

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 1
Gender
Base: All respondents

	Gender		Age							SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
Man	1053 49%bcpr	1053 100%xb	-	93 39%	163 44%	174 51%cd	200 52%cd	152 48%cd	270 54%xcd	327 56%xjl	276 45%	219 50%	231 44%	603 50%	450 47%	908 50%pr	72 40%	50 48%	22 36%	250 50%pr	282 52%pr	235 49%pr	142 50%pr
Woman	1103 51%ahi	-	1103 100%xa	147 61%xefgh	209 56%fh	171 49%	181 48%	167 52%	228 46%	260 44%	332 55%ij	219 50%	293 56%xi	592 49%	512 53%	898 50%	110 60%xostuv	55 52%	40 64%xostuv	253 50%	257 48%	246 51%	141 50%
Other	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v
*** small base**

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Table 2
Gender
Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Man	1053 49%di	182 52%	407 52%c	646 47%	357 41%	517 51%d	179 64%xde	375 59%xhi	468 46%	209 42%	738 51%	88 60%x
Woman	1103 51%fgk	167 48%	378 48%	725 53%b	505 59%xef	499 49%f	99 36%	256 41%	556 54%g	291 58%yg	714 49%	60 40%
Other	1 *	1 *c	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 3

Age**Base: All respondents**

	Gender		Age							SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
18-24	239 11% lnpr	93 ade 9%	147 fghk 13% a	239 100% xdefgh	-	-	-	-	-	77 13% kl	109 18% xikl	32 7% l	21 4%	186 16% xn	53 6%	223 12% pr	8 4%	8 7%	1 1%	53 10% pr	70 13% pr	50 10% pr	50 17% xopqrsu
25-34	373 17% cefg	163 15%	209 19% a	-	373 100% xcefg	-	-	-	-	87 15%	110 18%	92 21% il	84 16%	197 16%	176 18%	316 17%	26 14%	17 16%	15 23%	85 17%	84 16%	93 19%	53 19%
35-44	345 16% cdfgh	174 17%	171 15%	-	-	345 100% xcdfgh	-	-	-	87 15%	83 14%	84 19% j	91 17%	170 14%	175 18% m	278 15%	38 21% ou	19 18%	11 18%	80 16%	87 16%	62 13%	49 17%
45-54	382 18% cdeghm	200 19%	181 16%	-	-	-	382 100% xcdegh	-	-	90 15%	86 14%	83 19%	123 23% xij	176 15%	206 21% xm	318 18%	29 16%	22 21%	13 20%	98 20%	95 18%	75 16%	49 17%
55-64	319 15% cdefh	152 14%	167 15%	-	-	-	-	319 100% xcdefh	-	87 15%	87 14%	61 14%	84 16%	174 15%	145 15%	265 15%	31 17%	14 13%	9 15%	76 15%	87 16%	60 13%	42 15%
65+	498 23% cdefgv	270 26% b	228 21%	-	-	-	-	-	498 100% xcdefg	161 27% xjk	132 22%	86 20%	120 23%	292 24%	206 21%	409 23% v	49 27% v	26 25% v	14 22%	111 22% v	117 22% v	140 29% xostv	41 15%
Mean	47.85 jv	49.55 xb	46.25	21.67	29.67 c	39.36 cd	49.48 cde	59.59 xcde	71.14 xcde	48.87 j	45.51	47.11	50.02 xjk	47.16	48.69 m	47.51 v	50.54 xotv	48.43 v	48.77 v	48.02 v	47.37 v	49.30 ov	43.82
Standard deviation	17.37	17.32	17.25	1.83	3.01	2.91	2.88	2.82	4.47	18.34	18.22	16.54	15.48	18.35	16.03	17.58	16.06	16.72	15.42	17.39	17.15	18.35	16.90

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Table 4

Age**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
18-24	239 11% ^c	53 15% ^{xc}	124 16% ^{xc}	116 8%	79 9%	122 12% ^d	39 14% ^d	92 15% ^{xhi}	105 10%	43 9%	170 12%	47 32% ^{xj}
25-34	373 17% ^{ch}	98 28% ^{xc}	194 25% ^{xc}	179 13%	144 17%	180 18%	49 18%	142 23% ^{xhi}	148 14%	83 17%	227 16%	44 29% ^{xj}
35-44	345 16% ^{ci}	68 19% ^c	166 21% ^{xc}	179 13%	135 16%	160 16%	50 18%	124 20% ^{xhi}	161 16%	60 12%	219 15%	24 16%
45-54	382 18%	62 18%	138 18%	243 18%	133 15%	189 19%	60 22% ^d	114 18%	173 17%	95 19%	273 19%	20 13%
55-64	319 15% ^{bk}	38 11%	87 11%	232 17% ^{ab}	150 17% ^{ef}	140 14%	29 10%	82 13%	170 17% ^g	67 13%	195 13% ^k	10 6%
65+	498 23% ^{abgk}	31 9%	78 10%	421 31% ^{xab}	222 26% ^f	225 22%	51 18%	78 12%	269 26% ^g	151 30% ^{xg}	369 25% ^k	4 3%
Mean	47.85 ^{abfgk}	40.45	41.13	51.70 ^{xab}	49.40 ^{xef}	47.19	45.43	42.71	49.45 ^{xg}	51.03 ^{xg}	48.49 ^k	34.25
Standard deviation	17.37	14.88	15.35	17.29	17.27	17.44	17.02	16.18	17.22	17.75	17.55	13.70

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 5
Region
Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Scotland	182 8% cnoqrst uv	72 7% st	110 10% a	8 3% c	26 7% d	38 11% c	29 8% c	31 10% c	49 10% c	61 10% kl	64 10% kl	25 6% k	32 6% l	125 10% n	57 6% n	- - v	182 100% xoqrstu	- - v	- - v	- - v	- - v	- - v	- - v		
North East	88 4% pqtuv	45 4% q	43 4% q	6 3% c	11 3% d	11 3% d	24 6% xcde	15 5% d	21 4% d	28 5% d	27 4% d	12 3% d	21 4% d	55 5% d	33 3% d	88 5% pqtuv	- - v	- - v	- - v	88 17% xopqrtu	- - v	- - v	- - v		
North West	240 11% pqrtuv	121 11% q	120 11% q	27 11% c	46 12% d	36 10% d	46 12% d	33 10% d	52 10% d	60 10% d	56 9% d	48 11% d	76 15% xij	116 10% d	124 13% m	240 13% xpqrtuv	- - v	- - v	- - v	240 48% xopqrtu	- - v	- - v	- - v		
Yorkshire and the Humber	176 8% ipqrtuv	85 8% q	91 8% q	19 8% c	29 8% d	33 10% d	28 7% d	27 9% d	39 8% d	34 6% d	42 7% d	46 11% i	54 10% i	76 6% d	100 10% xm	176 10% pqrtuv	- - v	- - v	- - v	176 35% xopqrtu	- - v	- - v	- - v		
West Midlands	186 9% pqrsuv	98 9% q	88 8% q	31 13% xgh	34 9% d	34 10% d	31 8% d	22 7% d	35 7% d	45 8% d	49 8% d	48 11% d	44 8% d	95 8% d	92 10% d	186 10% pqrsuv	- - v	- - v	- - v	- - v	186 34% xopqrsu	- - v	- - v		
East Midlands	153 7% pqrsuv	84 8% q	68 6% q	18 8% c	28 8% d	18 5% d	26 7% d	30 9% e	32 6% d	34 6% d	47 8% d	28 6% d	44 8% d	80 7% d	72 8% d	153 8% pqrsuv	- - v	- - v	- - v	- - v	153 28% xopqrsu	- - v	- - v		
Wales	105 5% opstuv	50 5% q	55 5% q	8 3% c	17 4% d	19 5% d	22 6% d	14 4% d	26 5% d	20 3% d	28 5% d	22 5% d	35 7% i	47 4% d	57 6% m	- - v	- - v	105 100% xoprstu	- - v	- - v	- - v	- - v	- - v		
East of England	201 9% pqrsuv	100 9% q	101 9% q	21 9% c	22 6% d	35 10% d	38 10% d	35 11% d	49 10% d	59 10% d	56 9% d	46 10% d	40 8% d	115 10% d	86 9% d	201 11% pqrsuv	- - v	- - v	- - v	- - v	201 37% xopqrsu	- - v	- - v		
London	284 13% hlpqrs tu	142 13% q	141 13% q	50 21% xefgh	53 14% h	49 14% h	49 13% h	42 13% h	41 8% d	91 15% l	86 14% l	60 14% l	48 9% d	176 15% n	108 11% d	284 16% xpqrstu	- - v	- - v	- - v	- - v	- - v	- - v	284 100% xopqrstu		
South East	295 14% pqrstv	143 14% q	152 14% q	34 14% c	55 15% d	37 11% d	45 12% d	38 12% d	87 17% xefg	92 16% d	79 13% d	57 13% d	67 13% d	171 14% d	124 13% d	295 16% xpqrstv	- - v	- - v	- - v	- - v	- - v	295 61% xopqrst	- - v		
South West	186 9% pqrstv	92 9% q	94 9% q	16 7% c	39 10% d	25 7% d	31 8% d	23 7% d	53 11% d	45 8% d	56 9% d	36 8% d	49 9% d	101 8% d	85 9% d	186 10% pqrstv	- - v	- - v	- - v	- - v	- - v	186 39% xopqrst	- - v		
Northern Ireland	63 3% copstuv	22 2% st	40 4% a	1 * c	15 4% c	11 3% c	13 3% c	9 3% c	14 3% c	21 4% d	18 3% d	10 2% d	14 3% d	39 3% d	24 3% d	- - v	- - v	- - v	63 100% xopqstu	- - v	- - v	- - v	- - v		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

Prepared by BritainThinks

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Absolutes/col percents

Table 6
Region
Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Scotland	182 8%k	34 10%	69 9%	113 8%	77 9%	83 8%	22 8%	60 9%	86 8%	36 7%	135 9%k	2 1%
North East	88 4%	14 4%	31 4%	56 4%	32 4%	46 5%	10 4%	29 5%	34 3%	24 5%	53 4%	5 3%
North West	240 11%	28 8%	77 10%	164 12%a	93 11%	115 11%	33 12%	65 10%	118 11%	57 11%	167 12%	10 6%
Yorkshire and the Humber	176 8%	22 6%	59 7%	117 9%	73 8%	81 8%	22 8%	48 8%	86 8%	42 8%	136 9%	9 6%
West Midlands	186 9%	38 11%c	82 10%c	104 8%	80 9%	80 8%	26 9%	51 8%	82 8%	53 11%	120 8%	23 15%xj
East Midlands	153 7%	25 7%	54 7%	99 7%	58 7%	76 8%	18 7%	51 8%	67 7%	34 7%	111 8%	11 8%
Wales	105 5%	16 5%	29 4%	75 5%	41 5%	53 5%	10 4%	26 4%	56 5%	23 5%	76 5%	3 2%
East of England	201 9%k	33 9%	74 9%	127 9%	78 9%	104 10%	18 7%	55 9%	106 10%	39 8%	157 11%k	6 4%
London	284 13%	56 16%	118 15%	166 12%	123 14%	119 12%	42 15%	91 14%	128 12%	66 13%	159 11%	68 46%xj
South East	295 14%k	39 11%	109 14%	186 14%	105 12%	146 14%	43 16%	85 13%	154 15%i	56 11%	206 14%k	8 5%
South West	186 9%k	31 9%	63 8%	123 9%	69 8%	91 9%	25 9%	47 7%	88 9%	51 10%	131 9%k	3 2%
Northern Ireland	63 3%j	14 4%	21 3%	42 3%	32 4%	22 2%	8 3%	24 4%h	20 2%	19 4%h	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 7
Social grade
Base: All respondents

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: ABC1	1196 55%efkl inq 57% s	603 57%	592 54%	186 78% xdefgh	197 53%	170 49%	176 46%	174 55% f	292 59% ef	588 100% xkl	608 100% xkl	-	-	1196 100% xn	-	985 54% s	125 69% xoqstu	47 45%	39 61% qs	247 49%	290 54%	272 57% qs	176 62% oqst	
NET: C2DE	961 45% cijmp	450 43%	512 46%	53 22%	176 47% c	175 51% xch	206 54% xcgh	145 45% c	206 41% c	-	-	437 100% xij	524 100% xij	-	961 100% xm	823 46% pv	57 31%	57 55% xpruv	24 39%	257 51% xopruv	250 46% pv	209 43% p	108 38%	
AB	588 27% bjkl n	327 31% xb	260 24%	77 32% df	87 23%	87 25%	90 23%	87 27%	161 32% xdef	588 100% xjkl	-	-	-	588 49% xn	-	487 27%	61 34% xoqst	20 19%	21 33% q	122 24%	138 26%	137 28%	91 32% qs	
C1	608 28% fikln	276 26%	332 30% a	109 45% xdefgh	110 30% f	83 24%	86 23%	87 27%	132 26%	-	608 100% xikl	-	-	608 51% xn	-	498 28%	64 35% xos	28 26%	18 28%	125 25%	152 28%	135 28%	86 30%	
C2	437 20% cijlmp	219 21%	219 20%	32 13%	92 25% ch	84 24% ch	83 22% c	61 19%	86 17%	-	-	437 100% xijl	-	-	437 46% xm	380 21% p	25 14%	22 21%	10 16%	106 21% p	122 23% p	93 19%	60 21%	
DE	524 24% cijkm p v	231 22%	293 27% a	21 9%	84 22% c	91 26% c	123 32% xcdh	84 26% c	120 24% c	-	-	-	524 100% xijk	-	524 54% xm	443 24% pv	32 17%	35 34% xoptv	14 23%	151 30% xoptuv	128 24% v	116 24% pv	48 17%	

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* small base

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Table 8
Social grade
Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: ABC1	1196 55%cij	217 62%xc	487 62%xc	709 52%	449 52%	578 57%d	169 61%d	388 61%xhi	560 55%	248 50%	725 50%	98 66%xj
NET: C2DE	961 45%abgk	134 38%	300 38%	662 48%xab	414 48%ef	438 43%	109 39%	244 39%	466 45%g	251 50%yg	728 50%yk	50 34%
AB	588 27%cdij	120 34%xc	257 33%xc	332 24%	200 23%	294 29%d	95 34%xd	205 32%xhi	282 27%i	101 20%	332 23%	35 24%
C1	608 28%	97 28%	230 29%	378 28%	249 29%	285 28%	74 27%	183 29%	278 27%	147 29%	392 27%	63 43%xj
C2	437 20%	79 23%	166 21%	271 20%	194 23%f	198 19%	45 16%	127 20%	208 20%	103 21%	341 23%yk	23 15%
DE	524 24%abg	55 16%	133 17%	390 28%xab	219 25%	241 24%	64 23%	117 19%	258 25%g	149 30%yg	387 27%k	27 18%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Table 9
Ethnicity
Base: All answering

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	1576	813	763	193	220	252	308	225	378	390	391	362	433	781	795	1332	169	75	-	398	381	361	192		
Weighted Base	1600	826	774	217	271	242	293	205	373	367	455	364	414	822	778	1383	137	80*	-**	380	428	348	227		
White	1453	738	714	170	227	219	273	195	369	332	392	341	387	725	728	1241	135	76	-	356	388	337	159		
	91%cdjmv	89%	92%a	78%	84%	90%cd	93%cd	95%xcde	99%xcdefg	91%	86%	94%j	94%j	88%	94%xm	90%v	99%xostv	96%v	-	94%ov	91%v	97%xotv	70%		
NET: BAME	148	88	60	47	44	24	20	10	4	35	63	23	27	98	50	143	2	3	-	23	40	11	68		
	9%ghnpu	11%b	8%	22%xefgh	16%xefgh	10%gh	7%h	5%h	1%	9%	14%xkl	6%	6%	12%xn	6%	10%psu	1%	4%	-	6%p	9%pu	3%	30%xopqstu		
Mixed	34	21	13	11	7	4	6	3	2	6	18	3	7	24	10	33	-	1	-	5	12	3	12		
	2%h	3%	2%	5%xgh	3%h	2%	2%	2%	1%	2%	4%xkl	1%	2%	3%n	1%	2%p	-	1%	-	1%	3%p	1%	5%xopstu		
Asian	71	40	30	25	20	12	8	4	2	17	26	13	16	42	29	67	2	2	-	13	16	5	32		
	4%hu	5%	4%	11%xefgh	7%fgh	5%h	3%h	2%	1%	5%	6%	3%	4%	5%	4%	5%pu	1%	3%	-	3%	4%	2%	14%xopqstu		
Black	23	14	9	5	8	5	2	2	-	5	10	4	3	16	7	23	-	-	-	2	7	1	13		
	1%h	2%	1%	2%h	3%h	2%h	1%	1%h	-	1%	2%	1%	1%	2%	1%	2%	-	-	-	*	2%	*	6%xopqstu		
Chinese	7	4	4	5	1	1	-	-	-	2	3	1	1	5	2	7	-	-	-	1	1	-	5		
	*	*	*	2%xfgh	1%	*	-	-	-	1%	1%	*	*	1%	*	1%	-	-	-	*	*	-	2%xostu		
Other ethnic group	12	9	4	1	7	1	3	-	-	4	6	2	-	10	2	12	-	-	-	2	4	1	5		
	1%	1%	1%	1%	3%xegh	*	1%h	-	-	1%l	1%l	1%	-	1%n	*	1%	-	-	-	1%	1%	*	2%xu		
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 10
Ethnicity
Base: All answering

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1576	221	528	1048	617	739	220	448	742	386	1451	125
Weighted Base	1600	231	552	1049	627	749	224	459	747	395	1453	148
White	1453 91%gk	202 87%	490 89%	963 92%ab	556 89%	695 93%d	201 90%	394 86%	697 93%gx	361 91%g	1453 100%xk	- -
NET: BAME	148 9%hj	29 13%c	62 11%c	85 8%	71 11%e	54 7%	22 10%	65 14%xhi	49 7%	34 9%	- -	148 100%xl
Mixed	34 2%j	6 3%	13 2%	21 2%	10 2%	14 2%	10 4%xde	12 3%	13 2%	9 2%	- -	34 23%xl
Asian	71 4%j	13 5%	25 5%	46 4%	37 6%	28 4%	6 2%	30 6%h	25 3%	15 4%	- -	71 48%xl
Black	23 1%hj	5 2%	11 2%	12 1%	14 2%	7 1%	2 1%	13 3%h	3 *	7 2%h	- -	23 16%xl
Chinese	7 *j	4 2%xc	5 1%	2 *	4 1%	1 *	1 1%	4 1%	3 *	1 *	- -	7 5%xl
Other ethnic group	12 1%j	2 1%	7 1%	5 *	6 1%	3 *	3 1%	6 1%	5 1%	1 *	- -	12 8%xl
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 11

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Summary

Base: All respondents

	Q1. Summary				
	Internet-enabled 'smart home' devices (a)	Voice-activated smart speakers (b)	Biometric recognition technologies (c)	Online financial providers without a high street presence (d)	Wearable technologies (e)
Unweighted Base	2157	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157	2157
NET: Aware of	2099 97%d	2128 99%acd	2090 97%d	1630 76%	2132 99%acd
NET: Aware and used	522 24%	1158 54%ade	1363 63%abde	507 23%	869 40%ad
I have heard of this and used it a lot	257 12%	605 28%ade	973 45%abde	288 13%	509 24%ad
I have heard of this and used it a little	266 12%d	553 26%acde	390 18%ad	219 10%	359 17%ad
I have heard of this but not used it	1577 73%bcde	969 45%c	727 34%	1123 52%bc	1264 59%bcd
I have never heard of this	58 3%be	29 1%	67 3%be	527 24%abce	25 1%

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 12

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?**- Internet-enabled 'smart home' devices****Base: All respondents**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Aware of	2099 97%	1026 97%	1072 97%	231 97%	368 99% ^f	337 98%	365 96%	312 98%	486 98%	576 98% ^l	592 97%	428 98%	503 96%	1168 98%	931 97%	1756 97%	179 98%	103 98%	61 98%	486 96%	523 97%	472 98%	275 97%	
NET: Aware and used	522 24% ^{bghlnr}	294 28% ^{xb}	227 21%	76 32% ^{xgh}	118 32% ^{xfgh}	108 31% ^{xfgh}	95 25% ^{gh}	59 19% ^h	66 13%	187 32% ^{xjkl}	143 24% ^l	106 24% ^l	86 16%	330 28% ^{xn}	192 20%	448 25% ^r	41 22%	25 24%	8 13%	111 22%	149 28% ^{rs}	111 23%	78 27% ^r	
I have heard of this and used it a lot	257 12% ^{bhl}	156 15% ^{xb}	101 9%	30 13% ^h	67 18% ^{xfgh}	54 16% ^{xgh}	45 12% ^h	29 9%	31 6%	87 15% ^{jl}	65 11%	60 14% ^l	45 9%	152 13%	104 11%	216 12%	21 12%	14 13%	5 9%	54 11%	74 14%	55 11%	34 12%	
I have heard of this and used it a little	266 12% ^{hlnr}	139 13%	126 11%	46 19% ^{xgh}	51 14% ^h	54 16% ^{gh}	50 13% ^h	30 9%	34 7%	100 17% ^{xjkl}	78 13% ^l	46 11%	41 8%	178 15% ^{xn}	88 9%	232 13% ^r	20 11%	11 11%	3 4%	57 11%	75 14% ^r	56 12%	44 15% ^r	
I have heard of this but not used it	1577 73% ^{acdei}	732 70%	845 77% ^{xa}	156 65%	250 67%	228 66%	270 71%	252 79% ^{xdef}	421 84% ^{xdefg}	389 66%	449 74% ⁱ	322 74% ⁱ	417 80% ^{xijk}	838 70%	739 77% ^{xm}	1308 72%	138 76%	77 74%	53 85% ^{xotv}	375 74%	374 69%	362 75% ^t	197 69%	
I have never heard of this	58 3%	26 3%	31 3%	8 3%	5 1%	8 2%	17 4% ^d	7 2%	12 2%	12 2%	16 3%	9 2%	21 4% ⁱ	28 2%	30 3%	52 3%	3 2%	2 2%	1 2%	18 4%	16 3%	8 2%	9 3%	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 13

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Internet-enabled 'smart home' devices

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Aware of	2099 97%	349 100%xc	781 99%xc	1318 96%	834 97%	995 98%	271 97%	616 98%	1001 98%	482 96%	1417 98%	140 95%
NET: Aware and used	522 24%ci	231 66%xbc	446 57%xc	76 6%	191 22%	255 25%	76 27%	218 35%xhi	233 23%i	71 14%	331 23%	47 32%
I have heard of this and used it a lot	257 12%ci	183 52%xbc	224 29%xc	32 2%	91 11%	132 13%	33 12%	104 17%xhi	117 11%i	36 7%	164 11%	23 15%
I have heard of this and used it a little	266 12%ci	48 14%c	222 28%xac	44 3%	100 12%	123 12%	43 16%	114 18%xhi	116 11%i	35 7%	166 11%	24 17%
I have heard of this but not used it	1577 73%abgk	118 34%	335 43%a	1242 91%xab	642 75%	740 73%	195 70%	398 63%	768 75%g	411 82%xgh	1087 75%k	93 63%
I have never heard of this	58 3%ab	1 *	5 1%	53 4%ab	29 3%	22 2%	7 3%	15 2%	25 2%	18 4%	35 2%	8 5%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 14

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?**- Voice-activated smart speakers****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Aware of	2128 99%	1037 99%	1089 99%	235 98%	366 98%	343 99%	374 98%	318 99%	493 99%	578 98%	603 99%	429 98%	517 99%	1181 99%	946 98%	1783 99%	181 100%	102 98%	62 99%	494 98%	533 99%	475 99%	281 99%
NET: Aware and used	1158 54%hl	572 54%	585 53%	139 58%gh	237 63%xfgh	219 64%xfgh	209 55%h	156 49%h	197 40%	337 57%l	313 52%	262 60%xjl	247 47%	650 54%	509 53%	974 54%	100 55%	56 54%	28 44%	274 54%	285 53%	263 55%	152 54%
I have heard of this and used it a lot	605 28%h	300 29%	305 28%	69 29%h	122 33%gh	118 34%xgh	118 31%h	81 26%h	97 20%	173 29%	165 27%	135 31%l	132 25%	338 28%	267 28%	498 28%	56 31%	32 31%	19 30%	136 27%	163 30%	132 27%	67 24%
I have heard of this and used it a little	553 26%hr	272 26%	280 25%	70 29%h	115 31%fgh	101 29%h	92 24%	75 23%	100 20%	163 28%l	148 24%	127 29%l	115 22%	311 26%	242 25%	476 26%r	45 25%	24 23%	9 14%	137 27%r	122 23%	131 27%r	85 30%rt
I have heard of this but not used it	969 45%dek	465 44%	504 46%	96 40%	129 34%	124 36%	164 43%de	161 51%cdef	295 59%xcdefg41%	242 41%	290 48%ik	167 38%	271 52%xik	532 44%	438 46%	808 45%	81 44%	46 44%	34 55%	220 44%	247 46%	212 44%	129 45%
I have never heard of this	29 1%	15 1%	14 1%	5 2%	7 2%	2 1%	8 2%	2 1%	6 1%	10 2%	5 1%	8 2%	6 1%	15 1%	15 2%	25 1%	1 *	2 2%	1 1%	10 2%	6 1%	5 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 15

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Voice-activated smart speakers

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Aware of	2128 99%	349 100% ^c	784 100% ^{xc}	1344 98%	851 99%	1004 99%	272 98%	618 98%	1016 99%	494 99%	1431 99%	148 100%
NET: Aware and used	1158 54% ^{cdi}	323 92% ^{xc}	712 91% ^{xc}	447 33%	415 48%	586 58% ^{xd}	157 57% ^d	398 63% ^{xhi}	534 52% ⁱ	226 45%	768 53%	68 46%
I have heard of this and used it a lot	605 28% ^{ci}	293 84% ^{xbc}	415 53% ^{xc}	191 14%	212 25%	308 30% ^d	85 30%	216 34% ^{xhi}	278 27% ⁱ	111 22%	400 28%	34 23%
I have heard of this and used it a little	553 26% ^{ac}	30 9%	297 38% ^{xac}	256 19% ^a	203 24%	278 27%	73 26%	183 29% ⁱ	256 25%	114 23%	368 25%	34 23%
I have heard of this but not used it	969 45% ^{abeg}	26 7%	72 9%	897 65% ^{xab}	436 51% ^{xef}	418 41%	115 41%	220 35%	481 47% ^g	269 54% ^{xgh}	663 46%	80 54%
I have never heard of this	29 1% ^b	1 *	2 *	27 2% ^{ab}	11 1%	13 1%	6 2%	13 2%	10 1%	6 1%	22 1%	- -

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 16

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Biometric recognition technologies

Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Aware of	2090 97%lns	1030 98%b	1058 96%	238 99%xdfg	355 95%	335 97%	369 97%	308 97%	484 97%	577 98%l	597 98%l	424 97%l	491 94%	1175 98%xn	915 95%	1753 97%qs	178 98%	99 95%	60 96%	478 95%	526 98%qs	472 98%qs	277 98%		
NET: Aware and used	1363 63%ghlnqs	684 65%	678 61%	204 85%xdfgh	277 74%xfgh	248 72%xfgh	238 62%h	178 56%h	217 44%	421 72%xkl	405 67%kl	261 60%l	276 53%	826 69%xn	537 56%	1144 63%qs	130 71%xoqrst	54 52%	35 56%	284 56%	342 63%qs	319 66%qs	199 70%xoqrs		
I have heard of this and used it a lot	973 45%ghlns	493 47%	479 43%	158 66%xefgh	216 58%xfgh	175 51%xgh	168 44%h	121 38%h	134 27%	312 53%xkl	296 49%kl	184 42%l	180 34%	608 51%xn	365 38%	823 46%qs	88 48%qs	38 36%	24 39%	202 40%	249 46%	225 47%qs	146 51%qs		
I have heard of this and used it a little	390 18%	191 18%	199 18%	46 19%	61 16%	73 21%	71 19%	57 18%	83 17%	109 19%	109 18%	77 18%	95 18%	218 18%	172 18%	321 18%	42 23%qs	17 16%	11 17%	82 16%	92 17%	94 20%	53 19%		
I have heard of this but not used it	727 34%cdemp3	346 33%	381 35%	34 14%	78 21%	87 25%cd	130 34%cd	130 41%xcde	267 54%xcdefg	156 27%	193 32%	163 37%i	215 41%xij	349 29%	378 39%xm	609 34%p	48 27%	44 42%puv	25 40%pv	194 39%xopuv	184 34%p	153 32%	78 28%		
I have never heard of this	67 3%cm	22 2%	45 4%a	1 1%	18 5%cd	10 3%	13 3%cd	11 3%cd	14 3%	11 2%	10 2%	13 3%	32 6%xijk	21 2%	46 5%xm	55 3%	4 2%	6 5%u	3 4%	26 5%xotu	13 2%	9 2%	7 2%		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 17

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Biometric recognition technologies

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Aware of	2090 97%ci	349 100%xc	783 100%xc	1307 95%	836 97%	989 97%	266 96%	618 98%ci	1002 98%ci	470 94%	1408 97%	142 96%
NET: Aware and used	1363 63%ci	334 95%xc	735 93%xc	628 46%	515 60%	674 66%cd	174 63%	460 73%chi	660 64%ci	243 49%	884 61%	105 71%j
I have heard of this and used it a lot	973 45%cdi	317 91%xbc	566 72%xc	407 30%	349 40%	495 49%cd	128 46%	345 55%chi	464 45%ci	163 33%	621 43%	76 51%
I have heard of this and used it a little	390 18%a	17 5%	169 22%xac	221 16%a	166 19%	179 18%	45 16%	115 18%	195 19%	80 16%	263 18%	29 20%
I have heard of this but not used it	727 34%abg	15 4%	48 6%	679 50%xab	320 37%e	315 31%	92 33%	157 25%	342 33%g	227 46%xgh	524 36%k	37 25%
I have never heard of this	67 3%ab	1 *	3 *	64 5%xab	27 3%	28 3%	12 4%	14 2%	24 2%	29 6%xah	44 3%	6 4%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 18

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?**- Online financial providers without a high street presence****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Aware of	1630	831	797	210	314	279	289	213	325	464	468	334	364	932	698	1363	147	72	48	365	408	361	229		
	76%bghl	79%xb	72%	88%xefgh	84%xfgh	81%xgh	76%gh	67%	65%	79%l	77%l	76%l	69%	78%n	73%	75%	81%qs	69%	77%	73%	76%	75%	80%qs		
NET: Aware and used	507	286	220	102	140	93	78	50	45	169	151	102	85	320	187	436	38	19	15	99	139	97	101		
	23%bghln	27%xb	20%	42%xefgh	37%xfgh	27%fgh	20%h	16%h	9%	29%xl	25%l	23%l	16%	27%xn	19%	24%s	21%	18%	23%	20%	26%su	20%	35%xopqstu		
I have heard of this and used it a lot	288	154	132	63	90	48	39	27	21	93	89	57	49	182	106	246	21	9	11	48	79	55	65		
	13%ghis	15%	12%	26%xefgh	24%xfgh	14%gh	10%h	9%h	4%	16%l	15%l	13%	9%	15%n	11%	14%s	12%	9%	18%s	9%	15%s	11%	23%xopqstu		
I have heard of this and used it a little	219	131	88	39	50	44	39	23	25	76	62	45	36	138	81	190	16	9	3	52	60	42	36		
	10%bhl	12%b	8%	16%xfgh	13%gh	13%gh	10%h	7%	5%	13%xl	10%	10%	7%	12%n	8%	11%	9%	9%	5%	10%	11%	9%	13%		
I have heard of this but not used it	1123	545	577	108	174	187	211	163	280	295	317	232	279	612	511	927	110	53	34	266	269	264	128		
	52%v	52%	52%	45%	47%	54%c	55%cd	51%	56%cd	50%	52%	53%	53%	51%	53%	51%	60%xotv	51%	54%	53%v	50%	55%v	45%		
I have never heard of this	527	221	306	30	59	66	93	106	173	124	139	104	160	264	264	445	35	33	14	138	131	120	56		
	24%acde	21%	28%xa	12%	16%	19%c	24%cd	33%xcdef	35%xcdef	21%	23%	24%	31%xijk	22%	27%m	25%	19%	31%pv	23%	27%pv	24%	25%	20%		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 19

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Online financial providers without a high street presence

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Aware of	1630 76%cdi	323 92%xc	694 88%xc	935 68%	619 72%	777 76%d	234 84%xde	531 84%xhi	769 75%i	330 66%	1096 75%	122 83%
NET: Aware and used	507 23%ci	194 55%xbc	371 47%xc	136 10%	177 20%	248 24%d	82 30%xd	212 34%xhi	219 21%i	76 15%	307 21%	60 41%xi
I have heard of this and used it a lot	288 13%ci	157 45%xbc	221 28%xc	67 5%	107 12%	129 13%	51 18%xde	126 20%xhi	122 12%i	39 8%	170 12%	33 22%xi
I have heard of this and used it a little	219 10%ci	37 11%ci	150 19%xiac	69 5%	69 8%	119 12%ci	31 11%	86 14%xihi	96 9%	37 7%	137 9%	28 19%xi
I have heard of this but not used it	1123 52%abk	129 37%	324 41%	799 58%xiab	442 51%	530 52%	151 54%	319 50%	550 54%	254 51%	789 54%ki	61 42%
I have never heard of this	527 24%abfg	28 8%	92 12%	435 32%xiab	244 28%xief	239 24%ci	44 16%	101 16%	257 25%ciq	169 34%xiqh	357 25%	26 17%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 20

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Wearable technologies

Base: All respondents

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Aware of	2132 99%	1038 99%	1093 99%	237 99%	369 99%	342 99%	377 99%	316 99%	491 99%	582 99%	603 99%	434 99%	514 98%	1185 99%	947 99%	1788 99%	179 99%	102 98%	63 100%	494 98%	535 99%	478 99%	281 99%
NET: Aware and used	869 40%ghln	408 39%	459 42%	124 52%xfgh	201 54%xfgh	172 50%xfgh	143 38%h	110 34%h	120 24%	273 46%xl	250 41%l	190 43%l	156 30%	523 44%n	346 36%	723 40%	79 44%	37 35%	30 48%	192 38%	228 42%	182 38%	121 42%
I have heard of this and used it a lot	509 24%ghln	228 22%	280 25%a	69 29%gh	124 33%xfgh	103 30%xgh	90 24%gh	53 17%	70 14%	169 29%xl	149 25%l	105 24%l	86 16%	318 27%n	191 20%	413 23%	51 28% _s	25 24%	21 33% _{os}	100 20%	131 24%	117 24%	64 23%
I have heard of this and used it a little	359 17%h	180 17%	179 16%	54 23%xfh	76 20%fh	70 20%fh	53 14%	56 18%h	49 10%	104 18%l	100 17%	85 19%l	70 13%	205 17%	155 16%	310 17%	29 16%	11 11%	10 15%	91 18% _u	97 18%	65 13%	56 20% _u
I have heard of this but not used it	1264 59% _{cdei}	630 60%	633 57%	114 47%	168 45%	170 49%	234 61% _{cde}	206 65% _{xcde}	372 75% _{xcdefg}	308 52%	354 58%	244 56%	358 68% _{xijk}	662 55%	602 63% _{xm}	1066 59%	100 55%	65 63%	32 52%	303 60%	306 57%	296 62%	161 56%
I have never heard of this	25 1%	14 1%	10 1%	2 1%	4 1%	3 1%	5 1%	4 1%	7 1%	7 1%	4 1%	4 1%	10 2%	11 1%	14 1%	20 1%	3 1%	2 2%	- -	9 2%	5 1%	3 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 21

Q1. To the best of your knowledge, which, if any, of the following technologies have you used before?

- Wearable technologies

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Aware of	2132 99%	350 100% ^c	786 100% ^{xc}	1346 98%	852 99%	1010 99% ^f	271 98%	623 99%	1018 99%	491 98%	1434 99%	146 99%
NET: Aware and used	869 40% ^{cij}	309 88% ^{xbc}	636 81% ^{xc}	233 17%	335 39%	432 42%	102 37%	301 48% ^{xhi}	429 42% ⁱ	139 28%	534 37%	73 50% ^{xj}
I have heard of this and used it a lot	509 24% ^{cij}	277 79% ^{xbc}	389 49% ^{xc}	120 9%	187 22%	257 25%	65 24%	183 29% ^{xhi}	245 24% ⁱ	81 16%	297 20%	42 29% ^j
I have heard of this and used it a little	359 17% ^{aci}	32 9%	247 31% ^{xac}	112 8%	149 17%	174 17%	36 13%	118 19% ⁱ	184 18% ⁱ	58 12%	236 16%	31 21%
I have heard of this but not used it	1264 59% ^{abgk}	41 12%	150 19% ^a	1114 81% ^{xab}	516 60%	578 57%	169 61%	322 51%	589 57% ^g	353 71% ^{xgh}	900 62% ^{xk}	73 49%
I have never heard of this	25 1% ^b	-	-	25 2% ^{ab}	11 1%	7 1%	7 2% ^e	8 1%	8 1%	8 2%	19 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 22

Q2. In which, if any, of the following ways do you think that organisations collect information about you?**Base: All respondents**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
By tracking what I do online, for example what I search for and the products and services I buy	1826 85%cdln	887 84%	938 85%	176 73%	283 76%	288 83%cd	339 89%xcde	282 88%cd	460 92%xcdeg	516 88%kl	543 89%xkl	359 82%	408 78%	1059 89%xn	767 80%	1526 84%	160 88%	86 82%	53 85%	423 84%	444 82%	422 88%t	237 84%	
By collecting information that I have actively shared, for example on social media	1532 71%dl	733 70%	798 72%	156 65%	243 65%	248 72%	284 74%cd	247 77%xcdh	355 71%	453 77%xkl	449 74%kl	297 68%	333 64%	902 75%xn	630 66%	1279 71%	139 76%t	75 71%	40 64%	356 71%	369 68%	352 73%	201 71%	
By collecting information that I have privately provided to organisations, for example when filling out forms	1470 68%cdln	723 69%	745 68%	125 52%	215 58%	232 67%cd	270 71%cd	239 75%xcde	389 78%xcdef	436 74%xjkl	414 68%	286 65%	333 64%	850 71%n	620 65%	1220 67%	130 72%	77 74%	42 67%	343 68%	353 65%	337 70%	187 66%	
By collecting information from any smart devices in my home, such as smart meters, smart TVs or smart thermostats	1294 60%ln	663 63%b	631 57%	136 57%	214 57%	201 58%	247 65%cd	198 62%	298 60%	405 69%xjkl	372 61%l	265 61%l	252 48%	776 65%xn	517 54%	1091 60%	111 61%	59 57%	31 50%	295 59%	334 62%	286 59%	177 62%	
By collecting information that others have shared publicly about me, for example on their social media accounts	1228 57%dl	616 58%	611 55%	127 53%	181 49%	195 56%cd	218 57%cd	203 64%xcd	305 61%cd	381 65%xjkl	354 58%l	235 54%	258 49%	735 61%xn	493 51%	1014 56%	119 65%xoostv	61 58%	35 55%	286 57%	284 53%	288 60%t	156 55%	
By recording information that voice-activated technologies (like smart speakers or smart phones) have heard from listening to my conversations with others when I am near my device	1022 47%hln	500 47%	522 47%	118 49%h	180 48%h	181 53%h	196 51%h	152 48%h	195 39%	301 51%l	318 52%xl	205 47%l	198 38%	619 52%xn	403 42%	847 47%	96 53%	48 46%	32 51%	230 46%	246 46%	228 47%	143 50%	
By collecting biometric data about me, for instance my fingerprint, face or voice	817 38%ln	414 39%	401 36%	103 43%h	156 42%h	135 39%	134 35%	119 37%	170 34%	262 45%xjl	230 38%l	172 39%l	152 29%	492 41%n	325 34%	681 38%	82 45%xoqsu	30 29%	23 37%	173 34%	211 39%	172 36%	126 44%qsu	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Prepared by BritainThinks

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Absolutes/col percents

Table 22

Q2. In which, if any, of the following ways do you think that organisations collect information about you?**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
By tracking what I look at online by tracking my finger movements on a smartphone or tablet screen	792 37%l	415 39%b	376 34%	90 38%	149 40%	127 37%	137 36%	108 34%	181 36%	217 37%	237 39%l	173 39%l	165 32%	454 38%	338 35%	662 37%	67 37%	42 40%	21 34%	181 36%	186 35%	180 38%	114 40%
By tracking what I look at online by tracking my eye movements	452 21%	237 23%	215 19%	49 20%	95 26%gh	77 22%	77 20%	57 18%	96 19%	114 19%	131 21%	115 26%xil	92 18%	244 20%	208 22%	378 21%	34 19%	27 26%	13 21%	99 20%	116 21%	91 19%	72 25%u
By collecting and combining data about my performance at work	389 18%hl	214 20%b	175 16%	50 21%h	76 20%h	64 19%h	74 20%h	66 21%h	58 12%	107 18%l	125 21%l	84 19%l	73 14%	232 19%	157 16%	328 18%	38 21%	16 15%	7 11%	85 17%	109 20%	82 17%	52 18%
Other	21 1%	16 2%b	5 *	- -	- -	3 1%	4 1%d	2 1%	11 2%xcd	8 1%	7 1%	2 *	4 1%	14 1%	6 1%	17 1%	3 2%	- -	- -	4 1%	5 1%	3 1%	6 2%
None of the above	22 1%	13 1%	10 1%	4 2%	5 1%	3 1%	4 1%	4 1%	2 *	4 1%	4 1%	3 1%	11 2%xij	8 1%	14 1%	21 1%	- -	1 1%	1 1%	7 1%	8 1%	3 1%	3 1%
Don't know	89 4%lm	45 4%	44 4%	15 6%	17 5%	14 4%	14 4%	10 3%	19 4%	14 2%	18 3%	21 5%i	36 7%xij	32 3%	57 6%xm	77 4%	5 3%	6 6%	1 1%	22 4%	26 5%	20 4%	9 3%
Mean mentions	5.0ln	5.1b	4.9	4.7	4.8	5.1	5.2c	5.2cd	5.0	5.4xkl	5.2l	5.0l	4.3	5.3xn	4.6	5.0	5.4ost	5.0	4.7	4.9	4.9	5.1	5.2

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 23

Q2. In which, if any, of the following ways do you think that organisations collect information about you?**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By tracking what I do online, for example what I search for and the products and services I buy	1826 85%fik	296 84%	677 86%	1149 84%	747 87%f	872 86%f	207 74%	516 82%	922 90%xgi	388 78%	1237 85%k	99 67%
By collecting information that I have actively shared, for example on social media	1532 71%fik	266 76%c	588 75%c	945 69%	630 73%f	724 71%f	179 64%	463 73%i	776 76%xi	293 59%	1023 70%k	82 56%
By collecting information that I have privately provided to organisations, for example when filling out forms	1470 68%ik	231 66%	511 65%	959 70%b	617 72%ef	680 67%	173 62%	421 67%	734 72%gi	315 63%	995 68%k	72 49%
By collecting information from any smart devices in my home, such as smart meters, smart TVs or smart thermostats	1294 60%fi	226 64%c	506 64%xc	787 57%	547 63%f	612 60%f	135 49%	407 64%xi	647 63%i	240 48%	861 59%	82 55%
By collecting information that others have shared publicly about me, for example on their social media accounts	1228 57%ik	214 61%c	478 61%c	750 55%	506 59%	569 56%	153 55%	403 64%xi	605 59%i	220 44%	828 57%k	59 40%
By recording information that voice-activated technologies (like smart speakers or smart phones) have heard from listening to my conversations with others when I am near my device	1022 47%cfi	201 57%xc	424 54%xc	598 44%	428 50%f	485 48%f	110 39%	343 54%xhi	502 49%i	177 35%	680 47%	61 41%
By collecting biometric data about me, for instance my fingerprint, face or voice	817 38%ci	158 45%xc	343 44%xc	473 35%	353 41%e	361 36%	102 37%	288 46%xhi	387 38%i	142 28%	529 36%	61 41%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 23

Q2. In which, if any, of the following ways do you think that organisations collect information about you?**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By tracking what I look at online by tracking my finger movements on a smartphone or tablet screen	792 37%cfi	156 44%xc	341 43%xc	450 33%	362 42%xef	353 35%f	76 27%	264 42%xi	385 38%i	142 28%	515 35%	62 42%
By tracking what I look at online by tracking my eye movements	452 21%ei	74 21%	183 23%	269 20%	224 26%xef	178 17%	50 18%	170 27%xhi	200 19%	82 16%	300 21%	37 25%
By collecting and combining data about my performance at work	389 18%i	73 21%c	172 22%xc	217 16%	182 21%ef	167 16%	40 14%	162 26%xhi	171 17%i	56 11%	245 17%	34 23%
Other	21 1%	2 1%	4 *	17 1%	10 1%	5 *	6 2%e	7 1%	8 1%	5 1%	10 1%	2 2%
None of the above	22 1%	4 1%	4 1%	18 1%	6 1%	5 1%	11 4%xde	6 1%	5 1%	11 2%xh	16 1%	3 2%
Don't know	89 4%abgh	4 1%	15 2%	74 5%ab	28 3%	36 4%	25 9%xde	10 2%	25 2%	54 11%xgh	68 5%	8 6%
Mean mentions	5.0cfik	5.4xc	5.4xc	4.8	5.3xef	4.9f	4.4	5.5xi	5.2i	4.1	5.0k	4.4

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 24

Q3. In which, if any, of the following ways do you think that organisations use the information that they collect about you?

Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
To decide what advertising to show me, according to my tastes and preferences	1706 79% dln	823 78%	881 80%	177 74%	250 67%	273 79% d	305 80% d	262 82% cd	438 88% xcdefg85% xkl	500 85% xkl	493 81% l	338 77% l	374 72%	994 83% xn	712 74%	1413 78%	158 87% xostuv81%	84 81%	50 80%	391 78%	424 79%	382 79%	216 76%		
To decide what information to show me, according to my tastes and preferences	1623 75% dln	794 75%	828 75%	168 70%	248 66%	253 73%	295 77% d	252 79% cd	408 82% xcde	480 82% xkl	476 78% kl	316 72%	350 67%	957 80% xn	666 69%	1349 75%	150 82% xostuv75%	78 75%	46 73%	381 76%	396 73%	362 75%	210 74%		
To sell my data to other companies	1552 72% cdl	789 75% b	763 69%	133 56%	230 62%	256 74% cd	282 74% cd	246 77% xcd	405 81% xcdef	455 77% xjl	438 72% l	321 73% l	338 65%	893 75% n	658 69%	1296 72%	138 76%	74 71%	43 69%	364 72%	378 70%	359 75%	195 69%		
To build up a profile of me as an individual consumer to better understand what people like me (such as people of my age and gender) generally like to do online	1518 70% dln	760 72%	757 69%	157 66%	225 60%	230 67%	269 70% d	241 75% cde	396 80% xcdef	458 78% xjkl	438 72% l	300 68% l	323 62%	896 75% xn	623 65%	1269 70%	138 76% t	69 66%	43 69%	352 70%	365 68%	350 73%	201 71%		
To improve my experience of apps and websites	1031 48% h	522 50%	508 46%	128 53% h	173 46% h	177 51% h	196 51% h	166 52% h	191 38% l	310 53% xkl	292 48%	202 46%	228 44%	601 50% n	430 45%	858 47%	96 53%	50 48%	27 43%	244 48%	259 48%	224 47%	132 46%		
To tailor prices shown to me based on what they think I'd be willing to pay	888 41% bl	480 46% xb	408 37%	96 40%	134 36%	140 41%	165 43%	132 41%	221 44% d	256 44% l	256 42%	186 43%	190 36%	512 43%	376 39%	738 41%	80 44%	44 42%	25 40%	197 39%	223 41%	198 41%	120 42%		
To enable the Government to monitor me	547 25% hi	287 27%	261 24%	71 30% h	107 29% h	101 29% h	100 26% h	77 24% h	92 18%	126 21%	174 29% i	125 28% i	123 23%	300 25%	248 26%	452 25%	56 31% t	28 27%	12 19%	125 25%	114 21%	116 24%	97 34% xorstu		
To help the Government to keep me safe from security threats such as terrorism	444 21% h	229 22%	214 19%	56 23% h	76 20% h	63 18%	102 27% xeh	74 23% h	73 15%	125 21%	118 19%	100 23%	102 19%	243 20%	202 21%	372 21%	40 22%	22 21%	11 17%	103 21%	102 19%	90 19%	76 27% xotu		
To help to protect me from scams	299 14%	163 16% b	136 12%	47 19% xdeg	43 11% h	42 12%	66 17% deg	35 11%	67 13%	83 14%	75 12%	59 13%	83 16%	158 13%	142 15%	248 14%	27 15%	16 15%	8 12%	63 12%	91 17% su	54 11%	40 14%		
Other	16 1%	7 1%	8 1%	- *	1 *	1 *	5 1%	4 1%	5 1%	5 1%	6 1%	2 *	3 1%	11 1%	5 1%	14 1%	1 1%	- *	- *	3 1%	2 *	4 1%	4 2%		
None of the above	13 1%	8 1%	5 *	3 1% e	3 1%	- *	4 1%	2 1%	1 *	3 1%	2 *	1 *	7 1%	5 *	8 1%	13 1%	- *	- *	- *	3 1%	6 1%	1 *	3 1%		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 24

Q3. In which, if any, of the following ways do you think that organisations use the information that they collect about you?**Base: All respondents**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
Don't know	104 5%im	38 4%	66 6%a	13 6%	25 7%h	18 5%	17 5%	13 4%	17 3%	15 3%	20 3%	22 5%i	47 9%xijk	35 3%	69 7%xm	90 5%	4 2%	6 6%	4 6%	27 5%	29 5%	22 5%	12 4%	
Mean mentions	4.5dl	4.6b	4.3	4.3	4.0	4.4d	4.7d	4.7d	4.6d	4.8xkl	4.6l	4.5l	4.0	4.7xn	4.2	4.4	4.9xorstu	4.5	4.2	4.4	4.4	4.4	4.5	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

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Absolutes/col percents

Table 25

Q3. In which, if any, of the following ways do you think that organisations use the information that they collect about you?**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
To decide what advertising to show me, according to my tastes and preferences	1706 79%fik	284 81%	639 81%	1067 78%	686 80%f	818 80%f	202 73%	482 76%	863 84% xgi	362 72%	1150 79%k	93 63%
To decide what information to show me, according to my tastes and preferences	1623 75%fik	277 79% c	614 78% c	1009 74%	654 76% f	783 77% f	187 67%	468 74% i	817 80% xgi	338 68%	1086 75% k	91 62%
To sell my data to other companies	1552 72%fik	236 67%	543 69%	1009 74% ab	663 77% xef	722 71% f	168 60%	462 73% i	792 77% xi	298 60%	1053 72% k	85 58%
To build up a profile of me as an individual consumer to better understand what people like me (such as people of my age and gender) generally like to do online	1518 70%fik	262 75% c	580 74% c	938 68%	623 72% f	723 71% f	172 62%	446 71% i	773 75% xgi	299 60%	1011 70% k	82 56%
To improve my experience of apps and websites	1031 48% cdi	216 62% xc	452 57% xc	579 42%	368 43%	538 53% xdf	125 45%	345 55% xi	513 50% i	173 35%	683 47%	64 44%
To tailor prices shown to me based on what they think I'd be willing to pay	888 41% i	176 50% xc	347 44% c	542 40%	368 43%	414 41%	106 38%	288 46% i	429 42% i	172 34%	595 41%	53 36%
To enable the Government to monitor me	547 25% efi	78 22%	207 26%	341 25%	275 32% xef	225 22%	48 17%	196 31% xhi	256 25% i	95 19%	367 25%	51 35% x
To help the Government to keep me safe from security threats such as terrorism	444 21%	100 29% xc	191 24% xc	253 18%	185 21%	202 20%	58 21%	171 27% xhi	189 18%	85 17%	279 19%	36 24%
To help to protect me from scams	299 14%	51 15%	119 15%	181 13%	125 15%	145 14%	29 11%	105 17% h	128 13%	66 13%	191 13%	31 21% x
Other	16 1%	- -	3 *	13 1%	9 1% e	3 *	3 1%	9 1%	5 *	2 *	7 *	2 2%
None of the above	13 1%	4 1%	4 1%	9 1%	3 *	5 1%	5 2% xde	2 *	3 *	7 1% xah	10 1%	-

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 25

Q3. In which, if any, of the following ways do you think that organisations use the information that they collect about you?

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Don't know	104	7	20	85	36	37	31	15	34	55	75	8
	5%abg	2%	2%	6%ab	4%	4%	11%xde	2%	3%	11%xgh	5%	5%
Mean mentions	4.5fik	4.8xc	4.7xc	4.3	4.6f	4.5f	3.9	4.7xi	4.6xi	3.8	4.4k	4.0

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 26

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?

- Summary

	Q4. Summary			
	A search engine such as Google or Bing (a)	A social media platform such as Facebook or Twitter (b)	A free-to-use app such as a gaming or route planning app (c)	A new startup website or app that is not yet generating a profit (d)
Unweighted Base	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157
By selling space to advertisers who want to advertise relevant products or services on the website or app	1311 61%cd	1346 62%cd	1069 50%d	925 43%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1278 59%cd	1334 62%cd	1005 47%d	860 40%
By collecting information about the users of the website or app and selling this on	1105 51%cd	1097 51%cd	858 40%d	705 33%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	674 31%c	940 44%acd	542 25%	614 28%c
By offering a paid for version of the website or app that has increased functionality in addition to a free version	360 17%	329 15%	1000 46%abd	698 32%ab
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	508 24%	516 24%	532 25%	1041 48%abc
By users paying a subscription to access the product or service	355 16%	326 15%	539 25%ab	725 34%abc

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 26

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?

- Summary

	Q4. Summary			
	A search engine such as Google or Bing (a)	A social media platform such as Facebook or Twitter (b)	A free-to-use app such as a gaming or route planning app (c)	A new startup website or app that is not yet generating a profit (d)
Weighted Base	2157	2157	2157	2157
Other	42 2%	39 2%	34 2%	39 2%
None of the above	29 1%	29 1%	41 2%	41 2%
Don't know	315 15%	300 14%	394 18%ab	432 20%ab

Proportions/Mean: All Columns Tested (5% risk level)

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Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 27

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?**- A search engine such as Google or Bing**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
By selling space to advertisers who want to advertise relevant products or services on the website or app	1311 61% dln	656 62%	653 59%	131 55%	204 55%	213 62%	236 62%	213 67% xcd	314 63% cd	384 65% xkl	396 65% kl	253 58%	277 53%	780 65% xn	531 55%	1083 60%	124 68% xost	64 62%	39 62%	301 60%	304 56%	297 62%	182 64%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1278 59% cdln	634 60%	645 58%	122 51%	198 53%	206 60% c	249 65% xcd	194 61% cd	309 62% cd	389 66% xkl	381 63% kl	239 55%	270 52%	770 64% xn	509 53%	1068 59%	119 65%	58 56%	33 53%	296 59%	312 58%	291 60%	170 60%
By collecting information about the users of the website or app and selling this on	1105 51% ln	565 54% b	540 49%	108 45%	181 49%	181 53%	188 49%	161 50%	285 57% xcdfg	330 56% xkl	326 54% l	214 49%	235 45%	656 55% n	449 47%	927 51%	102 56% t	48 46%	27 43%	255 51%	256 47%	268 56% art	149 52%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	674 31% cd	334 32%	340 31%	52 22%	93 25%	93 27%	126 33% cd	106 33% cd	203 41% xcdefg	186 32%	187 31%	136 31%	164 31%	373 31%	301 31%	562 31%	59 32%	33 32%	19 31%	166 33%	160 30%	152 32%	84 30%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	508 24% ln	249 24%	259 23%	63 26%	84 23%	88 26%	80 21%	68 21%	124 25%	165 28% xkl	149 25% l	92 21%	102 19%	314 26% n	194 20%	425 23%	46 25%	23 22%	15 24%	118 23%	112 21%	111 23%	84 29% xot
By offering a paid for version of the website or app that has increased functionality in addition to a free version	360 17%	183 17%	177 16%	34 14%	58 15%	49 14%	66 17%	58 18%	96 19%	97 17%	108 18%	69 16%	86 16%	205 17%	156 16%	300 17%	30 16%	18 17%	13 20%	93 19%	78 14%	84 17%	45 16%
By users paying a subscription to access the product or service	355 16% d	183 17%	172 16%	35 14%	41 11%	55 16%	61 16%	60 19% d	104 21% xcd	94 16%	112 18% k	57 13%	92 18%	206 17%	149 15%	293 16%	33 18%	19 18%	10 16%	93 19% t	74 14%	79 17%	47 16%
Other	42 2%	27 3%	15 1%	5 2%	2 1%	8 2%	8 2%	7 2%	12 2%	10 2%	10 2%	9 2%	13 2%	20 2%	22 2%	37 2%	4 2%	1 1%	- -	12 2%	11 2%	9 2%	4 2%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 27

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?

- A search engine such as Google or Bing

	Gender		Age							SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
None of the above	29 1%	13 1%	16 1%	4 2%	6 2%	6 2%	5 1%	5 1%	3 1%	6 1%	5 1%	6 1%	12 2%	11 1%	18 2%	27 1%	1 1%	- -	1 1%	9 2%	9 2%	3 1%	6 2%
Don't know	315 15%i	132 13%	182 17%a	36 15%	50 13%	52 15%	57 15%	43 14%	75 15%	67 11%	78 13%	69 16%i	101 19%xij	145 12%	169 18%xm	263 15%	23 13%	22 21%v	6 10%	79 16%	80 15%	69 14%	34 12%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 28

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?

- A search engine such as Google or Bing

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By selling space to advertisers who want to advertise relevant products or services on the website or app	1311 61% ^{fik}	222 63%	517 66% ^{xc}	793 58%	517 60% ^f	653 64% ^f	141 51%	396 63% ⁱ	671 65% ^{xi}	244 49%	883 61% ^k	68 46%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1278 59% ^{fi}	228 65% ^c	487 62%	792 58%	520 60% ^f	618 61% ^f	140 51%	404 64% ^{xi}	642 63% ⁱ	233 47%	864 59%	79 53%
By collecting information about the users of the website or app and selling this on	1105 51% ^{fi}	183 52%	421 54%	683 50%	448 52% ^f	540 53% ^f	117 42%	358 57% ^{xi}	541 53% ⁱ	206 41%	733 50%	65 44%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	674 31% ^{fi}	122 35%	262 33%	412 30%	298 35% ^f	317 31% ^f	58 21%	219 35% ⁱ	321 31%	133 27%	464 32%	35 24%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	508 24% ^{fi}	88 25%	213 27% ^c	295 21%	244 28% ^{xef}	216 21%	47 17%	172 27% ⁱ	241 23% ⁱ	95 19%	329 23%	47 32% ^{xj}
By offering a paid for version of the website or app that has increased functionality in addition to a free version	360 17% ^f	68 19%	147 19%	214 16%	167 19% ^f	165 16% ^f	28 10%	131 21% ^{xhi}	160 16%	70 14%	227 16%	39 26% ^{xj}
By users paying a subscription to access the product or service	355 16% ^f	52 15%	126 16%	229 17%	171 20% ^{xef}	155 15% ^f	29 10%	129 20% ^{xhi}	150 15%	76 15%	238 16%	31 21%
Other	42 2%	6 2%	12 2%	30 2%	14 2%	19 2%	9 3%	19 3%	16 2%	7 1%	28 2%	3 2%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 28

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A search engine such as Google or Bing

	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
None of the above	29 1%	5 1%	8 1%	21 2%	6 1%	13 1%	10 4% xde	3 *	16 2% g	10 2% g	19 1%	4 3%
Don't know	315 15% abg	25 7%	67 9%	247 18% xab	121 14%	132 13%	61 22% xde	52 8%	128 12% g	135 27% xgh	224 15%	17 12%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 29

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A social media platform such as Facebook or Twitter

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
By selling space to advertisers who want to advertise relevant products or services on the website or app	1346 62%ln	662 63%	682 62%	140 58%	213 57%	232 67%cd	244 64%	208 65%cd	309 62%	392 67%l	397 65%l	266 61%	291 56%	789 66%xn	557 58%	1112 61%	127 70%xostv	69 66%	39 62%	301 60%	322 60%	316 66%	173 61%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1334 62%ln	644 61%	690 63%	140 59%	217 58%	233 67%xcdh	249 65%	200 63%	295 59%	400 68%xkl	384 63%l	257 59%	294 56%	783 65%xn	551 57%	1115 62%	122 67%q	57 55%	40 64%	311 62%	324 60%	300 62%	181 64%
By collecting information about the users of the website or app and selling this on	1097 51%t	549 52%	548 50%	111 47%	179 48%	183 53%	192 50%	168 53%	264 53%	334 57%xjkl	301 50%	213 49%	249 48%	635 53%ln	462 48%	912 50%t	105 58%oqt	47 45%	34 54%	261 52%t	242 45%	262 54%t	146 52%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	940 44%c	461 44%	479 43%	86 36%	154 41%	156 45%cd	167 44%	146 46%cd	232 47%cd	288 49%xkl	263 43%	173 40%	216 41%	551 46%ln	389 40%	776 43%	85 47%	48 46%	32 51%	232 46%	224 42%	203 42%	117 41%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	516 24%t	276 26%b	239 22%	67 28%gh	108 29%fgh	93 27%gh	83 22%	63 20%	101 20%	174 30%xjkl	139 23%	97 22%	106 20%	313 26%ln	203 21%	419 23%	50 27%t	29 28%	17 28%	128 25%t	106 20%	106 22%	80 28%t
By offering a paid for version of the website or app that has increased functionality in addition to a free version	329 15%	168 16%	161 15%	34 14%	65 18%	54 16%	50 13%	49 15%	77 15%	94 16%	95 16%	62 14%	78 15%	189 16%	140 15%	268 15%	35 19%t	18 17%	9 15%	84 17%	70 13%	68 14%	45 16%
By users paying a subscription to access the product or service	326 15%	174 17%	151 14%	24 10%	58 16%	57 17%cd	59 15%	49 15%	78 16%cd	95 16%	91 15%	56 13%	84 16%	186 16%	140 15%	269 15%	35 19%	15 14%	6 10%	84 17%	77 14%	66 14%	42 15%
Other	39 2%	24 2%	15 1%	3 1%	4 1%	5 1%	5 1%	8 3%	13 3%	12 2%	6 1%	10 2%	11 2%	17 1%	21 2%	36 2%	2 1%	- -	- -	10 2%	11 2%	12 3%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 29

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A social media platform such as Facebook or Twitter

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
None of the above	29 1%	17 2%	12 1%	4 2%	5 1%	3 1%	4 1%	3 1%	9 2%	6 1%	8 1%	5 1%	9 2%	15 1%	14 1%	27 2%	1 *	1 1%	- -	6 1%	12 2%	5 1%	4 1%
Don't know	300 14%i	135 13%	164 15%	31 13%	40 11%	39 11%	62 16%de	38 12%	89 18%xd	62 11%	79 13%	68 15%i	91 17%xij	141 12%	159 17%m	257 14%	18 10%	20 19%prv	5 8%	79 16%p	78 14%	70 15%	30 10%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 30

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A social media platform such as Facebook or Twitter

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By selling space to advertisers who want to advertise relevant products or services on the website or app	1346 62%fik	228 65%	522 66%xc	823 60%	542 63%f	655 64%f	149 54%	405 64%i	697 68%xi	244 49%	893 61%k	71 48%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1334 62%fik	230 66%c	515 65%c	819 60%	546 63%f	645 63%f	143 51%	405 64%i	695 68%xi	235 47%	888 61%k	73 50%
By collecting information about the users of the website or app and selling this on	1097 51%fik	188 54%	421 53%	677 49%	457 53%f	528 52%f	113 41%	353 56%xi	564 55%xi	179 36%	733 50%k	53 36%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	940 44%fi	167 48%	365 46%	576 42%	406 47%f	437 43%f	97 35%	295 47%i	478 47%i	168 34%	632 43%	56 38%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	516 24% <i>ai</i>	85 24%	208 27% <i>cc</i>	307 22%	214 25%	240 24%	61 22%	199 32% <i>xhi</i>	235 23% <i>i</i>	82 16%	340 23%	45 31%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	329 15%	66 19% <i>cc</i>	134 17%	195 14%	156 18% <i>ef</i>	138 14%	34 12%	117 19% <i>hi</i>	147 14%	65 13%	212 15%	29 20%
By users paying a subscription to access the product or service	326 15%	58 16%	126 16%	200 15%	152 18% <i>ef</i>	141 14%	34 12%	115 18% <i>hi</i>	143 14%	68 14%	212 15%	28 19%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 30

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A social media platform such as Facebook or Twitter

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Other	39 2%	8 2%	14 2%	25 2%	18 2%	17 2%	4 1%	18 3% ⁱ	16 2%	4 1%	26 2%	1 1%
None of the above	29 1%	9 2%	10 1%	20 1%	11 1%	12 1%	6 2%	4 1%	9 1%	15 3% ^{xgh}	20 1%	1 1%
Don't know	300 14% ^{abqh}	20 6%	63 8%	237 17% ^{xab}	112 13%	129 13%	59 21% ^{xde}	45 7%	114 11% ^g	140 28% ^{xgh}	229 16% ^k	13 9%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 31

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?**- A free-to-use app such as a gaming or route planning app**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
By selling space to advertisers who want to advertise relevant products or services on the website or app	1069 50%ln	546 52%b	523 47%	107 45%	176 47%	195 56%xcdgh	197 52%	156 49%	239 48%	315 53%kl	315 52%l	205 47%	234 45%	630 53%n	439 46%	876 48%	107 59%xtuv	54 52%	31 50%	240 48%	259 48%	241 50%	136 48%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1005 47%ln	491 47%	514 47%	114 48%	169 45%	182 53%xgh	182 48%	143 45%	214 43%	299 51%kl	306 50%kl	185 42%	214 41%	606 51%xn	400 42%	844 47%	89 49%	44 42%	28 45%	232 46%	242 45%	240 50%	130 46%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	1000 46%hln	512 49%b	487 44%	108 45%	192 51%h	160 46%	193 51%h	141 44%	205 41%	314 53%xkl	304 50%kl	180 41%	202 39%	618 52%xn	382 40%	834 46%	93 51%t	48 46%	25 40%	231 46%	231 43%	241 50%t	131 46%
By collecting information about the users of the website or app and selling this on	858 40%bc	466 44%xb	392 36%	69 29%	139 37%	143 41%c	175 46%xcd	127 40%cd	206 41%cd	262 44%xkl	242 40%	160 37%	194 37%	504 42%nd	354 37%	714 40%	78 43%	37 35%	29 46%	187 37%	209 39%	203 42%	115 41%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	542 25%	270 26%	272 25%	53 22%	88 24%	81 23%	99 26%	83 26%	139 28%	170 29%kl	152 25%	97 22%	123 24%	321 27%nd	221 23%	453 25%	43 24%	27 26%	19 31%	131 26%	129 24%	133 28%	60 21%
By users paying a subscription to access the product or service	539 25%h	280 27%	259 23%	66 28%h	104 28%h	93 27%h	108 28%gh	68 21%	99 20%	148 25%	152 25%	125 29%l	113 22%	300 25%	238 25%	450 25%	51 28%	23 22%	15 24%	130 26%	118 22%	127 26%	75 26%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	532 25%ln	280 27%b	252 23%	55 23%	91 24%	95 28%	86 23%	82 26%	122 25%	182 31%xkl	152 25%l	96 22%	102 19%	334 28%xn	198 21%	447 25%	42 23%	26 25%	17 27%	125 25%	123 23%	123 26%	76 27%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 31

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A free-to-use app such as a gaming or route planning app

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
Other	34 2%	20 2%	13 1%	- -	8 2% ^c	8 2% ^c	3 1%	8 3% ^{cf}	7 1%	8 1%	6 1%	9 2%	11 2%	14 1%	20 2%	32 2%	1 1%	- -	- -	6 1%	11 2%	12 3%	2 1%	
None of the above	41 2%	19 2%	22 2%	3 1%	7 2%	6 2%	7 2%	7 2%	12 2%	7 1%	12 2%	11 3%	11 2%	19 2%	22 2%	37 2%	3 2%	1 1%	1 1%	9 2%	13 2%	7 2%	7 2%	
Don't know	394 18%	171 16%	222 20% ^a	38 16%	57 15%	54 16%	71 19%	58 18%	117 24% ^{xcde}	92 16%	104 17%	82 19%	117 22% ^{xij}	196 16%	199 21% ^m	331 18%	28 15%	27 26% ^{puv}	9 15%	111 22% ^{xpu}	98 18%	76 16%	46 16%	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 32

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?**- A free-to-use app such as a gaming or route planning app**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By selling space to advertisers who want to advertise relevant products or services on the website or app	1069 50%cik	180 51%	443 56%xc	626 46%	430 50%	514 51%	124 45%	338 54%i	541 53%i	189 38%	706 49%k	55 37%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	1005 47%ik	179 51%c	409 52%xc	596 43%	407 47%	484 48%	114 41%	318 50%i	517 50%xi	170 34%	671 46%	55 37%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	1000 46%cik	190 54%xc	421 54%xc	579 42%	383 44%	500 49%df	116 42%	325 52%xi	508 50%i	166 33%	665 46%k	53 36%
By collecting information about the users of the website or app and selling this on	858 40%i	163 47%xc	351 45%xc	507 37%	345 40%	420 41%f	93 34%	301 48%xhi	415 40%i	142 28%	569 39%	54 36%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	542 25%i	111 32%xc	229 29%xc	313 23%	245 28%ef	236 23%	60 22%	191 30%xi	281 27%i	70 14%	348 24%	35 24%
By users paying a subscription to access the product or service	539 25%cfi	131 37%xc	260 33%xc	279 20%	224 26%f	262 26%f	52 19%	208 33%xhi	262 26%i	69 14%	347 24%	33 22%
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	532 25%ci	101 29%c	237 30%xc	295 22%	236 27%f	239 24%	57 20%	189 30%xi	266 26%i	77 15%	341 23%	38 26%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 32

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?

- A free-to-use app such as a gaming or route planning app

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Other	34 2%	7 2%	12 2%	21 2%	12 1%	18 2%	3 1%	16 3% ⁱ	15 1%	2 *	24 2%	- -
None of the above	41 2%	7 2%	12 2%	29 2%	12 1%	20 2%	10 4% ^d	7 1%	17 2%	17 3% ^{xgh}	27 2%	7 5%
Don't know	394 18% ^{abq}	32 9%	82 10%	312 23% ^{xab}	152 18%	173 17%	70 25% ^{xde}	61 10%	168 16% ^q	165 33% ^{xah}	288 20%	22 15%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 33

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A new startup website or app that is not yet generating a profit

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	1041 48% kl	548 52% xb	493 45%	111 46%	168 45%	169 49%	186 49%	158 49%	249 50%	335 57% xjkl	310 51% kl	183 42%	213 41%	645 54% xn	396 41%	870 48%	95 52%	50 48%	26 42%	231 46%	254 47%	232 48%	153 54% s
By selling space to advertisers who want to advertise relevant products or services on the website or app	925 43%	465 44%	459 42%	100 42%	153 41%	162 47%	166 44%	138 43%	206 41%	279 47% xl	256 42%	188 43%	202 39%	534 45%	390 41%	769 43%	83 46%	44 43%	28 44%	216 43%	221 41%	209 44%	123 43%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	860 40%	442 42%	418 38%	86 36%	140 38%	157 45% cdh	164 43%	123 38%	190 38%	252 43% l	249 41%	167 38%	193 37%	500 42% n	360 37%	716 40%	80 44%	41 39%	23 36%	213 42%	196 36%	203 42%	105 37%
By users paying a subscription to access the product or service	725 34% n	375 36%	350 32%	67 28%	118 32%	132 38% c	128 34%	120 38% c	160 32%	232 39% xkl	207 34%	133 30%	153 29%	439 37% n	286 30%	592 33%	74 41% xostu	37 35%	22 35%	164 32%	178 33%	150 31%	100 35%
By collecting information about the users of the website or app and selling this on	705 33% bc	383 36% xb	320 29%	56 23%	124 33% c	121 35% c	142 37% c	102 32% c	159 32% c	223 38% xjkl	193 32%	136 31%	153 29%	416 35% n	289 30%	586 32%	64 35%	31 29%	24 38%	165 33%	157 29%	164 34%	101 35%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	698 32% hin	355 34%	343 31%	70 29%	123 33%	127 37% h	134 35% h	112 35% h	133 27%	223 38% xkl	204 34% l	129 30%	141 27%	428 36% n	270 28%	573 32%	71 39% xot	31 29%	23 37%	167 33%	150 28%	161 34%	94 33%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	614 28%	290 28%	324 29%	70 29%	98 26%	106 31%	108 28%	87 27%	145 29%	187 32% l	172 28%	118 27%	137 26%	360 30%	255 27%	508 28%	61 33%	25 24%	21 33%	138 27%	151 28%	147 31%	72 25%
Other	39 2%	23 2%	16 1%	3 1%	6 2%	9 2%	4 1%	9 3%	9 2%	10 2%	12 2%	5 1%	12 2%	21 2%	17 2%	35 2%	3 2%	1 1%	- -	10 2%	13 2%	9 2%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

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Absolutes/col percents

Table 33

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A new startup website or app that is not yet generating a profit

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
None of the above	41 2%	22 2%	19 2%	3 1%	5 1%	7 2%	6 2%	10 3%	9 2%	6 1%	12 2%	11 3% _i	12 2%	17 1%	23 2%	36 2%	2 1%	1 1%	2 3%	10 2%	13 2%	10 2%	3 1%
Don't know	432 20% _{im}	181 17%	251 23% _a	45 19%	62 17%	62 18%	82 21%	64 20%	116 23% _d	86 15%	118 19% _i	95 22% _i	133 25% _{xij}	204 17%	228 24% _{xm}	359 20%	32 18%	31 29% _{xoprtu} v	10 16%	110 22%	106 20%	94 20%	49 17%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 34

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A new startup website or app that is not yet generating a profit

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
By investors who fund the company and accept making a short-term loss because they expect the company to make a profit in the future	1041 48% _i	180 51%	413 53% _{xc}	628 46%	398 46%	515 51%	127 46%	339 54% _{xi}	527 51% _i	175 35%	682 47%	61 41%
By selling space to advertisers who want to advertise relevant products or services on the website or app	925 43% _{fi}	159 45%	373 47% _{xc}	552 40%	387 45% _f	437 43% _f	101 36%	288 46% _i	461 45% _i	176 35%	617 43%	51 34%
By selling space to advertisers who want to advertise products or services that are not related to that particular website or app, but are targeted to me based on my preferences	860 40% _{ik}	160 46% _c	355 45% _{xc}	505 37%	355 41%	405 40%	101 36%	283 45% _{xi}	425 41% _i	152 30%	568 39%	46 31%
By users paying a subscription to access the product or service	725 34% _{fi}	136 39% _c	302 38% _{xc}	423 31%	305 35% _f	344 34%	76 28%	243 38% _{xi}	365 36% _i	117 23%	466 32%	41 28%
By collecting information about the users of the website or app and selling this on	705 33% _{fi}	131 37% _c	288 37% _{xc}	417 30%	296 34% _f	337 33% _f	71 26%	250 40% _{xhi}	327 32% _i	128 26%	464 32%	43 29%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	698 32% _{ci}	131 37% _c	309 39% _{xc}	389 28%	270 31%	347 34%	81 29%	230 36% _i	351 34% _i	116 23%	446 31%	36 24%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	614 28% _{fi}	116 33% _c	249 32% _c	365 27%	278 32% _{xef}	282 28% _f	55 20%	215 34% _{xhi}	299 29% _i	100 20%	388 27%	36 24%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 34

Q4. In which, if any, of the following ways do you think that the following types of websites and apps are generally funded?
- A new startup website or app that is not yet generating a profit

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Other	39	9	18	21	14	20	4	19	15	5	22	-
	2%	3%	2%	2%	2%	2%	2%	3%hi	1%	1%	2%	-
None of the above	41	4	9	31	14	16	11	6	15	20	31	1
	2%	1%	1%	2%	2%	2%	4%xde	1%	1%	4%xgh	2%	1%
Don't know	432	41	99	333	161	196	75	70	183	178	326	22
	20%abq	12%	13%	24%xab	19%	19%	27%xde	11%	18%q	36%xah	22%k	15%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 35

Q5. How far do you agree or disagree with each of the following statements?**- Summary****Base: All respondents**

		Q5. Summary								
		When I search for something on most search engines, I will see the same search results as other people	Providers of products and services online are able to tailor the prices they offer to different people	The more technology I have, the more anxious I feel about it	The internet improves my life by giving me opportunities, such as meeting new people and learning about new things	I like to visit a variety of news websites and apps, even if they don't always share my values and beliefs	I know that some news websites and apps can't be fully trusted, but I read them anyway	I am optimistic about how technology will impact society in the future	I am optimistic about how technology will impact my life in the future	The news and information I see online depends on the people I am connected to on social media
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Agree		878 41%c	1199 56%acefgi	633 29%	1549 72%abcefg	1079 50%acfi	992 46%aci	1088 50%acfi	1139 53%acfi	847 39%c
Agree strongly	(5)	123 6%	246 11%acfi	133 6%	450 21%abcefg	212 10%aci	189 9%ac	255 12%acefi	271 13%acefi	156 7%a
Agree	(4)	755 35%ci	954 44%acefghi	500 23%	1100 51%abcefg	867 40%acfi	803 37%ci	833 39%aci	869 40%acfi	691 32%c
Neither agree nor disagree	(3)	484 22%d	460 21%	671 31%abdefi	412 19%	534 25%bd	541 25%abd	622 29%abdefi	658 31%abdefi	529 25%bd
Disagree	(2)	439 20%bdghi	153 7%	604 28%abdefghi	126 6%	393 18%bdgh	424 20%bdghi	310 14%bdh	242 11%bd	362 17%bdgh
Disagree strongly	(1)	72 3%bd	23 1%	219 10%abdefghi	35 2%	116 5%abdgh	137 6%abdgh	57 3%bd	54 3%bd	161 7%abdegh
NET: Disagree		511 24%bdgh	176 8%	822 38%abdefghi	161 7%	509 24%bdgh	560 26%bdgh	367 17%bdh	296 14%bd	523 24%bdgh
Don't know		284 13%cdefgh	321 15%cdefghi	31 1%	34 2%	35 2%	64 3%cde	80 4%cde	64 3%cde	257 12%cdefgh
Mean		3.22c	3.68acefghi	2.87	3.85abcefg	3.31acfi	3.23c	3.44acefi	3.51acefghi	3.17c
Standard deviation		1.00	0.85	1.08	0.88	1.06	1.07	0.98	0.95	1.09

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 36

Q5. How far do you agree or disagree with each of the following statements?

- When I search for something on most search engines, I will see the same search results as other people

Base: All respondents

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		878 41%hp	425 40%	451 41%	119 50%xfgh	179 48%xfgh	151 44%gh	145 38%	114 36%	171 34%	240 41%	244 40%	173 40%	220 42%	484 40%	394 41%	738 41%p	59 33%	51 49%p	30 47%p	213 42%p	225 42%p	189 39%	111 39%		
Agree strongly	(5)	123 6%hp	57 5%	66 6%	20 8%gh	27 7%gh	30 9%xfgh	18 5%	12 4%	16 3%	32 5%	33 5%	21 5%	38 7%	64 5%	59 6%	108 6%p	4 2%	5 5%	6 10%pv	40 8%pv	30 5%	28 6%p	11 4%		
Agree	(4)	755 35%	368 35%	385 35%	99 41%fgh	152 41%fgh	121 35%	126 33%	102 32%	155 31%	209 36%	211 35%	152 35%	183 35%	420 35%	335 35%	630 35%	55 30%	46 44%pu	24 38%	173 34%	196 36%	161 33%	100 35%		
Neither agree nor disagree	(3)	484 22%	250 24%	234 21%	46 19%	77 21%	75 22%	84 22%	74 23%	128 26%	117 20%	132 22%	109 25%i	125 24%	249 21%	235 24%	400 22%	43 24%	31 29%	11 17%	108 21%	119 22%	105 22%	68 24%		
Disagree	(2)	439 20%q	225 21%	214 19%	37 15%	70 19%	68 20%	86 23%c	73 23%c	106 21%	145 25%xkl	124 20%	83 19%	88 17%	268 22%n	171 18%	374 21%q	42 23%q	11 11%	12 19%	111 22%q	101 19%	103 21%q	59 21%q		
Disagree strongly	(1)	72 3%	37 4%	34 3%	4 1%	11 3%	15 4%	13 3%	16 5%c	13 3%	22 4%	25 4%	12 3%	13 2%	47 4%	25 3%	58 3%	10 6%	2 2%	2 3%	15 3%	16 3%	14 3%	12 4%		
NET: Disagree		511 24%clnq	263 25%	248 23%	40 17%	81 22%	83 24%c	99 26%c	89 28%c	119 24%c	167 28%xkl	149 24%l	96 22%	101 19%	315 26%n	196 20%	432 24%q	52 29%qt	13 13%	14 22%	126 25%q	117 22%q	117 24%q	71 25%q		
Don't know		284 13%	115 11%	169 15%a	35 14%	37 10%	36 10%	54 14%	43 13%	80 16%de	64 11%	83 14%	59 13%	77 15%i	147 12%	136 14%	238 13%	28 15%	10 9%	9 14%	57 11%	78 14%	70 15%	34 12%		
Mean		3.22gp	3.19	3.25	3.46xfgh	3.34fgh	3.27g	3.16	3.07	3.13	3.16	3.20	3.23	3.32i	3.18	3.28m	3.23p	3.01	3.42pv	3.38p	3.25p	3.26p	3.21p	3.15		
Standard deviation		1.00	1.00	1.00	0.95	1.00	1.06	1.00	1.02	0.94	1.03	1.02	0.96	0.98	1.02	0.97	1.01	1.00	0.85	1.05	1.03	0.99	1.01	0.99		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 37

Q5. How far do you agree or disagree with each of the following statements?**- When I search for something on most search engines, I will see the same search results as other people****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		878 41%	159 45% ^c	342 44% ^c	536 39%	350 41%	415 41%	113 41%	273 43%	412 40%	193 39%	594 41%	63 42%
Agree strongly	(5)	123 6% ^f	29 8% ^c	60 8% ^c	63 5%	56 7% ^f	60 6% ^f	7 3%	52 8% ^{xhi}	49 5%	22 4%	81 6%	11 7%
Agree	(4)	755 35%	131 37%	283 36%	472 34%	294 34%	356 35%	106 38%	221 35%	364 35%	171 34%	513 35%	52 35%
Neither agree nor disagree	(3)	484 22%	80 23%	164 21%	320 23%	187 22%	228 22%	69 25%	129 20%	239 23%	116 23%	329 23%	34 23%
Disagree	(2)	439 20% ^{fi}	66 19%	172 22%	268 20%	187 22% ^f	212 21% ^f	40 14%	161 26% ^{xhi}	208 20% ⁱ	70 14%	296 20%	24 16%
Disagree strongly	(1)	72 3%	12 3%	28 4%	44 3%	35 4%	29 3%	9 3%	29 5% ⁱ	34 3%	9 2%	46 3%	4 3%
NET: Disagree		511 24% ^{fi}	78 22%	200 25%	311 23%	222 26% ^f	241 24% ^f	49 18%	190 30% ^{xhi}	243 24% ⁱ	78 16%	342 24%	28 19%
Don't know		284 13% ^{bg}	34 10%	80 10%	204 15% ^{ab}	103 12%	133 13%	47 17% ^d	40 6%	131 13% ^g	112 23% ^{xgh}	188 13%	23 16%
Mean		3.22	3.31	3.25	3.21	3.20	3.23	3.27	3.18	3.21	3.33 ^{gh}	3.23	3.33
Standard deviation		1.00	1.02	1.04	0.98	1.04	0.99	0.91	1.08	0.98	0.91	0.99	0.99

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 38

Q5. How far do you agree or disagree with each of the following statements?**- Providers of products and services online are able to tailor the prices they offer to different people****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		1199 56%bls	641 61%xb	558 51%	125 52%	200 54%	195 56%	212 56%	174 55%	293 59%	357 61%xjl	328 54%	248 57%	266 51%	685 57%	514 54%	1002 55%ss	107 59%ss	52 50%	39 62%ss	248 49%	293 54%	296 62%xoqst	165 58%ss		
Agree strongly	(5)	246 11%	140 13%b	106 10%	31 13%	57 15%fgh	36 11%	39 10%	32 10%	51 10%	81 14%l	67 11%	52 12%	45 9%	148 12%	97 10%	209 12%	18 10%	11 11%	7 12%	45 9%	66 12%	56 12%	42 15%ss		
Agree	(4)	954 44%	502 48%b	452 41%	94 39%	143 38%	158 46%	173 45%	143 45%	242 49%cd	276 47%	261 43%	196 45%	221 42%	537 45%	417 43%	793 44%	88 48%ss	41 39%	32 50%	203 40%	226 42%	241 50%xoqst	123 43%		
Neither agree nor disagree	(3)	460 21%u	236 22%	224 20%	45 19%	70 19%	88 25%cd	82 21%	68 21%	108 22%	105 18%	125 21%	86 20%	145 28%xijk	230 19%	231 24%mm	387 21%u	37 20%	28 27%u	9 14%	138 27%xopr	121 22%u	73 15%	56 20%		
Disagree	(2)	153 7%h	65 6%	87 8%	25 11%gh	43 11%xegh	21 6%	30 8%h	15 5%	19 4%	40 7%	52 9%l	33 8%	28 5%	92 8%	61 6%	133 7%	11 6%	6 6%	3 5%	35 7%	38 7%	34 7%	25 9%		
Disagree strongly	(1)	23 1%h	10 1%	13 1%	7 3%xfh	5 1%h	4 1%h	1 *	6 2%fh	- -	6 1%	3 *	3 1%	11 2%j	9 1%	14 1%	22 1%	1 *	- -	- -	7 1%	7 1%	5 1%	3 1%		
NET: Disagree		176 8%h	75 7%	100 9%	32 13%xefgh	47 13%xefgh	26 7%h	31 8%h	21 7%	19 4%	47 8%	54 9%	36 8%	39 7%	101 8%	75 8%	155 9%	12 7%	6 6%	3 5%	42 8%	46 8%	39 8%	29 10%		
Don't know		321 15%ae	100 10%	221 20%xa	38 16%	56 15%	37 11%	57 15%	55 17%e	78 16%e	80 14%	100 16%	67 15%	74 14%	180 15%	141 15%	264 15%	27 15%	18 18%	12 19%	77 15%	80 15%	73 15%	34 12%		
Mean		3.68ls	3.73b	3.63	3.58	3.65	3.65	3.68	3.68	3.77xce	3.76l	3.67	3.71l	3.58	3.71	3.64	3.67s	3.72s	3.67	3.84s	3.57	3.67	3.75s	3.70		
Standard deviation		0.85	0.83	0.87	1.00	0.98	0.83	0.81	0.85	0.72	0.86	0.85	0.85	0.85	0.86	0.85	0.87	0.78	0.80	0.75	0.85	0.88	0.84	0.91		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

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Absolutes/col percents

Table 39

Q5. How far do you agree or disagree with each of the following statements?**- Providers of products and services online are able to tailor the prices they offer to different people****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1199 56%fi	212 60%	449 57%	750 55%	501 58%f	567 56%f	132 47%	402 64%xhi	582 57%i	215 43%	805 55%	83 56%
Agree strongly	(5)	246 11%i	71 20%xbc	114 15%xc	132 10%	106 12%	117 11%	23 8%	106 17%xhi	115 11%i	25 5%	147 10%	27 18%
Agree	(4)	954 44%i	141 40%	335 43%	619 45%	395 46%	450 44%	109 39%	296 47%i	467 46%i	190 38%	658 45%	56 38%
Neither agree nor disagree	(3)	460 21%	63 18%	161 21%	299 22%	188 22%	201 20%	72 26%e	135 21%	201 20%	124 25%h	307 21%	34 23%
Disagree	(2)	153 7%	37 10%xc	78 10%xc	76 6%	50 6%	83 8%	21 7%	38 6%	79 8%	35 7%	98 7%	10 7%
Disagree strongly	(1)	23 1%	8 2%c	11 1%	12 1%	10 1%	9 1%	4 2%	7 1%	9 1%	7 1%	14 1%	1 1%
NET: Disagree		176 8%c	45 13%xc	89 11%xc	87 6%	60 7%	92 9%	25 9%	45 7%	89 9%	42 8%	113 8%	12 8%
Don't know		321 15%abg	31 9%	87 11%	234 17%ab	114 13%	158 16%	50 18%	49 8%	154 15%g	118 24%xgh	227 16%	19 13%
Mean		3.68fi	3.72	3.66	3.69	3.72f	3.68	3.55	3.78xhi	3.69i	3.50	3.67	3.76
Standard deviation		0.85	1.01	0.93	0.80	0.84	0.86	0.86	0.86	0.85	0.82	0.83	0.91

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 40

Q5. How far do you agree or disagree with each of the following statements?

