 269

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In schools**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable		641 32%	383 40%b	258 25%	96 44%fhi	130 38%hi	100 32%i	127 35%hi	81 27%	107 23%	214 40%klm	167 30%	124 30%	136 28%	63 36%	24 30%	82 36%qs	42 25%	59 33%	38 25%	36 36%	52 27%	102 41%qsu w	81 29%	60 34%	103 32%	313 38%
Very comfortable	(4)	110 6%	60 6%	49 5%	19 9%hi	35 10%fhi	16 5%	22 6%hi	7 2%	10 2%	46 8%klm	24 4%	16 4%	23 5%	12 7% s	3 4%	13 5% s	6 4%	9 5%	2 1%	9 9% su	6 3%	20 8% s	13 5%	16 9% su	27 8%	58 7%
Fairly comfortable	(3)	532 27%	322 33%b	209 20%	77 36%hi	95 28%	84 27%	105 29%i	74 25%	97 21%	168 31% m	143 26%	108 26%	113 23%	51 29%	21 25%	70 30%	36 22%	50 28%	36 24%	27 27%	47 24%	82 33% q	68 24%	44 25%	76 24%	255 31%A
Not very comfortable	(2)	605 30%	264 27%	341 33%a	56 26%	98 28%	108 34%g	94 26%	102 34%g	148 32%	154 29%	183 33%	125 31%	143 29%	45 25%	28 34%	64 28%	57 34%	52 29%	47 31%	34 34%	57 29%	72 29%	92 33%	58 33%	93 29%	240 29%
Not at all comfortable	(1)	494 25%	222 23%	272 27%	32 15%	78 23%	70 22%	89 25% d	78 26% d	146 32% defg	126 23%	133 24%	112 28%	123 25%	48 27%	22 26%	59 25%	51 31% w	47 26%	43 29%	20 20%	51 26%	52 21%	60 21%	42 24%	95 29%B	177 22%
NET: Not comfortable		1099 55%	485 50%	614 60%a	88 41%	176 51%	178 57% d	183 51% d	180 61% deg	294 64% defg	280 52%	316 57%	237 58%	266 54%	93 52%	49 60%	123 53%	108 65% npv w	99 55%	90 60%	53 53%	108 56%	123 49%	151 54%	100 56%	188 58%	417 51%
Don't know		249 13%	100 10%	149 15%a	32 15%	38 11%	37 12%	50 14%	35 12%	57 12%	44 8%	71 13% j	46 11%	88 18% jkl	22 12%	9 10%	26 11%	17 10%	22 12%	22 15%	11 11%	33 17% x	24 10%	47 17% x	17 10%	32 10%	92 11%
Mean		2.15	2.26b	2.04	2.45f hi	2.28hi	2.16i	2.19i	2.04	1.93	2.27kl m	2.12	2.08	2.09	2.18	2.08	2.18	1.98	2.14	1.97	2.28qs	2.04	2.31qs u	2.15	2.21qs	2.12	2.27
Standard deviation		0.91	0.92	0.88	0.90	0.97	0.87	0.94	0.83	0.84	0.95	0.87	0.89	0.90	0.96	0.88	0.92	0.86	0.91	0.82	0.92	0.87	0.92	0.87	0.95	0.97	0.92
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.08	0.09	0.06	0.07	0.07	0.07	0.09	0.07	0.07	0.06	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 270

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In calculating the prices of goods and services**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade					Region										Employment Sector	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(A)	(B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable		1096	556	540	143	220	180	196	142	215	340	307	213	236	91	38	130	86	98	76	60	105	149	155	108	188	493
		55%	57%	53%	66%ghi	64%ghi	57%hi	54%i	48%	47%	63%klm	55%lm	52%	48%	51%	47%	56%	51%	54%	51%	60%	55%	60%	56%	61%o	58%	60%
Very comfortable	(4)	177	96	80	37	43	31	31	14	21	67	39	36	35	14	5	24	7	14	7	16	12	26	23	29	24	99
		9%	10%	8%	17%fghi	12%hi	10%hi	9%i	5%	5%	12%km	7%	9%	7%	8%	6%	10%q	4%	8%	4%	16%oqsu	6%	11%	8%	16%noqr	7%	12%
					i						12%km	7%	9%	7%	8%	6%	10%q	4%	8%	4%	w			suw			
Fairly comfortable	(3)	920	460	460	107	177	149	165	127	194	273	268	178	200	77	33	106	79	84	69	44	93	123	133	79	164	394
		46%	48%	45%	49%	52%i	47%	46%	43%	42%	51%lm	48%lm	44%	41%	43%	41%	46%	47%	46%	46%	44%	48%	49%	47%	45%	51%	48%
Not very comfortable	(2)	413	197	216	31	54	61	64	69	134	94	118	94	107	34	24	43	28	32	38	20	46	55	59	34	61	154
		21%	20%	21%	14%	16%	19%	18%	23%de	29%defg	18%	21%	23%	22%	19%	30%pq	19%	17%	18%	25%	21%	24%	22%	21%	19%	19%	19%
Not at all comfortable	(1)	276	145	131	20	37	36	51	53	79	75	69	58	74	35	13	31	37	29	21	10	20	30	27	21	49	95
		14%	15%	13%	9%	11%	11%	14%	18%def	17%def	14%	12%	14%	15%	20%uw	16%	13%	22%ptu	16%	14%	10%	11%	12%	10%	12%	15%	12%
									g	g							vwx										
NET: Not comfortable		689	343	346	51	91	97	115	122	213	169	187	152	181	69	38	74	65	61	59	31	67	85	86	55	110	249
		35%	35%	34%	24%	27%	31%	32%	41%defg	47%defg	31%	34%	37%	37%	39%	46%ptwx	32%	39%	34%	39%	31%	35%	34%	31%	31%	34%	30%
Don't know		203	69	135	21	33	38	49	33	30	28	59	43	73	19	6	28	16	22	15	9	21	15	38	15	25	79
		10%	7%	13%a	10%	10%	12%i	13%i	11%i	6%	5%	11%j	10%j	15%j	10%	7%	12%v	10%	12%	10%	9%	11%	6%	13%v	8%	8%	10%
Mean		2.56	2.56	2.55	2.82fghi	2.72hi	2.63hi	2.56hi	2.39	2.37	2.65m	2.56	2.52	2.47	2.44	2.39	2.60q	2.37	2.52	2.46	2.72noqs	2.56	2.62q	2.62oqs	2.71noqs	2.54	2.67
Standard deviation		0.87	0.89	0.85	0.86	0.85	0.85	0.88	0.86	0.84	0.89	0.83	0.87	0.88	0.93	0.86	0.88	0.91	0.90	0.81	0.88	0.79	0.85	0.81	0.91	0.86	0.86
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.08	0.09	0.06	0.07	0.07	0.07	0.08	0.06	0.07	0.05	0.07	0.05	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 271

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In calculating whether people are eligible for financial products such as bank accounts and insurance**

**Base: All respondents who use the internet**

		Gender		Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable	804 40%	451 47%b	353 35%	123 57% fghi	169 49% ghi	133 42% hi	138 38% i	98 33%	143 31%	268 50% klm	223 40% m	152 37%	162 33%	72 40%	24 29%	97 42% o	55 33%	79 43% o	57 38%	44 44% o	75 39%	116 47% oq	114 41%	72 41%	132 41%	394 48%
Very comfortable	(4) 153 8%	88 9% b	65 6%	23 11% hi	50 14% fghi	23 7% i	31 9% hi	11 4%	15 3%	56 10% m	43 8%	27 7%	28 6%	17 10% u	5 6%	19 8% u	10 6%	19 11% suw	6 4%	12 12% suw	5 3%	28 11% suw	13 5%	19 11% suw	21 7%	95 12% A
Fairly comfortable	(3) 651 33%	363 38% b	288 28%	100 46% efghi	119 35%	109 35%	107 30%	87 29%	128 28%	212 39% klm	180 32%	125 31%	134 27%	55 31%	19 23%	78 33%	46 27%	60 33%	51 34%	32 32%	69 36% o	88 35%	101 36% o	53 30%	110 34%	299 36%
Not very comfortable	(2) 555 28%	237 24%	319 31% a	49 23%	93 27%	96 31%	99 27%	83 28%	135 30%	136 25%	168 30%	118 29%	133 27%	43 24%	32 39% npu	62 27%	49 29%	52 29%	41 28%	29 29%	46 24%	65 26%	84 30%	52 29%	98 30%	199 24%
Not at all comfortable	(1) 421 21%	210 22%	211 21%	20 9%	44 13%	51 16%	80 22% de	85 29% def	140 31% defg	102 19%	107 19%	95 23%	117 24%	49 27% w	20 24%	51 22%	49 30% rtvwx	33 18%	35 23%	18 18%	42 22%	47 19%	42 15%	34 19%	65 20%	148 18%
NET: Not comfortable	976 49%	446 46%	530 52% a	69 32%	137 40%	147 47% d	179 50% de	169 57% def	275 60% defg	238 44%	275 50%	213 52% j	250 51% j	92 52%	52 63% prt uvw	112 49%	99 59% ruv w	85 47%	77 51%	47 47%	89 46%	112 45%	126 45%	86 48%	164 51% B	347 42%
Don't know	209 10%	70 7%	139 14% a	24 11%	38 11%	35 11%	43 12%	30 10%	40 9%	32 6%	56 10% j	43 11% j	79 16% jk	15 8%	7 8%	22 10%	13 8%	17 9%	16 11%	9 9%	30 15% q	22 9%	39 14%	19 11%	27 8%	80 10%
Mean	2.30	2.37b	2.23	2.66fgh hi	2.57fgh hi	2.37hi	2.28hi	2.09	2.04	2.44lm	2.32m	2.23	2.18	2.24	2.12	2.31q	2.10	2.40oq	2.21	2.41oq	2.23	2.43oq	2.35oq	2.36q	2.30	2.46A
Standard deviation	0.93	0.95	0.90	0.82	0.93	0.88	0.95	0.90	0.89	0.93	0.91	0.92	0.92	1.00	0.88	0.94	0.93	0.94	0.89	0.95	0.88	0.95	0.83	0.95	0.89	0.95
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.09	0.06	0.07	0.07	0.08	0.09	0.07	0.07	0.05	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 272

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In deciding what news coverage people most want to see**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable	580 29%	283 29%	297 29%	87 40%ghi	130 38%hi	104 33%hi	106 29%i	70 24%	84 18%	163 30%	144 26%	129 32%	143 29%	42 23%	21 25%	66 29%	54 33%	63 35%ns	34 23%	31 31%	51 26%	82 33%	81 29%	55 31%	101 31%	273 33%
Very comfortable	(4) 118 6%	64 7%	53 5%	18 8%hi	40 12%fhi	16 5%	25 7%hi	7 2%	12 3%	39 7%	29 5%	22 6%	27 6%	8 4%	4 5%	10 4%	9 5%	14 8%ss	3 2%	7 7%	9 4%	27 11%psuw	14 5%	12 7%	24 7%	70 9%
Fairly comfortable	(3) 462 23%	219 23%	244 24%	69 32%ghi	90 26%i	88 28%i	81 22%i	63 21%i	71 16%	125 23%	115 21%	107 26%	116 24%	34 19%	17 21%	56 24%	46 27%	49 27%	31 21%	24 24%	42 22%	55 22%	67 24%	42 24%	77 24%	203 25%
Not very comfortable	(2) 578 29%	269 28%	309 30%	57 27%	98 28%	93 30%	97 27%	88 30%	145 32%	151 28%	176 32%	113 28%	138 28%	46 26%	31 38%qr	79 34%qr	35 21%	39 21%	61 41%nqr vw	32 32%q	67 35%qr	69 28%	73 26%	46 26%	103 32%	212 26%
Not at all comfortable	(1) 610 31%	338 35%b	271 27%	44 20%	78 23%	77 25%	115 32%de	103 35%defg	193 42%defg	190 35%km	163 29%	123 30%	135 27%	68 38%ps	24 29%	61 26%	64 38%psu	61 34%	36 24%	27 27%	53 28%	75 30%	80 29%	61 34%	90 28%	243 30%
NET: Not comfortable	1188 60%	607 63%b	581 57%	101 47%	176 51%	170 54%	211 59%de	191 65%defg	338 74%defgh	341 63%km	339 61%	236 58%	273 56%	114 64%	55 67%	140 60%	99 59%	100 55%	97 65%	60 60%	120 62%	145 58%	153 55%	107 60%	193 60%	455 55%
Don't know	221 11%	77 8%	144 14%a	28 13%	38 11%	41 13%i	43 12%	35 12%	37 8%	34 6%	71 13%j	43 10%j	74 15%j	22 13%	7 8%	26 11%	14 9%	18 10%	18 12%	9 9%	22 11%	23 9%	45 16%qx	16 9%	29 9%	93 11%
Mean	2.05	2.01	2.09	2.32gh i	2.30gh i	2.15hi	2.05i	1.90	1.77	2.02	2.02	2.08	2.09	1.88	2.01	2.07	2.00	2.10	2.01	2.12	2.04	2.15n	2.06	2.04	2.12	2.14
Standard deviation	0.93	0.96	0.91	0.94	0.99	0.90	0.97	0.86	0.83	0.97	0.91	0.93	0.93	0.92	0.87	0.87	0.98	1.01	0.78	0.94	0.87	1.02	0.93	0.97	0.94	0.99
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.09	0.06	0.07	0.08	0.07	0.09	0.06	0.08	0.06	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 273