- The more technology I have, the more anxious I feel about it

Base: All respondents

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		633 29%f	277 26%	355 32%a	80 34%f	123 33%f	94 27%f	81 21%	84 26%	170 34%xefg	161 27%	196 32%	124 28%	152 29%	357 30%	276 29%	525 29%	63 35%qt	24 23%	20 32%	149 30%	146 27%	139 29%	91 32%		
Agree strongly	(5)	133 6%	54 5%	77 7%	18 8%	29 8%	19 6%	20 5%	16 5%	30 6%	28 5%	35 6%	33 8%	37 7%	63 5%	70 7%	111 6%	9 5%	7 6%	6 10%	36 7%	27 5%	25 5%	23 8%		
Agree	(4)	500 23%f	223 21%	277 25%a	62 26%f	94 25%f	75 22%f	61 16%	68 21%	141 28%xefg	133 23%	161 26%k	91 21%	115 22%	294 25%	206 21%	414 23%	54 30%xoqst	18 17%	14 22%	114 23%	119 22%	114 24%	68 24%		
Neither agree nor disagree	(3)	671 31%d	323 31%	347 31%	70 29%	89 24%	114 33%d	138 36%xd	103 32%d	156 31%d	163 28%	181 30%	144 33%	182 35%i	344 29%	326 34%m	566 31%	52 29%	33 32%	20 31%	152 30%	172 32%	157 33%	84 29%		
Disagree	(2)	604 28%n	310 29%	294 27%	61 26%	104 28%	98 28%	113 30%	99 31%	129 26%	199 34%xjkl	168 28%	108 25%	128 24%	368 31%n	236 25%	505 28%	47 26%	34 32%	17 27%	142 28%	149 28%	132 27%	82 29%		
Disagree strongly	(1)	219 10%	127 12%b	92 8%	22 9%	46 12%	38 11%	40 10%	32 10%	42 8%	61 10%	57 9%	49 11%	51 10%	119 10%	100 10%	185 10%	18 10%	10 10%	5 8%	49 10%	60 11%	51 11%	26 9%		
NET: Disagree		822 38%	437 41%b	386 35%	83 34%	149 40%	136 39%	153 40%	131 41%h	171 34%	261 44%xjkl	226 37%	157 36%	179 34%	486 41%n	336 35%	691 38%	66 36%	44 42%	22 35%	191 38%	210 39%	182 38%	108 38%		
Don't know		31 1%h	15 1%	16 1%	7 3%egh	12 3%egh	1 *	10 3%egh	1 *	1 *	3 1%	5 1%	12 3%ij	11 2%i	8 1%	23 2%m	26 1%	1 *	3 3%u	1 2%	11 2%u	11 2%u	2 *	2 1%		
Mean		2.87afi	2.78	2.96xa	2.98f	2.88	2.83	2.75	2.80	2.97efg	2.77	2.91i	2.88	2.92i	2.84	2.90	2.87	2.94	2.77	2.99	2.89	2.82	2.86	2.93		
Standard deviation		1.08	1.08	1.07	1.10	1.17	1.07	1.02	1.05	1.06	1.06	1.07	1.11	1.07	1.07	1.09	1.08	1.08	1.06	1.12	1.09	1.07	1.06	1.10		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 41

Q5. How far do you agree or disagree with each of the following statements?**- The more technology I have, the more anxious I feel about it****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		633 29%abefi	79 22%	199 25%	434 32%ab	383 44%xef	222 22%f	27 10%	204 32%i	307 30%i	122 24%	421 29%	49 33%
Agree strongly	(5)	133 6%efi	20 6%	41 5%	92 7%	98 11%xef	34 3%f	1 *	55 9%xhi	58 6%	19 4%	85 6%	12 8%
Agree	(4)	500 23%aef	58 17%	158 20%	342 25%ab	285 33%xef	188 19%f	26 10%	148 24%	249 24%	103 21%	336 23%	37 25%
Neither agree nor disagree	(3)	671 31%a	87 25%	226 29%	445 32%a	263 30%	323 32%	85 31%	189 30%	310 30%	172 34%	443 30%	51 34%
Disagree	(2)	604 28%d	110 32%	242 31%c	361 26%	163 19%	331 33%xd	109 39%xde	159 25%	311 30%g	133 27%	412 28%	32 22%
Disagree strongly	(1)	219 10%cd	69 20%xbc	110 14%xc	109 8%	42 5%	128 13%xd	49 18%xde	75 12%	95 9%	49 10%	158 11%	9 6%
NET: Disagree		822 38%cdk	179 51%xc	352 45%xc	471 34%	205 24%	459 45%xd	158 57%xde	234 37%	406 40%	182 36%	571 39%k	41 28%
Don't know		31 1%h	6 2%	10 1%	21 2%	11 1%	12 1%	7 3%	4 1%	3 *	24 5%xgh	19 1%	7 4%xj
Mean		2.87abef	2.57	2.71a	2.96xab	3.28xef	2.67f	2.34	2.92	2.87	2.81	2.84	3.08xj
Standard deviation		1.08	1.16	1.10	1.06	1.05	1.03	0.90	1.15	1.06	1.02	1.08	1.05

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 42

Q5. How far do you agree or disagree with each of the following statements?**- The internet improves my life by giving me opportunities, such as meeting new people and learning about new things****Base: All respondents**

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		1549 72%hkl	745 71%	803 73%	193 80%xfgh	281 75%gh	260 75%gh	267 70%	217 68%	331 67%	466 79%xjkl	443 73%kl	293 67%	347 66%	910 76%xn	640 67%	1298 72%	133 73%	73 70%	46 73%	346 69%	390 72%	347 72%	214 75%
Agree strongly	(5)	450 21%h	224 21%	226 20%	65 27%xgh	98 26%xgh	81 24%gh	87 23%gh	53 17%	66 13%	137 23%	132 22%	82 19%	98 19%	269 23%n	180 19%	378 21%	37 20%	21 20%	14 23%	94 19%	115 21%	104 22%	65 23%
Agree	(4)	1100 51%	521 49%	578 52%	128 53%	183 49%	179 52%	180 47%	164 51%	266 53%	329 56%xkl	311 51%	211 48%	248 47%	640 54%n	460 48%	920 51%	96 53%	52 50%	32 51%	253 50%	275 51%	243 51%	149 52%
Neither agree nor disagree	(3)	412 19%ci	213 20%	199 18%	29 12%	55 15%	52 15%	86 23%cde	75 24%xcde	115 23%xcde	80 14%	116 19%i	92 21%i	124 24%xi	196 16%	215 22%xm	344 19%	34 18%	21 20%	13 21%	102 20%	104 19%	94 19%	44 15%
Disagree	(2)	126 6%c	63 6%	63 6%	5 2%	20 5%	25 7%c	18 5%	20 6%c	37 7%c	27 5%	30 5%	33 8%i	37 7%	56 5%	70 7%m	108 6%	10 5%	6 6%	3 4%	34 7%	28 5%	28 6%	18 6%
Disagree strongly	(1)	35 2%	19 2%	16 1%	1 *	5 1%	6 2%	4 1%	5 2%	14 3%c	11 2%	8 1%	10 2%	6 1%	19 2%	16 2%	29 2%	3 2%	3 3%	- -	9 2%	7 1%	9 2%	4 2%
NET: Disagree		161 7%c	83 8%	79 7%	6 3%	25 7%c	31 9%c	23 6%	26 8%c	50 10%cf	37 6%	38 6%	44 10%ij	42 8%	76 6%	86 9%m	137 8%	13 7%	9 9%	3 4%	43 8%	35 6%	37 8%	23 8%
Don't know		34 2%h	12 1%	22 2%	12 5%xfgh	13 3%xegh	2 1%	6 1%	1 *	2 *	5 1%	9 2%	9 2%	11 2%	14 1%	20 2%	29 2%	3 2%	1 1%	1 2%	13 2%u	10 2%	3 1%	4 1%
Mean		3.85hkn	3.83	3.86	4.10xfgh	3.97xgh	3.89gh	3.87h	3.75	3.67	3.95xkl	3.88kl	3.75	3.77	3.92xn	3.76	3.85	3.86	3.79	3.93	3.79	3.88	3.85	3.90
Standard deviation		0.88	0.90	0.86	0.73	0.88	0.91	0.86	0.87	0.89	0.85	0.85	0.93	0.88	0.85	0.90	0.88	0.86	0.93	0.78	0.89	0.85	0.90	0.88

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 43

Q5. How far do you agree or disagree with each of the following statements?**- The internet improves my life by giving me opportunities, such as meeting new people and learning about new things****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1549 72%cdi	295 84%xc	633 80%xc	917 67%	574 67%	784 77%xdf	191 69%	480 76%xi	758 74%i	311 62%	1025 71%	110 74%
Agree strongly	(5)	450 21%cdi	122 35%xc	232 29%xc	218 16%	148 17%	238 23%d	64 23%d	167 26%xhi	214 21%i	69 14%	282 19%	36 24%
Agree	(4)	1100 51%	173 49%	401 51%	698 51%	426 49%	546 54%f	127 46%	314 50%	544 53%	242 48%	744 51%	74 50%
Neither agree nor disagree	(3)	412 19%abe	38 11%	106 14%	305 22%xab	198 23%xe	158 16%	55 20%	109 17%	190 19%	113 23%g	284 20%	28 19%
Disagree	(2)	126 6%ab	5 1%	24 3%	102 7%ab	62 7%e	46 5%	18 6%	28 4%	56 5%	42 8%xgh	93 6%	4 3%
Disagree strongly	(1)	35 2%	4 1%	7 1%	28 2%b	19 2%	14 1%	3 1%	11 2%	15 1%	10 2%	25 2%	1 1%
NET: Disagree		161 7%ab	9 3%	31 4%	131 10%xab	80 9%e	60 6%	21 8%	39 6%	70 7%	52 10%xgh	118 8%	5 3%
Don't know		34 2%g	9 2%	16 2%	18 1%	9 1%	14 1%	11 4%xde	3 *	8 1%	24 5%xgh	25 2%	5 3%
Mean		3.85cdi	4.18xhc	4.07xc	3.72	3.73	3.95xd	3.86d	3.95xi	3.87i	3.67	3.82	3.98
Standard deviation		0.88	0.77	0.80	0.90	0.91	0.84	0.90	0.88	0.85	0.90	0.88	0.79

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 44

Q5. How far do you agree or disagree with each of the following statements?

- I like to visit a variety of news websites and apps, even if they don't always share my values and beliefs

Base: All respondents

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		1079	583	495	127	195	191	183	160	223	334	311	227	207	645	435	895	113	36	37	226	288	226	154	
		50%bhinqs	55%xb	45%	53%h	52%h	55%fh	48%	50%	45%	57%xl	51%l	52%l	40%	54%xn	45%	49%q	62%xoqstu	34%	58%qs	45%q	53%qsu	47%q	54%qs	
Agree strongly		(5)	212	128	84	28	49	41	31	33	67	66	45	34	133	79	176	22	7	7	36	60	48	33	
		10%bhl	12%xb	8%	12%h	13%fh	12%h	8%	10%h	6%	11%l	11%l	10%l	6%	11%n	8%	10%	12% _s	7%	11%	7%	11% _s	10%	11% _s	
Agree		(4)	867	455	411	99	145	151	152	127	267	245	182	174	512	356	719	91	28	30	190	229	178	122	
		40%lq	43%b	37%	41%	39%	44%	40%	40%	39%	45%xl	40%l	42%l	33%	43%n	37%	40%q	50%xoqsu	27%	47%q	38%q	42%q	37%	43%q	
Neither agree nor disagree		(3)	534	235	299	51	77	93	102	84	127	145	110	156	268	266	456	37	29	12	146	123	113	74	
		25%	22%	27%a	21%	21%	27%	27%	26%	25%	21%	24%	25%	30% _{xij}	22%	28% _m	25%	20%	27%	20%	29% _{xptu}	23%	24%	26%	
Disagree		(2)	393	163	230	43	65	43	73	58	99	121	60	113	220	173	325	22	33	13	96	86	103	40	
		18%ekp	15%	21%a	18%	17%	12%	19%e	18%e	22% _{xe}	17%	20% _k	14%	22% _{ik}	18%	18%	18% _p	12%	31% _{xopstuv}	20%	19% _p	16%	21% _{ptv}	14%	
Disagree strongly		(1)	116	55	61	8	22	18	16	34	29	27	28	32	56	59	99	10	6	-	27	28	30	15	
		5% _r	5%	6%	3%	6%	5%	5%	5%	7%	5%	5%	6%	6%	5%	6%	5% _r	6% _r	6% _r	-	5% _r	5%	6% _r	5%	
NET: Disagree			509	217	291	51	87	61	91	74	146	128	148	88	144	276	232	424	32	39	13	123	113	133	55
		24% _e	21%	26%a	21%	23%	18%	24% _e	23%	29% _{xce}	22%	24%	20%	28% _{ik}	23%	24%	23%	18%	38% _{xoprstuv}	20%	24%	21%	28% _{ptv}	19%	
Don't know			35	17	17	11	15	-	6	1	3	4	13	16	6	28	33	-	1	1	9	15	8	1	
		2% _{egim}	2%	2%	4% _{xefgh}	4% _{xegh}	-	2% _e	*	1%	*	1%	3% _{ij}	3% _{xij}	1%	3% _{xm}	2% _p	-	1%	2%	2%	3% _{pv}	2%	*	
Mean			3.31bhq	3.42xb	3.21	3.42h	3.38h	3.45xfh	3.28	3.32h	3.15	3.42xl	3.33l	3.37l	3.13	3.37n	3.24	3.31q	3.51xoqsu	2.97	3.50qs	3.23q	3.39qsu	3.23q	3.42qsu
Standard deviation			1.06	1.06	1.04	1.04	1.11	1.02	1.02	1.05	1.05	1.05	1.06	1.03	1.05	1.05	1.06	1.04	1.06	0.95	1.02	1.05	1.10	1.03	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 45

Q5. How far do you agree or disagree with each of the following statements?**- I like to visit a variety of news websites and apps, even if they don't always share my values and beliefs****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1079 50%ci	225 64%xc	475 60%xc	605 44%	427 50%	523 51%	130 47%	407 64%xhi	507 49%ci	166 33%	723 50%	78 53%
Agree strongly	(5)	212 10%ci	63 18%xc	125 16%xc	87 6%	76 9%	114 11%	22 8%	93 15%xhi	89 9%	30 6%	132 9%	21 14%
Agree	(4)	867 40%ci	161 46%xc	350 45%xc	517 38%	351 41%	409 40%	107 39%	313 50%xhi	418 41%ci	136 27%	591 41%	57 38%
Neither agree nor disagree	(3)	534 25%abg	65 19%	161 21%	373 27%ab	215 25%	240 24%	79 28%	127 20%	256 25%g	151 30%xgh	367 25%	36 25%
Disagree	(2)	393 18%abg	46 13%	115 15%	278 20%ab	158 18%	188 18%	47 17%	69 11%	203 20%g	121 24%xg	264 18%	19 13%
Disagree strongly	(1)	116 5%ab	10 3%	26 3%	89 7%ab	47 5%	53 5%	15 5%	26 4%	51 5%	38 8%gh	79 5%	7 5%
NET: Disagree		509 24%abg	56 16%	141 18%	367 27%xab	205 24%	241 24%	62 22%	95 15%	255 25%g	159 32%xgh	343 24%	26 17%
Don't know		35 2%g	5 2%	9 1%	26 2%	15 2%	14 1%	6 2%	2 *	8 1%	24 5%xgh	20 1%	8 5%xi
Mean		3.31ci	3.65xc	3.56xc	3.17	3.30	3.34	3.28	3.60xhi	3.28i	3.00	3.30	3.47
Standard deviation		1.06	1.02	1.03	1.04	1.05	1.07	1.02	1.00	1.04	1.05	1.05	1.06

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 46

Q5. 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**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		992 46%hq	514 49%b	478 43%	130 54%xfgh	196 53%xfgh	181 52%xfgh	157 41%	139 44%	188 38%	274 47%	291 48%	202 46%	225 43%	565 47%	427 44%	839 46%q	84 46%q	35 33%	34 54%q	216 43%	253 47%q	225 47%q	145 51%qs		
Agree strongly	(5)	189 9%fhq	110 10%b	79 7%	33 14%xfgh	47 13%xfgh	40 12%fh	21 5%	24 8%	24 5%	55 9%	61 10%	36 8%	37 7%	116 10%	73 8%	164 9%q	12 7%	3 3%	10 16%xpqs	41 8%	46 9%	50 11%q	27 9%q		
Agree	(4)	803 37%	404 38%	398 36%	97 40%	149 40%h	141 41%h	136 36%	115 36%	165 33%	219 37%	230 38%	166 38%	188 36%	448 38%	354 37%	675 37%	72 40%	32 30%	24 38%	176 35%	206 38%	175 36%	118 41%		
Neither agree nor disagree	(3)	541 25%d	249 24%	292 26%	52 22%	71 19%	89 26%d	110 29%d	81 25%	138 28%d	138 23%	144 24%	112 26%	147 28%	282 24%	259 27%	450 25%	44 24%	33 32%	14 22%	130 26%	127 24%	120 25%	73 26%		
Disagree	(2)	424 20%e	184 17%	240 22%a	41 17%	69 19%	49 14%	85 22%e	68 21%e	111 22%e	129 22%k	125 21%	74 17%	95 18%	254 21%n	169 18%	354 20%	37 20%	23 22%	10 15%	109 22%	106 20%	91 19%	48 17%		
Disagree strongly	(1)	137 6%c	75 7%	60 5%	4 2%	22 6%c	21 6%c	21 5%c	22 7%c	47 10%xcf	38 7%	32 5%	31 7%	35 7%	71 6%	66 7%	112 6%	13 7%	8 8%	3 5%	29 6%	33 6%	38 8%	12 4%		
NET: Disagree		560 26%ce	258 25%	300 27%	45 19%	91 24%	70 20%	105 28%ce	90 28%ce	158 32%xcde	168 29%	157 26%	105 24%	130 25%	325 27%	235 24%	466 26%	50 28%	31 30%	13 20%	138 27%	140 26%	129 27%	60 21%		
Don't know		64 3%u	31 3%	33 3%	12 5%e	15 4%e	5 1%	10 3%	9 3%	14 3%	9 2%	15 3%	19 4%i	21 4%i	24 2%	40 4%m	53 3%u	3 2%	5 5%u	3 4%	19 4%u	20 4%u	6 1%	7 3%		
Mean		3.23hq	3.28b	3.18	3.51xfgh	3.36fgh	3.38xfgh	3.14	3.17h	3.01	3.21	3.27	3.24	3.19	3.24	3.22	3.24q	3.18	2.98	3.46qs	3.19	3.24q	3.23	3.36qs		
Standard deviation		1.07	1.10	1.04	1.00	1.12	1.07	1.01	1.08	1.08	1.10	1.08	1.07	1.05	1.09	1.06	1.08	1.07	1.01	1.11	1.06	1.08	1.12	1.02		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 47

Q5. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		992 46%ci	188 54%xc	413 52%xc	579 42%	411 48%	459 45%	121 44%	340 54%xhi	463 45%i	188 38%	655 45%	73 49%
Agree strongly	(5)	189 9%ci	53 15%xc	96 12%xc	93 7%	81 9%	89 9%	18 7%	84 13%xhi	78 8%	27 5%	107 7%	24 16%xj
Agree	(4)	803 37%i	135 39%	317 40%c	486 35%	330 38%	370 36%	103 37%	257 41%i	385 37%	162 32%	548 38%	48 33%
Neither agree nor disagree	(3)	541 25%	76 22%	172 22%	369 27%ab	198 23%	254 25%	89 32%xde	146 23%	253 25%	142 28%g	378 26%	35 24%
Disagree	(2)	424 20%f	62 18%	146 19%	278 20%	173 20%f	212 21%f	39 14%	113 18%	219 21%	92 18%	285 20%	22 15%
Disagree strongly	(1)	137 6%b	16 4%	34 4%	103 7%b	60 7%	61 6%	16 6%	27 4%	71 7%g	39 8%g	95 7%	9 6%
NET: Disagree		560 26%f	78 22%	180 23%	380 28%ab	233 27%f	272 27%f	55 20%	140 22%	290 28%g	131 26%	380 26%	31 21%
Don't know		64 3%g	9 2%	22 3%	42 3%	20 2%	32 3%	13 5%d	5 1%	20 2%	39 8%xgh	40 3%	9 6%
Mean		3.23ci	3.43xc	3.39xc	3.14	3.24	3.22	3.26	3.41xhi	3.18	3.10	3.20	3.40
Standard deviation		1.07	1.10	1.07	1.07	1.10	1.07	1.00	1.06	1.08	1.05	1.06	1.15

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 48

Q5. How far do you agree or disagree with each of the following statements?**- I am optimistic about how technology will impact society in the future****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree	1088 50%bln	588 56%xb	498 45%	130 54%fh	211 57%xfgh	186 54%fh	175 46%	156 49%	229 46%	335 57%xjkl	306 50%	213 49%	234 45%	640 54%n	447 47%	931 51%q	87 48%	43 41%	27 44%	257 51%	279 52%	246 51%	148 52%
Agree strongly (5)	255 12%bh	153 15%xb	101 9%	39 16%xfgh	66 18%xfgh	52 15%fgh	37 10%	26 8%	34 7%	85 14%j	61 10%	51 12%	58 11%	146 12%	109 11%	213 12%	23 12%	7 7%	12 19%qu	65 13%	61 11%	48 10%	40 14%
Agree (4)	833 39%lr	435 41%b	397 36%	91 38%	145 39%	135 39%	138 36%	129 40%	196 39%	250 43%l	245 40%l	162 37%	176 34%	495 41%n	338 35%	718 40%r	64 35%	36 34%	15 24%	193 38%r	219 41%r	198 41%r	109 38%r
Neither agree nor disagree (3)	622 29%ad	266 25%	356 32%xa	55 23%	83 22%	104 30%d	124 33%cd	89 28%	167 33%xcd	151 26%	171 28%	121 28%	179 34%xijk	322 27%	300 31%m	503 28%	60 33%v	37 36%v	21 34%	140 28%	151 28%	141 29%	71 25%
Disagree (2)	310 14%	142 13%	168 15%	35 15%	46 12%	40 12%	59 16%	51 16%	78 16%	80 14%	90 15%	70 16%	71 14%	170 14%	141 15%	263 15%	25 14%	13 13%	9 15%	66 13%	76 14%	71 15%	49 17%
Disagree strongly (1)	57 3%	30 3%	27 2%	6 3%	8 2%	9 3%	8 2%	13 4%	12 2%	14 2%	16 3%	13 3%	14 3%	30 3%	27 3%	47 3%	5 3%	3 3%	1 1%	15 3%	14 3%	10 2%	8 3%
NET: Disagree	367 17%	172 16%	195 18%	41 17%	54 14%	50 14%	68 18%	64 20%e	90 18%	93 16%	106 17%	82 19%	85 16%	200 17%	167 17%	310 17%	30 17%	16 16%	10 16%	81 16%	91 17%	81 17%	58 20%
Don't know	80 4%ei	26 3%	54 5%a	12 5%e	25 7%xeh	5 2%	15 4%e	11 3%	12 2%	9 1%	25 4%i	21 5%i	26 5%i	34 3%	47 5%m	64 4%	5 3%	8 7%ouv	4 6%	25 5%u	18 3%	13 3%	8 3%
Mean	3.44bh	3.53xb	3.36	3.54gh	3.62xfgh	3.53fgh	3.37	3.34	3.33	3.54xjkl	3.42	3.41	3.39	3.48	3.40	3.45	3.42	3.32	3.49	3.47	3.45	3.43	3.44
Standard deviation	0.98	1.00	0.95	1.04	1.01	0.98	0.95	0.99	0.91	0.98	0.97	1.00	0.96	0.97	0.98	0.98	0.98	0.92	1.03	0.99	0.97	0.94	1.04

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 49

Q5. How far do you agree or disagree with each of the following statements?**- I am optimistic about how technology will impact society in the future****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1088 50%cdi	259 74%xbc	507 65%xc	580 42%	378 44%	561 55%xd	148 53%d	360 57%xhi	506 49%	222 44%	727 50%	84 57%
Agree strongly	(5)	255 12%ci	110 31%xbc	161 21%xc	93 7%	81 9%	144 14%d	29 11%	110 17%xhi	107 10%	37 7%	146 10%	33 23%xj
Agree	(4)	833 39%d	149 43%c	346 44%xc	487 36%	297 34%	417 41%d	119 43%d	249 39%	399 39%	184 37%	581 40%	51 35%
Neither agree nor disagree	(3)	622 29%ab	55 16%	172 22%a	450 33%xab	256 30%	275 27%	91 33%	163 26%	301 29%	158 32%g	408 28%	38 26%
Disagree	(2)	310 14%abf	24 7%	76 10%	234 17%xab	162 19%xef	131 13%f	17 6%	83 13%	157 15%	71 14%	218 15%	17 11%
Disagree strongly	(1)	57 3%e	4 1%	13 2%	44 3%ab	38 4%xef	15 1%	3 1%	15 2%	32 3%	10 2%	43 3%	4 3%
NET: Disagree		367 17%abf	28 8%	88 11%	278 20%xab	201 23%xef	146 14%f	21 7%	97 15%	189 18%	81 16%	261 18%	21 14%
Don't know		80 4%g	8 2%	19 2%	62 4%b	27 3%	35 3%	18 6%xde	11 2%	30 3%	40 8%xgh	57 4%	4 3%
Mean		3.44cd	3.99xbc	3.74xc	3.27	3.26	3.55xd	3.59xd	3.58xhi	3.39	3.37	3.41	3.65xj
Standard deviation		0.98	0.93	0.95	0.95	1.03	0.95	0.82	1.01	0.98	0.91	0.97	1.05

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 50

Q5. How far do you agree or disagree with each of the following statements?**- I am optimistic about how technology will impact my life in the future****Base: All respondents**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		1139	608	530	139	231	193	181	164	231	354	328	216	241	682	457	968	92	45	34	278	288	253	148	
		53%bhl	58%xb	48%	58%fh	62%xfgh	56%fh	48%	51%	46%	60%xjkl	54%l	49%	46%	57%xn	48%	54%q	51%	43%	55%	55%q	53%	53%	52%	
Agree strongly	(5)	271	159	112	47	63	54	38	29	39	82	76	55	57	158	113	236	19	9	8	63	73	60	40	
		13%bh	15%b	10%	20%xfgh	17%xfgh	16%fgh	10%	9%	8%	14%	13%	13%	11%	13%	12%	13%	10%	8%	12%	12%	14%	13%	14%	
Agree	(4)	869	449	418	91	168	139	143	135	192	272	252	160	184	524	344	732	73	36	27	216	215	193	109	
		40%ln	43%b	38%	38%	45%f	40%	38%	42%	38%	46%xkl	41%l	37%	35%	44%n	36%	40%	40%	35%	43%	43%	40%	40%	38%	
Neither agree nor disagree	(3)	658	284	374	57	81	106	139	99	177	149	190	133	186	339	319	544	60	37	16	139	166	160	79	
		31%acdi	27%	34%a	24%	22%	31%d	36%xcd	31%d	36%xcd	25%	31%i	30%	36%xi	28%	33%m	30%	33%	36%	26%	28%	31%	33%st	28%	
Disagree	(2)	242	110	132	28	32	31	43	37	70	65	57	60	59	122	120	201	20	12	8	48	63	48	42	
		11%	10%	12%	12%	9%	9%	11%	12%	14%de	11%	9%	14%j	11%	10%	12%	11%	11%	12%	13%	9%	12%	10%	15%st	
Disagree strongly	(1)	54	29	25	5	10	7	8	10	13	12	14	14	14	26	28	46	5	2	1	16	8	12	9	
		3%	3%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%	3%	2%	1%	3%	1%	3%	3%	
NET: Disagree		296	139	157	33	43	38	51	47	83	77	71	75	73	148	147	247	25	15	9	64	71	61	51	
		14%	13%	14%	14%	11%	11%	13%	15%	17%de	13%	12%	17%j	14%	12%	15%	14%	14%	14%	14%	13%	13%	13%	18%	
Don't know		64	22	42	11	18	8	11	10	6	8	18	14	23	27	37	50	4	7	3	23	14	7	6	
		3%hi	2%	4%a	5%h	5%h	2%	3%	3%	1%	1%	3%	3%i	4%i	2%	4%m	3%	2%	7%xo	3%tu	5%u	4%ou	3%	2%	
Mean		3.51bhn	3.58xb	3.43	3.65xfgh	3.68xfgh	3.60fgh	3.43	3.44	3.35	3.60xkl	3.54l	3.43	3.42	3.57n	3.43	3.52	3.45	3.38	3.54	3.54	3.54	3.51	3.46	
Standard deviation		0.95	0.97	0.92	1.01	0.97	0.93	0.90	0.94	0.91	0.94	0.92	1.00	0.94	0.93	0.96	0.95	0.93	0.90	0.93	0.95	0.93	0.93	1.02	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 51

Q5. How far do you agree or disagree with each of the following statements?**- I am optimistic about how technology will impact my life in the future****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1139 53%cdi	263 75%xbc	525 67%xc	614 45%	392 45%	591 58%xd	157 56%d	380 60%xhi	526 51%	233 47%	750 52%	83 56%
Agree strongly	(5)	271 13%ci	105 30%xbc	170 22%xc	100 7%	92 11%	151 15%df	27 10%	119 19%xhi	111 11%	41 8%	163 11%	30 21%xi
Agree	(4)	869 40%d	159 45%c	355 45%xc	514 38%	299 35%	440 43%d	129 47%xd	261 41%	415 40%	192 38%	587 40%	53 36%
Neither agree nor disagree	(3)	658 31%abg	66 19%	189 24%	469 34%xab	275 32%	296 29%	87 31%	164 26%	322 31%g	172 34%g	443 30%	41 28%
Disagree	(2)	242 11%abef	13 4%	50 6%	191 14%xab	136 16%xef	90 9%	16 6%	64 10%	127 12%	51 10%	179 12%	11 8%
Disagree strongly	(1)	54 3%abe	1 *	8 1%	46 3%ab	39 5%xef	13 1%	2 1%	17 3%	29 3%	8 2%	37 3%	6 4%
NET: Disagree		296 14%abef	14 4%	58 7%a	238 17%xab	175 20%xef	102 10%	18 6%	81 13%	155 15%	59 12%	216 15%	17 11%
Don't know		64 3%g	8 2%	14 2%	50 4%b	20 2%	27 3%	16 6%xde	7 1%	22 2%	35 7%xgh	44 3%	7 4%
Mean		3.51cd	4.03xbc	3.82xc	3.33	3.32	3.63xd	3.63d	3.64xhi	3.45	3.45	3.47	3.65
Standard deviation		0.95	0.82	0.89	0.93	1.02	0.89	0.79	0.99	0.94	0.87	0.94	1.03

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 52

Q5. 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

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree	847 39%ghln	387 37%	459 42%a	152 64%xcdefgh	187 50%xfgh	177 51%xfgh	140 37%gh	87 27%h	104 21%	246 42%l	262 43%l	161 37%	178 34%	508 42%n	339 35%	707 39%	73 40%	39 37%	29 46%	197 39%	204 38%	190 40%	116 41%		
Agree strongly	(5) 156 7%gh	83 8%	73 7%	31 13%xfgh	44 12%xfgh	40 11%xfgh	22 6%h	10 3%	9 2%	41 7%	45 7%	35 8%	35 7%	87 7%	69 7%	134 7%	13 7%	7 7%	2 3%	34 7%	37 7%	42 9%	21 8%		
Agree	(4) 691 32%ghln	304 29%	386 35%a	122 51%xcdefgh	142 38%xgh	137 40%xfgh	119 31%gh	76 24%	95 19%	205 35%l	217 36%kl	127 29%	143 27%	421 35%n	270 28%	573 32%	60 33%	32 30%	27 43%tu	163 32%	166 31%	148 31%	95 33%		
Neither agree nor disagree	(3) 529 25%	277 26%	252 23%	50 21%	82 22%	76 22%	98 26%	99 31%xcde	125 25%	137 23%	138 23%	107 25%	148 28%j	274 23%	255 27%	448 25%	44 24%	25 24%	12 20%	128 25%	136 25%	116 24%	69 24%		
Disagree	(2) 362 17%cd	180 17%	182 16%	18 8%	36 10%	51 15%c	75 20%cd	65 20%cd	118 24%xcde	93 16%	86 14%	85 19%j	99 19%j	179 15%	183 19%lm	309 17%	26 15%	22 21%r	5 9%	90 18%r	91 17%	81 17%	47 16%		
Disagree strongly	(1) 161 7%bce	100 10%b	61 6%	5 2%	23 6%c	14 4%	23 6%c	28 9%ce	69 14%xcdefg	46 8%	44 7%	33 8%	38 7%	90 8%	71 7%	135 7%	11 6%	9 9%	6 9%	31 6%	34 6%	40 8%	30 11%st		
NET: Disagree	523 24%cde	280 27%b	243 22%	23 10%	60 16%c	65 19%c	97 26%cde	92 29%cde	187 37%xcdefg	139 24%	130 21%	118 27%j	137 26%	269 22%	255 27%lm	443 25%	38 21%	31 30%	11 17%	121 24%	125 23%	121 25%	77 27%		
Don't know	257 12%ce	109 10%	149 13%a	14 6%	45 12%c	28 8%	46 12%c	41 13%ce	83 17%xce	67 11%	78 13%	51 12%	61 12%	145 12%	112 12%	209 12%	28 15%v	10 9%	11 17%v	57 11%	75 14%v	54 11%	23 8%		
Mean	3.17gh	3.09	3.24a	3.69xcdefgh	3.45xfgh	3.43xfgh	3.13gh	2.92h	2.66	3.20	3.25l	3.12	3.08	3.22n	3.10	3.16	3.23	3.05	3.28	3.18	3.18	3.17	3.12		
Standard deviation	1.09	1.13	1.05	0.88	1.08	1.04	1.05	1.02	1.07	1.10	1.09	1.11	1.07	1.09	1.09	1.09	1.07	1.12	1.07	1.06	1.07	1.13	1.15		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

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Absolutes/col percents

Table 53

Q5. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		847 39%ci	178 51%xc	390 50%xc	457 33%	346 40%f	409 40%f	92 33%	330 52%xhi	390 38%i	127 25%	565 39%	60 41%
Agree strongly	(5)	156 7%i	48 14%xc	79 10%xc	77 6%	66 8%	76 7%	14 5%	81 13%xhi	56 6%	19 4%	106 7%	11 8%
Agree	(4)	691 32%ci	130 37%xc	311 40%xc	380 28%	280 32%	333 33%	78 28%	249 39%xhi	334 33%i	108 22%	460 32%	48 33%
Neither agree nor disagree	(3)	529 25%	78 22%	179 23%	350 26%	212 25%	234 23%	83 30%e	139 22%	256 25%	134 27%	350 24%	44 30%
Disagree	(2)	362 17%	50 14%	113 14%	249 18%b	138 16%	169 17%	55 20%	87 14%	189 18%g	86 17%	256 18%	16 11%
Disagree strongly	(1)	161 7%b	17 5%	38 5%	123 9%ab	61 7%	80 8%	20 7%	33 5%	71 7%	57 11%xgh	109 7%	13 9%
NET: Disagree		523 24%abg	67 19%	151 19%	373 27%ab	199 23%	249 24%	75 27%	120 19%	261 25%g	143 29%xcg	364 25%	29 20%
Don't know		257 12%abg	28 8%	66 8%	191 14%ab	105 12%	125 12%	27 10%	42 7%	119 12%g	96 19%xgh	172 12%	15 10%
Mean		3.17ci	3.44xc	3.39xc	3.03	3.20f	3.18	3.04	3.44xhi	3.13i	2.87	3.15	3.22
Standard deviation		1.09	1.08	1.04	1.10	1.09	1.11	1.04	1.07	1.06	1.10	1.10	1.09

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 54

Q6. How concerned, if at all, would you say you are about each of the following?**- Summary****Base: All respondents**

Q6. Summary										
	Online scams (a)	Companies selling on data about me (b)	Targeted advertising online (c)	How addictive technology can be (d)	Fake news or disinformation online (e)	Decisions being made about individuals by artificial intelligence (f)	The security of public Wi-Fi (g)	Cyber bullying (h)	Children accessing or seeing inappropriate content online (i)	The use of facial recognition technology (j)
Unweighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Concerned	1785 83%bcdefghj	1668 77%cddefghj	840 39%	1304 60%cj	1574 73%cdfgj	1253 58%cj	1466 68%cdfj	1592 74%cdfgj	1813 84%bcdefghj	854 40%
Very concerned	(5) 1214 56%bcdefghj	968 45%cddefgj	300 14%	570 26%cj	881 41%cdfgj	600 28%cj	732 34%cdfj	1022 47%cddefgj	1272 59%bcdefghj	363 17%c
	(4) 570 26%j	700 32%achij	540 25%	735 34%acfhij	693 32%achij	653 30%achij	734 34%acfhij	570 26%j	542 25%	490 23%
	(3) 274 13%	381 18%ahi	823 38%abdefghij	536 25%abehe	412 19%ahi	665 31%abdeghi	486 23%abehe	322 15%ai	246 11%	749 35%abdefghi
	(2) 68 3%	77 4%	330 15%abdefghi	183 8%abeghi	121 6%abi	179 8%abehe	147 7%abi	130 6%abi	57 3%	360 17%abdefghi
Not at all concerned	(1) 30 1%	31 1%	165 8%abefghi	134 6%abefgi	50 2%ab	59 3%ab	59 3%ab	113 5%abefgi	41 2%	194 9%abdefghi
NET: Not concerned	98 5%	108 5%	495 23%abdefghi	317 15%abefghi	171 8%abi	239 11%abe	205 10%abi	243 11%abe	98 5%	555 26%abcdefghi
Mean	4.33bcdefghj	4.16cddefghj	3.22	3.66cj	4.04cdfgj	3.72cj	3.90cdfj	4.05cdfgj	4.37bcdefghj	3.22
Standard deviation	0.91	0.93	1.10	1.14	1.02	1.04	1.04	1.16	0.92	1.18

Proportions/Means: All Columns Tested (5% risk level)

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 55

Q6. How concerned, if at all, would you say you are about each of the following?**- Online scams****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Concerned		1785 83%acd	828 79%	956 87%xa	176 73%	290 78%	274 79%	303 79%	293 92%xcdef	448 90%xcdef	476 81%	509 84%	364 83%	435 83%	985 82%	800 83%	1495 83%	153 84%	82 79%	54 86%	433 86%v	440 82%	396 82%	226 80%	
Very concerned	(5)	1214 56%ace	537 51%	676 61%xa	97 40%	188 50%c	162 47%	198 52%c	223 70%xcdef	347 70%xcdef	308 52%	336 55%	253 58%	317 61%i	644 54%	570 59%lm	1012 56%	104 57%	55 53%	43 68%xoqtv	291 58%	295 55%	273 57%	152 53%	
	(4)	570 26%h	290 28%	280 25%	79 33%xgh	101 27%h	112 33%xgh	106 28%h	71 22%	101 20%	168 29%l	173 28%l	111 25%	118 23%	341 29%ln	229 24%	483 27%	49 27%	27 26%	11 18%	141 28%	145 27%	122 25%	75 26%	
	(3)	274 13%gh	157 15%b	116 11%	44 18%xgh	64 17%xgh	51 15%gh	58 15%gh	19 6%	38 8%	85 15%j	63 10%	58 13%	68 13%	148 12%	126 13%	231 13%	21 12%	14 14%	7 12%	53 10%	71 13%	64 13%	44 16%st	
	(2)	68 3%g	44 4%b	24 2%	15 6%xgh	15 4%gh	13 4%g	13 3%	4 1%	8 2%	20 3%	26 4%	9 2%	13 2%	46 4%	22 2%	59 3%	4 2%	5 4%	1 2%	15 3%	22 4%	13 3%	9 3%	
	(1)	30 1%b	24 2%b	7 1%	4 2%	5 1%	7 2%	7 2%	3 1%	4 1%	7 1%	10 2%	6 1%	7 1%	17 1%	13 1%	23 1%	4 2%	3 3%st	- -	3 1%	6 1%	8 2%	5 2%	
NET: Not concerned		98 5%bgh	67 6%xb	31 3%	19 8%xgh	20 5%gh	20 6%gh	20 5%gh	7 2%	12 2%	26 4%	36 6%	15 4%	20 4%	63 5%	36 4%	82 5%	7 4%	8 7%	1 2%	19 4%	29 5%	21 4%	14 5%	
Mean		4.33acde	4.21	4.44xa	4.04	4.22c	4.19	4.24c	4.59xcdef	4.56xcdef	4.28	4.31	4.36	4.38i	4.30	4.37m	4.33	4.36	4.21	4.53qtv	4.39	4.30	4.33	4.26	
Standard deviation		0.91	0.99	0.81	1.00	0.95	0.96	0.96	0.74	0.77	0.91	0.94	0.89	0.90	0.93	0.90	0.91	0.91	1.04	0.78	0.84	0.93	0.93	0.95	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 56

Q6. How concerned, if at all, would you say you are about each of the following?**- Online scams****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1785 83%f	282 81%	643 82%	1142 83%	848 98%xef	852 84%f	85 30%	504 80%	875 85%gi	405 81%	1185 82%	116 78%
Very concerned	(5)	1214 56%efg	186 53%	423 54%	791 58%	686 80%xef	501 49%f	27 10%	324 51%	613 60%g	277 55%	780 54%	81 55%
	(4)	570 26%df	97 28%	220 28%	351 26%	162 19%	351 34%xdf	58 21%	180 29%	262 26%	128 26%	406 28%	35 23%
	(3)	274 13%d	40 12%	105 13%	169 12%	13 2%	131 13%d	130 47%xde	93 15%h	113 11%	68 14%	196 14%	24 16%
	(2)	68 3%d	23 7%xc	31 4%	37 3%	1 *	28 3%d	39 14%xde	26 4%	26 3%	16 3%	50 3%	5 3%
	(1)	30 1%d	5 1%	8 1%	22 2%	- -	6 1%d	24 9%xde	8 1%	12 1%	11 2%	21 1%	3 2%
NET: Not concerned		98 5%d	28 8%xc	39 5%	60 4%	1 *	34 3%d	63 23%xde	34 5%	38 4%	27 5%	71 5%	8 6%
Mean		4.33fg	4.24	4.30	4.35	4.78xef	4.29f	3.09	4.25	4.40xgi	4.29	4.29	4.25
Standard deviation		0.91	0.99	0.91	0.91	0.46	0.84	1.04	0.94	0.87	0.96	0.93	1.00

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 57

Q6. How concerned, if at all, would you say you are about each of the following?**- Companies selling on data about me****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned	1668 77%ac	768 73%	900 82%xa	162 68%	278 74%	264 77%c	283 74%	261 82%cdf	419 84%xcdef	438 75%	470 77%	351 80%i	408 78%	909 76%	759 79%	1392 77%	143 78%	84 80%	50 79%	383 76%	423 78%	370 77%	216 76%		
Very concerned	(5)	968 45%aci	417 40%	552 50%xa	76 32%	158 42%c	146 42%c	161 42%c	166 52%xcdef	262 53%xcdef	234 40%	262 43%	232 53%xi	241 46%i	495 41%	473 49%xm	802 44%	83 45%	48 45%	36 58%xost	215 43%	237 44%	221 46%	128 45%	
	(4)	700 32%kr	351 33%	349 32%	86 36%	120 32%	118 34%	122 32%	95 30%	158 32%	205 35%k	208 34%k	120 27%	167 32%	413 35%n	287 30%	590 33%r	60 33%	37 35%	13 21%	168 33%r	186 35%r	149 31%	88 31%	
	(3)	381 18%bh	216 21%b	163 15%	60 25%xegh	75 20%gh	61 18%h	78 20%gh	44 14%	63 13%	113 19%	109 18%	71 16%	88 17%	222 19%	159 17%	326 18%	28 15%	14 14%	12 20%	92 18%	96 18%	83 17%	55 19%	
	(2)	77 4%	47 4%b	30 3%	14 6%h	14 4%	14 4%	13 3%	10 3%	13 3%	30 5%jk	17 3%	12 3%	19 4%	47 4%	31 3%	63 3%	9 3%	4 4%	1 1%	19 4%	11 2%	22 5%t	12 4%	
Not at all concerned	(1)	31 1%	22 2%b	9 1%	4 2%	7 2%	6 2%	8 2%	4 1%	3 1%	7 1%	12 2%	4 1%	8 2%	19 2%	12 1%	27 1%	2 1%	2 2%	- -	10 2%	9 2%	6 1%	2 1%	
NET: Not concerned		108 5%	69 7%b	39 4%	17 7%h	21 6%	20 6%	20 5%	14 4%	16 3%	37 6%	29 5%	15 4%	27 5%	65 5%	43 4%	90 5%	11 6%	6 6%	1 1%	29 6%	20 4%	27 6%	14 5%	
Mean	4.16aci	4.04	4.27xa	3.91	4.09c	4.12c	4.09c	4.28xcdef	4.33xcdef	4.07	4.14	4.29xijl	4.17	4.10	4.22m	4.15	4.17	4.18	4.36s	4.11	4.17	4.16	4.15		
Standard deviation	0.93	0.98	0.87	0.96	0.97	0.95	0.97	0.90	0.84	0.94	0.94	0.89	0.94	0.94	0.92	0.94	0.94	0.96	0.84	0.96	0.91	0.95	0.93		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 58

Q6. How concerned, if at all, would you say you are about each of the following?**- Companies selling on data about me****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1668 77%fi	254 72%	586 75%	1082 79%ab	846 98%xef	761 75%f	61 22%	497 79%i	811 79%i	360 72%	1117 77%	106 72%
Very concerned	(5)	968 45%efi	147 42%	332 42%	636 46%	611 71%xef	342 34%f	15 6%	277 44%	495 48%i	197 39%	625 43%	65 44%
	(4)	700 32%df	107 30%	254 32%	446 33%	235 27%f	419 41%xdf	45 16%	220 35%	316 31%	164 33%	492 34%	41 28%
	(3)	381 18%df	75 21%cd	154 20%	227 17%	15 2%	209 21%df	157 56%xde	114 18%	160 16%	107 21%h	255 18%	35 24%
	(2)	77 4%df	17 5%	37 5%cd	40 3%	1 *	38 4%df	39 14%xde	14 2%	41 4%	22 4%g	60 4%	3 2%
Not at all concerned		(1) 31 1%df	4 1%	9 1%	22 2%	- -	9 1%df	22 8%xde	7 1%	13 1%	11 2%	20 1%	4 2%
NET: Not concerned		108 5%df	21 6%	46 6%	62 5%	1 *	47 5%df	61 22%xde	21 3%	55 5%	32 6%g	80 6%	6 4%
Mean		4.16efi	4.07	4.10	4.19ab	4.69xef	4.03f	2.98	4.18i	4.21i	4.03	4.13	4.09
Standard deviation		0.93	0.97	0.95	0.93	0.51	0.88	0.92	0.88	0.94	0.99	0.94	0.98

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 59

Q6. How concerned, if at all, would you say you are about each of the following?**- Targeted advertising online****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned	840 39%	396 38%	443 40%	81 34%	150 40%	137 40%	131 34%	129 41%	210 42%cf	206 35%	231 38%	205 47%xijl	198 38%	437 37%	403 42%mn	704 39%	71 39%	37 35%	28 45%	186 37%	223 41%	172 36%	122 43%		
Very concerned	(5)	300 14%	140 13%	159 14%	30 13%	58 16%	47 14%	43 11%	51 16%	71 14%	65 11%	83 18%xi	78 14%	73 12%	148 16%mn	151 14%	253 13%	23 13%	13 16%	10 12%	60 13%	71 12%	62 22%xpustu		
	(4)	540 25%	256 24%	284 26%	51 21%	92 25%	90 26%	89 23%	79 25%	139 28%	141 24%	148 29%	127 24%	124 24%	288 26%	251 25%	451 26%	47 26%	23 22%	18 29%	126 25%	152 28%v	113 23%	60 21%	
	(3)	823 38%	387 37%	436 39%	90 38%	132 35%	131 38%	148 39%	116 36%	205 41%	223 38%	226 37%	153 35%	221 42%k	448 37%	374 39%	692 38%	68 37%	42 40%	21 33%	206 41%	193 36%	195 41%	98 34%	
	(2)	330 15%h	167 16%	161 15%	48 20%h	63 17%h	52 15%	66 17%h	45 14%	56 11%	108 18%l	96 16%	62 14%	64 12%	204 17%n	126 13%	273 15%	30 16%	18 17%	10 16%	68 13%	87 16%	68 14%	50 18%	
Not at all concerned	(1)	165 8%bk	102 10%xb	62 6%	20 9%	28 7%	25 7%	37 10%h	29 9%h	27 5%	52 9%k	55 9%k	17 4%	41 8%k	106 9%n	58 6%	139 8%	14 8%	8 8%	4 6%	44 9%	36 7%	45 9%v	14 5%	
NET: Not concerned	495 23%hkn	270 26%b	224 20%	68 28%h	90 24%h	77 22%h	103 27%h	74 23%h	83 17%	160 27%xkl	151 25%k	79 18%	105 20%	311 26%n	184 19%	412 23%	43 24%	26 25%	14 22%	112 22%	123 23%	114 24%	64 23%		
Mean	3.22fim	3.16	3.29a	3.10	3.24	3.24	3.09	3.24	3.34xcf	3.10	3.18	3.43xijl	3.24i	3.14	3.32xm	3.22	3.20	3.15	3.34	3.18	3.25	3.15	3.38xosu		
Standard deviation	1.10	1.14	1.06	1.12	1.13	1.09	1.11	1.15	1.03	1.10	1.13	1.06	1.09	1.12	1.08	1.10	1.10	1.10	1.11	1.09	1.08	1.11	1.15		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 60

Q6. How concerned, if at all, would you say you are about each of the following?**- Targeted advertising online****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		840	123	293	546	614	210	16	268	382	189	554	81
		39%ef	35%	37%	40%	71%xef	21%f	6%	42%h	37%	38%	38%	55%xj
Very concerned	(5)	300	42	107	193	250	47	3	104	139	57	183	44
		14%ef	12%	14%	14%	29%xef	5%f	1%	16%i	14%	11%	13%	30%xj
	(4)	540	81	186	353	364	162	13	164	243	132	371	36
		25%ef	23%	24%	26%	42%xef	16%f	5%	26%	24%	26%	26%	25%
	(3)	823	119	293	529	206	502	114	229	399	195	560	40
		38%dk	34%	37%	39%	24%	49%xdf	41%d	36%	39%	39%	39%k	27%
	(2)	330	77	143	187	36	217	77	98	167	65	227	17
		15%d	22%xc	18%c	14%	4%	21%xd	28%xde	15%	16%	13%	16%	11%
Not at all concerned	(1)	165	32	57	108	6	88	71	37	78	50	112	10
		8%d	9%	7%	8%	1%	9%d	25%xde	6%	8%	10%g	8%	7%
NET: Not concerned		495	109	200	295	42	305	148	135	245	115	339	27
		23%d	31%xc	25%c	22%	5%	30%xd	53%xde	21%	24%	23%	23%	18%
Mean		3.22aef	3.07	3.18	3.25a	3.95xef	2.87f	2.28	3.32hi	3.19	3.16	3.20	3.60xj
Standard deviation		1.10	1.14	1.10	1.10	0.87	0.94	0.93	1.10	1.10	1.11	1.09	1.22

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 61

Q6. How concerned, if at all, would you say you are about each of the following?**- How addictive technology can be****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned		1304 60%afi	556 53%	747 68%xa	158 66%f	249 67%xfgh	211 61%f	205 54%	186 58%	296 59%	330 56%	389 64%il	283 65%il	303 58%	718 60%	586 61%	1087 60%	112 61%	63 60%	43 69%	301 60%	311 58%	296 62%	178 63%		
Very concerned	(5)	570 26%ahi	211 20%	357 32%xa	76 32%fh	117 31%fh	95 28%	83 22%	89 28%	110 22%	123 21%	176 29%i	132 30%i	139 27%i	299 25%	271 28%	470 26%	53 29%	20 19%	27 44%u	xopqst	26%	24%	117 24%	92 32%oqtu	
	(4)	735 34%	345 33%	389 35%	82 34%	132 35%	115 33%	122 32%	97 30%	186 37%g	207 35%	212 35%	152 35%	163 31%	419 35%	315 33%	617 34%	59 32%	43 41%r	16 25%	169 34%	182 34%	179 37%r	87 30%		
	(3)	536 25%j	284 27%b	251 23%	54 23%	76 20%	91 26%	101 26%	82 26%	132 26%h	160 27%j	117 19%	110 25%j	149 28%j	277 23%	258 27%h	459 25%	44 24%	21 20%	12 19%	134 27%	147 27%	111 23%	67 23%		
	(2)	183 8%b	121 11%xb	63 6%	16 7%	29 8%	27 8%	41 11%	32 10%	38 8%	61 10%k	54 9%	27 6%	41 8%	115 10%h	69 7%	149 8%	17 9%	13 13%	5 8%	40 8%	45 8%	42 9%	22 8%		
Not at all concerned	(1)	134 6%b	92 9%xb	42 4%	11 5%	20 5%	17 5%	35 9%h	19 6%	32 6%	38 7%	48 8%k	17 4%	31 6%	86 7%h	48 5%	114 6%	9 5%	8 8%	3 4%	29 6%	36 7%	31 6%	18 6%		
NET: Not concerned		317 15%bk	212 20%xb	105 10%	27 11%	49 13%	44 13%	76 20%h	51 xcedh	70 16%	99 14%	102 17%k	44 10%	72 14%	201 17%h	117 12%	262 15%	26 14%	21 20%	8 12%	69 14%	81 15%	73 15%	39 14%		
Mean		3.66afi	3.44	3.87xa	3.82fh	3.79fh	3.71f	3.46	3.64f	3.61	3.54	3.68i	3.81xil	3.65	3.61	3.72m	3.65	3.71	3.51	3.96u	xoqst	3.66	3.60	3.64	3.75	
Standard deviation		1.14	1.18	1.05	1.09	1.13	1.10	1.21	1.16	1.11	1.12	1.20	1.06	1.13	1.17	1.10	1.14	1.13	1.17	1.16	1.12	1.14	1.13	1.17		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 62

Q6. How concerned, if at all, would you say you are about each of the following?**- How addictive technology can be****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1304	204	489	815	757	512	36	386	640	278	856	101
		60%ef	58%	62%	59%	88%xef	50%f	13%	61%	62%i	56%	59%	69%j
Very concerned	(5)	570	88	213	357	412	153	5	171	289	110	361	49
		26%efi	25%	27%	26%	48%xef	15%f	2%	27%	28%i	22%	25%	33%j
	(4)	735	116	276	459	345	358	31	215	351	168	495	52
		34%f	33%	35%	33%	40%xef	35%f	11%	34%	34%	34%	34%	35%
	(3)	536	92	195	341	81	328	126	155	239	141	361	34
		25%d	26%	25%	25%	9%	32%xd	45%xde	25%	23%	28%h	25%	23%
	(2)	183	35	66	118	15	108	60	62	83	39	141	6
		8%d	10%	8%	9%	2%	11%d	22%xde	10%	8%	8%	10%k	4%
Not at all concerned	(1)	134	20	37	97	10	69	56	28	64	42	95	7
		6%d	6%	5%	7%b	1%	7%d	20%xde	5%	6%	8%g	7%	5%
NET: Not concerned		317	55	103	215	24	177	116	90	146	80	236	13
		15%d	16%	13%	16%	3%	17%d	42%xde	14%	14%	16%	16%k	9%
Mean		3.66efi	3.62	3.72	3.63	4.32xef	3.41f	2.53	3.69i	3.70i	3.53	3.61	3.89xj
Standard deviation		1.14	1.13	1.09	1.16	0.80	1.08	0.99	1.10	1.14	1.16	1.15	1.06

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 63

Q6. How concerned, if at all, would you say you are about each of the following?**- Fake news or disinformation online****Base: All respondents**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Concerned		1574 73% ^f	736 70%	837 76% ^a	168 70%	272 73%	243 71%	255 67%	248 78% ^{ef}	388 78% ^{xc}	432 73%	458 75%	311 71%	373 71%	890 74%	684 71%	1317 73%	137 75%	77 74%	43 69%	373 74%	389 72%	333 69%	222 78% ^u
Very concerned	(5)	881 41%	409 39%	470 43%	84 35%	147 39%	127 37%	144 38%	144 45% ^{ce}	236 47% ^{xc}	230 39%	273 45% ^{il}	175 40%	203 39%	503 42%	378 39%	734 41%	76 42%	46 44%	26 42%	208 41%	214 40%	192 40%	119 42%
	(4)	693 32%	326 31%	367 33%	84 35%	125 33%	116 34%	112 29%	103 32%	153 31%	202 34%	185 30%	136 31%	170 32%	387 32%	306 32%	583 32%	61 34%	31 30%	17 28%	164 33%	174 32%	142 29%	103 36%
	(3)	412 19% ^j	202 19%	210 19%	48 20%	72 19%	72 21%	86 23% ^{gh}	50 16%	83 17%	113 19% ^j	89 15%	97 22% ^j	113 22% ^j	202 17%	210 22% ^m	346 19%	32 18%	16 16%	17 28% ^v	94 19%	105 19%	102 21%	45 16%
	(2)	121 6% ^b	78 7% ^{xb}	42 4%	15 6%	22 6%	20 6%	28 7% ^h	15 5%	20 4%	31 5%	44 7%	22 5%	24 5%	75 6%	46 5%	106 6%	7 4%	5 5%	2 3%	27 5%	29 5%	39 8% ^{xpv}	11 4%
	(1)	50 2% ^b	37 3% ^b	14 1%	8 3%	8 2%	10 3%	12 3%	6 2%	6 1%	13 2%	17 3%	8 2%	13 2%	30 2%	21 2%	40 2%	5 3%	6 6% ^{xorsu}	- -	10 2%	17 3%	7 1%	6 2%
NET: Not concerned		171 8% ^{bh}	115 11% ^{xb}	56 5%	23 10% ^h	30 8%	30 9%	40 11% ^h	22 7%	27 5%	44 7%	61 10%	30 7%	37 7%	104 9%	67 7%	145 8%	12 7%	11 11%	2 3%	37 7%	46 8%	46 10%	17 6%
Mean		4.04 ^{af}	3.94	4.12 ^{xa}	3.92	4.02	3.96	3.91	4.14 ^{ce}	4.19 ^{xcde}	4.03	4.08	4.03	4.01	4.05	4.01	4.03	4.07	4.01	4.08	4.06	4.00	3.98	4.12
Standard deviation		1.02	1.09	0.93	1.05	1.01	1.03	1.08	0.98	0.94	1.00	1.06	0.99	1.01	1.03	1.00	1.01	1.00	1.15	0.91	1.00	1.04	1.03	0.95

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 64

Q6. How concerned, if at all, would you say you are about each of the following?**- Fake news or disinformation online****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1574 73%efi	253 72%	571 73%	1004 73%	818 95%xef	694 68%f	62 22%	476 75%i	763 74%i	335 67%	1052 72%	110 75%
Very concerned	(5)	881 41%efi	156 44%	336 43%	545 40%	533 62%xef	330 32%f	19 7%	285 45%i	425 41%i	171 34%	570 39%	60 41%
	(4)	693 32%f	97 28%	234 30%	459 33%a	286 33%f	364 36%xf	43 16%	192 30%	338 33%	164 33%	482 33%	50 34%
	(3)	412 19%ef	71 20%	151 19%	261 19%	37 4%	252 25%xd	123 44%xde	107 17%	188 18%	117 23%xgh	276 19%	26 18%
	(2)	121 6%ef	19 5%	48 6%	72 5%	5 1%	57 6%ef	59 21%xde	36 6%	54 5%	31 6%	88 6%	8 5%
	(1)	50 2%ef	8 2%	17 2%	34 2%	2 *	14 1%ef	34 12%xde	12 2%	21 2%	17 3%	36 2%	3 2%
Not at all concerned		171 8%ef	27 8%	65 8%	106 8%	7 1%	71 7%ef	93 34%xde	48 8%	75 7%	48 10%	125 9%	11 8%
NET: Not concerned		171 8%ef	27 8%	65 8%	106 8%	7 1%	71 7%ef	93 34%xde	48 8%	75 7%	48 10%	125 9%	11 8%
Mean		4.04efi	4.07	4.05	4.03	4.56xef	3.92f	2.83	4.11i	4.06i	3.88	4.01	4.06
Standard deviation		1.02	1.03	1.03	1.01	0.63	0.96	1.05	1.00	1.00	1.06	1.02	1.00

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 65

Q6. How concerned, if at all, would you say you are about each of the following?**- Decisions being made about individuals by artificial intelligence****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned	1253 58%ei	586 56%	667 60%a	124 52%	196 53%	180 52%	211 55%	211 66%xcdef	332 67%xcdef	312 53%	362 60%i	275 63%i	304 58%	674 56%	579 60%	1045 58%	106 58%	61 59%	41 65%	286 57%	323 60%	266 55%	170 60%		
Very concerned	(5)	600 28%ci	269 26%	331 30%a	45 19%	93 25%	85 25%	99 26%c	121 38%xcdefh	156 31%ce	133 23%	168 28%	152 35%xi	147 28%i	301 25%	299 31%mi	490 27%	60 33%su	29 27%	22 36%su	126 25%	156 29%	118 25%	90 32%	
	(4)	653 30%	317 30%	336 30%	78 33%	103 27%	94 27%	111 29%	90 28%	176 35%xcdefg	178 30%	194 32%	123 28%	158 30%	373 31%	280 29%	556 31%	46 25%	33 31%	18 29%	160 32%	167 31%	147 31%	81 28%	
	(3)	665 31%gh	322 31%	343 31%	87 36%gh	133 36%gh	119 35%gh	120 31%h	81 25%	125 25%	190 32%	178 29%	130 30%	166 32%	369 31%	296 31%	557 31%	55 30%	36 34%	18 29%	165 33%	156 29%	149 31%	87 31%	
	(2)	179 8%k	106 10%b	73 7%	19 8%	33 9%	37 11%gh	39 10%h	20 6%	32 6%	65 11%xkl	53 9%	24 5%	37 7%	118 10%ni	61 6%	155 9%	15 8%	6 6%	3 5%	41 8%	45 8%	48 10%	20 7%	
	Not at all concerned	(1)	59 3%	39 4%b	19 2%	9 4%	12 3%	9 3%	12 3%	8 2%	9 2%	21 4%	14 2%	9 2%	16 3%	35 3%	25 3%	51 3%	6 3%	1 1%	1 1%	12 2%	14 3%	18 4%	7 2%
NET: Not concerned	239 11%bk	145 14%xb	93 8%	29 12%	45 12%	46 13%gh	51 13%gh	27 9%	41 8%	86 15%xkl	67 11%	32 7%	53 10%	153 13%ni	86 9%	206 11%	22 12%	7 7%	4 6%	53 10%	60 11%	66 14%	27 10%		
Mean	3.72aci	3.64	3.80xa	3.55	3.62	3.61	3.65	3.93xcdef	3.88xcdef	3.57	3.74i	3.88xijl	3.73i	3.66	3.80m	3.71	3.76	3.78	3.94su	3.69	3.75	3.62	3.79u		
Standard deviation	1.04	1.08	1.00	1.01	1.05	1.05	1.07	1.05	0.98	1.07	1.03	1.02	1.04	1.05	1.03	1.04	1.10	0.96	0.98	1.01	1.05	1.07	1.04		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 66

Q6. How concerned, if at all, would you say you are about each of the following?**- Decisions being made about individuals by artificial intelligence****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1253	175	407	847	778	453	22	385	600	269	850	90
		58%abef	50%	52%	62%xab	90%xef	45%f	8%	61%i	58%	54%	58%	61%
Very concerned	(5)	600	84	200	401	445	151	4	189	294	118	403	37
		28%ef	24%	25%	29%	52%xef	15%f	1%	30%i	29%i	24%	28%	25%
	(4)	653	91	207	446	333	302	18	196	306	151	447	53
		30%bf	26%	26%	33%ab	39%xef	30%f	7%	31%	30%	30%	31%	36%
	(3)	665	125	274	391	75	442	148	179	312	174	442	39
		31%d	36%c	35%xc	29%	9%	43%xd	53%xde	28%	30%	35%g	30%	27%
	(2)	179	33	76	103	9	99	72	53	85	42	117	13
		8%d	10%	10%	8%	1%	10%d	26%xde	8%	8%	8%	8%	9%
Not at all concerned	(1)	59	17	29	30	1	23	35	15	29	15	43	5
		3%d	5%xc	4%c	2%	*	2%d	13%xde	2%	3%	3%	3%	3%
NET: Not concerned		239	51	105	133	9	122	107	68	114	57	161	18
		11%d	14%c	13%c	10%	1%	12%d	39%xde	11%	11%	11%	11%	12%
Mean		3.72abef	3.55	3.60	3.79ab	4.41xef	3.45f	2.58	3.78i	3.73	3.63	3.72	3.71
Standard deviation		1.04	1.10	1.08	1.02	0.70	0.94	0.85	1.04	1.05	1.03	1.05	1.04

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 67

Q6. How concerned, if at all, would you say you are about each of the following?

- The security of public Wi-Fi

Base: All respondents

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Concerned		1466	680	786	135	236	213	267	247	368	385	415	293	374	799	666	1230	120	69	47	353	384	319	174	
		68%cev	65%	71%a	56%	63%	62%	70%ce	77%xcdef	74%xcde	65%	68%	67%	71%i	67%	69%	68%v	66%	66%	74%v	70%v	71%v	66%	61%	
Very concerned	(5)	732	317	416	58	102	107	128	140	197	175	193	162	202	369	364	595	67	35	35	177	168	154	96	
		34%acd	30%	38%xa	24%	27%	31%	34%c	44%xcdef	39%xcde	30%	32%	37%i	39%xij	31%	38%xm	33%	37%	34%	56% uv	xopqstuv	35%	31%	32%	34%
	(4)	734	363	370	77	134	106	138	107	172	210	221	131	172	431	303	635	53	34	11	176	216	165	78	
		34%rv	35%	34%	32%	36%	31%	36%	33%	34%	36%	36%k	30%	33%	36%n	32%	35%rv	29%	33%r	18%	35%rv	40% xopr	34%r	27%	
	(3)	486	253	232	69	92	99	80	45	101	139	128	112	108	266	220	404	45	24	12	104	106	107	88	
		23%g	24%	21%	29% xfgh	25%g	29% xfgh	21%g	14%	20%g	24%	21%	26%	21%	22%	23%	22%	25%	23%	20%	21%	20%	22%	31% xostu	
	(2)	147	84	63	26	33	24	26	20	18	52	45	25	25	97	50	125	13	6	3	31	32	44	17	
		7%h	8%b	6%	11% xgh	9%h	7%h	7%h	6%	4%	9%l	7%	6%	5%	8% n	5%	7%	7%	6%	4%	6%	6%	9%	6%	
Not at all concerned	(1)	59	36	23	9	11	9	9	8	12	13	21	8	17	33	25	49	4	5	1	16	17	10	6	
		3%	3%	2%	4%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	3%	3%	2%	5%	1%	3%	3%	2%	2%	
NET: Not concerned		205	120	85	36	45	33	35	28	29	65	65	33	42	130	75	174	17	11	4	47	50	55	23	
		10%h	11%b	8%	15% xfgh	12%h	10%h	9%	9%	6%	11%	11%	8%	8%	11% n	8%	10%	10%	10%	6%	9%	9%	11%	8%	
Mean		3.90acd	3.80	3.99xa	3.62	3.76	3.81c	3.92cd	4.10xcdef	4.05xcdef	3.82	3.86	3.95i	3.99ij	3.84	3.97m	3.89	3.91	3.86	4.24xopqs tuv	3.93	3.90	3.85	3.85	
Standard deviation		1.04	1.06	1.00	1.08	1.05	1.04	1.01	1.02	0.98	1.03	1.05	1.01	1.04	1.04	1.03	1.03	1.05	1.09	1.00	1.04	1.01	1.04	1.02	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 68

Q6. How concerned, if at all, would you say you are about each of the following?**- The security of public Wi-Fi****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1466 68%efi	235 67%	523 67%	943 69%	802 93%xef	617 61%f	47 17%	450 71%i	707 69%i	309 62%	983 68%	91 62%
Very concerned	(5)	732 34%efi	122 35%	246 31%	486 35%	496 57%xef	230 23%f	7 2%	214 34%i	379 37%i	139 28%	467 32%	52 35%
	(4)	734 34%f	113 32%	277 35%	457 33%	307 36%f	387 38%xf	40 14%	235 37%h	328 32%	170 34%	516 36%k	39 26%
	(3)	486 23%d	70 20%	178 23%	308 22%	49 6%	306 30%xd	131 47%xde	131 21%	226 22%	129 26%	328 23%	38 26%
	(2)	147 7%d	37 10%xc	68 9%c	78 6%	9 1%	70 7%d	68 24%xde	36 6%	69 7%	41 8%	107 7%	9 6%
Not at all concerned	(1)	59 3%d	10 3%	17 2%	42 3%	2 *	24 2%d	32 12%xde	15 2%	24 2%	20 4%	35 2%	9 6%xj
NET: Not concerned		205 10%d	46 13%xc	85 11%	120 9%	11 1%	95 9%d	100 36%xde	51 8%	93 9%	62 12%gh	142 10%	18 12%
Mean		3.90efi	3.86	3.85	3.92	4.49xef	3.72f	2.72	3.95i	3.94i	3.73	3.88	3.79
Standard deviation		1.04	1.09	1.03	1.04	0.67	0.97	0.93	0.99	1.03	1.08	1.02	1.18

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 69

Q6. How concerned, if at all, would you say you are about each of the following?**- Cyber bullying****Base: All respondents**

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Concerned		1592	671	920	167	281	247	279	248	371	413	462	315	402	874	718	1319	148	75	50	368	401	343	206
		74%a	64%	83%xa	70%	75%	72%	73%	78%c	75%	70%	76%i	72%	77%ai	73%	75%	73%	81%xostuv	72%	80%	73%	74%	71%	73%
Very concerned	(5)	1022	390	631	97	175	158	179	164	251	251	280	216	276	531	492	845	95	50	32	252	241	224	129
		47%ai	37%	57%xa	40%	47%	46%	47%	51%c	50%c	43%	46%	49%i	53%xij	44%	51%am	47%	52%	47%	51%	50%	45%	47%	45%
	(4)	570	281	289	70	106	89	100	84	120	162	182	99	127	344	226	474	53	26	18	117	160	119	77
		26%	27%	26%	29%	28%	26%	26%	26%	24%	28%	30%kl	23%	24%	29%en	23%	26%	29%	24%	28%	23%	30%\$	25%	27%
	(3)	322	207	115	48	53	57	51	44	69	97	81	73	71	177	144	279	21	15	7	80	83	68	48
		15%b	20%xb	10%	20%xfh	14%	17%	13%	14%	14%	16%	13%	17%	14%	15%	15%	15%	12%	14%	11%	16%	15%	14%	17%
	(2)	130	91	40	12	20	22	30	14	32	43	32	25	30	75	55	113	6	7	4	27	29	40	17
		6%b	9%xb	4%	5%	5%	6%	8%	5%	6%	7%	5%	6%	6%	6%	6%	6%	3%	6%	7%	5%	5%	8%p	6%
Not at all concerned	(1)	113	85	29	13	19	19	23	13	27	36	33	25	19	69	44	98	6	8	2	29	26	29	13
		5%b	8%xb	3%	5%	5%	6%	6%	4%	5%	6%	5%	6%	4%	6%	5%	5%	3%	7%	3%	6%	5%	6%	5%
NET: Not concerned		243	175	68	25	39	41	52	28	58	79	65	50	50	144	99	210	13	15	6	56	55	69	30
		11%bp	17%xb	6%	10%	11%	12%	14%g	9%	12%	13%l	11%	11%	9%	12%	10%	12%p	7%	14%	10%	11%	10%	14%pt	11%
Mean		4.05ai	3.76	4.32xa	3.94	4.07	4.00	4.00	4.16c	4.08	3.93	4.06	4.04	4.16xi	4.00	4.11m	4.03	4.23xotuv	3.98	4.19	4.06	4.04	3.97	4.03
Standard deviation		1.16	1.26	0.98	1.13	1.13	1.18	1.21	1.09	1.17	1.20	1.14	1.18	1.10	1.17	1.14	1.17	1.02	1.25	1.06	1.18	1.12	1.22	1.13

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 70

Q6. How concerned, if at all, would you say you are about each of the following?**- Cyber bullying****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		1592 74%f	258 74%	588 75%	1004 73%	817 95%xef	721 71%f	53 19%	456 72%	776 76%	360 72%	1050 72%	107 72%
Very concerned	(5)	1022 47%ef	165 47%	371 47%	651 48%	618 72%xef	392 39%f	13 5%	288 46%	506 49%	229 46%	656 45%	67 45%
	(4)	570 26%f	93 26%	217 28%	352 26%	200 23%f	329 32%xdf	41 15%	169 27%	269 26%	131 26%	394 27%	40 27%
	(3)	322 15%d	56 16%	127 16%	195 14%	27 3%	183 18%xd	112 40%xde	105 17%h	129 13%	88 18%h	227 16%	25 17%
	(2)	130 6%d	24 7%	40 5%	90 7%	15 2%	61 6%d	55 20%xde	44 7%i	65 6%	21 4%	95 7%	8 5%
	(1)	113 5%d	13 4%	31 4%	82 6%b	4 *	52 5%d	58 21%xde	26 4%	57 6%	31 6%	81 6%	8 6%
NET: Not concerned		243 11%d	37 10%	71 9%	172 13%b	18 2%	113 11%d	112 40%xde	70 11%	122 12%	52 10%	176 12%	16 11%
Mean		4.05ef	4.07	4.09	4.02	4.64xef	3.93f	2.63	4.03	4.08	4.01	4.00	4.01
Standard deviation		1.16	1.11	1.09	1.19	0.67	1.12	1.11	1.13	1.17	1.17	1.17	1.16

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 71

Q6. How concerned, if at all, would you say you are about each of the following?**- Children accessing or seeing inappropriate content online****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned		1813 84%aci	822 78%	990 90%xa	177 74%	307 82%c	288 83%c	315 83%c	283 89%xcdf	443 89%xcdef	471 80%	514 85%i	372 85%i	456 87%i	985 82%	828 86%lm	1507 83%	162 89%ouv	89 85%	57 90%v	428 85%	454 84%	398 83%	227 80%		
Very concerned	(5)	1272 59%aci	527 50%	745 68%xa	101 42%	205 55%c	189 55%c	219 57%c	218 68%xcdef	339 68%xcdef	314 53%	366 60%i	257 59%	334 64%xi	680 57%	591 62%lm	1047 58%	112 61%	66 63%	47 75%xopstuv	306 61%	306 57%	268 56%	168 59%		
	(4)	542 25%g	296 28%b	245 22%	76 32%xgh	102 27%gh	99 29%gh	96 25%	64 20%	104 21%	157 27%	148 24%	116 26%	121 23%	305 25%	237 25%	460 25%	50 27%r	23 22%	10 15%	122 24%	148 27%r	130 27%r	59 21%		
	(3)	246 11%b	156 15%xb	90 8%	41 17%xegh	46 12%	34 10%	53 14%gh	27 8%	44 9%	89 15%xjl	60 10%	52 12%	45 9%	149 12%	97 10%	213 12%	17 10%	11 10%	4 7%	50 10%	64 12%	59 12%	40 14%		
	(2)	57 3%p	40 4%b	17 2%	12 5%xfgh	14 4%h	12 3%	7 2%	6 2%	7 1%	15 2%	20 3%	9 2%	13 3%	34 3%	23 2%	54 3%p	- 2%p	2 2%p	1 2%p	17 3%p	9 2%	16 3%p	11 4%p		
Not at all concerned	(1)	41 2%b	35 3%xb	6 1%	9 4%h	6 1%	11 3%h	7 2%	4 1%	4 1%	14 2%	14 2%	4 1%	10 2%	27 2%	13 1%	35 2%	3 2%	3 3%	1 1%	8 2%	12 2%	8 2%	7 2%		
NET: Not concerned		98 5%bhp	74 7%xb	23 2%	21 9%xfgh	20 5%h	23 7%fgh	13 4%	10 3%	11 2%	28 5%	34 6%	13 3%	23 4%	62 5%	36 4%	88 5%p	3 2%	5 5%	2 3%	25 5%p	21 4%	24 5%p	18 6%p		
Mean		4.37aci	4.18	4.55xa	4.04	4.31c	4.28c	4.35c	4.53xcdef	4.54xcdef	4.26	4.37	4.40i	4.45i	4.32	4.43m	4.34	4.47uv	4.40	4.61xotuv	4.39	4.35	4.32	4.30		
Standard deviation		0.92	1.03	0.76	1.07	0.93	1.00	0.91	0.82	0.78	0.96	0.95	0.84	0.89	0.96	0.87	0.93	0.80	0.95	0.80	0.91	0.91	0.93	1.01		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 72

Q6. How concerned, if at all, would you say you are about each of the following?**- Children accessing or seeing inappropriate content online****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned	1813 84%f	288 82%	653 83%	1161 85%	850 99%xef	868 85%f	96 35%	518 82%	892 87%xgi	403 81%	1200 83%	116 79%
Very concerned	(5) 1272 59%efg	205 59%	450 57%	821 60%	689 80%xef	538 53%f	44 16%	341 54%	641 63%g	289 58%	811 56%	82 56%
	(4) 542 25%df	82 24%	203 26%	339 25%	161 19%	329 32%xdf	52 19%	177 28%	251 24%	114 23%	389 27%	34 23%
	(3) 246 11%dh	41 12%	94 12%	151 11%	11 1%	109 11%d	125 45%xde	83 13%h	91 9%	72 14%h	180 12%	22 15%
	(2) 57 3%d	13 4%	25 3%	32 2%	- -	25 2%d	32 12%xde	17 3%	27 3%	13 3%	44 3%	4 2%
	(1) 41 2%d	9 3%	14 2%	27 2%	2 *	15 1%d	24 9%xde	14 2%	16 2%	11 2%	28 2%	6 4%
NET: Not concerned	98 5%d	22 6%	39 5%	59 4%	2 *	40 4%d	56 20%xde	31 5%	42 4%	25 5%	72 5%	10 7%
Mean	4.37f	4.32	4.34	4.38	4.78xef	4.33f	3.22	4.29	4.44xgi	4.31	4.32	4.24
Standard deviation	0.92	0.99	0.93	0.91	0.47	0.87	1.12	0.95	0.87	0.97	0.94	1.06

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 73

Q6. How concerned, if at all, would you say you are about each of the following?

- The use of facial recognition technology

Base: All respondents

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Concerned		854 40%	389 37%	464 42%a	101 42%	154 41%	159 46%xfgh	133 35%	124 39%	182 36%	213 36%	237 39%	187 43% <i>i</i>	217 41%	449 38%	404 42% <i>m</i>	699 39%	81 45% <i>s</i>	46 44%	27 44%	182 36%	205 38%	177 37%	135 48% <i>xostu</i>		
Very concerned	(5)	363 17% <i>u</i>	167 16%	196 18%	34 14%	74 20% <i>h</i>	63 18%	65 17%	57 18%	71 14%	83 14%	95 16%	84 19% <i>i</i>	101 19% <i>i</i>	178 15%	185 19% <i>m</i>	298 16%	31 17%	19 18%	15 24% <i>su</i>	73 15%	88 16%	62 13%	75 26% <i>xopstu</i>		
	(4)	490 23% <i>f</i>	222 21%	268 24%	67 28% <i>f</i>	80 22%	97 28% <i>xfg</i>	68 18%	67 21%	111 22%	130 22%	142 23%	103 24%	116 22%	271 23%	219 23%	401 22%	50 27%	27 26%	12 19%	109 22%	116 22%	115 24%	60 21%		
	(3)	749 35%	347 33%	400 36%	87 36%	133 36%	102 30%	153 40% <i>xeg</i>	103 32%	170 34%	197 33%	202 33%	149 34%	201 38%	399 33%	350 36%	638 35%	56 31%	35 33%	21 33%	196 39% <i>puv</i>	195 36%	158 33%	88 31%		
	(2)	360 17% <i>ln</i>	184 17%	176 16%	35 15%	62 17%	52 15%	62 16%	57 18%	93 19%	127 22% <i>xkl</i>	109 18% <i>l</i>	67 15% <i>l</i>	57 11%	236 20% <i>xn</i>	124 13%	308 17%	28 15%	13 12%	11 18%	87 17%	90 17%	92 19%	40 14%		
Not at all concerned	(1)	194 9% <i>b</i>	132 13% <i>xb</i>	62 6%	17 7%	24 6%	31 9%	34 9%	35 11% <i>d</i>	54 11% <i>d</i>	52 9%	59 10%	34 8%	50 9%	111 9%	83 9%	163 9%	17 10%	11 10%	3 5%	38 8%	49 9%	54 11% <i>s</i>	21 7%		
NET: Not concerned		555 26% <i>bln</i>	316 30% <i>xb</i>	238 22%	52 22%	86 23%	83 24%	95 25%	92 29%	147 29% <i>cd</i>	179 30% <i>xkl</i>	169 28% <i>l</i>	101 23%	106 20%	348 29% <i>xn</i>	207 22%	471 26%	45 25%	24 23%	15 23%	125 25%	139 26%	146 30% <i>xv</i>	61 21%		
Mean		3.22a <i>iu</i>	3.10	3.33x <i>a</i>	3.28	3.32h	3.31h	3.18	3.17	3.10	3.11	3.17	3.31i	3.31i	3.14	3.31x <i>m</i>	3.20u	3.27u	3.29	3.39u	3.18	3.19	3.08	3.45x <i>ostu</i>		
Standard deviation		1.18	1.23	1.11	1.10	1.15	1.20	1.16	1.23	1.18	1.16	1.19	1.17	1.18	1.17	1.17	1.17	1.20	1.20	1.20	1.12	1.17	1.18	1.22		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 74

Q6. How concerned, if at all, would you say you are about each of the following?**- The use of facial recognition technology****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Concerned		854 40%aef	118 34%	281 36%	572 42%ab	581 67%xef	255 25%f	18 7%	281 44%xhi	396 39%	176 35%	557 38%	78 53%xi
Very concerned	(5)	363 17%ef	46 13%	116 15%	247 18%a	278 32%xef	85 8%f	- -	135 21%xhi	160 16%	67 13%	230 16%	39 26%xi
	(4)	490 23%ef	71 20%	165 21%	325 24%	303 35%xef	170 17%f	18 7%	146 23%	236 23%	109 22%	327 23%	40 27%
	(3)	749 35%d	112 32%	269 34%	480 35%	197 23%	425 42%xd	127 46%xd	218 35%	336 33%	194 39%h	509 35%	44 30%
	(2)	360 17%d	71 20%c	158 20%xc	203 15%	58 7%	224 22%xd	79 28%xde	89 14%	193 19%g	78 16%	248 17%	18 12%
Not at all concerned	(1)	194 9%d	50 14%xbc	79 10%	116 8%	27 3%	114 11%d	54 19%xde	43 7%	101 10%g	51 10%g	138 9%	7 5%
NET: Not concerned		555 26%dgk	121 34%xc	236 30%xc	318 23%	84 10%	338 33%xd	133 48%xde	132 21%	293 29%g	129 26%	386 27%k	25 17%
Mean		3.22abef	2.98	3.10	3.28ab	3.87xef	2.89f	2.39	3.38xhi	3.16	3.13	3.18	3.57xj
Standard deviation		1.18	1.23	1.18	1.17	1.04	1.08	0.87	1.16	1.19	1.14	1.17	1.15

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 75

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Summary****Base: All respondents**

Q7. Summary												
	What they are doing to keep my personal data secure, such as my name and address (a)	How they are using my data (b)	Whether I can control how much data I choose to share with the company (c)	Whether I can report anything negative or harmful that happens to me to the company (d)	Its impact on the climate and the environment (e)	How they treat their employees (f)	Whether other customers are satisfied with the service (g)	Whether the service is reliable (h)	Whether the service will work on my device (e.g. my smartphone or laptop) (i)	Whether that company pays relevant taxes (j)	How they resolve complaints (k)	Their code of ethics or values (l)
Unweighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Important	2020 94%cddefgijkl	1990 92%cddefgijkl	1919 89%efgijl	1898 88%efgijl	1512 70%	1654 77%ej	1825 85%efjl	2050 95%bcdefgijkl	1868 87%efjl	1542 72%	1904 88%efgijl	1762 82%efj
Very important (4)	1431 66%bcdefgijkl	1263 59%cddefgijkl	1036 48%efgijkl	974 45%efgijl	593 27%	643 30%	772 36%ef	1398 65%bcdefgijkl	1031 48%efgijkl	730 34%ef	945 44%efgijl	763 35%ef
Fairly important (3)	589 27%	728 34%ah	882 41%abhj	924 43%abhij	919 43%abhij	1012 47%abcdehij	1053 49%abcdehijk	652 30%a	837 39%abh	812 38%abh	959 44%abchij	999 46%abcdehij
Not very important (2)	75 3%h	101 5%ah	150 7%abh	146 7%abh	412 19%abcdfghijkl	325 15%abcdghikl	235 11%abcdhik	43 2%	185 9%abdh	392 18%abcdfghikl	163 8%abh	252 12%abcdhik
Not at all important (1)	14 1%	14 1%	15 1%	25 1%	126 6%abcdfghikl	67 3%abcdghik	41 2%abchk	14 1%	37 2%abchk	98 5%abcdfghikl	20 1%	53 2%abcdhk
NET: Not important	89 4%h	115 5%h	166 8%abh	172 8%abh	538 25%abcdfghikl	392 18%abcdghikl	276 13%abcdhik	57 3%	222 10%abcdhk	490 23%abcdfghikl	183 8%abh	305 14%abcdhik
Don't know	48 2%	52 2%	73 3%ah	87 4%abgh	107 5%abchgihk	110 5%abchgihk	56 3%	51 2%	67 3%	125 6%abcdghikl	70 3%a	90 4%abgh
Mean	3.63bcdefgijkl	3.54cddefgijkl	3.41efgijkl	3.38efgijl	2.97	3.09e	3.22efj	3.63bcdefgijkl	3.37efgijl	3.07e	3.36efgijl	3.20efj
Standard deviation	0.59	0.62	0.66	0.67	0.86	0.77	0.71	0.56	0.72	0.86	0.67	0.75

Proportions/Means: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 76

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- What they are doing to keep my personal data secure, such as my name and address****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important	2020 94%ac	965 92%	1054 96%xa	205 85%	339 91%	322 93%c	356 93%c	315 99%xcdef	483 97%xcdef	556 95%	576 95%	407 93%	481 92%	1132 95%n	888 92%	1689 93%	176 97% ^s	97 92%	59 94%	466 93%	503 93%	452 94%	268 94%
Very important	(4) 1431 66%acde	639 61%	790 72%xa	115 48%	202 54%	208 60% ^c	254 67% ^{cd}	249 78%xcdef	402 81%xcdef	376 64%	409 67%	292 67%	355 68%	784 66%	647 67%	1189 66%	127 70%	73 70%	42 67%	337 67%	355 66%	321 67%	175 62%
Fairly important	(3) 589 27%bgh	326 31% ^{xb}	263 24%	90 37% ^x fgh	137 37% ^x fgh	114 33% ^x gh	102 27% ^{gh}	66 21%	81 16%	180 31% ^l	167 28%	115 26%	127 24%	347 29% ⁿ	242 25%	500 28%	48 27%	24 23%	17 27%	129 26%	148 27%	130 27%	93 33% ^s
Not very important	(2) 75 3% ^{bg}	51 5% ^b	24 2%	18 8% ^x fgh	17 5% ^g	13 4% ^g	12 3% ^g	2 1%	12 2%	23 4%	13 2%	19 4%	19 4%	37 3%	38 4%	65 4%	6 3%	3 3%	1 1%	18 4%	19 3%	19 4%	9 3%
Not at all important	(1) 14 1%	11 1% ^b	3 *	3 1% ^h	5 1% ^h	2 *	2 1%	2 1%	- -	4 1%	6 1%	1 *	3 1%	10 1%	4 *	12 1%	- -	1 1%	1 2% ^p	4 1%	2 *	3 1%	3 1%
NET: Not important	89 4% ^{bg}	61 6% ^{xb}	27 2%	21 9% ^x efgh	22 6% ^{gh}	15 4% ^g	14 4% ^g	4 1%	12 2%	27 5%	20 3%	20 5%	22 4%	47 4%	41 4%	77 4%	6 3%	4 4%	2 3%	23 4%	21 4%	22 5%	11 4%
Don't know	48 2% ^{ghip}	26 2%	22 2%	13 6% ^x gh	11 3% ^{gh}	9 3% ^{gh}	11 3% ^{gh}	- -	4 1%	5 1%	12 2%	11 2% ⁱ	20 4% ^{xi}	17 1%	31 3% ^m	43 2% ^p	- -	4 4% ^p	2 3% ^p	15 3% ^p	16 3% ^p	7 2%	5 2%
Mean	3.63acd	3.55	3.70xa	3.40	3.48	3.57c	3.64cd	3.76xcdef	3.79xcdef	3.59	3.64	3.64	3.66	3.62	3.65	3.62	3.67	3.67	3.64	3.64	3.63	3.63	3.58
Standard deviation	0.59	0.64	0.52	0.70	0.66	0.59	0.57	0.48	0.46	0.60	0.58	0.58	0.58	0.59	0.58	0.59	0.54	0.58	0.61	0.60	0.57	0.59	0.61

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 77

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- What they are doing to keep my personal data secure, such as my name and address

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		2020 94%fik	323 92%	729 93%	1291 94%	840 97%xef	949 93%f	232 83%	603 95%ii	977 95%ii	441 88%	1365 94%k	127 86%
Very important	(4)	1431 66%bfik	220 63%	480 61%	952 69%ab	686 80%xef	643 63%f	102 37%	419 66%ii	716 70%ii	296 59%	978 67%k	77 52%
Fairly important	(3)	589 27%d	103 30%	250 32%xc	339 25%	154 18%	305 30%d	130 47%xde	183 29%	260 25%	145 29%	387 27%	50 34%
Not very important	(2)	75 3%d	16 5%	34 4%	41 3%	10 1%	43 4%d	21 8%xde	23 4%	38 4%	14 3%	52 4%	8 6%
Not at all important	(1)	14 1%d	3 1%	7 1%	7 *	- -	9 1%d	5 2%d	5 1%	4 *	5 1%	7 *	3 2%
NET: Not important		89 4%d	19 5%	41 5%c	47 3%	10 1%	52 5%d	26 9%xde	28 4%	42 4%	19 4%	58 4%	11 8%
Don't know		48 2%gh	8 2%	16 2%	33 2%	12 1%	16 2%	20 7%xde	1 *	7 1%	40 8%xgh	30 2%	9 6%xj
Mean		3.63befk	3.58	3.56	3.67xab	3.80xef	3.58f	3.28	3.61	3.66i	3.59	3.64k	3.45
Standard deviation		0.59	0.62	0.63	0.56	0.43	0.62	0.69	0.60	0.57	0.61	0.58	0.70

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 78

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- How they are using my data

Base: All respondents

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important		1990 92% _c	953 91%	1036 94% _a	196 82%	338 91% _c	309 90% _c	357 94% _{ce}	309 97% _{xcde}	482 97% _{xcdef}	547 93%	564 93%	403 92%	477 91%	1111 93%	879 92%	1667 92%	170 93%	94 90%	59 95%	469 93%	499 93%	438 91%	261 92%
Very important	(4)	1263 59% _{acde}	562 53%	700 63% _{xa}	103 43%	192 51%	177 51%	220 58% _c	226 71% _{xcdef}	345 69% _{xcdef}	324 55%	352 58%	267 61%	319 61% _i	677 57%	586 61% _m	1050 58%	111 61%	59 56%	43 69% _t	304 60%	303 56%	284 59%	159 56%
Fairly important	(3)	728 34% _{gh}	392 37% _b	336 30%	93 39% _{gh}	146 39% _{gh}	133 38% _{gh}	137 36% _{gh}	82 26%	137 28%	222 38% _{kl}	212 35%	136 31%	158 30%	434 36% _n	293 31%	618 34%	59 32%	35 34%	16 26%	165 33%	197 36%	154 32%	102 36%
Not very important	(2)	101 5% _h	65 6% _b	36 3%	19 8% _{xfgh}	22 6% _h	25 7% _{xfgh}	15 4%	9 3%	12 2%	33 6%	26 4%	18 4%	24 5%	58 5%	42 4%	82 5%	10 5%	8 8% _t	2 2%	17 3%	17 3%	31 6% _{st}	17 6%
Not at all important	(1)	14 1%	10 1%	5 *	5 2% _{xfgh}	3 1%	3 1%	1 *	1 *	2 *	3 1%	2 *	5 1%	4 1%	5 *	9 1%	13 1%	2 1%	-	-	1 *	9 2% _{xsv}	3 1%	-
NET: Not important		115 5% _{bh}	74 7% _b	41 4%	24 10% _{xfgh}	24 6% _h	27 8% _{fgh}	15 4%	10 3%	14 3%	36 6%	28 5%	23 5%	29 5%	63 5%	52 5%	94 5%	11 6%	8 8%	2 2%	18 4%	26 5%	34 7% _s	17 6%
Don't know		52 2% _{ghi}	25 2%	27 2%	19 8% _{xdefgh}	11 3% _{gh}	9 2% _{gh}	9 2% _{gh}	1 *	3 1%	5 1%	16 3% _i	12 3% _i	18 4% _i	22 2%	30 3% _m	46 3% _p	1 *	3 3%	2 3%	16 3% _p	14 3%	9 2%	6 2%
Mean		3.54 _{acde}	3.46	3.61 _{xa}	3.33	3.46	3.44	3.55 _{ce}	3.68 _{xcdef}	3.66 _{xcdef}	3.49	3.55	3.56	3.57 _i	3.52	3.56	3.54	3.54	3.50	3.68 _{tv}	3.58	3.51	3.53	3.51
Standard deviation		0.62	0.66	0.58	0.74	0.64	0.67	0.59	0.54	0.54	0.63	0.60	0.63	0.63	0.61	0.63	0.62	0.64	0.64	0.52	0.57	0.64	0.65	0.61

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 79

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- How they are using my data

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1990 92%fi	321 92%	721 92%	1270 93%	837 97%xef	936 92%f	218 78%	593 94%i	965 94%i	432 86%	1339 92%	131 89%
Very important	(4)	1263 59%efi	203 58%	448 57%	814 59%	659 76%xef	527 52%f	77 28%	380 60%i	637 62%i	246 49%	843 58%	84 57%
Fairly important	(3)	728 34%d	118 34%	272 35%	455 33%	178 21%	409 40%xd	140 51%xde	213 34%	329 32%	186 37%h	497 34%	47 32%
Not very important	(2)	101 5%d	18 5%	38 5%	62 5%	8 1%	57 6%d	35 13%xde	34 5%	43 4%	23 5%	68 5%	6 4%
Not at all important	(1)	14 1%	5 1%	7 1%	7 1%	2 *	5 1%	7 2%xde	2 *	6 1%	6 1%	11 1%	1 1%
NET: Not important		115 5%d	23 7%	45 6%	70 5%	11 1%	62 6%d	42 15%xde	36 6%	50 5%	29 6%	79 5%	7 5%
Don't know		52 2%gh	7 2%	20 3%	31 2%	14 2%	19 2%	18 7%xde	2 *	11 1%	38 8%xgh	34 2%	10 6%xj
Mean		3.54efi	3.51	3.52	3.55	3.76xef	3.46f	3.11	3.54i	3.57i	3.45	3.53	3.55
Standard deviation		0.62	0.67	0.64	0.61	0.47	0.63	0.73	0.61	0.61	0.66	0.63	0.63

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 80

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether I can control how much data I choose to share with the company

Base: All respondents

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important		1919	904	1013	201	320	292	340	296	471	521	553	384	461	1074	845	1603	164	94	58	444	492	420	246
		89%ace	86%	92%xa	84%	86%	84%	89%	93%xcde	94%xcdef	89%	91%	88%	88%	90%	88%	89%	90%	90%	92%	88%	91%u	87%	87%
Very important	(4)	1036	438	597	88	151	143	172	188	295	268	286	223	260	554	482	851	97	52	36	238	253	224	137
		48%acde	42%	54%xa	37%	41%	41%	45%c	59%xcdef	59%xcdef	45%	47%	51%	50%	46%	50%	47%	53%	50%	57%	47%	47%	47%	48%
Fairly important	(3)	882	466	416	113	169	149	168	108	175	254	266	162	201	520	362	751	67	42	22	206	240	196	109
		41%gh	44%b	38%	47%gh	45%gh	43%gh	44%gh	34%	35%	43%k	44%k	37%	38%	43%n	38%	42%	37%	40%	35%	41%	44%	41%	38%
Not very important	(2)	150	106	44	18	31	33	27	21	21	55	34	29	33	88	62	126	14	7	3	36	25	39	27
		7%bh	10%xb	4%	7%	8%h	10%h	7%	7%	4%	9%j	6%	7%	6%	7%	6%	7%	8%	6%	5%	7%	5%	8%t	9%t
Not at all important	(1)	15	10	5	2	5	5	2	1	1	3	4	4	4	7	8	13	2	-	-	4	4	4	1
		1%	1%	*	1%	1%	1%h	1%	*	*	*	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	*
NET: Not important		166	116	49	20	36	38	29	22	22	58	38	33	37	96	70	140	16	7	3	40	29	43	28
		8%bh	11%xb	4%	8%h	10%h	11%xh	7%h	7%	4%	10%j	6%	7%	7%	8%	7%	8%	9%	6%	5%	8%	5%	9%t	10%t
Don't know		73	32	40	18	17	16	14	2	6	9	17	20	26	26	46	66	1	4	2	20	18	18	10
		3%ghip	3%	4%	8%xfgh	5%gh	5%gh	4%gh	1%	1%	2%	3%	5%i	5%i	2%	5%im	4%p	1%	4%	3%	4%p	3%	4%p	4%
Mean		3.41acde	3.31	3.51xa	3.30	3.31	3.30	3.38	3.52xcdef	3.55xcdef	3.36	3.41	3.45i	3.44i	3.39	3.44	3.40	3.44	3.45	3.53	3.40	3.42	3.38	3.39
Standard deviation		0.66	0.69	0.60	0.66	0.69	0.70	0.64	0.63	0.59	0.67	0.63	0.67	0.65	0.65	0.66	0.66	0.68	0.62	0.61	0.66	0.62	0.68	0.68

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 81

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether I can control how much data I choose to share with the company

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1919 89%fi	304 87%	684 87%	1234 90%b	823 95%xef	898 88%f	198 71%	582 92%xi	928 90%i	410 82%	1289 89%	125 84%
Very important	(4)	1036 48%bafi	159 45%	339 43%	698 51%b	564 65%xef	419 41%f	53 19%	318 50%i	521 51%i	198 40%	680 47%	69 47%
Fairly important	(3)	882 41%d	145 41%	345 44%c	537 39%	259 30%	479 47%xd	145 52%xd	264 42%	407 40%	212 42%	609 42%	56 38%
Not very important	(2)	150 7%d	31 9%	67 9%c	83 6%	17 2%	84 8%d	49 18%xde	44 7%	72 7%	35 7%	106 7%	12 8%
Not at all important	(1)	15 1%	5 1%	8 1%	8 1%	1 *	9 1%d	5 2%xd	1 *	5 1%	9 2%xgh	10 1%	2 1%
NET: Not important		166 8%d	35 10%c	75 10%c	91 7%	18 2%	93 9%d	54 20%xde	45 7%	77 8%	44 9%	117 8%	14 9%
Don't know		73 3%gh	11 3%	27 3%	46 3%	21 2%	26 3%	26 9%xde	5 1%	21 2%	47 9%xgh	47 3%	10 6%
Mean		3.41bafi	3.35	3.34	3.45ab	3.65xef	3.32f	2.97	3.43i	3.44i	3.32	3.39	3.39
Standard deviation		0.66	0.70	0.68	0.64	0.53	0.66	0.70	0.63	0.65	0.70	0.66	0.70

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

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Absolutes/col percents

Table 82

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether I can report anything negative or harmful that happens to me to the company

Base: All respondents

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important		1898 88%a	898 85%	998 91%xa	201 84%	322 86%	292 85%	329 86%	296 93%xcdef	457 92%xcdef	515 88%	546 90%	381 87%	455 87%	1061 89%	837 87%	1591 88%	160 88%	91 87%	57 90%	437 87%	483 90%	426 89%	245 86%
Very important	(4)	974 45%ace	427 41%	546 49%xa	77 32%	155 42%c	133 39%	176 46%ce	178 56%xcdef	256 51%xcde	241 41%	273 45%	198 45%	262 50%xi	514 43%	460 48%lm	797 44%	91 50%ss	55 53%ss	31 49%	211 42%	244 45%	211 44%	132 46%
Fairly important	(3)	924 43%l	471 45%	453 41%	125 52%xfgh	167 45%	159 46%g	153 40%	119 37%	201 40%	274 47%l	273 45%l	184 42%	193 37%	547 46%n	376 39%	793 44%	69 38%	35 34%	26 42%	226 45%q	239 44%	215 45%q	113 40%
Not very important	(2)	146 7%b	92 9%b	54 5%	17 7%	28 7%	27 8%	35 9%gh	14 4%	26 5%	51 9%j	32 5%	33 7%	31 6%	82 7%	64 7%	126 7%	12 7%	6 6%	3 4%	34 7%	31 6%	36 7%	26 9%
Not at all important	(1)	25 1%	17 2%b	8 1%	5 2%	2 1%	7 2%h	4 1%	4 1%	2 1%	11 2%	6 1%	4 1%	5 1%	17 1%	9 1%	18 1%	4 2%u	2 2%	1 1%	6 1%	6 1%	3 1%	2 1%
NET: Not important		172 8%b	109 10%xb	62 6%	21 9%	30 8%	34 10%gh	39 10%gh	19 6%	28 6%	61 10%jl	38 6%	36 8%	37 7%	99 8%	73 8%	144 8%	16 9%	8 8%	3 5%	40 8%	37 7%	39 8%	28 10%
Don't know		87 4%gi	45 4%	42 4%	17 7%gh	21 6%gh	18 5%gh	14 4%g	4 1%	13 3%	12 2%	23 4%	20 4%i	32 6%xi	36 3%	52 5%lm	74 4%	6 3%	5 5%	3 4%	27 5%	19 4%	16 3%	12 4%
Mean		3.38acei	3.30	3.45xa	3.23	3.35c	3.28	3.36c	3.49xcdef	3.46xcdef	3.29	3.39i	3.38	3.45xi	3.34	3.42m	3.37	3.40	3.45	3.44	3.35	3.39	3.36	3.37
Standard deviation		0.67	0.70	0.63	0.67	0.65	0.71	0.70	0.65	0.62	0.70	0.64	0.67	0.66	0.67	0.67	0.66	0.73	0.71	0.64	0.67	0.66	0.65	0.69

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 83

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether I can report anything negative or harmful that happens to me to the company

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1898 88%fi	312 89%	693 88%	1205 88%	813 94%xef	883 87%f	201 72%	569 90%gi	922 90%gi	407 81%	1279 88%	122 83%
Very important	(4)	974 45%ef	174 50%	353 45%	622 45%	510 59%xef	402 40%f	63 23%	298 47%gi	472 46%	205 41%	650 45%	60 41%
Fairly important	(3)	924 43%d	138 39%	341 43%	583 43%	304 35%	482 47%xd	139 50%xd	271 43%	450 44%	202 40%	629 43%	62 42%
Not very important	(2)	146 7%d	21 6%	54 7%	92 7%	26 3%	82 8%d	39 14%xde	48 8%	69 7%	30 6%	100 7%	14 9%
Not at all important	(1)	25 1%d	6 2%	8 1%	17 1%	2 *	11 1%d	12 4%xde	7 1%	12 1%	7 1%	16 1%	1 1%
NET: Not important		172 8%d	27 8%	62 8%	109 8%	28 3%	93 9%d	51 18%xde	54 9%	81 8%	37 7%	116 8%	14 10%
Don't know		87 4%dgh	12 3%	31 4%	57 4%	21 2%	40 4%	26 9%xde	8 1%	23 2%	56 11%xgh	58 4%	11 8%
Mean		3.38ef	3.41	3.37	3.38	3.57xef	3.30f	3.00	3.38	3.38	3.36	3.37	3.33
Standard deviation		0.67	0.69	0.67	0.67	0.57	0.67	0.77	0.67	0.67	0.68	0.67	0.68

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 84

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Its impact on the climate and the environment****Base: All respondents**

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important		1512 70%a	664 63%	847 77%xa	168 70%	255 68%	234 68%	260 68%	234 73%	361 73%	412 70%	429 71%	305 70%	365 70%	841 70%	671 70%	1266 70%	128 71%	71 68%	47 75%	346 69%	384 71%	331 69%	205 72%
Very important	(4)	593 27%ae	241 23%	352 32%xa	65 27%	89 24%	74 22%	109 29%e	92 29%e	164 33%xde	156 27%	168 28%	123 28%	146 28%	324 27%	269 28%	489 27%	49 27%	34 32%	21 33%	125 25%	151 28%	127 26%	86 30%
Fairly important	(3)	919 43%	423 40%	495 45%a	103 43%	166 44%	160 46%	151 39%	142 44%	198 40%	256 44%	261 43%	182 42%	220 42%	518 43%	402 42%	777 43%	79 44%	37 35%	26 42%	221 44%	233 43%	204 42%	119 42%
Not very important	(2)	412 19%b	253 24%xb	159 14%	40 17%	75 20%	67 19%	72 19%	59 18%	99 20%	124 21%	115 19%	77 18%	96 18%	239 20%	173 18%	354 20%	32 18%	15 14%	11 18%	99 20%	100 19%	101 21%	54 19%
Not at all important	(1)	126 6%b	94 9%xb	32 3%	10 4%	21 6%	23 7%	26 7%	20 6%	25 5%	37 6%	33 5%	31 7%	25 5%	70 6%	56 6%	100 6%	13 7%	12 11%xorst	1 1%	29 6%	26 5%	29 6%	16 6%
NET: Not important		538 25%b	347 33%xb	191 17%	50 21%	96 26%	90 26%	99 26%	78 25%	124 25%	161 27%	148 24%	108 25%	121 23%	309 26%	229 24%	454 25%	45 25%	27 26%	12 19%	128 25%	126 23%	130 27%	70 25%
Don't know		107 5%ghi	42 4%	65 6%a	21 9%xgh	22 6%gh	21 6%gh	23 6%gh	6 2%	13 3%	15 3%	30 5%i	24 6%i	37 7%xi	45 4%	62 6%m	88 5%	8 4%	7 7%	4 6%	29 6%	30 6%	19 4%	10 3%
Mean		2.97a	2.80	3.12xa	3.02	2.92	2.88	2.96	2.98	3.03e	2.93	2.98	2.96	3.00	2.95	2.98	2.96	2.95	2.95	3.14	2.93	3.00	2.93	3.00
Standard deviation		0.86	0.91	0.77	0.82	0.84	0.84	0.89	0.86	0.86	0.86	0.85	0.89	0.84	0.85	0.86	0.85	0.88	1.00	0.77	0.85	0.83	0.86	0.86

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 85

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Its impact on the climate and the environment

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1512 70%f	259 74%	557 71%	955 70%	678 79%xef	688 68%f	146 52%	457 72%ei	724 71%	331 66%	1023 70%	104 71%
Very important	(4)	593 27%f	94 27%	204 26%	389 28%	306 36%xef	256 25%f	30 11%	162 26%	293 29%	137 28%	407 28%	38 26%
Fairly important	(3)	919 43%	165 47%	353 45%	566 41%	372 43%	432 42%	115 41%	294 47%ei	431 42%	194 39%	616 42%	66 45%
Not very important	(2)	412 19%d	60 17%	160 20%	252 18%	126 15%	212 21%d	74 27%xde	125 20%	208 20%ei	79 16%	269 18%	26 18%
Not at all important	(1)	126 6%d	22 6%	43 5%	83 6%	25 3%	70 7%d	30 11%xde	37 6%	58 6%	30 6%	91 6%	5 3%
NET: Not important		538 25%d	81 23%	203 26%	335 24%	151 18%	283 28%d	104 37%xde	162 26%	266 26%	109 22%	360 25%	31 21%
Don't know		107 5%g	10 3%	27 3%	80 6%ab	32 4%	46 5%	29 10%xde	13 2%	35 3%	59 12%xgh	70 5%	13 9%
Mean		2.97f	2.97	2.94	2.98	3.16xef	2.90f	2.58	2.94	2.97	3.00	2.97	3.02
Standard deviation		0.86	0.84	0.84	0.87	0.79	0.87	0.85	0.84	0.86	0.88	0.87	0.79

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 86

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- How they treat their employees

Base: All respondents

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Important		1654 77%a	740 70%	913 83%xa	182 76%	286 77%	260 75%	283 74%	255 80%	389 78%	439 75%	484 80%i	330 75%	402 77%	923 77%	732 76%	1379 76%	146 80%	84 80%	46 74%	395 78%	408 76%	355 74%	221 78%	
Very important	(4)	643 30%a	275 26%	367 33%xa	64 27%	103 28%	92 27%	105 27%	115 36%xcdef	164 33%	157 27%	180 30%	135 31%	171 33%i	337 28%	306 32%	519 29%	67 37%xostu	36 34%	21 33%	143 28%	153 28%	127 26%	95 33%	
Fairly important	(3)	1012 47%	465 44%	546 49%a	117 49%	183 49%	168 49%	179 47%	140 44%	225 45%	282 48%	304 50%	195 45%	231 44%	586 49%n	426 44%	860 48%	79 43%	47 45%	26 41%	251 50%	254 47%	228 47%	126 44%	
Not very important	(2)	325 15%b	209 20%xb	116 11%	29 12%	53 14%	55 16%	63 16%	45 14%	80 16%	106 18%ijl	84 14%	65 15%	70 13%	190 16%	135 14%	274 15%	24 13%	14 13%	13 21% ^s	64 13%	88 16%	76 16%	47 16%	
Not at all important	(1)	67 3%b	53 5%xb	14 1%	8 3%	12 3%	14 4%	13 3%	9 3%	11 2%	22 4%	17 3%	16 4%	12 2%	39 3%	28 3%	58 3%	6 3%	2 2%	2 2%	13 3%	15 3%	24 5% ^{xsv}	5 2%	
NET: Not important		392 18%b	262 25%xb	130 12%	37 16%	66 18%	69 20%	75 20%	55 17%	91 18%	128 22% ^{xjl}	101 17%	81 19%	82 16%	229 19%	163 17%	331 18%	30 17%	16 15%	15 24%	77 15%	103 19%	100 21% ^s	51 18%	
Don't know		110 5%	50 5%	60 5%	21 9% ^{xgh}	21 6%	16 5%	23 6% ^g	9 3%	19 4%	21 4%	23 4%	27 6%	40 8% ^{xij}	44 4%	66 7% ^{xm}	97 5%	6 3%	5 5%	2 3%	32 6%	29 5%	25 5%	11 4%	
Mean		3.09ai <u>u</u>	2.96	3.21xa	3.09	3.07	3.03	3.05	3.16ef	3.13	3.01	3.10i	3.09	3.16i	3.06	3.13m	3.08	3.18u	3.18	3.07	3.11u	3.07	3.01	3.14u	
Standard deviation		0.77	0.83	0.69	0.75	0.76	0.79	0.78	0.78	0.76	0.79	0.75	0.80	0.76	0.77	0.78	0.77	0.79	0.75	0.81	0.73	0.77	0.81	0.76	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 87

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- How they treat their employees

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1654 77%f	284 81%	603 77%	1051 77%	732 85%xef	761 75%f	162 58%	502 79%gi	787 77%	365 73%	1119 77%	117 79%
Very important	(4)	643 30%ef	119 34%	222 28%	420 31%	343 40%xef	265 26%f	35 13%	197 31%	304 30%	142 28%	426 29%	43 29%
Fairly important	(3)	1012 47%	165 47%	381 48%	631 46%	389 45%	496 49%	127 46%	305 48%	483 47%	223 45%	692 48%	74 50%
Not very important	(2)	325 15%d	41 12%	126 16%	199 15%	87 10%	178 18%d	61 22%xd	96 15%	170 17%gi	59 12%	205 14%	19 13%
Not at all important	(1)	67 3%d	13 4%	22 3%	45 3%	11 1%	31 3%d	25 9%xde	19 3%	33 3%	15 3%	53 4%	3 2%
NET: Not important		392 18%d	54 15%	148 19%	244 18%	98 11%	209 21%d	86 31%xde	115 18%	202 20%gi	75 15%	258 18%	22 15%
Don't know		110 5%gh	13 4%	34 4%	76 6%	33 4%	47 5%	30 11%xde	15 2%	36 3%	60 12%xgh	76 5%	9 6%
Mean		3.09ef	3.15	3.07	3.10	3.28xef	3.03f	2.70	3.10	3.07	3.12	3.08	3.13
Standard deviation		0.77	0.78	0.76	0.78	0.70	0.76	0.83	0.77	0.78	0.76	0.78	0.72

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 88

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Whether other customers are satisfied with the service****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Important	1825 85%a	843 80%	981 89%xa	198 83%	319 86%	294 85%	319 84%	282 88%h	412 83%	502 85%	511 84%	370 85%	442 84%	1013 85%	812 84%	1525 84%	158 87%	86 83%	55 88%	425 84%	447 83%	407 85%	246 87%		
Very important	(4) 36%a	772 30%	316 41%xa	455 31%	74 37%	138 37%	127 33%	127 43%xcfh	169 34%	194 33%	217 36%	177 40%i	184 35%	411 34%	361 38%	640 35%	67 37%	41 39%	24 39%	182 36%	181 34%	172 36%	105 37%		
Fairly important	(3) 49%	1053 50%	527 48%	526 48%	124 52%	182 49%	168 49%	191 50%	145 45%	243 49%	308 52%k	295 48%	193 44%	258 49%	602 50%	451 47%	886 49%	91 50%	46 44%	31 49%	243 48%	266 49%	235 49%	142 50%	
Not very important	(2) 11%b	235 14%xb	151 8%	84 9%	20 9%	35 10%	35 12%	45 10%	31 14%	69 12%	68 12%	74 10%	43 10%	50 12%	142 10%	93 10%	196 11%	21 11%	14 13%	4 7%	49 10%	59 11%	57 12%	30 11%	
Not at all important	(1) 2%b	41 3%xb	33 1%	8 2%	6 1%	5 2%	6 2%	8 1%	4 2%	12 2%	12 2%	9 1%	10 2%	10 2%	21 2%	20 2%	37 2%	2 1%	1 1%	1 1%	11 2%	14 3%	8 2%	4 1%	
NET: Not important	276 13%b	184 17%xb	92 8%	26 11%	40 11%	41 12%	53 14%	35 11%	81 16%xdg	81 14%	83 14%	52 12%	60 11%	164 14%	112 12%	233 13%	22 12%	15 14%	5 8%	60 12%	73 14%	66 14%	34 12%		
Don't know	56 3%ghi	26 2%	30 3%	16 7%xefgh	14 4%gh	10 3%g	10 3%g	2 *	5 1%	6 1%	14 2%	15 3%i	22 4%i	19 2%	37 4%lm	50 3%	1 1%	3 3%	3 4%p	19 4%pu	19 4%p	8 2%	4 1%		
Mean	3.22a	3.10	3.33xa	3.19	3.26	3.24	3.18	3.31xfh	3.16	3.17	3.21	3.27i	3.23	3.19	3.25	3.21	3.24	3.24	3.30	3.23	3.18	3.21	3.24		
Standard deviation	0.71	0.76	0.65	0.70	0.69	0.71	0.72	0.70	0.75	0.71	0.71	0.74	0.70	0.71	0.72	0.72	0.69	0.73	0.67	0.72	0.73	0.72	0.69		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 89

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether other customers are satisfied with the service

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1825 85%fi	301 86%	670 85%	1155 84%	779 90%xef	841 83%ef	206 74%	550 87%gi	884 86%gi	391 78%	1221 84%	123 83%
Very important	(4)	772 36%ef	150 43%xc	300 38%	472 34%	394 46%xef	321 32%ef	57 20%	227 36%	375 37%	170 34%	513 35%	52 35%
Fairly important	(3)	1053 49%ad	150 43%	370 47%	683 50%a	385 45%	519 51%d	149 54%d	323 51%gi	509 50%	221 44%	708 49%	71 48%
Not very important	(2)	235 11%d	34 10%	81 10%	154 11%	60 7%	132 13%d	43 15%xd	69 11%	109 11%	57 11%	161 11%	15 10%
Not at all important	(1)	41 2%d	9 2%	19 2%	22 2%	5 1%	26 3%d	11 4%xd	12 2%	21 2%	8 2%	33 2%	2 1%
NET: Not important		276 13%d	42 12%	99 13%	176 13%	65 7%	158 16%xd	53 19%xd	81 13%	130 13%	65 13%	194 13%	17 11%
Don't know		56 3%gh	8 2%	17 2%	39 3%	19 2%	18 2%	19 7%xde	- -	12 1%g	44 9%xgh	38 3%	8 6%
Mean		3.22ef	3.29	3.24	3.21	3.38xef	3.14f	2.97	3.21	3.22	3.21	3.20	3.24
Standard deviation		0.71	0.74	0.73	0.70	0.64	0.73	0.74	0.71	0.71	0.72	0.73	0.69

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 90

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Whether the service is reliable****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Important		2050 95%acd	982 93%	1067 97%xa	211 88%	343 92%	330 96%cd	365 95%cd	316 99%xcdef	485 97%bcd	565 96%l	582 96%	415 95%	488 93%	1147 96%mn	903 94%	1717 95%	179 98%xoqst	96 92%	59 94%	480 95%	504 94%	459 96%	273 96%		
Very important	(4)	1398 65%ace	634 60%	763 69%xa	122 51%	231 62%cd	201 58%	251 66%ce	231 72%xcde	363 73%xcdef	380 65%	412 68%	277 63%	328 63%	792 66%	605 63%	1164 64%	122 67%	69 66%	43 68%	322 64%	332 62%	323 67%	188 66%		
Fairly important	(3)	652 30%h	348 33%b	304 28%	89 37%xgh	112 30%	130 38%xdfgh	114 30%	85 27%	123 25%	184 31%	170 28%	138 31%	160 31%	355 30%	297 31%	552 31%	56 31%	27 26%	16 26%	158 31%	172 32%	136 28%	86 30%		
Not very important	(2)	43 2%b	34 3%xb	8 1%	9 4%g	12 3%g	4 1%	8 2%	2 1%	7 1%	13 2%	6 1%	12 3%j	12 2%	19 2%	24 2%	34 2%	2 1%	5 5%xopsu	1 2%	7 1%	16 3%	8 2%	5 2%		
Not at all important	(1)	14 1%	10 1%	4 *	3 1%	6 1%	3 1%	1 *	1 *	2 *	3 1%	7 1%	1 *	3 *	10 1%	3 *	10 1%	1 1%	1 1%	1 1%	4 1%	3 1%	3 1%	- -		
NET: Not important		57 3%bg	44 4%xb	12 1%	11 5%gh	18 5%xgh	7 2%	9 2%	3 1%	9 2%	16 3%	13 2%	12 3%	15 3%	29 2%	27 3%	45 2%	3 2%	7 7%xopsuv	2 3%	10 2%	19 4%	11 2%	5 2%		
Don't know		51 2%ghp	26 3%	24 2%	17 7%xcdefgh	12 3%gh	8 2%g	8 2%g	1 *	5 1%	7 1%	12 2%	10 2%	21 4%xi	20 2%	31 3%mn	47 3%p	- -	2 2%	2 3%p	14 3%p	16 3%p	11 2%p	6 2%p		
Mean		3.63ac	3.56	3.69xa	3.49	3.58	3.57	3.64c	3.71xcde	3.71xcdef	3.62	3.66	3.62	3.62	3.64	3.62	3.63	3.65	3.59	3.65	3.63	3.59	3.66	3.66		
Standard deviation		0.56	0.61	0.50	0.63	0.64	0.56	0.54	0.48	0.50	0.56	0.56	0.55	0.56	0.56	0.56	0.55	0.55	0.66	0.59	0.55	0.58	0.55	0.51		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 91

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether the service is reliable

Base: All respondents

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		2050 95%flk	326 93%	738 94%	1312 96%a	834 97%xf	968 95%f	248 89%	597 95%i	999 97%xgi	453 91%	1385 95%k	131 89%
Very important	(4)	1398 65%fgk	217 62%	486 62%	912 67%b	627 73%xef	645 63%f	126 46%	380 60%	711 69%xgi	307 61%	931 64%	82 55%
Fairly important	(3)	652 30%d	109 31%	252 32%	400 29%	207 24%	324 32%d	121 44%xde	218 34%xh	288 28%	146 29%	454 31%	49 33%
Not very important	(2)	43 2%	10 3%	21 3%	21 2%	12 1%	20 2%	10 4%d	22 3%xhi	14 1%	7 1%	27 2%	6 4%
Not at all important	(1)	14 1%	7 2%xc	9 1%	5 *	1 *	9 1%d	4 1%d	9 1%h	2 *	3 1%	7 1%	3 2%
NET: Not important		57 3%	17 5%xc	30 4%c	26 2%	14 2%	29 3%	14 5%xd	30 5%xhi	16 2%	10 2%	35 2%	8 6%xn
Don't know		51 2%gh	8 2%	18 2%	32 2%	14 2%	20 2%	16 6%xde	4 1%	11 1%	36 7%xgh	33 2%	8 6%xn
Mean		3.63fgk	3.57	3.58	3.66ab	3.72xef	3.61f	3.42	3.54	3.68xg	3.63g	3.63k	3.51
Standard deviation		0.56	0.65	0.61	0.53	0.49	0.58	0.64	0.63	0.51	0.55	0.55	0.67

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 92

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Whether the service will work on my device (e.g. my smartphone or laptop)****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important	1868 87%	891 85%	976 88%a	202 84%	333 89%h	303 88%	341 89%h	270 85%	418 84%	514 87%	531 87%	373 85%	451 86%	1045 87%	823 86%	1555 86%	166 91%osuv	91 87%	56 90%	433 86%	471 87%	409 85%	241 85%
Very important	(4) 1031 48%	481 46%	549 50%	107 45%	176 47%	164 48%	192 50%	157 49%	234 47%	264 45%	308 51%i	209 48%	251 48%	572 48%	460 48%	850 47%	94 52%	51 49%	37 58%sv	227 45%	251 47%	244 51%	128 45%
Fairly important	(3) 837 39%	410 39%	427 39%	95 40%	156 42%	139 40%	149 39%	114 36%	184 37%	250 43%j	223 37%	164 37%	200 38%	473 40%	364 38%	705 39%	72 40%	40 38%	20 31%	207 41%u	220 41%u	165 34%	113 40%
Not very important	(2) 185 9%	108 10%b	77 7%	17 7%	23 6%	21 6%	24 6%	38 12%xd	61 12%xd	55 9%	48 8%	40 9%	43 8%	103 9%	82 9%	160 9%	10 6%	10 9%	5 8%	42 8%	45 8%	45 9%	29 10%
Not at all important	(1) 37 2%	23 2%	14 1%	6 2%	4 1%	7 2%	6 2%	6 2%	9 2%	11 2%	10 2%	6 1%	10 2%	21 2%	16 2%	33 2%	2 1%	1 1%	- -	9 2%	6 1%	13 3%	6 2%
NET: Not important	222 10%	131 12%b	91 8%	23 10%	27 7%	28 8%	30 8%	44 14%xd	69 14%xd	66 11%	58 10%	45 10%	53 10%	124 10%	98 10%	194 11%	12 7%	11 11%	5 8%	50 10%	50 9%	57 12%p	36 13%p
Don't know	67 3%i	30 3%	36 3%	14 6%xfgh	13 4%	14 4%g	10 3%	5 1%	11 2%	8 1%	19 3%	19 4%i	20 4%i	27 2%	40 4%lm	59 3%	4 2%	2 2%	2 3%	20 4%	18 3%	15 3%	7 3%
Mean	3.37	3.32	3.42a	3.35	3.40	3.39	3.42h	3.34	3.32	3.32	3.41i	3.38	3.37	3.36	3.38	3.36	3.44v	3.37	3.52sv	3.35	3.37	3.37	3.31
Standard deviation	0.72	0.75	0.68	0.73	0.66	0.70	0.69	0.76	0.76	0.73	0.71	0.71	0.72	0.72	0.72	0.73	0.66	0.72	0.64	0.71	0.69	0.77	0.75

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 93

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Whether the service will work on my device (e.g. my smartphone or laptop)****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1868 87%fi	316 90%c	706 90%xc	1162 85%	751 87%f	892 88%f	225 81%	559 88%ii	913 89%ii	396 79%	1258 87%	123 83%
Very important	(4)	1031 48%fi	184 53%c	402 51%c	630 46%	456 53%xef	480 47%f	95 34%	298 47%ii	537 52%xgi	196 39%	696 48%	61 41%
Fairly important	(3)	837 39%d	132 38%	305 39%	532 39%	295 34%	412 40%d	130 47%xd	260 41%	377 37%	200 40%	561 39%	62 42%
Not very important	(2)	185 9%	27 8%	55 7%	130 10%b	76 9%	78 8%	31 11%	55 9%	86 8%	44 9%	128 9%	13 9%
Not at all important	(1)	37 2%	3 1%	7 1%	30 2%b	12 1%	19 2%	6 2%	14 2%	11 1%	13 3%h	23 2%	4 2%
NET: Not important		222 10%	30 9%	62 8%	160 12%b	88 10%	98 10%	37 13%	69 11%	97 9%	56 11%	152 10%	17 11%
Don't know		67 3%gh	4 1%	18 2%	49 4%a	23 3%	27 3%	16 6%xde	4 1%	15 1%	47 9%xgh	43 3%	8 6%
Mean		3.37fi	3.43c	3.43xc	3.33	3.43f	3.37f	3.20	3.34	3.42xgi	3.28	3.37	3.29
Standard deviation		0.72	0.68	0.67	0.75	0.71	0.71	0.73	0.73	0.69	0.75	0.72	0.74

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 94

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Whether that company pays relevant taxes****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Important		1542 72%de	740 70%	801 73%	158 66%	239 64%	219 63%	263 69%	248 78%xcdef	416 83%xcdefg	433 74%	436 72%	309 71%	365 70%	869 73%	673 70%	1286 71%	131 72%	78 75%	47 75%	350 70%	390 72%	332 69%	213 75%		
Very important	(4)	730 34%cde	360 34%	369 33%	57 24%	93 25%	83 24%	123 32%cde	128 40%xcdef	247 49%xcdefg	214 36%	204 34%	149 34%	163 31%	419 35%	312 32%	593 33%	73 40%otu	43 41%	22 34%	168 33%	175 32%	153 32%	96 34%		
Fairly important	(3)	812 38%	379 36%	433 39%	101 42%h	146 39%	136 39%	140 37%	120 38%	169 34%	218 37%	232 38%	160 36%	202 39%	450 38%	362 38%	692 38%	58 32%	36 34%	25 41%	182 36%	215 40%p	179 37%	117 41%p		
Not very important	(2)	392 18%h	210 20%b	182 17%	46 19%h	76 20%h	87 25%xfgh	70 18%h	48 15%	64 13%	114 19%	110 18%	79 18%	89 17%	224 19%	168 17%	331 18%	35 19%	17 16%	9 14%	99 20%	95 18%	90 19%	47 17%		
Not at all important	(1)	98 5%h	56 5%	42 4%	11 4%	27 7%hxh	18 5%h	18 5%h	13 4%	11 2%	27 5%	25 4%	20 4%	25 5%	53 4%	45 5%	83 5%	8 4%	4 4%	3 5%	22 4%	19 3%	32 7%xt	10 4%		
NET: Not important		490 23%h	266 25%b	224 20%	56 24%h	103 27%gh	106 31%xfgh	88 23%h	61 19%	76 15%	142 24%	135 22%	98 22%	114 22%	277 23%	213 22%	414 23%	43 24%	21 20%	12 18%	121 24%	114 21%	122 25%	57 20%		
Don't know		125 6%ghi	47 5%	78 7%a	25 10%xgh	32 8%gh	21 6%h	31 8%gh	10 3%	7 1%	14 2%	36 6%i	31 7%i	44 8%xi	50 4%	75 8%xm	108 6%	7 4%	5 5%	4 6%	33 6%	35 7%	26 5%	14 5%		
Mean		3.07de	3.04	3.10	2.95	2.89	2.87	3.05de	3.17xcde g	3.33xcdef	3.08	3.08	3.08	3.05	3.08	3.06	3.06	3.12	3.18	3.12	3.05	3.08	3.00	3.11		
Standard deviation		0.86	0.89	0.83	0.83	0.89	0.86	0.87	0.84	0.79	0.87	0.85	0.87	0.86	0.86	0.86	0.86	0.89	0.86	0.84	0.87	0.82	0.91	0.82		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 95

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Whether that company pays relevant taxes

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1542 72%f	250 71%	553 70%	990 72%	694 81% x _{ef}	694 68% f	154 55%	467 74% i	739 72%	336 67%	1039 71%	106 72%
Very important	(4)	730 34% e _{fk}	113 32%	250 32%	480 35%	384 44% x _{ef}	296 29% f	51 18%	218 35%	345 34%	167 33%	506 35% k	36 24%
Fairly important	(3)	812 38%	137 39%	303 38%	509 37%	311 36%	398 39%	103 37%	249 39%	394 38%	169 34%	533 37%	70 48% x _j
Not very important	(2)	392 18% d	63 18%	150 19%	241 18%	103 12%	212 21% d	76 27% x _{de}	120 19%	199 19% i	73 15%	270 19%	22 15%
Not at all important	(1)	98 5% d	19 6%	44 6%	54 4%	23 3%	52 5% d	22 8% x _d	30 5%	44 4%	25 5%	62 4%	6 4%
NET: Not important		490 23% d	83 24%	195 25%	295 22%	126 15%	265 26% x _d	99 35% x _{de}	149 24%	242 24%	98 20%	332 23%	29 19%
Don't know		125 6% g	18 5%	39 5%	86 6%	42 5%	58 6%	26 9% x _{de}	15 2%	44 4% g	66 13% x _{gh}	82 6%	13 9%
Mean		3.07 _{ef}	3.03	3.01	3.10 _b	3.28 _{ef}	2.98 _f	2.72	3.06	3.06	3.10	3.08	3.01
Standard deviation		0.86	0.87	0.88	0.85	0.79	0.87	0.89	0.86	0.85	0.88	0.86	0.79

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 96

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- How they resolve complaints****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Important		1904 88% ^c	904 86%	998 90% ^a	183 77%	324 87% ^c	299 87% ^c	335 88% ^c	295 92% ^{xcdef}	468 94% ^{xcdef}	505 86%	543 89%	387 88%	469 90%	1048 88%	856 89%	1593 88%	163 90%	92 88%	56 89%	436 87%	493 91% ^{xosu}	413 86%	251 88%		
Very important	(4)	945 44% ^{ace}	416 39%	528 48% ^{xa}	62 26%	152 41% ^c	115 33%	171 45% ^{ce}	173 54% ^{xcdef}	272 54% ^{xcdef}	234 40%	266 44%	203 46% ⁱ	242 46% ⁱ	500 42%	445 46% ^m	787 44%	86 47%	48 46%	24 38%	218 43%	237 44%	208 43%	124 44%		
Fairly important	(3)	959 44% ^{gh}	489 46%	470 43%	121 51% ^{gh}	172 46% ^g	184 53% ^{xfgh}	164 43%	122 38%	196 39%	272 46%	276 45%	184 42%	227 43%	548 46%	411 43%	806 45%	77 42%	44 42%	32 51%	219 43%	256 47%	205 43%	127 45%		
Not very important	(2)	163 8% ^{bhlt}	104 10% ^{xb}	59 5%	27 11% ^h	32 8% ^h	29 9% ^h	33 9% ^h	21 7%	22 4%	66 11% ^{xjl}	38 6%	34 8%	26 5%	103 9% ⁿ	60 6%	138 8% ^t	13 7%	8 8%	4 7%	40 8% ^t	24 5%	50 10% ^{xt}	23 8%		
Not at all important	(1)	20 1% ^{hk}	13 1%	7 1%	8 3% ^{xd}	2 1%	4 1% ^h	3 1%	2 1%	-	7 1% ^k	8 1% ^k	-	4 1%	16 1% ⁿ	4 *	17 1%	3 1%	-	-	5 1%	6 1%	6 1%	1 *		
NET: Not important		183 8% ^{bhlt}	116 11% ^{xb}	67 6%	35 15% ^{xfgh}	34 9% ^h	34 10% ^h	35 9% ^h	23 7%	22 4%	73 12% ^{xjkl}	46 8%	34 8%	30 6%	119 10% ⁿ	64 7%	155 9% ^t	15 9%	8 8%	4 7%	45 9% ^t	30 6%	56 12% ^{xot}	25 9%		
Don't know		70 3% ^g	32 3%	39 3%	21 9% ^{xdefgh}	16 4% ^{gh}	12 4% ^g	11 3% ^g	1 *	9 2%	10 2%	19 3%	17 4% ⁱ	24 5% ⁱ	29 2%	41 4% ^m	60 3%	3 2%	4 4%	3 5%	22 4%	16 3%	12 3%	9 3%		
Mean		3.36 ^{acei}	3.28	3.43 ^{xa}	3.09	3.32 ^c	3.23 ^c	3.36 ^{ce}	3.46 ^{xcdef}	3.51 ^{xcdef}	3.27	3.36 ⁱ	3.40 ⁱ	3.42 ⁱ	3.31	3.41 ^{xm}	3.35	3.38	3.40	3.33	3.35	3.39	3.31	3.36		
Standard deviation		0.67	0.69	0.63	0.74	0.66	0.66	0.67	0.65	0.58	0.71	0.67	0.63	0.63	0.69	0.63	0.67	0.68	0.64	0.61	0.67	0.63	0.71	0.66		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 97

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- How they resolve complaints

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1904 88%fi	301 86%	695 88%	1209 88%	811 94%xef	893 88%f	201 72%	566 90%i	919 90%i	418 84%	1284 88%	130 88%
Very important	(4)	945 44%ef	153 44%	321 41%	624 46%b	487 56%xef	404 40%f	54 20%	275 44%	455 44%	215 43%	623 43%	53 36%
Fairly important	(3)	959 44%d	148 42%	374 48%c	585 43%	324 38%	489 48%d	146 53%xd	292 46%	464 45%	204 41%	662 46%	77 52%
Not very important	(2)	163 8%d	37 10%	62 8%	101 7%	31 4%	92 9%d	41 15%xde	54 9%	80 8%	29 6%	109 7%	10 7%
Not at all important	(1)	20 1%d	5 2%	8 1%	12 1%	2 *	6 1%	12 4%xde	5 1%	10 1%	5 1%	12 1%	1 1%
NET: Not important		183 8%d	42 12%xc	70 9%	113 8%	33 4%	97 10%d	53 19%xde	59 9%	90 9%	34 7%	121 8%	11 8%
Don't know		70 3%gh	8 2%	21 3%	49 4%	19 2%	27 3%	24 9%xde	6 1%	17 2%	48 10%xgh	47 3%	6 4%
Mean		3.36ef	3.31	3.32	3.38b	3.54xef	3.30f	2.96	3.34	3.35	3.39	3.35	3.29
Standard deviation		0.67	0.72	0.67	0.66	0.58	0.66	0.75	0.67	0.67	0.66	0.66	0.63

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 98

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?**- Their code of ethics or values****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Important	1762 82%ad	813 77%	948 86%xa	191 80%	284 76%	274 79%	302 79%	272 85%def	439 88%xcdef	475 81%	503 83%	358 82%	426 81%	977 82%	785 82%	1477 82%	146 80%	88 85%	51 81%	417 83%	443 82%	380 79%	236 83%
Very important	(4) 763 35%ade	323 31%	439 40%xa	73 30%	106 28%	103 30%	120 31%	145 45%xcdef	218 44%xcdef	193 33%	220 36%	155 35%	196 37%	413 35%	351 36%	629 35%	74 41% ^s	38 37%	22 35%	162 32%	182 34%	178 37%	107 38%
Fairly important	(3) 999 46%g	490 47%	508 46%	118 49%g	179 48%g	172 50%g	182 48%g	127 40%	221 44%	282 48%	283 47%	204 47%	230 44%	565 47%	434 45%	848 47% ^p	72 39%	50 48%	29 46%	255 51% ^{pu}	261 48% ^p	203 42%	129 45%
Not very important	(2) 252 12%b	161 15% ^{xb}	91 8%	23 10%	54 15% ^h	47 14% ^h	49 13% ^h	35 11%	43 9%	84 14%	64 11%	46 11%	57 11%	149 12%	103 11%	215 12%	22 12%	8 8%	7 11%	52 10%	62 12%	67 14%	33 12%
Not at all important	(1) 53 2%b	38 4% ^b	15 1%	7 3%	13 3% ^h	8 2%	11 3% ^h	9 3%	6 1%	12 2%	16 3%	13 3%	12 2%	28 2%	25 3%	42 2%	8 5% ^{os}	3 3%	-	10 2%	11 2%	14 3%	7 2%
NET: Not important	305 14% ^{bh}	199 19% ^{xb}	106 10%	29 12%	67 18% ^h	55 16% ^h	60 16% ^h	44 14%	49 10%	97 16%	80 13%	59 13%	69 13%	177 15%	128 13%	257 14%	31 17%	11 11%	7 11%	62 12%	73 14%	81 17% ^s	40 14%
Don't know	90 4% ^{gh}	40 4%	50 5%	19 8% ^{xgh}	22 6% ^{gh}	16 5% ^{gh}	20 5% ^{gh}	3 1%	10 2%	17 3%	25 4%	21 5%	28 5% ⁱ	42 3%	49 5%	75 4%	5 3%	5 5%	5 8% ^{pv}	24 5%	23 4%	19 4%	8 3%
Mean	3.20 ^{ad}	3.08	3.30 ^{xa}	3.17	3.07	3.12	3.13	3.29 ^{xdef}	3.33 ^{xdef}	3.15	3.21	3.20	3.23	3.18	3.22	3.19	3.20	3.25	3.26	3.19	3.19	3.18	3.22
Standard deviation	0.75	0.79	0.68	0.73	0.77	0.74	0.76	0.77	0.69	0.74	0.74	0.75	0.75	0.74	0.75	0.74	0.84	0.73	0.66	0.70	0.72	0.79	0.75

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 99

Q7. How important, if at all, do you feel it is to know each of the following about a company providing services online before you use them?

- Their code of ethics or values

Base: All respondents

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Important		1762 82%fi	279 80%	634 81%	1128 82%	766 89%xef	827 81%f	168 61%	535 85%gi	849 83%gi	378 76%	1189 82%	114 77%
Very important	(4)	763 35%ef	129 37%	268 34%	495 36%	418 48%xef	305 30%f	40 14%	216 34%	387 38%gi	160 32%	501 34%	49 33%
Fairly important	(3)	999 46%d	150 43%	366 47%	633 46%	348 40%	522 51%xd	129 46%	319 50%hi	462 45%	218 44%	689 47%	65 44%
Not very important	(2)	252 12%d	43 12%	107 14%c	145 11%	61 7%	130 13%d	61 22%xde	74 12%	126 12%	52 10%	167 11%	19 13%
Not at all important	(1)	53 2%d	16 5%xc	21 3%	32 2%	10 1%	26 3%d	18 6%xde	13 2%	29 3%	11 2%	35 2%	5 4%
NET: Not important		305 14%d	60 17%	128 16%c	177 13%	70 8%	155 15%d	79 28%xde	87 14%	155 15%	63 13%	201 14%	24 17%
Don't know		90 4%gh	12 3%	24 3%	66 5%b	25 3%	35 3%	30 11%xde	10 2%	22 2%	59 12%xgh	62 4%	9 6%
Mean		3.20ef	3.16	3.16	3.22	3.40xef	3.13f	2.77	3.19	3.20	3.19	3.19	3.14
Standard deviation		0.75	0.83	0.76	0.73	0.68	0.73	0.80	0.72	0.77	0.74	0.74	0.79

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 100

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Summary****Base: All consider it is important to know about**

	Q8. Summary											
	What they are doing to keep my personal data secure, such as my name and address (a)	How they are using my data (b)	Whether I can control how much data I choose to share with the company (c)	Whether I can report anything negative or harmful that happens to me to the company (d)	Its impact on the climate and the environment (e)	How they treat their employees (f)	Whether other customers are satisfied with the service (g)	Whether the service is reliable (h)	Whether the service will work on my device (e.g. my smartphone or laptop) (i)	Whether that company pays relevant taxes (j)	How they resolve complaints (k)	Their code of ethics or values (l)
Unweighted Base	2024	1994	1920	1898	1512	1653	1828	2055	1869	1546	1903	1763
Weighted Base	2020	1990	1919	1898	1512	1654	1825	2050	1868	1542	1904	1762
NET: Currently/ would like to find out	1453 72%defjkl	1416 71%defjkl	1381 72%defjkl	1231 65%efjl	887 59%fj	872 53%	1503 82%abcdefjkl	1671 81%abcdefjkl	1518 81%abcdefjkl	846 55%	1224 64%efjl	1045 59%fj
I currently find out this information	504 25%efjl	450 23%efjl	479 25%efjl	476 25%efjl	170 11%f	148 9%	1150 63%abcdefhjkl	1103 54%abcdefjkl	1175 63%abcdefhjkl	153 10%	509 27%befjl	282 16%efj
I would like to find out this information but cannot find it	949 47%dghikl	966 49%dfghijkl	902 47%dghikl	755 40%ghi	717 47%dfghikl	724 44%dghik	354 19%	568 28%gi	344 18%	693 45%dghik	714 38%ghi	763 43%dghik
I don't find out this information	428 21%ghi	439 22%ghi	395 21%ghi	520 27%abcghi	504 33%abcdghik	643 39%abcdeghikl	221 12%	244 12%	219 12%	576 37%abcddeghikl	518 27%abcghi	588 33%abcdghik
Don't know	140 7%	135 7%	142 7%g	147 8%g	121 8%g	140 8%gh	100 5%	135 7%	131 7%	120 8%g	162 8%bgh	129 7%g

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 101

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- What they are doing to keep my personal data secure, such as my name and address

Base: All consider it is important to know about

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2024	967	1056	182	279	340	380	348	495	605	502	407	510	1107	917	1645	217	91	71	495	453	470	227
Weighted Base	2020	965	1054	205	339	322	356	315	483	556	576	407	481	1132	888	1689	176	97*	59*	466	503	452	268
NET: Currently/ would like to find out	1453 72%	699 72%	753 71%	143 70%	232 68%	218 68%	254 71%	241 76%de	365 75%de	413 74%	406 71%	292 72%	342 71%	819 72%	634 71%	1205 71%	135 77%	70 73%	43 73%	327 70%	367 73%	324 72%	186 70%
I currently find out this information	504 25%	220 23%	283 27%a	56 28%	69 20%	65 20%	97 27%de	87 28%de	129 27%e	159 29%l	137 24%	96 24%	111 23%	296 26%	208 23%	408 24%	55 31% xost	26 27%	14 25%	110 24%	115 23%	115 26%	67 25%
I would like to find out this information but cannot find it	949 47%	479 50%b	470 45%	87 42%	163 48%	153 48%	157 44%	154 49%	236 49%	254 46%	269 47%	196 48%	231 48%	523 46%	426 48%	796 47%	80 45%	45 46%	29 49%	217 46%	252 50%	209 46%	119 44%
I don't find out this information	428 21%	211 22%	217 21%	42 20%	76 22%	83 26%gh	82 23%	61 19%	85 18%	108 19%	132 23%	90 22%	97 20%	240 21%	187 21%	364 22%	30 17%	19 19%	15 25%	104 22%	100 20%	106 24%	54 20%
Don't know	140 7%	55 6%	84 8%a	20 10%g	31 9%g	21 6%	21 6%	14 4%	34 7%	35 6%	37 7%	25 6%	42 9%	73 6%	67 8%	120 7%	11 7%	7 8%	1 1%	36 8%	36 7%	21 5%	28 10%ru

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 102

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- What they are doing to keep my personal data secure, such as my name and address

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2024	316	714	1310	841	951	232	599	985	440	1364	108
Weighted Base	2020	323	729	1291	840	949	232	603	977	441	1365	127
NET: Currently/ would like to find out	1453 72%fi	248 77%	532 73%	921 71%	667 79%xef	663 70%ef	123 53%	504 84%xhi	720 74%ei	229 52%	969 71%	99 77%
I currently find out this information	504 25%fi	100 31%xc	196 27%	308 24%	216 26%	240 25%	48 21%	184 31%xi	255 26%ei	65 15%	326 24%	33 26%
I would like to find out this information but cannot find it	949 47%fi	148 46%	336 46%	613 48%	451 54%xef	423 45%ef	75 32%	320 53%xhi	465 48%ei	165 37%	643 47%	65 51%
I don't find out this information	428 21%dg	69 21%	158 22%	270 21%	118 14%	223 24%df	86 37%xde	80 13%	198 20%g	149 34%xgh	300 22%	19 15%
Don't know	140 7%ag	6 2%	39 5%a	101 8%ab	55 7%	62 7%	22 10%	19 3%	59 6%g	62 14%xgh	96 7%	10 8%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 103

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- How they are using my data****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1994	956	1037	174	277	326	381	340	496	595	492	403	504	1087	907	1624	210	89	71	497	449	457	221
Weighted Base	1990	953	1036	196	338	309	357	309	482	547	564	403	477	1111	879	1667	170	94*	59*	469	499	438	261
NET: Currently/ would like to find out	1416 71%	681 71%	734 71%	138 71%	234 69%	214 69%	247 69%	240 78% xdefh	342 71%	396 72%	390 69%	286 71%	343 72%	787 71%	630 72%	1172 70%	130 77%	72 77%	43 72%	327 70%	357 72%	303 69%	185 71%
I currently find out this information	450 23%	197 21%	253 24% a	44 22%	80 24%	60 19%	87 24%	79 26%	101 21%	130 24%	124 22%	91 22%	105 22%	254 23%	196 22%	362 22%	49 29% otu	24 26%	15 26%	103 22%	107 21%	88 20%	65 25%
I would like to find out this information but cannot find it	966 49%	484 51%	481 46%	95 48%	154 46%	155 50%	160 45%	162 52% f	241 50%	266 49%	266 47%	196 49%	238 50%	532 48%	434 49%	810 49%	82 48%	48 51%	27 46%	224 48%	251 50%	215 49%	120 46%
I don't find out this information	439 22%	214 22%	225 22%	41 21%	73 22%	70 23%	90 25% g	56 18%	109 23%	115 21%	136 24%	88 22%	99 21%	252 23%	188 21%	383 23% q	29 17%	13 14%	15 25%	108 23%	110 22%	111 25% pq	54 20%
Don't know	135 7%	59 6%	76 7%	17 9% g	31 9% g	24 8% g	20 6%	12 4%	31 6%	35 6%	37 7%	28 7%	34 7%	73 7%	62 7%	113 7%	11 6%	9 10%	2 4%	35 7%	32 6%	23 5%	23 9%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 104

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- How they are using my data****Base: All consider it is important to know about**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1994	312	704	1290	839	936	219	588	974	432	1340	111
Weighted Base	1990	321	721	1270	837	936	218	593	965	432	1339	131
NET: Currently/ would like to find out	1416 71%fi	239 74%	518 72%	898 71%	654 78%xef	638 68%ef	124 57%	492 83%xhi	700 73%i	224 52%	949 71%	97 74%
I currently find out this information	450 23%i	99 31%xc	183 25%c	267 21%	190 23%	211 23%	49 22%	179 30%xhi	225 23%i	47 11%	292 22%	29 22%
I would like to find out this information but cannot find it	966 49%fi	140 44%	335 47%	631 50%	463 55%xef	427 46%ef	76 35%	313 53%i	475 49%i	177 41%	657 49%	68 52%
I don't find out this information	439 22%dg	68 21%	159 22%	280 22%	136 16%	232 25%d	70 32%xde	77 13%	204 21%g	158 36%xgh	301 22%	21 16%
Don't know	135 7%g	14 4%	43 6%	92 7%	47 6%	65 7%	23 11%xd	23 4%	61 6%g	51 12%xgh	90 7%	13 10%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 105

Q8. And which, if any, of these 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 consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1920	902	1017	179	262	307	362	327	483	567	481	385	487	1048	872	1559	203	89	69	471	443	437	208
Weighted Base	1919	904	1013	201	320	292	340	296	471	521	553	384	461	1074	845	1603	164	94*	58*	444	492	420	246
NET: Currently/ would like to find out	1381 72%	663 73%	716 71%	155 77%	222 69%	204 70%	237 70%	220 74%	343 73%	387 74%	396 72%	269 70%	329 71%	783 73%	598 71%	1143 71%	128 78%ou	66 71%	44 76%	316 71%	356 72%	285 68%	186 75%
I currently find out this information	479 25%	222 25%	256 25%	57 28%	78 25%	72 25%	92 27%	67 22%	113 24%	145 28%j	123 22%	100 26%	111 24%	268 25%	211 25%	394 25%	42 26%	26 28%	17 30%	109 25%	112 23%	114 27%	59 24%
I would like to find out this information but cannot find it	902 47%u	442 49%	460 45%	97 48%	144 45%	132 45%	144 43%	154 52%f	230 49%	242 46%	274 50%	169 44%	218 47%	515 48%	387 46%	749 47%u	86 52%u	40 43%	27 47%	207 47%	244 50%u	171 41%	127 52%u
I don't find out this information	395 21%	176 20%	219 22%	33 16%	68 21%	67 23%	80 23%	59 20%	88 19%	104 20%	123 22%	81 21%	86 19%	228 21%	168 20%	339 21%	26 16%	19 21%	11 19%	92 21%	98 20%	108 26%xoptv	41 17%
Don't know	142 7%	64 7%	78 8%	14 7%	30 9%	20 7%	23 7%	17 6%	39 8%	30 6%	33 6%	34 9%	45 10%ij	63 6%	79 9%im	121 8%	10 6%	8 9%	3 5%	36 8%	39 8%	27 6%	20 8%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 106

Q8. And which, if any, of these 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 consider it is important to know about**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1920	296	668	1252	825	896	199	576	936	408	1288	105
Weighted Base	1919	304	684	1234	823	898	198	582	928	410	1289	125
NET: Currently/ would like to find out	1381 72%fi	234 77%	502 73%	880 71%	629 76%xef	639 71%ef	114 57%	492 85%xhi	677 73%hi	213 52%	906 70%	98 79%
I currently find out this information	479 25%hi	97 32%xc	194 28%ci	285 23%	203 25%	223 25%	53 27%	195 34%xhi	239 26%hi	45 11%	310 24%	30 24%
I would like to find out this information but cannot find it	902 47%fi	138 45%	307 45%	595 48%	426 52%xef	416 46%ef	60 30%	297 51%hi	438 47%hi	167 41%	596 46%	68 55%
I don't find out this information	395 21%dg	59 19%	146 21%	250 20%	141 17%	191 21%di	64 32%xde	66 11%	192 21%gi	137 34%xgh	283 22%	20 16%
Don't know	142 7%ag	11 4%	37 5%	105 8%ab	54 7%	68 8%	21 10%	24 4%	59 6%	60 15%xgh	100 8%	6 5%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 107

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Whether I can report anything negative or harmful that happens to me to the company****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	1898	900	997	179	264	308	351	327	469	559	476	382	481	1035	863	1546	198	86	68	463	434	442	207	
Weighted Base	1898	898	998	201	322	292	329	296	457	515	546	381	455	1061	837	1591	160	91*	57*	437	483	426	245	
NET: Currently/ would like to find out	1231 65%u	600 67%	630 63%	136 67%	210 65%	184 63%	204 62%	189 64%	309 68%	338 66%	356 65%	245 64%	292 64%	694 65%	537 64%	1016 64%	109 68%u	64 71%u	41 73%u	288 66%u	317 66%u	251 59%	161 66%	
I currently find out this information	476 25%	230 26%	245 25%	68 34%xdgh	72 22%	76 26%	85 26%	63 21%	113 25%	143 28%	128 23%	89 23%	116 25%	271 26%	205 24%	392 25%	42 26%	26 29%	15 27%	117 27%	116 24%	97 23%	62 25%	
I would like to find out this information but cannot find it	755 40%	370 41%	385 39%	68 34%	137 43%	108 37%	119 36%	127 43%	196 43%c	195 38%	228 42%	156 41%	176 39%	423 40%	332 40%	624 39%	68 42%	38 42%	26 46%	171 39%	200 41%	153 36%	99 41%	
I don't find out this information	520 27%	242 27%	278 28%	54 27%	79 24%	85 29%	99 30%	89 30%	114 25%	144 28%	155 28%	102 27%	120 26%	299 28%	221 26%	448 28%	40 25%	19 21%	13 23%	113 26%	136 28%	138 32%qxqsv	61 25%	
Don't know	147 8%	56 6%	90 9%a	12 6%	34 10%	23 8%	26 8%	18 6%	34 7%	33 6%	35 6%	35 9%	44 10%	68 6%	78 9% m	127 8%	10 6%	7 8%	2 4%	36 8%	30 6%	37 9%	23 9%	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 108

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- Whether I can report anything negative or harmful that happens to me to the company

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1898	304	678	1220	814	882	202	564	929	405	1276	104
Weighted Base	1898	312	693	1205	813	883	201	569	922	407	1279	122
NET: Currently/ would like to find out	1231 65%fi	220 71%c	465 67%	767 64%	593 73%xef	542 61%ef	96 48%	446 78%xhi	590 64%i	195 48%	833 65%	86 71%
I currently find out this information	476 25%i	97 31%xc	209 30%xc	267 22%	215 26%	216 24%	44 22%	188 33%xhi	229 25%i	59 14%	320 25%	31 26%
I would like to find out this information but cannot find it	755 40%fi	123 39%	256 37%	500 41%	378 46%xef	326 37%ef	52 26%	259 45%xhi	361 39%	136 33%	513 40%	55 45%
I don't find out this information	520 27%dg	83 27%	190 27%	330 27%	163 20%	284 32%xd	73 36%xd	99 17%	268 29%g	153 38%xgh	349 27%	29 23%
Don't know	147 8%ag	9 3%	38 5%	109 9%ab	58 7%	57 6%	32 16%xde	23 4%	64 7%g	60 15%xgh	97 8%	7 6%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 109

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Its impact on the climate and the environment****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1512	660	851	150	211	245	277	258	371	445	374	306	387	819	693	1231	157	67	57	367	344	346	174
Weighted Base	1512	664	847	168	255	234	260	234	361	412	429	305	365	841	671	1266	128	71*	47*	346	384	331	205
NET: Currently/ would like to find out	887 59%f	400 60%	485 57%	118 71% xefgh	159 63% f	129 55%	134 52%	134 57%	211 59%	262 63% k	246 57%	171 56%	208 57%	508 60%	379 56%	733 58%	84 65%	41 58%	29 61%	196 57%	226 59%	188 57%	122 60%
I currently find out this information	170 11%	73 11%	97 11%	26 15% g	32 13%	32 14% g	24 9%	18 8%	37 10%	48 12%	45 11%	33 11%	44 12%	93 11%	77 11%	138 11%	16 13%	10 14%	6 13%	41 12%	30 8%	39 12%	29 14% t
I would like to find out this information but cannot find it	717 47%	327 49%	388 46%	93 55% ef	127 50%	96 41%	110 42%	117 50%	174 48%	214 52%	201 47%	137 45%	165 45%	415 49%	302 45%	595 47%	68 53%	31 44%	23 48%	156 45%	196 51%	150 45%	94 46%
I don't find out this information	504 33% c	213 32%	292 34%	36 21%	73 29%	85 36% c	105 40% xcd	81 35% c	124 34% c	124 30%	148 35%	110 36%	123 34%	272 32%	232 35%	427 34%	37 29%	23 33%	17 36%	117 34%	129 34%	121 36%	60 29%
Don't know	121 8%	51 8%	70 8%	14 8%	22 9%	20 9%	21 8%	19 8%	25 7%	26 6%	35 8%	25 8%	35 9%	61 7%	60 9%	106 8%	7 6%	6 9%	2 4%	33 9%	28 7%	22 7%	23 11%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 110

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- Its impact on the climate and the environment

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1512	252	543	969	680	687	145	451	729	332	1021	90
Weighted Base	1512	259	557	955	678	688	146	457	724	331	1023	104*
NET: Currently/ would like to find out	887 59% _i	167 65%	335 60%	552 58%	421 62% _{ef}	390 57%	75 52%	334 73% _{xhi}	412 57% _i	141 42%	591 58%	67 65%
I currently find out this information	170 11% _i	33 13%	66 12%	104 11%	82 12%	74 11%	15 10%	70 15% _{xi}	82 11% _i	18 5%	108 11%	20 19%
I would like to find out this information but cannot find it	717 47% _i	134 52%	269 48%	448 47%	340 50%	316 46%	60 41%	264 58% _{xhi}	330 46% _i	123 37%	482 47%	47 45%
I don't find out this information	504 33% _g	86 33%	183 33%	322 34%	199 29%	254 37% _d	51 35%	106 23%	254 35% _g	144 44% _{xgh}	346 34%	27 26%
Don't know	121 8% _{ag}	6 2%	39 7% _a	82 9% _a	58 9%	44 6%	19 13% _{xe}	17 4%	57 8% _g	47 14% _{xgh}	87 8%	9 9%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 111

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- How they treat their employees****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1653	739	913	161	236	273	304	281	398	477	421	330	425	898	755	1340	179	79	55	419	365	370	186
Weighted Base	1654	740	913	182	286	260	283	255	389	439	484	330	402	923	732	1379	146	84*	46*	395	408	355	221
NET: Currently/ would like to find out	872 53%f	413 56%b	459 50%	116 64%xf	160 56%f	141 54%f	120 42%	139 55%f	195 50%f	231 53%	254 52%	172 52%	216 54%	484 53%	387 53%	724 53%	84 57%	42 50%	22 48%	204 52%	214 52%	182 51%	125 57%
I currently find out this information	148 9%	80 11%b	69 8%	20 11%	35 12%f	26 10%	18 6%	19 8%	30 8%	39 9%	37 8%	31 10%	42 10%	75 8%	73 10%	119 9%	15 11%	10 12%	4 10%	28 7%	38 9%	26 7%	27 12%
I would like to find out this information but cannot find it	724 44%f	333 45%	390 43%	97 53%xf	125 44%	115 44%f	102 36%	120 47%f	165 42%	192 44%	217 45%	141 43%	174 43%	409 44%	314 43%	606 44%	68 47%	32 38%	18 38%	175 44%	176 43%	155 44%	99 45%
I don't find out this information	643 39%cv	270 37%	371 41%	49 27%	97 34%	96 37%c	146 51%xcdeg	98 38%	157 40%c	170 39%	196 40%	133 40%	144 36%	366 40%	277 38%	537 39%v	50 34%	35 42%v	21 45%v	163 41%v	162 40%v	148 42%v	64 29%
Don't know	140 8%	57 8%	83 9%	16 9%	29 10%	23 9%	18 6%	18 7%	36 9%	38 9%	34 7%	25 8%	43 11%	72 8%	68 9%	118 9%	12 8%	6 8%	3 7%	28 7%	32 8%	26 7%	32 15%xostu

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 112

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- How they treat their employees

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1653	276	590	1063	732	759	162	494	794	365	1117	99
Weighted Base	1654	284	603	1051	732	761	162	502	787	365	1119	117*
NET: Currently/ would like to find out	872 53% _i	154 54%	319 53%	553 53%	412 56% _e	377 50%	83 51%	336 67% _{xhi}	391 50% _i	145 40%	590 53%	74 63% _x
I currently find out this information	148 9% _i	29 10%	61 10%	87 8%	73 10%	54 7%	21 13% _e	77 15% _{xhi}	54 7%	18 5%	95 8%	20 17% _x
I would like to find out this information but cannot find it	724 44% _i	125 44%	258 43%	466 44%	339 46%	323 42%	62 38%	259 52% _{xhi}	337 43% _i	127 35%	495 44%	54 46%
I don't find out this information	643 39% _{gk}	118 42%	241 40%	402 38%	263 36%	320 42% _d	60 37%	144 29%	322 41% _g	176 48% _{xgh}	440 39% _k	27 23%
Don't know	140 8% _{ag}	12 4%	44 7%	96 9% _a	56 8%	64 8%	20 12%	21 4%	74 9% _g	44 12% _{xg}	89 8%	16 14%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 113

Q8. And which, if any, of these 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 consider it is important to know about**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	1828	842	985	176	263	312	342	312	423	544	444	370	470	988	840	1484	196	82	66	450	402	424	208		
Weighted Base	1825	843	981	198	319	294	319	282	412	502	511	370	442	1013	812	1525	158	86*	55*	425	447	407	246		
NET: Currently/ would like to find out	1503 82%	679 81%	823 84%	159 80%	262 82%	250 85%	262 82%	242 86%h	329 80%	424 84%	418 82%	303 82%	359 81%	842 83%	662 81%	1251 82%	138 87%sv	71 82%	42 77%	343 81%	373 83%	342 84%	194 79%		
I currently find out this information	1150 63%ah	488 58%	660 67%xa	117 59%	201 63%	199 68%h	211 66%h	187 66%h	235 57%	327 65%l	334 65%l	229 62%	260 59%	661 65%n	488 60%	961 63%	103 65%	52 60%	34 62%	270 64%	282 63%	266 65%	143 58%		
I would like to find out this information but cannot find it	354 19%	191 23%b	163 17%	42 21%	61 19%	50 17%	51 16%	55 20%	95 23%f	97 19%	83 16%	74 20%	99 22%j	180 18%	173 21%	290 19%	36 23%	19 22%	9 16%	72 17%	91 20%	76 19%	50 20%		
I don't find out this information	221 12%	117 14%b	104 11%	23 12%	34 11%	31 10%	43 14%	32 11%	57 14%	56 11%	68 13%	40 11%	57 13%	124 12%	97 12%	187 12%	15 10%	9 10%	10 19%pu	62 15%	52 12%	42 10%	31 13%		
Don't know	100 5%	46 5%	54 6%	15 8%g	24 7%g	14 5%	14 4%	8 3%	25 6%g	22 4%	25 5%	27 7%	26 6%	47 5%	53 7%	87 6%	5 3%	7 8%	2 3%	20 5%	22 5%	23 6%	21 9%p		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 114

Q8. And which, if any, of these 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 consider it is important to know about**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1828	295	656	1172	780	840	208	547	889	392	1222	104
Weighted Base	1825	301	670	1155	779	841	206	550	884	391	1221	123
NET: Currently/ would like to find out	1503 82% ⁱ	266 88% ^{xc}	564 84%	940 81%	649 83%	694 83%	160 78%	485 88% ^{xi}	747 85% ⁱⁱ	271 69%	997 82%	94 77%
I currently find out this information	1150 63% ^{ik}	204 68%	436 65%	714 62%	473 61%	548 65%	128 62%	347 63% ⁱ	606 69% ^{xgi}	197 50%	750 61%	64 52%
I would like to find out this information but cannot find it	354 19% ^h	62 21%	128 19%	226 20%	175 23% ^{ef}	146 17%	32 16%	138 25% ^{xhi}	142 16%	74 19%	247 20%	30 24%
I don't find out this information	221 12%	30 10%	75 11%	146 13%	91 12%	100 12%	31 15%	52 9%	95 11%	75 19% ^{xgh}	157 13%	18 15%
Don't know	100 5% ^{ag}	5 2%	31 5% ^a	69 6% ^a	40 5%	46 5%	14 7%	13 2%	42 5% ^g	45 12% ^{xgh}	66 5%	11 9%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 115

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Whether the service is reliable****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2055	984	1070	188	282	349	389	349	498	614	508	415	518	1122	933	1672	221	91	71	509	454	478	231		
Weighted Base	2050	982	1067	211	343	330	365	316	485	565	582	415	488	1147	903	1717	179	96*	59*	480	504	459	273		
NET: Currently/ would like to find out	1671 81%k	804 82%	865 81%	168 80%	273 80%	267 81%	298 82%	267 85%	397 82%	478 85%kl	484 83%k	320 77%	389 80%	962 84%n	709 78%	1394 81%	154 86%q	73 76%	50 84%	385 80%	414 82%	374 81%	221 81%		
I currently find out this information	1103 54%hn	511 52%	591 55%	119 56%h	195 57%h	188 57%h	215 59%h	163 52%	223 46%	329 58%kl	325 56%l	208 50%	240 49%	654 57%n	448 50%	920 54%	106 59%	45 47%	32 54%	260 54%	270 53%	247 54%	143 52%		
I would like to find out this information but cannot find it	568 28%	292 30%b	274 26%	50 24%	78 23%	79 24%	83 23%	104 33%xcdef	174 36%xcdef	148 26%	159 27%	112 27%	148 30%	308 27%	260 29%	474 28%	48 27%	28 29%	18 30%	124 26%	144 29%	127 28%	78 29%		
I don't find out this information	244 12%	121 12%	123 12%	25 12%	40 12%	43 13%	47 13%	36 11%	54 11%	55 10%	69 12%	58 14%ai	63 13%	124 11%	121 13%	205 12%	17 9%	14 15%	8 14%	66 14%	53 11%	58 13%	28 10%		
Don't know	135 7%	57 6%	78 7%	18 9%g	30 9%g	20 6%	20 5%	13 4%	34 7%	33 6%	29 5%	37 9%j	36 7%	62 5%	74 8%am	118 7%	8 5%	8 9%r	1 1%	29 6%	37 7%	27 6%	24 9%		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 116

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- Whether the service is reliable

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2055	318	722	1333	836	970	249	594	1008	453	1387	111
Weighted Base	2050	326	738	1312	834	968	248	597	999	453	1385	131
NET: Currently/ would like to find out	1671 81% _i	287 88% _{xc}	627 85% _{xc}	1044 80%	702 84% _{ef}	776 80%	193 78%	536 90% _{xhi}	839 84% _i	296 65%	1112 80%	110 84%
I currently find out this information	1103 54% _i	206 63% _{xc}	442 60% _{xc}	660 50%	435 52%	530 55%	137 55%	358 60% _{xi}	571 57% _i	173 38%	741 54%	65 49%
I would like to find out this information but cannot find it	568 28%	81 25%	184 25%	384 29% _b	266 32% _{xef}	246 25%	56 22%	178 30%	267 27%	123 27%	371 27%	46 35%
I don't find out this information	244 12% _g	28 9%	75 10%	169 13% _a	79 10%	128 13% _d	36 15% _d	39 7%	107 11% _g	99 22% _{xgh}	179 13%	9 7%
Don't know	135 7% _{ag}	11 3%	36 5%	99 8% _{ab}	53 6%	64 7%	19 8%	23 4%	54 5%	58 13% _{xgh}	94 7%	11 9%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 117

Q8. And which, if any, of these 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 consider it is important to know about**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	1869	889	979	180	273	320	365	300	431	558	463	371	477	1021	848	1510	205	87	67	459	424	423	204	
Weighted Base	1868	891	976	202	333	303	341	270	418	514	531	373	451	1045	823	1555	166	91*	56*	433	471	409	241	
NET: Currently/ would like to find out	1518 81%	742 83%b	775 79%	160 79%	276 83%	249 82%	268 79%	229 85%f	336 80%	426 83%	436 82%	304 82%	352 78%	862 83%	656 80%	1262 81%	139 84%	70 77%	47 83%	353 81%	390 83%	325 80%	194 80%	
I currently find out this information	1175 63%ln	563 63%	610 63%	122 60%	210 63%	194 64%	213 62%	185 68%h	251 60%	349 68%xkl	350 66%kl	218 59%	257 57%	699 67%xn	476 58%	969 62%	109 66%	57 63%	39 70%	264 61%	295 63%	261 64%	148 62%	
I would like to find out this information but cannot find it	344 18%	179 20%	165 17%	39 19%	66 20%	55 18%	55 16%	44 16%	85 20%	77 15%	85 16%	86 23%ij	95 21%i	163 16%	181 22%xm	294 19%	30 18%	13 14%	7 13%	89 21%	96 20%	64 16%	45 19%	
I don't find out this information	219 12%	100 11%	119 12%	24 12%	34 10%	36 12%	48 14%g	24 9%	53 13%	57 11%	71 13%	36 10%	55 12%	128 12%	91 11%	182 12%	18 11%	11 12%	8 14%	55 13%	46 10%	58 14%t	24 10%	
Don't know	131 7%	50 6%	81 8%a	17 9%	23 7%	19 6%	25 7%	17 6%	29 7%	30 6%	25 5%	33 9%j	43 10%ij	55 5%	76 9%xm	110 7%	9 5%	11 12%	2 3%	26 6%	35 7%	25 6%	24 10%	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 118

Q8. And which, if any, of these 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 consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1869	307	689	1180	752	892	225	554	920	395	1256	104
Weighted Base	1868	316	706	1162	751	892	225	559	913	396	1258	123
NET: Currently/ would like to find out	1518 81%fi	277 88%xc	599 85%xc	919 79%	624 83%f	729 82%f	165 74%	505 90%xhi	765 84% <i>i</i>	248 63%	1013 81%	103 84%
I currently find out this information	1175 63% <i>i</i>	221 70%xc	466 66% <i>c</i>	708 61%	453 60%	585 66% <i>d</i>	137 61%	372 67% <i>i</i>	625 68% <i>xi</i>	177 45%	783 62%	69 56%
I would like to find out this information but cannot find it	344 18% <i>fh</i>	56 18%	133 19%	211 18%	171 23% <i>xef</i>	144 16%	28 13%	132 24% <i>xhi</i>	140 15%	71 18%	230 18%	34 28% <i>xj</i>
I don't find out this information	219 12% <i>g</i>	27 9%	70 10%	149 13% <i>a</i>	72 10%	107 12%	39 18% <i>xde</i>	34 6%	98 11% <i>g</i>	87 22% <i>xgh</i>	154 12%	8 6%
Don't know	131 7% <i>ag</i>	11 4%	37 5%	94 8% <i>ab</i>	55 7%	56 6%	20 9%	20 4%	49 5%	61 15% <i>xgh</i>	90 7%	12 10%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 119

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Whether that company pays relevant taxes****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1546	741	804	140	196	230	281	272	427	472	379	309	386	851	695	1252	163	74	57	372	351	349	180
Weighted Base	1542	740	801	158	239	219	263	248	416	433	436	309	365	869	673	1286	131	78*	47*	350	390	332	213
NET: Currently/ would like to find out	846 55%f	430 58%b	416 52%	96 61%f	146 61%ef	113 52%	122 46%	134 54%	236 57%f	238 55%	255 58%	162 53%	191 52%	492 57%	354 52%	698 54%	80 61%	43 55%	25 53%	186 53%	206 53%	184 55%	122 57%
I currently find out this information	153 10%b	96 13%xb	57 7%	19 12%	31 13%	27 12%	19 7%	19 8%	38 9%	44 10%	49 11%	30 10%	30 8%	94 11%	60 9%	126 10%	14 10%	9 11%	5 11%	37 11%	44 11%u	22 7%	22 10%
I would like to find out this information but cannot find it	693 45%	333 45%	359 45%	77 49%	116 48%f	85 39%	102 39%	114 46%	198 48%ef	193 45%	205 47%	132 43%	162 44%	399 46%	294 44%	572 44%	67 51%t	34 44%	20 42%	149 43%	161 41%	162 49%	100 47%
I don't find out this information	576 37%	257 35%	318 40%a	52 33%	75 31%	84 39%	119 45%xcdh	96 39%	150 36%	171 40%	152 35%	120 39%	132 36%	324 37%	252 37%	484 38%	42 32%	29 37%	20 43%	137 39%	156 40%	122 37%	70 33%
Don't know	120 8%	53 7%	67 8%	10 6%	18 7%	22 10%	22 9%	18 7%	30 7%	23 5%	29 7%	26 9%	41 11%xij	53 6%	68 10%lm	103 8%	9 7%	6 8%	2 4%	28 8%	29 7%	26 8%	21 10%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 120

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- Whether that company pays relevant taxes

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1546	243	541	1005	697	695	154	460	749	337	1039	90
Weighted Base	1542	250	553	990	694	694	154	467	739	336	1039	106*
NET: Currently/ would like to find out	846 55%i	145 58%	298 54%	548 55%	411 59%e	356 51%	80 52%	326 70% <i>xhi</i>	383 52%i	137 41%	568 55%	62 58%
I currently find out this information	153 10%i	38 15% <i>xc</i>	67 12% <i>c</i>	86 9%	69 10%	61 9%	23 15% <i>e</i>	79 17% <i>xhi</i>	55 7%	20 6%	100 10%	16 15%
I would like to find out this information but cannot find it	693 45%i	108 43%	231 42%	462 47%	342 49% <i>ef</i>	294 42%	56 37%	247 53% <i>xhi</i>	328 44%i	117 35%	468 45%	46 43%
I don't find out this information	576 37% <i>g</i>	95 38%	217 39%	359 36%	230 33%	290 42% <i>xd</i>	56 36%	120 26%	306 41% <i>g</i>	151 45% <i>xg</i>	390 38%	34 32%
Don't know	120 8% <i>ag</i>	10 4%	37 7%	83 8% <i>a</i>	54 8%	48 7%	18 12% <i>e</i>	22 5%	50 7%	48 14% <i>xgh</i>	81 8%	11 10%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 121

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- How they resolve complaints****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1903	902	1000	163	265	314	356	325	480	548	472	386	497	1020	883	1547	202	87	67	463	443	429	212
Weighted Base	1904	904	998	183	324	299	335	295	468	505	543	387	469	1048	856	1593	163	92*	56*	436	493	413	251
NET: Currently/ would like to find out	1224 64%	584 65%	639 64%	125 68%	210 65%	180 60%	211 63%	196 66%	303 65%	332 66%	344 63%	244 63%	305 65%	676 64%	548 64%	1006 63%	117 72%	62 xostu 67%	39 71%	276 63%	310 63%	258 62%	162 64%
I currently find out this information	509 27%	232 26%	277 28%	51 28%	88 27%	78 26%	87 26%	74 25%	131 28%	148 29%	122 22%	108 28%	131 28%	270 26%	239 28%	427 27%	43 26%	24 26%	16 29%	123 28%	127 26%	110 27%	65 26%
I would like to find out this information but cannot find it	714 38%	351 39%	362 36%	74 40%	122 38%	101 34%	124 37%	122 41%	171 37%	184 36%	222 41%	136 35%	173 37%	405 39%	309 36%	579 36%	74 45%	37 xostu 41%	24 42%	153 35%	183 37%	147 36%	96 38%
I don't find out this information	518 27%	242 27%	276 28%	40 22%	88 27%	91 30%	98 29%	78 27%	124 26%	129 26%	161 30%	108 28%	120 26%	290 28%	228 27%	448 28%	35 22%	21 23%	14 26%	121 28%	135 27%	128 31%p	65 26%
Don't know	162 8%	78 9%	83 8%	18 10%	26 8%	29 10%	26 8%	21 7%	41 9%	44 9%	38 7%	35 9%	44 9%	82 8%	80 9%	139 9%	11 7%	9 10%	2 3%	40 9%	48 10%	27 7%	24 10%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 122

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- How they resolve complaints

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1903	293	678	1225	811	891	201	558	927	418	1283	110
Weighted Base	1904	301	695	1209	811	893	201	566	919	418	1284	130
NET: Currently/ would like to find out	1224 64%fi	212 70%xc	463 67%	761 63%	568 70%xef	551 62%ef	105 53%	440 78%xhi	581 63%i	203 49%	827 64%	84 64%
I currently find out this information	509 27%i	96 32%c	209 30% c	301 25%	231 29%	228 26%	50 25%	195 34% xhi	245 27%i	69 17%	341 27%	38 29%
I would like to find out this information but cannot find it	714 38%fi	116 39%	254 37%	460 38%	336 42%ef	323 36%ef	55 28%	244 43% xhi	336 37%	134 32%	486 38%	46 35%
I don't find out this information	518 27% dg	77 26%	193 28%	325 27%	182 23%	266 30% d	70 35% xd	105 18%	266 29% g	148 35% xgh	349 27%	28 21%
Don't know	162 8% abg	11 4%	39 6%	123 10% ab	60 7%	76 8%	26 13% xd	22 4%	72 8% g	67 16% xgh	108 8%	18 14% xj

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 123

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?**- Their code of ethics or values****Base: All consider it is important to know about**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1763	813	949	170	234	288	322	299	450	514	438	360	451	952	811	1438	180	84	61	443	399	397	199
Weighted Base	1762	813	948	191	284	274	302	272	439	475	503	358	426	977	785	1477	146	88*	51*	417	443	380	236
NET: Currently/ would like to find out	1045 59%	478 59%	566 60%	126 66%ef	169 59%	153 56%	162 54%	176 65%ef	259 59%	298 63%	299 60%	201 56%	247 58%	597 61%	448 57%	866 59%	102 70%xoqstuv	48 55%	30 58%	253 61%	262 59%	218 57%	132 56%
I currently find out this information	282 16%	125 15%	156 16%	43 22%xfh	45 16%	46 17%	36 12%	47 17%	65 15%	87 18%	83 16%	48 13%	64 15%	170 17%	112 14%	242 16%q	26 18%q	7 8%	7 14%	77 18%q	70 16%	59 15%	37 16%
I would like to find out this information but cannot find it	763 43%	353 43%	410 43%	84 44%	124 44%	107 39%	126 42%	129 47%e	194 44%	210 44%	217 43%	153 43%	183 43%	427 44%	336 43%	623 42%	76 52%xosuv	41 46%	23 45%	177 42%	192 43%	159 42%	95 40%
I don't find out this information	588 33%p	268 33%	320 34%	51 26%	95 33%	97 36%c	117 39%cg	77 28%	151 34%	147 31%	177 35%	129 36%	136 32%	323 33%	265 34%	500 34%p	38 26%	31 35%	19 38%	133 32%	148 33%	140 37%p	79 34%
Don't know	129 7%	67 8%	61 6%	14 7%	21 7%	24 9%	22 7%	19 7%	29 7%	30 6%	27 5%	28 8%	43 10%xij	57 6%	71 9%nm	111 8%	6 4%	10 11%	2 3%	30 7%	33 8%	23 6%	25 10%p

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 124

Q8. And which, if any, of these are you currently finding out information about before you use a company's services online?