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**In deciding what party political messages to show people during general election campaigns**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2002	846	1156		185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base	1989	968	1021		216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable	466	241	225		74	96	76	106	48	65	135	126	90	114	34	17	60	31	43	22	25	44	81	63	44	81	231
	23%	25%	22%		34% <sup>fhi</sup>	28% <sup>hi</sup>	24% <sup>hi</sup>	29% <sup>hi</sup>	16%	14%	25%	23%	22%	23%	19%	21%	26% <sup>s</sup>	19%	24%	15%	25% <sup>s</sup>	23%	33% <sup>nqs</sup>	23%	25% <sup>s</sup>	25%	28%
Very comfortable	(4)	113	65	48	20	34	13	28	8	10	33	33	22	25	8	3	12	2	10	9	8	3	24	13	21	20	66
	6%	7%	5%	9% <sup>fhi</sup>	10% <sup>fhi</sup>	4%	8% <sup>hi</sup>	3%	2%	6%	6%	5%	5%	4%	3%	5%	1%	6%	6% <sup>q</sup>	8% <sup>qu</sup>	2%	10% <sup>qu</sup>	5%	12% <sup>nopq</sup>	6%	8%	
Fairly comfortable	(3)	353	176	177	54	62	64	78	40	55	102	93	68	90	26	15	48	29	33	13	17	41	57	51	23	61	165
	18%	18%	17%	25% <sup>hi</sup>	18% <sup>i</sup>	20% <sup>hi</sup>	22% <sup>hi</sup>	14%	12%	19%	17%	17%	18%	15%	18%	21% <sup>sx</sup>	17% <sup>s</sup>	18% <sup>s</sup>	9%	17%	21% <sup>s</sup>	23% <sup>sx</sup>	18% <sup>s</sup>	13%	19%	20%	
Not very comfortable	(2)	559	252	306	52	109	93	90	89	125	149	160	129	120	40	29	66	49	46	52	28	64	59	82	44	90	236
	28%	26%	30%	24%	32%	30%	25%	30%	27%	28%	29%	32%	25%	23%	35% <sup>n</sup>	28%	30%	25%	34% <sup>n</sup>	28%	33% <sup>n</sup>	24%	29%	25%	28%	29%	
Not at all comfortable	(1)	700	380	321	52	94	97	108	122	227	204	189	136	172	83	27	77	63	70	51	32	59	79	91	68	114	253
	35%	39% <sup>b</sup>	31%	24%	27%	31%	30%	30%	41% <sup>def</sup>	50% <sup>def</sup>	38%	34%	33%	35%	46% <sup>ptu</sup>	33%	33%	38%	39%	34%	33%	30%	31%	33%	38%	35%	31%
NET: Not comfortable	1259	632	627	105	203	190	198	211	352	353	349	266	292	123	56	143	113	116	103	60	122	138	173	112	204	489	
	63%	65%	61%	49%	59%	60% <sup>d</sup>	55%	71% <sup>def</sup>	77% <sup>def</sup>	66%	63%	65%	60%	69% <sup>v</sup>	69%	62%	67% <sup>v</sup>	64%	69% <sup>v</sup>	61%	63%	55%	62%	63%	63%	60%	
Don't know	264	95	170	37	46	49	55	37	41	50	79	52	83	21	8	29	23	22	25	14	26	30	43	21	38	101	
	13%	10%	17% <sup>a</sup>	17% <sup>i</sup>	13%	15% <sup>i</sup>	15% <sup>i</sup>	13%	9%	9%	14% <sup>j</sup>	13%	17% <sup>j</sup>	12%	10%	13%	14%	12%	17%	14%	14%	12%	15%	12%	12%	12%	
Mean	1.93	1.92	1.94	2.24 <sup>hi</sup>	2.12 <sup>hi</sup>	1.97 <sup>hi</sup>	2.08 <sup>hi</sup>	1.75	1.64	1.93	1.94	1.93	1.92	1.74	1.90	1.97 <sup>n</sup>	1.79	1.89	1.83	2.01 <sup>n</sup>	1.93	2.12 <sup>nq</sup>	1.94	1.98	1.95	2.06	
				<sup>i</sup>																	<sup>s</sup>						
Standard deviation	0.93	0.96	0.90	1.00	0.98	0.89	0.99	0.83	0.80	0.94	0.93	0.91	0.94	0.91	0.85	0.92	0.82	0.95	0.88	0.98	0.82	1.03	0.90	1.06	0.94	0.97	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.08	0.09	0.06	0.06	0.08	0.08	0.09	0.06	0.08	0.06	0.08	0.06	0.04	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 274

**Q.D9 You may have heard of 'artificial intelligence'. Artificial intelligence are computer systems which are able to perform tasks normally requiring human input. Based on your impressions, how comfortable or uncomfortable would you feel about the use of artificial intelligence in the following situations?**

**The use of artificial intelligence without regulation or control by Government**

**Base: All respondents who use the internet**

		Gender			Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739
Weighted base		1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821
NET: Comfortable		294	178	116	56	80	54	55	22	27	91	76	66	62	26	6	37	19	25	19	14	29	52	33	35	54	161
		15%	18%b	11%	26% fghi	23% ghi	17% hi	15% hi	7%	6%	17%	14%	16%	13%	14%	7%	16%	11%	14%	12%	15%	15%	21% oq	12%	19% oq	17%	20%
Very comfortable	(4)	80	45	36	12	35	8	13	4	8	28	21	11	20	7	2	11	5	4	2	5	5	20	11	8	17	46
		4%	5%	4%	6% hi	10% fghi	3%	4%	1%	2%	5%	4%	3%	4%	4%	3%	5%	3%	2%	2%	5%	3%	8% rs	4%	5%	5%	6%
Fairly comfortable	(3)	214	134	80	44	44	45	42	18	19	63	55	54	41	19	4	26	14	21	16	10	24	33	22	27	115	
		11%	14% b	8%	21% ghi	13% hi	14% hi	12% hi	6%	4%	12%	10%	13%	8%	10%	4%	11%	9%	11%	11%	10%	12%	13%	8%	15% ow	37%	14%
Not very comfortable	(2)	467	233	234	50	85	90	87	62	92	137	125	103	102	33	20	57	37	48	39	27	48	49	74	35	79	194
		23%	24%	23%	23%	25%	29% hi	24%	21%	20%	25%	23%	25%	21%	18%	25%	25%	22%	26%	26%	27%	25%	20%	26%	19%	25%	24%
Not at all comfortable	(1)	1048	503	545	84	142	141	182	190	309	283	300	200	265	103	49	119	98	97	80	52	96	124	135	95	165	388
		53%	52%	53%	39%	41%	45%	51% de	64% def g	67% def g	53%	54%	49%	54%	58%	59%	51%	59%	53%	53%	53%	50%	50%	48%	53%	51%	47%
NET: Not comfortable		1515	736	779	134	228	231	269	252	402	420	425	303	367	136	69	176	135	145	119	79	144	173	208	130	244	581
		76%	76%	76%	62%	66%	73% d	75% de	85% def g	88% def g	78%	77%	74%	75%	76%	84% v	76%	81% v	80% v	80%	79%	75%	69%	75%	73%	76%	71%
Don't know		180	53	127	26	37	31	36	22	29	26	53	39	62	17	7	19	13	12	12	6	19	24	38	14	24	79
		9%	6%	12% a	12% i	11%	10%	10%	8%	6%	5%	10% j	10% j	13% j	9%	8%	8%	8%	7%	8%	6%	10%	10%	13% r	8%	8%	10%
Mean		1.63	1.69b	1.56	1.92f g hi	1.91f g hi	1.72hi	1.65hi	1.40	1.36	1.68	1.59	1.67	1.57	1.56	1.47	1.66	1.52	1.60	1.57	1.65	1.64	1.77o q	1.63	1.68	1.69	1.76
Standard deviation		0.86	0.89	0.82	0.96	1.03	0.84	0.86	0.67	0.66	0.89	0.84	0.84	0.85	0.86	0.74	0.88	0.79	0.79	0.77	0.87	0.83	1.00	0.84	0.92	0.90	0.93
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.07	0.08	0.06	0.06	0.06	0.07	0.08	0.06	0.08	0.05	0.07	0.06	0.04

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 275

**Q.E1 How often, if at all, do you use the internet as part of your job?****Base: All respondents who work**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1029	446	583	100	205	244	262	152	66	380	327	180	142	79	42	129	108	76	74	62	107	121	136	95	290	739
Weighted base	1144	588	556	137*	284	255	263	146	58*	346	363	267	168	100*	38*	129	108*	88*	82*	56*	109*	185*	156	93*	323	821
At least every hour	427 37%	213 36%	214 39%	77 56% fghi	128 45% ghij	93 36%	77 29%	38 26%	16 27%	168 48% lm	157 43% lm	70 26%	33 20%	32 31%	9 24%	44 34%	35 32%	40 46% o	27 33%	18 32%	43 39%	96 52% nop qstwx	55 35%	29 31%	107 33%	321 39%
2-3 times a day	335 29%	183 31%	153 27%	32 23%	77 27%	80 31%	73 28%	49 34%	24 41% d	113 33% m	117 32% m	76 28% m	29 17%	30 29%	12 31%	33 26%	32 29%	18 20%	27 33%	22 40% r	29 27%	52 28%	47 30%	34 37% r	107 33%	228 28%
2-3 times per week	113 10%	54 9%	59 11%	10 7%	30 10%	20 8%	30 11%	15 10%	7 13%	28 8%	32 9%	32 12%	21 12%	15 15% v	2 5%	18 14% v	14 13%	8 10%	8 10%	5 10%	8 7%	9 5%	16 10%	8 9%	39 12%	74 9%
Once a week	47 4%	22 4%	26 5%	2 1%	11 4%	13 5%	15 6%	6 4%	- -	9 3%	19 5%	17 6%	3 2%	2 2%	5 13% nsu	5 4%	7 7%	3 4%	1 1%	3 6%	2 2%	7 4%	7 5%	3 3%	17 5%	30 4%
Once a month	21 2%	5 1%	17 3% a	3 2%	7 2%	6 2%	4 2%	2 1%	- -	5 1%	7 2%	3 1%	6 4%	2 2%	- -	3 3%	- -	- -	- -	1 2%	2 2%	7 4%	4 3%	2 2%	5 2%	16 2%
Less frequently than once a month	200 18%	112 19%	88 16%	14 10%	32 11%	43 17%	64 24% de	37 25% de	11 20%	23 7%	31 9%	69 26% ijkl	76 45% ijkl	20 20% v	10 27% v	25 19% v	20 19% v	18 21% v	19 23% v	6 10%	25 23% v	14 7%	26 17% v	16 18% v	47 15%	153 19%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 276

**Q.E2 Which, if any, of the following do you ever use on your internet-enabled devices such as a smartphone or laptop?****Base: All respondents who have access to any device at Q51**