- Their code of ethics or values

Base: All consider it is important to know about

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1763	272	621	1142	768	825	170	529	857	377	1187	97
Weighted Base	1762	279	634	1128	766	827	168	535	849	378	1189	114*
NET: Currently/ would like to find out	1045 59%fi	172 62%	371 59%	674 60%	493 64%xef	472 57%f	81 48%	379 71%xhi	497 58%i	169 45%	696 59%	68 60%
I currently find out this information	282 16%i	54 19%	116 18%	166 15%	138 18%	119 14%	25 15%	108 20%xi	137 16%i	37 10%	175 15%	23 20%
I would like to find out this information but cannot find it	763 43%fi	118 42%	255 40%	508 45%	355 46%f	352 43%f	56 33%	271 51%xhi	360 42%i	132 35%	521 44%	45 39%
I don't find out this information	588 33%g	94 34%	221 35%	367 33%	225 29%	296 36%d	67 40%d	128 24%	301 35%g	158 42%xgh	412 35%	30 26%
Don't know	129 7%	13 5%	42 7%	87 8%	48 6%	60 7%	21 12%xde	27 5%	51 6%	50 13%xgh	80 7%	16 14%xe

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 125

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Summary****Base: All respondents**

Q9. Summary

	Proactively sought out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion (a)	Used incognito or private browsing mode to stop organisations collecting information about what I did online (b)	Checked my privacy settings on my online accounts to restrict what information I shared online (c)	Restricted permissions on what information apps and websites could access on my device to stop organisations collecting information about me (d)	Deliberately gave incorrect information on a form to stop organisations contacting me (e)	Deliberately gave incorrect information on a form, to stop organisations selling this information on or building a profile of me (f)	Used an ad blocker in my browser to stop seeing advertising in general (g)	Used an ad blocker in my browser to stop organisations from being able to target advertising to me (h)	Used restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online (i)	Used a password manager to generate secure log-in details (j)	Used services provided by a technology company which prioritises user privacy, such as DuckDuckGo (k)	Read the full terms and conditions on any online accounts, apps or services I have used or was considering using (l)	Reported something negative that I have seen or experienced online to the website or app on which it happened (m)
Unweighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Done ever	1449 67%bdefghijklm	1011 47%fijkm	1569 73%abdefghijklm	1380 64%bdefghijklm	997 46%fijkm	920 43%ijkm	1216 56%befijkm	1202 56%befijkm	622 29%k	853 40%ik	419 19%	1291 60%bdefghijklm	839 39%ik
NET: Done all/ most of the time	591 27%befijklm	279 13%efkm	663 31%abdefijklm	571 26%befijklm	235 11%k	219 10%k	642 30%bdefijklm	651 30%abdefijklm	290 13%efkm	458 21%befiklm	142 7%	325 15%befkm	201 9%k
I did this all the time (100)	180 8%befklm	112 5%km	263 12%abdefiklm	196 9%befiklm	98 5%k	91 4%k	380 18%abcdefijklm	357 17%abcdefijklm	150 7%befklm	239 11%abdefiklm	55 3%	96 4%k	76 4%
I did this most of the time (75)	411 19%bdefghijklm	167 8%fkm	400 19%bdefghijklm	374 17%bdefghijklm	138 6%k	128 6%k	262 12%befijkm	294 14%befijklm	140 6%k	220 10%befiklm	87 4%	229 11%befiklm	125 6%k
I did this occasionally (50)	771 36%bdefghijklm	634 29%fghijklm	766 35%bdefghijklm	704 33%bdefghijklm	603 28%ghijklm	556 26%ghijklm	467 22%ijk	438 20%ijk	253 12%k	293 14%k	199 9%	765 35%bdefghijklm	429 20%ijk
I did this once (25)	87 4%	97 4%	141 7%abdghijk	105 5%ik	158 7%abdghijk	145 7%abdghijk	107 5%ik	113 5%ik	79 4%	101 5%	78 4%	201 9%abcdeghijk	210 10%abcdeghijk
I never did this (0)	561 26%c	997 46%acdghl	463 21%	610 28%c	1059 49%acdghl	1124 52%abcdghl	806 37%acd	814 38%acd	1407 65%abcdeghijlm	1177 55%abcdghl	1518 70%abcdeghijlm	761 35%acd	1203 56%abcdghl
Don't know	148 7%eflm	149 7%eflm	125 6%	167 8%cefijlm	101 5%	113 5%	136 6%el	141 7%el	128 6%	127 6%	220 10%abcdeghijlm	105 5%	115 5%
Mean	44.57bdefghijklm	28.83efikm	48.26abdefghijklm	42.99befijklm	26.37ikm	24.52ikm	41.38befijklm	40.92befijklm	19.77k	28.34fikm	12.36	34.13befikm	21.36k
Standard deviation	32.37	31.87	32.51	33.39	30.63	30.34	38.81	38.68	32.76	37.07	25.81	30.39	29.13

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 126

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Proactively sought out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever		1449 67%lnq	743 71%b	704 64%	166 69%	238 64%	247 71%d	249 65%	224 70%	326 65%	443 75%xjkl	420 69%l	279 64%	306 58%	863 72%xn	585 61%	1220 67%q	132 73%qs	54 51%	43 68%q	329 65%q	359 67%q	335 70%q	198 69%q		
NET: Done all/ most of the time		591 27%dlq	321 31%b	270 24%	79 33%dh	81 22%	103 30%d	106 28%	99 31%dh	123 25%	168 29%l	180 30%l	122 28%	121 23%	348 29%	243 25%	494 27%q	57 32%q	17 16%	23 37%qs	127 25%q	152 28%q	126 26%q	88 31%q		
I did this all the time	(100)	180 8%	94 9%	87 8%	19 8%	28 8%	31 9%	31 8%	37 11%h	34 7%	50 8%	55 9%	34 8%	42 8%	104 9%	76 8%	148 8%	20 11%	6 6%	7 12%	40 8%	46 9%	37 8%	25 9%		
I did this most of the time	(75)	411 19%dlq	228 22%b	183 17%	60 25%xdh	52 14%	71 21%d	75 20%d	62 19%	89 18%	119 20%l	125 21%l	88 20%l	79 15%	244 20%	167 17%	346 19%q	38 21%q	11 10%	16 25%q	87 17%	106 20%q	89 19%q	63 22%q		
I did this occasionally	(50)	771 36%	382 36%	388 35%	75 31%	128 34%	131 38%	128 34%	118 37%	190 38%	244 42%xjkl	214 35%	142 32%	171 33%	458 38%n	313 33%	650 36%	70 38%	35 33%	17 27%	180 36%	192 36%	186 39%r	91 32%		
I did this once	(25)	87 4%	40 4%	46 4%	12 5%	28 8%xefgh	13 4%	15 4%	7 2%	13 3%	31 5%l	27 4%	15 3%	15 3%	57 5%n	29 3%	77 4%	5 3%	2 2%	3 4%	22 4%	14 3%	22 5%	19 7%t		
I never did this	(0)	561 26%cim	246 23%	314 28%a	43 18%	84 23%	75 22%	113 30%cde	86 27%c	159 32%xcde	122 21%	150 25%	125 29%i	163 31%xij	272 23%	288 30%xm	454 25%	44 24%	45 43%xoprstuv	17 28%	137 27%	134 25%	117 24%	66 23%		
Don't know		148 7%ghimp	63 6%	85 8%	30 13%xefgh	51 14%xefgh	23 7%gh	20 5%	9 3%	14 3%	23 4%	38 6%	33 8%i	54 10%xij	60 5%	87 9%xm	134 7%p	6 3%	6 5%	3 4%	37 7%p	47 9%p	29 6%	21 7%		
Mean		44.57hlnq	47.03b	42.18	50.15xdfh	43.16	47.70fh	42.85	46.45h	41.11	47.44kl	45.95l	43.32	40.53	46.69n	41.82	44.87q	47.83q	32.22	47.12q	43.03q	45.77q	44.83q	46.51q		
Standard deviation		32.37	31.95	32.63	31.06	31.44	31.42	33.16	33.50	32.40	30.34	32.38	33.21	33.62	31.37	33.44	32.11	32.41	32.76	35.11	32.39	32.43	31.34	32.32		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 127

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Proactively sought out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	1449 67%cfi	271 77%xc	589 75%xc	859 63%	583 68%f	701 69%f	164 59%	586 93%xhi	727 71%xi	136 27%	953 66%	98 67%
NET: Done all/ most of the time	591 27%i	112 32%c	244 31%c	347 25%	245 28%	279 27%	68 24%	286 45%xhi	275 27%i	30 6%	383 26%	46 31%
I did this all the time (100)	180 8%i	42 12%xc	86 11%xc	94 7%	83 10%	76 7%	21 8%	99 16%xhi	75 7%i	7 1%	115 8%	16 11%
I did this most of the time (75)	411 19%i	70 20%	158 20%	253 18%	162 19%	203 20%	46 17%	188 30%xhi	200 19%i	23 5%	268 18%	31 21%
I did this occas- ionally (50)	771 36%i	140 40%	300 38%	471 34%	302 35%	382 38%	87 31%	262 42%xi	413 40%xi	96 19%	517 36%	45 31%
I did this once (25)	87 4%i	19 5%c	45 6%c	42 3%	37 4%	40 4%	9 3%	37 6%xi	40 4%i	10 2%	53 4%	7 4%
I never did this (0)	561 26%abgk	65 19%	157 20%	404 29%xab	212 25%	257 25%	91 33%xde	36 6%	253 25%g	272 54%xgh	409 28%k	26 17%
Don't know	148 7%agh	14 4%	40 5%	108 8%ab	66 8%	58 6%	23 8%	10 2%	46 4%g	92 18%xgh	91 6%	24 16%xj
Mean	44.57cfi	50.33xc	49.05xc	41.93	45.79f	44.78f	40.01	61.10xhi	45.03i	18.27	43.16	50.80j
Standard deviation	32.37	31.13	31.38	32.66	32.67	31.65	33.80	25.41	31.07	27.47	32.62	32.14

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 128

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used incognito or private browsing mode to stop organisations collecting information about what I did online****Base: All respondents**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Done ever		1011 47%bhl	590 56%xb	419 38%	166 69%xcdefgh	209 56%xfgh	189 55%xfgh	165 43%h	138 43%h	143 29%	323 55%xkl	299 49%l	201 46%l	188 36%	621 52%xn	389 40%	858 47%	82 45%	39 37%	31 50%	230 46%	264 49%q	215 45%	149 52%q	
NET: Done all/ most of the time		279 13%bhl	170 16%xb	109 10%	71 30%xcdefgh	62 17%fgh	41 12%h	39 10%h	34 11%h	32 6%	86 15%l	93 15%l	54 12%	46 9%	179 15%n	100 10%	238 13%	19 10%	12 11%	11 17%	68 14%	69 13%	62 13%	38 13%	
I did this all the time	(100)	112 5%h	63 6%	49 4%	34 14%xcdefgh	26 7%gh	16 5%h	15 4%	10 3%	11 2%	30 5%	46 8%xkl	19 4%	17 3%	76 6%n	36 4%	95 5%	11 6%	3 3%	3 4%	30 6%	26 5%	27 6%	12 4%	
I did this most of the time	(75)	167 8%bh	107 10%xb	60 5%	37 16%xcdefgh	36 10%h	25 7%	24 6%	23 7%	22 4%	56 9%l	47 8%	36 8%	29 6%	102 9%	65 7%	143 8%	8 4%	9 8%	8 13%p	39 8%	43 8%	36 7%	26 9%p	
I did this occasionally	(50)	634 29%bhl	368 35%xb	265 24%	82 34%h	119 32%h	132 38%xfgh	105 28%h	98 31%h	98 20%	198 34%xl	183 30%l	127 29%	126 24%	382 32%n	253 26%	537 30%	56 31%	24 23%	17 28%	133 26%	178 33%su	124 26%	102 36%xsqu	
I did this once	(25)	97 4%g	52 5%	45 4%	13 6%g	28 8%xgh	15 4%	21 5%gh	7 2%	13 3%	39 7%xjl	22 4%	19 4%	17 3%	61 5%	36 4%	83 5%	7 4%	3 3%	3 5%	29 6%	17 3%	29 6%t	9 3%	
I never did this	(0)	997 46%acde	398 38%	599 54%xa	49 20%	120 32%c	130 38%c	196 51%cde	166 52%xcde	336 67%xcdefg42%	247 44%	268 48%	208 48%	274 52%xij	515 43%	482 50%xm	819 45%	91 50%tv	57 55%tv	30 48%	240 48%	225 42%	240 50%tv	114 40%	
Don't know		149 7%him	64 6%	85 8%	24 10%fgh	44 12%xfgh	26 8%h	21 6%	15 5%	19 4%	19 3%	41 7%i	29 7%i	61 12%xijk	60 5%	89 9%xm	131 7%	8 4%	8 8%	2 3%	34 7%	50 9%pu	26 5%	21 7%	
Mean		28.83bfhl n	34.46xb	23.33	49.29xdef gh	36.28xfgh	32.95xfgh	25.11h	25.80h	16.49	31.70l	31.52l	27.80l	22.89	31.61xn	25.20	29.31	26.90	23.37	29.75	28.16	31.01q	26.92	32.30qu	
Standard deviation		31.87	32.05	30.75	33.35	32.41	30.62	30.32	30.47	27.08	31.42	33.50	31.29	30.05	32.46	30.72	31.93	31.62	30.77	32.50	32.40	31.66	32.01	31.20	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 129

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used incognito or private browsing mode to stop organisations collecting information about what I did online****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	1011 47%chi	215 61%xc	474 60%xc	536 39%	391 45%	496 49%	124 44%	550 87%xhi	424 41%i	37 7%	642 44%	86 58%xj
NET: Done all/ most of the time	279 13%chi	72 20%xc	138 18%xc	141 10%	129 15%e	119 12%	32 12%	199 31%xhi	72 7%i	8 2%	172 12%	33 23%xj
I did this all the time (100)	112 5%hi	34 10%xc	53 7%c	59 4%	50 6%	44 4%	18 6%	83 13%xhi	22 2%	6 1%	67 5%	14 10%xj
I did this most of the time (75)	167 8%hi	38 11%c	85 11%xc	83 6%	78 9%f	75 7%	14 5%	115 18%xhi	50 5%i	2 *	105 7%	19 13%xj
I did this occas- ionally (50)	634 29%cdi	125 36%xc	284 36%xc	350 26%	222 26%	329 32%d	83 30%	291 46%xhi	315 31%i	28 6%	410 28%	46 31%
I did this once (25)	97 4%i	18 5%	52 7%xc	45 3%	40 5%	48 5%	9 3%	60 9%xhi	36 4%i	1 *	60 4%	7 5%
I never did this (0)	997 46%abgk	115 33%	270 34%	727 53%xab	410 48%	459 45%	129 46%	73 12%	548 53%xg	376 75%xgh	716 49%k	39 26%
Don't know	149 7%g	21 6%	42 5%	107 8%b	61 7%	62 6%	25 9%	9 1%	53 5%g	87 17%xgh	94 6%	23 15%xj
Mean	28.83chi	39.20xc	36.54xc	24.28	28.75	28.97	28.50	53.07xhi	23.30i	5.31	26.94	42.66xj
Standard deviation	31.87	33.43	31.97	30.94	32.84	30.92	32.43	28.19	28.47	17.98	31.42	33.86

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 130

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?
- Checked my privacy settings on my online accounts to restrict what information I shared online
Base: All respondents

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Done ever		1569 73%h	787 75%b	781 71%	186 77%h	266 71%h	273 79%xdh	283 74%h	242 76%h	320 64%	458 78%xjl	428 70%	324 74%	360 69%	886 74%	683 71%	1311 72%	141 78%	72 69%	45 71%	366 73%	385 71%	351 73%	209 74%	
NET: Done all/ most of the time		663 31%h	316 30%	346 31%	78 33%h	115 31%h	123 36%h	118 31%h	108 34%h	120 24%	192 33%	175 29%	140 32%	154 30%	368 31%	295 31%	547 30%	59 32%	33 31%	24 38%	167 33%	162 30%	140 29%	79 28%	
I did this all the time	(100)	263 12%h	116 11%	147 13%	35 15%h	50 13%h	51 15%h	45 12%h	44 14%h	37 7%	66 11%	77 13%	53 12%	67 13%	142 12%	120 13%	207 11%	30 16%ouv	17 16%v	9 14%	71 14%uv	66 12%	48 10%	23 8%	
I did this most of the time	(75)	400 19%	200 19%	199 18%	43 18%	65 17%	72 21%	73 19%	64 20%	83 17%	127 22%jl	99 16%	88 20%	87 17%	225 19%	175 18%	340 19%	29 16%	16 15%	15 24%	96 19%	96 18%	93 19%	56 20%	
I did this occasionally	(50)	766 35%r	397 38%b	369 33%	91 38%	118 32%	129 37%	142 37%	114 36%	170 34%	225 38%	211 35%	152 35%	177 34%	436 36%	329 34%	642 36%r	72 39%r	37 35%	15 23%	167 33%	186 35%	181 38%r	108 38%r	
I did this once	(25)	141 7%	74 7%	67 6%	16 7%	33 9%	20 6%	22 6%	20 6%	29 6%	41 7%	41 7%	31 7%	28 5%	82 7%	59 6%	121 7%	11 6%	3 3%	6 10%q	32 6%	37 7%	29 6%	22 8%	
I never did this	(0)	463 21%ce	214 20%	249 23%	29 12%	73 19%c	57 16%	80 21%c	64 20%c	160 32%xcdefg	106 18%	148 24%i	89 20%	121 23%i	254 21%	209 22%	394 22%	33 18%	20 19%	16 26%	109 22%	117 22%	108 23%	60 21%	
Don't know		125 6%	52 5%	73 7%	25 10%xefgh	35 9%xefgh	15 4%	19 5%	13 4%	18 4%	25 4%	32 5%	25 6%	43 8%xi	57 5%	68 7%lm	103 6%	8 4%	12 11%xpqr	2 3%	29 6%	38 7%	21 4%	15 5%	
Mean		48.26h	48.22	48.26	54.58xfh	48.97h	53.11xh	48.74h	50.30h	39.94	50.25j	46.32	49.11	47.51	48.26	48.25	47.74	51.82	51.54	47.54	49.35	47.85	46.83	46.25	
Standard deviation		32.51	31.52	33.47	30.11	32.97	31.39	32.06	32.57	32.79	30.78	33.40	32.24	33.54	32.18	32.94	32.35	32.32	33.67	35.52	33.45	32.73	31.73	30.70	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 131

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?
- Checked my privacy settings on my online accounts to restrict what information I shared online
Base: All respondents

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	1569 73%cfi	280 80%xc	636 81%xc	933 68%	644 75%ef	755 74%ef	170 61%	612 97%xhi	831 81%xi	127 25%	1042 72%	104 70%
NET: Done all/ most of the time	663 31%cfi	145 41%xc	285 36%xc	378 28%	287 33%ef	313 31%ef	63 23%	340 54%xhi	289 28%xi	34 7%	424 29%	52 35%
I did this all the time (100)	263 12%fi	56 16%xc	109 14%	154 11%	125 15%ef	116 11%	21 8%	151 24%xhi	102 10%xi	9 2%	167 11%	22 15%
I did this most of the time (75)	400 19%fi	89 25%xc	176 22%xc	224 16%	162 19%	197 19%	41 15%	188 30%xhi	187 18%xi	25 5%	257 18%	30 20%
I did this occas- ionally (50)	766 35%ik	109 31%	289 37%	476 35%	301 35%	373 37%	92 33%	230 36%xi	462 45%xgi	73 15%	528 36%k	38 26%
I did this once (25)	141 7%fi	26 7%	62 8%	78 6%	56 6%	70 7%	15 6%	42 7%	79 8%xi	20 4%	90 6%	13 9%
I never did this (0)	463 21%bgh	60 17%	118 15%	345 25%xab	171 20%	213 21%	80 29%xde	18 3%	161 16%g	285 57%xgh	329 23%	25 17%
Don't know	125 6%agh	11 3%	32 4%	93 7%ab	48 6%	49 5%	28 10%xde	2 *	34 3%g	88 18%xgh	82 6%	19 13%xj
Mean	48.26cfi	54.05xc	53.18xc	45.35	50.49f	48.28f	40.89	66.44xhi	49.79i	16.76	47.14	52.25
Standard deviation	32.51	32.42	30.65	33.23	32.81	31.92	32.81	25.11	28.84	27.39	32.48	33.62

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 132

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?

- Restricted permissions on what information apps and websites could access on my device to stop organisations collecting information about me, for instance by managing my cookie settings

Base: All respondents

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Done ever		1380	712	666	162	252	222	245	219	280	411	376	291	302	787	593	1153	122	65	40	313	341	312	187
		64%bh	68%xb	60%	68%h	67%h	64%h	64%h	69%h	56%	70%xl	62%	67%l	58%	66%	62%	64%	67%	62%	64%	62%	63%	65%	66%
NET: Done all/ most of the time		571	283	288	70	94	97	105	99	107	176	150	112	133	325	246	476	51	30	14	134	135	128	78
		26%h	27%	26%	29%h	25%	28%h	27%h	31%h	21%	30%j	25%	26%	25%	27%	26%	26%	28%	28%	22%	27%	25%	27%	28%
I did this all the time	(100)	196	93	103	20	40	43	36	29	29	51	57	39	49	108	88	159	24	11	3	55	41	39	25
		9%h	9%	9%	8%	11%h	12%h	9%h	9%	6%	9%	9%	9%	9%	9%	9%	9%	13%otu	10%	5%	11%	8%	8%	9%
I did this most of the time	(75)	374	189	185	50	54	54	68	70	78	125	92	73	84	217	157	318	27	19	10	80	95	89	54
		17%	18%	17%	21%	14%	16%	18%	22%xd	16%	21%xl	15%	17%	16%	18%	16%	18%	15%	18%	16%	16%	18%	19%	19%
I did this occasionally	(50)	704	374	328	75	131	109	120	111	158	197	200	154	152	398	306	589	64	29	23	154	184	162	88
		33%	36%b	30%	31%	35%	32%	31%	35%	32%	34%	33%	35%l	29%	33%	32%	33%	35%	27%	36%	31%	34%	34%	31%
I did this once	(25)	105	56	50	17	27	17	20	10	16	38	27	25	17	64	41	88	7	7	4	25	21	22	20
		5%	5%	5%	7%gh	7%gh	5%	5%	3%	3%	6%l	4%	6%	3%	5%	4%	5%	4%	6%	7%	5%	4%	5%	7%
I never did this	(0)	610	269	340	50	79	91	112	84	194	150	182	114	164	332	278	511	51	30	18	150	146	146	68
		28%cd	26%	31%a	21%	21%	27%	29%cd	26%	39%xcdefg	25%	30%	26%	31%i	28%	29%	28%	28%	28%	29%	30%	27%	30%	24%
Don't know		167	71	97	28	43	31	25	16	24	28	49	32	58	78	90	144	9	10	5	40	52	23	29
		8%hiu	7%	9%	12%xfgh	11%xfgh	9%gh	7%	5%	5%	5%	8%i	7%	11%kik	6%	9%lm	8%u	5%	9%	7%	8%u	10%pu	5%	10%pu
Mean		42.99h	44.45	41.55	46.99h	46.20h	45.23h	42.74h	45.81h	35.86	45.07	41.77	43.68	41.34	43.42	42.43	42.87	44.97	43.17	40.14	42.63	42.96	41.97	44.76
Standard deviation		33.39	32.41	34.30	31.92	32.25	34.51	33.83	32.86	33.14	32.44	33.75	32.55	34.73	33.13	33.74	33.29	34.50	34.65	31.44	34.56	32.57	33.13	32.68

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 133

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Restricted permissions on what information apps and websites could access on my device to stop organisations collecting information about me, for instance by managing my cookie settings****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	1380 64%cfi	257 73%xc	559 71%xc	821 60%	584 68%ef	653 64%ef	143 52%	604 96%xhi	697 68%xi	79 16%	909 63%	95 65%
NET: Done all/ most of the time	571 26%fhi	109 31%fc	231 29%fc	340 25%	271 31%xef	249 24%ef	50 18%	316 50%xhi	236 23%fi	19 4%	366 25%	42 28%
I did this all the time (100)	196 9%hi	45 13%xc	73 9%	123 9%	96 11%e	81 8%	19 7%	131 21%xhi	57 6%fi	9 2%	132 9%	12 8%
I did this most of the time (75)	374 17%fi	64 18%	158 20%fc	216 16%	176 20%ef	168 16%ef	31 11%	185 29%xhi	179 17%fi	10 2%	235 16%	30 21%
I did this occas- ionally (50)	704 33%fi	126 36%	277 35%	426 31%	277 32%	344 34%	82 29%	248 39%xi	404 39%xi	52 10%	473 33%	42 29%
I did this once (25)	105 5%fi	22 6%	51 6%fc	55 4%	35 4%	59 6%	11 4%	41 6%fi	57 6%fi	8 2%	69 5%	11 8%
I never did this (0)	610 28%abgk	73 21%	178 23%	432 31%xab	217 25%	286 28%	107 38%xde	22 4%	264 26%g	324 65%xgh	435 30%k	29 19%
Don't know	167 8%g	20 6%	49 6%	119 9%b	61 7%	78 8%	28 10%	5 1%	65 6%g	97 19%xgh	109 7%	24 16%xj
Mean	42.99fi	49.04xc	46.49xc	40.92	46.81xef	41.98f	34.53	64.42xhi	42.39i	11.12	41.80	47.07
Standard deviation	33.39	32.54	31.89	34.09	33.64	32.65	33.65	25.07	30.51	24.12	33.60	31.90

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 134

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Deliberately gave incorrect information on a form, such as my email address, date of birth, or phone number, to stop organisations contacting me****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Done ever	997 46%hln	497 47%	500 45%	135 56%xfgh	205 55%xfgh	187 54%xfgh	178 47%h	135 42%h	157 32%	308 52%xl	287 47%l	210 48%l	192 37%	595 50%n	402 42%	837 46%	89 49%	43 41%	28 45%	236 47%	240 45%	226 47%	135 48%
NET: Done all/ most of the time	235 11%h	110 10%	125 11%	38 16%xgh	55 15%xgh	48 14%gh	45 12%h	29 9%h	20 4%	67 11%	69 11%	55 13%l	45 9%	135 11%	100 10%	200 11%	19 11%	9 8%	7 11%	54 11%	54 10%	62 13%	31 11%
I did this all the time (100)	98 5%gh	45 4%	52 5%	12 5%gh	30 8%xfgh	23 7%gh	17 4%h	6 2%	10 2%	31 5%	26 4%	19 4%	22 4%	57 5%	41 4%	84 5%	8 4%	3 3%	2 4%	17 3%	28 5%	27 6%	12 4%
I did this most of the time (75)	138 6%h	65 6%	73 7%	25 11%h	25 7%h	25 7%h	29 8%h	23 7%h	10 2%	36 6%	43 7%	36 8%l	23 4%	79 7%	59 6%	117 6%	11 6%	5 5%	5 7%	37 7%	26 5%	35 7%	19 7%
I did this occasionally (50)	603 28%hl	317 30%b	286 26%	71 29%h	114 31%h	116 33%h	109 29%h	86 27%	107 22%	189 32%xl	174 29%l	134 31%l	106 20%	363 30%n	240 25%	507 28%	54 30%	28 27%	14 23%	138 27%	153 28%	132 27%	84 29%
I did this once (25)	158 7%	70 7%	88 8%	26 11%fgh	36 10%	24 7%	23 6%	19 6%	30 6%	52 9%k	44 7%	21 5%	41 8%	96 8%	62 6%	130 7%	16 9%	6 6%	6 10%	44 9%	34 6%	32 7%	21 7%
I never did this (0)	1059 49%cde	503 48%	555 50%	75 32%	133 36%	141 41%c	191 50%cde	182 57%xcde	336 67%xcdefg45%	264 47%	288 47%	211 48%	296 56%xijk	553 46%	506 53%lm	880 49%	90 50%	57 55%	32 51%	245 49%	264 49%	241 50%	130 46%
Don't know	101 5%ghip	52 5%	49 4%	29 12%xfgh	34 9%xfgh	17 5%gh	12 3%gh	3 1%	5 1%	16 3%	32 5%l	16 4%	36 7%xiik	48 4%	53 5%	91 5%pu	2 1%	4 4%	3 5%	23 5%p	35 6%pu	14 3%	19 7%pu
Mean	26.37ghl	26.98	25.82	34.88xfgh	34.00xfgh	32.00xfgh	26.70h	22.49h	15.97	28.88l	27.14l	28.17l	20.95	28.00n	24.30	26.62	26.43	22.95	24.60	25.94	26.18	27.22	27.64
Standard deviation	30.63	30.42	30.84	31.22	32.64	31.95	30.92	28.52	25.43	30.70	30.63	31.23	29.45	30.66	30.48	30.77	30.23	29.36	30.30	29.84	30.89	31.76	30.55

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 135

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Deliberately gave incorrect information on a form, such as my email address, date of birth, or phone number, to stop organisations contacting me****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	997 46%chi	208 59%xc	446 57%xc	551 40%	395 46%	479 47%	124 44%	534 85%xhi	417 41%i	46 9%	658 45%	76 52%
NET: Done all/ most of the time	235 11%chi	68 20%xc	125 16%xc	110 8%	102 12%	101 10%	32 12%	174 28%xhi	56 5%i	5 1%	148 10%	23 16%
I did this all the time (100)	98 5%hi	32 9%xc	51 7%xc	46 3%	40 5%	43 4%	15 5%	71 11%xhi	24 2%i	3 1%	67 5%	5 3%
I did this most of the time (75)	138 6%chi	36 10%xc	73 9%xc	64 5%	62 7%	58 6%	17 6%	103 16%xhi	32 3%i	3 1%	81 6%	18 12%xj
I did this occas- ionally (50)	603 28%i	105 30%	249 32%c	354 26%	229 27%	298 29%	76 27%	286 45%xhi	289 28%i	29 6%	417 29%	39 26%
I did this once (25)	158 7%i	35 10%c	72 9%c	86 6%	64 7%	79 8%	16 6%	74 12%xhi	73 7%i	12 2%	93 6%	14 10%
I never did this (0)	1059 49%abgk	127 36%	300 38%	759 55%xab	425 49%	505 50%	129 46%	92 14%	581 57%xg	386 77%xgh	729 50%k	53 36%
Don't know	101 5%gh	15 4%	41 5%	61 4%	42 5%	33 3%	26 9%xde	6 1%	27 3%g	68 14%xgh	65 4%	18 12%xj
Mean	26.37chi	35.93xc	33.38xc	22.37	26.43	26.00	27.59	49.52xhi	21.06i	5.12	25.92	32.37xj
Standard deviation	30.63	33.52	32.02	29.08	30.97	30.10	31.68	28.77	27.27	16.04	30.57	31.22

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 136

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Deliberately gave incorrect information on a form, such as email address, date of birth, or phone number, to stop organisations selling this information on or building a profile of me****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever		920 43%hn	465 44%	455 41%	125 52%xfgh	186 50%xfgh	180 52%xfgh	153 40%h	128 40%h	148 30%	290 49%xl	266 44%l	189 43%l	175 34%	556 46%xn	364 38%	779 43%	80 44%	38 36%	23 37%	207 41%	227 42%	210 44%	134 47%		
NET: Done all/ most of the time		219 10%h	108 10%	111 10%	34 14%h	50 14%h	48 14%xfh	36 9%h	29 9%h	21 4%	73 12%l	61 10%	46 10%	40 8%	133 11%	85 9%	187 10%	20 11%	5 5%	6 10%	45 9%	47 9%	62 13%qst	34 12%		
I did this all the time	(100)	91 4%h	47 4%	44 4%	13 5%h	23 6%gh	25 7%xgh	16 4%h	9 3%	6 1%	29 5%	27 4%	18 4%	17 3%	56 5%	35 4%	83 5%	5 3%	1 1%	1 2%	20 4%	24 4%	22 5%	18 6%q		
I did this most of the time	(75)	128 6%h	61 6%	67 6%	21 9%h	28 7%h	24 7%h	20 5%	20 6%h	15 3%	43 7%l	34 6%	28 6%	23 4%	77 6%	51 5%	104 6%	15 8%t	5 4%	5 8%	25 5%	23 4%	39 8%st	16 6%		
I did this occasionally	(50)	556 26%hl	298 28%b	258 23%	67 28%h	104 28%h	105 30%h	97 25%h	84 26%h	99 20%	171 29%l	165 27%l	118 27%l	102 19%	336 28%n	220 23%	472 26%	48 26%	25 24%	11 17%	125 25%	148 27%	113 23%	87 31%ru		
I did this once	(25)	145 7%	58 6%	87 8%a	24 10%fgh	32 9%g	26 8%	20 5%	14 4%	28 6%	46 8%	40 7%	25 6%	34 6%	86 7%	59 6%	119 7%	12 7%	8 7%	6 10%	38 7%	33 6%	36 7%	14 5%		
I never did this	(0)	1124 52%cde	534 51%	588 53%	87 36%	147 39%	148 43%	212 56%cde	184 58%cde	345 69%xcdefg48%	282 51%	311 51%	226 52%	305 58%xijk	593 50%	531 55%nm	931 51%	98 54%	59 56%	36 58%	269 53%	276 51%	252 52%	134 47%		
Don't know		113 5%ghip	54 5%	59 5%	28 12%xefgh	39 11%xefgh	18 5%gh	17 4%h	7 2%	5 1%	16 3%	31 5%i	23 5%i	43 8%xij	47 4%	66 7%nm	98 5%p	4 2%	8 7%p	3 5%	28 6%p	36 7%pu	18 4%	16 6%		
Mean		24.52hn	25.66	23.45	32.02xfgh	31.03xfgh	30.99xfgh	23.09h	22.42h	14.98	27.75xl	25.14l	25.13l	19.40	26.44n	22.05	24.99	24.25	19.28	20.13	23.18	24.48	25.33	28.59qrs		
Standard deviation		30.34	30.62	30.05	31.50	32.07	32.45	30.14	29.32	24.68	31.09	30.43	30.54	28.53	30.78	29.60	30.65	29.77	26.22	28.66	29.67	30.13	31.30	32.04		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 137

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Deliberately gave incorrect information on a form, such as email address, date of birth, or phone number, to stop organisations selling this information on or building a profile of me****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	920 43%chi	192 55%xc	415 53%xc	505 37%	370 43%	438 43%	113 41%	518 82%xhi	369 36%i	33 7%	602 41%	74 50%
NET: Done all/ most of the time	219 10%chi	59 17%xc	116 15%xc	103 7%	99 11%	93 9%	27 10%	169 27%xhi	49 5%i	1 *	141 10%	23 15%
I did this all the time (100)	91 4%chi	34 10%xc	56 7%xc	35 3%	40 5%	40 4%	11 4%	66 10%xhi	24 2%i	1 *	59 4%	11 8%
I did this most of the time (75)	128 6%hi	25 7%	60 8%c	68 5%	58 7%	53 5%	17 6%	104 16%xhi	24 2%i	- -	81 6%	11 7%
I did this occas- ionally (50)	556 26%i	109 31%xc	237 30%xc	319 23%	214 25%	270 27%	72 26%	285 45%xhi	251 24%i	20 4%	377 26%	40 27%
I did this once (25)	145 7%i	24 7%	61 8%	84 6%	57 7%	75 7%	13 5%	63 10%xhi	69 7%i	12 2%	85 6%	12 8%
I never did this (0)	1124 52%abgk	141 40%	334 42%	790 58%xab	448 52%	536 53%	140 50%	105 17%	624 61%xg	395 79%xgh	775 53%k	58 39%
Don't know	113 5%gh	17 5%	38 5%	75 5%	45 5%	43 4%	25 9%xde	9 1%	32 3%g	72 14%xgh	75 5%	16 11%xj
Mean	24.52chi	34.01xc	31.39xc	20.54	25.10	23.96	24.76	48.46xhi	18.67i	3.25	23.96	32.31xj
Standard deviation	30.34	33.96	32.54	28.25	31.02	29.73	30.50	29.19	26.65	12.01	30.21	33.42

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 138

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used an ad blocker in my browser to stop seeing advertising in general****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever		1216 56%bh	660 63%xb	555 50%	131 55%	227 61%h	201 58%h	212 55%	199 62%xh	246 49%	359 61%xl	339 56%	245 56%	272 52%	698 58%n	517 54%	1010 56%	108 59%	63 60%	34 55%	267 53%	328 61%su	255 53%	160 56%		
NET: Done all/ most of the time		642 30%b	365 35%xb	277 25%	81 34%h	118 32%	105 30%	116 30%	93 29%	128 26%	193 33%l	185 30%	123 28%	142 27%	377 32%n	264 28%	546 30%	52 29%	27 26%	16 26%	141 28%	177 33%	144 30%	84 29%		
I did this all the time	(100)	380 18%bv	218 21%xb	162 15%	55 23%eh	70 19%	55 16%	67 18%	60 19%	73 15%	111 19%	107 18%	70 16%	91 17%	218 18%	161 17%	323 18%v	26 14%	16 16%	13 21%	89 18%	116 21%pv	84 17%	35 12%		
I did this most of the time	(75)	262 12%	148 14%b	115 10%	26 11%	48 13%	50 14%	49 13%	34 11%	56 11%	82 14%l	78 13%	53 12%	50 10%	159 13%	103 11%	222 12%	26 14%r	11 10%	3 5%	52 10%	61 11%	60 13%	49 17%xorst		
I did this occasionally	(50)	467 22%	241 23%	226 20%	40 17%	71 19%	82 24%	81 21%	95 30%xcdfh	98 20%	140 24%l	132 22%	96 22%	98 19%	272 23%	195 20%	373 21%	48 26%osu	31 30%osu	14 22%	98 19%	121 22%	88 18%	67 24%		
I did this once	(25)	107 5%	54 5%	53 5%	11 4%	38 10%xcdfgh	14 4%	15 4%	11 3%	20 4%	27 5%	22 4%	26 6%	32 6%	49 4%	58 6%lm	91 5%	7 4%	5 4%	4 7%	29 6%	30 6%	23 5%	9 3%		
I never did this	(0)	806 37%adt	335 32%	469 43%xa	83 35%	112 30%	118 34%	151 39%cd	106 33%	236 47%xcdefg36%	212 36%	232 38%	165 38%	197 38%	443 37%	362 38%	683 38%t	67 37%	31 30%	25 40%	200 40%t	174 32%	200 42%qt	108 38%		
Don't know		136 6%him	57 5%	79 7%	25 11%xfgh	35 9%fgh	27 8%h	19 5%	14 4%	16 3%	17 3%	37 6%i	27 6%i	54 10%xijk	54 5%	81 8%xm	115 6%	7 4%	10 10%p	3 5%	36 7%	38 7%	25 5%	16 6%		
Mean		41.38bh	46.44xb	36.51	45.20h	44.67h	43.04h	40.80h	44.25h	34.89	43.60	41.51	40.03	39.69	42.55	39.85	41.33	41.07	44.00	39.43	39.36	45.74xosu	39.26	40.05		
Standard deviation		38.81	38.78	38.23	41.20	38.45	37.94	39.14	37.68	38.38	38.65	39.03	38.17	39.29	38.84	38.75	39.08	37.18	36.61	40.03	39.31	39.26	39.54	37.04		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 139

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used an ad blocker in my browser to stop seeing advertising in general****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever		1216 56%cfi	229 65%xc	502 64%xc	713 52%	490 57%f	596 59%f	130 47%	593 94%xhi	576 56%i	47 9%	802 55%	89 60%
NET: Done all/ most of the time		642 30%i	129 37%xc	264 34%c	378 28%	259 30%	314 31%	69 25%	349 55%xhi	272 27%i	21 4%	419 29%	54 36%
I did this all the time	(100)	380 18%i	80 23%xc	151 19%	228 17%	160 19%	178 17%	42 15%	215 34%xhi	152 15%i	12 2%	250 17%	31 21%
I did this most of the time	(75)	262 12%i	49 14%	112 14%c	150 11%	98 11%	136 13%	28 10%	134 21%xhi	120 12%i	8 2%	169 12%	23 15%
I did this occasionally	(50)	467 22%i	82 23%	193 25%c	274 20%	189 22%	231 23%f	46 17%	197 31%xhi	249 24%i	20 4%	309 21%	28 19%
I did this once	(25)	107 5%i	18 5%	45 6%	62 5%	42 5%	51 5%	14 5%	46 7%xi	54 5%i	6 1%	73 5%	7 5%
I never did this	(0)	806 37%abg	105 30%	245 31%	560 41%xab	316 37%	368 36%	122 44%xde	34 5%	404 39%g	368 74%xgh	563 39%k	43 29%
Don't know		136 6%gh	17 5%	39 5%	97 7%	57 7%	53 5%	26 9%e	5 1%	46 4%g	85 17%xgh	88 6%	15 10%
Mean		41.38fi	48.65xc	45.98xc	38.68	42.10f	42.34f	35.39	68.02xhi	38.79i	7.30	40.28	48.27j
Standard deviation		38.81	38.89	38.01	39.04	39.07	38.46	38.98	29.17	37.50	22.09	38.82	39.43

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 140

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used an ad blocker in my browser to stop organisations from being able to target advertising to me****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever		1202 56%b	648 62%xb	555 50%	129 54%	223 60%h	198 57%	208 55%	186 58%	257 52%	346 59%l	335 55%	244 56%	278 53%	681 57%	521 54%	1001 55%	108 60%	56 54%	36 58%	272 54%	307 57%	261 54%	162 57%		
NET: Done all/ most of the time		651 30%b	379 36%xb	272 25%	67 28%	115 31%	108 31%	120 31%	97 30%	144 29%	190 32%	178 29%	136 31%	147 28%	368 31%	283 29%	553 31%	55 30%	24 23%	19 31%	145 29%	181 34%q	142 30%	85 30%		
I did this all the time	(100)	357 17%b	213 20%xb	144 13%	42 17%	63 17%	54 16%	66 17%	50 16%	81 16%	107 18%	96 16%	68 16%	86 16%	203 17%	154 16%	297 16%	31 17%	17 16%	13 20%	84 17%	104 19%v	74 15%	34 12%		
I did this most of the time	(75)	294 14%	166 16%b	128 12%	25 11%	52 14%	54 16%	54 14%	46 15%	63 13%	83 14%	82 13%	68 15%	61 12%	165 14%	129 13%	256 14%	23 13%	8 7%	7 11%	60 12%	77 14%	68 14%	51 18%qs		
I did this occasionally	(50)	438 20%	208 20%	230 21%	48 20%	78 21%	73 21%	69 18%	79 25%fh	91 18%	126 21%	129 21%	90 21%	94 18%	255 21%	184 19%	359 20%	43 24%	23 22%	13 21%	104 21%	101 19%	98 20%	57 20%		
I did this once	(25)	113 5%	60 6%	53 5%	14 6%	30 8%xgh	17 5%	20 5%	11 3%	22 4%	29 5%	29 5%	18 4%	36 7%	59 5%	55 6%	89 5%	11 6%	9 9%	4 7%	24 5%	25 5%	21 4%	20 7%		
I never did this	(0)	814 38%ad	347 33%	466 42%xa	89 37%	108 29%	117 34%	156 41%de	118 37%d	226 45%xcdeg	219 37%	235 39%	165 38%	194 37%	454 38%	360 37%	687 38%	67 37%	37 35%	24 38%	200 40%	191 35%	193 40%	104 36%		
Don't know		141 7%hi	58 6%	83 7%	22 9%fgh	41 11%xfgh	31 9%fgh	18 5%	14 4%	15 3%	24 4%	37 6%	29 7%	52 10%xij	61 5%	80 8%lm	120 7%	7 4%	12 11%pu	3 4%	32 6%	42 8%p	27 6%	19 7%		
Mean		40.92b	45.93xb	36.09	40.52	44.83h	43.04h	40.01	41.75	37.19	42.49	40.10	41.12	39.84	41.29	40.44	40.92	41.69	38.89	41.70	39.70	43.94	39.54	39.76		
Standard deviation		38.68	39.17	37.59	39.04	37.78	38.17	39.41	37.91	39.21	38.91	38.44	38.48	38.93	38.67	38.71	38.76	38.24	37.83	39.74	38.92	39.72	38.55	36.90		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 141

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used an ad blocker in my browser to stop organisations from being able to target advertising to me****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever		1202 56%fi	218 62%xc	484 62%xc	719 52%	489 57% <i>f</i>	580 57% <i>f</i>	134 48%	593 94% <i>xhi</i>	567 55% <i>i</i>	42 8%	797 55%	83 56%
NET: Done all/ most of the time		651 30%fi	125 36%xc	262 33% <i>c</i>	389 28%	261 30%	323 32% <i>f</i>	67 24%	354 56% <i>xhi</i>	282 28% <i>i</i>	15 3%	429 30%	51 34%
I did this all the time	(100)	357 17% <i>i</i>	73 21% <i>c</i>	137 17%	220 16%	152 18%	166 16%	39 14%	204 32% <i>xhi</i>	145 14% <i>i</i>	8 2%	235 16%	28 19%
I did this most of the time	(75)	294 14% <i>i</i>	53 15%	125 16% <i>c</i>	169 12%	108 13%	157 15% <i>f</i>	28 10%	150 24% <i>xhi</i>	137 13% <i>i</i>	7 1%	194 13%	23 15%
I did this occasionally	(50)	438 20% <i>i</i>	76 22%	175 22%	264 19%	174 20%	209 21%	55 20%	202 32% <i>xhi</i>	217 21% <i>i</i>	20 4%	293 20%	23 16%
I did this once	(25)	113 5% <i>i</i>	17 5%	48 6%	66 5%	54 6%	48 5%	11 4%	38 6% <i>i</i>	68 7% <i>i</i>	7 1%	75 5%	9 6%
I never did this	(0)	814 38% <i>bg</i>	113 32%	261 33%	553 40% <i>ab</i>	307 36%	389 38%	118 42% <i>d</i>	35 5%	405 39% <i>g</i>	374 75% <i>xgh</i>	565 39%	48 33%
Don't know		141 7% <i>eg</i>	19 5%	42 5%	99 7%	67 8% <i>e</i>	48 5%	26 9% <i>e</i>	4 1%	54 5% <i>g</i>	84 17% <i>xgh</i>	90 6%	16 11% <i>j</i>
Mean		40.92i	46.58xc	44.26xc	38.96	42.00 <i>f</i>	41.31	36.00	67.93 <i>xhi</i>	38.42i	6.02	40.09	44.86
Standard deviation		38.68	39.05	38.06	38.92	38.84	38.59	38.30	28.56	37.60	19.61	38.67	39.85

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 142

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever		622 29%gh	319 30%	303 27%	84 35%gh	128 34%gh	142 41%xfgh	115 30%gh	70 22%h	83 17%	181 31%	171 28%	129 29%	140 27%	352 29%	269 28%	516 29%	57 31%	31 29%	18 29%	159 32%	149 28%	126 26%	82 29%		
NET: Done all/ most of the time		290 13%gh	131 12%	159 14%	35 14%h	60 16%gh	73 21%xfgh	55 14%gh	30 9%	38 8%	87 15%	76 13%	54 12%	72 14%	163 14%	127 13%	239 13%	26 14%	16 16%	8 13%	71 14%	71 13%	58 12%	40 14%		
I did this all the time	(100)	150 7%h	67 6%	83 8%	19 8%h	36 10%gh	36 10%xgh	27 7%h	17 5%	15 3%	44 7%	42 7%	26 6%	39 7%	85 7%	65 7%	124 7%	13 7%	9 9%	4 7%	42 8%	39 7%	31 6%	13 4%		
I did this most of the time	(75)	140 6%	64 6%	76 7%	15 6%	24 7%	36 11%xgh	27 7%	13 4%	24 5%	44 7%	35 6%	28 6%	33 6%	78 7%	61 6%	116 6%	13 7%	7 7%	3 5%	30 6%	32 6%	27 6%	27 9%		
I did this occasionally	(50)	253 12%h	149 14%b	104 9%	36 15%h	43 12%h	54 16%xh	48 13%h	36 11%h	35 7%	74 13%	77 13%	55 13%	47 9%	151 13%	102 11%	206 11%	26 14%	12 12%	8 13%	71 14%t	54 10%	49 10%	33 11%		
I did this once	(25)	79 4%gh	40 4%	39 4%	13 5%gh	25 7%xfgh	15 4%gh	12 3%	5 2%	9 2%	21 4%	17 3%	20 5%	21 4%	38 3%	41 4%	70 4%	5 2%	2 2%	2 3%	17 3%	25 5%	18 4%	9 3%		
I never did this	(0)	1407 65%cde	677 64%	729 66%	132 55%	210 56%	181 52%	250 66%cde	237 74%xcdef	398 80%xcdef	386 66%	406 67%	285 65%	330 63%	792 66%	616 64%	1183 65%	118 65%	64 61%	42 67%	318 63%	350 65%	331 69%	184 65%		
Don't know		128 6%hi	57 5%	71 6%	24 10%xfgh	35 9%xfgh	22 7%	17 4%	12 4%	18 4%	21 4%	31 5%	23 5%	53 10%xijk	52 4%	76 8%xm	109 6%	7 4%	10 9%	3 4%	27 5%	40 7%	24 5%	18 6%		
Mean		19.77gh	19.96	19.61	24.21gh	24.22xgh	29.26xfgh	20.51gh	14.85h	10.85	20.84	19.18	19.24	19.68	20.00	19.47	19.49	21.21	22.46	19.41	21.69	19.15	17.61	19.38		
Standard deviation		32.76	32.12	33.40	34.27	35.34	36.81	33.20	29.46	25.64	33.39	32.38	31.76	33.41	32.88	32.63	32.58	33.32	35.36	32.67	33.85	32.70	31.56	31.68		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 143

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	622 29%chi	160 46%xbc	298 38%xc	323 24%	270 31%f	285 28%	67 24%	392 62%xhi	205 20%i	25 5%	377 26%	72 49%xj
NET: Done all/ most of the time	290 13%fhij	85 24%xbc	135 17%xc	155 11%	140 16%ef	128 13%f	21 8%	198 31%xhi	81 8%i	11 2%	160 11%	38 26%xj
I did this all the time (100)	150 7%hi	47 14%xbc	68 9%c	82 6%	76 9%ef	62 6%	12 4%	107 17%xhi	38 4%i	5 1%	90 6%	13 9%
I did this most of the time (75)	140 6%fhij	38 11%xc	67 8%c	73 5%	64 7%f	67 7%f	9 3%	91 14%xhi	42 4%i	6 1%	70 5%	25 17%xj
I did this occas- ionally (50)	253 12%hi	55 16%xc	121 15%xc	132 10%	95 11%	123 12%	34 12%	148 23%xhi	94 9%i	10 2%	167 12%	25 17%
I did this once (25)	79 4%i	21 6%c	43 5%xc	36 3%	35 4%	33 3%	11 4%	45 7%xhi	30 3%i	4 1%	50 3%	10 7%
I never did this (0)	1407 65%abdgk	174 50%	449 57%a	958 70%xab	529 61%	691 68%d	188 68%	229 36%	784 76%yg	394 79%yg	995 69%xk	58 39%
Don't know	128 6%egh	16 5%	39 5%	90 7%	63 7%e	41 4%	24 8%e	11 2%	37 4%g	81 16%xgh	80 6%	17 12%xj
Mean	19.77cfhij	32.36xbc	25.32xc	16.53	22.56xef	18.63	15.37	42.02xhi	12.61i	3.71	17.39	35.54xj
Standard deviation	32.76	38.18	34.84	31.05	34.92	31.77	28.63	37.82	26.97	15.91	31.12	36.49

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 144

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used a password manager to generate secure log-in details****Base: All respondents**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Done ever		853 40%h	453 43%b	398 36%	116 48%xfgh	161 43%h	144 42%h	148 39%h	126 39%h	158 32%	255 43%k	231 38%	163 37%	204 39%	486 41%	367 38%	712 39%	73 40%	42 40%	25 40%	194 38%	214 40%	186 39%	118 42%	
NET: Done all/ most of the time		458 21%	241 23%	217 20%	54 23%	86 23%	77 22%	83 22%	62 19%	95 19%	145 25%jk	118 19%	82 19%	113 22%	263 22%	195 20%	377 21%	37 21%	28 26%	16 26%	105 21%	99 18%	111 23%	63 22%	
I did this all the time	(100)	239 11%	132 13%b	107 10%	23 10%	44 12%	44 13%	47 12%	30 9%	50 10%	76 13%k	57 9%	38 9%	68 13%k	133 11%	106 11%	196 11%	18 10%	18 18%xot	6 10%	56 11%	45 8%	63 13%t	32 11%	
I did this most of the time	(75)	220 10%	110 10%	110 10%	31 13%	43 11%	33 10%	36 9%	32 10%	45 9%	69 12%	61 10%	44 10%	45 9%	130 11%	90 9%	182 10%	19 10%	9 9%	10 16%	49 10%	53 10%	48 10%	31 11%	
I did this occas- ionally	(50)	293 14%h	165 16%b	129 12%	46 19%xfh	56 15%h	47 14%	46 12%	50 16%h	48 10%	81 14%	79 13%	68 15%	66 13%	160 13%	134 14%	252 14%	25 14%	9 9%	6 10%	73 15%	88 16%u	55 11%	36 13%	
I did this once	(25)	101 5%	48 5%	52 5%	15 6%	18 5%	20 6%h	19 5%	14 4%	15 3%	29 5%	34 6%k	13 3%	25 5%	63 5%	38 4%	82 5%	11 6%	5 5%	2 4%	16 3%	28 5%	19 4%	20 7% s	
I never did this	(0)	1177 55%cd	543 52%	634 57%a	98 41%	178 48%	182 53% c	212 56% cd	181 57% cd	325 65% xcdefg54	316 56%	342 56%	245 56%	274 52%	658 55%	519 54%	984 54%	104 57%	54 51%	35 56%	278 55%	287 53%	270 56%	149 53%	
Don't know		127 6%hip	56 5%	71 6%	25 11% xefgh	34 9% xgh	19 5%	22 6%h	12 4%	15 3%	17 3%	35 6% i	29 7% i	46 9% xij	52 4%	76 8% xm	112 6% p	4 2%	9 8% p	3 4%	32 6% p	38 7% p	25 5%	17 6%	
Mean		28.34h	30.92b	25.85	34.36xgh	31.97h	29.76h	28.31h	26.88	23.10	30.72j	26.27	26.57	29.47	28.49	28.14	28.21	26.93	32.66	29.03	28.26	27.14	28.83	29.10	
Standard deviation		37.07	37.80	36.21	36.31	37.80	37.77	37.80	35.84	36.03	38.12	35.85	35.74	38.22	37.05	37.11	36.91	36.15	41.10	37.81	37.21	35.19	38.39	37.13	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 145

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used a password manager to generate secure log-in details****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	853 40%chi	194 55%xc	394 50%xc	458 33%	324 38%	421 41%	108 39%	450 71%xhi	340 33%i	62 13%	545 38%	69 47%j
NET: Done all/ most of the time	458 21%hi	101 29%xc	195 25%xc	263 19%	171 20%	229 23%	58 21%	242 38%xhi	179 17%i	37 7%	286 20%	36 25%
I did this all the time (100)	239 11%i	51 14%c	100 13%	138 10%	97 11%	112 11%	29 10%	127 20%xhi	95 9%i	16 3%	153 11%	18 12%
I did this most of the time (75)	220 10%i	50 14%xc	95 12%c	125 9%	73 8%	117 12%d	29 11%	114 18%xhi	85 8%i	21 4%	133 9%	18 12%
I did this occas- ionally (50)	293 14%i	67 19%xc	135 17%xc	158 12%	106 12%	145 14%	42 15%	151 24%xhi	123 12%i	19 4%	189 13%	26 17%
I did this once (25)	101 5%ci	27 8%xc	64 8%xc	37 3%	47 5%	47 5%	8 3%	57 9%xhi	38 4%i	6 1%	70 5%	7 5%
I never did this (0)	1177 55%abgk	140 40%	354 45%	823 60%xab	492 57%	543 53%	143 51%	176 28%	647 63%xg	355 71%xgh	825 57%k	59 40%
Don't know	127 6%gh	17 5%	37 5%	90 7%	47 5%	53 5%	27 10%xde	6 1%	39 4%g	83 17%xgh	82 6%	19 13%xj
Mean	28.34chi	38.45xc	34.07xc	24.99	26.63	29.48	29.52	48.41xhi	23.21i	10.35	26.64	36.14xj
Standard deviation	37.07	37.96	37.41	36.47	36.79	37.22	37.29	37.18	35.20	26.35	36.50	38.07

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 146

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used services provided by a technology company which prioritises user privacy, such as DuckDuckGo****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Done ever	419 19%bh	288 27%xb	129 12%	76 32%xfgh	91 24%xfgh	71 20%h	62 16%	52 16%	68 14%	129 22%l	129 21%l	78 18%	83 16%	257 22%n	162 17%	360 20%	28 15%	19 18%	12 20%	87 17%	125 23%ps	87 18%	61 21%		
NET: Done all/ most of the time	142 7%b	94 9%xb	48 4%	28 12%xdfgh	25 7%	26 8%	22 6%	18 6%	23 5%	40 7%	49 8%	27 6%	27 5%	88 7%	54 6%	121 7%	10 5%	4 4%	7 12% ^s	28 6%	41 8%	33 7%	19 7%		
I did this all the time (100)	55 3%b	39 4%b	16 1%	8 4%	10 3%	9 3%	9 2%	8 2%	11 2%	15 3%	13 2%	8 2%	17 3%	29 2%	26 3%	46 3%	4 2%	3 3%	2 3%	6 1%	19 3% ^s	11 2%	11 4% ^s		
I did this most of the time (75)	87 4%l	55 5%b	32 3%	20 8%xdfgh	15 4%	17 5%h	13 3%	10 3%	12 2%	24 4%l	35 6%l	18 4%l	10 2%	59 5%n	28 3%	75 4%	6 3%	1 1%	6 9% ^{xopqv}	22 4%	22 4%	23 5%	8 3%		
I did this occasionally (50)	199 9%b	144 14%xb	55 5%	29 12%fh	45 12%fh	34 10%	27 7%	28 9%	36 7%	63 11%	56 9%	39 9%	41 8%	119 10%	80 8%	172 10%	14 8%	9 9%	3 5%	44 9%	62 12%	41 9%	25 9%		
I did this once (25)	78 4%h	50 5%b	26 2%	19 8%xfgh	21 6%gh	11 3%	13 3%	6 2%	8 2%	26 4%	24 4%	13 3%	15 3%	50 4%	28 3%	67 4%	4 2%	6 5%	2 2%	14 3%	22 4%	13 3%	17 6% ^{su}		
I never did this (0)	1518 70%acd ^t	674 64%	844 77%xa	129 54%	213 57%	244 71%cd	281 74%cd	248 78%xcde	403 81%xcdef	415 70%	416 68%	319 73%	368 70%	831 69%	687 71%	1257 70%	142 78%xoqtv	70 67%	49 79% ^t	364 72% ^t	353 65%	345 72% ^t	195 69%		
Don't know	220 10%ghr	91 9%	129 12%a	35 14%egh	69 18%xfgh	31 9%	39 10%gh	20 6%	27 5%	45 8%	63 10%	40 9%	72 14% ^{xik}	108 9%	112 12% ^m	192 11% ^r	12 7%	16 15% ^{pr}	1 2%	54 11% ^r	62 11% ^{pr}	48 10% ^r	28 10% ^r		
Mean	12.36bh	17.15xb	7.61 h	20.68xfeg	16.09xfgh	13.19h	10.40	10.19	8.57	13.19	13.55	11.28	10.86	13.37	11.06	12.68	9.67	11.24	12.97	10.71	15.04ps	11.84	13.14		
Standard deviation	25.81	29.02	21.18	30.62	27.56	26.66	24.42	24.16	22.57	26.14	26.67	24.70	25.28	26.40	25.00	26.02	23.62	24.50	28.04	23.67	27.96	25.56	26.76		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 147

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Used services provided by a technology company which prioritises user privacy, such as DuckDuckGo****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	419 19%chi	106 30%xc	207 26%xc	212 15%	164 19%	203 20%	52 19%	303 48%xhi	108 11%i	9 2%	274 19%	46 31%xj
NET: Done all/ most of the time	142 7%chi	42 12%xc	78 10%xc	64 5%	71 8%e	55 5%	16 6%	115 18%xhi	26 3%i	1 *	87 6%	17 12%xj
I did this all the time (100)	55 3%hi	14 4%c	28 4%c	26 2%	30 3%e	19 2%	6 2%	40 6%xhi	13 1%	1 *	37 3%	5 3%
I did this most of the time (75)	87 4%chi	28 8%xc	50 6%xc	37 3%	41 5%	36 4%	11 4%	74 12%xhi	13 1%i	- -	51 4%	12 8%xj
I did this occas- ionally (50)	199 9%hi	42 12%c	92 12%c	108 8%	66 8%	102 10%	31 11%	143 23%xhi	52 5%i	4 1%	142 10%	18 12%
I did this once (25)	78 4%i	22 6%xc	37 5%c	41 3%	27 3%	46 4%f	5 2%	45 7%xhi	30 3%i	3 1%	45 3%	11 7%xj
I never did this (0)	1518 70%abgk	209 60%	498 63%	1020 74%xab	607 70%	714 70%	197 71%	282 45%	830 81%xcg	406 81%xcg	1032 71%k	74 50%
Don't know	220 10%g	35 10%	81 10%	139 10%	91 11%	100 10%	29 10%	47 7%	88 9%	85 17%xcgh	146 10%	27 18%xj
Mean	12.36chi	19.59xc	17.16xc	9.60	13.01	11.87	12.13	30.59xhi	6.02i	1.01	12.02	21.41xj
Standard deviation	25.81	30.80	29.43	23.06	27.42	24.52	25.37	33.61	18.49	7.84	25.47	30.90

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 148

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?

- Read the full terms and conditions on any online accounts, apps or services I have used or was considering using

Base: All respondents

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Done ever		1291 60%cdv	623 59%	667 60%	115 48%	201 54%	210 61%c	231 60%c	198 62%cd	336 67%xcdef	365 62%	353 58%	259 59%	313 60%	718 60%	572 60%	1069 59%v	121 67%osv	60 57%	41 65%	289 57%	337 62%v	295 61%v	148 52%	
NET: Done all/ most of the time		325 15%	148 14%	177 16%	35 15%	50 13%	56 16%	47 12%	51 16%	85 17%	78 13%	93 15%	63 14%	90 17%	171 14%	153 16%	273 15%	25 14%	16 16%	10 16%	82 16%	88 16%	66 14%	37 13%	
I did this all the time	(100)	96 4%	45 4%	51 5%	7 3%	20 5%	17 5%	14 4%	17 5%	20 4%	17 3%	33 5%i	17 4%	29 6%i	50 4%	46 5%	80 4%	6 3%	8 8%u	2 2%	22 4%	31 6%	16 3%	12 4%	
I did this most of the time	(75)	229 11%	103 10%	126 11%	28 12%	30 8%	39 11%	33 9%	34 11%	65 13%df	62 10%	60 10%	47 11%	61 12%	121 10%	108 11%	193 11%	19 11%	8 8%	9 14%	60 12%	58 11%	50 10%	26 9%	
I did this occasionally	(50)	765 35%cd	375 36%	389 35%	56 23%	104 28%	118 34%c	156 41%xcd	125 39%cd	206 41%xcde	225 38%	201 33%	155 35%	185 35%	426 36%	340 35%	629 35%	79 44%xoqsv	33 32%	24 38%	163 32%	194 36%	184 38%sv	87 31%	
I did this once	(25)	201 9%	100 9%	101 9%	24 10%	46 12%fg	36 11%	28 7%	22 7%	45 9%	62 11%	60 10%	41 9%	39 7%	122 10%	79 8%	167 9%	17 9%	11 10%	7 10%	44 9%	54 10%	45 9%	24 8%	
I never did this	(0)	761 35%	382 36%	379 34%	100 42%h	136 36%	121 35%	139 36%	113 35%	153 31%	208 35%	229 38%	150 34%	174 33%	437 37%	324 34%	647 36%	56 31%	39 37%	19 31%	192 38%t	167 31%	171 36%	117 41%pt	
Don't know		105 5%hi	48 5%	57 5%	24 10%xefgh	37 10%xefgh	14 4%	12 3%	9 3%	9 2%	15 3%	26 4%	28 6%i	36 7%i	41 3%	64 7%xm	92 5%	5 3%	5 5%	3 4%	23 5%	36 7%pu	15 3%	19 7%pu	
Mean		34.13c	33.31	34.89	28.97	31.62	34.49c	33.53	35.58c	37.40xcd	33.29	33.21	34.06	36.26	33.25	35.26	33.86	36.12v	33.83	36.22	33.11	36.64v	33.66	30.32	
Standard deviation		30.39	30.19	30.59	30.98	31.09	30.74	29.48	30.89	29.44	28.94	31.19	30.01	31.38	30.08	30.76	30.51	28.51	32.57	29.12	31.07	30.70	29.38	30.77	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 149

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Read the full terms and conditions on any online accounts, apps or services I have used or was considering using****Base: All respondents**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever	1291 60%fi	213 61%	480 61%	811 59%	556 65%xef	610 60%f	124 45%	506 80%xhi	635 62%i	149 30%	849 58%	86 58%
NET: Done all/ most of the time	325 15%fi	66 19%	118 15%	207 15%	160 19%xef	138 14%	27 10%	155 25%xhi	141 14%i	29 6%	208 14%	27 18%
I did this all the time (100)	96 4%i	23 7%	38 5%	57 4%	53 6%ef	36 4%	8 3%	52 8%xhi	38 4%i	6 1%	52 4%	10 7%
I did this most of the time (75)	229 11%i	43 12%	79 10%	149 11%	107 12%f	102 10%	19 7%	103 16%xhi	102 10%i	24 5%	156 11%	17 12%
I did this occas- ionally (50)	765 35%fi	105 30%	266 34%	499 36%a	310 36%f	376 37%f	78 28%	274 43%xhi	393 38%i	98 20%	512 35%	43 29%
I did this once (25)	201 9%i	42 12%ci	97 12%xc	104 8%	86 10%	96 9%	19 7%	77 12%xi	102 10%i	22 4%	129 9%	16 11%
I never did this (0)	761 35%dg	119 34%	271 34%	490 36%	264 31%	367 36%cd	130 47%xde	119 19%	367 36%g	276 55%xgh	541 37%	43 29%
Don't know	105 5%gh	18 5%	35 4%	70 5%	42 5%	40 4%	23 8%xde	6 1%	24 2%	75 15%xgh	63 4%	18 12%xj
Mean	34.13fi	35.66	33.94	34.23	37.77xef	33.20f	25.96	45.66xhi	33.63i	18.33	32.90	37.33
Standard deviation	30.39	32.07	30.32	30.44	31.03	29.59	29.59	29.09	29.51	26.83	30.04	32.04

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 150

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Reported something negative that I have seen or experienced online to the website or app on which it happened****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Done ever	839 39%gh	436 41%b	402 36%	134 56%efgh	206 55%efgh	154 45%xfgh	137 36%h	97 31%h	112 23%	241 41%	239 39%	172 39%	187 36%	480 40%	359 37%	710 39%	67 37%	38 36%	24 39%	197 39%	206 38%	190 40%	117 41%
NET: Done all/ most of the time	201 9%fh	106 10%	95 9%	41 17%xfgh	55 15%xfgh	40 12%fgh	24 6%	20 6%	20 4%	57 10%	62 10%	39 9%	43 8%	118 10%	82 9%	173 10%	16 9%	6 6%	6 9%	47 9%	54 10%	40 8%	32 11%
I did this all the time (100)	76 4%h	38 4%	38 3%	13 5%h	18 5%h	16 5%h	12 3%	10 3%	8 2%	19 3%	22 4%	14 3%	21 4%	41 3%	35 4%	67 4%	5 2%	3 3%	1 1%	20 4%	27 5%	13 3%	7 2%
I did this most of the time (75)	125 6%fgh	69 7%	56 5%	28 12%xfgh	37 10%xfgh	25 7%fgh	12 3%	10 3%	13 3%	38 6%	40 7%	25 6%	22 4%	78 7%	47 5%	106 6%	11 6%	3 3%	5 8%	27 5%	28 5%	26 6%	25 9%
I did this occas- ionally (50)	429 20%h	226 21%	202 18%	72 30%efgh	97 26%xgh	76 22%gh	77 20%h	49 16%	58 12%	126 21%	114 19%	89 20%	99 19%	241 20%	188 20%	363 20%	30 17%	23 22%	12 19%	98 19%	105 20%	104 22%	56 20%
I did this once (25)	210 10%h	104 10%	105 10%	20 8%	54 14%xcfgh	38 11%h	36 9%	28 9%	34 7%	58 10%	63 10%	44 10%	45 9%	121 10%	89 9%	174 10%	21 11%	9 8%	6 10%	52 10%	46 9%	47 10%	29 10%
I never did this (0)	1203 56%cde	567 54%	636 58%	78 33%	135 36%	173 50%cd	230 60%cde	211 66%xcde	375 75%xcdefg	327 56%	338 56%	244 56%	293 56%	666 56%	537 56%	996 55%	111 61%	60 58%	35 56%	281 56%	297 55%	271 56%	148 52%
Don't know	115 5%hp	49 5%	66 6%	28 11%efgh	32 9%xfgh	19 5%h	15 4%	11 3%	11 2%	20 3%	30 5%	21 5%	44 8%ijkl	50 4%	65 7%lm	102 6%p	4 2%	6 6%	3 5%	26 5%	37 7%p	20 4%	18 6%p
Mean	21.36gh	22.71b	20.03	35.51xefgh	31.57xefgh	24.94xfgh	18.54h	16.00h	11.21	21.95	21.61	21.23	20.50	21.78	20.84	21.79	18.65	19.48	20.47	21.39	22.22	20.99	23.08
Standard deviation	29.13	29.52	28.69	31.86	30.87	30.61	27.26	26.72	22.80	29.03	29.43	28.79	29.23	29.22	29.01	29.41	27.55	27.72	27.75	29.35	30.51	28.27	29.47

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 151

Q9. Thinking back over the past year, how often, if at all, did you do each of the following?**- Reported something negative that I have seen or experienced online to the website or app on which it happened****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Done ever		839 39%chi	196 56%xc	400 51%xc	439 32%	353 41%f	395 39%	91 33%	469 74%xhi	339 33%i	31 6%	539 37%	83 56%xj
NET: Done all/ most of the time		201 9%chi	67 19%xc	113 14%xc	88 6%	88 10%	90 9%	23 8%	149 24%xhi	49 5%i	2 *	116 8%	32 22%xj
I did this all the time	(100)	76 4%chi	29 8%xc	44 6%xc	31 2%	30 4%	39 4%	6 2%	56 9%xhi	19 2%i	1 *	48 3%	8 5%
I did this most of the time	(75)	125 6%chi	38 11%xc	69 9%xc	56 4%	58 7%	51 5%	16 6%	93 15%xhi	31 3%i	1 *	68 5%	24 16%xj
I did this occasionally	(50)	429 20%i	87 25%xc	192 24%xc	237 17%	175 20%	198 19%	56 20%	229 36%xhi	189 18%i	11 2%	288 20%	34 23%
I did this once	(25)	210 10%fi	43 12%c	95 12%c	115 8%	90 10%f	107 10%f	13 5%	91 14%xhi	101 10%i	17 3%	135 9%	17 12%
I never did this	(0)	1203 56%abgk	141 40%	350 44%	853 62%xab	459 53%	581 57%	162 58%	150 24%	654 64%xg	399 80%xgh	840 58%k	48 33%
Don't know		115 5%gh	13 4%	37 5%	78 6%	50 6%	41 4%	24 9%xe	13 2%	32 3%	70 14%xgh	74 5%	16 11%xj
Mean		21.36chi	32.99xc	28.77xc	17.07	22.61	20.79	19.58	42.48xhi	16.23i	2.82	20.07	35.85xj
Standard deviation		29.13	33.47	31.63	26.65	29.51	28.95	28.51	31.01	25.23	11.38	28.42	32.84

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 152

Q10. And how effective or ineffective do you consider each of the following to be?**- Summary****Base: All who have ever taken measure**

Q10. Summary													
	Proactively seeking out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion (a)	Using incognito or private browsing mode to stop organisations collecting information about what I did online (b)	Checking my privacy settings on my online accounts to restrict what information I shared online (c)	Restricting permissions on what information apps and websites could access on my device to stop organisations collecting information about me (d)	Deliberately giving incorrect information on a form to stop organisations contacting me (e)	Deliberately giving incorrect information on a form to stop organisations selling this information on or building a profile of me (f)	Using an ad blocker in my browser to stop seeing advertising in general (g)	Using an ad blocker in my browser to stop organisations from being able to target advertising to me (h)	Using restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online (i)	Using a password manager to generate secure log-in details (j)	Using services provided by a technology company which prioritises user privacy, such as DuckDuckGo (k)	Reading the full terms and conditions on any online accounts, apps or services I have used or was considering using (l)	Reporting something negative that I have seen or experienced online to the website or app on which it happened (m)
Unweighted Base	1456	996	1578	1383	993	914	1213	1202	620	850	406	1306	823
Weighted Base	1449	1011	1569	1380	997	920	1216	1202	622	853	419	1291	839
NET: Effective	1101 76%bdhlm	669 66%dlm	1165 74%bdhlm	841 61%lm	747 75%bdhlm	678 74%bdhlm	893 73%bdhlm	837 70%dlm	493 79%bcdefghklm	687 81%bcdefghklm	299 71%dlm	651 50%	432 51%
Very effective (4)	253 17%dlm	193 19%dlm	310 20%dlm	164 12%	238 24%abcdlm	198 21%adlm	305 25%abcdhlm	257 21%adlm	159 26%abcdhlm	337 39%bcdefghklm	87 21%dlm	158 12%	116 14%
Fairly effective (3)	848 59%bcdefghijklm	476 47%jlm	855 55%bdghjlm	677 49%jlm	509 51%jlm	481 52%bjlm	588 48%jlm	580 48%jlm	334 54%bghjlm	350 41%	212 51%jlm	493 38%	316 38%
Not very effective (2)	226 16%ij	173 17%cij	222 14%ij	306 22%abcefgijk	151 15%ij	142 15%ij	220 18%cijk	240 20%acefijk	66 11%	85 10%	54 13%	410 32%bcdefghijk	271 32%bcdefghijk
Not at all effective (1)	16 1%	24 2%aj	24 2%	38 3%aceij	14 1%	16 2%	24 2%	29 2%aj	8 1%	8 1%	6 1%	67 5%abcdeghijk	52 6%abcdeghijk
NET: Not effective	241 17%ij	197 20%cijk	246 16%ij	345 25%abcefgijk	166 17%ij	158 17%ij	245 20%aceijk	268 22%acefijk	74 12%	93 11%	60 14%	477 37%bcdefghijk	324 39%bcdefghijk
Don't know	106 7%	144 14%acefghijm	158 10%ag	194 14%acefghijm	84 8%	84 9%g	78 6%	98 8%	54 9%	73 9%	59 14%acefghijm	163 13%acefghij	84 10%ag
Mean	3.00dlm	2.97dlm	3.03bdhlm	2.82lm	3.06abdhlm	3.03dlm	3.03dhlm	2.96dlm	3.14abcdeghlm	3.30abcdeghiklm	3.06dhlm	2.66	2.66
Standard deviation	0.64	0.73	0.67	0.70	0.70	0.69	0.74	0.74	0.66	0.70	0.68	0.79	0.82

Proportions/Means: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 153

Q10. And how effective or ineffective do you consider each of the following to be?**- Proactively seeking out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1456	745	710	148	195	261	266	248	338	485	366	277	328	851	605	1188	165	52	51	349	324	348	167
Weighted Base	1449	743	704	166	238	247	249	224	326	443	420	279	306	863	585	1220	132	54*	43*	329	359	335	198
NET: Effective	1101 76%	568 76%	533 76%	133 80%	179 75%	185 75%	195 78%	171 76%	238 73%	345 78%	321 77%	203 73%	231 76%	667 77%	434 74%	925 76%	104 79%	36 67%	35 83%	255 77%	266 74%	256 76%	149 75%
Very effective	(4) 17%	253 19%	140 16%	36 22%	52 22%	39 16%	40 16%	34 15%	52 16%	82 18%	58 14%	47 17%	67 22%j	139 16%	114 19%	214 18%	19 14%	12 23%	7 17%	55 17%	72 20%	55 17%	31 16%
Fairly effective	(3) 59%q	848 58%	428 60%	97 59%	127 53%	146 59%	155 62%	137 61%	186 57%	264 60%	264 63%l	156 56%	165 54%	527 61%n	321 55%	711 58%q	86 65%qt	24 44%	28 65%q	199 61%q	193 54%	201 60%q	117 59%
Not very effective	(2) 16%	226 17%	125 14%	22 13%	38 16%	40 16%	36 14%	35 16%	54 17%	71 16%	63 15%	47 17%	45 15%	134 16%	92 16%	190 16%	19 14%	13 23% s	4 10%	41 13%	62 17%	52 16%	35 18%
Not at all effective	(1) 1%	16 1%	9 1%	5 1%	5 2%	3 1%	2 1%	2 1%	3 1%	5 1%	4 1%	3 1%	4 1%	9 1%	7 1%	16 1%	- -	- -	- -	3 1%	3 1%	6 2%	4 2%
NET: Not effective	241 17%	134 18%	106 15%	23 14%	43 18%	43 17%	38 15%	37 17%	57 18%	76 17%	67 16%	50 18%	49 16%	143 17%	98 17%	206 17%	19 14%	13 23%	4 10%	44 13%	66 18%	58 17%	38 19%
Don't know	106 7%	41 5%	66 9%a	10 6%	16 7%	19 8%	16 6%	15 7%	31 9%	22 5%	32 8%	27 10%i	26 9%i	53 6%	53 9% m	89 7%	9 7%	5 9%	3 8%	30 9%	27 8%	21 6%	11 5%
Mean	3.00	2.99	3.00	3.08	3.02	2.97	3.00	2.97	2.97	3.00	2.97	2.98	3.05	2.98	3.02	2.99	3.00	3.00	3.09	3.03	3.01	2.97	2.94
Standard deviation	0.64	0.66	0.61	0.63	0.70	0.63	0.60	0.61	0.63	0.64	0.59	0.65	0.67	0.62	0.66	0.64	0.55	0.72	0.54	0.60	0.67	0.65	0.66

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 154

Q10. And how effective or ineffective do you consider each of the following to be?**- Proactively seeking out other sources of content online, for example different news websites, to make sure I am seeing a balance of views and opinion****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1456	265	576	880	584	704	168	579	737	140	959	83
Weighted Base		1449	271	589	859	583	701	164	586	727	136	953	98*
NET: Effective		1101 76%	214 79%	457 78%	644 75%	440 75%	538 77%	122 75%	440 75%	554 76%	106 78%	710 75%	78 79%
Very effective	(4)	253 17% _i	62 23% _{xc}	120 20% _c	133 16%	104 18%	123 18%	26 16%	119 20% _i	120 17% _i	13 10%	170 18%	19 19%
Fairly effective	(3)	848 59%	152 56%	337 57%	511 59%	337 58%	415 59%	96 59%	321 55%	434 60%	93 69% _{xgh}	541 57%	59 60%
Not very effective	(2)	226 16%	32 12%	79 13%	147 17% _a	102 18%	100 14%	24 14%	106 18% _i	105 14%	15 11%	160 17%	16 16%
Not at all effective	(1)	16 1%	1 *	5 1%	11 1%	8 1%	7 1%	1 1%	4 1%	10 1%	2 1%	8 1%	1 1%
NET: Not effective		241 17%	33 12%	84 14%	158 18% _{ab}	110 19%	106 15%	25 15%	111 19%	114 16%	16 12%	168 18%	17 18%
Don't know		106 7%	24 9%	49 8%	58 7%	32 6%	57 8%	17 10% _d	35 6%	59 8%	13 9%	74 8%	3 4%
Mean		3.00	3.11 _{xc}	3.06 _c	2.96	2.97	3.02	3.01	3.01	2.99	2.96	2.99	3.00
Standard deviation		0.64	0.62	0.63	0.64	0.66	0.62	0.61	0.66	0.63	0.54	0.64	0.65

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 155

Q10. And how effective or ineffective do you consider each of the following to be?**- Using incognito or private browsing mode to stop organisations collecting information about what I did online****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	996	582	413	147	171	201	176	152	149	344	254	197	201	598	398	820	102	37	37	241	235	221	123
Weighted Base	1011	590	419	166	209	189	165	138	143	323	299	201	188	621	389	858	82*	39*	31*	230	264	215	149
NET: Effective	669 66%	392 66%	276 66%	110 66%	140 67%	126 67%	110 67%	95 69%	88 61%	207 64%	192 64%	148 74% xij	123 65%	399 64%	270 70%	570 66%	55 67%	26 66%	19 61%	159 69%	174 66%	138 64%	98 66%
Very effective	(4) 193 19%h	107 18%	86 21%	35 21%h	60 29% xefgh	29 15%	30 18%	24 17%	16 11%	64 20%	55 18%	40 20%	34 18%	119 19%	74 19%	164 19%	13 16%	11 29%	4 14%	51 22%	53 20%	33 15%	27 18%
Fairly effective	(3) 476 47%d	285 48%	190 45%	76 46%	80 38%	98 52% d	79 48%	71 51% d	72 50% d	142 44%	137 46%	108 54% i	89 47%	279 45%	197 51%	406 47%	42 50%	15 37%	14 46%	108 47%	121 46%	105 49%	72 48%
Not very effective	(2) 173 17%g	114 19%b	59 14%	32 19%g	43 21%g	33 17%	26 16%	15 10%	24 17%	61 19%	52 17%	32 16%	29 15%	113 18%	60 16%	145 17%	14 17%	8 22%	6 20%	30 13%	47 18%	44 20% s	24 16%
Not at all effective	(1) 24 2%	16 3%	8 2%	7 4%	4 2%	7 3%	2 1%	3 2%	2 1%	7 2%	7 2%	2 1%	9 5% k	14 2%	11 3%	22 3%	2 3%	- -	- -	6 2%	5 2%	7 3%	4 3%
NET: Not effective	197 20%	130 22% b	67 16%	39 23% g	47 23% g	39 21%	28 17%	18 13%	26 18%	67 21%	59 20%	34 17%	37 20%	126 20%	71 18%	166 19%	16 20%	8 22%	6 20%	36 16%	52 20%	51 24% s	28 18%
Don't know	144 14%	68 12%	76 18% a	17 10%	22 11%	23 12%	27 17%	26 19% cd	29 21% xcde	49 15%	48 16%	19 10%	28 15%	97 16%	48 12%	122 14%	11 14%	5 13%	6 19%	35 15%	38 15%	26 12%	23 15%
Mean	2.97	2.92	3.03a	2.93	3.05	2.90	3.01	3.03	2.89	2.96	2.96	3.02	2.93	2.96	2.98	2.97	2.93	3.08	2.93	3.05u	2.98	2.87	2.96
Standard deviation	0.73	0.74	0.72	0.79	0.80	0.72	0.68	0.68	0.64	0.74	0.73	0.66	0.78	0.74	0.72	0.73	0.72	0.76	0.66	0.73	0.73	0.73	0.72

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 156

Q10. And how effective or ineffective do you consider each of the following to be?**- Using incognito or private browsing mode to stop organisations collecting information about what I did online****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		996	205	457	539	387	487	122	541	419	36	635	71
Weighted Base		1011	215	474	536	391	496	124	550	424	37*	642	86*
NET: Effective		669 66%	162 75%xc	337 71%c	332 62%	263 67%	330 67%	76 61%	377 69%	270 64%	22 60%	415 65%	56 65%
Very effective	(4)	193 19%	66 31%xbc	110 23%c	83 16%	77 20%	92 19%	23 19%	112 20%	77 18%	4 11%	109 17%	22 25%
Fairly effective	(3)	476 47%	96 44%	227 48%	249 46%	186 48%	237 48%	53 43%	265 48%	193 46%	18 49%	306 48%	34 40%
Not very effective	(2)	173 17%	28 13%	71 15%	102 19%	74 19%	75 15%	24 19%	100 18%	71 17%	2 5%	117 18%	18 20%
Not at all effective	(1)	24 2%	6 3%	10 2%	14 3%	7 2%	12 2%	5 4%	16 3%	7 2%	1 2%	16 3%	2 2%
NET: Not effective		197 20%	34 16%	82 17%	115 22%	81 21%	88 18%	29 23%	116 21%	78 18%	3 8%	133 21%	19 22%
Don't know		144 14%ag	19 9%	56 12%	89 17%ab	47 12%	78 16%	19 15%	56 10%	76 18%g	12 32%xgh	95 15%	11 13%
Mean		2.97	3.13xc	3.04c	2.90	2.97	2.98	2.90	2.96	2.98	3.02	2.93	3.02
Standard deviation		0.73	0.77	0.73	0.73	0.72	0.72	0.80	0.75	0.71	0.64	0.73	0.79

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 157

Q10. And how effective or ineffective do you consider each of the following to be?**- Checking my privacy settings on my online accounts to restrict what information I shared online****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	1578	790	787	165	220	291	304	266	332	499	373	323	383	872	706	1280	176	69	53	389	348	366	177		
Weighted Base	1569	787	781	186	266	273	283	242	320	458	428	324	360	886	683	1311	141	72*	45*	366	385	351	209		
NET: Effective	1165 74%gh	571 73%	593 76%	152 82%xgh	210 79%gh	208 76%gh	223 79%gh	160 66%	211 66%	346 76%	305 71%	241 74%	274 76%	651 73%	514 75%	972 74%	110 78%	51 71%	32 71%	272 74%	302 78%u	246 70%	152 73%		
Very effective	(4)	310 20%h	132 17%	176 23%a	52 28%xfgh	64 24%h	58 21%h	48 17%	45 19%	42 13%	87 19%	74 17%	64 20%	85 24%j	161 18%	149 22%	257 20%	31 22%	13 17%	9 21%	82 22%	75 20%	61 17%	40 19%	
Fairly effective	(3)	855 55%g	439 56%	417 53%	100 54%	146 55%	150 55%	174 62%xgh	115 48%	169 53%	259 57%	231 54%	177 55%	188 52%	490 55%	366 53%	715 55%	79 56%	39 53%	22 50%	191 52%	226 59%	186 53%	112 54%	
Not very effective	(2)	222 14%	134 17%b	88 11%	17 9%	32 12%	33 12%	30 11%	53 22%xcdef	57 18%cef	69 15%	70 16%	40 12%	43 12%	139 16%n	83 12%	182 14%	20 14%	12 17%	7 16%	41 11%	49 13%	62 18% s	30 14%	
Not at all effective	(1)	24 2%	11 1%	12 2%	2 1%	4 1%	9 3%	3 1%	3 1%	4 1%	7 2%	6 1%	7 2%	4 1%	13 1%	11 2%	20 2%	1 1%	3 4%v	- -	7 2%v	8 2%v	5 1%	- -	
NET: Not effective		246 16%	146 19%b	100 13%	20 11%	36 14%	41 15%	33 11%	55 23%xcdef	61 19%cf	76 17%	76 18%	47 15%	47 13%	152 17%	94 14%	203 15%	21 15%	15 21%	7 16%	49 13%	58 15%	67 19% s	30 14%	
Don't know		158 10%	70 9%	88 11%	13 7%	19 7%	23 9%	28 10%	26 11%	48 15%xcde	36 8%	48 11%	36 11%	39 11%	83 9%	75 11%	136 10%t	11 7%	6 8%	6 13%	45 12%t	26 7%	38 11%	27 13%t	
Mean		3.03ah	2.97	3.09xa	3.18xefgh	3.10gh	3.03h	3.05h	2.94	2.92	3.01	2.98	3.03	3.11ij	3.00	3.07m	3.03	3.07	2.92	3.06	3.08u	3.03	2.97	3.05	
Standard deviation		0.67	0.66	0.67	0.65	0.67	0.71	0.59	0.71	0.64	0.66	0.66	0.68	0.67	0.66	0.67	0.67	0.64	0.74	0.66	0.69	0.66	0.67	0.62	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 158

Q10. And how effective or ineffective do you consider each of the following to be?**- Checking my privacy settings on my online accounts to restrict what information I shared online****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1578	274	624	954	649	755	174	607	843	128	1048	88
Weighted Base		1569	280	636	933	644	755	170	612	831	127	1042	104*
NET: Effective		1165 74%i	230 82%xc	500 78%xc	666 71%	473 73%	570 75%	122 72%	480 79%xhi	611 74%i	74 59%	768 74%	74 71%
Very effective	(4)	310 20%	69 25%c	144 23%c	166 18%	126 20%	155 20%	29 17%	128 21%	164 20%	18 14%	204 20%	24 23%
Fairly effective	(3)	855 55%i	160 57%	356 56%	499 54%	347 54%	415 55%	93 55%	353 58%i	446 54%	56 45%	565 54%	50 48%
Not very effective	(2)	222 14%	32 11%	80 13%	142 15%	97 15%	97 13%	28 16%	88 14%	115 14%	19 15%	152 15%	13 13%
Not at all effective	(1)	24 2%	2 1%	4 1%	20 2%b	7 1%	15 2%	2 1%	7 1%	14 2%	3 2%	17 2%	1 1%
NET: Not effective		246 16%	34 12%	84 13%	162 17%ab	104 16%	112 15%	30 18%	95 16%	129 16%	22 17%	169 16%	15 14%
Don't know		158 10%ag	16 6%	53 8%	105 11%a	67 10%	73 10%	18 10%	36 6%	91 11%g	31 24%xgh	105 10%	15 15%
Mean		3.03	3.13xc	3.10xc	2.98	3.03	3.04	2.98	3.05	3.03	2.93	3.02	3.09
Standard deviation		0.67	0.63	0.63	0.69	0.66	0.68	0.65	0.65	0.67	0.71	0.67	0.69

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 159

Q10. And how effective or ineffective do you consider each of the following to be?**- Restricting permissions on what information apps and websites could access on my device to stop organisations collecting information about me, for instance by managing my cookie settings****Base: All who have ever taken measure**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		1383	717	665	145	206	236	262	242	292	447	324	289	323	771	612	1121	152	61	49	332	307	325	157	
Weighted Base		1380	712	666	162	252	222	245	219	280	411	376	291	302	787	593	1153	122	65*	40*	313	341	312	187	
NET: Effective		841 61%gh	426 60%	414 62%	110 68%gh	172 68%xgh	145 65%gh	158 65%gh	118 54%	137 49%	246 60%	230 61%	171 59%	194 64%	476 60%	365 62%	701 61%	74 60%	42 65%	24 60%	198 63%	217 64%	179 57%	107 57%	
Very effective	(4)	164 12%h	78 11%	86 13%	30 19%xfgh	38 15%h	34 15%gh	27 11%h	20 9%	14 5%	47 11%	39 10%	35 12%	44 15%	85 11%	79 13%	140 12%	12 10%	9 13%	4 10%	41 13%	47 14%	35 11%	17 9%	
Fairly effective	(3)	677 49%	348 49%	328 49%	80 49%	134 53%h	111 50%	131 54%gh	98 45%	123 44%	199 49%	191 51%	136 47%	150 50%	390 50%	286 48%	561 49%	62 51%	33 51%	20 51%	157 50%	171 50%	144 46%	90 48%	
Not very effective	(2)	306 22%	175 25%b	132 20%	25 15%	47 19%	44 20%	47 19%	54 24%c	90 32%xcdef	99 24%	83 22%	64 22%	61 20%	182 23%	125 21%	260 23%	30 25%	11 16%	5 12%	61 19%	78 23%	78 25%	44 23%	
Not at all effective	(1)	38 3%f	21 3%	17 3%	3 2%	9 3%f	7 3%f	1 *	11 5%f	8 3%f	14 3%	9 2%	9 3%	6 2%	24 3%	15 3%	30 3%	3 3%	3 5%	2 6%	8 3%	7 2%	10 3%	4 2%	
NET: Not effective		345 25%c	196 28%b	149 22%	28 17%	56 22%	51 23%	48 20%	65 30%cf	97 35%xcdef	113 28%	92 24%	73 25%	66 22%	205 26%	140 24%	290 25%	34 28%	14 21%	7 18%	69 22%	85 25%	88 28%	48 26%	
Don't know		194 14%	91 13%	103 16%	24 15%	24 9%	26 12%	38 16%	36 17% ^d	46 16% ^d	51 12%	55 14%	47 16%	42 14%	106 13%	88 15%	162 14%	15 12%	9 14%	22% ^t	47 15%	38 11%	45 14%	32 17%	
Mean		2.82gh	2.78	2.86a	2.99xgh	2.88gh	2.88gh	2.90gh	2.69	2.61	2.78	2.81	2.80	2.89i	2.79	2.85	2.82	2.77	2.85	2.82	2.87	2.85	2.76	2.77	
Standard deviation		0.70	0.70	0.70	0.70	0.72	0.73	0.61	0.75	0.65	0.72	0.68	0.72	0.69	0.70	0.71	0.70	0.68	0.75	0.75	0.70	0.70	0.72	0.68	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 160

Q10. And how effective or ineffective do you consider each of the following to be?**- Restricting permissions on what information apps and websites could access on my device to stop organisations collecting information about me, for instance by managing my cookie settings****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1383	248	547	836	584	654	145	598	706	79	912	80
Weighted Base		1380	257	559	821	584	653	143	604	697	79*	909	95*
NET: Effective		841 61%fi	187 73%xc	373 67%xc	468 57%	352 60%	414 63% f	75 52%	419 69% xhi	394 57% i	28 35%	535 59%	60 62%
Very effective	(4)	164 12% h	52 20% xc	83 15% c	82 10%	77 13%	73 11%	14 10%	101 17% xhi	57 8%	6 7%	100 11%	16 17%
Fairly effective	(3)	677 49% i	136 53%	291 52%	386 47%	275 47%	341 52% f	61 43%	318 53% i	337 48% i	22 27%	435 48%	43 45%
Not very effective	(2)	306 22% a	41 16%	108 19%	199 24% ab	136 23%	134 21%	36 25%	118 20%	164 24%	24 30% g	221 24%	18 19%
Not at all effective	(1)	38 3%	6 3%	14 2%	25 3%	14 2%	16 3%	8 6% de	15 3%	18 3%	5 6%	24 3%	3 3%
NET: Not effective		345 25% a	47 18%	121 22%	224 27% ab	150 26%	151 23%	44 31%	134 22%	183 26%	28 36% xg	245 27%	21 21%
Don't know		194 14% ag	23 9%	65 12%	129 16% ab	82 14%	88 13%	24 17%	51 9%	119 17% g	23 29% xgh	130 14%	15 16%
Mean		2.82 fi	2.99 xc	2.89 xc	2.76	2.83 f	2.83 f	2.68	2.91 xhi	2.75 i	2.51	2.78	2.91
Standard deviation		0.70	0.71	0.70	0.70	0.71	0.68	0.77	0.71	0.67	0.80	0.70	0.75

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 161

Q10. And how effective or ineffective do you consider each of the following to be?

- Deliberately giving incorrect information on a form, such as my email address, date of birth, or phone number, to stop organisations contacting me

Base: All who have ever taken measure

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	993	494	499	121	168	199	192	150	163	335	248	206	204	583	410	809	111	40	33	250	214	233	112
Weighted Base	997	497	500	135	205	187	178	135	157	308	287	210	192	595	402	837	89	43*	28*	236	240	226	135
NET: Effective	747 75%	380 76%	367 74%	104 77%	155 75%	145 78%	135 76%	97 72%	111 70%	234 76%	220 76%	155 73%	138 72%	454 76%	293 73%	626 75%	70 78%	31 72%	20 71%	168 71%	177 74%	175 78%	106 78%
Very effective	(4) 238 24%gh	118 24%	120 24%	35 26%gh	64 31%fgh	55 29%gh	37 21%	21 16%	26 16%	81 26%	68 24%	49 23%	40 21%	149 25%	89 22%	200 24%	20 23%	9 20%	9 31%	63 27%	54 23%	50 22%	32 24%
Fairly effective	(3) 509 51%	262 53%	247 49%	69 51%	92 45%	90 48%	98 55%	76 56% ^d	85 54%	153 50%	152 53%	106 50%	98 51%	305 51%	204 51%	427 51%	49 55%	22 52%	11 40%	104 44%	123 51%	125 56% ^s	74 54%
Not very effective	(2) 151 15%	78 16%	73 15%	25 18%	34 17%	22 12%	21 12%	22 16%	27 17%	48 16%	46 16%	29 14%	29 15%	93 16%	58 14%	127 15%	14 16%	5 11%	6 21%	37 16%	37 15%	34 15%	19 14%
Not at all effective	(1) 14 1%	6 1%	9 2%	- -	2 1%	5 2%	2 1%	3 3%	2 1%	2 1%	2 1%	4 2%	7 3% ^{ij}	4 1%	10 3% ^m	12 1%	- -	1 2%	1 4% ^{puv}	6 3%	5 2%	1 *	- -
NET: Not effective	166 17%	84 17%	82 16%	25 18%	36 18%	27 14%	23 13%	25 19%	29 18%	50 16%	48 17%	33 16%	36 19%	97 16%	68 17%	139 17%	14 16%	6 13%	7 25%	43 18%	42 18%	35 15%	19 14%
Don't know	84 8%	34 7%	50 10%	6 4%	14 7%	15 8%	20 11% ^c	12 9%	18 11% ^c	24 8%	20 7%	23 11%	18 9%	43 7%	41 10%	71 9%	6 6%	6 15%	1 4%	24 10%	21 9%	16 7%	11 8%
Mean	3.06	3.06	3.07	3.08	3.13 ^{gh}	3.14 ^{gh}	3.07	2.94	2.96	3.11	3.07	3.07	2.99	3.09	3.03	3.06	3.08	3.06	3.02	3.07	3.03	3.07	3.11
Standard deviation	0.70	0.68	0.71	0.68	0.74	0.74	0.65	0.68	0.66	0.68	0.67	0.70	0.74	0.68	0.72	0.70	0.64	0.69	0.86	0.77	0.71	0.65	0.63

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 162

Q10. And how effective or ineffective do you consider each of the following to be?**- Deliberately giving incorrect information on a form, such as my email address, date of birth, or phone number, to stop organisations contacting me****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		993	205	436	557	387	480	126	528	418	47	658	63
Weighted Base		997	208	446	551	395	479	124	534	417	46*	658	76*
NET: Effective		747 75%i	168 81%c	355 80%c	392 71%	291 74%	359 75%	97 78%	417 78%i	303 73%i	27 58%	485 74%	60 78%
Very effective	(4)	238 24%	67 32%xc	128 29%c	109 20%	83 21%	117 25%	37 30%d	143 27%h	83 20%	11 24%	145 22%	23 30%
Fairly effective	(3)	509 51%i	101 48%	227 51%	282 51%	207 53%	242 51%	60 48%	274 51%i	220 53%i	16 34%	340 52%	37 48%
Not very effective	(2)	151 15%	27 13%	61 14%	90 16%	54 14%	78 16%	19 15%	77 14%	66 16%	8 18%	105 16%	11 15%
Not at all effective	(1)	14 1%	3 1%	4 1%	11 2%	9 2%	6 1%	- -	7 1%	5 1%	2 4%	8 1%	1 1%
NET: Not effective		166 17%	29 14%	65 14%	101 18%	63 16%	84 18%	19 15%	84 16%	71 17%	10 22%	113 17%	12 16%
Don't know		84 8%	11 5%	26 6%	58 11%ab	41 10%	35 7%	8 6%	32 6%	43 10%g	9 20%yg	61 9%	4 6%
Mean		3.06	3.18xc	3.14c	2.99	3.03	3.06	3.16	3.10	3.02	2.98	3.04	3.14
Standard deviation		0.70	0.71	0.68	0.70	0.70	0.70	0.68	0.70	0.67	0.86	0.69	0.71

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 163

Q10. And how effective or ineffective do you consider each of the following to be?**- Deliberately giving incorrect information on a form, such as email address, date of birth, or phone number, to stop organisations selling this information on or building a profile of me****Base: All who have ever taken measure**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		914	459	455	111	153	191	165	141	153	314	228	185	187	542	372	753	99	35	27	220	203	218	112	
Weighted Base		920	465	455	125	186	180	153	128	148	290	266	189	175	556	364	779	80*	38*	23**	207	227	210	134	
NET: Effective		678 74%	346 75%	332 73%	97 78%	144 77%	139 77%	110 72%	87 68%	102 68%	205 71%	208 78%l	144 76%	121 69%	414 74%	265 73%	573 74%	63 79%	25 66%	17 74%	149 72%	163 72%	157 75%	104 78%	
Very effective	(4)	198 21%h	99 21%	98 22%	35 28%fgh	59 32%xefgh	40 22%h	24 16%	20 16%	19 13%	70 24%	51 19%	45 24%	32 18%	121 22%	77 21%	170 22%	17 22%	4 9%	7 30%	54 26%q	49 21%	45 21%	22 17%	
Fairly effective	(3)	481 52%	247 53%	234 51%	62 50%	85 45%	99 55%	86 56%	66 52%	83 56%	136 47%	157 59%i	99 53%	89 51%	293 53%	188 52%	404 52%	46 57%	21 56%	10 44%	95 46%	114 50%	112 54%	82 61% ^s	
Not very effective	(2)	142 15%	74 16%	68 15%	18 14%	25 13%	25 14%	25 16%	19 15%	29 20%	59 20% ^{xjk}	31 11%	23 12%	29 17%	90 16%	52 14%	119 15%	11 14%	7 19%	4 18%	31 15%	41 18%	31 15%	17 12%	
Not at all effective	(1)	16 2%	9 2%	7 1%	- -	3 1%	6 3% ^c	1 *	4 3% ^c	2 1%	3 1%	3 1%	3 2%	6 4%	6 1%	10 3%	14 2%	1 1%	1 4% ^u	- -	6 3% ^u	6 3% ^u	- -	1 1%	
NET: Not effective		158 17%	83 18%	74 16%	18 14%	28 15%	31 17%	26 17%	23 18%	31 21%	63 22% ^{ijk}	33 12%	26 14%	36 20% ^j	96 17%	62 17%	133 17%	12 15%	9 23%	4 18%	37 18%	47 21%	31 15%	18 13%	
Don't know		84 9%	35 8%	49 11%	9 7%	15 8%	10 5%	17 11%	18 14% ^e	16 11%	22 8%	25 9%	18 10%	19 11%	47 8%	37 10%	73 9%	5 6%	4 11%	2 8%	22 10%	18 8%	22 10%	12 9%	
Mean		3.03 ^h	3.02	3.04	3.15 ^{fgh}	3.17 ^{xefgh}	3.01	2.98	2.93	2.89	3.01	3.06	3.09 ^l	2.93	3.04	3.02	3.03	3.06	2.80	3.13	3.06	2.98	3.07 ^q	3.03	
Standard deviation		0.69	0.70	0.69	0.66	0.73	0.73	0.62	0.72	0.64	0.73	0.62	0.68	0.74	0.68	0.72	0.70	0.65	0.69	0.73	0.77	0.74	0.63	0.60	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 164

Q10. And how effective or ineffective do you consider each of the following to be?**- Deliberately giving incorrect information on a form, such as email address, date of birth, or phone number, to stop organisations selling this information on or building a profile of me****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		914	188	403	511	362	438	114	511	369	34	601	61
Weighted Base		920	192	415	505	370	438	113	518	369	33*	602	74*
NET: Effective		678 74%	153 80% ^c	315 76%	363 72%	276 75%	318 73%	84 74%	396 77% ^h	261 71%	22 65%	436 72%	59 80%
Very effective	(4)	198 21%	56 29% ^{xc}	103 25% ^c	94 19%	74 20%	95 22%	29 25%	131 25% ^h	62 17%	5 14%	125 21%	22 30%
Fairly effective	(3)	481 52%	97 51%	212 51%	269 53%	203 55%	223 51%	55 49%	265 51%	199 54%	17 51%	311 52%	37 50%
Not very effective	(2)	142 15%	24 12%	62 15%	80 16%	51 14%	72 17%	18 16%	75 14%	61 16%	6 19%	96 16%	8 11%
Not at all effective	(1)	16 2%	3 2%	4 1%	12 2%	8 2%	7 2%	- -	8 2%	5 1%	2 6%	8 1%	4 5% ^j
NET: Not effective		158 17%	27 14%	66 16%	92 18%	60 16%	80 18%	18 16%	83 16%	66 18%	8 24%	104 17%	12 16%
Don't know		84 9%	12 6%	33 8%	51 10%	33 9%	40 9%	11 9%	38 7%	42 12% ^g	3 10%	63 10%	3 5%
Mean		3.03	3.15 ^{xc}	3.09 ^c	2.98	3.02	3.02	3.10	3.08 ^h	2.97	2.83	3.02	3.10
Standard deviation		0.69	0.70	0.68	0.70	0.69	0.70	0.67	0.70	0.66	0.78	0.68	0.79

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 165

Q10. And how effective or ineffective do you consider each of the following to be?**- Using an ad blocker in my browser to stop seeing advertising in general****Base: All who have ever taken measure**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		1213	660	553	116	185	211	226	219	256	388	291	243	291	679	534	978	134	60	41	285	292	266	135	
Weighted Base		1216	660	555	131	227	201	212	199	246	359	339	245	272	698	517	1010	108	63*	34*	267	328	255	160	
NET: Effective		893 73%gh	494 75%	398 72%	112 86%xfgh	183 81%xgh	160 80%gh	154 73%g	123 62%	160 65%	282 78%kl	244 72%	172 70%	195 72%	526 75%	367 71%	750 74%	75 70%	41 64%	27 78%	191 71%	243 74%	186 73%	130 81%xpqs	
Very effective	(4)	305 25%h	169 26%	136 24%	51 39%xfgh	69 30%gh	54 27%h	49 23%	39 20%	44 18%	104 29%i	82 24%	62 25%	57 21%	186 27%	119 23%	259 26%	20 18%	15 24%	12 35%p	69 26%	91 28%p	58 23%	41 25%	
Fairly effective	(3)	588 48%	325 49%	263 47%	61 47%	114 50%	106 53%g	105 49%	84 42%	117 47%	178 49%	162 48%	110 45%	138 51%	340 49%	248 48%	492 49%	55 51%	26 41%	15 43%	123 46%	152 46%	127 50%	90 56%	
Not very effective	(2)	220 18%ci	119 18%	101 18%	12 9%	30 13%	26 13%	34 16%	57 29%xcdef	60 24%xcdef	49 14%	66 19%i	49 20%i	57 21%i	114 16%	106 21%	172 17%	25 23%v	17 27%osv	6 17%	44 16%	59 18%	51 20%v	19 12%	
Not at all effective	(1)	24 2%	12 2%	12 2%	1 1%	2 1%	4 2%	5 2%	5 3%	7 3%	8 2%	5 2%	7 3%	5 2%	13 2%	12 2%	23 2%	1 1%	1 2%	-	7 3%	10 3%	5 2%	1 1%	
NET: Not effective		245 20%cv	131 20%	114 20%	14 10%	33 14%	30 15%	39 19%c	63 32%xcdef	67 27%xcdef	56 16%	71 21%	56 23%i	62 23%i	127 18%	118 23%	195 19%	26 24%v	18 29%v	6 17%	51 19%	68 21%v	56 22%v	20 12%	
Don't know		78 6%	35 5%	43 8%	5 4%	11 5%	11 5%	19 9%	13 6%	19 8%	21 6%	24 7%	17 7%	15 6%	45 6%	33 6%	65 6%	7 6%	4 7%	2 4%	26 10%t	16 5%	14 5%	10 6%	
Mean		3.03gh	3.04	3.02	3.29xfgh	3.16xgh	3.11gh	3.02gh	2.84	2.87	3.12l	3.02	3.00	2.96	3.07n	2.98	3.04	2.93	2.93	3.19p	3.04	3.04	2.99	3.13p	
Standard deviation		0.74	0.73	0.75	0.68	0.69	0.70	0.73	0.78	0.75	0.73	0.73	0.78	0.72	0.73	0.75	0.74	0.69	0.79	0.73	0.76	0.78	0.73	0.64	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 166

Q10. And how effective or ineffective do you consider each of the following to be?**- Using an ad blocker in my browser to stop seeing advertising in general****Base: All who have ever taken measure**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1213	222	489	724	490	592	131	588	578	47	801	75
Weighted Base	1216	229	502	713	490	596	130	593	576	47*	802	89*
NET: Effective	893 73%di	180 79%c	382 76%	511 72%	336 69%	461 77%d	96 74%	460 78%hi	407 71%i	26 56%	584 73%	72 81%
Very effective	(4) 305 25%h	72 31%c	134 27%	172 24%	122 25%	149 25%	35 27%	179 30%xh	116 20%	11 22%	198 25%	28 31%
Fairly effective	(3) 588 48%i	108 47%	249 50%	339 48%	214 44%	312 52%d	62 47%	281 47%	291 50%i	16 33%	386 48%	44 50%
Not very effective	(2) 220 18%	34 15%	82 16%	138 19%	114 23%xe	86 14%	20 16%	99 17%	114 20%	8 17%	156 19%	11 13%
Not at all effective	(1) 24 2%	4 2%	9 2%	16 2%	10 2%	12 2%	3 3%	9 1%	12 2%	3 7%xgh	14 2%	1 1%
NET: Not effective	245 20%	38 17%	91 18%	154 22%	123 25%xe	98 16%	24 18%	107 18%	126 22%	11 24%	170 21%	12 14%
Don't know	78 6%	11 5%	29 6%	49 7%	31 6%	37 6%	10 8%	25 4%	43 7%g	10 21%xgh	48 6%	5 5%
Mean	3.03	3.14c	3.07	3.00	2.98	3.07d	3.06	3.11xh	2.96	2.89	3.02	3.17
Standard deviation	0.74	0.74	0.73	0.75	0.77	0.71	0.75	0.73	0.72	0.93	0.74	0.70

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 167

Q10. And how effective or ineffective do you consider each of the following to be?**- Using an ad blocker in my browser to stop organisations from being able to target advertising to me****Base: All who have ever taken measure**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		1202	647	555	114	183	208	223	206	268	374	288	243	297	662	540	972	134	53	43	290	274	272	136		
Weighted Base		1202	648	555	129	223	198	208	186	257	346	335	244	278	681	521	1001	108	56*	36*	272	307	261	162		
NET: Effective		837 70%g	465 72%g	372 67%g	98 76%gh	167 75%gh	140 71%g	151 73%gh	116 62%g	164 64%g	247 71%g	241 72%g	167 68%g	182 66%g	488 72%g	349 67%g	697 70%g	75 69%g	38 68%g	27 74%g	181 66%g	225 73%g	179 68%g	112 69%g		
Very effective	(4)	257 21%h	133 20%h	124 22%h	41 32%xefgh	63 28%xgh	41 21%h	42 20%h	30 16%h	39 15%h	77 22%h	79 23%h	49 20%h	52 19%h	156 23%h	101 19%h	216 22%h	21 20%h	10 18%h	10 27%h	58 21%h	74 24%h	55 21%h	29 18%h		
Fairly effective	(3)	580 48%h	332 51%b	248 45%h	57 44%h	104 47%h	98 50%h	109 52%h	87 46%h	125 48%h	170 49%h	163 48%h	117 48%h	130 47%h	332 49%h	248 48%h	481 48%h	54 50%h	28 50%h	17 48%h	122 45%h	152 49%h	124 47%h	83 51%h		
Not very effective	(2)	240 20%h	126 20%h	113 20%h	22 17%h	28 13%h	37 19%h	39 19%h	54 29%xcdef	59 23%h	69 20%h	65 19%h	48 20%h	59 21%h	133 20%h	106 20%h	198 20%h	24 22%h	11 19%h	7 19%h	51 19%h	58 19%h	59 22%h	31 19%h		
Not at all effective	(1)	29 2%h	15 2%h	13 2%h	2 2%h	6 3%h	8 4%h	4 2%h	2 1%h	6 2%h	5 1%h	4 1%h	9 4%h	11 4%ij	9 1%h	20 4%h	25 3%h	1 1%h	2 4%h	- -h	7 3%h	12 4%h	4 2%h	2 1%h		
NET: Not effective		268 22%h	142 22%h	126 23%h	25 19%h	34 15%h	45 23%h	42 20%h	57 30%xcdf	66 25%h	73 21%h	69 21%h	56 23%h	70 25%h	142 21%h	126 24%h	223 22%h	25 23%h	13 23%h	7 19%h	58 21%h	70 23%h	63 24%h	33 20%h		
Don't know		98 8%t	41 6%h	56 10%a	6 5%h	22 10%h	13 7%h	15 7%h	13 7%h	28 11%h	26 7%h	25 8%h	21 8%h	26 9%h	51 7%h	47 9%h	82 8%t	8 7%h	5 10%h	2 6%h	33 12%xot	12 4%h	20 8%h	17 11%t		
Mean		2.96gh	2.96	2.97	3.12xgh	3.12xegh	2.94	2.98g	2.83	2.86	3.00	3.02l	2.93	2.88	3.01n	2.91	2.96	2.95	2.90	3.08	2.97	2.97	2.95	2.96		
Standard deviation		0.74	0.73	0.76	0.76	0.75	0.77	0.71	0.72	0.72	0.72	0.72	0.77	0.78	0.72	0.77	0.75	0.70	0.76	0.71	0.76	0.78	0.73	0.69		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 168

Q10. And how effective or ineffective do you consider each of the following to be?**- Using an ad blocker in my browser to stop organisations from being able to target advertising to me****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1202	211	472	730	490	578	134	588	571	43	800	69
Weighted Base		1202	218	484	719	489	580	134	593	567	42*	797	83*
NET: Effective		837 70%i	165 75%c	355 73%c	481 67%	332 68%	411 71%	94 70%	445 75%xhi	373 66%i	18 44%	548 69%	63 76%
Very effective	(4)	257 21%	71 33%xc	125 26%c	132 18%	105 22%	123 21%	29 22%	150 25%h	101 18%	5 12%	162 20%	22 26%
Fairly effective	(3)	580 48%i	94 43%	231 48%	349 49%	227 46%	288 50%	65 48%	295 50%i	272 48%i	13 32%	387 48%	41 50%
Not very effective	(2)	240 20%	39 18%	92 19%	148 21%	105 21%	110 19%	25 18%	108 18%	123 22%	9 22%	173 22%	13 16%
Not at all effective	(1)	29 2%	3 1%	7 1%	21 3%	11 2%	13 2%	4 3%	8 1%	17 3%g	3 8%xg	18 2%	1 2%
NET: Not effective		268 22%	42 19%	99 20%	169 24%	116 24%	123 21%	29 22%	116 20%	140 25%g	13 30%	192 24%	14 17%
Don't know		98 8%g	12 6%	29 6%	68 9%b	40 8%	46 8%	11 8%	32 5%	54 10%g	11 26%xgh	58 7%	6 7%
Mean		2.96i	3.13xc	3.04c	2.91	2.95	2.98	2.96	3.05xhi	2.89	2.66	2.93	3.08
Standard deviation		0.74	0.76	0.73	0.74	0.75	0.73	0.76	0.72	0.75	0.89	0.74	0.72

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 169

Q10. And how effective or ineffective do you consider each of the following to be?**- Using restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	620	317	303	74	106	152	124	78	86	196	148	129	147	344	276	500	69	29	22	168	131	132	69		
Weighted Base	622	319	303	84*	128	142	115	70*	83*	181	171	129	140	352	269	516	57*	31**	18**	159	149	126	82*		
NET: Effective	493 79%	248 78%	245 81%	66 78%	105 82%	116 82%	83 72%	57 82%	67 81%	143 79%	134 79%	100 78%	115 82%	278 79%	216 80%	411 80%	42 75%	25 82%	15 80%	126 79%	119 80%	96 76%	70 86%		
Very effective	(4) 26%hj	159 22%	70 29%a	21 25%	45 35%fgh	47 33%fgh	22 19%	12 17%	13 15%	53 29%j	30 17%	35 27%	42 30%j	83 24%	76 28%	138 27%	13 22%	4 12%	5 27%	47 30%u	38 25%	24 19%	29 35%u		
Fairly effective	(3) 54%	334 56%	156 51%	45 53%	60 47%	69 49%	60 53%	45 65%de	54 65%xde	90 50%	105 61%i	66 51%	74 53%	195 55%	139 52%	273 53%	30 52%	21 70%	10 52%	79 49%	82 55%	72 57%	41 51%		
Not very effective	(2) 11%	66 12%	27 9%	11 13%	14 11%	12 9%	15 13%	5 7%	8 10%	26 14%l	15 9%	16 12%	10 7%	41 12%	25 9%	54 10%	7 12%	3 9%	2 12%	15 9%	18 12%	16 12%	6 7%		
Not at all effective	(1) 1%	8 1%	4 1%	3 3%	1 1%	2 1%	2 1%	1 1%	-	1 1%	3 2%	2 1%	2 2%	4 1%	4 1%	6 1%	1 3%	-	1 4%	1 1%	3 2%	1 1%	-		
NET: Not effective	74 12%	44 14%	30 10%	14 16%	16 12%	14 10%	16 14%	6 8%	8 10%	27 15%	18 10%	17 13%	12 8%	45 13%	29 11%	60 12%	8 15%	3 9%	3 16%	16 10%	22 15%	17 13%	6 7%		
Don't know	54 9%	27 8%	27 9%	4 5%	8 6%	12 8%	16 14%d	7 10%	8 9%	11 6%	19 11%	11 9%	13 9%	30 8%	24 9%	45 9%	6 11%	3 9%	1 4%	17 11%	8 5%	13 10%	6 8%		
Mean	3.14	3.08	3.20a	3.06	3.23	3.24fh	3.04	3.09	3.06	3.14	3.06	3.13	3.22j	3.11	3.18	3.15	3.06	3.04	3.07	3.22u	3.09	3.05	3.31ptu		
Standard deviation	0.66	0.66	0.66	0.73	0.70	0.67	0.67	0.56	0.53	0.69	0.60	0.69	0.65	0.65	0.67	0.66	0.71	0.49	0.78	0.65	0.70	0.63	0.60		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 170

Q10. And how effective or ineffective do you consider each of the following to be?**- Using restrictions such as Safe Search or parental controls to stop myself or other people in my family or household from seeing offensive content online****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		620	156	293	327	268	283	69	384	211	25	380	61
Weighted Base		622	160	298	323	270	285	67*	392	205	25**	377	72*
NET: Effective		493 79%f	133 83%	245 82%	248 77%	221 82%f	232 82%f	40 61%	313 80%	160 78%	21 82%	296 78%	60 83%
Very effective	(4)	159 26%	52 32%c	85 29%	74 23%	76 28%f	72 25%	11 16%	103 26%	53 26%	4 14%	85 23%	32 44%
Fairly effective	(3)	334 54%k	81 51%	160 54%	174 54%	145 54%	160 56%	30 44%	211 54%	106 52%	17 68%	211 56%k	28 39%
Not very effective	(2)	66 11%	15 9%	29 10%	37 11%	26 10%	29 10%	11 16%	45 11%	19 9%	3 10%	42 11%	6 8%
Not at all effective	(1)	8 1%	2 1%	2 1%	6 2%	3 1%	2 1%	3 4%xe	5 1%	3 1%	- -	3 1%	4 5%
NET: Not effective		74 12%	17 11%	32 11%	42 13%	29 11%	31 11%	14 20%xde	50 13%	21 10%	3 10%	46 12%	10 14%
Don't know		54 9%	10 7%	22 7%	33 10%	20 7%	21 7%	13 19%xde	28 7%	24 12%	2 7%	36 10%	2 3%
Mean		3.14f	3.21	3.19	3.09	3.18f	3.15f	2.89	3.13	3.16	3.04	3.11	3.26
Standard deviation		0.66	0.68	0.64	0.67	0.65	0.63	0.79	0.67	0.66	0.52	0.63	0.84

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 171

Q10. And how effective or ineffective do you consider each of the following to be?**- Using a password manager to generate secure log-in details****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	850	448	401	102	134	155	159	138	162	273	200	162	215	473	377	689	91	40	30	204	194	191	100	
Weighted Base	853	453	398	116*	161	144	148	126	158	255	231	163	204	486	367	712	73*	42*	25**	194	214	186	118*	
NET: Effective	687 81%	357 79%	329 83%	90 78%	134 83%	120 83%	120 81%	96 77%	127 80%	209 82%	183 79%	131 80%	164 81%	392 81%	295 80%	567 80%	65 88%	35 82%	21 84%	154 79%	169 79%	150 81%	94 79%	
Very effective	(4) 39%q	337 41%	185 38%	39 34%	67 42%	59 41%	59 40%	45 36%	68 43%	105 41%	90 39%	66 41%	75 37%	195 40%	141 39%	293 41%pq	22 30%	10 24%	12 48%	81 42%q	85 40%	78 42%q	49 41%	
Fairly effective	(3) 41%	350 41%	171 38%	179 45%a	51 44%	67 41%	61 42%	62 42%	51 41%	59 37%	104 41%	93 40%	65 40%	89 44%	197 40%	154 42%	274 39%	43 58% xostuv	25 58% xostuv	9 36%	73 38%	84 39%	72 39%	45 38%
Not very effective	(2) 10%	85 10%	55 12%b	30 8%	15 13%	18 11%	13 9%	12 8%	13 11%	21 8%	25 11%	19 12%	20 10%	46 9%	39 11%	78 11%	3 4%	3 8%	1 4%	17 9%	23 11%	25 13%p	13 11%	
Not at all effective	(1) 1%	8 1%	6 1%	2 *	1 1%	1 1%	2 1%	1 1%	1 1%	4 1%	3 1%	- -	1 *	7 1%	1 *	7 1%	1 1%	- -	- -	3 2%	3 1%	1 1%	- -	
NET: Not effective	93 11%	61 13%b	32 8%	16 14%	19 12%	15 11%	14 9%	14 11%	14 9%	24 10%	29 12%	19 12%	21 10%	53 11%	40 11%	85 12%	4 5%	3 8%	1 4%	20 10%	26 12%	26 14%p	13 11%	
Don't know	73 9%	36 8%	37 9%	10 9%	7 5%	9 6%	14 9%	15 12%d	17 11%d	22 9%	19 8%	13 8%	18 9%	41 8%	32 9%	60 8%	5 7%	4 11%	3 12%	20 10%	19 9%	9 5%	12 10%	
Mean	3.30	3.28	3.32	3.21	3.30	3.31	3.32	3.27	3.38	3.33	3.27	3.32	3.29	3.30	3.30	3.31	3.25	3.18	3.50	3.33	3.29	3.28	3.34	
Standard deviation	0.70	0.75	0.65	0.72	0.71	0.71	0.69	0.70	0.68	0.70	0.73	0.69	0.68	0.72	0.68	0.72	0.60	0.57	0.59	0.73	0.73	0.73	0.68	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 172

Q10. And how effective or ineffective do you consider each of the following to be?**- Using a password manager to generate secure log-in details****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		850	189	383	467	324	418	108	444	343	63	547	58
Weighted Base		853	194	394	458	324	421	108	450	340	62*	545	69*
NET: Effective		687 81%	162 84%	312 79%	375 82%	256 79%	341 81%	89 83%	357 79%	279 82%	51 82%	442 81%	56 81%
Very effective	(4)	337 39%f	84 43%	152 38%	185 40%	129 40%f	178 42%f	29 27%	183 41%	134 39%	20 31%	212 39%	23 33%
Fairly effective	(3)	350 41%	78 40%	160 41%	190 41%	128 39%	163 39%	60 55%xde	174 39%	145 43%	32 51%	230 42%	33 48%
Not very effective	(2)	85 10%	19 10%	45 11%	40 9%	33 10%	44 10%	8 8%	56 12%hi	27 8%	2 3%	56 10%	8 12%
Not at all effective	(1)	8 1%	1 1%	3 1%	5 1%	3 1%	4 1%	1 1%	6 1%	2 1%	-	4 1%	1 2%
NET: Not effective		93 11%	20 10%	48 12%	45 10%	36 11%	48 11%	9 9%	62 14%hi	29 8%	2 3%	60 11%	9 14%
Don't know		73 9%	12 6%	34 9%	38 8%	31 10%	32 8%	9 9%	31 7%	33 10%	9 15%g	43 8%	4 5%
Mean		3.30	3.35	3.28	3.32	3.31	3.32	3.19	3.27	3.34	3.33	3.30	3.19
Standard deviation		0.70	0.69	0.71	0.69	0.71	0.71	0.62	0.75	0.66	0.55	0.69	0.73

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 173

Q10. And how effective or ineffective do you consider each of the following to be?**- Using services provided by a technology company which prioritises user privacy, such as DuckDuckGo****Base: All who have ever taken measure**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	406	279	126	66	72	75	66	56	71	136	106	76	88	242	164	340	35	17	14	90	109	92	49		
Weighted Base	419	288	129	76*	91*	71*	62*	52*	68*	129	129	78*	83*	257	162	360	28*	19**	12**	87*	125	87*	61*		
NET: Effective	299 71%	210 73%	88 68%	49 65%	74 81%cfh	54 77%	39 63%	37 72%	45 67%	93 72%	90 70%	61 78%	55 66%	183 71%	116 72%	256 71%	23 82%	12 60%	9 74%	64 74%	84 67%	59 68%	49 80%		
Very effective	(4) 21%	87 20%	30 23%	17 23%	19 21%	15 21%	13 21%	10 19%	12 18%	32 25%	26 20%	15 19%	15 18%	58 22%	29 18%	71 20%	7 25%	5 26%	4 32%	16 18%	26 21%	17 20%	13 21%		
Fairly effective	(3) 51%	212 53%	154 44%	32 42%	55 60%cf	39 56%	26 42%	27 52%	33 49%	61 48%	64 50%	46 59%	40 48%	125 49%	87 54%	185 51%	16 57%	7 35%	5 41%	48 56%	58 47%	42 48%	36 59%		
Not very effective	(2) 13%	54 14%	15 12%	16 21%h	9 10%	8 12%	11 17%	5 9%	6 8%	15 12%	19 15%	11 14%	9 11%	34 13%	20 12%	47 13%	4 16%	2 13%	1 8%	9 11%	18 14%	12 14%	7 12%		
Not at all effective	(1) 1%	6 1%	4 1%	2 2%	- -	- -	2 3%	2 4%	1 1%	- -	3 2%	- -	3 4%i	3 1%	3 2%	6 2%	- -	- -	- -	2 2%	1 1%	2 2%	1 2%		
NET: Not effective	60 14%	43 15%	17 13%	17 23%dh	9 10%	8 12%	12 20%	7 14%	7 10%	15 12%	22 17%	11 14%	12 14%	38 15%	23 14%	53 15%	4 16%	2 13%	1 8%	11 13%	19 15%	14 16%	8 14%		
Don't know	59 14%	35 12%	25 19%	10 13%	8 9%	8 11%	10 17%	7 15%	16 24%xd	20 16%	17 13%	6 8%	17 20%k	37 14%	23 14%	51 14%	1 3%	5 27%	2 18%	11 13%	22 17%p	14 16%p	4 7%		
Mean	3.06	3.04	3.11	2.98	3.13	3.10	2.98	3.02	3.09	3.15	3.01	3.05	3.00	3.08	3.02	3.04	3.10	3.18	3.30	3.03	3.05	3.02	3.05		
Standard deviation	0.68	0.67	0.71	0.76	0.57	0.61	0.79	0.74	0.64	0.65	0.72	0.60	0.73	0.69	0.66	0.68	0.65	0.73	0.67	0.67	0.68	0.71	0.66		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 174

Q10. And how effective or ineffective do you consider each of the following to be?**- Using services provided by a technology company which prioritises user privacy, such as DuckDuckGo****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		406	99	198	208	158	195	53	292	106	8	267	38
Weighted Base		419	106*	207	212	164	203	52*	303	108	9**	274	46*
NET: Effective		299 71%	83 78% _c	160 77% _c	139 66%	127 78% _e	135 66%	37 72%	221 73%	75 69%	3 38%	199 72%	33 72%
Very effective	(4)	87 21%	31 29% _c	51 25%	36 17%	38 23%	42 21%	7 13%	63 21%	24 23%	- -	54 20%	7 16%
Fairly effective	(3)	212 51%	52 49%	109 53%	103 49%	89 54%	93 46%	31 59%	159 52%	50 47%	3 38%	145 53%	26 56%
Not very effective	(2)	54 13%	10 9%	21 10%	33 16%	16 10%	31 15%	7 14%	42 14%	11 10%	1 13%	32 12%	9 18%
Not at all effective	(1)	6 1%	2 2%	3 2%	3 1%	1 1%	5 2%	- -	4 1%	2 2%	- -	3 1%	1 3%
NET: Not effective		60 14%	12 11%	24 12%	36 17%	17 10%	36 18%	7 14%	47 15%	13 12%	1 13%	35 13%	10 21%
Don't know		59 14%	12 11%	23 11%	36 17%	20 12%	32 16%	7 14%	35 11%	21 19%	4 49%	40 15%	3 7%
Mean		3.06	3.18 _c	3.13	2.99	3.14	3.01	2.98	3.04	3.11	2.74	3.07	2.92
Standard deviation		0.68	0.70	0.67	0.68	0.62	0.74	0.57	0.67	0.70	0.50	0.65	0.70

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 175

Q10. And how effective or ineffective do you consider each of the following to be?**- Reading the full terms and conditions on any online accounts, apps or services I have used or was considering using****Base: All who have ever taken measure**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		1306	627	678	101	165	225	249	219	347	402	308	260	336	710	596	1049	151	57	49	310	304	310	125	
Weighted Base		1291	623	667	115*	201	210	231	198	336	365	353	259	313	718	572	1069	121	60*	41*	289	337	295	148	
NET: Effective		651 50%h	302 49%	348 52%	73 63%xfgh	111 55%h	121 57%gh	113 49%	91 46%	144 43%	177 48%	165 47%	139 54%	170 54%	342 48%	309 54% m	554 52%	57 47%	25 42%	15 38%	155 54% r	173 51%	149 50%	77 52%	
Very effective	(4)	158 12%h	79 13%	78 12%	26 22%xfgh	37 19%xfgh	26 12%	22 10%	19 10%	28 8%	45 12%	36 10%	31 12%	47 15%	80 11%	78 14%	135 13%	12 10%	6 11%	4 10%	42 15%	41 12%	34 12%	18 12%	
Fairly effective	(3)	493 38%	224 36%	269 40%	47 41%	74 37%	95 45%h	91 39%	71 36%	116 34%	132 36%	129 37%	108 42%	123 39%	262 36%	231 40%	418 39%	45 37%	19 31%	11 28%	112 39%	133 39%	115 39%	58 39%	
Not very effective	(2)	410 32%e	215 34%b	195 29%	26 23%	64 32%	49 23%	82 35%ce	64 32%e	124 37%ce	128 35%	114 32%	77 30%	90 29%	242 34%	168 29%	337 32%	37 31%	20 34%	15 38%	76 26%	119 35% s	96 33%	46 31%	
Not at all effective	(1)	67 5%	40 6%	27 4%	2 2%	9 4%	9 4%	9 4%	13 7%	25 8% c	22 6%	21 6%	12 5%	12 4%	43 6%	24 4%	53 5%	9 7%	5 8%	1 2%	15 5%	15 5%	16 5%	7 5%	
NET: Not effective		477 37%ce	254 41%b	222 33%	29 25%	73 36%	58 28%	91 39%ce	77 39%ce	150 45% xce	150 41% l	135 38%	90 35%	102 33%	285 40% n	192 33%	390 36%	46 38%	25 41%	16 40%	91 31%	134 40% s	112 38%	53 36%	
Don't know		163 13%	66 11%	97 15%a	14 12%	17 8%	32 15% d	28 12%	30 15% d	42 13%	38 10%	53 15%	30 12%	41 13%	91 13%	71 12%	125 12%	18 15% t	10 17%	9 22% otu	43 15% t	29 9%	35 12%	18 12%	
Mean		2.66h	2.61	2.70	2.95xfgh	2.76gh	2.77fgh	2.62	2.58	2.50	2.61	2.60	2.69	2.75ij	2.60	2.73m	2.67	2.59	2.54	2.59	2.74	2.65	2.64	2.68	
Standard deviation		0.79	0.81	0.76	0.78	0.83	0.76	0.73	0.80	0.78	0.81	0.79	0.77	0.79	0.80	0.78	0.79	0.81	0.84	0.76	0.81	0.77	0.78	0.78	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 176

Q10. And how effective or ineffective do you consider each of the following to be?**- Reading the full terms and conditions on any online accounts, apps or services I have used or was considering using****Base: All who have ever taken measure**

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	1306	210	474	832	559	618	129	506	647	153	858	73
Weighted Base	1291	213	480	811	556	610	124	506	635	149	849	86*
NET: Effective	651 50%	127 60%xc	264 55%c	387 48%	274 49%	309 51%	68 55%	285 56%xhi	297 47%	70 47%	418 49%	53 61%
Very effective	(4) 158 12%	34 16%	64 13%	94 12%	68 12%	79 13%	12 9%	79 16%hi	69 11%	11 7%	96 11%	17 20%j
Fairly effective	(3) 493 38%	93 44%c	200 42%	293 36%	206 37%	230 38%	57 46%	206 41%	228 36%	59 40%	322 38%	36 41%
Not very effective	(2) 410 32%	57 27%	134 28%	276 34%ab	181 32%	191 31%	38 30%	149 29%	211 33%	50 33%	270 32%	23 26%
Not at all effective	(1) 67 5%	11 5%	24 5%	44 5%	25 5%	36 6%	6 4%	33 6%	28 4%	7 4%	42 5%	5 6%
NET: Not effective	477 37%	67 32%	158 33%	319 39%ab	206 37%	228 37%	43 35%	181 36%	239 38%	56 38%	312 37%	28 32%
Don't know	163 13%g	19 9%	59 12%	104 13%	76 14%	74 12%	13 10%	40 8%	100 16%g	23 16%g	119 14%	6 6%
Mean	2.66	2.77c	2.72c	2.62	2.66	2.65	2.67	2.71	2.63	2.59	2.65	2.81
Standard deviation	0.79	0.80	0.79	0.79	0.78	0.81	0.73	0.83	0.77	0.72	0.78	0.85

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base**

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Absolutes/col percents

Table 177

Q10. And how effective or ineffective do you consider each of the following to be?**- Reporting something negative that I have seen or experienced online to the website or app on which it happened****Base: All who have ever taken measure**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		823	428	394	118	169	164	147	108	117	258	202	167	196	460	363	677	82	35	29	206	180	194	97		
Weighted Base		839	436	402	134	206	154	137	97	112	241	239	172	187	480	359	710	67*	38*	24**	197	206	190	117*		
NET: Effective		432 51%gh	222 51%	208 52%	77 58%gh	129 63%xfgh	87 56%gh	67 49%gh	33 34%	39 35%	120 50%	125 52%	84 49%	102 55%	245 51%	187 52%	368 52%	37 55%	15 41%	12 49%	98 50%	120 59%u	86 45%	63 54%		
Very effective	(4)	116 14%h	49 11%	66 16%a	22 16%h	44 21%xfgh	21 13%h	16 12%	8 8%	6 6%	31 13%	38 16%	25 14%	22 12%	69 14%	47 13%	96 13%	8 12%	8 20%	5 21%	22 11%	34 17%	22 12%	17 15%		
Fairly effective	(3)	316 38%gq	173 40%	142 35%	55 41%g	85 41%gh	66 43%gh	51 37%	26 26%	33 29%	89 37%	87 36%	59 35%	80 43%	176 37%	139 39%	272 38%q	29 43%q	8 21%	7 28%	76 39%q	86 42%q	64 34%	46 39%		
Not very effective	(2)	271 32%d	146 34%	125 31%	41 31%	48 23%	48 31%	46 33%d	45 47%xcdef	43 38%d	91 38%	70 29%	51 30%	59 32%	161 34%	110 31%	227 32%	18 28%	18 48%pt	8 33%	63 32%	58 28%	65 34%	40 34%		
Not at all effective	(1)	52 6%	29 7%	24 6%	6 5%	8 4%	12 8%	10 7%	6 6%	11 10%d	15 6%	19 8%l	13 7%	5 3%	34 7%	18 5%	42 6%	8 11%sv	1 3%	2 7%	10 5%	14 7%	15 8%	4 3%		
NET: Not effective		324 39%d	175 40%	149 37%	47 36%	55 27%	60 39%d	55 41%d	51 53%xcde	54 48%xcd	106 44%l	89 37%	64 37%	65 35%	195 41%	128 36%	269 38%	26 39%	19 51%	10 40%	73 37%	72 35%	80 42%	44 37%		
Don't know		84 10%e	39 9%	45 11%	9 7%	22 11%e	7 5%	14 11%e	13 13%e	19 17%xce	15 6%	25 10%	24 14%i	20 11%	40 8%	44 12%	74 10%	4 6%	3 9%	3 11%	26 13%t	13 7%	24 13%t	10 9%		
Mean		2.66gh	2.61	2.70	2.74gh	2.90xfgh	2.65gh	2.60h	2.42	2.36	2.60	2.67	2.65	2.71	2.64	2.68	2.66	2.59	2.64	2.71	2.65	2.73	2.56	2.72		
Standard deviation		0.82	0.79	0.85	0.80	0.81	0.82	0.82	0.75	0.78	0.81	0.87	0.86	0.73	0.84	0.79	0.81	0.87	0.87	0.93	0.78	0.84	0.83	0.77		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 178

Q10. And how effective or ineffective do you consider each of the following to be?**- Reporting something negative that I have seen or experienced online to the website or app on which it happened****Base: All who have ever taken measure**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		823	187	382	441	350	382	91	460	333	30	531	69
Weighted Base		839	196	400	439	353	395	91*	469	339	31**	539	83*
NET: Effective		432 51%	117 59% ^c	226 57% ^c	205 47%	187 53%	200 51%	44 48%	261 56% ^h	156 46%	15 47%	269 50%	53 63% ^j
Very effective	(4)	116 14%	45 23% ^{abc}	63 16%	53 12%	49 14%	58 15%	9 10%	76 16%	39 11%	1 4%	72 13%	15 18%
Fairly effective	(3)	316 38%	72 36%	163 41%	153 35%	139 39%	142 36%	35 38%	184 39%	118 35%	13 43%	197 37%	37 45%
Not very effective	(2)	271 32% ^a	48 25%	121 30%	150 34% ^a	113 32%	131 33%	27 30%	149 32%	112 33%	10 31%	178 33%	23 28%
Not at all effective	(1)	52 6%	15 8%	23 6%	29 7%	24 7%	22 6%	6 7%	25 5%	26 8%	1 3%	32 6%	3 3%
NET: Not effective		324 39%	64 32%	144 36%	179 41% ^a	137 39%	154 39%	34 37%	174 37%	139 41%	11 34%	210 39%	26 31%
Don't know		84 10%	16 8%	29 7%	55 12% ^b	29 8%	41 10%	13 15%	34 7%	44 13% ^g	6 19%	60 11%	5 6%
Mean		2.66	2.81 ^{xc}	2.72 ^c	2.59	2.65	2.67	2.61	2.72 ^h	2.57	2.59	2.65	2.83
Standard deviation		0.82	0.91	0.82	0.82	0.82	0.82	0.80	0.82	0.83	0.65	0.81	0.78

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 179

Q11. How far do you agree or disagree with each of the following statements?

- Summary

Base: All respondents

Q11. Summary																	
		There is no point changing my privacy settings because companies will be able to get around these settings anyway (a)	I don't like companies collecting information about me but it's worth it for the quality and convenience of the service they provide (b)	It doesn't matter whether I trust organisations with my data online because I need to use them in my day-to-day life (c)	I wish there were more alternatives to the technology providers I currently use (d)	I often sign up to services online without understanding the terms and conditions, even when I try to read them (e)	I don't feel like I need to understand terms and conditions on websites and apps because I trust the company to do the right thing (f)	There's no point in reading the terms and conditions because these companies do what they want anyway (g)	I feel I have no choice but to sign up to services online, even if I have concerns about the terms and conditions (h)	I know where to go for help if I experience a problem online (i)	I have reported experiencing a problem online, but nothing ever happened as a result (j)	It's just part and parcel of being online that people will try to cheat or harm me in some way (k)	I trust technology companies to protect me when I use their products and services (l)	I think that technology companies are designing their products and services with my best interests in mind (m)	I would like to use technology products that better reflect my values, but these are not currently available (n)	People like me don't have any say in what technology companies do (o)	I never think about the environmental impacts of online products, services or apps (p)
Unweighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Agree		698 32%fjm	945 44%adfjlmnp	1057 49%abdefghijlmnp	830 38%afijlmnp	980 45%adfjlmnp	425 20%	972 45%adfjlmnp	1024 47%abdfjlmnp	727 34%fjm	566 26%fm	1083 50%abdefghijlmnp	734 34%fjm	419 19%	698 32%fjm	1435 67%abdefghijklmnp	806 37%afijlmnp
Agree strongly	(5)	121 6%fm	128 6%fm	163 8%abfil	186 9%abfijlmnp	175 8%abfijlmnp	61 3%	217 10%abcefijlmnp	198 9%abfijlmnp	102 5%fm	132 6%fm	198 9%abfijlmnp	119 5%fm	63 3%	144 7%fjm	421 20%abcedefghijklmnp	182 8%abfijlmnp
Agree	(4)	578 27%fjm	817 38%adfjlmnp	894 41%abdefghijlmnp	645 30%afjmn	805 37%adfjlmnp	364 17%	755 35%adfjlmnp	826 38%adfghijlmnp	625 29%fjmn	434 20%fm	885 41%abdefghijlmnp	616 29%fjmn	356 17%	554 26%fjm	1014 47%abcedefghijklmnp	624 29%fjmn
Neither agree nor disagree	(3)	596 28%ehjo	721 33%acefghijklmnp	596 28%ehjo	917 42%abcefgghijklmnp	498 23%o	623 29%ehjo	574 27%eho	500 23%o	645 30%eghjo	533 25%o	627 29%ehjo	656 30%aceghjlop	710 33%acefghijklmnp	888 41%abcefgghijklmnp	420 19%	597 28%ehjo
Disagree	(2)	491 23%bcdghkno	328 15%dkno	322 15%dkno	216 10%o	463 21%bcdgkno	758 35%abcefgghijklmnp	404 19%bcdkno	422 20%bcdkno	516 24%bcdghkno	556 26%abcefgghijklmnp	277 13%dno	524 24%bcdgkno	616 29%abcefgghijklmnp	211 10%o	163 8%	535 25%bcdgkno
Disagree strongly	(1)	119 6%bcdgkno	78 4%dno	73 3%dno	39 2%	141 7%bcdghkno	249 12%abcefgghijklmnp	85 4%dkno	105 5%bcdkno	131 6%bcdgkno	279 13%abcefgghijklmnp	55 3%	145 7%bcdghkno	238 11%abcefgghijklmnp	41 2%	39 2%	144 7%bcdghkno
NET: Disagree		611 28%bcdghkno	406 19%dkno	396 18%dkno	254 12%o	603 28%bcdghkno	1007 47%abcefgghijklmnp	489 23%bcdkno	528 24%bcdkno	647 30%bcdghkno	835 39%abcefgghijklmnp	332 15%dno	670 31%bcdgkno	854 40%abcefgghijklmnp	252 12%o	202 9%	679 31%abcefgghijklmnp
Don't know		252 12%bcdgghijklmnp	85 4%ep	108 5%ep	156 7%bcefgghijklmnp	75 3%	102 5%ep	122 6%bep	106 5%ep	139 6%bcefhlop	224 10%bcdgghijklmnp	115 5%bep	97 4%	174 8%bcefgghijklmnp	318 15%abcefgghijklmnp	100 5%	75 3%
Mean		3.05fjm	3.28aefjlmnp	3.37abefghijlmnp	3.36abefghijlmnp	3.20afijlmnp	2.63	3.30aefjlmnp	3.29aefijlmnp	3.02fjm	2.79fm	3.44abcefgghijlmnp	3.02fjm	2.69f	3.30aefjlmnp	3.78abcefgghijklmnp	3.08fjm
Standard deviation		1.03	0.93	0.96	0.87	1.09	1.00	1.04	1.06	1.01	1.15	0.93	1.03	1.00	0.85	0.92	1.09

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 180

Q11. 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

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		698 32%	368 35%b	330 30%	89 37%f	124 33%	111 32%	109 29%	100 31%	165 33%	184 31%	218 36%	132 30%	164 31%	402 34%	296 31%	583 32%	54 30%	38 36%	23 37%	143 28%	182 34%	167 35% _s	91 32%	
Agree strongly	(5)	121 6%	73 7%b	48 4%	13 5%	32 9%xfh	22 6%	18 5%	15 5%	20 4%	21 4%	43 7%i	29 7%i	27 5%	65 5%	56 6%	102 6%	7 4%	7 6%	5 7%	26 5%	35 6%	27 6%	14 5%	
Agree	(4)	578 27%	296 28%	282 26%	77 32%f	92 25%	89 26%	91 24%	85 27%	144 29%	163 28%	175 29%	103 24%	137 26%	338 28%	240 25%	480 27%	47 26%	32 30%	19 30%	117 23%	147 27%	140 29% _s	77 27%	
Neither agree nor disagree	(3)	596 28% _d	303 29%	293 27%	54 23%	80 21%	89 26%	117 31% _{cd}	99 31% _{cd}	157 32% _{cd}	174 30%	159 26%	118 27%	145 28%	333 28%	263 27%	498 28%	54 30%	27 26%	17 27%	148 29%	135 25%	123 26%	92 32% _t	
Disagree	(2)	491 23% _h	232 22%	259 24%	52 22%	96 26% _h	92 27% _h	87 23%	72 23%	91 18%	139 24%	143 24%	101 23%	108 21%	282 24%	209 22%	412 23%	47 26%	21 20%	11 18%	120 24%	127 24%	105 22%	60 21%	
Disagree strongly	(1)	119 6% _h	53 5%	65 6%	14 6%	28 7% _h	22 6% _h	23 6% _h	19 6% _h	14 3%	35 6%	21 3%	28 6% _j	35 7% _j	56 5%	63 7%	100 6%	8 5%	6 6%	5 7%	32 6% _v	30 6%	30 6% _v	8 3%	
NET: Disagree		611 28% _h	285 27%	324 29%	66 28%	124 33% _h	114 33% _h	110 29% _h	91 29% _h	105 21%	174 30%	164 27%	129 29%	143 27%	338 28%	272 28%	512 28%	55 31%	27 26%	16 25%	152 30%	157 29%	135 28%	67 24%	
Don't know		252 12% _a	96 9%	156 14% _a	29 12%	45 12%	32 9%	45 12%	29 9%	71 14% _{eg}	56 10%	66 11%	58 13%	72 14% _i	122 10%	130 13% _m	215 12%	18 10%	12 11%	7 11%	61 12%	65 12%	55 12%	34 12%	
Mean		3.05	3.11 _b	2.99	3.10	3.01	2.99	2.99	3.02	3.15 _{xef}	2.99	3.14 _i	3.01	3.03	3.07	3.02	3.05	2.98	3.12	3.13	2.96	3.06	3.07	3.12	
Standard deviation		1.03	1.03	1.02	1.06	1.14	1.07	1.01	1.01	0.92	1.00	1.02	1.07	1.05	1.01	1.06	1.03	0.98	1.06	1.09	1.03	1.06	1.06	0.94	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 181

Q11. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		698 32%f	111 32%	248 32%	450 33%	338 39%xef	296 29%f	64 23%	219 35%	331 32%	148 30%	460 32%	59 40%
Agree strongly	(5)	121 6%e	27 8%	48 6%	73 5%	70 8%xef	39 4%	12 4%	46 7%	52 5%	23 5%	74 5%	16 11%xj
Agree	(4)	578 27%f	84 24%	201 26%	377 27%	269 31%xef	257 25%f	52 19%	173 27%	279 27%	126 25%	385 27%	43 29%
Neither agree nor disagree	(3)	596 28%	89 25%	211 27%	386 28%	214 25%	294 29%d	88 32%d	174 28%	282 27%	140 28%	415 29%	39 27%
Disagree	(2)	491 23%i	92 26%	200 25%c	291 21%	174 20%	256 25%d	62 22%	162 26%i	256 25%i	74 15%	331 23%	23 15%
Disagree strongly	(1)	119 6%i	29 8%xc	55 7%cd	64 5%	42 5%	59 6%	18 6%	51 8%xhi	56 5%i	12 2%	75 5%	8 5%
NET: Disagree		611 28%i	121 35%xc	255 32%xc	355 26%	216 25%	315 31%d	80 29%	213 34%xi	311 30%i	86 17%	406 28%	31 21%
Don't know		252 12%g	29 8%	72 9%	180 13%ab	94 11%	112 11%	46 17%xde	25 4%	102 10%g	125 25%xgh	172 12%	19 13%
Mean		3.05e	2.96	2.98	3.09b	3.19xef	2.96	2.91	3.00	3.02	3.19xgh	3.04	3.28xj
Standard deviation		1.03	1.12	1.07	1.01	1.06	1.00	1.00	1.09	1.02	0.93	1.01	1.09

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 182

Q11. 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

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree	945 44%ln	470 45%	473 43%	123 52%xefh	180 48%h	146 42%	160 42%	139 44%	196 39%	288 49%xkl	282 46%l	184 42%	191 36%	570 48%xn	375 39%	794 44%	79 43%	43 41%	29 46%	209 42%	241 45%	204 42%	140 49%as
Agree strongly	(5) 128 6%h	58 6%	69 6%	23 9%xgh	31 8%gh	27 8%h	21 6%h	14 4%	12 2%	39 7%	34 6%	29 7%	26 5%	72 6%	56 6%	109 6%	10 5%	6 6%	2 4%	29 6%	38 7%	25 5%	17 6%
Agree	(4) 817 38%ln	412 39%	404 37%	101 42%	149 40%	119 34%	139 36%	125 39%	185 37%	249 42%xkl	248 41%l	155 35%	165 31%	497 42%xn	320 33%	685 38%	69 38%	37 35%	27 42%	180 36%	203 38%	178 37%	123 43%
Neither agree nor disagree	(3) 721 33%	364 35%	357 32%	65 27%	110 29%	119 34%	124 32%	109 34%	195 39%xcdf	177 30%	187 31%	146 33%	211 40%xijk	364 30%	357 37%xm	603 33%	54 30%	43 41%v	21 33%	167 33%	172 32%	179 37%	85 30%
Disagree	(2) 328 15%c	141 13%	187 17%a	22 9%	45 12%	55 16%c	70 18%cd	51 16%c	86 17%cd	85 14%	98 16%	64 15%	83 16%	182 15%	146 15%	269 15%	36 20%ou	16 15%	8 12%	80 16%	83 15%	67 14%	39 14%
Disagree strongly	(1) 78 4%	42 4%	35 3%	7 3%	14 4%	12 3%	13 3%	19 6%xh	13 3%	23 4%	22 4%	21 5%l	12 2%	44 4%	33 3%	63 4%	11 6%q	1 1%	3 4%	18 4%	19 4%	18 4%	8 3%
NET: Disagree	406 19%c	184 17%	222 20%	29 12%	59 16%	67 19%c	83 22%c	70 22%c	99 20%c	108 18%	119 20%	85 19%	95 18%	227 19%	179 19%	332 18%	47 26%xoqtuv	17 16%	10 16%	98 19%	103 19%	85 18%	47 17%
Don't know	85 4%ghp	35 3%	50 5%	22 9%xefgh	24 7%xgh	13 4%gh	15 4%gh	2 *	8 2%	16 3%	20 3%	23 5%i	27 5%i	35 3%	50 5%m	79 4%p	2 1%	2 2%	3 4%	30 6%xp	23 4%p	14 3%	12 4%p
Mean	3.28	3.30	3.27	3.51xefgh	3.39fgh	3.28	3.23	3.20	3.20	3.34l	3.30	3.26	3.22	3.32	3.24	3.29	3.17	3.31	3.30	3.26	3.30	3.27	3.38p
Standard deviation	0.93	0.92	0.94	0.92	0.96	0.96	0.94	0.96	0.84	0.95	0.94	0.97	0.87	0.94	0.92	0.93	1.01	0.84	0.90	0.94	0.95	0.91	0.91

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 183

Q11. 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**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		945 44%i	195 56% <i>abc</i>	379 48% <i>xc</i>	566 41%	355 41%	479 47% <i>df</i>	111 40%	304 48%i	454 44%i	188 38%	623 43%	74 50%
Agree strongly (5)		128 6%	36 10% <i>xc</i>	65 8% <i>xc</i>	63 5%	61 7%	53 5%	14 5%	44 7%	59 6%	25 5%	80 5%	15 10% <i>j</i>
Agree (4)		817 38%i	159 45% <i>xc</i>	314 40%	503 37%	294 34%	426 42% <i>xdf</i>	97 35%	260 41%i	395 39%i	163 33%	543 37%	58 40%
Neither agree nor disagree (3)		721 33% <i>a</i>	97 28%	247 31%	474 35% <i>a</i>	267 31%	349 34%	105 38% <i>d</i>	192 30%	353 34%	176 35%	507 35%	42 29%
Disagree (2)		328 15% <i>e</i>	39 11%	106 14%	222 16% <i>a</i>	170 20% <i>xef</i>	126 12%	33 12%	99 16%	168 16%i	62 12%	218 15%	17 11%
Disagree strongly (1)		78 4%	9 3%	23 3%	55 4%	44 5% <i>ef</i>	28 3%	6 2%	31 5%	32 3%	15 3%	45 3%	5 3%
NET: Disagree		406 19% <i>aef</i>	48 14%	129 16%	277 20% <i>ab</i>	214 25% <i>xef</i>	154 15%	39 14%	130 21%i	199 19%	77 15%	263 18%	21 15%
Don't know		85 4% <i>gh</i>	10 3%	31 4%	54 4%	27 3%	35 3%	23 8% <i>xde</i>	6 1%	20 2%	59 12% <i>xgh</i>	59 4%	10 7%
Mean		3.28 <i>d</i>	3.51 <i>abc</i>	3.39 <i>xc</i>	3.23	3.19	3.36 <i>xd</i>	3.31	3.30	3.28	3.27	3.28	3.46
Standard deviation		0.93	0.92	0.93	0.93	1.01	0.87	0.85	0.98	0.92	0.89	0.91	0.96

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 184

Q11. 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 because I need to use them in my day-to-day life****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		1057	530	527	133	206	186	179	137	216	315	325	207	211	640	418	889	94	40	35	223	258	257	151		
		49%ghlnqs	50%	48%	56%fgh	55%xfgh	54%gh	47%	43%	43%	53%kl	54%l	47%l	40%	53%xn	43%	49%qs	52%q	38%	55%q	44%	48%	53%qs	53%qs		
Agree strongly	(5)	163	80	83	35	40	25	29	21	13	50	55	24	35	105	59	140	12	5	6	40	43	36	21		
		8%h	8%	8%	15%xefgh	11%h	7%h	8%h	7%h	3%	8%	9%k	5%	7%	9%n	6%	8%	7%	5%	10%	8%	8%	7%	7%		
Agree	(4)	894	450	444	98	166	161	150	116	204	265	270	183	176	535	359	749	82	34	28	182	215	221	130		
		41%lns	43%	40%	41%	44%g	47%fg	39%	36%	41%	45%l	44%l	42%l	34%	45%n	37%	41%s	45%qs	33%	45%	36%	40%	46%qs	46%qs		
Neither agree nor disagree	(3)	596	288	308	56	77	96	109	98	160	135	165	128	168	300	296	495	46	40	16	141	152	127	75		
		28%di	27%	28%	23%	21%	28%d	29%d	31%d	32%xcd	23%	27%	29%i	32%xi	25%	31%m	27%	25%	38%xopsuv	26%	28%	28%	26%	27%		
Disagree	(2)	322	162	161	22	56	38	57	60	90	100	75	61	87	174	148	268	30	15	9	95	83	60	30		
		15%ce	15%	15%	9%	15%	11%	15%c	19%ce	18%ce	17%j	12%	14%	17%j	15%	15%	15%	16%	15%	15%	19%xouv	15%	13%	10%		
Disagree strongly	(1)	73	35	37	3	9	11	19	15	17	18	13	18	25	31	42	62	5	6	-	20	17	15	10		
		3%	3%	3%	1%	2%	3%	5%c	5%c	3%	3%	2%	4%	5%j	3%	4%rn	3%	3%	6%r	-	4%	3%	3%	4%		
NET: Disagree		396	197	197	25	65	48	76	75	107	117	88	79	111	205	190	331	34	22	9	115	101	75	40		
		18%cej	19%	18%	10%	17%c	14%	20%ce	24%xcde	21%ce	20%j	14%	18%	21%j	17%	20%	18%	19%	21%	15%	23%xouv	19%	16%	14%		
Don't know		108	38	70	25	26	14	17	10	15	22	29	24	33	51	57	94	7	4	3	25	28	22	18		
		5%	4%	6%a	10%xefgh	7%gh	4%	5%	3%	3%	4%	5%	5%	6%i	4%	6%	5%	4%	4%	4%	5%	5%	5%	6%		
Mean		3.37ghlns	3.37	3.36	3.66xefgh	3.50xfgh	3.46fgh	3.31	3.22	3.22	3.40l	3.48xkl	3.32	3.22	3.44xn	3.27	3.37qs	3.39	3.17	3.53qs	3.27	3.36	3.44qs	3.46qs		
Standard deviation		0.96	0.96	0.96	0.92	0.98	0.91	1.00	1.00	0.90	0.98	0.91	0.94	0.99	0.95	0.97	0.96	0.94	0.96	0.88	1.01	0.96	0.93	0.93		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 185

Q11. 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 because I need to use them in my day-to-day life****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1057 49%ci	208 59%xc	437 56%xc	620 45%	399 46%	530 52%d	128 46%	347 55%xi	513 50%ii	197 39%	692 48%	65 44%
Agree strongly	(5)	163 8%ci	56 16%xbci	88 11%xc	75 5%	63 7%	78 8%	23 8%	58 9%ii	80 8%ii	25 5%	96 7%	15 10%
Agree	(4)	894 41%ii	152 43%	349 44%cd	545 40%	337 39%	453 45%df	105 38%	289 46%ii	433 42%ii	172 34%	596 41%	50 34%
Neither agree nor disagree	(3)	596 28%a	79 22%	196 25%	400 29%ab	232 27%	274 27%	90 33%	152 24%	275 27%	169 34%xgh	424 29%	39 26%
Disagree	(2)	322 15%f	43 12%	97 12%	225 16%b	151 18%ef	143 14%	28 10%	95 15%	170 17%ii	58 12%	223 15%	26 18%
Disagree strongly	(1)	73 3%	13 4%	25 3%	49 4%	38 4%	28 3%	8 3%	26 4%	33 3%	14 3%	49 3%	4 3%
NET: Disagree		396 18%fi	55 16%	122 15%	274 20%b	189 22%xef	171 17%	36 13%	121 19%ii	203 20%ii	72 14%	272 19%	30 21%
Don't know		108 5%agh	8 2%	31 4%	76 6%a	42 5%	41 4%	24 9%xde	12 2%	34 3%	62 12%xgh	64 4%	13 9%
Mean		3.37c	3.57xc	3.50xc	3.29	3.29	3.42d	3.42	3.42	3.36	3.31	3.34	3.34
Standard deviation		0.96	1.02	0.97	0.95	1.00	0.93	0.91	0.99	0.97	0.89	0.95	1.02

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 186

Q11. How far do you agree or disagree with each of the following statements?**- I wish there were more alternatives to the technology providers I currently use****Base: All respondents**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		830 38%bh	450 43%xb	379 34%	95 40%h	160 43%h	150 44%h	154 40%h	116 36%	155 31%	229 39%	245 40%	160 37%	196 38%	473 40%	357 37%	686 38%	79 43%	34 32%	32 50%xoqstu37%	185 37%	200 37%	183 38%	118 42%
Agree strongly	(5)	186 9%	109 10%b	76 7%	21 9%	48 13%xfh	32 9%	22 6%	31 10%f	31 6%	49 8%	59 10%	32 7%	46 9%	108 9%	78 8%	157 9%	17 9%	8 7%	4 6%	35 7%	54 10%	36 7%	32 11% s
Agree	(4)	645 30%h	341 32%b	303 27%	74 31%	112 30%	118 34%gh	132 35%gh	85 26%	124 25%	180 31%	186 31%	128 29%	151 29%	366 31%	279 29%	529 29%	62 34%	26 25%	28 44%xoqstu30% v	150 30%	146 27%	147 31%	86 30%
Neither agree nor disagree	(3)	917 42%cd	429 41%	488 44%	83 35%	132 35%	119 35%	175 46%cd	156 49%xcde	251 50%xcde	250 43%	263 43%	176 40%	227 43%	513 43%	403 42%	767 42%r	78 43%r	54 52%r	18 28%	223 44%r	224 42%r	205 43%r	114 40%
Disagree	(2)	216 10%f	100 9%	116 11%	26 11%	38 10%	46 13%fg	26 7%	22 7%	58 12%fg	69 12%	51 8%	46 10%	50 9%	120 10%	95 10%	185 10%	13 7%	10 10%	7 11%	52 10%	58 11%	49 10%	27 9%
Disagree strongly	(1)	39 2%	21 2%	18 2%	8 3%	10 3%	4 1%	5 1%	6 2%	7 1%	11 2%	8 1%	11 2%	9 2%	19 2%	20 2%	35 2%	3 2%	-	1 1%	5 1%	9 2%	16 3%xs	6 2%
NET: Disagree		254 12%f	121 11%	134 12%	34 14%f	47 13%	49 14%fg	31 8%	28 9%	65 13%f	80 14%j	60 10%	56 13%	59 11%	140 12%	115 12%	220 12%	16 9%	10 10%	7 12%	56 11%	66 12%	65 13%	33 11%
Don't know		156 7%ai	53 5%	103 9%xa	28 12%xfgh	34 9%	26 8%	21 6%	19 6%	27 5%	29 5%	40 7%	45 10%xij	41 8%i	70 6%	86 9% m	135 7%	9 5%	6 6%	6 10%	39 8%	49 9%	28 6%	20 7%
Mean		3.36h	3.42b	3.30	3.35	3.45h	3.41h	3.39h	3.38h	3.24	3.33	3.42	3.32	3.36	3.37	3.34	3.35	3.44	3.32	3.48	3.34	3.36	3.30	3.42
Standard deviation		0.87	0.89	0.84	0.94	0.96	0.90	0.77	0.84	0.81	0.87	0.85	0.88	0.86	0.86	0.87	0.87	0.84	0.77	0.85	0.81	0.89	0.89	0.91