		Gender			Age					Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739	
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821	
An ad blocker	763 38%	421 44%b	342 33%	97 45%f	127 37%	106 34%	150 42%f	113 38%	170 37%	222 41%	206 37%	151 37%	183 37%	82 46%tv	33 40%	93 40%	75 45%tv	62 34%	58 39%	30 30%	67 34%	82 33%	103 37%	79 44%tv	112 35%	298 36%	
A different email address for signing up to sites or services which seem to be less trustworthy	659 33%	349 36%b	311 30%	81 37%hi	144 42%hi	121 39%hi	128 36%hi	83 28%	102 22%	182 34%lm	194 35%lm	153 37%lm	131 27%	67 38%	24 29%	64 28%	59 35%	50 28%	51 34%	26 26%	54 28%	95 38%p	115 41%prt ux	56 31%	125 39%	299 36%	
Private browsing or incognito mode	619 31%	357 37%b	262 26%	93 43%ghi	160 47%fghi	107 34%hi	101 28%hi	67 23%	92 20%	209 39%klm	174 31%	111 27%	125 26%	59 33%	27 33%	60 26%	43 26%	49 27%	51 34%	23 23%	58 30%	96 38%pq	97 35%t	56 31%	113 35%	293 36%	
None of these	671 34%	289 30%	382 37%a	44 20%	77 22%	90 29%	112 31%de	121 41%defg	227 50%defgh	169 31%	177 32%	130 32%	195 40%jkl	43 24%	27 33%	88 38%nv	56 34%	77 43%nvwx	57 38%nvwx	46 46%nvwx	69 36%nvwx	66 26%	82 30%	59 33%	91 28%	242 30%	
Don't know	70 4%	19 2%	51 5%a	8 4%	12 4%	12 4%	15 4%	11 4%	13 3%	6 1%	23 4%j	23 6%j	19 4%j	4 2%	4 5%x	7 3%	4 2%	9 5%x	5 4%	6 6%x	12 6%x	8 3%	9 3%	2 1%	14 4%	24 3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 277

**Q.E3 Which, if any, of the following political parties best represent your views?****Base: All respondents who use the internet**

	Region																									Employment Sector							
	Gender			Age						Social Grade				Region																		Public (A)	Private (B)
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)									
Unweighted base	2002	846	1156	185	264	317	372	340	524	661	556	305	480	160	95	251	194	174	145	124	206	181	277	195	290	739							
Weighted base	1989	968	1021	216	344	315	360	296	458	538	554	408	490	178	82*	231	167	181	150	100	193	250	279	178	323	821							
Labour	679 34%	329 34%	350 34%	97 45%ghi	140 41%i	125 40%i	117 33%i	100 34%i	99 22%	164 31%	187 34%	144 35%	184 38%j	45 25%	38 47%nsuwx	95 41%nuwx	70 42%nuwx	70 39%nuwx	46 31%	43 44%nsuwx	54 28%	101 40%nuwx	70 25%	46 26%	135 42%B	275 33%							
Conservative	523 26%	298 31%b	225 22%	46 21%e	46 13%	60 19%	87 24%e	86 29%ef	197 43%defgh	175 33%lm	160 29%lm	103 25%lm	84 17%	19 11%	14 18%	64 28%nt	43 26%nt	53 29%nt	49 33%not	17 17%	48 25%n	63 25%n	92 33%not	60 34%not	54 17%	221 27%A							
Liberal Democrat	153 8%	86 9%	67 7%	15 7%	37 11%h	27 9%	21 6%	15 5%	38 8%	59 11%lm	58 11%lm	13 3%	23 5%	13 7%	1 1%	10 4%	8 5%	7 4%	10 7%	8 8%o	21 11%opr	31 12%opqr	24 9%o	21 12%opqr	28 9%	76 9%							
UKIP	153 8%	82 8%	72 7%	3 2%	18 5%	22 7%cd	20 6%cd	29 10%cd	61 13%defg	21 4%	27 5%	50 12%jk	54 11%jk	4 2%	8 10%n	19 8%n	11 7%	21 12%n	11 8%	7 7%	17 9%n	18 7%	23 8%n	15 8%n	12 4%	52 6%							
Green	73 4%	32 3%	41 4%	8 4%	12 4%	15 5%	17 5%	9 3%	12 3%	22 4%	25 5%	10 2%	16 3%	10 5%q	2 2%	9 4%	2 1%	3 1%	4 3%	4 4%	8 4%	11 4%	11 4%	11 6%qr	11 3%	35 4%							
SNP	60 3%	35 4%	25 2%	6 3%	7 2%	12 4%	12 3%	10 3%	13 3%	18 3%	14 3%	6 2%	21 4%l	58 32%opqrstuvw	-	-	-	1 1%	-	1 1%	-	-	-	-	13 4%	17 2%							
Other	35 2%	18 2%	17 2%	2 1%	5 2%	4 1%	6 2%	10 3%	9 2%	10 2%	8 1%	6 1%	12 2%	3 2%	2 2%	2 1%	3 2%	1 *	2 2%	3 3%	2 1%	4 2%	8 3%	4 2%	1 *	15 2%							
Don't know	313 16%	88 9%	225 22%a	39 18%i	79 23%hi	50 16%i	79 22%hi	38 13%i	28 6%	69 13%	74 13%	75 18%i	95 19%jk	26 14%	16 20%v	33 14%	29 17%v	26 14%	27 18%v	17 17%	44 23%pvx	22 9%	51 18%v	22 12%	69 21%	129 16%							

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 278  
Gender  
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
Male	995	995	-	86	135	168	186	163	257	312	273	194	216	106	38	127	88	85	80	48	86	135	118	82	159	443	
	49%	100% <sup>b</sup>	-	38%	39%	51% <sup>de</sup>	51% <sup>de</sup>	54% <sup>de</sup>	55% <sup>de</sup>	57% <sup>klm</sup>	48%	46%	43%	59% <sup>oruw</sup>	45%	54% <sup>w</sup>	52%	47%	52%	48%	44%	50%	42%	46%	48%	53%	
Female	1043	-	1043	142	215	160	177	137	212	234	295	226	289	74	47	108	83	98	73	53	110	136	165	97	171	400	
	51%	-	100% <sup>a</sup>	62% <sup>fgh</sup> <sub>i</sub>	61% <sup>fgh</sup> <sub>i</sub>	49%	49%	46%	45%	43%	52% <sup>j</sup>	54% <sup>j</sup>	57% <sup>j</sup>	41%	55% <sup>n</sup>	46%	48%	53% <sup>n</sup>	48%	52%	56% <sup>n</sup>	50%	58% <sup>np</sup>	54% <sup>n</sup>	52%	47%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Dot Everyone Survey

## ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 279  
Age  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
18-24	228 11%	86 9%	142 14%a	228 100%efgh i	-	-	-	-	-	73 13% m	76 13% m	46 11%	33 7%	14 8%	5 6%	23 10%	13 7%	17 10%	14 9%	7 7%	23 12%	52 19% nop qrst	36 13%	23 13%	38 11%	107 13%
25-34	351 17%	135 14%	215 21%a	-	351 100%dfgh i	-	-	-	-	90 17% m	105 18% m	95 23% jm	60 12%	26 14%	18 21% x	35 15%	29 17%	34 18%	22 14%	14 14%	34 18%	63 23% px	58 20% x	19 11%	98 30% B	191 23%
35-44	328 16%	168 17%	160 15%	-	-	328 100%degh i	-	-	-	106 20% l	86 15%	55 13%	81 16%	35 20% u	10 12%	35 15%	38 22% u	32 17%	29 19%	18 18%	21 11%	42 15%	42 15%	25 14%	79 24%	187 22%
45-54	363 18%	186 19%	177 17%	-	-	-	363 100%defh i	-	-	74 14%	88 15%	97 23% jk	104 21% j	32 18%	17 19%	40 17%	34 20%	28 15%	29 19%	23 23%	38 19%	38 14%	44 16%	40 22%	75 23%	192 23%
55-64	300 15%	163 16%	137 13%	-	-	-	-	300 100%defg i	-	65 12%	85 15%	44 11%	106 21% jkl	30 17%	18 21%	43 18%	20 12%	28 15%	23 15%	14 14%	25 13%	35 13%	40 14%	23 13%	29 9%	117 14%
65+	469 23%	257 26% b	212 20%	-	-	-	-	-	469 100%def gh	136 25%	128 23%	82 20%	122 24%	43 24%	18 21%	58 25% v	38 22%	44 24%	36 24%	24 24%	54 28% v	41 15%	63 22%	49 27% v	12 4%	49 6%
NET: 18-34	579 28%	221 22%	358 34% a	228 100% fghi	351 100% fghi	-	-	-	-	164 30% m	181 32% m	141 34% m	93 18%	39 22%	23 27%	57 24%	41 24%	51 28%	36 24%	21 21%	57 29%	116 43% nop qrstux	94 33% npt x	42 24%	136 41%	298 35%
NET: 35-54	691 34%	354 36%	337 32%	-	-	328 100% dehi	363 100% dehi	-	-	181 33%	174 31%	151 36%	185 37%	67 37%	27 31%	76 32%	72 42% uvw	60 33%	58 38%	42 41%	59 30%	80 29%	86 30%	65 36%	153 46%	379 45%
NET: 55+	768 38%	419 42% b	349 33%	-	-	-	-	300 100% defg	469 100% defg	201 37%	213 37%	127 30%	227 45% jkl	73 41% v	36 42% v	101 43% v	58 34%	72 39% v	59 39%	39 38%	79 41% v	75 28%	103 36%	72 40% v	41 13%	166 20% A

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 279

**Age****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Average age	47.92	50.20b	45.74	21.89	30.13d	39.73d <sub>e</sub>	49.81d <sub>ef</sub>	59.86d <sub>efg</sub>	70.54d <sub>efgh</sub>	47.10	47.14	46.13	51.16j <sub>kl</sub>	49.29v	48.96v	49.83v	47.99v	48.42v	48.88v	49.55v	49.01v	42.60	46.76v	49.87v	39.87	42.08A

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 280  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
A	157 8%	101 10%b	56 5%	24 11%g	22 6%	29 9%g	15 4%	20 7%	46 10%g	157 29%klm	-	-	-	16 9%o	2 2%	12 5%	10 6%	12 7%	7 5%	8 8%	18 9%o	29 11%o	24 9%o	18 10%o	26 8%	64 8%
B	389 19%	211 21%b	178 17%	49 22%	68 19%	77 24%gh	59 16%	45 15%	91 19%	389 71%klm	-	-	-	30 17%	12 14%	45 19%	36 21%	32 18%	24 16%	22 22%	38 20%	57 21%	61 21%	31 17%	90 27%B	172 20%
C1	568 28%	273 27%	295 28%	76 33%g	105 30%	86 26%	88 24%	85 28%	128 27%	-	568 100%jlm	-	-	48 27%	31 36%ruw	61 26%	50 29%r	34 19%	52 34%ruw	29 28%	46 24%	94 35%ruw	66 23%	56 31%r	118 36%	258 31%
C2	419 21%	194 19%	226 22%	46 20%	95 27%fhi	55 17%	97 27%fhi	44 15%	82 18%	-	-	419 100%jkm	-	31 17%	18 21%	56 24%	38 22%	48 26%	28 19%	16 16%	36 19%	57 21%	57 20%	33 18%	58 18%	216 26%A
D	265 13%	118 12%	147 14%	28 12%	40 11%	49 15%i	58 16%i	47 16%i	44 9%	-	-	-	265 52%jkl	29 16%v	9 10%	29 12%	21 12%	29 16%v	24 15%v	16 16%v	29 15%v	18 7%	41 14%v	21 12%	37 11%	132 16%
E	240 12%	98 10%	142 14%a	5 2%	21 6%	32 10%d	46 13%de	58 19%def	78 17%def	-	-	-	240 48%jkl	24 13%v	15 17%v	31 13%v	16 10%	28 15%v	17 11%	10 10%	27 14%v	16 6%	34 12%	21 12%	2 *	2 *
NET: AB	546 27%	312 31%b	234 22%	73 32%gh	90 26%	106 32%gh	74 20%	65 22%	136 29%gh	546 100%klm	-	-	-	47 26%	13 16%	58 25%	46 27%	44 24%	31 21%	30 30%o	57 29%o	85 31%os	85 30%o	48 27%	116 35%B	236 28%
NET: ABC1	1114 55%	585 59%b	529 51%	149 65%ghi	195 56%g	193 59%gh	162 45%	149 50%	265 56%g	546 100%lm	568 100%lm	-	-	95 53%	44 51%	119 51%	96 56%r	79 43%	84 55%	59 58%r	103 53%	180 66%nop ruw	152 53%	104 58%r	234 71%B	493 58%
NET: C2DE	924 45%	410 41%	514 49%a	79 35%	155 44%	135 41%	201 55%def i	150 50%df	204 44% d	-	-	419 100%jk	505 100%jk	84 47%v	42 49%v	116 49%v	75 44%	105 57%qtv x	69 45%	43 42%	93 47%v	91 34%	132 47%v	75 42%	97 29%	350 42%A
NET: DE	505 25%	216 22%	289 28%a	33 14%	60 17%	81 25% d	104 29%de i	106 35%def	122 26%de	-	-	-	505 100%jkl	53 29%v	23 27%v	60 26%v	37 22%v	57 31%v	41 27%v	27 26%v	56 29%v	34 13%	74 26%v	42 24%v	38 12%	134 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 281  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
Scotland	179 9%	106 11%b	74 7%	14 6%	26 7%	35 11%	32 9%	30 10%	43 9%	47 9%	48 9%	31 7%	53 10%	179 100%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	40 12%B	61 7%	
North East	86 4%	38 4%	47 5%	5 2%	18 5%	10 3%	17 5%	18 6%	18 4%	13 2%	31 5%j	18 4%	23 5%	-	86 100%npqr stuvwx	-	-	-	-	-	-	-	-	-	13 4%	27 3%	
North West	234 11%	127 13%	108 10%	23 10%	35 10%	35 11%	40 11%	43 14%	58 12%	58 11%	61 11%	56 13%	60 12%	-	-	234 100%noqr stuvwx	-	-	-	-	-	-	-	-	32 10%	98 12%	
Yorkshire & Humberside	171 8%	88 9%	83 8%	13 6%	29 8%	38 11%d	34 9%	20 7%	38 8%	46 8%	50 9%	38 9%	37 7%	-	-	-	171 100%nopr stuvwx	-	-	-	-	-	-	-	22 7%	89 11%	
West Midlands	183 9%	85 9%	98 9%	17 8%	34 10%	32 10%	28 8%	28 9%	44 9%	44 8%	34 6%	48 11%k	57 11%k	-	-	-	-	183 100%nopq stuvwx	-	-	-	-	-	-	27 8%	62 7%	
East Midlands	153 8%	80 8%	73 7%	14 6%	22 6%	29 9%	29 8%	23 8%	36 8%	31 6%	52 9%j	28 7%	41 8%	-	-	-	-	-	153 100%nopq rtuvwx	-	-	-	-	-	20 6%	65 8%	
Wales	102 5%	48 5%	53 5%	7 3%	14 4%	18 6%	23 6%	14 5%	24 5%	30 6%	29 5%	16 4%	27 5%	-	-	-	-	-	-	102 100%nopq rsuvwx	-	-	-	-	23 7%	34 4%	
Eastern	196 10%	86 9%	110 11%	23 10%	34 10%	21 7%	38 10%	25 8%	54 12%f	57 10%	46 8%	36 9%	56 11%	-	-	-	-	-	-	-	196 100%nopq rstvw	-	-	-	30 9%	82 10%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 281  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
London	271 13%	135 14%	136 13%	52 23% fghi	63 18% gij	42 13%	38 10%	35 12%	41 9%	85 16% m	94 17% m	57 14% m	34 7%	-	-	-	-	-	-	-	-	271 100% nopqrstuwx	-	-	54 16%	141 17%
South East	283 14%	118 12%	165 16% a	36 16%	58 16%	42 13%	44 12%	40 13%	63 13%	85 16%	66 12%	57 14%	74 15%	-	-	-	-	-	-	-	-	-	283 100% nopqrstuwx	-	42 13%	117 14%
South West	179 9%	82 8%	97 9%	23 10%	19 5%	25 8%	40 11% e	23 8%	49 10% e	48 9%	56 10%	33 8%	42 8%	-	-	-	-	-	-	-	-	-	-	179 100% nopqrstuwx	28 8%	67 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 282

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Yes	1274 62%	634 64%	639 61%	190 83%efg hi	249 71%ghi	211 64%gh	184 51%	156 52%	284 61%gh	440 81%klm	383 67%lm	246 59%lm	205 41%	118 66%	50 58%	142 61%	101 59%	103 56%	82 54%	64 63%	113 58%	215 79%nop qrstuw x	172 61%	114 64%	246 75%	578 69%
No	764 38%	360 36%	404 39%	38 17%	102 29%d	117 36%d	179 49%def i	144 48%def i	184 39%de	105 19%	185 33%j	173 41%jk	300 59%jkl	62 34%v	36 42%v	92 39%v	70 41%v	80 44%v	71 46%v	38 37%v	82 42%v	56 21%	111 39%v	65 36%v	84 25%	266 31%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



# Dot Everyone Survey

## ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 283  
Tenure  
Base: All respondents

		Gender		Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
NET: Homeowners	1321 65%	678 68%b	643 62%	131 58%	177 51%	205 62%e	215 59%	205 69%deg	387 83%def	446 82%klm	387 68% <sup>m</sup>	270 64% <sup>m</sup>	217 43%	117 65% <sup>v</sup>	48 57%	161 69% <sup>v</sup>	112 66% <sup>v</sup>	116 63% <sup>v</sup>	108 71% <sup>ov</sup>	71 70% <sup>v</sup>	142 72% <sup>ov</sup>	134 50%	187 66% <sup>v</sup>	123 68% <sup>v</sup>	211 64%	561 67%	
Owned outright - without mortgage	736 36%	403 40%b	333 32%	52 23%ef	45 13%	49 15%	96 26%ef	138 46%def	355 76%def	238 44%klm	213 37% <sup>m</sup>	133 32%	152 30%	66 37% <sup>v</sup>	30 35%	92 39% <sup>v</sup>	63 37% <sup>v</sup>	64 35% <sup>v</sup>	57 38% <sup>v</sup>	40 39% <sup>v</sup>	84 43% <sup>v</sup>	63 23%	104 37% <sup>v</sup>	73 41% <sup>v</sup>	79 24%	219 26%	
Owned with a mortgage or loan	585 29%	276 28%	310 30%	79 35%hi	132 38%hi	155 47%deg	120 33%hi	67 22%i	31 7%	208 38%km	174 31% <sup>m</sup>	137 33% <sup>m</sup>	65 13%	51 28%	19 22%	69 30%	49 29%	52 29%	51 33%	32 31%	58 30%	71 26%	84 30%	50 28%	132 40%	342 41%	
NET: Renters	692 34%	301 30%	391 37%a	83 36%i	170 49%dfhi	122 37%i	145 40%hi	94 31%i	78 17%	94 17%	174 31% <sup>ij</sup>	140 33% <sup>j</sup>	283 56% <sup>ijkl</sup>	59 33%	36 42% <sup>pstu</sup>	67 29%	57 33%	65 35%	44 29%	28 28%	53 27%	133 49% <sup>npqrstuwx</sup>	94 33%	55 31%	114 35%	272 32%	
Rented from the council	265 13%	112 11%	152 15%a	5 2%	51 15%di	54 16%di	73 20%di	48 16%di	34 7% <sup>d</sup>	18 3%	49 9% <sup>j</sup>	66 16% <sup>jk</sup>	132 26% <sup>kl</sup>	33 19% <sup>pux</sup>	16 18% <sup>pux</sup>	12 5%	27 16% <sup>pux</sup>	37 20% <sup>psu</sup>	15 10%	12 12% <sup>px</sup>	14 7%	50 19% <sup>pux</sup>	38 13% <sup>pux</sup>	10 5%	48 14%	84 10%	
Rented from a housing association	159 8%	69 7%	90 9%	22 9%i	29 8%	24 7%	31 8%	31 10%i	23 5%	13 2%	32 6% <sup>j</sup>	29 7% <sup>j</sup>	85 17% <sup>ijkl</sup>	13 7%	9 11%	29 12% <sup>qs</sup>	7 4%	13 7%	8 5%	6 5%	15 8%	20 7%	23 8%	15 8%	18 6%	58 7%	
Rented from someone else	268 13%	119 12%	149 14%	56 25% <sup>fghi</sup>	90 26% <sup>fghi</sup>	44 14%hi	41 11%hi	15 5%	20 4%	64 12%	94 17% <sup>ijl</sup>	45 11%	66 13%	13 7%	11 13%	26 11%	22 13%	15 8%	20 13%	10 10%	25 13%	62 23% <sup>npqrstuwx</sup>	33 12%	30 17% <sup>nr</sup>	48 15%	130 15%	
Rent free	26 1%	16 2%	10 1%	14 6%efghi	3 1%	2 *	3 1%	- -	4 1%	5 1%	7 1%	9 2%	5 1%	3 2%	1 1%	6 3%	2 1%	2 1%	1 *	2 2%	1 *	4 2%	2 1%	2 1%	5 1%	10 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 284

**What is the highest educational level that you have achieved to date?****Base: All respondents**

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
No formal education	11 1%	1 *	9 1%a	- -	3 1%	- -	1 *	* *	6 1%f	- -	1 *	1 *	8 2%jk	1 *	- -	1 *	3 2%w	1 1%	1 1%	1 1%	* *	- -	- -	2 1%	- -	2 *
Primary	12 1%	9 1%	3 *	2 1%	- -	- -	1 *	1 *	8 2%ef	- -	1 *	8 2%jk	4 1%	- -	- -	1 *	2 1%	- -	2 1%	* *	- -	5 2%	2 1%	- -	- -	4 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1170 57%	534 54%	636 61%a	76 33%	159 45%d	175 53%d	244 67%def	226 75%defgi	289 62%def	182 33%	299 53%j	291 69%jk	399 79%jkl	104 58%v	62 73%nqs tuvwx	154 66%uv	102 60%v	124 68%uv	89 58%v	57 56%v	108 55%v	93 34%	171 60%v	106 59%v	156 47%	435 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	540 27%	277 28%	264 25%	74 32%ghi	119 34%ghi	101 31%ghi	79 22%	58 19%	109 23%	223 41%klm	178 31%lm	86 21%lm	54 11%	51 29%	16 18%	50 21%	46 27%	39 21%	43 28%	27 27%	54 28%	96 35%opr x	73 26%	45 25%	107 32%	278 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	229 11%	140 14%b	89 9%	28 12%h	62 18%ghi	52 16%ghi	33 9%h	13 4%	42 9%h	125 23%klm	64 11%lm	18 4%	23 5%	17 9%	6 8%	21 9%	17 10%	16 9%	14 9%	11 11%	27 14%	58 22%nopqr stwx	22 8%	20 11%	64 19%B	112 13%
Still in full time education	51 2%	19 2%	31 3%	45 20%efghi i	6 2%gi	- -	- -	- -	- -	13 2%	22 4%lm	8 2%	8 1%	5 3%	1 1%	6 3%q	- -	2 1%	1 1%	4 4%q	3 2%	16 6%qrs	10 3%q	3 2%	1 *	6 1%
Don't know	4 *	2 *	2 *	1 *	- -	- -	1 *	- -	2 *	- -	1 *	1 *	2 *	- -	- -	1 *	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -	- -
Prefer not to answer	21 1%	12 1%	9 1%	2 1%	3 1%	- -	3 1%	1 *	11 2%fh	3 1%	3 1%	6 1%	8 2%	1 1%	- -	1 *	2 1%	- -	1 1%	1 1%	4 2%	2 1%	5 2%	3 2%	2 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 285

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
Yes - responsible for half or more of the items bought	1857 91%	865 87%	992 95% <sup>a</sup>	158 69%	333 95% <sup>di</sup>	318 97% <sup>di</sup>	349 96% <sup>di</sup>	282 94% <sup>di</sup>	416 89% <sup>d</sup>	481 88%	509 90%	389 93% <sup>j</sup>	478 95% <sup>jk</sup>	169 94% <sup>wx</sup>	79 92%	216 92%	161 94% <sup>wx</sup>	172 94% <sup>wx</sup>	140 91%	94 92%	174 89%	252 93% <sup>w</sup>	245 86%	155 86%	305 92%	780 93%	
No - not responsible for most of the items bought	181 9%	130 13% <sup>b</sup>	51 5%	70 31% <sup>efgh</sup> <sub>i</sub>	17 5%	10 3%	13 4%	17 6%	53 11% <sup>efgh</sup> <sub>h</sub>	64 12% <sup>lm</sup>	59 10% <sup>m</sup>	30 7%	27 5%	10 6%	7 8%	18 8%	10 6%	11 6%	13 9%	8 8%	22 11%	19 7%	38 14% <sup>nqr</sup> <sub>v</sub>	24 14% <sup>nqr</sup>	25 8%	63 7%	