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 187

Q11. How far do you agree or disagree with each of the following statements?**- I wish there were more alternatives to the technology providers I currently use****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		830 38%efi	152 43% ^c	337 43% ^{xc}	494 36%	424 49% ^{xef}	342 34% ^f	64 23%	340 54% ^{xhi}	378 37% ⁱ	113 23%	534 37%	77 52% ^{xj}
Agree strongly	(5)	186 9% ^{ei}	44 13% ^{xc}	80 10%	106 8%	122 14% ^{xef}	49 5%	15 5%	87 14% ^{xhi}	75 7%	24 5%	115 8%	25 17% ^{xj}
Agree	(4)	645 30% ^{fi}	108 31%	257 33% ^c	388 28%	302 35% ^{xef}	293 29% ^f	49 18%	253 40% ^{xhi}	303 30% ⁱ	89 18%	419 29%	52 35%
Neither agree nor disagree	(3)	917 42% ^{dgk}	137 39%	311 40%	605 44% ^b	322 37%	468 46% ^d	127 46% ^d	204 32%	473 46% ^g	239 48% ^{xg}	628 43% ^k	46 31%
Disagree	(2)	216 10% ^d	40 11%	80 10%	135 10%	44 5%	125 12% ^d	46 17% ^{xd}	55 9%	102 10%	58 12%	156 11%	10 7%
Disagree strongly	(1)	39 2%	5 2%	12 2%	27 2%	9 1%	17 2%	13 5% ^{xde}	11 2%	16 2%	13 3%	29 2%	3 2%
NET: Disagree		254 12% ^d	45 13%	93 12%	162 12%	53 6%	142 14% ^d	59 21% ^{xde}	66 10%	117 11%	71 14%	185 13%	13 9%
Don't know		156 7% ^g	17 5%	46 6%	110 8% ^a	63 7%	65 6%	28 10% ^e	22 3%	57 6% ^g	77 15% ^{xgh}	107 7%	12 8%
Mean		3.36 ^{efi}	3.44 ^c	3.42 ^c	3.33	3.61 ^{xef}	3.24 ^f	3.03	3.57 ^{xhi}	3.33 ⁱ	3.13	3.32	3.63 ^{xj}
Standard deviation		0.87	0.92	0.88	0.85	0.85	0.81	0.91	0.90	0.83	0.82	0.87	0.95

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 188

Q11. 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 when I try to read them****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		980 45%h	452 43%	528 48%a	136 57%xfgh	203 54%xfgh	170 49%gh	165 43%h	129 40%	177 36%	260 44%	307 50%xil	196 45%	218 42%	567 47%n	414 43%	807 45%	95 52%xoqst	42 40%	36 58%xoqst	217 43%	220 41%	225 47%	144 51%t	
Agree strongly	(5)	175 8%gh	86 8%	89 8%	28 12%gh	55 15%xfgh	32 9%gh	29 8%h	15 5%	16 3%	39 7%	52 8%	39 9%	45 9%	91 8%	84 9%	152 8%	12 7%	4 4%	6 10%	45 9%	41 8%	38 8%	28 10%	
Agree	(4)	805 37%h	366 35%	440 40%a	108 45%xfgh	148 40%h	138 40%h	136 36%	114 36%	162 32%	221 38%	255 42%l	157 36%	173 33%	476 40%n	329 34%	655 36%	83 46%xost	38 36%	30 48%ost	172 34%	179 33%	187 39%	116 41%	
Neither agree nor disagree	(3)	498 23%	260 25%	239 22%	45 19%	69 18%	80 23%	98 26% d	87 27% cd	120 24%	136 23%	120 20%	113 26% j	129 25%	256 21%	242 25% m	423 23%	39 21%	27 26%	10 16%	124 25%	117 22%	111 23%	71 25%	
Disagree	(2)	463 21% c	230 22%	233 21%	29 12%	65 17%	64 19% c	81 21% c	77 24% cd	147 29% xcdef	138 23%	134 22%	84 19%	106 20%	272 23%	190 20%	397 22%	30 17%	28 26% prv	8 13%	106 21%	147 27% xoprsu v	97 20%	47 17%	
Disagree strongly	(1)	141 7% v	80 8% b	60 5%	10 4%	16 4%	19 6%	24 6%	22 7%	49 10% xcde	37 6%	26 4%	26 6%	52 10% xijk	63 5%	78 8% m	115 6% v	12 7%	7 7%	7 11% v	35 7% v	33 6%	38 8% v	8 3%	
NET: Disagree		603 28% cdv	309 29%	293 27%	39 16%	81 22%	83 24% c	106 28% c	99 31% cde	196 39% xcdefg	174 30%	161 26%	110 25%	158 30%	335 28%	268 28%	512 28% v	42 23%	35 33% v	15 23%	141 28% v	180 33% xopv	135 28% v	56 20%	
Don't know		75 3% gh	31 3%	44 4%	19 8% xfgh	20 5% gh	12 3% h	13 3% h	5 1%	5 1%	17 3%	21 3%	18 4%	19 4%	38 3%	37 4%	67 4%	5 3%	1 1%	2 3%	22 4% u	23 4% u	9 2%	13 5% u	
Mean		3.20h	3.15	3.25a	3.52xfgh	3.46xfgh	3.30gh	3.18h	3.08h	2.89	3.15	3.29il	3.24	3.10	3.22	3.16	3.19	3.30qt	3.04	3.35	3.18	3.09	3.19	3.40xoqstu	
Standard deviation		1.09	1.10	1.06	1.02	1.10	1.07	1.07	1.04	1.07	1.07	1.05	1.07	1.14	1.06	1.11	1.09	1.05	1.03	1.18	1.10	1.09	1.10	0.99	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 189

Q11. 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 when I try to read them****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		980 45%cf	199 57%xc	416 53%xc	565 41%	403 47% ^f	479 47% ^f	99 36%	296 47% ^{hi}	483 47% ^{hi}	201 40%	643 44%	73 49%
Agree strongly	(5)	175 8%	54 15% ^x bc	81 10% ^c	94 7%	83 10%	74 7%	19 7%	58 9%	78 8%	39 8%	111 8%	21 14% ^{xj}
Agree	(4)	805 37% ^{fi}	145 41% ^c	335 43% ^x c	471 34%	320 37% ^f	405 40% ^f	80 29%	238 38%	405 40% ^{hi}	162 32%	532 37%	51 35%
Neither agree nor disagree	(3)	498 23% ^a	62 18%	179 23%	320 23% ^a	205 24%	230 23%	63 23%	153 24%	217 21%	129 26% ^h	336 23%	41 28%
Disagree	(2)	463 21% ^b	68 19%	134 17%	328 24% ^b	178 21%	222 22%	63 23%	131 21%	243 24% ^{hi}	89 18%	326 22% ^k	21 14%
Disagree strongly	(1)	141 7%	16 5%	36 5%	105 8% ^b	51 6%	62 6%	28 10% ^x de	43 7%	68 7%	30 6%	98 7%	4 3%
NET: Disagree		603 28% ^{bk}	84 24%	170 22%	433 32% ^x ab	228 26%	283 28%	92 33% ^d	174 28%	311 30% ^{hi}	118 24%	423 29% ^k	25 17%
Don't know		75 3% ^{gh}	6 2%	22 3%	53 4%	26 3%	24 2%	24 9% ^x de	9 1%	15 1%	51 10% ^x gh	50 3%	9 6%
Mean		3.20 ^{cf}	3.44 ^{xc}	3.38 ^{xc}	3.09	3.25 ^f	3.21 ^f	2.99	3.22	3.18	3.21	3.17	3.47 ^{xj}
Standard deviation		1.09	1.11	1.04	1.10	1.08	1.07	1.15	1.09	1.09	1.07	1.09	1.02

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 190

Q11. 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 on websites and apps because I trust the company to do the right thing****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		425 20%gh	216 20%	210 19%	79 33%efgh	100 27%efgh	62 18%	71 19%	44 14%	69 14%	114 19%	127 21%	82 19%	101 19%	242 20%	184 19%	356 20%	39 21%	18 18%	12 20%	97 19%	103 19%	87 18%	69 24%u		
Agree strongly	(5)	61 3%h	34 3%	27 2%	11 5%gh	14 4%gh	11 3%h	13 3%h	4 1%	6 1%	14 2%	14 2%	12 3%	20 4%	28 2%	32 3%	57 3%	2 1%	1 1%	1 1%	19 4%	18 3%	13 3%	6 2%		
Agree	(4)	364 17%gh	182 17%	183 17%	67 28%efgh	85 23%efgh	51 15%	58 15%	40 12%	63 13%	100 17%	113 19%	71 16%	81 15%	213 18%	151 16%	299 17%	36 20%	17 17%	12 18%	78 15%	84 16%	74 15%	64 22%xostu		
Neither agree nor disagree	(3)	623 29%	295 28%	328 30%	59 25%	89 24%	105 30%	117 31%cd	92 29%	160 32%cd	164 28%	151 25%	133 30%	175 33%xij	315 26%	308 32%mn	527 29%	42 23%	33 32%	21 33%	138 27%	158 29%	146 30%p	86 30%		
Disagree	(2)	758 35%cd	356 34%	402 36%	67 28%	115 31%	116 34%	136 36%	133 42%xcde	192 39%cd	223 38%l	229 38%l	152 35%	155 30%	452 38%n	306 32%	634 35%	70 39%	36 35%	17 27%	192 38%v	176 33%	182 38%v	85 30%		
Disagree strongly	(1)	249 12%cd	144 14%b	104 9%	13 6%	45 12%cd	48 14%cd	39 10%	43 13%cd	62 13%cd	62 11%	74 12%	49 11%	64 12%	136 11%	113 12%	201 11%	24 13%	13 13%	11 17%st	47 9%	77 14%st	49 10%	29 10%		
NET: Disagree		1007 47%cd	500 48%	506 46%	80 33%	159 43%cd	163 47%cd	175 46%cd	175 55%xcdef	254 51%cd	285 48%l	303 50%l	201 46%	219 42%	587 49%n	419 44%	836 46%	94 52%v	49 47%	28 45%	238 47%	252 47%	231 48%v	114 40%		
Don't know		102 5%	42 4%	60 5%	21 9%xegh	24 7%gh	14 4%	19 5%	8 3%	15 3%	25 4%	26 4%	21 5%	29 6%	51 4%	50 5%	89 5%	8 4%	3 3%	2 3%	30 6%	27 5%	17 4%	15 5%		
Mean		2.63gh	2.61	2.64	2.99xdefgh	2.74gh	2.59	2.65gh	2.45	2.50	2.61	2.59	2.63	2.67	2.60	2.65	2.64	2.56	2.57	2.57	2.64	2.59	2.61	2.75		
Standard deviation		1.00	1.04	0.97	1.03	1.09	1.02	0.99	0.93	0.92	0.98	1.02	0.99	1.03	1.00	1.01	1.01	1.01	0.96	1.04	1.00	1.04	0.97	1.01		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 191

Q11. 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 on websites and apps because I trust the company to do the right thing****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		425 20%h	99 28%xc	190 24%xc	235 17%	159 18%	202 20%	63 23%	144 23%h	168 16%	113 23%h	289 20%	36 25%
Agree strongly	(5)	61 3%h	17 5%c	33 4%c	28 2%	26 3%	27 3%	8 3%	29 5%xh	15 1%	17 3%h	46 3%	5 3%
Agree	(4)	364 17%	82 24%xc	157 20%c	207 15%	133 15%	176 17%	55 20%	115 18%	153 15%	96 19%h	242 17%	31 21%
Neither agree nor disagree	(3)	623 29%	91 26%	223 28%	401 29%	223 26%	313 31%d	88 32%	168 27%	297 29%	158 32%	428 29%	40 27%
Disagree	(2)	758 35%fik	108 31%	253 32%	505 37%ab	319 37%f	362 36%f	77 28%	220 35%ii	398 39%xi	139 28%	509 35%k	37 25%
Disagree strongly	(1)	249 12%ii	41 12%	84 11%	165 12%	126 15%xef	98 10%	25 9%	90 14%ii	128 13%ii	31 6%	157 11%	24 16%
NET: Disagree		1007 47%fi	149 42%	337 43%	670 49%ab	445 52%xef	460 45%f	102 37%	310 49%ii	527 51%xi	170 34%	666 46%	61 41%
Don't know		102 5%g	12 3%	36 5%	66 5%	35 4%	42 4%	25 9%xde	9 1%	33 3%g	59 12%xgh	70 5%	11 7%
Mean		2.63dh	2.78xc	2.74xc	2.56	2.53	2.66d	2.78xd	2.64h	2.52	2.84xgh	2.65	2.68
Standard deviation		1.00	1.09	1.05	0.97	1.03	0.97	1.00	1.08	0.95	0.97	1.00	1.12

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 192

Q11. 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**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		972 45%	510 48%b	462 42%	111 46%	188 50%fg	162 47%	163 43%	135 42%	213 43%	259 44%	292 48%	194 44%	227 43%	551 46%	421 44%	797 44%	90 49%	49 47%	36 57% xost	217 43%	224 42%	222 46%	134 47%		
Agree strongly	(5)	217 10%h	124 12%b	93 8%	27 11%h	44 12%h	44 13%h	40 10%h	30 9%	32 6%	48 8%	66 11%	46 11%	56 11%	114 10%	103 11%	179 10%	16 9%	15 14%	8 12%	57 11%	44 8%	40 8%	38 13%tu		
Agree	(4)	755 35%	386 37%	369 33%	84 35%	144 39%	117 34%	123 32%	105 33%	181 36%	211 36%	226 37%	148 34%	170 33%	437 37%	318 33%	618 34%	74 41% s	35 33%	28 45% s	160 32%	181 33%	182 38% s	95 34%		
Neither agree nor disagree	(3)	574 27% d	261 25%	313 28%	55 23%	79 21%	82 24%	110 29% d	97 30% de	152 30% cde	152 26%	143 30% j	132 28%	147 28%	295 25%	279 29% m	495 27%	39 22%	25 24%	15 24%	138 27%	139 26%	144 30% p	74 26%		
Disagree	(2)	404 19%	198 19%	205 19%	35 14%	63 17%	59 17%	73 19%	70 22% c	104 21% c	131 22% kl	121 20%	69 16%	83 16%	252 21% n	152 16%	341 19%	37 20%	17 17%	8 13%	93 18%	116 22% u	79 17%	53 19%		
Disagree strongly	(1)	85 4% j	39 4%	46 4%	8 3%	21 6%	21 6% gh	14 4%	8 2%	14 3%	22 4%	13 2%	18 4%	33 6% xij	35 3%	50 5% m	71 4%	7 4%	6 6%	2 2%	20 4%	27 5%	17 4%	7 2%		
NET: Disagree		489 23%	237 22%	251 23%	43 18%	84 22%	79 23%	87 23%	78 24%	118 24%	152 26% k	134 22%	86 20%	116 22%	287 24%	202 21%	412 23%	44 24%	23 22%	10 16%	113 22%	143 27% ru	97 20%	59 21%		
Don't know		122 6% gh	45 4%	77 7% a	31 13% xdefgh	22 6%	22 6% gh	22 6%	9 3%	16 3%	25 4%	38 6%	25 6%	34 6%	63 5%	59 6%	104 6%	9 5%	7 7%	2 3%	36 7% u	33 6%	17 4%	17 6%		
Mean		3.30t	3.35b	3.25	3.42h	3.37	3.33	3.28	3.26	3.23	3.24	3.37i	3.33	3.27	3.30	3.30	3.29	3.32	3.35	3.53t	3.30	3.19	3.32	3.40t		
Standard deviation		1.04	1.05	1.02	1.04	1.10	1.12	1.03	1.00	0.96	1.02	1.01	1.02	1.08	1.02	1.05	1.03	1.03	1.13	0.97	1.05	1.05	0.98	1.04		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 193

Q11. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		972 45%f	166 47%	349 44%	623 45%	440 51%xef	429 42%	103 37%	300 48%i	467 46%	205 41%	655 45%	64 43%
Agree strongly	(5)	217 10%e	50 14%xc	89 11%	128 9%	123 14%xef	76 7%	18 6%	80 13%i	101 10%	36 7%	144 10%	20 14%
Agree	(4)	755 35%	116 33%	261 33%	494 36%	317 37%	353 35%	85 31%	221 35%	366 36%	169 34%	511 35%	43 29%
Neither agree nor disagree	(3)	574 27%	76 22%	194 25%	380 28%a	210 24%	288 28%	76 28%	169 27%	253 25%	153 31%h	394 27%	40 27%
Disagree	(2)	404 19%i	72 20%	163 21%	240 18%	136 16%	208 20%d	59 21%d	112 18%i	230 22%xgi	62 12%	266 18%	26 18%
Disagree strongly	(1)	85 4%	24 7%xc	41 5%c	44 3%	36 4%	36 4%	13 5%	39 6%xhi	35 3%	12 2%	53 4%	8 5%
NET: Disagree		489 23%i	96 27%c	205 26%c	284 21%	172 20%	245 24%d	72 26%d	151 24%i	265 26%i	73 15%	319 22%	34 23%
Don't know		122 6%gh	13 4%	38 5%	84 6%	40 5%	55 5%	27 10%xde	12 2%	40 4%g	69 14%xgh	85 6%	10 7%
Mean		3.30f	3.28	3.26	3.33	3.43xef	3.23	3.14	3.31	3.27	3.36	3.31	3.31
Standard deviation		1.04	1.16	1.09	1.00	1.07	1.00	1.02	1.10	1.04	0.92	1.02	1.12

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 194

Q11. 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

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		1024 47%hln	517 49%	507 46%	131 55%xfh	203 54%xfh	177 51%h	175 46%h	156 49%h	182 37%	293 50%l	323 53%xkl	203 46%l	205 39%	616 52%xn	408 42%	845 47%	93 51%	50 48%	35 56%st	220 44%	236 44%	237 49%	152 54%st		
Agree strongly	(5)	198 9%h	98 9%	101 9%	38 16%xfgh	49 13%xfh	38 11%h	31 8%h	29 9%h	13 3%	54 9%	69 11%l	40 9%	35 7%	123 10%n	75 8%	168 9%	15 8%	7 7%	9 14%	40 8%	51 9%	38 8%	39 14%xsou		
Agree	(4)	826 38%ln	419 40%	407 37%	93 39%	154 41%h	138 40%	144 38%	126 40%	170 34%	239 41%l	254 42%l	163 37%	169 32%	493 41%n	332 35%	678 37%	78 43%t	43 41%	27 43%	180 36%	185 34%	200 42%t	113 40%		
Neither agree nor disagree	(3)	500 23%cpu	252 24%	248 22%	39 16%	76 20%	77 22%	106 28%xcd	80 25%c	122 25%c	129 22%	121 20%	104 24%	146 28%xij	250 21%	250 26%rn	427 24%pu	31 17%	29 28%p	13 21%	130 26%pu	133 25%pu	91 19%	72 25%pu		
Disagree	(2)	422 20%dv	201 19%	221 20%	38 16%	49 13%	58 17%	74 19%d	59 18%	144 29%xcdefg	123 21%	115 19%	87 20%	97 19%	238 20%	185 19%	351 19%v	41 22%v	19 19%	11 18%	103 20%v	107 20%v	108 23%v	33 12%		
Disagree strongly	(1)	105 5%j	46 4%	58 5%	9 4%	18 5%	17 5%	12 3%	15 5%	34 7%f	26 4%	17 3%	20 5%	42 8%xijk	44 4%	62 6%rn	92 5%	9 5%	4 4%	1 1%	25 5%	32 6%	24 5%	10 4%		
NET: Disagree		528 24%dv	247 23%	279 25%	46 19%	68 18%	76 22%	86 22%	74 23%	178 36%xcdefg	149 25%	132 22%	107 25%	139 27%	281 24%	246 26%	443 24%v	49 27%v	24 23%	12 19%	128 25%v	139 26%v	132 28%v	43 15%		
Don't know		106 5%i	37 4%	69 6%a	24 10%xefgh	26 7%gh	15 4%	15 4%	10 3%	15 3%	17 3%	31 5%	23 5%i	34 6%i	48 4%	57 6%rn	93 5%	8 5%	2 2%	2 4%	25 5%	31 6%	20 4%	17 6%		
Mean		3.29hln	3.32	3.26	3.53xfgh	3.48xfgh	3.37h	3.30h	3.31h	2.96	3.30l	3.42xkl	3.28l	3.12	3.36n	3.19	3.28	3.29	3.29	3.52st	3.22	3.23	3.26	3.51xopstu		
Standard deviation		1.06	1.04	1.07	1.09	1.07	1.07	0.99	1.04	1.02	1.05	1.03	1.05	1.08	1.04	1.07	1.06	1.07	0.99	1.00	1.04	1.09	1.07	1.01		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 195

Q11. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1024 47%cfi	196 56%xc	422 54%xc	602 44%	439 51%f	487 48%f	98 35%	343 54%xhi	499 49% <i>i</i>	182 36%	676 47%	73 49%
Agree strongly		(5) 198 9%cfi	47 13%xc	103 13%xc	95 7%	100 12% <i>xef</i>	84 8%	14 5%	88 14%xhi	87 9% <i>i</i>	24 5%	123 8%	17 11%
Agree		(4) 826 38%fi	149 43%	318 40%	507 37%	339 39%f	403 40%f	84 30%	255 40% <i>i</i>	412 40% <i>i</i>	158 32%	553 38%	56 38%
Neither agree nor disagree		(3) 500 23%a	62 18%	162 21%	338 25%ab	193 22%	229 23%	78 28%	140 22%	231 23%	129 26%	353 24%	37 25%
Disagree		(2) 422 20%	64 18%	140 18%	282 21%	154 18%	205 20%	64 23%	108 17%	222 22%g	93 19%	287 20%	19 13%
Disagree strongly		(1) 105 5%	19 5%	35 4%	71 5%	41 5%	50 5%	14 5%	30 5%	47 5%	28 6%	69 5%	3 2%
NET: Disagree		528 24%k	83 24%	175 22%	353 26%	195 23%	256 25%	77 28%	139 22%	268 26%	121 24%	357 25%k	23 15%
Don't know		106 5%gh	10 3%	28 4%	78 6%ab	36 4%	45 4%	24 9% <i>xde</i>	10 2%	27 3%	69 14% <i>xgh</i>	66 5%	15 10% <i>xj</i>
Mean		3.29cfi	3.42xc	3.42xc	3.21	3.37f	3.27f	3.09	3.42xhi	3.27i	3.13	3.27	3.48j
Standard deviation		1.06	1.11	1.08	1.04	1.07	1.05	1.01	1.08	1.05	1.02	1.04	0.97

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 196

Q11. How far do you agree or disagree with each of the following statements?**- I know where to go for help if I experience a problem online****Base: All respondents**

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		727 34%g	381 36%b	345 31%	99 41%xfgh	148 40%xfgh	120 35%g	122 32%	88 28%	150 30%	215 36%kl	219 36%	134 31%	159 30%	434 36%n	293 31%	605 33%	65 36%	34 33%	23 36%	166 33%	183 34%	153 32%	103 36%
Agree strongly		(5) 102 5%	59 6%	43 4%	16 7%h	25 7%h	18 5%	17 4%	12 4%	14 3%	27 5%	34 6%	18 4%	22 4%	61 5%	41 4%	80 4%	10 5%	8 7%	5 8%	20 4%	24 4%	24 5%	11 4%
Agree		(4) 625 29%g	322 31%	301 27%	83 35%gh	124 33%g	102 29%	105 28%	75 24%	135 27%	187 32%l	185 30%	115 26%	137 26%	372 31%n	252 26%	525 29%	55 30%	27 25%	18 29%	146 29%	159 29%	128 27%	92 32%
Neither agree nor disagree		(3) 645 30%j	342 32%b	303 27%	59 24%	99 26%	106 31%	125 33%c	107 34%cd	149 30%	180 31%j	151 25%	144 33%j	170 33%j	331 28%	314 33%m	537 30%	50 28%	37 35%	21 33%	149 30%	162 30%	144 30%	82 29%
Disagree		(2) 516 24%ac	213 20%	303 27%xa	41 17%	92 25%c	81 23%	83 22%	88 28%c	131 26%c	141 24%	151 25%	106 24%	118 23%	292 24%	224 23%	433 24%	48 27%	22 21%	12 20%	126 25%	124 23%	124 26%	59 21%
Disagree strongly		(1) 131 6%	57 5%	75 7%	13 6%	13 4%	24 7%	23 6%	20 6%	38 8%d	25 4%	42 7%	25 6%	39 7%i	68 6%	64 7%	113 6%	7 4%	6 6%	5 8%	34 7%	32 6%	30 6%	17 6%
NET: Disagree		647 30%ac	269 26%	377 34%xa	54 23%	105 28%	105 30%	105 28%	108 34%cd	169 34%cf	166 28%	193 32%	130 30%	157 30%	360 30%	287 30%	546 30%	56 31%	28 27%	17 28%	160 32%	156 29%	154 32%	76 27%
Don't know		139 6%	61 6%	78 7%	28 12%xd	21 6%	15 4%	29 8%	16 5%	30 6%	28 5%	44 7%	29 7%	37 7%	72 6%	67 7%	120 7%	11 6%	5 5%	2 3%	29 6%	38 7%	30 6%	23 8%
Mean		3.02bh	3.11xb	2.94	3.22xfgh	3.15xgh	3.03	3.03	2.91	2.91	3.09i	3.03	2.99	2.97	3.06	2.98	3.02	3.07	3.08	3.09	2.98	3.04	2.99	3.08
Standard deviation		1.01	1.00	1.02	1.04	1.01	1.03	0.99	0.98	1.01	0.98	1.07	0.98	1.01	1.02	1.00	1.01	1.00	1.03	1.07	1.01	1.01	1.02	1.00

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 197

Q11. How far do you agree or disagree with each of the following statements?**- I know where to go for help if I experience a problem online****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		727 34%ci	168 48%xc	329 42%xc	398 29%	275 32%	350 34%	101 37%	286 45%xhi	323 31%i	118 24%	465 32%	69 47%xj
Agree strongly	(5)	102 5%	37 11%xbc	50 6%c	52 4%	43 5%	50 5%	9 3%	53 8%xhi	34 3%	15 3%	63 4%	10 7%
Agree	(4)	625 29%ci	131 37%xc	279 35%xc	346 25%	232 27%	300 29%	93 33%d	233 37%xhi	289 28%i	102 20%	403 28%	59 40%xj
Neither agree nor disagree	(3)	645 30%	88 25%	232 30%	413 30%	244 28%	312 31%	89 32%	197 31%i	319 31%i	129 26%	456 31%k	32 22%
Disagree	(2)	516 24%abfgk	65 18%	154 20%	361 26%ab	234 27%ef	234 23%f	48 17%	108 17%	275 27%g	133 27%g	344 24%k	22 15%
Disagree strongly	(1)	131 6%b	15 4%	32 4%	100 7%b	61 7%	60 6%	10 4%	26 4%	64 6%	42 8%g	85 6%	10 7%
NET: Disagree		647 30%abfg	80 23%	186 24%	461 34%xab	294 34%xef	294 29%f	58 21%	133 21%	339 33%g	175 35%g	429 30%	33 22%
Don't know		139 6%gh	15 4%	39 5%	99 7%b	49 6%	60 6%	29 11%xde	15 2%	45 4%g	79 16%xgh	102 7%	14 10%
Mean		3.02ci	3.33xc	3.22xc	2.91	2.96	3.05	3.17xd	3.29xhi	2.95i	2.80	3.01	3.27xj
Standard deviation		1.01	1.05	0.99	1.01	1.04	1.01	0.92	0.99	0.99	1.03	1.00	1.07

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 198

Q11. How far do you agree or disagree with each of the following statements?**- I have reported experiencing a problem online, but nothing ever happened as a result****Base: All respondents**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		566 26%h	309 29%b	256 23%	88 37%efgh	133 36%efgh	93 27%h	86 23%	77 24%h	89 18%	158 27%	168 28%	113 26%	127 24%	326 27%	240 25%	477 26%	44 24%	29 27%	17 27%	134 27%	143 26%	131 27%	69 24%	
Agree strongly	(5)	132 6%h	72 7%	60 5%	21 9%egh	44 12%efgh	13 4%	22 6%	14 4%	18 4%	31 5%	49 8%k	17 4%	34 6%	80 7%	51 5%	118 7%	8 4%	3 3%	3 4%	35 7%	39 7%	26 6%	18 6%	
Agree	(4)	434 20%h	237 23%b	196 18%	67 28%efgh	89 24%fh	80 23%fh	64 17%	64 20%h	71 14%	127 22%	119 20%	95 22%	93 18%	246 21%	189 20%	359 20%	36 20%	25 24%	14 23%	99 20%	104 19%	105 22%	51 18%	
Neither agree nor disagree	(3)	533 25%	275 26%	258 23%	53 22%	104 28%	86 25%	97 25%	70 22%	123 25%	152 26%	142 23%	108 25%	130 25%	294 25%	238 25%	445 25%	41 22%	30 29%	16 25%	127 25%	133 25%	103 21%	82 29%u	
Disagree	(2)	556 26%ad	230 22%	326 30%xa	47 20%	69 19%	89 26%cd	88 23%	90 28%cd	172 35%xcdefg	154 26%	165 27%	111 25%	126 24%	319 27%	236 25%	458 25%	56 31%v	22 21%	18 29%	128 25%	133 25%	138 29%v	58 20%	
Disagree strongly	(1)	279 13%cd	137 13%	142 13%	17 7%	27 7%	42 12%cd	72 19%xcde	50 16%cd	70 14%cd	68 11%	66 11%	61 14%	84 16%ij	134 11%	145 15%mn	237 13%	19 10%	15 14%	8 14%	63 13%	80 15%	62 13%	32 11%	
NET: Disagree		835 39%acd	367 35%	468 42%xa	64 27%	96 26%	132 38%cd	160 42%cd	140 44%cd	242 49%xcdefg	222 38%	231 38%	172 39%	210 40%	453 38%	381 40%	695 38%	75 42%v	37 35%	27 43%	191 38%	213 40%v	200 42%v	91 32%	
Don't know		224 10%	102 10%	122 11%	35 15%h	40 11%	35 10%	39 10%	31 10%	44 9%	56 10%	66 11%	45 10%	57 11%	122 10%	102 11%	190 11%	22 12%	9 8%	3 5%	51 10%	50 9%	47 10%	42 15%xr <u>t</u> u	
Mean		2.79fh	2.87b	2.70	3.13xefgh	3.16xefgh	2.78h	2.64	2.66	2.55	2.81	2.85	2.74	2.72	2.83n	2.73	2.79	2.73	2.79	2.75	2.81	2.77	2.76	2.85	
Standard deviation		1.15	1.16	1.12	1.13	1.14	1.10	1.19	1.15	1.05	1.11	1.17	1.12	1.18	1.14	1.16	1.16	1.09	1.10	1.12	1.15	1.19	1.15	1.13	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 199

Q11. How far do you agree or disagree with each of the following statements?**- I have reported experiencing a problem online, but nothing ever happened as a result****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		566 26%cfhi	130 37%xc	271 35%xc	295 22%	259 30%xef	256 25%f	52 19%	279 44%xhi	228 22%i	60 12%	370 25%	40 27%
Agree strongly	(5)	132 6%ci	43 12%xc	72 9%xc	60 4%	66 8%ef	54 5%	11 4%	68 11%xhi	47 5%	17 3%	79 5%	13 9%
Agree	(4)	434 20%cfi	87 25%c	199 25%xc	235 17%	193 22%f	201 20%	41 15%	211 33%xhi	180 18%i	43 9%	291 20%	27 19%
Neither agree nor disagree	(3)	533 25%	83 24%	200 25%	332 24%	217 25%	253 25%	62 22%	169 27%	252 25%	111 22%	336 23%	51 34%xi
Disagree	(2)	556 26%bg	74 21%	166 21%	390 28%ab	211 25%	267 26%	77 28%	104 16%	303 30%yg	148 30%g	369 25%	29 19%
Disagree strongly	(1)	279 13%bg	35 10%	68 9%	211 15%xab	91 11%	140 14%cd	48 17%xd	40 6%	136 13%g	103 21%xgh	216 15%	16 11%
NET: Disagree		835 39%abg	109 31%	234 30%	601 44%xab	302 35%	407 40%cd	126 45%xd	144 23%	439 43%yg	251 50%xgh	585 40%k	44 30%
Don't know		224 10%g	28 8%	81 10%	142 10%	84 10%	101 10%	38 14%	40 6%	106 10%g	77 15%xgh	162 11%	12 8%
Mean		2.79cfhi	3.09xc	3.06xc	2.63	2.91xef	2.74f	2.54	3.27xhi	2.67i	2.34	2.73	2.95
Standard deviation		1.15	1.21	1.14	1.12	1.15	1.14	1.13	1.09	1.10	1.08	1.16	1.12

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 200

Q11. How far do you agree or disagree with each of the following statements?

- It's just part and parcel of being online that people will try to cheat or harm me in some way

Base: All respondents

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		1083	582	501	112	175	165	199	163	271	306	313	235	229	619	464	899	98	49	36	256	276	241	126
		50%bl	55%xb	45%	47%	47%	48%	52%	51%	54%d	52%l	52%l	54%l	44%	52%	48%	50%	54%v	47%	58%v	51%	51%	50%	44%
Agree strongly	(5)	198	107	91	27	36	38	33	25	38	53	49	47	49	102	96	173	12	9	4	44	56	45	28
		9%	10%	8%	11%	10%	11%	9%	8%	8%	9%	8%	11%	9%	9%	10%	10%	6%	9%	6%	9%	10%	9%	10%
Agree	(4)	885	475	410	85	138	127	165	137	232	253	264	188	180	517	368	727	86	40	32	213	220	196	98
		41%bl	45%xb	37%	36%	37%	37%	43%	43%	47%xcde	43%l	43%l	43%l	34%	43%n	38%	40%	47%ov	39%	51%v	42%v	41%	41%	35%
Neither agree nor disagree	(3)	627	292	335	57	101	107	114	92	156	153	171	119	185	324	304	525	46	38	18	150	148	138	89
		29%	28%	30%	24%	27%	31%	30%	29%	31%c	26%	28%	27%	35%xijk	27%	32%lm	29%	25%	37%p	29%	30%	27%	29%	31%
Disagree	(2)	277	109	167	39	59	49	36	45	49	87	79	47	63	167	110	236	26	11	3	60	70	66	40
		13%a	10%	15%a	16%fh	16%fh	14%fh	9%	14%f	10%	15%	13%	11%	12%	14%	11%	13%	14%r	11%	5%	12%	13%	14%r	14%r
Disagree strongly	(1)	55	27	28	5	12	7	16	9	7	16	12	8	19	28	27	49	1	2	3	12	16	14	7
		3%	3%	3%	2%	3%	2%	4%h	3%	1%	3%	2%	2%	4%	2%	3%	3%p	*	2%	5%p	2%	3%p	3%p	3%
NET: Disagree		332	136	195	44	71	56	52	54	56	103	92	55	82	195	137	286	27	14	6	72	87	80	47
		15%h	13%	18%a	18%h	19%h	16%h	14%	17%h	11%	18%k	15%	13%	16%	16%	14%	16%	15%	13%	10%	14%	16%	17%	17%
Don't know		115	42	73	27	27	17	16	11	16	26	32	29	28	58	56	98	12	3	2	25	28	22	22
		5%h	4%	7%a	11%xefgh	7%gh	5%	4%	4%	3%	4%	5%	7%	5%	5%	6%	5%	7%	3%	3%	5%	5%	4%	8%
Mean		3.44b	3.52xb	3.36	3.42	3.37	3.43	3.45	3.41	3.51d	3.43	3.45	3.54l	3.36	3.44	3.44	3.43	3.48	3.42	3.51	3.45	3.45	3.42	3.38
Standard deviation		0.93	0.92	0.95	1.00	1.00	0.95	0.95	0.93	0.83	0.96	0.91	0.91	0.96	0.93	0.94	0.95	0.85	0.89	0.90	0.91	0.97	0.95	0.96

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 201

Q11. How far do you agree or disagree with each of the following statements?**- It's just part and parcel of being online that people will try to cheat or harm me in some way****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1083 50%fi	177 50%	408 52%	675 49%	459 53% ^f	518 51% ^f	105 38%	356 56% ^{xhi}	522 51% ⁱ	205 41%	723 50%	67 45%
Agree strongly		(5) 198 9% ^f	52 15% ^{xc}	85 11% ^c	112 8%	85 10% ^f	101 10% ^f	11 4%	72 11% ⁱ	90 9%	36 7%	135 9%	12 8%
Agree		(4) 885 41% ^{fi}	125 36%	323 41%	563 41%	374 43% ^f	418 41% ^f	94 34%	284 45% ⁱ	432 42% ⁱ	169 34%	588 41%	55 37%
Neither agree nor disagree		(3) 627 29%	94 27%	217 28%	410 30%	243 28%	296 29%	89 32%	173 27%	293 29%	161 32%	427 29%	55 37%
Disagree		(2) 277 13%	56 16%	105 13%	172 13%	100 12%	129 13%	48 17% ^{xde}	78 12%	141 14%	58 12%	192 13%	12 8%
Disagree strongly		(1) 55 3%	13 4%	22 3%	34 2%	22 3%	25 2%	9 3%	13 2%	26 2%	17 3%	35 2%	1 1%
NET: Disagree		332 15% ^k	69 20% ^c	127 16%	205 15%	122 14%	154 15%	57 20% ^{xde}	91 14%	167 16%	74 15%	226 16% ^k	13 9%
Don't know		115 5% ^g	11 3%	34 4%	80 6% ^a	39 4%	49 5%	27 10% ^{xde}	12 2%	44 4% ^g	59 12% ^{xgh}	76 5%	13 9%
Mean		3.44 ^{fi}	3.43	3.46	3.42	3.49 ^f	3.46 ^f	3.20	3.52 ⁱ	3.43	3.34	3.43	3.48
Standard deviation		0.93	1.06	0.96	0.92	0.93	0.94	0.92	0.93	0.93	0.94	0.93	0.81

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 202

Q11. How far do you agree or disagree with each of the following statements?
- I trust technology companies to protect me when I use their products and services
Base: All respondents

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		734 34%	356 34%	377 34%	113 47% xdefgh	137 37% gh	114 33%	127 33%	94 29%	149 30%	197 34%	200 33%	157 36%	181 34%	397 33%	337 35%	619 34%	63 35%	29 28%	24 38%	162 32%	190 35%	161 34%	106 37%
Agree strongly	(5)	119 5% g	58 5%	59 5%	18 7% gh	36 10% xegh	14 4%	22 6%	9 3%	19 4%	31 5%	35 6%	23 5%	30 6%	66 5%	53 6%	100 6%	9 5%	7 6%	3 5%	22 4%	36 7%	25 5%	17 6%
Agree	(4)	616 29%	298 28%	317 29%	95 40% xdefgh	101 27%	100 29%	105 28%	85 27%	130 26%	166 28%	165 27%	134 31%	150 29%	331 28%	284 30%	519 29%	54 30%	22 21%	21 33%	140 28%	153 28%	136 28%	89 31%
Neither agree nor disagree	(3)	656 30%	307 29%	350 32%	59 25%	99 27%	105 30%	128 34% cd	99 31%	166 33% cd	170 29%	185 30%	128 29%	174 33%	354 30%	302 31%	548 30%	53 29%	33 31%	22 35%	167 33%	167 31%	133 28%	82 29%
Disagree	(2)	524 24% l	267 25%	257 23%	44 18%	87 23%	78 23%	89 23%	87 27% c	139 28% c	155 26% l	161 26% l	105 24%	103 20%	316 26% n	209 22%	441 24%	43 24%	29 28%	11 17%	115 23%	120 22%	139 29% xorst	67 24%
Disagree strongly	(1)	145 7% c	86 8% b	60 5%	6 2%	19 5%	30 9% c	24 6% c	31 10% xcd	36 7% c	44 7%	41 7%	24 6%	36 7%	85 7%	60 6%	118 7%	18 10%	6 6%	4 6%	35 7%	36 7%	31 6%	16 6%
NET: Disagree		670 31% cl	353 34% b	317 29%	50 21%	107 29% c	108 31% c	113 30% c	118 37% xcd	175 35% c	199 34% l	202 33% l	129 30%	139 27%	401 34% n	269 28%	559 31%	61 34%	35 33%	14 23%	150 30%	156 29%	170 35% rt	84 29%
Don't know		97 4% h	37 3%	60 5% a	18 7% fgh	30 8% xfgh	18 5% h	13 3%	9 3%	9 2%	22 4%	21 4%	23 5%	30 6%	43 4%	53 6% m	82 5%	5 2%	8 8% p	2 4%	25 5%	26 5%	17 4%	13 5%
Mean		3.02gh	2.98	3.06	3.34xdefgh	3.14gh	2.97	3.03g	2.85	2.91	2.97	2.99	3.06	3.07	2.98	3.07	3.02	2.96	2.95	3.14	3.00	3.07	2.97	3.09
Standard deviation		1.03	1.06	1.00	0.97	1.09	1.04	1.01	1.02	1.00	1.05	1.04	1.01	1.02	1.04	1.02	1.03	1.08	1.03	0.98	1.00	1.05	1.04	1.03

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 203

Q11. How far do you agree or disagree with each of the following statements?**- I trust technology companies to protect me when I use their products and services****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		734 34%	161 46% ^{abc}	306 39% ^{xc}	428 31%	261 30%	374 37% ^d	99 35%	224 35%	336 33%	174 35%	488 34%	63 43% ^j
Agree strongly (5)		119 5%	31 9% ^{xc}	52 7%	66 5%	52 6%	57 6%	9 3%	42 7% ^h	43 4%	33 7% ^h	72 5%	12 8%
Agree (4)		616 29% ^d	129 37% ^{xc}	254 32% ^c	362 26%	209 24%	317 31% ^d	90 32% ^d	182 29%	293 29%	141 28%	416 29%	51 35%
Neither agree nor disagree (3)		656 30% ^d	102 29%	244 31%	412 30%	228 26%	331 33% ^d	97 35% ^d	179 28%	321 31%	156 31%	448 31%	43 29%
Disagree (2)		524 24% ^{abfik}	62 18%	163 21%	362 26% ^{ab}	257 30% ^{xef}	220 22%	47 17%	163 26% ⁱ	270 26% ⁱ	91 18%	352 24% ^k	23 16%
Disagree strongly (1)		145 7% ^{fi}	14 4%	39 5%	107 8% ^{ab}	81 9% ^{xef}	55 5%	9 3%	53 8% ⁱ	73 7% ⁱ	19 4%	98 7%	7 5%
NET: Disagree		670 31% ^{abefik}	75 22%	202 26%	468 34% ^{ab}	339 39% ^{xef}	275 27% ^f	56 20%	216 34% ⁱ	343 33% ⁱ	110 22%	450 31% ^k	30 21%
Don't know		97 4% ^{gh}	12 3%	34 4%	62 5%	34 4%	37 4%	25 9% ^{xde}	12 2%	26 2%	59 12% ^{xgh}	66 5%	12 8%
Mean		3.02 ^{cd}	3.30 ^{abc}	3.16 ^{xc}	2.94	2.87	3.10 ^{xd}	3.17 ^{xd}	2.99	2.96	3.18 ^{xgh}	3.01	3.27 ^{xj}
Standard deviation		1.03	1.00	1.01	1.04	1.09	1.00	0.90	1.08	1.01	0.99	1.02	1.02

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 204

Q11. How far do you agree or disagree with each of the following statements?**- I think that technology companies are designing their products and services with my best interests in mind****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree	419 19%gh	212 20%	205 19%	85 36%xdefgh	102 27%xefgh	65 19%h	67 18%h	45 14%	55 11%	116 20%	110 18%	94 22%	99 19%	226 19%	193 20%	361 20%	29 16%	19 18%	10 17%	97 19%	111 21%	89 19%	63 22%
Agree strongly (5)	63 3%h	38 4%b	23 2%	13 5%gh	21 6%xefgh	8 2%	9 2%	6 2%	6 1%	22 4%	13 2%	16 4%	11 2%	36 3%	27 3%	53 3%	3 2%	4 4%	2 4%	19 4%	17 3%	10 2%	9 3%
Agree (4)	356 17%gh	174 17%	182 17%	73 30%xdefgh	81 22%xfgh	57 17%h	58 15%h	38 12%	49 10%	94 16%	96 16%	78 18%	88 17%	190 16%	166 17%	307 17%	26 14%	15 14%	8 13%	78 16%	95 18%	80 17%	54 19%
Neither agree nor disagree (3)	710 33%cd	338 32%	372 34%	60 25%	116 31%	124 36%cd	140 37%cd	106 33%cd	163 33%cd	185 31%	199 33%	138 32%	188 36%	384 32%	326 34%	591 33%	59 33%	42 40%	18 29%	173 34%	182 34%	148 31%	88 31%
Disagree (2)	616 29%cd	297 28%	319 29%	49 20%	100 27%	85 25%	97 25%	102 32%cef	184 37%xcdef	185 31%l	173 28%	132 30%l	126 24%	358 30%	258 27%	515 28%	57 32%	23 22%	20 32%	145 29%	140 26%	152 32%t	78 27%
Disagree strongly (1)	238 11%cd	140 13%b	98 9%	13 6%	23 6%	42 12%cd	48 13%cd	47 15%xcd	64 13%cd	66 11%	68 11%	42 10%	62 12%	134 11%	104 11%	191 11%	25 14%	12 11%	10 16%	53 10%	56 10%	53 11%	29 10%
NET: Disagree	854 40%cd	436 41%	418 38%	62 26%	122 33%	127 37%cd	145 38%cd	149 47%xcdef	248 50%xcdef	251 43%l	241 40%	174 40%	187 36%	492 41%	362 38%	706 39%	83 46%qt	35 33%	30 48%	198 39%	196 36%	205 43%t	108 38%
Don't know	174 8%	66 6%	108 10%a	32 13%xfgh	33 9%	28 8%	29 8%	19 6%	32 6%	36 6%	58 10%i	31 7%	49 9%i	94 8%	80 8%	150 8%	10 6%	9 9%	4 7%	37 7%	50 9%	38 8%	26 9%
Mean	2.69gh	2.67	2.71	3.11xefgh	2.93xefgh	2.70gh	2.67gh	2.51	2.46	2.68	2.66	2.74	2.71	2.67	2.72	2.71p	2.56	2.75	2.53	2.71	2.75p	2.64	2.75
Standard deviation	1.00	1.04	0.95	1.04	1.02	1.00	0.99	0.97	0.90	1.02	0.98	1.01	0.99	1.00	1.00	1.00	0.98	1.00	1.07	1.00	1.00	0.98	1.02

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 205

Q11. How far do you agree or disagree with each of the following statements?**- I think that technology companies are designing their products and services with my best interests in mind****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		419 19%c	115 33%xc	217 28%xc	202 15%	152 18%	210 21%	57 21%	164 26%xhi	173 17%	82 16%	268 18%	51 35%xj
Agree strongly	(5)	63 3%c	29 8%xbc	39 5%xc	24 2%	24 3%	33 3%	6 2%	32 5%xhi	23 2%	8 2%	37 3%	8 6%
Agree	(4)	356 17%c	86 24%xc	177 23%xc	179 13%	128 15%	177 17%	51 18%	132 21%xhi	151 15%	74 15%	231 16%	43 29%xj
Neither agree nor disagree	(3)	710 33%d	119 34%	274 35%	435 32%	241 28%	365 36%d	103 37%d	203 32%	345 34%	162 32%	483 33%	46 31%
Disagree	(2)	616 29%abfk	77 22%	191 24%	425 31%ab	283 33%xef	273 27%	60 22%	170 27%	318 31%i	128 26%	427 29%k	16 11%
Disagree strongly	(1)	238 11%abi	24 7%	61 8%	177 13%ab	126 15%xef	89 9%	23 8%	75 12%i	128 12%i	35 7%	165 11%	14 9%
NET: Disagree		854 40%abefik	101 29%	252 32%	602 44%xab	409 47%xef	362 36%	83 30%	244 39%i	446 44%xi	163 33%	592 41%k	30 20%
Don't know		174 8%abgh	16 4%	44 6%	131 10%ab	61 7%	79 8%	35 12%xde	21 3%	61 6%g	92 18%xgh	110 8%	21 14%xj
Mean		2.69cdh	3.06xc	2.92xc	2.55	2.55	2.78xd	2.82d	2.80xh	2.61	2.73h	2.66	3.13xj
Standard deviation		1.00	1.06	1.01	0.97	1.03	0.98	0.95	1.07	0.98	0.92	0.99	1.08

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 206

Q11. How far do you agree or disagree with each of the following statements?**- I would like to use technology products that better reflect my values, but these are not currently available****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Agree		698 32%hs	350 33%	347 31%	88 37%h	151 40%xfh	113 33%h	118 31%h	109 34%h	119 24%	198 34%	208 34%	136 31%	156 30%	406 34%	292 30%	580 32%	67 37% _s	31 30%	20 32%	140 28%	180 33%	165 34% _s	95 34%		
Agree strongly	(5)	144 7%h	68 6%	77 7%	23 9%h	34 9%h	26 8%h	27 7%h	19 6%	16 3%	33 6%	48 8%	28 6%	36 7%	80 7%	64 7%	124 7%	10 6%	5 5%	5 7%	26 5%	47 9% _s	31 6%	21 7%		
Agree	(4)	554 26%h	282 27%	271 25%	65 27%	117 31%xfh	87 25%	91 24%	90 28%h	103 21%	166 28% _l	160 26%	108 25%	120 23%	326 27%	228 24%	456 25%	56 31% _s	26 25%	16 25%	114 23%	133 25%	134 28%	74 26%		
Neither agree nor disagree	(3)	888 41%cd	440 42%	448 41%	71 30%	131 35%	149 43%cd	178 47% _{xcd}	139 43%cd	220 44%cd	234 40%	262 43%	167 38%	226 43%	496 41%	392 41%	744 41%	71 39%	48 46%	25 40%	222 44%	207 38%	201 42%	114 40%		
Disagree	(2)	211 10%g	122 12% _b	89 8%	34 14% _{xfg}	38 10%	39 11%g	32 8%	19 6%	49 10%g	72 12% _{jl}	46 8%	52 12% _{jl}	42 8%	117 10%	93 10%	180 10%	12 6%	14 13%	5 8%	55 11%	52 10%	44 9%	29 10%		
Disagree strongly	(1)	41 2%f	23 2%	19 2%	5 2%	12 3%f	8 2%f	2 *	4 1%	10 2%f	11 2%	6 1%	13 3% _j	11 2%	17 1%	24 2%	38 2%	3 2%	- -	- -	9 2%	9 2%	16 3%	4 1%		
NET: Disagree		252 12% _{gj}	144 14% _b	108 10%	39 16%fg	50 13%g	47 14%fg	34 9%	23 7%	59 12%g	83 14% _{jl}	52 9%	64 15% _{jl}	53 10%	135 11%	117 12%	218 12%	15 8%	14 13%	5 8%	64 13%	61 11%	60 12%	33 12%		
Don't know		318 15%ae	118 11%	200 18% _{xa}	41 17%de	41 11%	36 10%	52 14%	49 15%	100 20% _{xdef}	74 13%	86 14%	70 16%	89 17% _i	159 13%	159 17% _m	266 15%	29 16%	11 11%	12 19%	77 15%	92 17% _u	55 12%	42 15%		
Mean		3.30h	3.27	3.33	3.34h	3.37h	3.27	3.33h	3.37h	3.17	3.27	3.38ik	3.24	3.30	3.32	3.27	3.29	3.39 _s	3.25	3.39	3.22	3.35 _s	3.28	3.32		
Standard deviation		0.85	0.86	0.84	0.97	0.94	0.88	0.78	0.78	0.79	0.86	0.81	0.91	0.85	0.84	0.88	0.87	0.81	0.77	0.80	0.82	0.89	0.88	0.86		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 207

Q11. How far do you agree or disagree with each of the following statements?**- I would like to use technology products that better reflect my values, but these are not currently available****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		698 32%fi	143 41%xc	297 38%xc	401 29%	345 40%xef	297 29%f	57 21%	293 46%xhi	302 29% <i>i</i>	104 21%	454 31%	65 44% <i>xj</i>
Agree strongly	(5)	144 7% <i>fhi</i>	41 12% <i>xc</i>	71 9% <i>xc</i>	73 5%	81 9% <i>xef</i>	60 6% <i>f</i>	3 1%	74 12% <i>xhi</i>	50 5%	20 4%	99 7%	11 8%
Agree	(4)	554 26% <i>fi</i>	102 29%	226 29% <i>c</i>	328 24%	263 31% <i>xef</i>	237 23%	54 19%	219 35% <i>xhi</i>	252 25% <i>i</i>	83 17%	355 24%	53 36% <i>xj</i>
Neither agree nor disagree	(3)	888 41% <i>gk</i>	130 37%	316 40%	572 42%	328 38%	443 44% <i>d</i>	116 42%	223 35%	457 45% <i>g</i>	209 42% <i>g</i>	599 41% <i>k</i>	42 29%
Disagree	(2)	211 10% <i>d</i>	41 12%	87 11%	123 9%	61 7%	103 10% <i>d</i>	46 17% <i>xde</i>	63 10%	109 11%	40 8%	158 11%	11 8%
Disagree strongly	(1)	41 2%	7 2%	9 1%	32 2% <i>b</i>	10 1%	20 2%	11 4% <i>xd</i>	9 2%	19 2%	12 2%	25 2%	8 6% <i>xj</i>
NET: Disagree		252 12% <i>d</i>	48 14%	96 12%	156 11%	72 8%	123 12% <i>d</i>	57 21% <i>xde</i>	72 11%	128 12%	52 10%	184 13%	20 13%
Don't know		318 15% <i>abg</i>	30 9%	77 10%	241 18% <i>xab</i>	117 14%	154 15%	47 17%	44 7%	140 14% <i>g</i>	135 27% <i>xgh</i>	216 15%	21 14%
Mean		3.30 <i>fi</i>	3.40 <i>c</i>	3.37 <i>c</i>	3.25	3.46 <i>xef</i>	3.25 <i>f</i>	2.97	3.49 <i>xhi</i>	3.23	3.16	3.28	3.38
Standard deviation		0.85	0.94	0.87	0.84	0.85	0.84	0.83	0.90	0.82	0.82	0.86	0.99

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 208

Q11. How far do you agree or disagree with each of the following statements?**- People like me don't have any say in what technology companies do****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Agree		1435 67% ^d	713 68%	722 65%	145 60%	226 61%	225 65%	249 65%	226 71% ^{cd}	364 73% ^{xcd}	397 67%	419 69%	287 66%	332 63%	816 68%	619 64%	1187 66%	126 69%	78 74% ^v	45 71%	337 67%	354 66%	323 67%	173 61%	
Agree strongly	(5)	421 20% ^b	238 23% ^{xb}	184 17%	46 19%	63 17%	60 17%	85 22%	64 20%	102 21%	100 17%	120 20%	89 20%	113 22% ⁱ	220 18%	202 21%	352 19%	39 22%	17 16%	13 21%	104 21%	104 19%	97 20%	48 17%	
Agree	(4)	1014 47% ^l	476 45%	538 49%	98 41%	163 44%	165 48%	164 43%	162 51% ^{cf}	261 52% ^{xcd}	297 50% ^l	299 49% ^l	198 45%	219 42%	596 50% ⁿ	417 43%	834 46%	87 48%	61 58% ^{xostuv}	31 50%	233 46%	250 46%	226 47%	126 44%	
Neither agree nor disagree	(3)	420 19%	199 19%	221 20%	43 18%	72 19%	64 18%	90 24%	58 18%	93 19%	112 19%	110 18%	91 21%	107 20%	223 19%	198 21%	354 20%	39 22%	16 16%	10 17%	102 20%	98 18%	93 19%	61 22%	
Disagree	(2)	163 8%	83 8%	80 7%	23 10%	36 10%	27 8%	22 6%	22 7%	33 7%	51 9%	40 7%	30 7%	42 8%	92 8%	71 7%	142 8%	9 5%	7 7%	4 6%	31 6%	47 9%	38 8%	27 9%	
Disagree strongly	(1)	39 2% ^h	23 2%	15 1%	6 3% ^h	15 4% ^{xfg}	10 3% ^{gh}	4 1%	2 1%	2 *	7 1%	10 2%	9 2%	13 2%	17 1%	22 2%	33 2%	3 2%	1 1%	1 2%	8 2%	11 2%	9 2%	6 2%	
NET: Disagree		202 9%	106 10%	96 9%	30 12% ^{fh}	50 13% ^{xfg}	37 11%	25 7%	25 8%	35 7%	59 10%	51 8%	39 9%	55 10%	109 9%	93 10%	176 10%	13 7%	9 8%	5 8%	39 8%	58 11%	47 10%	33 11%	
Don't know		100 5% ^h	35 3%	65 6% ^a	22 9% ^{xfgh}	25 7% ^{gh}	19 6% ^h	17 4% ^h	10 3% ^h	6 1%	21 4%	28 5%	21 5%	30 6%	49 4%	51 5%	91 5% ^p	4 2%	2 2%	3 4%	26 5% ^p	30 6% ^p	18 4%	17 6% ^p	
Mean		3.78 ^d	3.81	3.76	3.71	3.64	3.73	3.84 ^d	3.85 ^d	3.87 ^{cde}	3.76	3.82	3.79	3.76	3.79	3.78	3.77	3.84	3.82	3.86	3.83	3.77	3.78	3.68	
Standard deviation		0.92	0.96	0.88	1.02	1.02	0.96	0.89	0.86	0.83	0.89	0.90	0.93	0.98	0.89	0.96	0.93	0.89	0.84	0.90	0.90	0.95	0.93	0.95	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 209

Q11. How far do you agree or disagree with each of the following statements?**- People like me don't have any say in what technology companies do****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Agree		1435 67%fk	230 66%	506 64%	929 68%	631 73%xef	659 65%f	145 52%	407 64%	719 70%xgi	309 62%	975 67%k	81 55%
Agree strongly	(5)	421 20%f	80 23%	148 19%	274 20%	202 23%xef	188 19%f	31 11%	124 20%	208 20%	89 18%	286 20%	27 18%
Agree	(4)	1014 47%k	150 43%	359 46%	655 48%	429 50%f	471 46%	114 41%	283 45%	511 50%gi	220 44%	689 47%k	54 37%
Neither agree nor disagree	(3)	420 19%	58 17%	153 19%	267 19%	142 16%	209 21%d	69 25%xd	133 21%	176 17%	111 22%h	279 19%	31 21%
Disagree	(2)	163 8%i	38 11%xc	78 10%xc	85 6%	54 6%	81 8%	28 10%d	65 10%xhi	76 7%i	22 4%	112 8%	21 14%xj
Disagree strongly	(1)	39 2%	15 4%xc	20 3%	19 1%	8 1%	25 2%d	7 3%d	16 2%i	19 2%	4 1%	19 1%	8 5%xj
NET: Disagree		202 9%i	53 15%xc	98 12%xc	105 8%	62 7%	106 10%d	35 13%d	81 13%xhi	95 9%i	26 5%	132 9%	29 19%xj
Don't know		100 5%g	9 3%	29 4%	70 5%	28 3%	43 4%	29 10%xde	10 2%	35 3%g	55 11%xgh	67 5%	8 5%
Mean		3.78fk	3.71	3.71	3.83ab	3.92xef	3.74f	3.53	3.70	3.82g	3.83g	3.80k	3.51
Standard deviation		0.92	1.08	0.98	0.89	0.86	0.95	0.95	0.99	0.92	0.84	0.90	1.13

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 210

Q11. How far do you agree or disagree with each of the following statements?**- I never think about the environmental impacts of online products, services or apps****Base: All respondents**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Agree		806 37%bl	442 42%xb	363 33%	88 37%	153 41%	123 36%	153 40%	116 36%	172 35%	220 37%l	240 40%l	181 41%l	166 32%	460 38%	346 36%	675 37%	63 35%	37 36%	31 49%xo	205 41%t	180 33%	175 36%	116 41%
Agree strongly	(5)	182 8%h	110 10%b	72 7%	21 9%	52 14%xe	21 6%	41 11%eh	23 7%	26 5%	44 7%	56 9%	42 10%	40 8%	100 8%	82 9%	156 9%	13 7%	5 5%	7 11%	53 11%	41 8%	35 7%	27 10%
Agree	(4)	624 29%l	332 32%b	290 26%	68 28%	102 27%	103 30%	112 29%	94 29%	146 29%	176 30%l	184 30%l	138 32%l	126 24%	360 30%	264 27%	519 29%	50 27%	32 31%	24 38%t	152 30%	139 26%	140 29%	89 31%
Neither agree nor disagree	(3)	597 28%	273 26%	323 29%	56 23%	88 24%	103 30%	109 28%	90 28%	150 30%h	149 25%	156 26%	119 27%	173 33%xi	305 26%	292 30%h	501 28%	51 28%	31 29%	15 23%	140 28%	155 29%	132 28%	73 26%
Disagree	(2)	535 25%	240 23%	294 27%a	58 24%	82 22%	78 23%	89 23%	83 26%	144 29%de	168 29%k	153 25%	89 20%	125 24%	321 27%h	214 22%	446 25%	52 28%	27 25%	11 17%	111 22%	140 26%	126 26%	69 24%
Disagree strongly	(1)	144 7%	64 6%	81 7%	15 6%	29 8%	26 7%	21 6%	27 8%	27 5%	35 6%	41 7%	31 7%	38 7%	75 6%	69 7%	119 7%	14 8%	7 7%	5 8%	27 5%	40 7%	36 8%	16 5%
NET: Disagree		679 31%	304 29%	375 34%a	73 31%	111 30%	104 30%	110 29%	110 34%	171 34%	203 34%k	193 32%	120 27%	163 31%	396 33%	283 29%	564 31%	66 36%h	34 32%	16 25%	138 27%	180 33%h	162 34%h	85 30%
Don't know		75 3%gh	33 3%	42 4%	22 9%xe	20 5%gh	15 4%gh	10 3%	2 1%	5 1%	17 3%	18 3%	18 4%	22 4%	35 3%	40 4%	68 4%	2 1%	3 3%	2 3%	21 4%	24 5%h	12 2%	11 4%
Mean		3.08b	3.18xb	2.98	3.10	3.18h	3.04	3.17gh	3.01	3.00	3.05	3.10	3.17l	3.01	3.08	3.08	3.09	2.98	3.02	3.29pt	3.20xo	3.00	3.02	3.16
Standard deviation		1.09	1.10	1.06	1.11	1.19	1.05	1.09	1.09	1.01	1.07	1.10	1.10	1.06	1.09	1.08	1.09	1.09	1.03	1.13	1.08	1.08	1.08	1.09

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 211

Q11. How far do you agree or disagree with each of the following statements?**- I never think about the environmental impacts of online products, services or apps****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity			
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)	
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125	
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148	
NET: Agree		806 37% ^d	149 42% ^c	312 40%	495 36%	289 33%	399 39% ^d	119 43% ^d	232 37%	363 35%	210 42% ^h	554 38%	52 35%	
Agree strongly		(5) 8%	45 13% ^{abc}	69 9%	113 8%	63 7%	88 9%	31 11%	55 9%	75 7%	52 10% ^h	126 9%	14 10%	
Agree		(4) 29%	624 30%	103 31%	242 31%	382 28%	225 26%	311 31% ^d	88 32%	177 28%	289 28%	158 32%	429 30%	37 25%
Neither agree nor disagree		(3) 28%	597 24%	85 24%	208 27%	388 28%	260 30%	267 26%	70 25%	180 28%	280 27%	136 27%	394 27%	44 30%
Disagree		(2) 25% ^{fi}	535 23%	79 23%	188 24%	347 25%	226 26% ^f	256 25% ^f	52 19%	166 26% ⁱ	279 27% ⁱ	89 18%	355 24%	31 21%
Disagree strongly		(1) 7% ⁱ	144 9%	30 9%	52 7%	92 7%	65 8%	61 6%	19 7%	44 7% ⁱ	83 8% ⁱ	17 3%	100 7%	9 6%
NET: Disagree		679 31% ^{fi}	109 31%	240 31%	439 32%	291 34% ^f	317 31%	71 25%	210 33% ⁱ	363 35% ^{xi}	106 21%	455 31%	40 27%	
Don't know		75 3% ^{gh}	8 2%	26 3%	49 4%	23 3%	34 3%	18 7% ^{xde}	9 1%	19 2%	47 9% ^{xgh}	49 3%	11 8% ^{xj}	
Mean		3.08 ^h	3.16	3.12	3.06	3.00	3.11 ^d	3.23 ^{xd}	3.05	2.99	3.31 ^{xgh}	3.09	3.13	
Standard deviation		1.09	1.18	1.09	1.08	1.07	1.08	1.12	1.09	1.09	1.03	1.09	1.09	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 212

Q12. Which, if any, of the following would you most like to see in relation to online services?

Base: All respondents

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
More ways to control what information I share and what I see online	1355 63%acd	616 59%	739 67%xa	119 50%	198 53%	220 64%cd	223 58%cd	237 74%xcdef	358 72%xcdef	374 64%l	404 66%l	282 65%l	295 56%	778 65%n	577 60%	1124 62%	131 72%xoqstuv	63 60%	38 64%	323 60%	324 60%	305 63%	172 60%	
More information about what technology companies are doing to protect me online	1204 56%ade	547 52%	656 59%xa	120 50%	175 47%	173 50%	198 52%	207 65%xcdef	331 66%xcdef	341 58%	340 56%	248 57%	275 53%	681 57%	523 54%	995 55%	115 63%xostv	58 55%	36 57%	272 54%	297 55%	280 58%	146 51%	
More places to seek help if something goes wrong	1188 55%acd	538 51%	650 59%xa	102 43%	171 46%	176 51%	208 55%cd	204 64%xcdef	326 65%xcdef	301 51%	367 60%xil	239 55%	280 53%	669 56%	519 54%	994 55%	103 57%	57 54%	34 55%	275 55%	293 54%	274 57%	152 53%	
More information about how technology companies are being held to account for bad actions	1162 54%cdln	584 56%	577 52%	102 43%	166 44%	179 52%cd	192 50%	195 61%xcdef	326 65%xcdef	335 57%kl	357 59%xkl	220 50%	250 48%	691 58%xn	470 49%	949 53%	119 66%xorstuv	60 58%	32 52%	267 53%	276 51%	260 54%	146 51%	
A more straightforward procedure for reporting technology companies if I need to	1152 53%cd	545 52%	607 55%	99 41%	161 43%	178 52%cd	198 52%cd	198 62%xcdef	317 64%xcdef	322 55%	328 54%	239 55%	262 50%	650 54%	501 52%	940 52%	115 63%xostu	58 55%	39 62%u	262 52%	283 53%	239 50%	155 55%	
Information about my rights and responsibilities online in a single place	1123 52%cdfln	510 48%	613 56%a	101 42%	166 44%	176 51%cd	177 46%	201 63%xcdef	303 61%xcdef	330 56%kl	333 55%l	215 49%	244 47%	663 55%n	459 48%	924 51%	110 60%xostu	53 51%	35 56%	250 50%	267 49%	248 52%	160 56%	
More information about what the Government is doing to protect me online	1072 50%cd	503 48%	568 51%	100 42%	162 43%	161 47%	178 47%	189 59%xcdef	282 57%xcdef	307 52%	299 49%	221 51%	244 47%	606 51%	466 48%	883 49%	107 59%xost	53 50%	29 47%	239 47%	244 45%	254 53%t	146 51%	
More information on the taxes technology companies pay	855 40%ln	457 43%xb	398 36%	82 34%	133 36%	125 36%	141 37%	136 43%	237 48%xcdef	247 42%l	272 45%xl	172 39%l	163 31%	519 43%xn	336 35%	708 39%	80 44%	40 39%	26 42%	192 38%	215 40%	190 39%	111 39%	
More information about where technology companies are based	708 33%cd	360 34%	348 32%	57 24%	99 27%	96 28%	112 29%	136 43%xcdef	207 42%xcdef	197 33%	207 34%	147 34%	157 30%	404 34%	304 32%	593 33%	67 37%	31 30%	18 28%	158 31%	183 34%	156 32%	95 34%	
Other	26 1%	18 2%b	7 1%	4 2%cd	-	3 1%	4 1%cd	6 2%cd	9 2%cd	7 1%	9 2%	4 1%	6 1%	16 1%	9 1%	21 1%	4 2%t	-	-	4 1%	3 1%	9 2%	5 2%	
None of these - nothing would make me feel better protected online	78 4%p	40 4%	38 3%	10 4%	16 4%	12 3%	16 4%	10 3%	14 3%	15 3%	19 3%	20 4%	24 5%i	34 3%	44 5%lm	71 4%p	1 1%	4 4%p	1 2%	22 4%p	26 5%pv	19 4%p	5 2%	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

Prepared by BritainThinks

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Absolutes/col percents

Table 212

Q12. Which, if any, of the following would you most like to see in relation to online services?**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
None of these - I already feel well protected online	44 2%	28 3%	17 2%	6 3%	12 3%	4 1%	10 3%	7 2%	6 1%	14 2%	7 1%	6 1%	18 3%jk	21 2%	24 2%	37 2%	4 2%	1 1%	1 2%	12 2%	10 2%	10 2%	5 2%
Don't know	103 5%h	49 5%	54 5%	17 7%gh	27 7%gh	15 4%	23 6%gh	8 3%	13 3%	19 3%	26 4%	23 5%	36 7%i	44 4%	59 6%m	87 5%	6 3%	8 7%	3 4%	30 6%	26 5%	19 4%	12 4%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 213

Q12. Which, if any, of the following would you most like to see in relation to online services?**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
More ways to control what information I share and what I see online	1355 63%fik	223 64%	490 62%	865 63%	615 71%xef	642 63%f	98 35%	406 64%i	710 69%xgi	238 48%	893 61%k	76 52%
More information about what technology companies are doing to protect me online	1204 56%fi	199 57%	462 59%ci	742 54%	580 67%xef	539 53%f	85 30%	366 58%i	624 61%xi	214 43%	805 55%	80 54%
More places to seek help if something goes wrong	1188 55%fi	193 55%	438 56%	750 55%	549 64%xef	559 55%f	81 29%	351 56%i	607 59%xi	230 46%	797 55%	71 48%
More information about how technology companies are being held to account for bad actions	1162 54%fi	185 53%	417 53%	745 54%	541 63%xef	519 51%f	102 37%	364 58%i	587 57%ii	211 42%	785 54%	71 48%
A more straightforward procedure for reporting technology companies if I need to	1152 53%efik	190 54%	428 54%	724 53%	557 65%xef	494 49%f	101 36%	369 58%xi	577 56%ii	205 41%	777 54%k	61 41%
Information about my rights and responsibilities online in a single place	1123 52%fi	177 50%	413 53%	710 52%	538 62%xef	502 49%f	83 30%	353 56%i	574 56%xi	196 39%	737 51%	74 50%
More information about what the Government is doing to protect me online	1072 50%efi	178 51%	411 52%	661 48%	532 62%xef	464 46%f	75 27%	327 52%ii	544 53%ii	201 40%	714 49%	62 42%
More information on the taxes technology companies pay	855 40%fik	126 36%	296 38%	558 41%	400 46%xef	389 38%f	66 24%	290 46%xi	424 41%ii	140 28%	582 40%k	42 29%
More information about where technology companies are based	708 33%fi	121 34%	268 34%	440 32%	362 42%xef	299 29%f	46 17%	257 41%xhi	343 33%ii	108 22%	471 32%	49 33%
Other	26 1%	3 1%	7 1%	19 1%	11 1%	11 1%	3 1%	10 2%	12 1%	3 1%	17 1%	4 3%
None of these - nothing would make me feel better protected online	78 4%g	6 2%	23 3%	55 4%a	26 3%	32 3%	20 7%xde	12 2%	36 3%	30 6%xgh	52 4%	7 5%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Prepared by BritainThinks

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Absolutes/col percents

Table 213

Q12. Which, if any, of the following would you most like to see in relation to online services?**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
None of these - I already feel well protected online	44 2% ^d	10 3%	17 2%	28 2%	7 1%	16 2%	22 8% ^{xde}	6 1%	12 1%	26 5% ^{xgh}	36 2%	1 1%
Don't know	103 5% ^{adgh}	8 2%	29 4%	74 5% ^a	22 3%	47 5% ^d	34 12% ^{xde}	14 2%	30 3%	59 12% ^{xgh}	78 5%	8 5%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 214

Q13. On balance, do you think that the internet has made life better or worse for people like you?

Base: All respondents

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Better		1742 81%eln	855 81% b	886 80% a	196 82% h	288 77% g	259 75% f	305 80% e	257 80% d	438 88% c	509 87% b	511 84% a	336 77% z	386 74% y	1021 85% x	722 75% w	1461 81% v	155 85% u	76 73% t	49 79% s	399 79% r	432 80% q	402 84% p	229 80% o		
Made life a lot better	(5)	828 38%kl	434 41%b	394 36% a	96 40% h	152 41% g	118 34% f	131 34% e	124 39% d	207 42%ef	278 47% xjkl	240 40%kl	141 32% z	168 32% y	519 43% xn	309 32% w	692 38% v	75 41% u	34 33% t	26 42% s	181 36% r	209 39% q	189 39% p	113 40% o		
Made life a little better	(4)	914 42% kl	421 40% b	492 45% a	99 41% h	137 37% g	141 41% f	174 45% d	133 42% c	231 46% b	231 39% a	271 45% z	195 44% y	218 42% x	502 42% w	412 43% v	770 43% u	80 44% t	42 40% s	23 37% r	218 43% q	223 41% p	213 44% o	116 41% n		
Made life neither better nor worse	(3)	255 12%him	120 11% b	135 12% a	20 8% h	49 13% g	54 16% f	48 13% e	41 13% d	43 9% c	48 8% b	55 9% a	56 13% z	97 18% y	103 9% x	153 16% w	208 11% v	18 10% u	19 19% t	10 xopsuvl6%	55 11% r	77 14% q	47 10% p	29 10% o		
Made life a little worse	(2)	85 4% h	37 4% b	47 4% a	13 5% h	18 5% g	19 6% f	13 4% e	11 3% d	11 2% c	18 3% b	22 4% a	25 6% z	20 4% y	40 3% x	45 5% w	72 4% v	5 3% u	6 6% t	2 3% s	24 5% r	14 3% q	20 4% p	14 5% o		
Made life a lot worse	(1)	37 2% h	21 2% b	15 1% a	3 1% h	6 1% g	7 2% f	8 2% e	7 2% d	6 1% c	6 1% b	11 2% a	10 2% z	10 2% y	16 1% x	20 2% w	35 2% v	- - p	1 1% t	1 1% s	11 2% r	9 2% q	7 2% p	7 3% o		
NET: Worse		121 6%h	59 6% b	63 6% a	16 7% h	24 6% g	26 7% f	22 6% e	18 6% d	16 3% c	24 4% b	32 5% a	35 8% z	30 6% y	56 5% x	65 7% w	107 6% v	5 3% u	7 7% t	2 4% s	36 7% r	23 4% q	28 6% p	21 7% o		
Don't know		38 2%h	19 2% b	19 2% a	8 3% h	12 3% g	7 2% f	7 2% e	4 1% d	1 * c	8 1% b	9 1% a	11 2% z	11 2% y	17 1% x	22 2% w	32 2% v	3 1% u	2 2% t	1 2% s	14 3% r	7 1% q	5 1% p	6 2% o		
Mean		4.14ekln	4.17	4.11	4.18	4.14	4.02	4.09	4.13	4.25xefg	4.31xjkl	4.18kl	4.01	4.00	4.24xn	4.01	4.13	4.26qs	4.00	4.18	4.09	4.14	4.17	4.13		
Standard deviation		0.90	0.92	0.88	0.90	0.94	0.95	0.90	0.93	0.79	0.83	0.88	0.95	0.92	0.85	0.94	0.91	0.76	0.92	0.89	0.94	0.88	0.88	0.96		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 215

Q13. On balance, do you think that the internet has made life better or worse for people like you?**Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Better		1742 81%cdk	307 87%xc	677 86%xc	1065 78%	657 76%	863 85%xdf	222 80%	508 80%	850 83%i	384 77%	1188 82%k	104 71%
Made life a lot better	(5)	828 38%cdi	189 54%xbc	365 46%xc	463 34%	252 29%	451 44%xd	125 45%xd	258 41%i	404 39%i	165 33%	537 37%	55 37%
Made life a little better	(4)	914 42%af	118 34%	313 40%	601 44%a	405 47%xef	413 41%	97 35%	249 39%	446 43%	219 44%	651 45%k	49 34%
Made life neither better nor worse	(3)	255 12%abe	28 8%	64 8%	191 14%ab	129 15%xe	93 9%	33 12%	74 12%	106 10%	75 15%h	161 11%	30 20%xj
Made life a little worse	(2)	85 4%	9 3%	24 3%	61 4%	39 5%	39 4%	7 3%	31 5%	38 4%	16 3%	55 4%	4 2%
Made life a lot worse	(1)	37 2%e	1 *	6 1%	31 2%ab	26 3%xe	8 1%	3 1%	13 2%	17 2%	7 1%	27 2%	5 3%
NET: Worse		121 6%ab	10 3%	30 4%	92 7%ab	65 8%ef	46 5%	10 4%	44 7%	55 5%	23 5%	83 6%	8 6%
Don't know		38 2%	6 2%	15 2%	23 2%	11 1%	14 1%	13 5%xde	6 1%	15 1%	17 3%xgh	21 1%	5 3%
Mean		4.14cd	4.40xc	4.31xc	4.04	3.96	4.26xd	4.26xd	4.13	4.17	4.08	4.13	4.02
Standard deviation		0.90	0.78	0.81	0.93	0.95	0.84	0.86	0.95	0.88	0.87	0.89	1.00

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 216

Q14. 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**

Q14. Summary

		Society overall (a)	My local community overall (b)	Smaller shops and businesses (c)	Larger shops and businesses (d)	Younger people (e)	Older people (f)	People with lower incomes (g)	People with higher incomes (h)	White people (i)	People from black, Asian or other minority ethnicities (j)	Disabled people or those with a long-term health condition (k)	People who live in towns and cities (l)	People who live in the countryside (m)
Unweighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
Weighted Base		2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157	2157
NET: Positive impact		1248 58%bcefg hij	1018 47%gij	1053 49%gij	1401 65%abcefg hijlm	1122 52%bcfgij	1003 46%gij	849 39%	1153 53%bcfgij	853 40%	800 37%	1447 67%abcefg hijlm	1333 62%abcefg hij	1308 61%bcefg hij
Very positive impact	(5)	310 14%bfg	252 12%	410 19%abfgij	651 30%abcefg hijlm	498 23%abcf gijl	255 12%	235 11%	514 24%abcf gijl	296 14%bg	278 13%g	566 26%abcefg hijlm	435 20%abfgij	470 22%abcf gij
Fairly positive impact	(4)	938 44%bcdefghijm	766 36%ceghij	644 30%ij	751 35%ceghij	624 29%ij	748 35%ceghij	615 29%j	640 30%ij	557 26%	521 24%	881 41%bcdefghij	899 42%bcdefghij	838 39%bcdefghij
Neither positive nor negative impact	(3)	428 20%cdk	639 30%acdehklm	286 13%	292 14%	351 16%cd	588 27%acdeklm	676 31%acdefhklm	580 27%acdeklm	779 36%abcde fghijklm	650 30%acdefhklm	339 16%cd	500 23%acdeklm	438 20%cdk
Fairly negative impact	(2)	269 12%bhijklm	130 6%hikl	427 20%abdfghijklm	234 11%bhijklm	413 19%abdfghijklm	278 13%bdghijklm	228 11%bhijklm	38 2%	59 3%h	101 5%hi	96 4%hi	82 4%h	120 6%hil
Very negative impact	(1)	75 3%bhijklm	43 2%hikl	233 11%abdfghijklm	64 3%bhijklm	135 6%abdfghijklm	82 4%bhijklm	65 3%bhijklm	12 1%	22 1%	39 2%hikl	21 1%	21 1%	31 1%h
NET: Negative impact		344 16%bdghijklm	173 8%hikl	660 31%abdfghijklm	297 14%bhijklm	549 25%abdfghijklm	360 17%bdghijklm	293 14%bhijklm	51 2%	81 4%h	140 6%hil	117 5%hi	103 5%h	151 7%hikl
Don't know		137 6%	327 15%acdefklm	158 7%	166 8%	136 6%	206 10%acde	338 16%acdefklm	373 17%acdefklm	444 21%abcde fghijklm	568 26%abcde fghijklm	254 12%acdef	221 10%acde	260 12%acdef
Mean		3.56cefg	3.58cefg	3.29	3.85abcefgij	3.46c	3.42c	3.40c	3.90abcefgij	3.61cefg	3.57cefg	3.99abcde fghijlm	3.85abcefgij	3.84abcefgij
Standard deviation		1.02	0.90	1.32	1.10	1.25	1.02	0.98	0.87	0.85	0.93	0.88	0.85	0.92

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 217

Q14. 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**

		Gender			Age						SEG				SEG II		Region							
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Positive impact		1248 58%kn	621 59%	625 57%	140 58%	203 54%	181 52%	204 54%	184 58%	336 67%xcdefg65% xkl	380 60%kl	367 50%	221 50%	280 54%	747 62% xn	501 52%	1039 57%	113 62%	59 57%	36 58%	284 56%	306 57%	276 57%	172 61%
Very positive impact	(5)	310 14%	161 15%	148 13%	34 14%	64 17%	46 13%	52 14%	43 13%	71 14%	91 15%	91 15%	61 14%	67 13%	181 15%	128 13%	252 14%	29 16%	20 19%	9 15%	67 13%	84 16%	62 13%	38 14%
Fairly positive impact	(4)	938 44%dkn	460 44%	477 43%	106 44%	139 37%	135 39%	152 40%	142 44%	265 53%xcdefg49% xkl	289 45%k	276 37%	160 37%	213 41%	566 47% xn	373 39%	788 44%	84 46%	39 37%	27 43%	218 43%	222 41%	214 45%	134 47%
Neither positive nor negative impact	(3)	428 20%i	197 19%	231 21%	42 18%	77 21%	79 23%h	83 22%	61 19%	86 17%	96 16%	109 18%	108 25% xij	116 22%i	204 17%	224 23% xm	362 20%	31 17%	25 24%	10 17%	106 21%	114 21%	95 20%	47 17%
Fairly negative impact	(2)	269 12%	136 13%	133 12%	38 16%h	41 11%	41 12%	55 14%h	46 15%h	47 9%	67 11%	72 12%	64 15%	66 13%	139 12%	130 13%	225 12%	26 14%	10 10%	8 13%	70 14%	63 12%	65 14%	27 10%
Very negative impact	(1)	75 3%c	35 3%	41 4%	2 1%	16 4% c	18 5% ch	15 4% c	11 4%	13 3%	17 3%	19 3%	20 5%	20 4%	36 3%	40 4%	64 4%	7 4%	2 2%	2 4%	16 3%	18 3%	18 4%	12 4%
NET: Negative impact		344 16%h	170 16%	174 16%	40 17%	57 15%	60 17%h	70 18%h	58 18%h	60 12%	84 14%	90 15%	84 19%i	86 16%	175 15%	169 18%	289 16%	32 18%	12 12%	10 17%	86 17%	81 15%	83 17%	39 14%
Don't know		137 6%h	64 6%	73 7%	18 7%h	37 10% xgh	25 7%h	25 6%h	16 5%	16 3%	28 5%	42 7%	25 6%	42 8%i	70 6%	67 7%	117 6%	6 3%	8 8%	5 9%	28 6%	37 7%	26 5%	26 9% p
Mean		3.56kn	3.58	3.54	3.59	3.58	3.47	3.48	3.52	3.69x efg	3.66xkl	3.62k	3.43	3.50	3.64n	3.47	3.55	3.58	3.68	3.57	3.52	3.58	3.52	3.62
Standard deviation		1.02	1.03	1.02	0.98	1.08	1.07	1.05	1.03	0.93	0.99	1.00	1.07	1.03	1.00	1.05	1.02	1.05	0.99	1.05	1.01	1.02	1.03	1.01

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 218

Q14. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1248 58%d	236 67%xc	488 62%xc	760 55%	444 52%	638 63%xd	165 59%d	370 59%	607 59%	271 54%	851 59%	78 53%
Very positive impact	(5)	310 14%c	82 23%xc	145 18%xc	164 12%	105 12%	169 17%d	35 13%	92 15%	150 15%	67 13%	215 15%	18 12%
Fairly positive impact	(4)	938 44%d	154 44%	343 44%	596 43%	340 39%	469 46%d	130 47%d	278 44%	457 45%	203 41%	636 44%	60 40%
Neither positive nor negative impact	(3)	428 20%	61 18%	147 19%	281 21%	172 20%	201 20%	55 20%	127 20%	188 18%	114 23%h	299 21%	24 16%
Fairly negative impact	(2)	269 12%afi	29 8%	90 11%	179 13%a	146 17%xef	107 11%f	16 6%	86 14%i	139 14%i	43 9%	174 12%	22 15%
Very negative impact	(1)	75 3%e	10 3%	23 3%	53 4%	54 6%xef	16 2%	5 2%	21 3%	43 4%	12 2%	48 3%	7 4%
NET: Negative impact		344 16%aefi	39 11%	112 14%	232 17%a	200 23%xef	123 12%f	21 8%	107 17%i	182 18%i	55 11%	222 15%	29 19%
Don't know		137 6%	14 4%	39 5%	98 7%a	46 5%	54 5%	37 13%xde	28 4%	49 5%	60 12%xgh	80 5%	17 11%xi
Mean		3.56d	3.80xc	3.67xc	3.50	3.36	3.69xd	3.73xd	3.55	3.55	3.62	3.58	3.46
Standard deviation		1.02	1.00	1.02	1.02	1.12	0.94	0.87	1.02	1.05	0.95	1.01	1.08