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 286

**How many cars are there in your household?****Base: All respondents**

	Gender			Age						Social Grade				Region													Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755		
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843		
No cars in the household	428 21%	201 20%	227 22%	41 18%	79 23%	62 19%	91 25% <sub>i</sub>	76 25% <sub>i</sub>	78 17%	62 11%	120 21% <sub>j</sub>	64 15%	182 36% <sub>ijkl</sub>	55 30% <sub>qst</sub> uw <sub>x</sub>	19 22% <sub>x</sub>	51 22% <sub>twx</sub>	33 19%	39 21% <sub>twx</sub>	22 14%	12 12%	29 15%	109 40% <sub>opq</sub> rstuw <sub>x</sub>	38 13%	22 12%	58 18%	154 18%		
NET: Any	1610 79%	794 80%	816 78%	187 82%	271 77%	266 81%	272 75%	224 75%	391 83% <sub>gh</sub>	484 89% <sub>km</sub>	448 79% <sub>m</sub>	355 85% <sub>m</sub>	323 64%	125 70%	67 78% <sub>v</sub>	183 78% <sub>v</sub>	138 81% <sub>nv</sub>	144 79% <sub>v</sub>	131 86% <sub>nv</sub>	90 88% <sub>npr</sub> v	167 85% <sub>nv</sub>	162 60%	245 87% <sub>npr</sub> rv	157 88% <sub>nop</sub>	272 82%	689 82%		
1	827 41%	408 41%	419 40%	40 17%	135 38% <sub>d</sub>	137 42% <sub>d</sub>	141 39% <sub>d</sub>	136 45% <sub>d</sub>	238 51% <sub>def</sub> g	197 36%	223 39%	183 44% <sub>j</sub>	224 44% <sub>j</sub>	70 39%	40 46%	98 42%	72 42%	73 40%	80 53% <sub>nru</sub> vw <sub>x</sub>	45 44%	75 39%	90 33%	111 39%	73 41%	115 35%	319 38%		
2	596 29%	294 30%	303 29%	78 34% <sub>h</sub>	114 33% <sub>h</sub>	110 34% <sub>h</sub>	98 27%	66 22%	131 28%	217 40% <sub>km</sub>	169 30% <sub>m</sub>	138 33% <sub>m</sub>	73 14%	43 24%	19 23%	74 31% <sub>v</sub>	52 30%	60 33% <sub>v</sub>	44 29%	34 33% <sub>v</sub>	63 32% <sub>v</sub>	57 21%	92 32% <sub>v</sub>	60 33% <sub>v</sub>	124 37%	268 32%		
3+	187 9%	93 9%	95 9%	69 30% <sub>efgh</sub> i	22 6%	19 6%	33 9% <sub>i</sub>	22 7%	22 5%	70 13% <sub>lm</sub>	57 10% <sub>m</sub>	34 8%	27 5%	12 7%	8 9%	11 5%	15 9%	12 6%	7 5%	11 11% <sub>p</sub> v	29 15% <sub>npr</sub> sv	15 5%	43 15% <sub>npr</sub> sv	24 14% <sub>prs</sub> v	34 10%	101 12%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 287

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
White	1862 91%	900 91%	962 92%	194 85%	292 83%	288 88%	337 93%def	293 98%def	458 98%def	486 89%	517 91%	379 90%	481 95%jkl	176 98%prsv	85 100%prsv	218 93%v	162 95%v	165 90%v	141 93%v	97 96%v	184 94%v	184 68%	272 96%rv	175 98%prsv	286 86%	747 89%
NET: BAME	152 7%	78 8%	74 7%	34 15%ghi	50 14%ghi	35 11%ghi	20 6%hi	5 2%	8 2%	52 10%lm	46 8%lm	32 8%	22 4%	1 1%	*	15 6%nowx	9 5%nm	18 10%nowx	11 7%nowx	3 3%	9 4%	77 28%nopqrstuvw	7 2%	3 2%	34 10%	88 10%
Mixed	31 2%	13 1%	18 2%	9 4%ghi	12 3%ghi	4 1%	1 *	1 *	4 1%	9 2%lm	16 3%lm	5 1%	1 *	1 *	-	4 2%	1 1%	2 1%	-	1 1%	4 2%	15 5%nqswx	2 1%	1 *	3 1%	23 3%
Asian	73 4%	39 4%	34 3%	15 7%ghi	27 8%ghi	19 6%ghi	9 2%hi	2 1%	2 *	29 5%	16 3%	13 3%	15 3%	-	*	7 3%nw	2 1%	11 6%nquwx	10 6%noquwx	1 1%	2 1%	37 14%nopqrstuvw	2 1%	1 *	12 4%	42 5%
Black	31 2%	17 2%	14 1%	2 1%	9 3%hi	12 4%hi	6 2%hi	3 1%	-	7 1%	9 2%	11 3%	4 1%	-	-	2 1%	2 1%	5 2%	-	-	3 1%	17 6%nopqrstuvw	2 1%	1 1%	18 5%B	11 1%
Chinese	8 *	3 *	5 *	4 2%fhi	2 *	-	2 1%	-	-	4 1%	4 1%	-	-	1 *	-	1 *	3 2%	-	-	-	-	3 1%	1 *	-	1 *	6 1%
Other ethnic group	10 *	6 1%	4 *	4 2%	1 *	1 *	3 1%	-	2 *	4 1%	1 *	3 1%	2 *	-	-	1 1%	1 1%	-	1 1%	1 1%	-	5 2%	-	1 *	-	5 1%
Prefer not to answer	23 1%	16 2%	7 1%	1 *	9 2%hi	5 1%	5 1%	1 *	3 1%	7 1%	5 1%	9 2%	2 *	2 1%	-	1 1%	-	1 *	1 *	1 1%	3 1%	10 4%pq	4 2%	1 1%	11 3%B	8 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 288

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Christian	988 48%	469 47%	519 50%	63 27%	126 36%	125 38% <sup>d</sup>	192 53% <sup>def</sup>	179 60% <sup>def</sup>	304 65% <sup>def</sup>	240 44%	299 53% <sup>j</sup>	207 49%	242 48%	76 42%	38 44%	124 53%	87 51%	95 52%	73 48%	44 43%	99 51%	126 46%	131 46%	94 52%	154 47%	372 44%
NET: Other	148 7%	75 8%	73 7%	29 13% <sup>hi</sup>	37 11% <sup>hi</sup>	28 9% <sup>hi</sup>	28 8% <sup>hi</sup>	8 3%	18 4%	45 8%	44 8%	26 6%	33 7%	3 2%	1 1%	14 6%	12 7% <sup>n</sup>	14 7% <sup>n</sup>	14 9% <sup>nox</sup>	6 6%	8 4%	56 21% <sup>nopq</sup>	14 5% <sup>rstuw</sup>	6 3%	20 6%	73 9%
Muslim	55 3%	30 3%	25 2%	15 7% <sup>ghi</sup>	16 5% <sup>hi</sup>	13 4% <sup>hi</sup>	6 2%	2 1%	3 1%	11 2%	16 3%	13 3%	16 3%	1 *	*	6 3%	5 3%	5 3%	7 4% <sup>n</sup>	1 1%	1 1%	26 10% <sup>nopq</sup>	2 1% <sup>rtuw</sup>	1 *	5 2%	30 4%
Hindu	15 1%	8 1%	6 1%	2 1%	7 2% <sup>hi</sup>	4 1% <sup>i</sup>	2 1%	- -	- -	9 2% <sup>km</sup>	1 *	3 1%	1 *	- -	- -	1 *	1 *	5 2% <sup>w</sup>	- -	1 1%	1 *	6 2%	1 *	- -	2 1%	9 1%
Jewish	16 1%	8 1%	8 1%	2 1%	1 *	3 1%	1 *	1 *	7 2%	7 1% <sup>l</sup>	5 1%	- -	3 1%	1 1%	- -	3 1%	- -	1 1%	- -	- -	- -	8 3% <sup>u</sup>	3 1%	- -	1 *	8 1%
Sikh	7 *	3 *	4 *	3 1% <sup>i</sup>	4 1% <sup>i</sup>	- -	- -	- -	- -	1 *	4 1%	2 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	5 2%	1 *	- -	2 1%	3 *
Buddhist	20 1%	11 1%	8 1%	3 1%	5 1%	- -	6 2% <sup>f</sup>	2 1%	4 1%	8 1%	5 1%	4 1%	3 1%	1 *	1 1%	- -	2 1%	- -	2 1%	1 1%	2 1%	9 3% <sup>prw</sup>	1 *	* *	1 *	13 2%
Other	36 2%	14 1%	22 2%	4 2%	4 1%	7 2%	13 4% <sup>hi</sup>	3 1%	4 1%	9 2%	13 2%	4 1%	10 2%	1 *	- -	3 1%	4 2%	3 1%	4 3%	3 3%	3 2%	2 1%	7 2%	5 3%	9 3%	9 1%
None	854 42%	424 43%	430 41%	130 57% <sup>ghi</sup>	174 50% <sup>ghi</sup>	167 51% <sup>ghi</sup>	135 37% <sup>i</sup>	107 36%	142 30%	240 44% <sup>k</sup>	207 36%	180 43%	227 45% <sup>k</sup>	98 55% <sup>pqr</sup>	45 52% <sup>rv</sup>	93 40% <sup>v</sup>	70 41% <sup>v</sup>	70 38% <sup>v</sup>	65 43% <sup>v</sup>	51 50% <sup>v</sup>	83 42% <sup>v</sup>	74 27%	132 47% <sup>v</sup>	74 41% <sup>v</sup>	144 44%	374 44%
Prefer not to say	47 2%	27 3%	20 2%	6 3%	13 4% <sup>i</sup>	9 3%	8 2%	6 2%	5 1%	20 4% <sup>m</sup>	18 3% <sup>m</sup>	6 2%	3 1%	2 1%	2 2%	4 2%	2 1%	5 3%	1 *	- -	5 3%	15 6% <sup>n</sup>	6 2% <sup>st</sup>	5 3%	12 3%	25 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 289

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
NET: Urban	1598 78%	780 78%	818 78%	187 82% <sub>i</sub>	299 85% <sub>gi</sub>	273 83% <sub>gi</sub>	270 75%	239 80% <sub>i</sub>	329 70%	417 77%	447 79%	331 79%	403 80%	137 76% <sub>tu</sub>	70 82% <sub>stu</sub> <sub>x</sub>	194 83% <sub>stu</sub> <sub>x</sub>	145 85% <sub>stu</sub> <sub>x</sub>	152 83% <sub>stu</sub> <sub>x</sub>	105 69%	63 62%	120 62%	269 99% <sub>nop</sub> <sub>qrstuwx</sub>	220 78% <sub>tux</sub>	123 69%	269 81%	672 80%
Urban - Population over 10,000	848 42%	459 46% <sub>b</sub>	390 37%	117 51% <sub>ghi</sub>	176 50% <sub>ghi</sub>	148 45% <sub>i</sub>	136 37%	118 39%	154 33%	244 45% <sub>m</sub>	246 43% <sub>m</sub>	175 42%	183 36%	61 34% <sub>u</sub>	34 40% <sub>u</sub>	88 37% <sub>u</sub>	80 47% <sub>nst</sub> <sub>uw</sub> <sub>x</sub>	78 42% <sub>sux</sub>	42 28%	35 34% <sub>u</sub>	44 23%	237 87% <sub>nop</sub> <sub>qrstuwx</sub>	96 34% <sub>u</sub>	54 30%	176 53% <sub>B</sub>	368 44%
Town and Fringe	750 37%	322 32%	428 41% <sub>a</sub>	71 31%	123 35%	125 38%	135 37%	121 41% <sub>d</sub>	175 37%	173 32%	200 35%	157 37%	219 43% <sub>jk</sub>	76 42% <sub>tv</sub>	36 42% <sub>tv</sub>	106 45% <sub>tv</sub>	65 38% <sub>v</sub>	74 41% <sub>tv</sub>	63 41% <sub>tv</sub>	28 27% <sub>v</sub>	76 39% <sub>v</sub>	32 12%	124 44% <sub>tv</sub>	69 39% <sub>v</sub>	93 28%	305 36% <sub>A</sub>
NET: Rural	440 22%	214 22%	225 22%	41 18%	51 15%	55 17%	92 25% <sub>ef</sub>	60 20%	140 30% <sub>def</sub> <sub>h</sub>	128 23%	121 21%	88 21%	102 20%	43 24% <sub>v</sub>	16 18% <sub>v</sub>	40 17% <sub>v</sub>	26 15% <sub>v</sub>	31 17% <sub>v</sub>	48 31% <sub>opq</sub> <sub>rv</sub>	39 38% <sub>nop</sub> <sub>qrw</sub>	75 38% <sub>nopq</sub> <sub>rw</sub>	2 1%	63 22% <sub>v</sub>	56 31% <sub>opq</sub> <sub>rvw</sub>	62 19%	171 20%
Village	377 18%	185 19%	192 18%	32 14%	43 12%	50 15%	78 21% <sub>e</sub>	51 17%	123 26% <sub>def</sub> <sub>h</sub>	110 20%	99 17%	74 18%	95 19%	35 20% <sub>v</sub>	16 18% <sub>v</sub>	36 15% <sub>v</sub>	22 13% <sub>v</sub>	26 14% <sub>v</sub>	45 29% <sub>pqr</sub> <sub>v</sub>	31 31% <sub>npq</sub> <sub>rvw</sub>	64 33% <sub>nopq</sub> <sub>rvw</sub>	2 1%	57 20% <sub>v</sub>	42 23% <sub>pqr</sub> <sub>v</sub>	55 17%	139 16%
Hamlet & Isolated Dwelling	63 3%	29 3%	33 3%	9 4%	9 2%	5 1%	14 4%	9 3%	17 4%	18 3%	23 4% <sub>m</sub>	14 3%	8 1%	8 4% <sub>v</sub>	-	4 2%	4 3% <sub>v</sub>	5 3% <sub>v</sub>	4 2% <sub>v</sub>	8 8% <sub>opvw</sub>	11 6% <sub>opv</sub>	-	6 2%	14 8% <sub>opqs</sub> <sub>vw</sub>	7 2%	32 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 290

Which of the following best describes your current working status?

Base: All respondents

		Gender		Age						Social Grade				Region										Employment Sector		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
NET: Working	1174 58%	603 61%b	571 55%	145 64%hi	289 82%dghi	266 81%dghi	266 73%dhi	146 49%i	61 13%	352 64%lm	375 66%lm	275 65%lm	172 34%	101 57%	40 47%	130 56%	112 65%orx	89 49%	84 55%	57 56%	112 57%	195 72%nopr stuw	159 56%	94 53%	330 100%	843 100%
Working full time - working 30 hours per week or more	925 45%	534 54%b	391 38%	118 52%hi	232 66%dhi	227 69%dghi	212 59%hi	108 36%i	28 6%	292 54%lm	303 53%lm	210 50%lm	121 24%	83 46%	29 34%	103 44%	94 55%opr suwx	67 37%	62 41%	44 43%	84 43%	173 64%nopr stuw	117 41%	69 39%	267 81%	658 78%
Working part time - working between 8 and 29 hours per week	249 12%	69 7%	180 17%a	27 12%	57 16%i	39 12%i	54 15%i	38 13%i	33 7%	60 11%	73 13%	65 15%lm	51 10%	19 10%	11 13%	28 12%	18 10%	22 12%	22 14%	13 13%	28 14%	22 8%	42 15%v	25 14%	63 19%	186 22%
NET: Not working	864 42%	392 39%	472 45%a	83 36%efg	62 18%	62 19%	97 27%ef	153 51%defg	407 87%defgh	194 36%	193 34%	145 35%	333 66%ijkl	78 43%v	45 53%qv	104 44%v	59 35%	94 51%qv	69 45%v	45 44%v	83 43%v	76 28%	125 44%v	85 47%qv	- -	- -
Not working but seeking work or temporarily unemployed or sick	85 4%	44 4%	40 4%	8 4%i	17 5%i	16 5%i	22 6%i	21 7%i	1 *	9 2%	7 1%	8 2%	61 12%ijkl	7 4%	4 5%	9 4%	6 4%	9 5%	5 3%	4 4%	9 5%	6 2%	20 7%vx	4 2%	- -	- -
Not working and not seeking work/ student	142 7%	58 6%	84 8%	70 31%efghi	11 3%i	13 4%i	21 6%i	25 9%efi	-	23 4%	34 6%	15 4%	70 14%ijkl	13 7%	6 7%	17 7%	7 4%	16 8%	5 3%	7 7%	10 5%	28 10% s	22 8%	11 6%	- -	- -
Retired on a state pension only	128 6%	43 4%	85 8%a	- -	- -	- -	1 *	8 3%defg	119 25%defgh	7 1%	11 2%	19 5%j	91 18%ijkl	8 5%	4 4%	19 8%v	7 4%	15 8%	10 6%	5 5%	15 8%	9 3%	19 7%	16 9%v	- -	- -
Retired with a private pension	347 17%	226 23%b	121 12%	- -	- -	2 1%	2 1%	60 20%defg	284 61%defgh	133 24%lm	118 21%lm	58 14%lm	38 8%	32 18%v	18 21%v	43 19%v	29 17%v	33 18%v	33 22%v	19 19%v	36 18%v	25 9%	43 15%	36 20%v	- -	- -
House person, housewife, househusband, etc.	162 8%	21 2%	142 14%a	4 2%	33 10%di	32 10%di	50 14%di	40 13%di	4 1%	22 4%	23 4%	45 11%jk	73 14%jk	17 10%v	14 16%pq w	15 6%	10 6%	21 12%v	16 10%v	10 10%v	14 7%	9 3%	20 7%	18 10%v	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by BritainThinks



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 291

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	1052	457	595	107	209	252	265	152	67	387	335	184	146	80	44	131	111	77	75	63	110	126	138	97	297	755
Weighted base	1174	603	571	145*	289	266	266	146	61*	352	375	275	172	101*	40*	130	112*	89*	84*	57*	112*	195*	159	94*	330	843
NET: Public Sector	330	159	171	38	98	79	75	29	12	116	118	58	38	40	13	32	22	27	20	23	30	54	42	28	330	-
	28%	26%	30%	26%	34%h	30%	28%	20%	19%	33%lm	31%l	21%	22%	40%pq	33%	25%	20%	31%	23%	40%pq	27%	28%	26%	29%	100%B	-
A nationalised industry/state corporation	14	11	3	1	6	3	-	3	-	6	2	6	*	1	-	-	-	3	3	1	-	6	-	-	14	-
	1%	2%	1%	1%	2%	1%	-	2%g	-	2%	*	2%	*	1%	-	-	-	3%	3%	2%	-	3%	-	-	4%B	-
Central government or civil service (including Courts service and Bank of England)	31	18	12	4	6	8	8	2	2	19	10	2	-	5	1	5	1	2	2	3	1	6	2	1	31	-
	3%	3%	2%	3%	2%	3%	3%	1%	4%	5%lm	3%	1%	-	5%	3%	4%	1%	3%	3%	5%	1%	3%	1%	1%	9%B	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	110	51	59	10	30	25	39	4	2	37	50	12	11	20	4	5	9	6	5	11	11	11	21	8	110	-
	9%	9%	10%	7%	10%h	9%h	15%hi	3%	4%	10%l	13%l	4%	6%	20%pqrs	10%	4%	8%	7%	6%	19%pqrs	9%	6%	13%p	8%	33%B	-
A university, or other grant funded establishment (include opted-out schools)	33	14	19	2	8	11	6	3	3	12	17	2	1	-	1	3	4	4	3	2	2	8	2	5	33	-
	3%	2%	3%	2%	3%	4%	2%	2%	5%	4%	5%l	1%	1%	-	2%	3%	3%	4%	3%	3%	2%	4%	1%	5%	10%B	-
A health authority or NHS Trust	87	34	53	12	31	19	12	11	2	28	27	16	16	7	5	12	7	8	4	4	13	9	11	8	87	-
	7%	6%	9%	8%	11%g	7%	4%	8%	4%	8%	7%	6%	9%	7%	12%	9%	6%	9%	5%	8%	11%	4%	7%	8%	26%B	-
The armed forces	2	1	1	1	-	-	1	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-
	*	*	*	1%	-	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 291

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	1174	603	571	145*	289	266	266	146	61*	352	375	275	172	101*	40*	130	112*	89*	84*	57*	112*	195*	159	94*	330	843
Other public sector occupation (Please specify as much detail as possible)	54 5%	30 5%	24 4%	7 5%	17 6%	12 4%	10 4%	6 4%	2 3%	13 4%	10 3%	21 8%k	9 5%	7 6%	2 6%	7 5%	2 2%	4 4%	2 3%	1 2%	3 3%	15 8%	6 4%	5 5%	54 16%B	-
NET: Private Sector	843 72%	443 74%	400 70%	107 74%	191 66%	187 70%	192 72%	117 80%e	49 81%	236 67%	258 69%	216 79%jk	134 78%j	61 60%	27 67%	98 75%nt	89 80%nt	62 69%	65 77%	34 60%	82 73%	141 72%	117 74%	67 71%	-	843 100%A
A charity, voluntary organisation or trust	47 4%	23 4%	24 4%	8 6%	9 3%	16 6%	6 2%	7 5%	-	13 4%	24 6%l	3 1%	6 3%	6 6%	3 7%	4 3%	3 3%	1 1%	2 2%	2 3%	4 3%	14 7%	4 2%	5 5%	-	47 6%A
Self-employed (Private sector)	135 11%	82 14%	53 9%	8 5%	18 6%	21 8%	36 13%de	29 20%def	24 39%def	40 11%	42 11%	39 14%	14 8%	10 10%	4 9%	11 9%	15 13%	6 6%	13 15%	6 11%	12 11%	28 14%	15 10%	14 15%	-	135 16%A
None of the above/ I work in the Private sector	662 56%	339 56%	323 57%	92 63%i	164 57%	150 56%	150 56%	80 55%	26 42%	182 52%	192 51%	174 63%jk	114 66%jk	45 45%	20 51%	83 64%nt	71 63%nt	55 62%	50 59%	26 46%	66 59%	99 51%	98 62%n	48 51%	-	662 78%A

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 292

**Do you have any children aged 18 or under? If so, how old are they?****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
No children aged 18 or under	1478 73%	745 75% <sup>b</sup>	733 70%	205 90% <sup>efg</sup>	190 54% <sup>f</sup>	122 37%	232 64% <sup>ef</sup>	272 91% <sup>efg</sup>	459 98% <sup>def</sup>	399 73% <sup>l</sup>	428 75% <sup>l</sup>	263 63%	387 77% <sup>l</sup>	131 73%	60 70%	176 75%	113 66%	123 67%	105 69%	74 72%	149 76% <sup>q</sup>	197 73%	214 75% <sup>q</sup>	137 76% <sup>q</sup>	214 65%	531 63%
NET: Yes	548 27%	241 24%	307 29% <sup>a</sup>	19 8% <sup>i</sup>	159 45% <sup>dghi</sup>	205 62% <sup>deg</sup>	131 36% <sup>dghi</sup>	26 9% <sup>i</sup>	9 2%	142 26%	135 24%	154 37% <sup>jk</sup>	117 23%	48 27%	25 30%	59 25%	59 34% <sup>uw</sup>	60 33%	44 29%	28 28%	47 24%	70 26%	67 24%	41 23%	116 35%	304 36%
NET: Any 5-18	444 22%	203 20%	241 23%	7 3%	102 29% <sup>dghi</sup>	171 52% <sup>deg</sup>	130 36% <sup>dghi</sup>	26 9% <sup>di</sup>	9 2%	116 21%	102 18%	129 31% <sup>jk</sup>	97 19%	38 21%	20 23%	47 20%	45 26%	55 30% <sup>puv</sup>	39 26%	24 23%	39 20%	49 18%	55 20%	34 19%	93 28%	240 28%
NET: Any 11-18	283 14%	127 13%	156 15%	5 2%	26 7% <sup>di</sup>	117 36% <sup>dgh</sup>	103 28% <sup>dghi</sup>	24 8% <sup>di</sup>	9 2%	76 14%	63 11%	78 19% <sup>k</sup>	66 13%	26 15%	13 15%	32 13%	34 20% <sup>uv</sup>	28 15%	23 15%	17 16%	17 9%	31 11%	41 14%	23 13%	57 17%	152 18%
Yes - children aged under 5 years old	201 10%	77 8%	124 12% <sup>a</sup>	14 6% <sup>ghi</sup>	104 30% <sup>dghi</sup>	79 24% <sup>dghi</sup>	3 1%	2 1%	- -	52 10%	60 11%	52 12% <sup>m</sup>	36 7%	14 8%	9 11%	21 9%	21 12%	23 12%	21 14%	7 6%	16 8%	30 11%	26 9%	13 7%	44 13%	117 14%
Yes - children aged 5 to 10 years old	243 12%	109 11%	135 13%	2 1%	93 26% <sup>dgh</sup>	95 29% <sup>dghi</sup>	47 13% <sup>dhi</sup>	5 2%	2 *	70 13%	58 10%	63 15%	53 10%	14 8%	11 13%	23 10%	20 11%	36 20% <sup>npv</sup>	27 18% <sup>npw</sup>	13 12%	28 14%	29 11%	25 9%	17 10%	53 16%	133 16%
Yes - children aged 11 to 15 years old	213 10%	94 9%	119 11%	4 2%	24 7% <sup>di</sup>	102 31% <sup>deg</sup>	67 18% <sup>dghi</sup>	13 4% <sup>i</sup>	3 1%	61 11%	51 9%	57 13%	45 9%	15 8%	8 10%	22 9%	29 17% <sup>npu</sup>	19 10%	20 13%	13 13%	13 7%	21 8%	33 12%	20 11%	46 14%	122 15%
Yes - children aged 16 to 18 years old	111 5%	47 5%	64 6%	1 *	2 1%	34 10% <sup>dgh</sup>	54 15% <sup>dghi</sup>	12 4% <sup>dei</sup>	7 2%	22 4%	19 3%	36 9% <sup>jk</sup>	34 7% <sup>k</sup>	14 8%	6 7%	14 6%	10 6%	13 7%	6 4%	6 5%	6 3%	13 5%	14 5%	9 5%	17 5%	49 6%
Refused	12 1%	9 1%	3 *	5 2% <sup>ai</sup>	2 1%	1 *	1 *	2 1%	1 *	4 1%	5 1%	2 1%	1 *	*	*	-	-	-	3 2% <sup>pd</sup>	-	-	4 1%	2 1%	1 1%	-	8 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 293