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 219

Q14. 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**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Positive impact		1018 47%fln	482 46%	536 49%	127 53%f	177 47%	157 45%	156 41%	150 47%	252 51%f	313 53%xkl	291 48%	193 44%	222 42%	604 50%n	414 43%	842 47%	96 53%t	46 44%	34 55%	243 48%	232 43%	229 48%	138 49%		
Very positive impact	(5)	252 12%	128 12%	124 11%	41 17%xfgh	47 12%	44 13%	37 10%	30 9%	52 10%	78 13%	73 12%	50 11%	51 10%	151 13%	101 11%	213 12%	18 10%	13 12%	8 13%	60 12%	70 13%	45 9%	39 14%		
Fairly positive impact	(4)	766 36%t	354 34%	412 37%	85 36%	130 35%	113 33%	119 31%	119 37%	200 40%ef	235 40%xkl	218 36%	143 33%	170 33%	453 38%n	313 33%	629 35%	77 43%xot	33 32%	26 42%t	184 37%t	162 30%	184 38%t	99 35%		
Neither positive nor negative impact	(3)	639 30%	333 32%b	306 28%	65 27%	90 24%	111 32%d	128 33%d	97 30%	149 30%	161 27%	163 27%	143 33%	172 33%ij	324 27%	315 33%m	542 30%	49 27%	34 32%	15 23%	156 31%	163 30%	141 29%	82 29%		
Fairly negative impact	(2)	130 6%	72 7%	58 5%	13 6%	31 8%gh	23 7%	27 7%g	11 4%	24 5%	36 6%	33 5%	35 8%	26 5%	69 6%	61 6%	107 6%	10 5%	8 8%	5 7%	33 7%	36 7%	28 6%	10 4%		
Very negative impact	(1)	43 2%	23 2%	20 2%	1 *	12 3%ch	7 2%	9 2%	10 3%ch	5 1%	10 2%	15 3%	7 2%	10 2%	25 2%	18 2%	39 2%	2 1%	2 2%	- -	10 2%	13 2%	11 2%	5 2%		
NET: Negative impact		173 8%	95 9%	78 7%	14 6%	43 11%xcgh	30 9%	36 9%h	21 7%	28 6%	46 8%	48 8%	42 10%	37 7%	94 8%	79 8%	146 8%	12 7%	10 10%	5 7%	43 9%	48 9%	38 8%	16 6%		
Don't know		327 15%i	143 14%	183 17%	34 14%	63 17%	47 14%	62 16%	51 16%	69 14%	69 12%	105 17%i	60 14%	93 18%i	174 15%	153 16%	278 15%	25 14%	15 14%	9 15%	61 12%	96 18% _s	73 15%	48 17%		
Mean		3.58f	3.54	3.61	3.74xdefg	3.54	3.55	3.47	3.56	3.63f	3.65kl	3.60	3.51	3.53	3.62n	3.52	3.57	3.64	3.52	3.71	3.56	3.54	3.55	3.66		
Standard deviation		0.90	0.92	0.87	0.87	0.99	0.92	0.90	0.88	0.81	0.88	0.92	0.90	0.87	0.90	0.88	0.90	0.83	0.92	0.84	0.90	0.95	0.87	0.88		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 220

Q14. 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**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1018 47% ^c	213 61% ^{xc}	436 55% ^{xc}	582 42%	399 46%	498 49%	122 44%	308 49% ⁱ	498 49% ⁱ	212 42%	673 46%	66 45%
Very positive impact	(5)	252 12% ^c	77 22% ^{xbc}	130 16% ^{xc}	122 9%	101 12%	122 12%	29 10%	89 14% ^h	110 11%	52 10%	164 11%	22 15%
Fairly positive impact	(4)	766 36%	136 39%	306 39% ^c	460 34%	297 34%	376 37%	93 34%	219 35%	388 38% ⁱ	160 32%	509 35%	43 29%
Neither positive nor negative impact	(3)	639 30% ^a	83 24%	204 26%	435 32% ^{ab}	249 29%	306 30%	84 30%	188 30%	309 30%	142 29%	440 30%	42 29%
Fairly negative impact	(2)	130 6% ⁱ	16 4%	49 6%	81 6%	68 8% ^{ef}	50 5%	11 4%	53 8% ^{xi}	61 6% ⁱ	16 3%	92 6%	8 5%
Very negative impact	(1)	43 2%	10 3%	17 2%	26 2%	26 3% ^{ef}	14 1%	2 1%	17 3%	16 2%	9 2%	30 2%	3 2%
NET: Negative impact		173 8% ⁱ	26 7%	66 8%	107 8%	95 11% ^{xef}	64 6%	14 5%	70 11% ^{xhi}	77 8%	25 5%	121 8%	11 7%
Don't know		327 15% ^{abg}	29 8%	81 10%	247 18% ^{xab}	120 14%	148 15%	59 21% ^{xde}	65 10%	142 14% ^g	120 24% ^{xgh}	219 15%	29 20%
Mean		3.58 ^c	3.79 ^{xc}	3.68 ^{xc}	3.51	3.51	3.62 ^d	3.61	3.55	3.58	3.61	3.56	3.63
Standard deviation		0.90	0.97	0.93	0.87	0.96	0.85	0.82	0.97	0.86	0.86	0.90	0.94

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 221

Q14. 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**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Positive impact		1053 49%	489 46%	563 51%a	141 59% xdefgh	179 48%	177 51%	175 46%	149 47%	233 47%	297 50%	296 49%	203 46%	258 49%	593 50%	461 48%	870 48%	97 54%	55 53%	30 48%	245 49%	258 48%	225 47%	142 50%
Very positive impact	(5)	410 19%	189 18%	220 20%	65 27% xdefgh	77 21%	69 20%	61 16%	56 17%	82 16%	108 18%	118 19%	86 20%	97 19%	226 19%	184 19%	345 19%	31 17%	20 19%	14 23%	98 19%	104 19%	91 19%	52 18%
Fairly positive impact	(4)	644 30%	300 28%	342 31%	76 32%	102 27%	108 31%	113 30%	93 29%	151 30%	188 32%	178 29%	117 27%	160 31%	367 31%	277 29%	526 29%	67 37% xostu	35 34%	16 25%	147 29%	154 29%	135 28%	90 32%
Neither positive nor negative impact	(3)	286 13%	151 14%	135 12%	36 15%	50 13%	41 12%	47 12%	47 15%	65 13%	83 14%	63 10%	62 14%	78 15% j	147 12%	139 15%	249 14% p	16 9%	17 16%	5 8%	73 14% p	75 14%	63 13%	37 13%
Fairly negative impact	(2)	427 20% c	222 21%	205 19%	26 11%	78 21% c	67 19% c	80 21% c	58 18% c	118 24% xcg	126 21%	129 21%	82 19%	90 17%	255 21% n	172 18%	353 20%	36 20%	20 19%	18 29% st	89 18%	100 18%	105 22%	59 21%
Very negative impact	(1)	233 11% cv	120 11%	113 10%	14 6%	38 10%	34 10%	51 13% c	46 14% c	50 10%	51 9%	69 11%	57 13% i	55 11%	120 10%	112 12%	202 11% v	18 10%	6 6%	6 10%	59 12% v	68 13% v	57 12% v	18 6%
NET: Negative impact		660 31% c	341 32%	318 29%	40 17%	117 31% c	101 29% c	131 34% c	104 32% c	168 34% c	177 30%	199 33%	140 32%	145 28%	375 31%	284 30%	555 31%	54 30%	26 25%	24 38%	148 29%	168 31%	162 34%	77 27%
Don't know		158 7%	70 7%	87 8%	23 10%	28 7%	27 8%	29 7%	20 6%	32 6%	32 5%	49 8%	33 8%	43 8% i	81 7%	77 8%	134 7%	14 8%	6 6%	3 6%	37 7%	39 7%	30 6%	27 10%
Mean		3.29	3.22	3.35a	3.70 xdefgh	3.29	3.35f	3.15	3.18	3.21	3.32	3.26	3.23	3.32	3.29	3.28	3.27	3.33	3.43	3.25	3.29	3.25	3.21	3.39
Standard deviation		1.32	1.32	1.32	1.20 h	1.33	1.31	1.34	1.35	1.29	1.27	1.35	1.37	1.30	1.31	1.33	1.33	1.29	1.20	1.39	1.33	1.35	1.34	1.24

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 222

Q14. 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

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1053 49%	203 58%xc	425 54%xc	628 46%	410 47%	516 51%	128 46%	305 48%	522 51%i	227 45%	712 49%	72 49%
Very positive impact	(5)	410 19% ^c	101 29% ^{xc}	188 24% ^{xc}	221 16%	168 19%	196 19%	45 16%	123 19%	197 19%	90 18%	280 19%	27 18%
Fairly positive impact	(4)	644 30%	102 29%	237 30%	407 30%	242 28%	320 31%	82 30%	182 29%	325 32%	137 27%	433 30%	45 30%
Neither positive nor negative impact	(3)	286 13%	42 12%	100 13%	186 14%	110 13%	133 13%	43 16%	81 13%	134 13%	72 14%	188 13%	29 19%
Fairly negative impact	(2)	427 20% ⁱ	62 18%	150 19%	277 20%	173 20%	204 20%	50 18%	152 24% ^{xhi}	199 19%	76 15%	295 20%	22 15%
Very negative impact	(1)	233 11% ^f	30 8%	74 9%	159 12%	117 14% ^{xef}	100 10% ^f	16 6%	66 10%	117 11%	50 10%	155 11%	8 6%
NET: Negative impact		660 31% ^{fik}	92 26%	224 28%	436 32% ^a	289 34% ^f	305 30% ^f	66 24%	218 35% ⁱ	316 31% ⁱ	126 25%	450 31% ^k	30 20%
Don't know		158 7% ^{abgh}	14 4%	37 5%	121 9% ^{ab}	54 6%	63 6%	41 15% ^{xde}	28 4%	54 5%	76 15% ^{xgh}	103 7%	17 11%
Mean		3.29	3.54 ^{xc}	3.42 ^{xc}	3.20	3.21	3.32	3.38	3.24	3.29	3.33	3.29	3.47
Standard deviation		1.32	1.32	1.32	1.31	1.37	1.30	1.21	1.32	1.32	1.31	1.32	1.18

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 223

Q14. 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**

		Gender			Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Positive impact		1401 65%	674 64%	726 66%	172 72% x f h	240 64%	230 67%	239 63%	205 64%	315 63%	392 67%	411 68%	269 62%	330 63%	802 67% n	599 62%	1170 65%	119 66%	68 65%	44 69%	328 65%	346 64%	295 61%	201 71% u	
Very positive impact	(5)	651 30%	317 30%	334 30%	98 41% x d e f g h	120 32%	96 28%	100 26%	95 30%	142 29%	178 30%	189 31%	127 29%	157 30%	367 31%	284 30%	547 30%	50 28%	31 30%	23 37%	161 32%	148 28%	143 30%	94 33%	
Fairly positive impact	(4)	751 35%	357 34%	392 36%	74 31%	120 32%	134 39%	140 37%	110 35%	173 35%	213 36%	222 36%	142 33%	173 33%	435 36%	316 33%	624 35%	69 38%	37 36%	20 33%	167 33%	198 37%	152 32%	107 38%	
Neither positive nor negative impact	(3)	292 14% j	152 14%	140 13%	32 14%	59 16%	54 16%	51 13%	40 13%	56 11%	81 14% j	57 9%	69 16% j	85 16% j	138 12%	154 16% m	249 14%	21 11%	17 16%	5 8%	77 15%	74 14%	66 14%	32 11%	
Fairly negative impact	(2)	234 11% c	115 11%	119 11%	10 4%	38 10% c	29 8%	38 10% c	37 12% c	82 17% x c d e f	65 11%	71 12%	48 11%	49 9%	136 11%	97 10%	188 10%	23 13% v	13 13%	9 14%	45 9%	58 11%	65 14% o s v	20 7%	
Very negative impact	(1)	64 3%	30 3%	33 3%	2 1%	7 2%	5 2%	15 4% c	15 5% c d e	19 4% c	16 3%	20 3%	13 3%	15 3%	36 3%	28 3%	57 3%	5 3%	- -	1 1%	17 3%	16 3%	20 4% q	5 2%	
NET: Negative impact		297 14% c e v	145 14%	152 14%	12 5%	45 12% c	34 10% c	53 14% c	53 17% c e	101 20% x c d e f	81 14%	91 15%	61 14%	64 12%	172 14%	125 13%	246 14% v	28 16% v	13 13%	10 16%	62 12%	73 14%	85 18% x o s v	25 9%	
Don't know		166 8%	81 8%	85 8%	23 10% h	29 8%	27 8%	39 10% h	21 7%	26 5%	35 6%	49 8%	38 9%	44 8%	84 7%	82 9%	142 8%	14 7%	6 6%	4 7%	36 7%	46 8%	34 7%	27 9%	
Mean		3.85 ^h	3.84	3.86	4.19 ^{x d e f g h}	3.89 ^h	3.90 ^h	3.79	3.78	3.71	3.86	3.87	3.81	3.85	3.87	3.83	3.85	3.81	3.87	3.97	3.88	3.82	3.75	4.03 ^{x o p t u}	
Standard deviation		1.10	1.10	1.10	0.91	1.07	0.99	1.11	1.17	1.18	1.08	1.12	1.11	1.09	1.10	1.10	1.10	1.11	1.01	1.11	1.10	1.08	1.18	0.98	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 224

Q14. 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

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1401 65%fi	252 72%xc	549 70%xc	852 62%	563 65%f	683 67%f	156 56%	419 66%i	686 67%i	296 59%	952 66%	96 65%
Very positive impact	(5)	651 30%	132 38%xc	266 34%c	385 28%	255 30%	327 32%f	70 25%	209 33%i	311 30%	131 26%	430 30%	53 36%
Fairly positive impact	(4)	751 35%	120 34%	283 36%	468 34%	308 36%	356 35%	86 31%	211 33%	375 37%	164 33%	523 36%	43 29%
Neither positive nor negative impact	(3)	292 14%	46 13%	104 13%	188 14%	99 12%	135 13%	57 21%xde	96 15%	121 12%	75 15%	205 14%	27 18%
Fairly negative impact	(2)	234 11%ik	31 9%	71 9%	163 12%b	108 13%	102 10%	23 8%	64 10%	131 13%i	39 8%	148 10%k	5 3%
Very negative impact	(1)	64 3%f	10 3%	21 3%	43 3%	37 4%ef	25 2%	2 1%	17 3%	27 3%	20 4%	45 3%	2 2%
NET: Negative impact		297 14%fk	41 12%	91 12%	206 15%b	145 17%xef	127 13%	25 9%	81 13%	158 15%	59 12%	193 13%k	7 5%
Don't know		166 8%ab	11 3%	41 5%	125 9%ab	55 6%	71 7%	40 14%xde	36 6%	60 6%	71 14%xgh	103 7%	18 12%
Mean		3.85	3.98xc	3.94c	3.79	3.79	3.91d	3.83	3.89	3.84	3.81	3.85	4.07xj
Standard deviation		1.10	1.08	1.06	1.12	1.16	1.07	0.99	1.09	1.10	1.11	1.09	0.96

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 225

Q14. 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****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Positive impact		1122	601	519	116	171	158	187	175	315	335	332	208	248	666	456	943	100	55	24	250	299	245	149	
		52%bdenr	57%xb	47%	48%	46%	46%	49%	55%de	63%xcdefg	57%xkl	55%kl	47%	47%	56%xn	47%	52%r	55%r	52%	38%	50%	55%r	51%r	53%r	
Very positive impact	(5)	498	292	205	46	66	68	82	75	160	150	134	94	119	284	213	422	42	23	10	120	146	98	58	
		23%bd	28%xb	19%	19%	18%	20%	21%	23%	32%xcdefg	25%	22%	22%	23%	24%	22%	23%	23%	22%	16%	24%	27%ru	20%	20%	
Fairly positive impact	(4)	624	309	314	70	105	90	105	101	155	185	197	114	129	382	242	521	58	32	14	130	153	147	92	
		29%ln	29%	28%	29%	28%	26%	28%	32%	31%	31%l	32%kl	26%	25%	32%n	25%	29%	32%	31%	22%	26%	28%	31%	32%	
Neither positive nor negative impact	(3)	351	174	177	43	66	65	66	42	69	92	88	82	89	180	171	301	17	20	12	83	84	83	50	
		16%p	17%	16%	18%	18%	19%gh	17%	13%	14%	16%	15%	19%	17%	15%	18%	17%p	10%	20%p	18%p	16%p	16%p	17%p	18%p	
Fairly negative impact	(2)	413	164	250	52	81	61	73	71	75	109	108	84	112	217	196	339	38	21	16	104	94	93	47	
		19%ah	16%	23%xa	22%h	22%h	18%	19%	22%h	15%	19%	18%	19%	21%	18%	20%	19%	21%	20%	25%	21%	17%	19%	17%	
Very negative impact	(1)	135	52	83	11	26	32	27	17	23	28	35	38	35	62	73	107	18	2	8	36	24	31	17	
		6%	5%	8%a	4%	7%	9%xcgh	7%	5%	5%	5%	6%	9%l	7%	5%	8%rn	6%	10%xoqt	2%	13%xoqtv	7%	4%	6%	6%	
NET: Negative impact		549	216	333	62	107	93	100	88	97	137	143	123	146	280	269	446	56	23	24	140	118	124	64	
		25%ah	21%	30%xa	26%	29%h	27%h	26%h	28%h	20%	23%	23%	28%	28%	23%	28%rn	25%	31%t	22%	38%xoqtuv	28%t	22%	26%	23%	
Don't know		136	62	74	18	29	29	29	14	18	25	45	25	41	70	66	117	9	6	3	31	38	28	20	
		6%h	6%	7%	8%h	8%h	8%gh	8%h	4%	4%	4%	7%i	6%	8%i	6%	7%	6%	5%	6%	6%	6%	7%	6%	7%	
Mean		3.46bder	3.63xb	3.30	3.40	3.30	3.32	3.40	3.48	3.74xcdefg	3.57kl	3.51k	3.34	3.38	3.54n	3.37	3.48r	3.40	3.53r	3.04	3.41r	3.61xprsu	3.41r	3.48r	
Standard deviation		1.25	1.21	1.26	1.19	1.24	1.28	1.26	1.24	1.21	1.21	1.22	1.28	1.28	1.21	1.28	1.24	1.34	1.13	1.32	1.28	1.22	1.23	1.20	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 226

Q14. 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****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1122 52%	205 59%xc	436 55%c	686 50%	417 48%	562 55%d	143 51%	336 53%	534 52%	251 50%	787 54%	70 47%
Very positive impact	(5)	498 23%	98 28%	186 24%	312 23%	179 21%	263 26%d	56 20%	144 23%	248 24%	106 21%	356 25%	25 17%
Fairly positive impact	(4)	624 29%	108 31%	250 32%c	374 27%	239 28%	299 29%	87 31%	193 31%	287 28%	145 29%	431 30%	45 30%
Neither positive nor negative impact	(3)	351 16%	59 17%	130 17%	220 16%	136 16%	158 15%	57 21%e	115 18%h	147 14%	90 18%	229 16%	31 21%
Fairly negative impact	(2)	413 19%fi	53 15%	145 18%	268 20%	191 22%f	190 19%f	33 12%	114 18%	226 22%i	73 15%	271 19%	23 15%
Very negative impact	(1)	135 6%f	18 5%	40 5%	96 7%	77 9%xef	52 5%f	6 2%	41 7%	73 7%i	20 4%	79 5%	10 7%
NET: Negative impact		549 25%afi	72 20%	184 23%	364 27%a	268 31%xef	242 24%f	39 14%	155 25%i	299 29%xgi	94 19%	350 24%	33 22%
Don't know		136 6%gh	14 4%	35 4%	101 7%ab	41 5%	56 6%	39 14%xde	25 4%	45 4%	65 13%xgh	87 6%	14 10%
Mean		3.46d	3.63xc	3.53	3.42	3.31	3.55d	3.64xd	3.47	3.42	3.56	3.52	3.40
Standard deviation		1.25	1.21	1.20	1.27	1.30	1.23	1.06	1.23	1.29	1.17	1.23	1.19

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 227

Q14. 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****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Positive impact	1003 46%dfq	518 49%b	484 44%	106 44%	146 39%	148 43%	144 38%	144 45%f	315 63%xcdefg	304 52%xjl	277 46%	200 46%	223 43%	580 49%n	423 44%	840 46%q	97 53%q	36 34%	31 49%	234 46%q	249 46%q	220 46%q	136 48%q
Very positive impact	(5) 255 12%f	130 12%	125 11%	28 12%	46 12%f	36 10%	29 8%	37 11%	78 16%xef	68 12%	76 13%	51 12%	60 11%	145 12%	111 12%	210 12%	22 12%	12 12%	11 17%	52 10%	71 13%	52 11%	36 13%
Fairly positive impact	(4) 748 35%dq	388 37%b	358 32%	78 32%	99 27%	112 32%	115 30%	108 34%d	236 47%xcdefg	235 40%xjkl	200 33%	149 34%	163 31%	436 36%	312 32%	630 35%q	75 41%qt	23 22%	20 32%	182 36%q	179 33%q	168 35%q	101 35%q
Neither positive nor negative impact	(3) 588 27%h	277 26%	312 28%	65 27%	109 29%h	93 27%	120 32%h	88 27%	113 23%	141 24%	165 27%	119 27%	164 31%i	305 26%	283 29%m	483 27%	45 25%	42 40%v	18 xopstu29%	142 28%	141 26%	129 27%	71 25%
Fairly negative impact	(2) 278 13%h	126 12%	152 14%	32 14%h	57 15%h	46 13%h	56 15%h	44 14%h	42 8%	86 15%	74 12%	57 13%	61 12%	160 13%	118 12%	236 13%	19 11%	16 15%	6 10%	61 12%	67 12%	77 16%	31 11%
Very negative impact	(1) 82 4%	42 4%	40 4%	9 4%	13 3%	11 3%	24 6%xh	16 5%h	10 2%	15 3%	28 5%	22 5%i	17 3%	44 4%	39 4%	74 4%	4 2%	3 3%	2 3%	23 5%	21 4%	17 4%	13 5%
NET: Negative impact	360 17%h	168 16%	192 17%	41 17%h	69 19%h	57 17%h	80 21%xh	60 19%h	52 11%	102 17%	102 17%	78 18%	78 15%	204 17%	156 16%	310 17%	23 13%	19 18%	8 13%	84 17%	88 16%	94 20%p	44 15%
Don't know	206 10%h	90 9%	115 10%	27 11%h	49 13%h	47 14%xgh	37 10%h	27 9%h	18 4%	42 7%	64 11%i	41 9%	58 11%i	107 9%	99 10%	174 10%	17 9%	8 8%	6 10%	43 9%	61 11%	37 8%	33 12%
Mean	3.42f	3.46	3.38	3.40f	3.34	3.39f	3.20	3.36	3.69xcdefg	3.47	3.41	3.38	3.40	3.44	3.39	3.41	3.56qsu	3.28	3.56	3.39	3.44	3.36	3.46
Standard deviation	1.02	1.02	1.02	1.03	1.05	1.01	1.04	1.05	0.92	0.99	1.05	1.05	0.99	1.02	1.02	1.03	0.94	0.99	1.02	1.01	1.04	1.02	1.04

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 228

Q14. 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****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1003 46%k	188 54%xc	392 50%c	611 45%	368 43%	504 50%d	131 47%	297 47%	489 48%	217 43%	697 48%k	53 36%
Very positive impact	(5)	255 12%	51 15%	102 13%	154 11%	90 10%	130 13%	35 12%	81 13%	110 11%	65 13%	172 12%	18 12%
Fairly positive impact	(4)	748 35%k	137 39%	291 37%	457 33%	278 32%	373 37%d	96 35%	216 34%	379 37%i	153 31%	525 36%k	35 24%
Neither positive nor negative impact	(3)	588 27%	91 26%	210 27%	378 28%	243 28%	274 27%	71 26%	180 29%	268 26%	140 28%	396 27%	40 27%
Fairly negative impact	(2)	278 13%i	42 12%	105 13%	173 13%	121 14%	130 13%	26 9%	91 14%i	146 14%i	41 8%	174 12%	27 18%j
Very negative impact	(1)	82 4%f	11 3%	25 3%	57 4%	48 6%xef	32 3%f	2 1%	28 4%	35 3%	19 4%	48 3%	8 5%
NET: Negative impact		360 17%fi	54 15%	130 17%	230 17%	169 20%ef	162 16%f	28 10%	119 19%i	181 18%i	60 12%	221 15%	35 23%j
Don't know		206 10%abg	18 5%	53 7%	153 11%ab	81 9%	77 8%	48 17%xde	35 6%	88 9%g	83 17%xgh	139 10%	19 13%
Mean		3.42d	3.52c	3.46	3.39	3.31	3.47d	3.58xd	3.39	3.41	3.49	3.46k	3.23
Standard deviation		1.02	1.01	1.01	1.03	1.06	1.00	0.91	1.05	1.01	1.01	1.00	1.12

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 229

Q14. 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?**- People with lower incomes****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Positive impact		849 39%hl	441 42%b	407 37%	112 47%xfgh	167 45%gh	141 41%h	146 38%	116 36%	167 33%	253 43%l	241 40%l	180 41%l	176 34%	494 41%n	355 37%	704 39%	79 44%	40 38%	26 41%	192 38%	208 39%	173 36%	131 46%xsou		
Very positive impact	(5)	235 11%hp	131 12%b	104 9%	35 15%fh	52 14%fh	45 13%h	33 9%	31 10%	37 7%	63 11%	78 13%l	48 11%	46 9%	141 12%	93 10%	203 11%p	11 6%	11 11%	9 15%p	54 11%p	63 12%p	45 9%	42 15%pu		
Fairly positive impact	(4)	615 29%	310 29%	304 28%	77 32%	115 31%	96 28%	112 29%	86 27%	129 26%	190 32%jl	163 27%	132 30%	130 25%	353 30%	262 27%	501 28%	69 38%xostu	29 28%	17 27%	138 27%	145 27%	128 27%	89 31%		
Neither positive nor negative impact	(3)	676 31%	335 32%	341 31%	71 30%	96 26%	112 32%	128 34%d	94 29%	176 35%d	177 30%	178 29%	136 31%	186 35%j	355 30%	321 33%	569 31%	48 26%	42 40%pv	19 30%	150 30%	169 31%	169 35%p	80 28%		
Fairly negative impact	(2)	228 11%	107 10%	121 11%	23 10%	35 9%	28 8%	36 9%	38 12%	69 14%xef	60 10%	62 10%	40 9%	66 13%	122 10%	106 11%	191 11%	20 11%	12 11%	6 10%	69 14%xot	48 9%	48 10%	26 9%		
Very negative impact	(1)	65 3%	34 3%	31 3%	6 2%	12 3%	9 2%	15 4%	11 3%	13 3%	11 2%	18 3%	17 4%ai	19 4%	29 2%	36 4%	58 3%	5 3%	-	2 4%q	17 3%	20 4%	12 2%	9 3%		
NET: Negative impact		293 14%	141 13%	152 14%	29 12%	47 12%	36 10%	50 13%	49 15%	82 16%e	71 12%	80 13%	57 13%	85 16%i	151 13%	142 15%	248 14%	25 14%	12 11%	8 13%	87 17%xotu	67 13%	60 12%	35 12%		
Don't know		338 16%a	136 13%	202 18%a	27 11%	63 17%	56 16%	58 15%	60 19%c	74 15%	87 15%	109 18%	65 15%	77 15%	196 16%	142 15%	287 16%	30 17%	11 11%	10 15%	75 15%	95 18%	79 16%	38 14%		
Mean		3.40hl	3.43	3.36	3.53fgh	3.52fgh	3.49h	3.35	3.34	3.26	3.47l	3.44l	3.41l	3.26	3.46n	3.33	3.40	3.40	3.42	3.46	3.33	3.41	3.36	3.53su		
Standard deviation		0.98	0.99	0.97	0.98	1.02	0.97	0.96	1.01	0.94	0.93	1.01	1.00	0.97	0.97	0.99	0.99	0.92	0.86	1.05	1.02	1.00	0.93	1.01		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 230

Q14. 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?**- People with lower incomes****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		849 39%cdi	192 55%xc	380 48%xc	469 34%	305 35%	424 42%d	120 43%d	285 45%xhi	392 38%	172 34%	574 39%	59 40%
Very positive impact	(5)	235 11%	68 19%xbc	113 14%xc	121 9%	89 10%	113 11%	33 12%	92 15%xhi	99 10%	44 9%	156 11%	21 14%
Fairly positive impact	(4)	615 29%c	124 35%xc	267 34%xc	348 25%	217 25%	310 31%d	88 31%d	193 31%	293 29%	129 26%	418 29%	38 26%
Neither positive nor negative impact	(3)	676 31%a	88 25%	227 29%	450 33%a	266 31%	324 32%	86 31%	182 29%	338 33%	156 31%	469 32%	41 28%
Fairly negative impact	(2)	228 11%af	24 7%	64 8%	164 12%ab	116 14%xef	99 10%f	13 5%	76 12%i	113 11%	39 8%	148 10%	18 12%
Very negative impact	(1)	65 3%f	7 2%	14 2%	51 4%b	40 5%xef	22 2%	2 1%	22 3%	35 3%i	8 2%	43 3%	6 4%
NET: Negative impact		293 14%abfi	31 9%	78 10%	215 16%ab	157 18%xef	121 12%f	15 5%	98 15%i	148 14%i	47 9%	192 13%	24 16%
Don't know		338 16%ag	40 11%	101 13%	237 17%ab	134 16%	147 14%	57 20%xe	66 10%	148 14%g	124 25%xgh	219 15%	23 16%
Mean		3.40cd	3.71xc	3.59xc	3.29	3.27	3.45d	3.61xde	3.46	3.35	3.43	3.40	3.39
Standard deviation		0.98	0.97	0.94	0.99	1.05	0.94	0.84	1.04	0.98	0.90	0.97	1.08

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 231

Q14. 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?**- People with higher incomes****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Positive impact		1153 53%	601 57%b	552 50%	134 56%	197 53%	166 48%	193 51%	174 54%	290 58%ef	335 57%l	332 55%	228 52%	258 49%	667 56%n	486 51%	970 54%	101 55%	49 47%	34 54%	263 52%	282 52%	244 51%	181 64%xoqstu	
Very positive impact	(5)	514 24%	269 26%	245 22%	65 27%	84 22%	77 22%	78 20%	71 22%	139 28%f	141 24%	149 24%	107 24%	117 22%	290 24%	224 23%	439 24%	41 22%	23 22%	12 18%	124 25%	122 23%	111 23%	81 29%	
Fairly positive impact	(4)	640 30%	332 32%	308 28%	69 29%	113 30%	88 26%	116 30%	102 32%	151 30%	194 33%l	184 30%	121 28%	141 27%	377 32%n	262 27%	531 29%	60 33%	26 25%	23 36%	138 27%	161 30%	133 28%	100 35%su	
Neither positive nor negative impact	(3)	580 27%v	277 26%	303 27%	60 25%	95 26%	115 33%xcdh	108 28%	85 27%	116 23%	155 26%	155 26%	127 29%	142 27%	310 26%	269 28%	486 27%v	41 23%	37 36%pv	15 24%	146 29%v	142 26%v	143 30%v	54 19%	
Fairly negative impact	(2)	38 2%	17 2%	21 2%	10 4%xfh	10 3%	6 2%	4 1%	4 1%	5 1%	12 2%	6 1%	7 1%	14 3%j	18 1%	21 2%	29 2%	5 3%	4 4%	1 1%	7 1%	7 1%	10 2%	5 2%	
Very negative impact	(1)	12 1%	8 1%	4 *	2 1%	5 1%	1 *	1 *	1 *	2 *	6 1%	2 *	3 1%	1 *	9 1%	4 *	11 1%	- -	1 1%	- -	2 *	5 1%	3 1%	1 *	
NET: Negative impact		51 2%	25 2%	25 2%	12 5%xefgh	15 4%fh	6 2%	5 1%	5 2%	6 1%	19 3%j	8 1%	9 2%	15 3%	27 2%	24 3%	40 2%	5 3%	5 5%	1 1%	9 2%	12 2%	13 3%	6 2%	
Don't know		373 17%ai	149 14%	223 20%xa	33 14%	66 18%	58 17%	75 20%	55 17%	86 17%	80 14%	112 18%i	73 17%	109 21%i	192 16%	181 19%	312 17%	35 19%	14 13%	13 21%	86 17%	102 19%	81 17%	43 15%	
Mean		3.90	3.93	3.87	3.90	3.85	3.82	3.86	3.90	4.02xdef	3.89	3.95	3.89	3.87	3.92	3.88	3.91	3.93	3.72	3.90	3.90	3.89	3.85	4.06xoqstu	
Standard deviation		0.87	0.87	0.86	0.95	0.92	0.86	0.82	0.83	0.84	0.88	0.84	0.88	0.87	0.86	0.87	0.87	0.83	0.93	0.77	0.87	0.87	0.88	0.83	

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 232

Q14. 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?**- People with higher incomes****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1153 53%i	222 63%xc	457 58%xc	697 51%	465 54%	545 54%	144 52%	366 58%i	556 54%i	232 46%	784 54%	84 57%
Very positive impact	(5)	514 24%	110 32%xc	209 27%c	304 22%	211 24%	239 24%	64 23%	162 26%i	251 24%	101 20%	347 24%	42 29%
Fairly positive impact	(4)	640 30%	111 32%	247 31%	392 29%	254 29%	306 30%	80 29%	204 32%i	305 30%	131 26%	437 30%	42 28%
Neither positive nor negative impact	(3)	580 27%	83 24%	218 28%	361 26%	229 27%	277 27%	74 26%	173 27%	277 27%	130 26%	389 27%	34 23%
Fairly negative impact	(2)	38 2%i	11 3%c	20 3%c	18 1%	17 2%	20 2%	1 *	21 3%xhi	16 2%i	1 *	26 2%	2 2%
Very negative impact	(1)	12 1%	3 1%	5 1%	8 1%	7 1%	2 *	3 1%	4 1%	6 1%	2 *	7 *	1 1%
NET: Negative impact		51 2%i	14 4%c	25 3%	26 2%	25 3%	22 2%	4 1%	26 4%xhi	21 2%i	3 1%	33 2%	4 3%
Don't know		373 17%abg	32 9%	86 11%	287 21%xab	144 17%	173 17%	57 20%	67 11%	172 17%g	134 27%xgh	247 17%	26 18%
Mean		3.90	3.99	3.91	3.89	3.90	3.90	3.91	3.88	3.91	3.90	3.90	3.99
Standard deviation		0.87	0.91	0.88	0.86	0.89	0.85	0.86	0.90	0.86	0.83	0.86	0.90

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 233

Q14. 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?**- White people****Base: All respondents**

		Gender		Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
NET: Positive impact		853 40%l	435 41%	418 38%	110 46%ef	154 41%	120 35%	141 37%	123 39%	206 41%	251 43%l	247 41%l	177 40%l	178 34%	498 42%n	355 37%	704 39%	86 47%xostu	41 39%	22 35%	179 35%	205 38%	181 38%	139 49%xorstu	
Very positive impact	(5)	296 14%	166 16%b	130 12%	38 16%	53 14%	44 13%	48 13%	41 13%	71 14%	94 16%l	85 14%	57 13%	61 12%	179 15%	117 12%	247 14%	25 14%	17 16%	7 11%	68 14%	68 13%	57 12%	54 19%xotu	
Fairly positive impact	(4)	557 26%	268 25%	289 26%	72 30%e	100 27%	76 22%	93 24%	82 26%	134 27%	157 27%	162 27%	120 27%	118 22%	319 27%	238 25%	457 25%	61 34%xoqstu	24 23%	15 25%	110 22%	137 25%	124 26%	85 30% s	
Neither positive nor negative impact	(3)	779 36%v	380 36%	398 36%	71 30%	122 33%	137 40% c	149 39% c	118 37%	182 37%	199 34%	215 35%	145 33%	221 42% xijk	414 35%	366 38%	649 36% v	59 32%	48 46% pv	24 38%	199 39% v	193 36%	174 36%	83 29%	
Fairly negative impact	(2)	59 3%	35 3%	24 2%	12 5% eh	15 4% h	6 2%	12 3%	8 3%	7 1%	13 2%	17 3%	16 4%	12 2%	31 3%	28 3%	54 3%	2 1%	2 2%	1 1%	9 2%	19 4%	16 3%	10 3%	
Very negative impact	(1)	22 1%	13 1%	8 1%	3 1%	5 1%	4 1%	3 1%	3 1%	3 1%	7 1%	2 *	8 2% j	4 1%	9 1%	13 1%	18 1%	1 *	1 1%	1 2% v	6 1%	7 1%	5 1%	- -	
NET: Negative impact		81 4%h	48 5% b	32 3%	15 6% h	20 5% h	10 3%	14 4%	12 4%	9 2%	20 3%	20 3%	24 5%	17 3%	40 3%	41 4%	72 4%	3 2%	3 3%	2 4%	16 3%	26 5%	21 4%	10 3%	
Don't know		444 21%	189 18%	255 23% a	43 18%	78 21%	78 23%	78 20%	67 21%	101 20%	119 20%	126 21%	92 21%	108 21%	244 20%	200 21%	383 21% q	34 19%	13 13%	14 22%	110 22% q	115 21%	105 22% q	53 19%	
Mean		3.61	3.62	3.60	3.66	3.62	3.56	3.56	3.59	3.67	3.68l	3.64l	3.58	3.52	3.66n	3.55	3.60	3.73stu	3.58	3.52	3.57	3.57	3.56	3.79xorstu	
Standard deviation		0.85	0.89	0.81	0.91	0.90	0.85	0.83	0.85	0.81	0.87	0.83	0.90	0.82	0.85	0.85	0.86	0.78	0.86	0.87	0.86	0.87	0.85	0.85	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 234

Q14. 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?**- White people****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		853 40%	176 50%xc	356 45%xc	497 36%	318 37%	411 40%	124 45%d	270 43%i	405 39%	178 36%	589 41%	62 42%
Very positive impact	(5)	296 14%c	73 21%xc	144 18%xc	152 11%	110 13%	143 14%	43 15%	104 16%i	133 13%	59 12%	197 14%	29 20%
Fairly positive impact	(4)	557 26%	102 29%	212 27%	344 25%	207 24%	269 26%	81 29%	166 26%	272 27%	119 24%	393 27%	33 22%
Neither positive nor negative impact	(3)	779 36%k	117 33%	277 35%	502 37%	334 39%f	356 35%	89 32%	233 37%	381 37%	165 33%	525 36%k	38 26%
Fairly negative impact	(2)	59 3%fi	8 2%	15 2%	44 3%	32 4%f	26 3%f	1 *	27 4%xi	30 3%i	2 *	35 2%	5 4%
Very negative impact	(1)	22 1%	2 1%	6 1%	15 1%	12 1%	7 1%	3 1%	8 1%	9 1%	4 1%	14 1%	4 3%
NET: Negative impact		81 4%i	10 3%	22 3%	59 4%	44 5%ef	32 3%	4 2%	36 6%xi	39 4%i	6 1%	50 3%	9 6%
Don't know		444 21%abg	47 13%	131 17%	313 23%ab	167 19%	217 21%	61 22%	93 15%	201 20%g	151 30%xgh	288 20%	38 26%
Mean		3.61c	3.78xc	3.72xc	3.54	3.54	3.64d	3.73xd	3.61	3.59	3.65	3.62	3.72
Standard deviation		0.85	0.87	0.86	0.84	0.87	0.84	0.83	0.90	0.84	0.80	0.84	1.03

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 235

Q14. 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?**- People from black, Asian or other minority ethnicities****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Positive impact		800 37% l	425 40% b	374 34%	113 47% xdefgh	143 38%	115 33%	131 34%	116 36%	182 37%	234 40% l	235 39% l	162 37%	168 32%	469 39% n	330 34%	664 37%	71 39%	39 37%	27 43%	167 33%	200 37%	168 35%	129 45% xostu		
Very positive impact	(5)	278 13% bf	164 16% xb	115 10%	39 16% f	53 14% f	45 13%	35 9%	34 11%	71 14% f	79 13%	87 14%	56 13%	56 11%	166 14%	112 12%	237 13%	22 12%	11 11%	8 12%	60 12%	72 13%	55 11%	50 18% xsu		
Fairly positive impact	(4)	521 24%	261 25%	260 24%	73 31% xeh	90 24%	70 20%	96 25%	82 26%	111 22%	155 26% l	148 24%	106 24%	112 21%	303 25%	218 23%	426 24%	48 27%	27 26%	19 31%	107 21%	128 24%	113 24%	79 28%		
Neither positive nor negative impact	(3)	650 30%	313 30%	335 30%	60 25%	95 25%	126 36% xcdh	121 32%	106 33% cd	142 28%	160 27%	174 29%	137 31%	178 34% i	334 28%	315 33% m	541 30%	50 27%	41 39% opuv	18 28%	163 32%	162 30%	137 28%	79 28%		
Fairly negative impact	(2)	101 5% h	47 4%	54 5%	20 8% xfgh	26 7% gh	19 6% h	15 4%	10 3%	11 2%	25 4%	22 4%	16 4%	38 7% xijk	47 4%	54 6%	86 5%	8 5%	5 5%	2 3%	22 4%	31 6%	19 4%	14 5%		
Very negative impact	(1)	39 2%	22 2%	17 2%	7 3% eh	12 3% eh	2 1%	9 2% e	5 2%	4 1%	8 1%	14 2%	9 2%	8 2%	22 2%	17 2%	37 2%	1 1%	- -	1 1%	10 2%	11 2%	8 2%	8 3%		
NET: Negative impact		140 6% h	70 7%	71 6%	27 11% xefgh	38 10% xgh	21 6% h	24 6% h	15 5%	15 3%	34 6%	36 6%	25 6%	46 9% i	69 6%	71 7%	123 7%	10 5%	5 5%	2 4%	32 6%	42 8%	27 6%	22 8%		
Don't know		568 26% cv	245 23%	323 29% a	40 17%	98 26% c	83 24% c	106 28% c	82 26% c	159 32% xce	160 27%	163 27%	114 26%	131 25%	323 27%	245 26%	480 27% v	52 28% v	20 19%	16 25%	141 28% v	136 25%	149 31% xqtv	54 19%		
Mean		3.57l	3.62b	3.51	3.59	3.53	3.52	3.48	3.55	3.69xef	3.63l	3.61l	3.57l	3.43	3.62n	3.49	3.56	3.63	3.53	3.66	3.51	3.54	3.56	3.65		
Standard deviation		0.93	0.96	0.90	1.03	1.04	0.89	0.90	0.87	0.88	0.91	0.96	0.93	0.92	0.94	0.93	0.95	0.88	0.80	0.85	0.94	0.96	0.92	1.00		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 236

Q14. 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?**- People from black, Asian or other minority ethnicities****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		800 37%cd	165 47%xc	339 43%xc	460 34%	285 33%	399 39%d	116 42%d	259 41%ei	379 37%	162 32%	532 37%	68 46%xj
Very positive impact	(5)	278 13%	70 20%xc	130 17%xc	148 11%	108 13%	131 13%	39 14%	94 15%ei	131 13%	53 11%	181 12%	32 22%xj
Fairly positive impact	(4)	521 24%d	95 27%	209 27%	312 23%	176 20%	269 26%d	77 28%d	164 26%	247 24%	109 22%	351 24%	36 25%
Neither positive nor negative impact	(3)	650 30%a	86 24%	226 29%	424 31%a	281 33%	294 29%	74 27%	195 31%	313 30%	142 28%	439 30%	35 24%
Fairly negative impact	(2)	101 5%	14 4%	37 5%	64 5%	60 7%xef	32 3%	8 3%	45 7%xhi	38 4%	17 3%	71 5%	14 9%xj
Very negative impact	(1)	39 2%	10 3%	16 2%	23 2%	26 3%xef	11 1%	2 1%	19 3%ei	17 2%	3 1%	24 2%	7 5%xj
NET: Negative impact		140 6%ei	24 7%	54 7%	86 6%	86 10%xef	43 4%	11 4%	64 10%xhi	55 5%	20 4%	95 7%	20 14%xj
Don't know		568 26%bgk	76 22%	167 21%	400 29%ab	210 24%	280 28%	77 28%	113 18%	279 27%g	176 35%xgh	386 27%k	24 16%
Mean		3.57d	3.73xc	3.65c	3.51	3.43	3.65d	3.71xd	3.52	3.59	3.59	3.56	3.59
Standard deviation		0.93	1.01	0.97	0.91	1.00	0.87	0.87	1.01	0.91	0.86	0.93	1.14

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 237

Q14. 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?**- Disabled people or those with a long-term health condition****Base: All respondents**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Positive impact		1447 67%l	695 66%	752 68%	154 65%	238 64%	226 65%	258 68%	216 68%	355 71%d	407 69%l	427 70%l	286 65%	327 62%	834 70%n	613 64%	1202 67%	133 73%os	68 65%	44 70%	328 65%	359 67%	330 69%	185 65%
Very positive impact	(5)	566 26%	281 27%	285 26%	61 25%	92 25%	92 27%	91 24%	92 29%	137 28%	150 26%	170 28%	119 27%	127 24%	320 27%	246 26%	476 26%	44 24%	27 26%	20 32%	134 27%	139 26%	128 27%	75 26%
Fairly positive impact	(4)	881 41%	414 39%	467 42%	94 39%	146 39%	133 39%	167 44%	124 39%	218 44%	257 44%	257 42%	167 38%	200 38%	514 43%n	367 38%	727 40%	89 49%xostv	41 39%	24 39%	193 38%	221 41%	202 42%	110 39%
Neither positive nor negative impact	(3)	339 16%	169 16%	170 15%	50 21%	54 15%	58 17%	56 15%	46 15%	74 15%	86 15%	85 14%	72 17%	96 18%	171 14%	168 17% m	283 16%	24 13%	24 23%pu	8 12%	85 17%	85 16%	70 15%	44 15%
Fairly negative impact	(2)	96 4%	47 4%	49 4%	9 4%	23 6%	14 4%	14 4%	18 6%	18 4%	25 4%	23 4%	19 4%	28 5%	49 4%	47 5%	80 4%	6 3%	7 7%	2 3%	27 5%	23 4%	22 5%	8 3%
Very negative impact	(1)	21 1%	12 1%	9 1%	1 *	5 1%	3 1%	5 1%	5 1%	3 1%	3 1%	2 *	10 2% xij	6 1%	5 *	16 2% m	21 1%	1 *	- -	- -	8 2%	6 1%	2 *	5 2%
NET: Negative impact		117 5%	59 6%	58 5%	10 4%	28 8%h	17 5%	19 5%	23 7%	21 4%	29 5%	25 4%	29 7%	34 6%	54 5%	63 7% m	101 6%	7 4%	7 7%	2 3%	35 7%	29 5%	24 5%	13 5%
Don't know		254 12%q	129 12%	123 11%	25 11%	53 14%	44 13%	48 13%	34 11%	49 10%	66 11%	71 12%	49 11%	68 13%	137 11%	117 12%	222 12%q	18 10%	5 5%	9 14%q	56 11%	67 12%q	57 12%q	42 15%q
Mean		3.99	3.98	3.99	3.96	3.93	3.99	3.98	3.99	4.04	4.01	4.06l	3.94	3.91	4.03n	3.92	3.98	4.03	3.88	4.14	3.93	3.98	4.02	4.00
Standard deviation		0.88	0.90	0.86	0.85	0.94	0.88	0.86	0.94	0.83	0.84	0.82	0.96	0.92	0.83	0.94	0.89	0.78	0.90	0.81	0.94	0.88	0.85	0.90

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 238

Q14. 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?**- Disabled people or those with a long-term health condition****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1447 67%fi	260 74%xc	566 72%xc	882 64%	548 64%	732 72%xdf	167 60%	442 70%i	710 69%i	294 59%	991 68%k	86 58%
Very positive impact	(5)	566 26%f	125 36%xc	236 30%c	331 24%	214 25%	297 29%df	55 20%	176 28%	276 27%	114 23%	391 27%	33 22%
Fairly positive impact	(4)	881 41%	134 38%	330 42%	551 40%	335 39%	435 43%	111 40%	266 42%i	434 42%i	181 36%	600 41%	53 36%
Neither positive nor negative impact	(3)	339 16%	45 13%	106 13%	233 17%b	147 17%	141 14%	51 18%	101 16%	153 15%	85 17%	233 16%	29 20%
Fairly negative impact	(2)	96 4%i	17 5%	36 5%	60 4%	58 7%xef	33 3%	5 2%	42 7%xhi	42 4%	12 2%	57 4%	6 4%
Very negative impact	(1)	21 1%	1 *	5 1%	16 1%	17 2%xe	4 *	1 *	3 *	12 1%	6 1%	13 1%	5 4%xi
NET: Negative impact		117 5%ef	19 5%	41 5%	76 6%	74 9%xef	36 4%	6 2%	45 7%i	54 5%	18 4%	71 5%	11 8%
Don't know		254 12%ag	27 8%	73 9%	180 13%ab	93 11%	107 11%	54 19%xde	44 7%	108 11%g	102 20%xgh	157 11%	21 14%
Mean		3.99d	4.13xc	4.06c	3.94	3.87	4.09xdf	3.96	3.97	4.00	3.96	4.00k	3.81
Standard deviation		0.88	0.87	0.86	0.89	0.97	0.81	0.78	0.90	0.88	0.88	0.87	1.01

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 239

Q14. 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?**- People who live in towns and cities****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Positive impact		1333 62%l	675 64%b	658 60%	150 63%	214 57%	203 59%	223 59%	202 63%	341 68%xcdef	397 67%xkl	376 62%	264 60%	297 57%	773 65%n	561 58%	1113 62%	124 68%st	59 57%	37 59%	304 60%	321 59%	297 62%	191 67%t		
Very positive impact	(5)	435 20%	236 22%b	199 18%	63 26%xf	74 20%	71 21%	62 16%	63 20%	101 20%	137 23%l	126 21%	81 18%	92 18%	262 22%n	172 18%	356 20%	42 23%	24 23%	13 21%	99 20%	102 19%	82 17%	73 26%otu		
Fairly positive impact	(4)	899 42%	440 42%	459 42%	86 36%	141 38%	131 38%	162 42%	139 43%	240 48%xcde	260 44%	251 41%	183 42%	205 39%	510 43%	388 40%	757 42%	82 45%	36 34%	23 37%	205 41%	219 41%	215 45%	119 42%		
Neither positive nor negative impact	(3)	500 23%i	225 21%	273 25%	51 21%	83 22%	87 25%	96 25%	75 24%	108 22%	114 19%	134 22%	102 23%	149 29%xij	249 21%	251 26%m	417 23%	36 20%	30 29%v	16 25%	120 24%	133 25%	111 23%	54 19%		
Fairly negative impact	(2)	82 4%	47 4%	35 3%	9 4%	22 6%gh	15 4%	15 4%	7 2%	14 3%	25 4%	24 4%	17 4%	16 3%	49 4%	33 3%	71 4%	5 3%	5 4%	2 4%	22 4%	23 4%	17 4%	8 3%		
Very negative impact	(1)	21 1%	13 1%	7 1%	2 1%	4 1%	4 1%	4 1%	3 1%	4 1%	4 1%	7 1%	4 1%	6 1%	11 1%	10 1%	19 1%	1 *	1 1%	- -	5 1%	8 2%	5 1%	1 *		
NET: Negative impact		103 5%	60 6%b	42 4%	12 5%	26 7%gh	19 6%	19 5%	10 3%	17 3%	29 5%	31 5%	21 5%	22 4%	60 5%	43 4%	89 5%	6 3%	6 5%	2 4%	27 5%	31 6%	22 5%	10 3%		
Don't know		221 10%h	92 9%	130 12%a	27 11%h	50 13%h	36 10%h	44 11%h	32 10%	32 6%	49 8%	66 11%	51 12%	56 11%	115 10%	107 11%	188 10%	17 9%	9 9%	7 12%	53 10%	55 10%	51 11%	30 10%		
Mean		3.85	3.87	3.83	3.94f	3.80	3.81	3.78	3.88	3.90f	3.93xl	3.85	3.82	3.77	3.89n	3.80	3.84	3.96tu	3.80	3.86	3.83	3.79	3.82	3.99xostu		
Standard deviation		0.85	0.89	0.82	0.90	0.91	0.89	0.84	0.81	0.79	0.84	0.87	0.85	0.84	0.86	0.84	0.85	0.79	0.91	0.84	0.86	0.88	0.82	0.82		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 240

Q14. 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?**- People who live in towns and cities****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1333 62%ci	249 71%xc	537 68%xc	796 58%	507 59%	663 65%d	164 59%	395 63%i	664 65%i	275 55%	921 63%k	80 54%
Very positive impact	(5)	435 20%c	107 31%xc	205 26%xc	230 17%	154 18%	233 23%df	47 17%	143 23%i	204 20%	88 18%	286 20%	37 25%
Fairly positive impact	(4)	899 42%k	142 40%	332 42%	567 41%	353 41%	430 42%	116 42%	252 40%	460 45%gi	187 37%	635 44%k	43 29%
Neither positive nor negative impact	(3)	500 23%	68 20%	162 21%	338 25%b	212 25%	225 22%	62 22%	144 23%	236 23%	120 24%	330 23%	40 27%
Fairly negative impact	(2)	82 4%	15 4%	28 4%	54 4%	38 4%	36 4%	8 3%	35 6%hi	33 3%	14 3%	55 4%	4 2%
Very negative impact	(1)	21 1%	1 *	6 1%	15 1%	14 2%e	5 1%	1 *	9 1%i	10 1%	1 *	14 1%	4 3%
NET: Negative impact		103 5%	17 5%	34 4%	69 5%	53 6%e	41 4%	9 3%	45 7%xhi	43 4%	15 3%	69 5%	7 5%
Don't know		221 10%ab	17 5%	54 7%	167 12%ab	90 10%	88 9%	43 16%xde	48 8%	83 8%	90 18%xgh	134 9%	21 14%
Mean		3.85cd	4.01xc	3.96xc	3.78	3.77	3.91d	3.86	3.83	3.86	3.85	3.85	3.83
Standard deviation		0.85	0.86	0.85	0.85	0.89	0.83	0.79	0.92	0.83	0.80	0.84	0.98

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 241

Q14. 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?**- People who live in the countryside****Base: All respondents**

		Gender		Age						SEG				SEG II		Region								
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Positive impact		1308 61%l	630 60%	678 61%	142 59%	216 58%	199 58%	227 59%	196 61%	328 66%xd	379 64%l	382 63%l	258 59%	290 55%	760 64%n	548 57%	1083 60%	126 69%xt	61 58%	38 61%	299 59%	322 60%	297 62%	165 58%
Very positive impact	(5)	470 22%f	234 22%	237 21%	54 22%	83 22%	74 21%	63 17%	72 23%g	125 25%f	145 25%k	135 22%	85 19%	105 20%	281 23%g	190 20%	399 22%	39 22%	18 17%	14 22%	116 23%	115 21%	106 22%	62 22%
Fairly positive impact	(4)	838 39%	397 38%	441 40%	88 37%	133 36%	125 36%	164 43%	124 39%	203 41%	233 40%	247 41%	173 39%	185 35%	480 40%	358 37%	684 38%	87 48%xt	43 41%	24 38%	183 36%	207 38%	192 40%	103 36%
Neither positive nor negative impact	(3)	438 20%	212 20%	225 20%	52 22%	73 20%	85 25%h	84 22%h	61 19%	83 17%	113 19%	109 18%	90 21%	127 24%xij	222 19%	217 23%g	370 20%	31 17%	26 25%	12 19%	104 21%	104 19%	105 22%	57 20%
Fairly negative impact	(2)	120 6%e	73 7%b	48 4%	15 6%e	20 5%	9 3%	22 6%e	19 6%e	36 7%e	29 5%	32 5%	28 6%	31 6%	61 5%	59 6%	100 6%	5 3%	11 11%xt	4 6%	29 6%	33 6%	24 5%	13 5%
Very negative impact	(1)	31 1%	10 1%	20 2%	3 1%	9 2%	2 1%	6 2%	3 1%	7 1%	8 1%	11 2%	6 1%	6 1%	19 2%	12 1%	28 2%	2 1%	- -	- -	9 2%	10 2%	6 1%	4 1%
NET: Negative impact		151 7%e	83 8%	68 6%	18 8%e	29 8%e	11 3%	28 7%e	22 7%e	42 8%e	37 6%	43 7%	34 8%	37 7%	79 7%	71 7%	128 7%	8 4%	11 11%p	4 6%	38 7%	43 8%	30 6%	17 6%
Don't know		260 12%	128 12%	132 12%	27 11%	55 15%h	49 14%h	43 11%	40 13%	45 9%	60 10%	74 12%	55 13%	70 13%	134 11%	126 13%	227 13%	18 10%	6 6%	9 14%	63 13%	70 13%	48 10%	45 16%qu
Mean		3.84	3.83	3.85	3.82	3.82	3.88	3.75	3.87	3.89f	3.91l	3.87	3.79	3.78	3.89n	3.78	3.84	3.94q	3.69	3.90	3.84	3.82	3.85	3.87
Standard deviation		0.92	0.93	0.92	0.95	0.98	0.85	0.90	0.92	0.95	0.91	0.93	0.93	0.92	0.92	0.92	0.93	0.83	0.90	0.88	0.96	0.95	0.90	0.92

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base

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Absolutes/col percents

Table 242

Q14. 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?

- People who live in the countryside

Base: All respondents

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Positive impact		1308 61%ik	243 69%xc	512 65%xc	796 58%	508 59%	642 63%	158 57%	382 61%i	658 64%i	268 54%	899 62%k	67 45%
Very positive impact	(5)	470 22%	100 29%xc	201 26%xc	269 20%	187 22%	230 23%	54 19%	153 24%i	228 22%	90 18%	314 22%	27 18%
Fairly positive impact	(4)	838 39%k	143 41%	310 39%	527 38%	321 37%	413 41%	104 37%	229 36%	430 42%gi	178 36%	585 40%k	40 27%
Neither positive nor negative impact	(3)	438 20%	66 19%	152 19%	287 21%	174 20%	205 20%	59 21%	143 23%h	189 18%	107 21%	290 20%	37 25%
Fairly negative impact	(2)	120 6%f	15 4%	42 5%	79 6%	64 7%ef	51 5%f	5 2%	40 6%i	62 6%i	18 4%	74 5%	11 8%
Very negative impact	(1)	31 1%	3 1%	10 1%	21 2%	19 2%e	9 1%	2 1%	12 2%	13 1%	5 1%	21 1%	5 4%
NET: Negative impact		151 7%f	17 5%	52 7%	99 7%	83 10%xef	60 6%f	7 3%	53 8%i	75 7%	23 5%	95 7%	17 11%j
Don't know		260 12%abg	24 7%	71 9%	189 14%ab	98 11%	109 11%	53 19%xde	54 9%	105 10%	102 20%xgh	169 12%	27 18%xi
Mean		3.84k	3.99xc	3.91c	3.80	3.77	3.88d	3.90	3.81	3.87	3.83	3.85k	3.60
Standard deviation		0.92	0.87	0.92	0.92	0.99	0.88	0.82	0.98	0.91	0.87	0.91	1.07

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 243

Q15. Overall, would you say that the technology sector is regulated ...**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
Too much	54 2%h	29 3%	24 2%	9 4%gh	17 5%xgh	11 3%gh	8 2%	3 1%	5 1%	7 1%	13 2%	19 4%xi	15 3%i	20 2%	34 3%am	49 3%	2 1%	3 3%	- -	10 2%	21 4%p	12 3%	6 2%
About the right amount	492 23%bghp	289 27%xb	202 18%	82 34%xefgh	105 28%xgh	86 25%gh	89 23%gh	51 16%	79 16%	138 23%	128 21%	103 24%	122 23%	267 22%	225 23%	428 24%p	30 17%	17 16%	16 26%	127 25%p	123 23%	108 22%	69 24%
Too little	1254 58%cdn	605 57%	648 59%	108 45%	177 48%	182 53%	220 58%cd	223 70%xcdef	344 69%xcdef	371 63%xkl	361 59%	237 54%	284 54%	733 61%n	521 54%	1042 58%	118 65%otu	58 56%	36 57%	296 59%	306 57%	272 57%	168 59%
Don't know	358 17%ai	129 12%	229 21%xa	41 17%	73 20%gh	66 19%g	65 17%	43 13%	71 14%	71 12%	105 17%i	79 18%i	102 20%i	177 15%	181 19%am	289 16%	32 18%	26 25%xostv	11 17%	70 14%	89 17%	88 18%	41 14%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 244

Q15. Overall, would you say that the technology sector is regulated ...**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Too much	54 2%	13 4%	27 3% ^c	26 2%	24 3%	21 2%	9 3%	24 4% ^h	16 2%	13 3%	37 3%	7 5%
About the right amount	492 23% ^{dh}	115 33% ^{xc}	214 27% ^{xc}	278 20%	134 15%	249 24% ^d	109 39% ^{xde}	194 31% ^{xhi}	184 18%	113 23% ^h	330 23%	53 36% ^{xj}
Too little	1254 58% ^{fik}	185 53%	449 57%	805 59%	586 68% ^{xef}	570 56% ^f	98 35%	365 58% ⁱ	652 64% ^{xgi}	238 48%	847 58% ^k	62 42%
Don't know	358 17% ^{abg}	37 11%	96 12%	262 19% ^{ab}	119 14%	177 17% ^d	62 22% ^{xd}	48 8%	174 17% ^g	136 27% ^{xgh}	239 16%	26 17%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 245

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?

- Summary

Base: All respondents

	Q16. Summary			
	NET: Top three mention (a)	First mention (b)	Second mention (c)	Third mention (d)
Unweighted Base	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157
Technology companies' boards, shareholders and investors	882 41%bcd	373 17%cd	282 13%cd	227 11%
Technology companies' founders and leadership teams	891 41%bcd	379 18%cd	326 15%cd	187 9%
Individuals or teams directly involved in product development for technology companies	722 33%bcd	168 8%	252 12%b	303 14%bc
The government	762 35%bcd	306 14%cd	198 9%	258 12%cd
Independent regulators, such as Ofcom or Ofgem	924 43%bcd	326 15%cd	331 15%cd	267 12%
Industry standards bodies	587 27%bcd	111 5%	216 10%b	260 12%bc
The general public	487 23%bcd	178 8%cd	123 6%	186 9%cd
Consumer watchdog groups, such as Which?	642 30%bcd	184 9%	232 11%b	226 10%b
The Scottish Government	14 1%bc	4 *	3 *	6 *
None of these	129 6%	129 6%	193 9%ab	237 11%abc

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 246

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- NET: Top three mention****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Independent regulators, such as Ofcom or Ofgem	924 43% ^{cde}	433 41%	491 44%	66 28%	131 35%	125 36% ^c	171 45% ^{cde}	161 51% ^{xcde}	269 54% ^{xcdef}	247 42%	261 43%	190 43%	225 43%	508 42%	415 43%	764 42%	83 46% ^v	44 42%	33 52% ^v	222 44%	236 44%	203 42%	104 36%		
Technology companies' founders and leadership teams	891 41%	467 44% ^b	423 38%	103 43%	162 43%	157 46% ^h	155 41%	127 40%	187 37%	275 47% ^{xjkl}	247 41%	168 38%	202 39%	522 44% ⁿ	370 38%	757 42%	70 39%	39 37%	25 41%	197 39%	224 41%	201 42%	136 48% ^{ps}		
Technology companies' boards, shareholders and investors	882 41% ^h	443 42%	438 40%	98 41%	161 43% ^h	154 45% ^h	165 43% ^h	128 40%	176 35%	262 45% ^{kl}	253 42%	164 37%	203 39%	515 43% ⁿ	367 38%	749 41%	73 40%	37 35%	24 38%	211 42%	212 39%	202 42%	124 44%		
The government	762 35% ^h	387 37%	375 34%	114 47% ^{xefgh}	155 42% ^{xfh}	130 38% ^h	120 32%	111 35% ^h	132 26%	193 33%	226 37%	154 35%	189 36%	419 35%	343 36%	648 36%	55 30%	40 39%	19 30%	179 35%	187 35%	173 36%	110 39%		
Individuals or teams directly involved in product development for technology companies	722 33%	362 34%	359 33%	73 30%	107 29%	117 34%	134 35%	115 36%	176 35%	218 37% ^j	191 31%	144 33%	170 32%	409 34%	314 33%	599 33%	68 37%	34 33%	21 34%	157 31%	193 36%	152 32%	98 35%		
Consumer watchdog groups, such as Which?	642 30% ^{cdv}	291 28%	352 32% ^a	52 22%	84 22%	87 25%	101 27%	111 35% ^{cdef}	207 42% ^{xcdefg}	169 29%	177 29%	130 30%	166 32%	346 29%	296 31%	525 29%	56 31%	41 39% ^{xov}	20 32%	152 30% ^v	160 30%	148 31% ^v	66 23%		
Industry standards bodies	587 27%	277 26%	310 28%	54 22%	92 25%	93 27%	111 29%	92 29%	146 29%	159 27%	178 29%	118 27%	132 25%	337 28%	251 26%	497 28%	50 27%	29 28%	11 18%	152 30% ^r	142 26%	136 28%	67 24%		
The general public	487 23%	240 23%	247 22%	61 25%	103 28% ^{eg}	71 21%	83 22%	60 19%	110 22%	123 21%	139 23%	107 25%	117 22%	263 22%	225 23%	404 22%	47 26%	21 20%	16 25%	101 20%	121 22%	116 24%	66 23%		
The Scottish Government	14 1% ^o	5 *	9 1%	- -	- -	6 2% ^{xcd}	2 *	2 1%	4 1%	5 1%	4 1%	2 1%	2 *	9 1%	5 *	- -	14 8% ^{xoqrstu v}	- -	- -	- -	- -	- -	- -		
None of these	129 6%	58 6%	71 6%	18 8% ^g	28 8% ^g	23 7% ^g	24 6%	11 3%	24 5%	26 4%	28 5%	36 8% ^{ij}	40 8% ^{ij}	54 4%	75 8% ^m	111 6%	7 4%	7 6%	4 7%	36 7%	34 6%	24 5%	17 6%		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 247

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- NET: Top three mention****Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Independent regulators, such as Ofcom or Ofgem	924 43%fk	143 41%	316 40%	608 44%	385 45%f	437 43%f	101 36%	254 40%	443 43%	226 45%	612 42%k	46 31%
Technology companies' founders and leadership teams	891 41%i	153 44%	340 43%	551 40%	353 41%	432 42%	107 38%	276 44%i	451 44%i	164 33%	600 41%	66 45%
Technology companies' boards, shareholders and investors	882 41%fi	146 42%	330 42%	552 40%	367 43%f	420 41%f	95 34%	272 43%i	440 43%i	170 34%	596 41%	56 38%
The government	762 35%	125 36%	285 36%	476 35%	313 36%	353 35%	97 35%	241 38%	343 33%	178 36%	515 35%	59 40%
Individuals or teams directly involved in product development for technology companies	722 33%i	126 36%	265 34%	457 33%	303 35%f	341 34%	78 28%	214 34%i	370 36%i	139 28%	488 34%	48 33%
Consumer watchdog groups, such as Which?	642 30%f	95 27%	223 28%	420 31%	278 32%f	300 29%f	65 23%	169 27%	313 30%	161 32%	440 30%	33 22%
Industry standards bodies	587 27%	100 29%	216 28%	371 27%	216 25%	302 30%d	69 25%	174 28%	283 28%	130 26%	418 29%k	29 19%
The general public	487 23%	94 27%c	205 26%c	283 21%	191 22%	223 22%	73 26%	181 29%xhi	210 20%	96 19%	325 22%	39 26%
The Scottish Government	14 1%	2 1%	4 1%	10 1%	4 *	9 1%	2 1%	5 1%	6 1%	2 *	11 1%	- -
None of these	129 6%g	12 3%	34 4%	95 7%ab	43 5%	48 5%	39 14%xde	19 3%	46 5%	64 13%xgh	86 6%	17 12%xi

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 248

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- First mention****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Technology companies' founders and leadership teams	379 18%b	219 21%xb	159 14%	39 16%	63 17%	58 17%	80 21%	51 16%	88 18%	133 23%xjkl	100 17%	65 15%	80 15%	233 20%n	145 15%	324 18%	24 13%	17 16%	14 22%	86 17%	100 19%	82 17%	56 20%		
Technology companies' boards, shareholders and investors	373 17%	177 17%	194 18%	37 15%	63 17%	70 20%	63 17%	55 17%	84 17%	103 17%	114 19%	67 15%	88 17%	217 18%	156 16%	308 17%	36 20%	19 18%	9 14%	81 16%	90 17%	88 18%	50 17%		
Independent regulators, such as Ofcom or Ofgem	326 15%cd	148 14%	178 16%	22 9%	37 10%	43 13%	61 16%cd	59 18%cde	104 21%xcde	73 12%	106 17% <i>i</i>	64 15%	82 16%	179 15%	146 15%	268 15%	33 18% <i>v</i>	14 14%	10 16%	78 16%	81 15%	76 16%	32 11%		
The government	306 14% <i>h</i>	152 14%	154 14%	57 24% <i>xefgh</i>	72 19% <i>xfgh</i>	55 16% <i>h</i>	49 13% <i>h</i>	42 13% <i>h</i>	31 6%	84 14%	84 14%	56 13%	82 16%	168 14%	138 14%	266 15% <i>p</i>	18 10%	18 17%	5 7%	70 14%	77 14%	68 14%	51 18% <i>pr</i>		
Consumer watchdog groups, such as Which?	184 9% <i>ev</i>	84 8%	100 9%	13 5%	23 6%	18 5%	29 8%	37 12% <i>cde</i>	64 13% <i>xcdef</i>	49 8%	47 8%	38 9%	50 10%	96 8%	88 9%	154 9% <i>v</i>	11 6%	13 12% <i>pv</i>	6 10%	46 9% <i>v</i>	47 9% <i>v</i>	47 10% <i>v</i>	13 5%		
The general public	178 8%	87 8%	91 8%	22 9%	43 11% <i>eg</i>	24 7%	31 8%	22 7%	37 7%	39 7%	59 10%	43 10%	37 7%	98 8%	80 8%	143 8%	20 11%	9 8%	6 10%	38 7%	44 8%	33 7%	29 10%		
Individuals or teams directly involved in product development for technology companies	168 8%	78 7%	89 8%	19 8%	26 7%	26 7%	23 6%	32 10% <i>f</i>	41 8%	47 8%	38 6%	41 9%	41 8%	85 7%	82 9%	136 8%	19 11%	6 6%	6 10%	43 9%	36 7%	32 7%	25 9%		
Industry standards bodies	111 5%	50 5%	61 6%	12 5%	18 5%	25 7% <i>g</i>	21 5%	10 3%	25 5%	33 6%	30 5%	25 6%	22 4%	63 5%	47 5%	96 5%	9 5%	3 3%	2 4%	25 5%	30 6%	30 6%	11 4%		
The Scottish Government	4 *	- -	4 * <i>a</i>	- -	- -	3 1% <i>x</i>	- -	1 *	1 *	1 *	- -	2 *	1 *	1 *	3 *	- -	4 2% <i>xostuv</i>	- -	- -	- -	- -	- -	- -		
None of these	129 6%	58 6%	71 6%	18 8% <i>g</i>	28 8% <i>g</i>	23 7% <i>g</i>	24 6%	11 3%	24 5%	26 4%	28 5%	36 8% <i>ij</i>	40 8% <i>ij</i>	54 4%	75 8% <i>m</i>	111 6%	7 4%	7 6%	4 7%	36 7%	34 6%	24 5%	17 6%		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 249

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- First mention****Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Technology companies' founders and leadership teams	379 18%	57 16%	145 18%	234 17%	149 17%	182 18%	48 17%	111 18%	198 19% ⁱ	70 14%	248 17%	29 20%
Technology companies' boards, shareholders and investors	373 17%	60 17%	130 17%	242 18%	146 17%	187 18%	39 14%	119 19% ⁱ	185 18% ⁱ	69 14%	259 18%	19 13%
Independent regulators, such as Ofcom or Ofgem	326 15% ^f	50 14%	110 14%	216 16%	136 16% ^f	164 16% ^f	26 9%	90 14%	153 15%	82 16%	219 15%	17 11%
The government	306 14%	51 15%	111 14%	195 14%	121 14%	139 14%	46 17%	93 15%	133 13%	80 16%	202 14%	34 23% ^{xj}
Consumer watchdog groups, such as Which?	184 9% ^k	28 8%	65 8%	119 9%	87 10%	77 8%	20 7%	44 7%	87 8%	53 11% ^g	127 9% ^k	4 3%
The general public	178 8%	37 11%	76 10%	102 7%	67 8%	82 8%	29 11%	69 11% ^{xhi}	80 8%	29 6%	120 8%	17 11%
Individuals or teams directly involved in product development for technology companies	168 8%	33 9%	63 8%	105 8%	74 9%	74 7%	20 7%	52 8%	87 8%	29 6%	107 7%	8 5%
Industry standards bodies	111 5%	22 6%	50 6%	61 4%	38 4%	62 6%	10 4%	32 5%	56 5%	23 5%	83 6%	2 2%
The Scottish Government	4 *	2 *	2 *	2 *	1 *	2 *	1 *	3 *	1 *	1 *	3 *	- -
None of these	129 6% ^g	12 3%	34 4%	95 7% ^{ab}	43 5%	48 5%	39 14% ^{xde}	19 3%	46 5%	64 13% ^{xgh}	86 6%	17 12% ^{xj}

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 250

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- Second mention****Base: All respondents**

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
Independent regulators, such as Ofcom or Ofgem	331 15%c	159 15%	172 16%	19 8%	50 13%	44 13%	68 18%c	58 18%c	92 18%ce	91 16%	91 15%	76 17%	72 14%	182 15%	149 15%	273 15%	26 14%	19 19%	13 21%	83 16%	91 17%	63 13%	35 12%	
Technology companies' founders and leadership teams	326 15%f	155 15%	169 15%	43 18%f	66 18%fh	63 18%fh	42 11%	49 15%	63 13%	99 17%	91 15%	61 14%	75 14%	189 16%	136 14%	276 15%	29 16%	13 12%	8 13%	71 14%	69 13%	80 17%	55 19%t	
Technology companies' boards, shareholders and investors	282 13%	151 14%	131 12%	35 15%	42 11%	51 15%	64 17%xdh	39 12%	52 10%	85 14%	84 14%	47 11%	66 13%	169 14%	113 12%	242 13%	21 12%	10 9%	9 15%	66 13%	69 13%	66 14%	40 14%	
Individuals or teams directly involved in product development for technology companies	252 12%	127 12%	125 11%	22 9%	32 9%	36 11%	51 13%	38 12%	73 15%cd	81 14%	64 11%	50 11%	57 11%	145 12%	107 11%	207 11%	27 15%	15 14%	4 7%	50 10%	77 14% _s	53 11%	27 10%	
Consumer watchdog groups, such as Which?	232 11%	96 9%	137 12% _a	24 10%	31 8%	36 10%	32 8%	36 11%	74 15% _x df	60 10%	61 10%	42 10%	69 13%	122 10%	111 12%	193 11%	23 12%	11 11%	6 9%	60 12%	54 10%	48 10%	31 11%	
Industry standards bodies	216 10%	104 10%	112 10%	20 8%	39 10%	29 8%	39 10%	38 12%	51 10%	58 10%	68 11%	38 9%	53 10%	125 10%	91 9%	181 10%	17 9%	16 15% _r t	3 5%	59 12%	43 8%	53 11%	26 9%	
The government	198 9%	110 10%	88 8%	26 11%	42 11%	33 9%	30 8%	29 9%	39 8%	45 8%	64 11%	47 11%	42 8%	109 9%	89 9%	167 9%	16 9%	6 6%	9 14%	43 9%	52 10%	49 10%	24 8%	
The general public	123 6%	62 6%	61 6%	17 7%	28 8%	19 5%	18 5%	16 5%	25 5%	30 5%	31 5%	31 7%	31 6%	61 5%	63 7%	106 6%	9 5%	4 4%	4 7%	25 5%	34 6%	30 6%	17 6%	
The Scottish Government	3 *	2 *	2 *	- -	- -	2 1%	1 *	- -	1 *	- -	3 *	- -	1 *	3 *	1 *	- -	3 2% _{xostuv}	- -	- -	- -	- -	- -	- -	
None of these	193 9% _{gh}	88 8%	105 10%	34 14% _{xgh}	43 11% _{gh}	33 10% _{gh}	37 10% _{gh}	17 5%	29 6%	39 7%	52 9%	45 10% _i	57 11% _i	91 8%	102 11% _m	166 9%	11 6%	11 10%	6 10%	47 9%	51 9%	38 8%	29 10%	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 251

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- Second mention****Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Independent regulators, such as Ofcom or Ofgem	331 15%	56 16%	117 15%	214 16%	141 16%	146 14%	45 16%	85 13%	167 16%	79 16%	211 15%	14 9%
Technology companies' founders and leadership teams	326 15%	54 16%	120 15%	206 15%	119 14%	168 17%	38 14%	100 16%	167 16% ⁱ	59 12%	216 15%	27 19%
Technology companies' boards, shareholders and investors	282 13%	39 11%	109 14%	173 13%	121 14%	128 13%	32 12%	82 13%	145 14%	55 11%	188 13%	17 11%
Individuals or teams directly involved in product development for technology companies	252 12%	37 11%	84 11%	168 12%	107 12%	117 11%	29 10%	71 11%	133 13%	49 10%	169 12%	17 11%
Consumer watchdog groups, such as Which?	232 11% ^f	36 10%	78 10%	154 11%	99 12% ^f	117 12% ^f	16 6%	67 11%	109 11%	56 11%	158 11%	22 15%
Industry standards bodies	216 10%	42 12%	84 11%	132 10%	80 9%	104 10%	32 12%	64 10%	98 10%	54 11%	163 11% ^k	8 5%
The government	198 9%	41 12%	82 10%	116 8%	85 10%	91 9%	21 8%	77 12% ^{xhi}	80 8%	40 8%	135 9%	10 6%
The general public	123 6%	24 7%	51 7%	72 5%	48 6%	60 6%	15 5%	47 7% ^h	48 5%	28 6%	89 6%	11 7%
The Scottish Government	3 *	- -	1 *	3 *	- -	3 *	1 *	1 *	2 *	1 *	3 *	- -
None of these	193 9% ^g	23 6%	60 8%	133 10%	61 7%	83 8%	50 18% ^{xde}	38 6%	77 7%	79 16% ^{xgh}	121 8%	22 15% ^{xj}

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 252

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- Third mention****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Individuals or teams directly involved in product development for technology companies	303 14%	157 15%	145 13%	32 13%	49 13%	55 16%	61 16%	44 14%	62 13%	90 15%	89 15%	53 12%	72 14%	178 15%	124 13%	256 14%	22 12%	14 13%	11 17%	64 13%	80 15%	66 14%	46 16%		
Independent regulators, such as Ofcom or Ofgem	267 12%	126 12%	141 13%	25 11%	44 12%	38 11%	41 11%	45 14%	74 15%	83 14%	64 10%	50 11%	71 14%	146 12%	120 13%	224 12%	23 13%	10 10%	10 15%	61 12%	63 12%	64 13%	36 13%		
Industry standards bodies	260 12%	123 12%	137 12%	22 9%	35 9%	39 11%	51 13%	44 14%	69 14%	68 11%	80 13%	55 13%	57 11%	148 12%	112 12%	220 12%	24 13%	10 10%	6 9%	69 14%	69 13%	53 11%	30 10%		
The government	258 12%	126 12%	132 12%	31 13%	41 11%	42 12%	42 11%	41 13%	62 12%	64 11%	77 13%	52 12%	65 12%	141 12%	117 12%	215 12%	21 12%	17 16%	5 8%	65 13%	58 11%	56 12%	36 13%		
Technology companies' boards, shareholders and investors	227 11%	115 11%	113 10%	26 11%	56 15%	33 10%	37 10%	34 11%	41 8%	75 13%	55 9%	49 11%	49 9%	129 11%	98 10%	199 11%	15 8%	8 8%	5 9%	63 12%	53 10%	48 10%	34 12%		
Consumer watchdog groups, such as Which?	226 10%	112 11%	114 10%	16 7%	30 8%	34 10%	40 10%	38 12%	69 14%	59 10%	69 11%	50 12%	47 9%	129 11%	97 10%	178 10%	23 13%	17 16%	8 13%	46 9%	58 11%	53 11%	22 8%		
Technology companies' founders and leadership teams	187 9%	92 9%	95 9%	21 9%	32 9%	36 10%	33 9%	28 9%	36 7%	43 7%	56 9%	41 9%	47 9%	99 8%	88 9%	157 9%	17 9%	9 9%	4 6%	40 8%	55 10%	38 8%	25 9%		
The general public	186 9%	91 9%	95 9%	21 9%	32 8%	29 8%	34 9%	22 7%	47 10%	54 9%	50 8%	33 8%	49 9%	104 9%	82 9%	155 9%	18 10%	8 7%	5 8%	38 7%	43 8%	53 11%	20 7%		
The Scottish Government	6 *o	3 *	3 *	- -	- -	2 1%	1 *	1 *	2 *	4 1%	2 *	1 *	- -	5 *	1 *	- -	6 3% xostuv	- -	- -	- -	- -	- -	- -		
None of these	237 11% gh	108 10%	128 12%	45 19% xefgh	55 15% gh	37 11% h	42 11% h	22 7%	35 7%	50 8%	67 11%	53 12% i	67 13% i	116 10%	120 13% m	203 11% p	12 7%	12 11%	9 15% p	59 12% p	60 11%	49 10%	35 12%		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 253

Q16. which of the following do you believe currently has the most influence over the impact a company's technology has on people and society?**- Third mention****Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Individuals or teams directly involved in product development for technology companies	303 14%	57 16%	119 15%	184 13%	123 14%	150 15%	30 11%	92 14%	151 15%	60 12%	212 15%	24 16%
Independent regulators, such as Ofcom or Ofgem	267 12%	38 11%	89 11%	178 13%	109 13%	128 13%	30 11%	79 13%	123 12%	65 13%	182 13%	15 10%
Industry standards bodies	260 12%	36 10%	83 11%	178 13%	97 11%	136 13%	27 10%	78 12%	129 13%	53 11%	172 12%	18 12%
The government	258 12%	34 10%	92 12%	166 12%	107 12%	123 12%	29 10%	70 11%	129 13%	58 12%	178 12%	15 10%
Technology companies' boards, shareholders and investors	227 11%	48 14%	90 11%	137 10%	99 11%	105 10%	24 8%	71 11%	110 11%	46 9%	148 10%	21 14%
Consumer watchdog groups, such as Which?	226 10%k	32 9%	79 10%	147 11%	91 11%	105 10%	29 11%	58 9%	117 11%	52 10%	156 11%k	7 5%
Technology companies' founders and leadership teams	187 9%	41 12% ^c	75 10%	112 8%	84 10%	81 8%	21 8%	66 10%	86 8%	36 7%	137 9%	9 6%
The general public	186 9%	33 9%	77 10%	109 8%	76 9%	81 8%	29 11%	66 10%	82 8%	38 8%	117 8%	11 7%
The Scottish Government	6 *	1 *	1 *	5 *	2 *	4 *	- -	2 *	4 *	1 *	5 *	- -
None of these	237 11% ^{dg}	31 9%	81 10%	155 11%	73 8%	105 10%	59 21% ^{xde}	51 8%	95 9%	90 18% ^{xgh}	146 10%	28 19% ^{xj}

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 254

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- Summary

Base: All respondents

	Q17. Summary			
	NET: Top three mention (a)	First mention (b)	Second mention (c)	Third mention (d)
Unweighted Base	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157
Technology companies' boards, shareholders and investors	806 37%bcd	279 13%d	304 14%d	223 10%
Technology companies' founders and leadership teams	860 40%bcd	393 18%cd	251 12%	216 10%
Individuals or teams directly involved in product development for technology companies	514 24%bcd	116 5%	192 9%b	206 10%b
The government	1136 53%bcd	552 26%cd	286 13%	298 14%
Independent regulators, such as Ofcom or Ofgem	1031 48%bcd	293 14%	401 19%bd	336 16%
Industry standards bodies	780 36%bcd	181 8%	274 13%b	326 15%bc
The general public	411 19%bcd	137 6%	129 6%	144 7%
Consumer watchdog groups, such as Which?	419 19%bcd	86 4%	138 6%b	195 9%bc
The Scottish Government	31 1%bcd	15 1%d	10 *	6 *
None of these	105 5%	105 5%	171 8%ab	206 10%ab

Proportions/Means: All Columns Tested (5% risk level)