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)			
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755			
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843			
Anglia	235 12%	101 10%	134 13%	31 14%	41 12%	33 10%	44 12%	28 9%	58 12%	64 12%	58 10%	43 10%	70 14%	- -	- -	1 *	- -	1 *	23 15% nopq rtvx	- -	184 94% nopq rstvw	- -	26 9% nopq rtvx	- -	39 12%	100 12%			
Border	24 1%	8 1%	16 2%	- -	2 1%	3 1%	5 1%	5 2%	10 2%	6 1%	5 1%	3 1%	10 2%	12 7% oqrs tuvwx	- -	12 5% oqrs tuvwx	- -	- -	- -	- -	- -	- -	- -	- -	3 1%	7 1%			
Central	272 13%	135 14%	137 13%	28 12%	36 10%	44 13%	48 13%	50 17% e	68 14%	65 12%	68 12%	60 14%	79 16%	3 2%	- -	- -	- -	169 92% nop qstuvw x	92 60% nopq tuvwx	- -	1 *	- -	4 1%	4 2% pv	34 10%	102 12%			
Granada	220 11%	121 12%	98 9%	21 9%	34 10%	34 10%	36 10%	41 14%	54 12%	58 11%	58 10%	52 12%	52 10%	- -	- -	218 93% nopq stuvw x	- -	1 *	1 *	1 1%	- -	- -	- -	- -	31 9%	93 11%			
London	349 17%	164 16%	186 18%	65 28% fgh i	77 22% gi	54 16%	47 13%	48 16%	58 12%	116 21% m	115 20% m	72 17% m	46 9%	- -	1 1%	- -	- -	1 *	- -	- -	9 5% np qrst x	271 100% nop qrstuvw x	66 23% nopq rstux	2 1%	69 21%	172 20%			
Meridian	213 10%	94 9%	119 11%	20 9%	48 14%	30 9%	37 10%	26 9%	52 11%	58 11%	49 9%	43 10%	64 13% k	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	187 66% nop qrstuv x	25 14% nopq rstuv	24 7%	86 10%			
STV	164 8%	101 10% b	64 6%	14 6%	24 7%	35 11%	30 8%	24 8%	39 8%	42 8%	46 8%	30 7%	47 9%	164 91% opqr stuvw x	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	38 12% B	57 7%			
Tyne Tees	85 4%	38 4%	47 4%	5 2%	17 5%	10 3%	17 5%	18 6%	18 4%	13 2%	31 5% j	17 4%	23 5%	- -	85 99% npqr stuvw x	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 4%	27 3%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 293

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
Wales	102 5%	48 5%	54 5%	8 4%	14 4%	18 6%	23 6%	14 5%	24 5%	32 6%	29 5%	16 4%	26 5%	-	-	-	-	-	-	101 99% nopq rsuvwx	-	-	-	-	1 1%	24 7%	34 4%
West	55 3%	28 3%	28 3%	5 2%	14 4%	8 3%	10 3%	5 2%	14 3%	17 3%	14 3%	11 3%	13 3%	-	-	4 1%	-	9 5% nqst uvw	-	-	-	-	-	43 24% nopq rstuvw	10 3%	19 2%	
Westcountry	107 5%	51 5%	56 5%	16 7%	10 3%	14 4%	25 7% e	16 5%	25 5%	23 4%	32 6%	24 6%	28 6%	-	-	-	-	2 1%	-	-	-	-	-	104 58% nopq rstuvw	19 6%	39 5%	
Yorkshire	210 10%	106 11%	104 10%	16 7%	34 10%	46 14% d	41 11%	26 9%	48 10%	52 9%	64 11%	47 11%	47 9%	-	-	1 *	171 100% nopr stuvwx	-	37 24% nopr tuvwx	-	2 1%	-	-	-	26 8%	107 13%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Dot Everyone Survey

## ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 294  
Marital Status  
Base: All respondents

		Gender		Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Single	564 28%	305 31%b	259 25%	171 75%efg hi	125 36%ghi	93 28%hi	95 26%hi	57 19%i	23 5%	142 26%	177 31%	104 25%	141 28%	39 22%	23 27%	72 31% s	44 26%	47 25%	29 19%	24 24%	49 25%	108 40% nqr stuvw x	80 28%	51 28%	102 31%	278 33%
NET: Married/ Civil partnership/ co habiting	1213 60%	598 60%	616 59%	55 24%	222 63% d	225 68% dgh	216 59% d	176 59% d	319 68% dgh	356 65% km	314 55%	287 68% km	257 51%	112 62%	52 61%	132 56%	104 61%	117 64% v	101 66% v	67 66% v	120 61%	138 51%	171 60%	98 55%	204 62%	500 59%
Married	914 45%	489 49% b	425 41%	18 8%	124 35% d	154 47% de	165 46% de	153 51% de	300 64% def gh	280 51% km	232 41%	209 50% km	193 38%	86 48% v	34 40%	108 46% v	76 45%	85 46% v	79 52% v	51 50% v	91 46% v	93 34%	128 45% v	83 46% v	147 44%	339 40%
Civil Partnership	22 1%	12 1%	10 1%	1 1%	7 2% i	4 1%	6 2% i	3 1%	1 *	5 1%	5 1%	9 2%	3 1%	2 1%	1 1%	2 1%	1 1%	- -	- -	1 1%	3 1%	12 5% qrs w x	- -	- -	3 1%	15 2%
Co Habiting	278 14%	97 10%	181 17% a	36 16% hi	92 26% dgh i	66 20% ghi	44 12% hi	21 7%	19 4%	71 13%	77 13%	69 16%	61 12%	24 13%	17 20% px	22 9%	27 16% x	32 18% px	23 15%	15 15%	27 14%	32 12%	43 15% x	15 9%	55 17%	147 17%
NET: Widowed/ separated/ divorced	247 12%	87 9%	160 15% a	- -	3 1%	8 2% d	51 14% def	63 21% def g	122 26% defg	42 8%	73 13% jl	27 6%	104 21% jkl	26 15%	11 12%	31 13%	22 13%	20 11%	23 15%	10 10%	25 13%	23 8%	27 10%	29 16% vw	24 7%	60 7%
Widowed	71 3%	28 3%	43 4%	- -	- -	1 *	4 1%	11 4% def g	55 12% defg h	14 3%	24 4%	10 2%	23 5%	9 5% v	3 4%	11 5% v	7 4%	4 2%	5 3%	3 3%	7 4%	3 1%	5 2%	13 7% vw	5 2%	11 1%
Separated	28 1%	12 1%	16 2%	- -	2 *	* *	16 4% defi	5 2% f	5 1%	5 1%	7 1%	3 1%	13 3% j	3 1%	- -	2 1%	2 1%	3 1%	5 3%	3 3% v	4 2%	1 *	3 1%	2 1%	3 1%	11 1%
Divorced	148 7%	47 5%	101 10% a	- -	2 *	7 2%	31 9% def	46 15% def	63 13% defg	23 4%	42 7% jl	14 3%	68 14% jkl	15 8%	7 8%	17 7%	13 8%	13 7%	13 9%	4 4%	14 7%	19 7%	19 7%	14 8%	15 5%	39 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

# Dot Everyone Survey

## ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 294  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Prefer not to answer	13 1%	5 1%	8 1%	2 1%	- 1%	2 1%	2 *	3 1%	3 1%	5 1%	4 1%	1 *	3 1%	2 1%	- 1%	- 1%	1 1%	- 1%	- 1%	- 1%	1 1%	3 1%	5 2%	1 *	1 *	6 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 295

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Glasgow	91 4%	56 6%b	35 3%	8 3%	16 4%	22 7%g	7 2%	14 5%g	25 5%g	24 4%	24 4%	16 4%	27 5%	91 51%opqr stuvwx	-	-	-	-	-	-	-	-	-	-	22 7%B	27 3%
Edinburgh	78 4%	47 5%	31 3%	5 2%	7 2%	13 4%	22 6%e	13 4%	18 4%	19 4%	26 5%	13 3%	20 4%	77 43%opqr stuvwx	1 1%	-	-	-	-	-	-	-	-	-	19 6%	28 3%
Newcastle	90 4%	39 4%	51 5%	8 3%	17 5%	10 3%	17 5%	18 6%	19 4%	16 3%	32 6%j	17 4%	25 5%	-	81 95%npqr stuvwx	7 3%nqrs uw	-	-	-	-	-	2 1%	-	-	15 5%	27 3%
Leeds	77 4%	40 4%	37 4%	3 1%	11 3%	15 5%	19 5%d	11 4%	17 4%	20 4%	25 4%	20 5%	13 3%	-	-	-	77 45%nopr stuvwx	-	-	-	-	-	-	-	12 4%	40 5%
Hull	39 2%	20 2%	19 2%	7 3%	6 2%	4 1%	4 1%	7 2%	10 2%	10 2%	13 2%	7 2%	9 2%	-	1 1%	-	35 20%nopr stuvwx	-	3 2%pvw	-	-	-	-	-	2 1%	22 3%
Sheffield	75 4%	40 4%	34 3%	3 1%	15 4%	22 7%dh	15 4%	7 2%	12 3%	18 3%	23 4%	20 5%	13 3%	-	-	-	54 31%nopr stuvwx	-	20 13%nopr tuvwx	-	1 1%	-	-	-	11 3%	39 5%
Manchester	171 8%	100 10%b	71 7%	13 6%	28 8%	29 9%	29 8%	28 9%	45 10%	46 9%	38 7%	40 10%	47 9%	-	-	158 67%noqr stuvwx	2 1%	8 4%nuvw x	1 1%	1 1%	-	2 1%	-	-	23 7%	73 9%
Liverpool	70 3%	30 3%	40 4%	8 3%	11 3%	7 2%	13 3%	13 4%	18 4%	15 3%	20 4%	19 4%	16 3%	-	-	55 24%noqr stuvwx	-	1 *	-	14 13%noqr suvwx	-	-	-	-	9 3%	29 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 295

**Which of the following cities do you live in, or nearest to?**

**Base: All respondents**

	Gender			Age						Social Grade				Region												Employment Sector	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
Nottingham	73 4%	36 4%	37 4%	6 3%	9 3%	13 4%	13 4%	11 4%	22 5%	17 3%	21 4%	11 3%	23 5%	-	-	-	*	-	73 48% nopq rtuvwx	-	-	-	-	-	6 2%	26 3%	
Birmingham	178 9%	86 9%	92 9%	19 8%	34 10%	29 9%	30 8%	27 9%	39 8%	46 8%	39 7%	43 10%	50 10%	-	-	-	-	166 91% nopq stuvwx	8 5% npqu vw	*	1 1%	-	-	3 2%	29 9%	63 8%	
Norwich	95 5%	40 4%	54 5%	15 6%	18 5%	9 3%	20 5%	10 3%	22 5%	24 4%	23 4%	21 5%	26 5%	-	-	-	-	-	-	-	91 46% nopq rstvw	-	4 1%	-	11 3%	51 6%	
Milton Keynes	75 4%	40 4%	34 3%	11 5%	11 3%	18 5%	11 3%	7 2%	17 4%	21 4%	20 4%	18 4%	16 3%	-	-	-	-	1 *	31 20% nopq rtvw	-	31 16% nopq rtvw	1 *	11 4% npqv x	-	14 4%	32 4%	
Brighton	40 2%	14 1%	26 2%	4 2%	7 2%	3 1%	9 2%	6 2%	10 2%	11 2%	6 1%	10 2%	13 3%	-	-	-	-	-	-	-	-	-	40 14% nopq rstuv	-	3 1%	13 2%	
Oxford	25 1%	7 1%	18 2% a	1 1%	9 3%	1 *	4 1%	2 1%	7 2%	9 2%	5 1%	9 2% m	2 *	-	-	-	-	1 1%	1 1%	-	-	-	19 7% nopq rstuv	3 2% p	3 1%	9 1%	
London	462 23%	214 21%	248 24%	78 34% fgh i	92 26% i	69 21%	70 19%	68 23%	84 18%	141 26% m	145 26% m	91 22%	85 17%	-	-	-	-	-	1 1%	-	47 24% nop qrstx	267 98% nop qrstuv x	143 51% nopq rstuv	3 2% p	86 26%	217 26%	
Southampton	67 3%	31 3%	36 3%	7 3%	10 3%	13 4%	6 2%	7 2%	24 5% g	24 4%	14 3%	11 3%	18 4%	-	-	-	-	-	-	-	-	-	45 16% nop qrstuv	22 12% nopq rstuv	8 2%	21 3%	
Bristol	79 4%	43 4%	37 4%	11 5%	10 3%	11 3%	18 5%	11 4%	18 4%	26 5%	21 4%	14 3%	18 4%	-	-	-	-	1 *	-	1 1%	-	-	1 *	76 43% nopq rstuv	10 3%	35 4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 295

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Plymouth	60 3%	27 3%	34 3%	7 3%	8 2%	8 2%	15 4%	8 3%	15 3%	11 2%	18 3%	14 3%	17 3%	-	-	-	-	-	-	-	-	-	-	60 34% nopqrstuvw	13 4%	19 2%
Cardiff	77 4%	35 4%	42 4%	7 3%	13 4%	17 5%	15 4%	11 4%	14 3%	24 4%	21 4%	10 2%	22 4%	-	-	-	-	2 1%	-	76 74% nopqrstuvw	-	-	-	-	18 5%	27 3%
None of these	117 6%	50 5%	66 6%	8 3%	18 5%	14 4%	27 8%	19 6%	31 7%	23 4%	33 6%	17 4%	44 9% jl	11 6% v	2 3% v	15 6% v	4 2% v	4 2%	15 10% qrv	10 10% qrv	24 12% opqrv	-	20 7% qrv	11 6% v	15 4%	45 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 296

**What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

		Gender		Age						Social Grade				Region										Employment Sector			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)
Unweighted base		2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755
Weighted base		2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843
Up to £7,000	(3.5)	84 4%	29 3%	55 5%a	14 6%i	9 3%	11 3%	19 5%i	22 7%efi	8 2%	2 *	12 2%j	9 2%j	60 12%jkl	10 5%	4 5%	12 5%u	5 3%	5 3%	7 5%	6 6%u	3 1%	8 3%	16 6%u	7 4%	7 2%	15 2%
£7,001 to £14,000	(10.5)	257 13%	103 10%	154 15%a	12 5%	42 12%d	36 11%d	42 12%d	54 18%dfg	71 15%d	10 2%	51 9%j	41 10%j	155 31%jkl	22 12%	13 15%	32 14%	19 11%	37 20%quvw	22 15%	13 12%	21 11%	25 9%	27 10%	25 14%	15 5%	60 7%
£14,001 to £21,000	(17.5)	320 16%	149 15%	171 16%	16 7%	32 9%	42 13%	70 19%def	56 19%de	104 22%def	36 7%	96 17%j	74 18%j	114 22%jkl	28 16%	22 25%qrtvw	37 16%	25 15%	23 13%	35 23%rtw	9 9%	31 16%	38 14%	33 12%	38 21%rtw	46 14%	102 12%
£21,001 to £28,000	(24.5)	274 13%	141 14%	134 13%	11 5%	54 15%d	35 11%d	58 16%d	45 15%d	70 15%d	52 9%	92 16%jm	78 18%jm	53 10%	27 15%v	12 14%	25 11%	35 20%pvw	30 16%v	27 18%v	17 17%v	28 14%v	18 7%	31 11%	24 14%v	38 11%	121 14%
£28,001 to £34,000	(31)	209 10%	104 11%	104 10%	16 7%	41 12%	37 11%	44 12%	29 10%	42 9%	49 9%	69 12%lm	59 14%jlm	31 6%	18 10%st	6 7%	33 14%stx	27 15%stx	16 9%	5 4%	8 8%	21 10%st	26 10%	36 13%stx	12 7%	42 13%	96 11%
£34,001 to £41,000	(37.5)	173 8%	91 9%	82 8%	21 9%	37 11%h	31 9%	30 8%	16 5%	38 8%	57 10%lm	45 8%lm	50 12%lm	21 4%	10 5%	6 7%	23 10%	13 8%	24 13%nsw	8 5%	11 10%	24 12%ns	18 6%	19 7%	18 10%	34 10%	91 11%
£41,001 to £48,000	(44.5)	131 6%	76 8%	55 5%	32 14%efghi	26 8%	24 7%	14 4%	16 5%	19 4%	48 9%lm	47 8%lm	24 6%lm	13 3%	17 9%oqx	-	15 6%o	6 3%	10 5%o	17 11%oqx	4 4%	15 8%o	20 7%o	23 8%o	6 3%	35 11%	73 9%
£48,001 to £55,000	(51.5)	116 6%	58 6%	57 5%	17 8%hi	25 7%hi	24 7%hi	24 7%hi	9 3%	15 3%	51 9%lm	35 6%lm	23 5%lm	6 1%	9 5%	6 7%	8 3%	10 6%	6 3%	4 3%	4 4%	17 9%prst	19 7%	18 6%	14 8%	23 7%	66 8%
£55,001 to £62,000	(58.5)	66 3%	38 4%	28 3%	10 5%	19 6%i	12 4%	10 3%	6 2%	9 2%	35 6%klm	15 3%	11 3%	6 1%	9 5%x	2 3%	8 4%	3 2%	3 2%	2 2%	7 7%qrstx	4 2%	8 3%	18 6%qrstx	2 1%	18 6%	36 4%
£62,001 to £69,000	(65.5)	42 2%	22 2%	20 2%	8 3%i	8 2%	11 3%i	5 1%	7 2%	4 1%	27 5%klm	8 1%	5 1%	2 *	2 1%	1 1%	7 3%u	3 2%	2 1%	4 2%u	1 1%	-	12 4%u	4 1%	7 4%u	14 4%	18 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 296

**What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

		Gender			Age						Social Grade				Region												Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)	
Weighted base		2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843	
£69,001 to £76,000	(72.5)	51 3%	27 3%	24 2%	11 5%hi	11 3%	12 4%hi	9 2%	3 1%	5 1%	30 6%klm	11 2%m	10 2%m	-	7 4%s	1 1%	5 2%	3 2%	3 2%	-	1 1%	5 2%	14 5%s	7 2%	6 3%s	4 1%	38 4%A	
£76,001 to £83,000	(79.5)	35 2%	27 3%b	9 1%	8 3%g	5 1%	9 3%g	2 *	6 2%	6 1%	28 5%klm	6 1%	-	1 *	1 1%	-	7 3%s	2 1%	4 2%	-	2 2%	4 2%	8 3%	5 2%	2 1%	12 4%	17 2%	
£83,001 or more	(86)	75 4%	44 4%	31 3%	13 6%h	13 4%	17 5%h	14 4%	5 2%	12 3%	54 10%klm	16 3%m	3 1%	1 *	4 2%	3 4%	2 1%	5 3%	4 2%	2 1%	2 2%	7 4%	18 7%ps	19 7%prs	9 5%p	17 5%	44 5%	
Prefer not to answer		205 10%	86 9%	119 11%	39 17%efgh	27 8%	27 8%	22 6%	23 8%	66 14%efgh	66 12%	65 11%	32 8%	42 8%	14 8%	9 11%	20 8%	17 10%	17 9%	19 12%	16 16%npux	16 8%	39 14%xt	27 9%	11 6%	24 7%	66 8%	
Average income (£000's)		32.54	34.97b	30.14	42.13e fghi	35.56g hi	36.73g hi	30.50h	26.94	28.01	48.75k lm	32.30m	29.84m	18.25	31.80s	27.25	30.99s	30.36	28.84	26.29	31.23	33.92o rs	39.54n opqrst ux	36.29o pqrs	32.05s	39.12	38.14	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

## Dot Everyone Survey

### ONLINE Fieldwork: 4th-6th December 2017

Absolutes/col percents

Table 297

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

		Gender		Age						Social Grade				Region														Employment Sector	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Public (A)	Private (B)		
Unweighted base	2038	864	1174	195	270	326	375	342	530	670	565	311	492	161	98	254	197	176	147	127	209	192	280	197	297	755			
Weighted base	2038	995	1043	228	351	328	363	300	469	546	568	419	505	179	86*	234	171	183	153	102	196	271	283	179	330	843			
NET: Yes	424 21%	193 19%	231 22%	20 9%	45 13%	57 17% <sub>d</sub>	93 26% <sub>def</sub>	99 33% <sub>def</sub>	110 24% <sub>de</sub>	65 12%	90 16%	79 19% <sub>j</sub>	191 38% <sub>ijkl</sub>	55 31% <sub>qtv</sub>	26 30% <sub>quv</sub>	55 24% <sub>uv</sub>	30 18%	43 23% <sub>uv</sub>	32 21% <sub>v</sub>	19 19%	25 13%	32 12%	69 24% <sub>uv</sub>	39 22% <sub>uv</sub>	39 12%	88 10%			
Yes - physical condition	284 14%	133 13%	151 14%	4 2%	19 6%	31 9% <sub>d</sub>	60 16% <sub>def</sub>	75 25% <sub>def</sub>	95 20% <sub>def</sub>	41 8%	57 10%	58 14% <sub>j</sub>	128 25% <sub>ijkl</sub>	36 20% <sub>quv</sub>	18 21% <sub>quv</sub>	41 18% <sub>uv</sub>	18 10%	29 16% <sub>uv</sub>	23 15% <sub>v</sub>	11 11%	16 8%	20 7%	46 16% <sub>uv</sub>	25 14% <sub>v</sub>	23 7%	55 7%			
Yes - mental condition	156 8%	69 7%	87 8%	15 7% <sub>i</sub>	27 8% <sub>i</sub>	34 10% <sub>i</sub>	44 12% <sub>i</sub>	29 10% <sub>i</sub>	7 1%	24 4%	31 5%	17 4%	83 17% <sub>ijkl</sub>	22 12% <sub>vx</sub>	9 10% <sub>v</sub>	18 8% <sub>v</sub>	10 6%	20 11% <sub>v</sub>	12 8%	8 8%	14 7%	8 3%	25 9% <sub>v</sub>	9 5%	13 4%	35 4%			
Yes - disability	147 7%	76 8%	70 7%	3 1%	13 4%	16 5% <sub>d</sub>	39 11% <sub>def</sub>	45 15% <sub>defi</sub>	31 7% <sub>d</sub>	25 5%	26 5%	27 6%	69 14% <sub>ijkl</sub>	23 13% <sub>ruv</sub>	6 7%	22 9% <sub>u</sub>	10 6%	8 4%	11 7%	10 10% <sub>u</sub>	6 3%	15 5%	23 8% <sub>u</sub>	13 7%	9 3%	22 3%			
Yes - other	11 1%	6 1%	5 *	1 *	1 *	4 1%	1 *	3 1%	1 *	1 *	3 1%	2 *	5 1%	1 *	-	1 1%	1 1%	1 *	2 1%	1 1%	1 1%	-	1 *	1 *	1 *	3 *			
No	1563 77%	778 78%	785 75%	201 88% <sub>fghi</sub>	299 85% <sub>ghi</sub>	263 80% <sub>gh</sub>	261 72% <sub>h</sub>	190 63%	349 74% <sub>h</sub>	469 86% <sub>klm</sub>	461 81% <sub>m</sub>	333 80% <sub>m</sub>	299 59%	121 68%	60 70%	177 76%	138 81% <sub>n</sub>	134 73%	117 77%	76 75%	166 85% <sub>nopr</sub>	229 85% <sub>nopr</sub>	209 74%	135 75%	283 86%	738 88%			
Prefer not to say	51 2%	24 2%	27 3%	7 3%	6 2%	8 2%	9 3%	11 4%	10 2%	11 2%	17 3%	7 2%	15 3%	4 2%	-	2 1%	3 2%	6 3%	4 3%	7 7% <sub>opq</sub>	5 3%	10 4%	5 2%	6 3%	8 2%	17 2%			

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**