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 255

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- NET: Top three mention

Base: All respondents

	Gender			Age						SEG				SEG II		Region								
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)	
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240	
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284	
The government	1136 53%	584 56%b	552 50%	120 50%	196 53%	184 53%	205 54%	174 55%	257 52%	333 57%l	315 52%	226 52%	262 50%	648 54%	488 51%	965 53%	87 48%	55 52%	30 48%	256 51%	293 54%	254 53%	161 57%p	
Independent regulators, such as Ofcom or Ofgem	1031 48%cd	507 48%	523 47%	72 30%	148 40%c	152 44%c	195 51%cd	169 53%cde	295 59%xcdef	296 50%k	300 49%	191 44%	243 46%	596 50%n	434 45%	849 47%	94 52%	55 52%	33 53%	243 48%	241 45%	232 48%	132 47%	
Technology companies' founders and leadership teams	860 40%h	404 38%	456 41%	114 48%xfgh	159 43%h	145 42%h	150 39%	125 39%	169 34%	246 42%	254 42%	162 37%	198 38%	499 42%n	361 38%	721 40%	71 39%	42 40%	26 42%	207 41%	195 36%	191 40%	128 45%t	
Technology companies' boards, shareholders and investors	806 37%k	373 35%	433 39%	82 34%	136 37%	123 36%	141 37%	141 44%xcdefh	183 37%	242 41%k	228 38%	140 32%	196 37%	471 39%n	336 35%	677 37%	64 35%	43 41%	22 36%	194 39%	201 37%	187 39%	95 33%	
Industry standards bodies	780 36%d	380 36%	399 36%	76 32%	108 29%	109 32%	143 37%d	121 38%d	222 45%xcdef	225 38%l	223 37%	161 37%	170 33%	449 38%	331 34%	654 36%	66 37%	36 34%	24 38%	188 37%	186 35%	190 40%v	89 31%	
Individuals or teams directly involved in product development for technology companies	514 24%	229 22%	285 26%a	67 28%f	86 23%	89 26%	76 20%	79 25%	117 24%	136 23%	138 23%	108 25%	132 25%	274 23%	240 25%	438 24%	36 20%	25 24%	16 26%	123 24%	135 25%	116 24%	64 23%	
Consumer watchdog groups, such as Which?	419 19%i	218 21%	201 18%	42 18%	66 18%	69 20%	69 18%	59 19%	114 23%	88 15%	127 21%i	86 20%i	118 23%i	215 18%	204 21%	352 19%	34 19%	22 21%	11 18%	94 19%	107 20%	97 20%	54 19%	
The general public	411 19%h	217 21%	193 17%	63 26%xegh	90 24%xgh	65 19%h	77 20%h	50 16%	66 13%	107 18%	103 17%	97 22%j	103 20%	210 18%	201 21%	340 19%	34 19%	23 22%	14 22%	97 19%	100 19%	81 17%	62 22%	
The Scottish Government	31 1%ostu	12 1%	20 2%	1 *	3 1%	8 2%	5 1%	6 2%	9 2%	11 2%	12 2%	3 1%	5 1%	23 2%n	8 1%	- -	31 17%xoqrstu v	- -	- -	- -	- -	- -	- -	
None of these	105 5%ghim	52 5%	53 5%	17 7%gh	29 8%xgh	21 6%gh	18 5%g	6 2%	14 3%	17 3%	20 3%	35 8%xij	33 6%ij	37 3%	68 7%xm	94 5%	6 3%	2 2%	3 4%	23 4%	39 7%xu	18 4%	14 5%	

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 256

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- NET: Top three mention

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
The government	1136 53%	194 55%	434 55%	702 51%	495 57% ^{xef}	508 50%	133 48%	337 53%	551 54%	248 50%	758 52%	82 55%
Independent regulators, such as Ofcom or Ofgem	1031 48% ^{abk}	147 42%	329 42%	702 51% ^{ab}	423 49%	490 48%	118 42%	304 48%	497 48%	230 46%	708 49% ^k	52 35%
Technology companies' founders and leadership teams	860 40%	152 43%	338 43% ^c	522 38%	333 39%	416 41%	111 40%	264 42%	412 40%	184 37%	561 39%	65 44%
Technology companies' boards, shareholders and investors	806 37%	141 40%	302 38%	504 37%	317 37%	400 39% ^f	89 32%	237 38%	402 39% ⁱ	167 33%	516 36%	46 31%
Industry standards bodies	780 36% ^k	116 33%	265 34%	515 38%	298 35%	391 38%	91 33%	213 34%	390 38%	177 35%	559 38% ^k	37 25%
Individuals or teams directly involved in product development for technology companies	514 24%	93 27%	197 25%	317 23%	217 25%	232 23%	65 23%	167 26%	239 23%	108 22%	340 23%	34 23%
Consumer watchdog groups, such as Which?	419 19%	59 17%	146 19%	273 20%	186 22%	187 18%	46 17%	128 20%	197 19%	95 19%	304 21%	28 19%
The general public	411 19%	68 20%	163 21%	248 18%	163 19%	195 19%	53 19%	152 24% ^{xhi}	181 18%	78 16%	281 19%	35 24%
The Scottish Government	31 1%	4 1%	12 2%	19 1%	8 1%	18 2%	5 2%	11 2%	15 1%	6 1%	21 1%	- -
None of these	105 5% ^g	19 5%	34 4%	71 5%	29 3%	44 4%	32 11% ^{xde}	11 2%	41 4% ^g	54 11% ^{xgh}	69 5%	16 11% ^{xj}

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 257

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- First mention

Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
The government	552 26%	284 27%	268 24%	57 24%	101 27%	101 29%h	98 26%	81 25%	113 23%	150 25%	155 26%	109 25%	139 26%	305 25%	247 26%	475 26%	39 21%	28 27%	10 16%	133 26%	135 25%	125 26%	82 29%r		
Technology companies' founders and leadership teams	393 18%	202 19%	191 17%	61 25% xdefgh	62 17%	59 17%	66 17%	57 18%	88 18%	121 21%l	117 19%	74 17%	81 16%	238 20% n	155 16%	327 18%	32 18%	23 22%	10 16%	93 18%	90 17%	84 17%	60 21%		
Independent regulators, such as Ofcom or Ofgem	293 14% cd	131 12%	162 15%	16 7%	33 9%	35 10%	71 19% xcde	52 16% cde	86 17% xcde	76 13%	85 14%	53 12%	79 15%	161 13%	132 14%	236 13%	24 13%	15 14%	18 28% xopqst uv	63 13%	74 14%	70 15%	30 10%		
Technology companies' boards, shareholders and investors	279 13% c	142 13%	137 12%	19 8%	47 13%	41 12%	51 13% c	50 16% c	71 14% c	84 14%	76 12%	51 12%	68 13%	160 13%	119 12%	233 13%	22 12%	16 15%	9 14%	68 13%	72 13%	62 13%	31 11%		
Industry standards bodies	181 8%	80 8%	99 9%	15 6%	26 7%	27 8%	32 8%	28 9%	52 10%	50 8%	55 9%	36 8%	40 8%	105 9%	76 8%	157 9% q	17 9% q	3 3%	3 5%	48 9% q	43 8%	45 9% q	21 7%		
The general public	137 6%	67 6%	70 6%	20 8%	32 9% h	21 6%	22 6%	18 6%	23 5%	39 7%	33 5%	34 8%	31 6%	72 6%	65 7%	117 6%	13 7%	4 4%	3 4%	31 6%	39 7%	25 5%	22 8%		
Individuals or teams directly involved in product development for technology companies	116 5%	46 4%	70 6% a	14 6%	25 7%	17 5%	17 4%	18 6%	26 5%	28 5%	34 6%	25 6%	29 5%	62 5%	54 6%	97 5%	9 5%	4 4%	5 9%	25 5%	27 5%	34 7%	12 4%		
Consumer watchdog groups, such as Which?	86 4% fg	43 4%	43 4%	21 9% xdefgh	16 4% f	17 5% fg	6 1%	5 2%	21 4% fg	20 3%	26 4%	19 4%	21 4%	45 4%	41 4%	71 4%	3 2%	9 8% xoptu	2 4%	21 4%	19 4%	18 4%	12 4%		
The Scottish Government	15 1% o	6 1%	9 1%	- -	1 *	4 1%	2 *	4 1%	5 1%	4 1%	6 1%	2 *	3 1%	11 1%	4 *	- -	15 8% xopqrstu v	- -	- -	- -	- -	- -	- -		
None of these	105 5% ghim	52 5%	53 5%	17 7% gh	29 8% xgh	21 6% gh	18 5% g	6 2%	14 3%	17 3%	20 3%	35 8% xij	33 6% ij	37 3%	68 7% xm	94 5%	6 3%	2 2%	3 4%	23 4%	39 7% xu	18 4%	14 5%		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 258

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- First mention

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
The government	552 26%	95 27%	217 28%	336 24%	235 27%	247 24%	70 25%	165 26%	270 26%	117 23%	374 26%	41 28%
Technology companies' founders and leadership teams	393 18%	50 14%	136 17%	257 19%	141 16%	197 19%	55 20%	114 18%	197 19%	82 16%	264 18%	31 21%
Independent regulators, such as Ofcom or Ofgem	293 14%k	46 13%	93 12%	200 15%	130 15%f	135 13%	28 10%	86 14%	140 14%	67 13%	206 14%k	11 7%
Technology companies' boards, shareholders and investors	279 13%	42 12%	104 13%	175 13%	113 13%	136 13%	29 11%	80 13%	138 13%	61 12%	167 11%	14 9%
Industry standards bodies	181 8%	34 10%	63 8%	117 9%	75 9%	91 9%	15 5%	52 8%	88 9%	40 8%	129 9%	9 6%
The general public	137 6%	16 5%	49 6%	88 6%	56 6%	64 6%	17 6%	49 8%	60 6%	28 6%	95 7%	12 8%
Individuals or teams directly involved in product development for technology companies	116 5%	31 9%xc	53 7%c	63 5%	47 5%	57 6%	12 4%	35 6%	54 5%	28 6%	78 5%	4 3%
Consumer watchdog groups, such as Which?	86 4%	16 4%	33 4%	53 4%	30 4%	38 4%	18 7%de	33 5%h	32 3%	21 4%	62 4%	10 7%
The Scottish Government	15 1%	3 1%	4 1%	11 1%	5 1%	8 1%	2 1%	5 1%	7 1%	2 *	9 1%	- -
None of these	105 5%g	19 5%	34 4%	71 5%	29 3%	44 4%	32 11%xde	11 2%	41 4%g	54 11%xgh	69 5%	16 11%xj

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 259

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- Second mention

Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Independent regulators, such as Ofcom or Ofgem	401 19% ^c	202 19%	199 18%	27 11%	61 16%	65 19% ^c	64 17%	66 21% ^c	118 24% ^x cdf	120 20%	116 19%	75 17%	90 17%	236 20%	164 17%	340 19%	35 19%	19 18%	7 11%	102 20%	88 16%	87 18%	62 22% ^r		
Technology companies' boards, shareholders and investors	304 14% ^k	142 14%	162 15%	33 14%	53 14%	53 15%	49 13%	52 16%	65 13%	89 15% ^k	98 16% ^k	45 10%	71 14%	187 16% ⁿ	117 12%	255 14%	23 13%	18 17%	8 12%	73 14%	69 13%	73 15%	40 14%		
The government	286 13%	138 13%	147 13%	34 14%	52 14%	41 12%	43 11%	41 13%	76 15%	87 15%	81 13%	55 13%	62 12%	168 14%	118 12%	237 13%	24 13%	13 12%	11 18%	54 11%	84 16% ^s	60 13%	39 14%		
Industry standards bodies	274 13%	137 13%	137 12%	24 10%	34 9%	33 10%	61 16% ^d e	43 13%	79 16% ^c d	84 14% ^l	74 12%	63 14% ^l	53 10%	157 13%	116 12%	225 12%	29 16% ^v	11 10%	9 14%	63 12%	62 11%	77 16% ^o tv	24 8%		
Technology companies' founders and leadership teams	251 12% ^h	109 10%	142 13%	32 13% ^h	49 13% ^h	41 12% ^h	48 13% ^h	42 13% ^h	39 8%	69 12%	80 13%	40 9%	63 12%	149 12%	102 11%	208 12%	20 11%	13 13%	10 15%	63 13%	58 11%	50 10%	38 13%		
Individuals or teams directly involved in product development for technology companies	192 9%	83 8%	110 10%	29 12% ^d f	22 6%	34 10%	25 7%	33 10% ^d	48 10%	54 9%	43 7%	44 10%	52 10%	97 8%	95 10%	164 9%	10 5%	12 12%	6 10%	47 9%	53 10%	40 8%	24 9%		
Consumer watchdog groups, such as Which?	138 6% ⁱ	68 6%	69 6%	8 3%	31 8% ^c	20 6%	30 8% ^c	18 6%	32 6%	24 4%	36 6%	34 8% ⁱ	44 8% ⁱ	60 5%	78 8% ^m	115 6%	15 8%	5 5%	3 5%	30 6%	36 7%	31 6%	17 6%		
The general public	129 6% ^b h	85 8% ^x b	45 4%	24 10% ^x g	27 7% ^h	24 7% ^h	28 7% ^g h	12 4%	15 3%	30 5%	30 5%	34 8%	36 7%	59 5%	70 7% ^m	110 6%	5 3%	9 9% ^p	6 9% ^p	33 7% ^p	32 6%	28 6%	16 6%		
The Scottish Government	10 * ^o	4 *	7 1%	1 *	1 *	2 1%	2 1%	2 1%	2 *	4 1%	4 1%	1 *	2 *	7 1%	3 *	-	10 6% ^x oqrstu v	-	-	-	-	-	-		
None of these	171 8% ^g hi	84 8%	87 8%	27 11% ^g h	44 12% ^x g	33 9% ^g h	33 9% ^g h	11 3%	23 5%	28 5%	45 7%	47 11% ⁱ	51 10% ⁱ	74 6%	97 10% ^x m	153 8%	11 6%	4 4%	3 5%	39 8%	57 11% ^p q	34 7%	24 8%		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 260

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- Second mention

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Independent regulators, such as Ofcom or Ofgem	401 19%	61 17%	133 17%	267 20%	165 19%	182 18%	54 19%	113 18%	193 19%	95 19%	271 19%	22 15%
Technology companies' boards, shareholders and investors	304 14%	54 15%	112 14%	192 14%	108 12%	158 16%	38 14%	91 14%	155 15%	58 12%	195 13%	17 12%
The government	286 13% ^f	46 13%	111 14%	175 13%	122 14% ^f	139 14% ^f	25 9%	79 13%	137 13%	69 14%	182 13%	20 14%
Industry standards bodies	274 13% ^k	41 12%	101 13%	173 13%	105 12%	136 13%	33 12%	77 12%	137 13%	60 12%	206 14% ^k	7 5%
Technology companies' founders and leadership teams	251 12%	46 13%	97 12%	154 11%	98 11%	119 12%	34 12%	77 12%	124 12%	51 10%	164 11%	20 13%
Individuals or teams directly involved in product development for technology companies	192 9%	32 9%	64 8%	128 9%	91 11% ^e	78 8%	23 8%	69 11% ⁱ	87 8%	36 7%	123 8%	14 10%
Consumer watchdog groups, such as Which?	138 6%	20 6%	49 6%	89 7%	66 8%	61 6%	12 4%	42 7%	65 6%	30 6%	102 7%	11 7%
The general public	129 6%	24 7%	54 7%	76 6%	53 6%	62 6%	14 5%	50 8% ^h	53 5%	27 5%	90 6%	15 10%
The Scottish Government	10 *	- -	4 *	7 *	2 *	6 1%	3 1%	3 *	6 1%	1 *	8 1%	- -
None of these	171 8% ^g	27 8%	61 8%	110 8%	53 6%	76 7%	43 15% ^{xde}	30 5%	70 7%	72 14% ^{xgh}	110 8%	21 14% ^{xj}

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 261

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- Third mention

Base: All respondents

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (l)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
Independent regulators, such as Ofcom or Ofgem	336 16%	174 17%	162 15%	28 12%	54 15%	51 15%	61 16%	51 16%	91 18% ^c	100 17%	99 16%	63 14%	75 14%	199 17%	137 14%	273 15%	34 19%	21 20%	9 14%	78 15%	79 15%	75 16%	41 14%		
Industry standards bodies	326 15%	163 15%	163 15%	37 15%	48 13%	49 14%	50 13%	51 16%	91 18% ^{df}	92 16%	95 16%	62 14%	77 15%	187 16%	139 14%	271 15%	20 11%	22 21% ^p	12 18%	78 15%	81 15%	68 14%	44 16%		
The government	298 14%	162 15% ^b	137 12%	29 12%	44 12%	42 12%	64 17%	52 16%	67 13%	97 16% ^l	79 13%	62 14%	61 12%	175 15%	123 13%	252 14%	24 13%	13 13%	9 14%	70 14%	74 14%	69 14%	40 14%		
Technology companies' boards, shareholders and investors	223 10%	89 8%	134 12% ^a	30 12%	36 10%	29 8%	42 11%	39 12%	48 10%	69 12%	55 9%	44 10%	56 11%	124 10%	100 10%	189 10%	19 10%	9 9%	6 10%	54 11%	59 11%	52 11%	24 8%		
Technology companies' founders and leadership teams	216 10%	92 9%	124 11%	21 9%	48 13% ^{gh}	45 13% ^{gh}	36 9%	25 8%	41 8%	55 9%	57 9%	49 11%	54 10%	113 9%	103 11%	185 10%	19 11%	5 5%	6 10%	51 10%	47 9%	56 12%	31 11%		
Individuals or teams directly involved in product development for technology companies	206 10%	101 10%	105 9%	24 10%	38 10%	37 11%	34 9%	29 9%	43 9%	54 9%	61 10%	39 9%	52 10%	115 10%	91 9%	177 10%	17 9%	8 8%	5 7%	51 10%	55 10%	43 9%	28 10%		
Consumer watchdog groups, such as Which?	195 9% ^d	106 10%	89 8%	14 6%	19 5%	32 9% ^d	34 9%	36 11% ^{cd}	60 12% ^{xcd}	44 7%	65 11%	33 8%	53 10%	109 9%	86 9%	166 9%	16 9%	8 8%	6 9%	42 8%	52 10%	47 10%	25 9%		
The general public	144 7%	65 6%	78 7%	18 8%	31 8%	20 6%	27 7%	21 6%	27 5%	38 6%	41 7%	29 7%	37 7%	79 7%	66 7%	113 6%	16 9%	10 10%	5 8%	33 7%	29 5%	27 6%	24 8%		
The Scottish Government	6 * ^o	1 *	4 *	-	1 *	2 1%	1 *	- -	1 *	3 *	2 *	1 *	- -	5 *	1 *	- -	6 3% ^{xostuv}	-	-	- -	- -	- -	- -		
None of these	206 10% ^{ghi}	99 9%	107 10%	38 16% ^{xfg}	53 14% ^{xfg}	38 11% ^{gh}	33 9% ^g	16 5%	27 5%	36 6%	55 9%	57 13% ^{xi}	59 11% ⁱ	91 8%	115 12% ^{xm}	182 10%	11 6%	7 7%	5 9%	47 9%	64 12% ^p	42 9%	29 10%		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 262

Q17. Which of the following do you believe should take the most responsibility for the impact a company's technology has on people and society?

- Third mention

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Independent regulators, such as Ofcom or Ofgem	336 16%	41 12%	102 13%	234 17%ab	128 15%	173 17%	36 13%	105 17%	164 16%	68 14%	231 16%	20 13%
Industry standards bodies	326 15%	41 12%	101 13%	225 16%ab	117 14%	165 16%	44 16%	84 13%	165 16%	77 15%	224 15%	21 14%
The government	298 14%	53 15%	107 14%	192 14%	138 16%e	122 12%	38 14%	92 15%	144 14%	62 12%	202 14%	20 14%
Technology companies' boards, shareholders and investors	223 10%	45 13%	86 11%	137 10%	96 11%	106 10%	21 8%	65 10%	109 11%	49 10%	154 11%	15 10%
Technology companies' founders and leadership teams	216 10%	56 16%xc	105 13%xc	111 8%	94 11%	100 10%	22 8%	73 12%	91 9%	52 10%	133 9%	14 10%
Individuals or teams directly involved in product development for technology companies	206 10%	30 9%	80 10%	126 9%	78 9%	97 10%	31 11%	63 10%	99 10%	44 9%	138 9%	15 10%
Consumer watchdog groups, such as Which?	195 9%	23 7%	64 8%	131 10%	90 10%f	89 9%	16 6%	52 8%	100 10%	44 9%	140 10%	7 5%
The general public	144 7%	28 8%	60 8%	84 6%	54 6%	69 7%	21 7%	53 8% <i>l</i>	68 7%	23 5%	95 7%	8 5%
The Scottish Government	6 *	1 *	4 1%	1 *	1 *	4 *	1 *	2 *	2 *	2 *	3 *	- -
None of these	206 10% <i>g</i>	32 9%	77 10%	129 9%	65 8%	92 9%	49 18% <i>xde</i>	42 7%	83 8%	81 16% <i>xgh</i>	132 9%	27 18% <i>xj</i>

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 263

Q18. Had you heard about any of the following before today?**- Summary****Base: All respondents**

Q18. Summary						
	General Data Protection Regulation (GDPR) 2018 (a)	The Information Commissioner's Office (ICO) (b)	Technology companies committing to tackling online harms through a statutory 'duty of care' (c)	Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification) (d)	Ofcom (e)	The Competition and Markets Authority (CMA) (f)
Unweighted Base	2157	2157	2157	2157	2157	2157
Weighted Base	2157	2157	2157	2157	2157	2157
NET: Yes	1726 80%bcdf	939 44%cf	773 36%	1446 67%bcf	1938 90%abcdf	828 38%
Yes, I had definitely heard of this before today	(4) 1288 60%bcdf	468 22%c	200 9%	970 45%bcf	1608 75%abcdf	422 20%c
Yes, I think I had heard of this before today	(3) 438 20%e	471 22%ef	573 27%abdef	476 22%ef	329 15%	407 19%e
No, I don't think I had heard of this before today	(2) 200 9%e	589 27%ade	767 36%abdef	334 15%ae	80 4%	591 27%ade
No, I definitely hadn't heard about this before today	(1) 145 7%e	493 23%ade	455 21%ade	235 11%ae	70 3%	607 28%abcde
NET: No	345 16%e	1082 50%ade	1221 57%abde	569 26%ae	150 7%	1198 56%abde
Don't know	86 4%	136 6%ae	163 8%ae	141 7%ae	69 3%	131 6%ae
Mean	3.39bcdf	2.45cf	2.26	3.08bcf	3.66abcdf	2.32
Standard deviation	0.92	1.10	0.92	1.05	0.71	1.11

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 264

Q18. Had you heard about any of the following before today?**- General Data Protection Regulation (GDPR) 2018****Base: All respondents**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Yes	1726 80%hln	846 80%	879 80%	183 76%	299 80%	285 82%h	312 82%h	274 86%xch	373 75%	497 85%xkl	514 85%xkl	342 78%l	373 71%	1011 85%xn	715 74%	1442 80%	153 84% s	79 76%	53 84%	390 77%	424 79%	405 84% xoqst	223 79%		
Yes, I had definitely heard of this before today	(4) 1288 60%hklm	619 59%	668 61%	128 54%	233 62%ch	225 65%ch	245 64%ch	216 68%xch	241 48%	414 70% xjkl	393 65% xkl	234 54% l	247 47%	807 67% xn	482 50%	1072 59%	117 64% s	61 59%	38 61%	279 55%	316 59%	311 65% xos	166 58%		
Yes, I think I had heard of this before today	(3) 438 20%im	227 22%	211 19%	54 23%	66 18%	60 17%	67 18%	58 18%	133 27% xdefg	83 14%	121 20% i	107 25% i	126 24% i	205 17%	233 24% xm	370 20%	36 20%	18 17%	14 23%	111 22%	108 20%	94 20%	57 20%		
No, I don't think I had heard of this before today	(2) 200 9%	89 9%	110 10%	27 11% g	32 9%	23 7%	33 9%	20 6%	64 13% xefg	46 8%	43 7%	53 12% ij	58 11% j	89 7%	111 12% m	170 9%	14 7%	12 12%	5 7%	54 11% u	55 10%	34 7%	26 9%		
No, I definitely hadn't heard about this before today	(1) 145 7%	65 6%	80 7%	14 6%	16 4%	20 6%	20 5%	23 7%	52 10% xdef	31 5%	37 6%	24 6%	53 10% xijk	68 6%	77 8% m	123 7%	14 8%	5 5%	3 5%	37 7%	33 6%	32 7%	21 7%		
NET: No	345 16% m	155 15%	190 17%	41 17%	48 13%	44 13%	53 14%	43 14%	116 23% xdefg	77 13%	80 13%	77 18% i	111 21% xij	157 13%	188 20% xm	293 16%	27 15%	17 16%	8 12%	91 18%	87 16%	66 14%	48 17%		
Don't know	86 4% ghmpu	52 5% b	34 3%	15 6% gh	26 7% xgh	17 5% gh	17 4% gh	2 1%	9 2%	14 2%	14 2%	19 4%	40 8% xijk	28 2%	58 6% xm	73 4% pu	2 1%	8 8% pu	3 4%	23 5% pu	28 5% pu	9 2%	13 5% pu		
Mean	3.39hln	3.40	3.37	3.33h	3.49ch	3.49ch	3.47h	3.47h	3.15	3.53xkl	3.46kl	3.32l	3.17	3.50xn	3.24	3.38	3.42	3.41	3.46	3.31	3.38	3.45s	3.36		
Standard deviation	0.92	0.90	0.94	0.92	0.84	0.87	0.87	0.90	1.01	0.86	0.88	0.90	1.02	0.87	0.97	0.93	0.93	0.90	0.84	0.95	0.91	0.90	0.95		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 265

Q18. Had you heard about any of the following before today?
- General Data Protection Regulation (GDPR) 2018
Base: All respondents

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		1726 80%cfi	298 85%xc	678 86%xc	1049 76%	695 81%f	827 81%f	205 74%	544 86%xi	857 84%xi	325 65%	1150 79%	108 73%
Yes, I had definitely heard of this before today	(4)	1288 60%cik	251 72%xc	548 70%xc	741 54%	497 58%	632 62%	159 57%	425 67%xhi	633 62% <i>i</i>	230 46%	851 59% <i>k</i>	70 48%
Yes, I think I had heard of this before today	(3)	438 20%ab	47 13%	130 17%	308 22%ab	197 23%ef	195 19%	46 17%	119 19%	224 22%	95 19%	299 21%	38 26%
No, I don't think I had heard of this before today	(2)	200 9%	28 8%	55 7%	145 11%b	82 10%	96 9%	22 8%	48 8%	88 9%	64 13% <i>xgh</i>	135 9%	15 10%
No, I definitely hadn't heard about this before today	(1)	145 7%bg	14 4%	29 4%	116 8%ab	64 7%	59 6%	21 8%	25 4%	64 6%g	56 11% <i>xgh</i>	116 8%	6 4%
NET: No		345 16%bg	42 12%	84 11%	261 19% <i>xab</i>	146 17%	155 15%	43 16%	73 12%	152 15%	120 24% <i>xgh</i>	250 17%	20 14%
Don't know		86 4% <i>dgh</i>	10 3%	25 3%	61 4%	21 2%	35 3%	30 11% <i>xde</i>	14 2%	17 2%	55 11% <i>xgh</i>	52 4%	19 13% <i>xj</i>
Mean		3.39ci	3.57xc	3.57xc	3.28	3.34	3.43	3.38	3.53xhi	3.41i	3.12	3.35	3.35
Standard deviation		0.92	0.81	0.79	0.98	0.94	0.90	0.96	0.80	0.89	1.07	0.96	0.85

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 266

Q18. Had you heard about any of the following before today?**- The Information Commissioner's Office (ICO)****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Yes	939 44% bckln	508 48% xb	429 39%	80 33%	165 44% c	160 46% c	186 49% ch	142 45% c	206 41% c	322 55% xjkl	268 44% kl	157 36%	191 36%	591 49% xm	348 36%	774 43%	85 47%	51 49%	29 46%	204 41%	239 44%	205 43%	125 44%
Yes, I had definitely heard of this before today	(4) 468 22% bckln	276 26% xb	191 17%	32 13%	71 19%	83 24% c	85 22% c	89 28% xodh	108 22% c	186 32% xjkl	142 23% kl	65 15%	75 14%	328 27% xm	140 15%	377 21%	51 28% xostu	27 26%	13 21%	98 19%	110 20%	94 19%	76 27% osu
Yes, I think I had heard of this before today	(3) 471 22% g	233 22%	238 22%	48 20%	94 25% g	77 22%	101 26% xgh	54 17%	98 20%	136 23%	127 21%	92 21%	116 22%	263 22%	208 22%	396 22%	34 19%	24 23%	16 26%	106 21%	129 24% v	111 23%	49 17%
No, I don't think I had heard of this before today	(2) 589 27%	264 25%	325 29% a	72 30%	89 24%	89 26%	87 23%	89 28%	163 33% xdef	143 24%	181 30% i	119 27%	146 28%	324 27%	265 28%	497 27%	51 28%	22 21%	19 30%	146 29%	129 24%	139 29%	84 29%
No, I definitely hadn't heard about this before today	(1) 493 23% im	213 20%	280 25% a	65 27% e	76 20%	68 20%	84 22%	82 26%	119 24%	105 18%	126 21%	125 29% xij	137 26% ij	231 19%	262 27% xm	418 23%	39 22%	23 22%	12 20%	116 23%	129 24%	117 24%	57 20%
NET: No	1082 50% aim	477 45%	605 55% xa	137 57% def	166 44%	156 45%	171 45%	171 53% def	281 56% xdef	248 42%	308 51% i	244 56% xi	282 54% i	555 46%	527 55% xm	915 51%	91 50%	45 43%	31 49%	262 52%	258 48%	256 53%	140 49%
Don't know	136 6% ghim	67 6%	69 6%	23 9% gh	42 11% xfgh	29 8% gh	25 6% gh	6 2%	12 2%	18 3%	32 5%	35 8% i	50 10% xij	50 4%	86 9% xm	119 7%	6 3%	8 8%	3 4%	38 8% pu	42 8% pu	20 4%	18 6%
Mean	2.45 bckln	2.58 xb	2.33	2.22	2.48 c	2.56 ch	2.52 c	2.48 c	2.40 c	2.71 xjkl	2.49 kl	2.24	2.27	2.60 xn	2.26	2.43	2.55	2.57	2.49	2.40	2.44	2.39	2.54
Standard deviation	1.10	1.11	1.06	1.04	1.07	1.10	1.09	1.16	1.08	1.11	1.09	1.07	1.05	1.10	1.05	1.09	1.13	1.14	1.05	1.08	1.10	1.07	1.12

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 267

Q18. Had you heard about any of the following before today?**- The Information Commissioner's Office (ICO)****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		939 44%ci	181 52%xc	406 52%xc	533 39%	380 44%	450 44%	110 39%	335 53%xhi	445 43%i	159 32%	600 41%	58 39%
Yes, I had definitely heard of this before today	(4)	468 22%i	105 30%xc	205 26%xc	263 19%	197 23%f	224 22%	47 17%	174 28%xhi	222 22%i	72 14%	283 19%	31 21%
Yes, I think I had heard of this before today	(3)	471 22%i	76 22%	202 26%xc	269 20%	183 21%	226 22%	62 22%	161 25%i	223 22%	87 17%	318 22%	27 18%
No, I don't think I had heard of this before today	(2)	589 27%a	75 22%	198 25%	391 28%a	239 28%	285 28%	64 23%	174 28%	289 28%	126 25%	401 28%	35 24%
No, I definitely hadn't heard about this before today	(1)	493 23%bg	72 21%	132 17%	361 26%xab	197 23%	226 22%	70 25%	99 16%	248 24%g	146 29%xgh	364 25%	30 20%
NET: No		1082 50%abg	147 42%	331 42%	751 55%xab	437 51%	511 50%	134 48%	273 43%	537 52%g	272 54%g	765 53%	65 44%
Don't know		136 6%gh	23 6%	49 6%	87 6%	46 5%	56 6%	34 12%xde	24 4%	44 4%	68 14%xgh	87 6%	25 17%xj
Mean		2.45ci	2.65xc	2.65xc	2.34	2.46	2.47	2.36	2.68xhi	2.43i	2.20	2.38	2.49
Standard deviation		1.10	1.14	1.07	1.09	1.10	1.09	1.09	1.06	1.10	1.08	1.09	1.12

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 268

Q18. Had you heard about any of the following before today?**- Technology companies committing to tackling online harms through a statutory 'duty of care'****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Yes		773 36% _n	409 39% _b	362 33%	81 34%	147 39%	117 34%	134 35%	114 36%	179 36%	248 42% _{xjkl}	218 36%	142 32%	165 31%	466 39% _n	307 32%	653 36%	60 33%	37 36%	22 35%	173 34%	194 36%	171 36%	115 40%		
Yes, I had definitely heard of this before today	(4)	200 9% _{hl}	108 10%	91 8%	17 7%	47 13% _h	41 12% _h	31 8%	34 11% _h	29 6%	73 12% _{xkl}	57 9%	36 8%	34 6%	130 11% _n	70 7%	166 9%	14 8%	13 13%	6 9%	40 8%	52 10%	37 8%	37 13% _{su}		
Yes, I think I had heard of this before today	(3)	573 27%	301 29% _b	271 25%	64 27%	100 27%	76 22%	102 27%	80 25%	151 30% _e	175 30% _k	161 27%	106 24%	131 25%	336 28%	237 25%	487 27%	46 25%	24 23%	16 26%	133 26%	142 26%	134 28%	77 27%		
No, I don't think I had heard of this before today	(2)	767 36%	362 34%	404 37%	89 37%	116 31%	121 35%	130 34%	121 38%	190 38% _d	208 35%	215 35%	168 39%	175 33%	423 35%	344 36%	631 35%	73 40%	35 34%	26 42%	180 36%	178 33%	180 37%	93 33%		
No, I definitely hadn't heard about this before today	(1)	455 21% _i	202 19%	253 23% _a	44 18%	69 19%	70 20%	92 24%	67 21%	112 23%	102 17%	132 22%	94 21%	127 24% _i	234 20%	221 23%	381 21%	42 23%	19 19%	13 20%	106 21%	114 21%	101 21%	61 21%		
NET: No		1221 57% _d	564 54%	657 60% _a	133 56%	185 50%	191 55%	222 58% _d	188 59% _d	303 61% _d	311 53%	346 57%	262 60% _i	303 58%	657 55%	565 59%	1012 56%	115 63% _{otv}	55 52%	39 62%	286 57%	292 54%	281 58%	154 54%		
Don't know		163 8% _{hip}	79 8%	84 8%	25 11% _{gh}	41 11% _{xgh}	37 11% _{xgh}	26 7% _h	17 5%	16 3%	30 5%	43 7%	33 8%	56 11% _{xij}	73 6%	90 9% _m	143 8% _p	6 3%	12 12% _{pruv}	2 3%	45 9% _p	53 10% _{pu}	28 6%	16 6%		
Mean		2.26 _{ln}	2.32 _b	2.20	2.25	2.38 _{fh}	2.29	2.20	2.27	2.20	2.39 _{xjkl}	2.25	2.21	2.15	2.32 _n	2.18	2.26	2.19	2.34	2.25	2.23	2.27	2.24	2.34		
Standard deviation		0.92	0.93	0.91	0.87	0.97	0.96	0.93	0.93	0.86	0.93	0.93	0.90	0.91	0.93	0.90	0.92	0.89	0.97	0.89	0.90	0.94	0.89	0.98		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 269

Q18. Had you heard about any of the following before today?**- Technology companies committing to tackling online harms through a statutory 'duty of care'****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		773 36%ci	165 47%xc	349 44%xc	424 31%	316 37%	367 36%	90 32%	281 45%xhi	367 36% <i>i</i>	125 25%	494 34%	56 38%
Yes, I had definitely heard of this before today	(4)	200 9%ci	60 17%xc	111 14%xc	88 6%	81 9%	96 9%	23 8%	99 16%xhi	82 8% <i>i</i>	19 4%	114 8%	17 11%
Yes, I think I had heard of this before today	(3)	573 27%i	105 30% <i>c</i>	238 30% <i>c</i>	336 24%	235 27%	271 27%	67 24%	182 29%i	285 28% <i>i</i>	106 21%	380 26%	40 27%
No, I don't think I had heard of this before today	(2)	767 36% <i>k</i>	109 31%	270 34%	496 36%	303 35%	373 37%	91 33%	229 36%	376 37%	161 32%	521 36% <i>k</i>	36 24%
No, I definitely hadn't heard about this before today	(1)	455 21% <i>abg</i>	56 16%	110 14%	345 25% <i>xab</i>	193 22%	203 20%	59 21%	95 15%	226 22% <i>g</i>	135 27% <i>xgh</i>	326 22%	31 21%
NET: No		1221 57% <i>abgk</i>	165 47%	380 48%	841 61% <i>xab</i>	495 57%	576 57%	150 54%	324 51%	602 59% <i>g</i>	296 59% <i>g</i>	847 58% <i>k</i>	67 45%
Don't know		163 8% <i>gh</i>	21 6%	57 7%	106 8%	51 6%	74 7%	38 14% <i>xde</i>	26 4%	57 6%	79 16% <i>xgh</i>	112 8%	24 16% <i>xj</i>
Mean		2.26 <i>ci</i>	2.51 <i>xc</i>	2.48 <i>xc</i>	2.13	2.25	2.28	2.22	2.47 <i>xhi</i>	2.23 <i>i</i>	2.02	2.21	2.34
Standard deviation		0.92	0.98	0.93	0.89	0.93	0.91	0.93	0.94	0.90	0.87	0.91	1.01

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 270

Q18. Had you heard about any of the following before today?**- Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification)****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Yes	1446 67%ln	710 67%	735 67%	159 66%	256 69%	234 68%	239 63%	224 70% f	334 67%	429 73% xkl	429 71% l	282 65%	307 59%	857 72% xn	589 61%	1207 67%	135 74% xors	68 65%	37 59%	316 63%	369 69%	334 69% s	188 66%
Yes, I had definitely heard of this before today	(4) 970 45%ln	487 46%	484 44%	103 43%	178 48%	162 47%	166 43%	146 46%	215 43%	299 51% xkl	311 51% xkl	174 40%	186 35%	610 51% xn	360 37%	806 45%	90 50% s	46 44%	28 45%	206 41%	240 45%	233 48% s	127 45%
Yes, I think I had heard of this before today	(3) 476 22%	224 21%	251 23%	56 23%	78 21%	72 21%	73 19%	79 25%	119 24%	130 22%	117 19%	108 25% j	121 23%	247 21%	229 24%	401 22%	44 24%	23 22%	9 14%	110 22%	129 24%	101 21%	60 21%
No, I don't think I had heard of this before today	(2) 334 15% t	167 16%	167 15%	35 15%	47 12%	54 16%	59 15%	49 15%	90 18% d	88 15%	87 14%	73 17%	85 16%	176 15%	158 16%	280 15%	28 15%	12 12%	13 21% t	90 18% t	64 12%	72 15%	54 19% t
No, I definitely hadn't heard about this before today	(1) 235 11%	105 10%	130 12%	18 8%	37 10%	33 10%	51 13% c	36 11%	60 12%	50 8%	57 9%	53 12%	75 14% xij	107 9%	128 13% m	196 11%	17 9%	12 12%	10 16%	56 11%	61 11%	52 11%	27 9%
NET: No	569 26%	272 26%	297 27%	53 22%	83 22%	87 25%	110 29%	85 27%	150 30% cd	138 23%	145 24%	126 29%	160 31% ij	283 24%	286 30% m	476 26%	45 25%	25 24%	23 37% xoptu	146 29% t	126 23%	124 26%	80 28%
Don't know	141 7% ghimp	70 7%	71 6%	27 11% xgh	34 9% gh	24 7% gh	33 9% gh	10 3%	14 3%	21 4%	34 6%	29 7% i	57 11% xijk	56 5%	86 9% xm	125 7% p	2 1%	12 11% pu	3 4%	42 8% pu	44 8% pu	23 5% p	16 6% p
Mean	3.08ln	3.11	3.05	3.15	3.17h	3.13	3.01	3.08	3.01	3.20xkl	3.19xkl	2.99	2.89	3.19xn	2.94	3.08	3.16	3.09	2.92	3.01	3.11	3.12	3.08
Standard deviation	1.05	1.04	1.07	0.99	1.03	1.03	1.11	1.05	1.06	1.00	1.03	1.06	1.10	1.01	1.08	1.05	1.01	1.08	1.17	1.06	1.05	1.05	1.04

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 271

Q18. Had you heard about any of the following before today?**- Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification)****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		1446 67%fi	248 71%c	567 72%xc	880 64%	572 66%f	715 70%f	160 58%	467 74%xi	728 71%xi	251 50%	965 66%	88 60%
Yes, I had definitely heard of this before today	(4)	970 45%ik	171 49%c	388 49%xc	582 42%	357 41%	499 49%xdf	114 41%	324 51%xi	496 48%i	151 30%	651 45%k	50 34%
Yes, I think I had heard of this before today	(3)	476 22%f	77 22%	178 23%	298 22%	214 25%f	216 21%	46 17%	143 23%	233 23%	101 20%	314 22%	38 26%
No, I don't think I had heard of this before today	(2)	334 15%	51 14%	115 15%	218 16%	136 16%	157 15%	41 15%	92 15%	161 16%	81 16%	218 15%	23 15%
No, I definitely hadn't heard about this before today	(1)	235 11%bg	33 9%	60 8%	176 13%b	104 12%e	90 9%	42 15%xe	51 8%	96 9%	89 18%xgh	173 12%	16 11%
NET: No		569 26%b	84 24%	175 22%	394 29%b	240 28%	247 24%	82 30%	143 23%	257 25%	169 34%xgh	391 27%	38 26%
Don't know		141 7%gh	19 5%	44 6%	97 7%	51 6%	55 5%	35 13%xde	21 3%	41 4%	79 16%xgh	97 7%	21 14%xj
Mean		3.08i	3.16c	3.21xc	3.01	3.02	3.17xdf	2.96	3.21xi	3.15i	2.74	3.06	2.96
Standard deviation		1.05	1.02	0.98	1.09	1.06	1.01	1.15	0.99	1.02	1.15	1.07	1.04

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample

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Absolutes/col percents

Table 272

Q18. Had you heard about any of the following before today?**- Ofcom****Base: All respondents**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240		
Weighted Base		2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284		
NET: Yes		1938 90%cdv	955 91%	982 89%	171 72%	307 82%cd	302 88%cd	358 94%xcde	313 98%xcdef	486 98%xcdef	531 90%	547 90%	392 90%	467 89%	1079 90%	859 89%	1622 90%v	164 90%	91 87%	62 98%xopqst v	452 90%v	484 90%v	446 93%ov	240 84%		
Yes, I had definitely heard of this before today	(4)	1608 75%cdln	811 77%b	796 72%	124 52%	245 66%cd	250 72%cd	305 80%xcde	261 82%xcde	424 85%xcdef	459 78%kl	466 77%l	318 73%	366 70%	925 77%ln	684 71%	1340 74%	145 80%v	79 76%	44 70%	367 73%	406 75%	372 77%v	195 69%		
Yes, I think I had heard of this before today	(3)	329 15%	144 14%	185 17%	47 20%h	62 17%	53 15%	53 14%	52 16%	62 13%	72 12%	82 13%	74 17%i	101 19%xij	154 13%	175 18%xm	281 16%p	19 11%	12 11%	18 28%xopqst uv	85 17%p	78 14%	74 15%	45 16%		
No, I don't think I had heard of this before today	(2)	80 4%fgh	32 3%	48 4%	32 13%xcdefgh	20 5%fgh	16 5%fgh	4 1%	3 1%	5 1%	25 4%	31 5%l	11 3%	13 2%	56 5%ln	24 2%	69 4%	7 4%	4 3%	-	13 3%	21 4%	16 3%	20 7%xorsu		
No, I definitely hadn't heard about this before today	(1)	70 3%gh	24 2%	46 4%a	20 8%xcdefgh	24 6%xcgh	14 4%fgh	6 2%	2 *	5 1%	19 3%	18 3%	17 4%	16 3%	37 3%	33 3%	57 3%	9 5%	4 4%	-	20 4%	13 2%	14 3%	10 3%		
NET: No		150 7%fghr	56 5%	94 9%a	52 22%xcdefgh	44 12%xcgh	29 9%fgh	10 3%	4 1%	10 2%	44 8%	49 8%	28 7%	28 5%	93 8%	57 6%	126 7%r	16 9%r	8 7%r	-	33 7%r	34 6%r	30 6%r	30 10%ru		
Don't know		69 3%ghu	42 4%	27 2%	16 7%xcgh	22 6%xcgh	13 4%gh	14 4%gh	2 1%	2 *	12 2%	12 2%	17 4%	28 5%xij	24 2%	45 5%xm	60 3%u	2 1%	6 6%pu	1 2%	18 4%u	22 4%pu	6 1%	15 5%pu		
Mean		3.66bcd	3.72xb	3.61	3.23	3.51c	3.62c	3.79xcde	3.80xcde	3.82xcde	3.69	3.67	3.65	3.65	3.68	3.65	3.66	3.67	3.68	3.71	3.65	3.69v	3.69	3.58		
Standard deviation		0.71	0.64	0.77	1.01	0.88	0.76	0.53	0.45	0.48	0.71	0.71	0.73	0.69	0.71	0.70	0.71	0.78	0.74	0.46	0.73	0.67	0.68	0.78		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 273

Q18. Had you heard about any of the following before today?**- Ofcom****Base: All respondents**

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		1938 90%fk	308 88%	693 88%	1245 91%b	784 91%f	924 91%f	229 83%	558 88%	942 92%gi	438 88%	1313 90%k	98 66%
Yes, I had definitely heard of this before today	(4)	1608 75%fk	265 75%	589 75%	1020 74%	641 74%f	784 77%f	183 66%	460 73%i	812 79%xgi	336 67%	1087 75%k	76 52%
Yes, I think I had heard of this before today	(3)	329 15%	43 12%	104 13%	226 16%b	143 17%	141 14%	46 17%	98 16%	130 13%	101 20%xgh	226 16%	22 15%
No, I don't think I had heard of this before today	(2)	80 4%	16 5%	36 5%	44 3%	34 4%	34 3%	12 4%	34 5%hi	33 3%	13 3%	48 3%	20 13%xj
No, I definitely hadn't heard about this before today	(1)	70 3%	14 4%	30 4%	40 3%	23 3%	36 4%	11 4%	27 4%i	34 3%	9 2%	49 3%	13 9%xj
NET: No		150 7%i	30 9%	66 8%	84 6%	57 7%	70 7%	23 8%	61 10%xhi	67 7%	22 4%	97 7%	32 22%xj
Don't know		69 3%h	13 4%	28 4%	41 3%	21 2%	23 2%	26 9%xde	13 2%	16 2%	40 8%xgh	43 3%	18 12%xj
Mean		3.66k	3.65	3.65	3.67	3.67	3.68	3.59	3.60	3.70g	3.66	3.67k	3.24
Standard deviation		0.71	0.76	0.75	0.68	0.69	0.71	0.77	0.78	0.69	0.63	0.71	1.04

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 274

Q18. Had you heard about any of the following before today?**- The Competition and Markets Authority (CMA)****Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
NET: Yes	828 38%beln	520 49%xb	308 28%	80 33%	131 35%	110 32%	148 39%e	138 43%cde	222 44%xcde	291 50%xjkl	228 37%l	152 35%	157 30%	519 43%xn	309 32%	686 38%	72 40%	45 44%	24 39%	186 37%	203 38%	188 39%	109 38%
Yes, I had definitely heard of this before today	(4) 422 20%bcdln	277 26%xb	145 13%	31 13%	54 14%	54 16%	81 21%cde	76 24%cde	126 25%xcde	168 29%xjkl	108 18%l	79 18%l	67 13%	276 23%xn	145 15%	350 19%	36 20%	25 24%	10 16%	100 20%	102 19%	95 20%	54 19%
Yes, I think I had heard of this before today	(3) 407 19%b	243 23%xb	163 15%	49 20%	77 21%	57 16%	67 18%	62 19%	95 19%	123 21%	120 20%	74 17%	90 17%	243 20%	164 17%	336 19%	36 20%	21 20%	14 22%	86 17%	101 19%	93 19%	56 20%
No, I don't think I had heard of this before today	(2) 591 27%a	248 24%	341 31%xa	64 27%	100 27%	110 32%f	92 24%	81 25%	144 29%	141 24%	175 29%	131 30%i	144 28%	316 26%	275 29%	494 27%	53 29%	26 24%	19 30%	127 25%	147 27%	136 28%	84 29%
No, I definitely hadn't heard about this before today	(1) 607 28%ai	223 21%	383 35%xa	79 33%h	109 29%	92 27%	118 31%h	88 28%	120 24%	134 23%	178 29%l	123 28%	172 33%xi	312 26%	294 31%lm	513 28%	50 28%	26 25%	17 26%	155 31%	148 27%	135 28%	76 27%
NET: No	1198 56%ai	472 45%	724 66%xa	143 60%	209 56%	202 59%	210 55%	170 53%	264 53%	275 47%	353 58%l	254 58%l	316 60%xi	628 52%	570 59%lm	1007 56%	104 57%	52 49%	35 56%	282 56%	295 55%	271 56%	159 56%
Don't know	131 6%him	61 6%	70 6%	17 7%h	33 9%gh	33 10%xgh	24 6%h	12 4%	13 3%	22 4%	27 4%	31 7%l	51 10%xij	49 4%	82 9%xm	115 6%	6 3%	7 7%	3 5%	36 7%p	42 8%pu	22 4%	16 6%
Mean	2.32bcln	2.58xb	2.07	2.14	2.22	2.23	2.31	2.41cde	2.47xcdef	2.57xjkl	2.27l	2.27l	2.11	2.42xn	2.18	2.31	2.33	2.46	2.30	2.28	2.31	2.32	2.32
Standard deviation	1.11	1.12	1.04	1.05	1.07	1.05	1.15	1.15	1.12	1.15	1.09	1.09	1.05	1.13	1.07	1.11	1.10	1.15	1.07	1.14	1.11	1.11	1.09

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 275

Q18. Had you heard about any of the following before today?**- The Competition and Markets Authority (CMA)****Base: All respondents**

		Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base		2157	350	786	1371	862	1017	278	631	1026	500	1453	148
NET: Yes		828 38%i	166 48%xc	345 44%xc	483 35%	307 36%	419 41%d	102 37%	304 48%xhi	385 38%i	139 28%	538 37%	46 31%
Yes, I had definitely heard of this before today	(4)	422 20%i	86 25%xc	182 23%xc	239 17%	158 18%	212 21%	52 19%	152 24%xi	205 20%i	65 13%	268 18%	22 15%
Yes, I think I had heard of this before today	(3)	407 19%i	80 23%c	162 21%	244 18%	150 17%	207 20%	50 18%	153 24%xhi	180 18%	74 15%	271 19%	23 16%
No, I don't think I had heard of this before today	(2)	591 27%	88 25%	219 28%	372 27%	244 28%	281 28%	66 24%	170 27%	289 28%	131 26%	389 27%	42 28%
No, I definitely hadn't heard about this before today	(1)	607 28%abg	79 23%	180 23%	426 31%ab	265 31%e	264 26%	78 28%	135 21%	308 30%g	164 33%yg	437 30%	39 27%
NET: No		1198 56%abg	168 48%	400 51%	798 58%ab	508 59%ef	545 54%	144 52%	305 48%	598 58%g	295 59%g	826 57%	81 55%
Don't know		131 6%gh	16 5%	42 5%	89 7%	47 5%	53 5%	32 12%xde	22 3%	43 4%	66 13%xgh	89 6%	21 14%xj
Mean		2.32ci	2.52xc	2.47xc	2.23	2.25	2.38d	2.31	2.53xhi	2.29i	2.09	2.27	2.23
Standard deviation		1.11	1.12	1.11	1.10	1.11	1.11	1.13	1.09	1.12	1.07	1.11	1.08

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 276

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- Summary

Base: All aware of

Q19. Summary						
	General Data Protection Regulation (GDPR) 2018 (a)	The Information Commissioner's Office (ICO) (b)	Technology companies committing to tackling online harms through a statutory 'duty of care' (c)	Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification) (d)	Ofcom (e)	The Competition and Markets Authority (CMA) (f)
Unweighted Base	1731	944	767	1446	1953	836
Weighted Base	1726	939	773	1446	1938	828
NET: Effective	1089 63%bcdef	421 45%	333 43%	786 54%bcf	1107 57%bcf	354 43%
Very effective (4)	281 16%bcdef	85 9%	64 8%	190 13%bcf	248 13%bcf	61 7%
Fairly effective (3)	808 47%bcdf	336 36%	269 35%	596 41%bcf	859 44%bcf	293 35%
Not very effective (2)	252 15%	163 17%	217 28%abdef	329 23%abe	363 19%a	172 21%a
Not at all effective (1)	53 3%	38 4%	57 7%abe	98 7%abe	77 4%	45 5%a
NET: Not effective	305 18%	201 21%a	275 36%abdef	427 30%abe	440 23%a	217 26%ab
Don't know	333 19%d	316 34%acde	165 21%d	234 16%	391 20%d	258 31%acde
Mean	2.95bcdef	2.75cf	2.56	2.72c	2.83bcdf	2.65
Standard deviation	0.73	0.76	0.80	0.82	0.75	0.77

Proportions/Mean: All Columns Tested (5% risk level)

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Absolutes/col percents

Table 277

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?**- General Data Protection Regulation (GDPR) 2018****Base: All aware of**

	Gender			Age						SEG				SEG II		Region									
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base	1731	848	882	162	245	302	336	303	383	543	448	342	398	991	740	1403	190	75	63	413	383	419	188		
Weighted Base	1726	846	879	183	299	285	312	274	373	497	514	342	373	1011	715	1442	153	79*	53*	390	424	405	223		
NET: Effective	1089 63%hk	519 61%	569 65%	128 70%fh	209 70%xfgh	179 63%	189 61%	170 62%	213 57%	331 67%k	324 63%k	191 56%	242 65%k	655 65%	434 61%	911 63%	90 59%	55 69%	34 64%	247 63%	271 64%	251 62%	141 63%		
Very effective	(4) 281 16%h	126 15%	154 17%	47 26%xefgh	73 24%xefgh	46 16%h	39 13%	39 14%	37 10%	96 19%	78 15%	49 14%	57 15%	174 17%	107 15%	229 16%	27 17%	15 19%	10 20%	59 15%	70 17%	53 13%	46 20%u		
Fairly effective	(3) 808 47%	393 46%	415 47%	80 44%	137 46%	133 47%	150 48%	131 48%	176 47%	235 47%	246 48%	142 42%	185 50%k	481 48%	327 46%	682 47%	63 41%	40 50%	23 45%	188 48%	201 47%	198 49%	95 43%		
Not very effective	(2) 252 15%bc	153 18%xb	99 11%	12 7%	32 11%	39 14%cd	55 18%cd	54 20%xcd	60 16%cd	70 14%	78 15%	54 16%	51 14%	148 15%	104 15%	205 14%	26 17%	14 17%	8 15%	52 13%	68 16%	51 13%	34 15%		
Not at all effective	(1) 53 3%	32 4%	21 2%	2 1%	14 5%	6 2%	15 5%ceh	7 3%	7 2%	18 4%l	15 3%	14 4%l	5 1%	33 3%	20 3%	45 3%	7 4%g	-	1 3%	6 2%	11 3%	20 5%g	7 3%		
NET: Not effective	305 18%bc	185 22%xb	120 14%	14 8%	47 16%cd	45 16%cd	71 23%xcde	61 22%ce	67 18%cd	87 18%	93 18%	68 20%	56 15%	181 18%	124 17%	250 17%	32 21%	14 17%	9 18%	58 15%	79 19%	71 18%	41 19%		
Don't know	333 19%	142 17%	190 22%a	41 22%cd	43 14%	60 21%cd	52 17%	44 16%	93 25%xdfg	79 16%	97 19%	82 24%xi	75 20%	175 17%	157 22%g	282 20%	31 20%	11 13%	9 18%	84 22%	74 17%	83 20%	41 18%		
Mean	2.95af	2.87	3.02xa	3.22xdefgh	3.05fgh	2.98f	2.82	2.87	2.86	2.98	2.93	2.87	2.99	2.95	2.93	2.94	2.90	3.02	2.99	2.98	2.94	2.88	2.98		
Standard deviation	0.73	0.75	0.70	0.66	0.80	0.70	0.76	0.72	0.66	0.75	0.72	0.78	0.66	0.74	0.72	0.72	0.80	0.65	0.76	0.67	0.72	0.75	0.77		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 278

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- General Data Protection Regulation (GDPR) 2018

Base: All aware of

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1731	291	664	1067	693	831	207	541	867	323	1151	91
Weighted Base		1726	298	678	1049	695	827	205	544	857	325	1150	108*
NET: Effective		1089 63%ci	214 72%xc	476 70%xc	613 58%	432 62%	534 65%	123 60%	377 69%xhi	529 62%	183 56%	717 62%	69 63%
Very effective	(4)	281 16%ci	87 29%xbc	152 22%xc	129 12%	116 17%	142 17%f	23 11%	124 23%xhi	125 15%i	31 10%	173 15%	22 21%
Fairly effective	(3)	808 47%	127 42%	324 48%	484 46%	316 45%	392 47%	100 49%	253 46%	404 47%	151 47%	544 47%	46 43%
Not very effective	(2)	252 15%i	38 13%	88 13%	164 16%	114 16%	109 13%	30 15%	87 16%i	132 15%i	33 10%	172 15%	14 13%
Not at all effective	(1)	53 3%	10 3%	17 3%	35 3%	24 3%	23 3%	5 3%	21 4%	25 3%	6 2%	35 3%	5 5%
NET: Not effective		305 18%i	48 16%	106 16%	199 19%	138 20%e	132 16%	35 17%	108 20%i	158 18%i	39 12%	206 18%	19 18%
Don't know		333 19%abg	37 12%	96 14%	237 23%xab	125 18%	161 20%	46 23%	59 11%	170 20%g	103 32%xgh	227 20%	20 19%
Mean		2.95c	3.11xc	3.05xc	2.87	2.92	2.98	2.89	2.99	2.92	2.94	2.93	2.98
Standard deviation		0.73	0.78	0.73	0.72	0.75	0.72	0.68	0.78	0.72	0.63	0.72	0.80

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 279

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?**- The Information Commissioner's Office (ICO)****Base: All aware of**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		944	512	431	71	134	170	200	157	212	352	234	159	199	586	358	754	107	48	35	217	218	214	105		
Weighted Base		939	508	429	80*	165	160	186	142	206	322	268	157	191	591	348	774	85	51*	29*	204	239	205	125		
NET: Effective		421 45%	230 45%	190 44%	42 53%fh	79 48%	78 49%	73 39%	67 47%	81 39%	151 47%	105 39%	76 48%	89 46%	256 43%	165 47%	348 45%	36 42%	23 45%	14 48%	87 43%	112 47%	84 41%	65 52%		
Very effective	(4)	85 9%h	40 8%	43 10%	16 19%xfgh	21 13%h	15 9%h	12 7%	12 9%	8 4%	30 9%	18 7%	14 9%	23 12%	47 8%	37 11%	73 9%	4 4%	5 10%	3 9%	14 7%	24 10%	16 8%	20 16%xopsu		
Fairly effective	(3)	336 36%	189 37%	147 34%	27 34%	57 35%	63 39%	61 33%	55 39%	73 35%	121 38%	88 33%	62 39%	66 34%	209 35%	127 37%	275 35%	32 38%	18 35%	11 39%	73 36%	89 37%	68 33%	45 36%		
Not very effective	(2)	163 17%bc	126 25%xb	38 9%	5 7%	26 16%	26 16%	28 15%	30 21%c	48 23%cf	63 20%	46 17%	25 16%	29 15%	109 18%	54 16%	139 18%	11 13%	9 18%	4 14%	40 19%	45 19%	34 17%	20 16%		
Not at all effective	(1)	38 4%	25 5%	13 3%	1 1%	6 3%	5 3%	11 6%	7 5%	8 4%	17 5%	12 5%	4 2%	5 2%	30 5%	9 2%	33 4%	5 5%	-	1 3%	9 4%	9 4%	9 4%	7 5%		
NET: Not effective		201 21%bc	151 30%xb	51 12%	7 8%	32 19%c	31 20%c	39 21%c	37 26%c	56 27%c	80 25%	58 22%	29 19%	34 18%	138 23%	63 18%	172 22%	15 18%	9 18%	5 16%	48 24%	54 22%	43 21%	27 21%		
Don't know		316 34%a	128 25%	188 44%xa	31 39%	55 33%	51 32%	73 40%g	37 26%	69 33%	91 28%	105 39% <i>i</i>	52 33%	69 36%	196 33%	121 35%	254 33%	34 40% <i>v</i>	19 36%	10 35%	69 34%	74 31%	78 38% <i>v</i>	34 27%		
Mean		2.75ah	2.64	2.91xa	3.16xdefgh	2.86h	2.80h	2.66	2.70	2.59	2.71	2.68	2.82	2.87ij	2.69	2.85m	2.75	2.68	2.87	2.85	2.68	2.77	2.72	2.85		
Standard deviation		0.76	0.76	0.74	0.71	0.79	0.73	0.81	0.77	0.69	0.79	0.77	0.71	0.75	0.78	0.73	0.77	0.74	0.67	0.72	0.74	0.76	0.77	0.85		

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 280

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- The Information Commissioner's Office (ICO)

Base: All aware of

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		944	175	402	542	378	451	115	334	454	156	604	48
Weighted Base		939	181	406	533	380	450	110	335	445	159	600	58*
NET: Effective		421 45%	93 52% ^c	200 49% ^c	221 41%	171 45%	205 46%	45 41%	168 50% ^h	188 42%	65 41%	261 44%	27 47%
Very effective	(4)	85 9% ^h	31 17% ^{xc}	50 12% ^c	35 7%	37 10%	43 10%	5 4%	46 14% ^{xh}	26 6%	13 8%	49 8%	9 15%
Fairly effective	(3)	336 36%	63 35%	150 37%	186 35%	134 35%	162 36%	40 37%	122 36%	162 36%	52 33%	212 35%	19 32%
Not very effective	(2)	163 17%	26 15%	57 14%	107 20% ^b	67 18%	72 16%	24 22%	61 18%	80 18%	22 14%	111 19%	9 15%
Not at all effective	(1)	38 4%	10 6%	17 4%	22 4%	19 5%	18 4%	1 1%	16 5%	17 4%	6 4%	21 4%	6 10% ^j
NET: Not effective		201 21%	37 20%	73 18%	128 24% ^b	86 23%	90 20%	25 23%	77 23%	97 22%	28 18%	133 22%	14 25%
Don't know		316 34% ^g	50 28%	133 33%	184 34%	122 32%	155 34%	39 36%	90 27%	160 36% ^g	66 42% ^g	206 34%	16 28%
Mean		2.75	2.87 ^c	2.85 ^c	2.67	2.73	2.78	2.69	2.81	2.69	2.77	2.73	2.72
Standard deviation		0.76	0.86	0.78	0.74	0.80	0.76	0.62	0.81	0.72	0.76	0.74	0.95

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 281

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- Technology companies committing to tackling online harms through a statutory 'duty of care'

Base: All aware of

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	767	407	359	72	120	123	144	125	183	265	190	140	172	455	312	631	74	36	26	184	175	177	95
Weighted Base	773	409	362	81*	147	117	134	114	179	248	218	142	165	466	307	653	60*	37*	22**	173	194	171	115*
NET: Effective	333 43%h	161 39%	170 47%a	48 59%xfgh	82 55%xfgh	53 45%h	49 36%	43 38%	59 33%	101 41%	83 38%	62 44%	87 53%xij	184 39%	149 49% m	279 43%	29 48%	12 32%	13 60%	77 45%	81 42%	63 37%	57 50%u
Very effective	(4) 64 8%h	35 9%	28 8%	14 17%xfgh	23 16%xfgh	13 11%h	7 5%	5 4%	3 2%	20 8%	15 7%	11 8%	18 11%	35 8%	29 9%	58 9%	3 4%	2 6%	1 7%	14 8%	18 9%	11 6%	15 13%
Fairly effective	(3) 269 35%	127 31%	142 39%a	34 42%	59 40%	41 35%	42 31%	38 33%	56 31%	80 32%	68 31%	51 36%	70 42%ij	149 32%	120 39% m	221 34%	26 44%	10 26%	12 53%	63 37%	63 32%	52 31%	43 37%
Not very effective	(2) 217 28%cd	125 31%	92 25%	12 14%	26 18%	29 25%	37 28% c	48 42% xcdef	65 36% xcde	90 36% xjkl	57 26%	35 25%	36 22%	147 31% n	71 23%	181 28%	17 28%	14 37%	5 25%	49 28%	63 32%	46 27%	24 21%
Not at all effective	(1) 57 7% c	40 10% b	17 5%	- -	9 6% c	7 6% c	9 7% c	13 11% c	19 11% c	19 8%	19 9%	9 7%	9 6%	38 8%	19 6%	50 8%	3 5%	4 11%	- -	12 7%	13 7%	19 11%	5 5%
NET: Not effective	275 36%cdln	165 40% b	109 30%	12 14%	36 24%	36 31% c	46 34% c	61 53% xcdef	85 47% xcdef	109 44% xkl	77 35%	44 31%	45 27%	185 40% n	89 29%	231 35%	20 33%	18 48% v	5 25%	61 35%	76 39% v	65 38% v	30 26%
Don't know	165 21%gi	82 20%	83 23%	22 27% g	30 20% g	28 24% g	39 29% xg	10 9%	36 20% g	39 16%	59 27% i	36 25% i	32 20%	97 21%	68 22%	143 22%	11 19%	7 19%	3 15%	35 20%	37 19%	43 25%	28 24%
Mean	2.56gh	2.48	2.65a	3.03xefgh	2.81xfgh	2.66gh	2.49h	2.34	2.29	2.49	2.49	2.60	2.72xij	2.49	2.67m	2.56	2.57	2.34	2.78	2.57	2.55	2.43	2.77xou
Standard deviation	0.80	0.84	0.74	0.66	0.84	0.82	0.77	0.75	0.72	0.79	0.83	0.80	0.78	0.81	0.79	0.82	0.70	0.82	0.59	0.79	0.81	0.85	0.81

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base; ** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 282

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- Technology companies committing to tackling online harms through a statutory 'duty of care'

Base: All aware of

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		767	158	339	428	313	363	91	277	368	122	492	48
Weighted Base		773	165	349	424	316	367	90*	281	367	125	494	56*
NET: Effective		333 43%	86 52%xc	168 48% ^c	165 39%	141 45%	148 40%	44 49%	145 52% ^{xhi}	141 38%	47 37%	210 43%	31 54%
Very effective	(4)	64 8% ^h	27 17% ^{xc}	39 11% ^c	25 6%	36 11% ^{ef}	24 7%	4 4%	39 14% ^{xhi}	17 5%	8 6%	31 6%	13 23% ^{xj}
Fairly effective	(3)	269 35%	59 36%	129 37%	140 33%	105 33%	124 34%	41 45% ^{de}	107 38%	123 34%	39 31%	179 36%	18 31%
Not very effective	(2)	217 28%	34 20%	90 26%	127 30% ^a	91 29%	101 28%	25 28%	82 29%	107 29%	27 22%	141 28%	9 17%
Not at all effective	(1)	57 7%	11 7%	20 6%	38 9%	27 8%	25 7%	5 6%	19 7%	31 8%	7 6%	37 8%	2 4%
NET: Not effective		275 36% ^{ak}	45 27%	110 31%	165 39% ^{ab}	118 37%	126 34%	31 34%	101 36%	139 38%	35 28%	178 36% ^k	12 21%
Don't know		165 21% ^g	34 20%	71 20%	94 22%	57 18%	93 25% ^d	15 17%	35 12%	87 24% ^g	43 35% ^{xgh}	106 21%	14 25%
Mean		2.56	2.78 ^{xc}	2.68 ^c	2.46	2.58	2.54	2.57	2.67 ^h	2.46	2.58	2.53	2.97 ^{xj}
Standard deviation		0.80	0.87	0.80	0.79	0.86	0.78	0.70	0.83	0.77	0.79	0.78	0.87

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
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Absolutes/col percents

Table 283

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification)

Base: All aware of

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1446	709	736	141	210	249	256	246	344	467	372	280	327	839	607	1170	167	65	44	334	332	346	158
Weighted Base	1446	710	735	159	256	234	239	224	334	429	429	282	307	857	589	1207	135	68*	37*	316	369	334	188
NET: Effective	786 54%g	370 52%	415 56%	96 60%g	143 56%	118 50%	126 53%	106 47%	197 59%eg	211 49%	236 55%	151 54%	187 61%xi	448 52%	338 57%	660 55%	69 51%	35 52%	22 59%	181 57%	191 52%	189 56%	100 53%
Very effective	(4) 190 13%p	92 13%	97 13%	34 21%xefgh	43 17%f	25 11%	25 11%	25 11%	37 11%	51 12%	59 14%	33 12%	46 15%	110 13%	80 14%	168 14%p	8 6%	8 11%	6 16%p	41 13%p	50 14%p	41 12%p	35 19%p
Fairly effective	(3) 596 41%	278 39%	318 43%	62 39%	99 39%	93 40%	101 42%	81 36%	160 48%xddeg	160 37%	177 41%	118 42%	140 46%ei	338 39%	258 44%	492 41%	61 45%	27 40%	16 43%	139 44%v	140 38%	147 44%v	65 35%
Not very effective	(2) 329 23%	186 26%b	142 19%	31 20%	55 21%	54 23%	58 24%	57 25%	73 22%	117 27%xjl	92 21%	60 21%	60 20%	209 24%	120 20%	274 23%	32 24%	17 25%	6 15%	71 23%	98 27%	69 21%	35 19%
Not at all effective	(1) 98 7%	53 7%	45 6%	8 5%	24 9%	13 6%	17 7%	19 9%	17 5%	39 9%j	20 5%	23 8%	17 6%	59 7%	39 7%	83 7%	7 5%	4 5%	4 11%	20 6%	25 7%	24 7%	15 8%
NET: Not effective	427 30%	239 34%b	187 26%	39 25%	79 31%	67 29%	76 32%	76 34%	90 27%	156 36%xjkl	111 26%	82 29%	77 25%	268 31%	159 27%	357 30%	39 29%	21 30%	10 26%	91 29%	123 33%	93 28%	50 27%
Don't know	234 16%	101 14%	133 18%	24 15%	34 13%	49 21%dh	38 16%	42 19%	47 14%	61 14%	81 19%	49 17%	43 14%	142 17%	92 16%	190 16%	26 19%	12 18%	5 14%	44 14%	56 15%	52 16%	38 20%
Mean	2.72i	2.67	2.77a	2.90xefg	2.73	2.70	2.66	2.61	2.76g	2.61	2.79i	2.69	2.82i	2.70	2.76	2.73	2.65	2.71	2.75	2.74	2.69	2.73	2.80
Standard deviation	0.82	0.84	0.80	0.84	0.90	0.79	0.80	0.85	0.75	0.85	0.79	0.83	0.79	0.83	0.81	0.83	0.72	0.79	0.92	0.80	0.83	0.81	0.91

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 284

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?
- Organisations having to check that users are aware that they are using cookies when visiting their websites (for example through a pop-up notification)
Base: All aware of

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1446	240	553	893	566	717	163	462	734	250	963	75
Weighted Base		1446	248	567	880	572	715	160	467	728	251	965	88*
NET: Effective		786 54% ^f	167 67% ^{xc}	341 60% ^{xc}	444 51%	329 58% ^f	395 55% ^f	62 39%	273 58% ⁱ	391 54%	121 48%	524 54%	47 54%
Very effective	(4)	190 13% ^f	51 21% ^{xc}	95 17% ^{xc}	94 11%	81 14% ^f	99 14% ^f	10 6%	86 18% ^{xhi}	81 11%	23 9%	114 12%	20 23% ^{xj}
Fairly effective	(3)	596 41% ^f	116 47%	246 43%	350 40%	248 43% ^f	296 41% ^f	52 33%	187 40%	310 43%	99 39%	410 42%	28 31%
Not very effective	(2)	329 23%	49 20%	125 22%	203 23%	129 22%	158 22%	42 26%	109 23%	171 23%	48 19%	220 23%	18 21%
Not at all effective	(1)	98 7% ^b	9 4%	25 4%	74 8% ^{ab}	34 6%	42 6%	23 14% ^{xde}	42 9% ⁱ	47 6%	10 4%	63 7%	5 6%
NET: Not effective		427 30% ⁱ	58 23%	150 26%	277 31% ^{ab}	162 28%	200 28%	65 40% ^{xde}	151 32% ⁱ	218 30% ⁱ	58 23%	283 29%	23 26%
Don't know		234 16% ^{ag}	23 9%	75 13%	159 18% ^{ab}	80 14%	120 17%	34 21% ^d	43 9%	119 16% ^g	72 29% ^{xgh}	158 16%	17 20%
Mean		2.72 ^{cf}	2.93 ^{xc}	2.84 ^{xc}	2.64	2.77 ^f	2.76 ^f	2.39	2.75	2.70	2.75	2.71	2.88
Standard deviation		0.82	0.78	0.79	0.83	0.81	0.81	0.87	0.89	0.79	0.74	0.80	0.91

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 285

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?**- Ofcom****Base: All aware of**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	1953	960	992	152	252	321	383	346	499	583	479	393	498	1062	891	1588	205	86	74	482	437	465	204
Weighted Base	1938	955	982	171	307	302	358	313	486	531	547	392	467	1079	859	1622	164	91*	62*	452	484	446	240
NET: Effective	1107 57%p	517 54%	589 60%a	105 61%	187 61%	178 59%	206 57%	170 54%	262 54%	296 56%	291 53%	227 58%	293 63%xij	588 54%	520 60% m	928 57%p	82 50%	62 68% xpu	36 58%	264 58%p	275 57%	247 55%	143 60%
Very effective	(4) 248 13%h	110 11%	137 14%	28 16%h	51 17%gh	48 16%gh	47 13%h	31 10%	43 9%	62 12%	59 11%	49 12%	79 17% xij	121 11%	128 15% m	212 13%	15 9%	11 13%	10 17%	59 13%	67 14%	54 12%	32 13%
Fairly effective	(3) 859 44%	408 43%	451 46%	78 45%	136 44%	130 43%	158 44%	139 44%	219 45%	234 44%	232 42%	178 45%	214 46%	467 43%	392 46%	717 44%	67 41%	50 55% xoptu	25 41%	205 45%	208 43%	192 43%	111 46%
Not very effective	(2) 363 19% bce	235 25% xb	128 13%	16 9%	43 14%	40 13%	67 19% ce	78 25% xcde	119 25% xcdef	120 23% xkl	100 18%	68 17%	75 16%	220 20% n	142 17%	303 19%	35 22%	16 17%	9 14%	82 18%	93 19%	90 20%	37 16%
Not at all effective	(1) 77 4% b	59 6% xb	18 2%	2 1%	9 3%	17 6% c	17 5%	17 5% c	16 3%	24 5%	27 5% k	8 2%	18 4%	51 5%	27 3%	67 4%	6 4%	2 2%	2 2%	18 4%	19 4%	18 4%	13 5%
NET: Not effective	440 23% bcd	294 31% xb	146 15%	18 10%	52 17%	57 19% c	84 23% cd	95 30% xcdef	135 28% xcde	145 27% xkl	127 23%	76 19%	93 20%	271 25% n	169 20%	370 23%	42 26%	18 19%	10 17%	100 22%	112 23%	108 24%	50 21%
Don't know	391 20% ag	143 15%	247 25% xa	48 28% xfg	68 22% g	68 23% g	68 19%	48 15%	89 18%	91 17%	129 24% il	89 23% i	82 18%	220 20%	171 20%	323 20%	40 25% q	11 13%	16 25% q	89 20%	97 20%	91 20%	47 20%
Mean	2.83ag	2.70	2.96xa	3.06xfg	2.96xfg	2.89gh	2.82	2.70	2.73	2.76	2.78	2.88i	2.92xij	2.77	2.90xm	2.83	2.73	2.90	2.96p	2.84	2.83	2.80	2.84
Standard deviation	0.75	0.79	0.68	0.65	0.74	0.81	0.77	0.76	0.70	0.76	0.77	0.70	0.76	0.76	0.73	0.76	0.74	0.66	0.75	0.75	0.76	0.76	0.77

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v*** small base**

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Absolutes/col percents

Table 286

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- Ofcom

Base: All aware of

		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
		Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base		1953	301	682	1271	791	930	232	557	956	440	1318	82
Weighted Base		1938	308	693	1245	784	924	229	558	942	438	1313	98*
NET: Effective		1107 57%ci	205 67%xc	446 64%xc	662 53%	461 59%	526 57%	120 52%	334 60%i	553 59%i	221 50%	748 57%	57 59%
Very effective	(4)	248 13%	65 21%xbc	110 16%c	139 11%	100 13%	125 13%	23 10%	83 15%i	120 13%	45 10%	163 12%	16 16%
Fairly effective	(3)	859 44%	139 45%	336 49%c	523 42%	361 46%	402 43%	96 42%	250 45%	433 46%i	176 40%	585 45%	41 42%
Not very effective	(2)	363 19%	47 15%	109 16%	254 20%ab	150 19%	168 18%	45 19%	120 21%i	178 19%	65 15%	244 19%	16 16%
Not at all effective	(1)	77 4%	15 5%	25 4%	52 4%	34 4%	31 3%	12 5%	29 5%	35 4%	13 3%	50 4%	7 7%
NET: Not effective		440 23%i	62 20%	134 19%	306 25%b	184 23%	200 22%	56 25%	149 27%i	213 23%i	78 18%	294 22%	23 23%
Don't know		391 20%abg	41 13%	113 16%	278 22%ab	139 18%	198 21%	53 23%	76 14%	176 19%g	139 32%xgh	271 21%	18 18%
Mean		2.83	2.95xc	2.92xc	2.77	2.82	2.85	2.75	2.80	2.83	2.85	2.83	2.83
Standard deviation		0.75	0.81	0.74	0.76	0.75	0.75	0.77	0.79	0.74	0.72	0.74	0.85

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

Doteveryone - People, Power, Tech 2020 - Nat Rep Sample
Online Fieldwork Dates: 25th February - 1st March 2020

Absolutes/col percents

Table 287

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?**- The Competition and Markets Authority (CMA)****Base: All aware of**

		Gender			Age						SEG				SEG II		Region									
		Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)		
Unweighted Base		836	523	313	69	106	118	161	152	230	321	196	152	167	517	319	673	92	42	29	201	183	197	92		
Weighted Base		828	520	308	80*	131	110	148	138	222	291	228	152	157	519	309	686	72*	45*	24**	186	203	188	109*		
NET: Effective		354 43%hp	222 43%	132 43%	46 58%xegh	70 53%xgh	46 42%	65 44%	50 36%	77 35%	123 42%	93 41%	66 43%	71 45%	217 42%	137 44%	301 44%p	20 28%	21 47%p	12 47%	88 47%p	83 41%p	73 39%	56 52%pu		
Very effective	(4)	61 7%h	34 7%	27 9%	10 13%h	15 11%h	10 9%h	15 10%h	8 6%h	3 1%	16 5%	18 8%	13 8%	15 9%	33 6%	27 9%	50 7%	6 8%	4 8%	1 5%	12 7%	13 6%	13 7%	11 11%		
Fairly effective	(3)	293 35%p	187 36%	106 34%	36 45%g	55 42%	36 33%	50 34%	42 30%	74 34%	108 37%	76 33%	54 35%	56 36%	183 35%	110 36%	251 37%p	14 20%	17 38%p	10 43%	76 41%p	70 35%p	60 32%p	45 41%p		
Not very effective	(2)	172 21%b	135 26%xb	37 12%	11 14%	25 19%	21 19%	23 16%	39 28%xcf	53 24%	70 24%	45 20%	29 19%	28 18%	115 22%	57 18%	143 21%	14 19%	9 20%	6 25%	37 20%	49 24%v	42 22%	15 14%		
Not at all effective	(1)	45 5%	32 6%	13 4%	1 1%	6 5%	7 6%	9 6%	8 6%	14 6%	22 8%	11 5%	5 3%	6 4%	33 6%	11 4%	36 5%	8 11%xoqt	-	1 3%	9 5%	7 4%	14 8%	5 5%		
NET: Not effective		217 26%b	167 32%xb	49 16%	13 16%	31 23%	28 25%	32 22%	47 34%xcf	66 30%c	92 32%kl	57 25%	34 22%	34 22%	149 29%n	68 22%	179 26%	22 30%	9 20%	7 28%	47 25%	56 28%	56 30%v	20 18%		
Don't know		258 31%a	131 25%	127 41%xa	21 26%	30 23%	36 33%	51 34%	41 30%	78 35%d	76 26%	78 34%	52 34%	51 33%	154 30%	104 34%	206 30%	30 42%xos	15 34%	6 25%	51 27%	63 31%	59 31%	33 30%		
Mean		2.65h	2.57	2.81xa	2.94xegh	2.78gh	2.66	2.74gh	2.51	2.46	2.54	2.66	2.74i	2.76i	2.59	2.75m	2.65	2.45	2.82	2.65	2.68	2.64	2.55	2.82pu		
Standard deviation		0.77	0.77	0.77	0.67	0.77	0.83	0.83	0.77	0.69	0.78	0.78	0.74	0.77	0.78	0.75	0.77	0.96	0.63	0.68	0.74	0.72	0.82	0.77		

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 288

Q19. And based on your knowledge and impressions, how effective or otherwise do you think that each of the following have been at protecting your best interests?

- The Competition and Markets Authority (CMA)

Base: All aware of

	Total (x)	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
		Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	836	162	339	497	308	422	106	305	394	137	542	37
Weighted Base	828	166	345	483	307	419	102	304	385	139	538	46*
NET: Effective	354 43%	78 47%	162 47% ^c	192 40%	131 43%	180 43%	43 43%	152 50% ^{xhi}	153 40%	49 35%	233 43%	23 49%
Very effective	(4) 61 7%	12 7%	27 8%	34 7%	20 7%	35 8%	6 6%	28 9% ⁱ	28 7%	5 3%	38 7%	5 11%
Fairly effective	(3) 293 35%	66 40%	135 39%	158 33%	110 36%	145 35%	37 37%	124 41% ^h	125 32%	44 32%	196 36%	18 39%
Not very effective	(2) 172 21%	35 21%	72 21%	100 21%	74 24% ^e	74 18%	24 24%	69 23%	80 21%	23 17%	112 21%	9 20%
Not at all effective	(1) 45 5%	10 6%	19 6%	25 5%	18 6%	24 6%	3 3%	15 5%	23 6%	6 4%	24 5%	4 8%
NET: Not effective	217 26%	45 27%	91 26%	126 26%	92 30%	98 23%	27 27%	84 28%	104 27%	29 21%	136 25%	13 28%
Don't know	258 31% ^g	43 26%	92 27%	165 34% ^b	85 28%	141 34%	31 31%	68 22%	129 33% ^g	61 44% ^{xgh}	169 31%	10 23%
Mean	2.65	2.65	2.67	2.63	2.60	2.69	2.66	2.70	2.61	2.62	2.67	2.67
Standard deviation	0.77	0.76	0.77	0.78	0.77	0.80	0.69	0.76	0.80	0.72	0.75	0.86

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

*** small base**

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Absolutes/col percents

Table 289

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
I'd rather save time and effort by signing into a website or app using an existing account (such as a social media account), even if that gives that provider access to more of my information	658 31% ^{gh}	342 33%	316 29%	121 50% ^{xefgh}	168 45% ^{xfgh}	135 39% ^{xfgh}	107 28% ^{gh}	50 16%	77 15%	181 31%	200 33%	128 29%	149 28%	381 32%	277 29%	552 31%	50 28%	33 32%	23 36%	155 31%	163 30%	135 28%	99 35%
I'd rather create a separate account for each website or app I want to access than use an existing account (such as a social media account) to protect my information, even if that takes me more time and effort	1499 69% ^{cde}	710 67%	787 71%	119 50%	205 55%	210 61% ^c	275 72% ^{cde}	269 84% ^{xcdef}	421 85% ^{xcdef}	408 69%	408 67%	309 71%	374 72%	815 68%	684 71%	1256 69%	131 72%	72 68%	40 64%	348 69%	377 70%	346 72%	185 65%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 290

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
I'd rather save time and effort by signing into a website or app using an existing account (such as a social media account), even if that gives that provider access to more of my information	658 31%cdh	146 42%xc	301 38%xc	357 26%	195 23%	341 34%d	122 44%xde	214 34%h	268 26%	176 35%xh	427 29%	67 45%xj
I'd rather create a separate account for each website or app I want to access than use an existing account (such as a social media account) to protect my information, even if that takes me more time and effort	1499 69%abfik	205 58%	486 62%	1013 74%xab	668 77%xef	675 66%f	156 56%	418 66%	758 74%xgi	324 65%	1026 71%k	80 55%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 291

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
I'd rather that there were more controls and restrictions on what I see online that might be offensive or harmful, even if that means that I might miss out on seeing opinions or content that I might find interesting or important	1268 59%ae	491 47%	775 70%xa	126 53%	213 57%	182 53%	227 59%	188 59%	332 67%xc	342 58%	333 55%	257 59%	336 64%xij	675 56%	593 62% m	1065 59%	103 57%	61 59%	38 61%	296 59%	307 57%	283 59%	179 63%
I'd rather that there were fewer controls and restrictions on what I see online that might be offensive or harmful to allow me to make up my own mind, even if that means I might see opinions or content that I find offensive or upsetting	889 41%bhl	561 53%xb	328 30%	113 47%h	160 43%h	163 47% xh	155 41%h	131 41%h	167 33%	247 42%l	275 45%l	180 41%	188 36%	521 44% n	368 38%	743 41%	78 43%	43 41%	25 39%	208 41%	232 43%	198 41%	105 37%

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 292

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
I'd rather that there were more controls and restrictions on what I see online that might be offensive or harmful, even if that means that I might miss out on seeing opinions or content that I might find interesting or important	1268 59%f	197 56%	430 55%	838 61%b	569 66%xef	564 55%f	135 49%	346 55%	600 58%	322 64%xgh	831 57%	92 63%
I'd rather that there were fewer controls and restrictions on what I see online that might be offensive or harmful to allow me to make up my own mind, even if that means I might see opinions or content that I find offensive or upsetting	889 41%di	154 44%	357 45%c	533 39%	293 34%	453 45%d	143 51%xde	286 45%i	426 42%i	177 36%	622 43%	55 37%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 293

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
I'd rather use online shopping services which enable me to buy products more quickly and cheaply than alternatives with higher ethical, environmental or employment standards	1026 48%	536 51%b	489 44%	102 43%	199 53% ^{cgh}	185 54% ^{xcgh}	181 47%	140 44%	218 44%	262 45%	282 46%	212 48%	270 52% ^{ai}	544 45%	482 50% ^m	865 48%	81 45%	47 45%	32 52%	251 50%	259 48%	222 46%	134 47%
I'd rather use online shopping services with higher ethical, environmental and employment standards, even if that means I have to pay more for products and wait longer to receive them	1131 52% ^e	516 49%	614 56% ^a	137 57% ^{de}	175 47%	160 46%	201 53%	179 56% ^{de}	280 56% ^{de}	326 55% ^l	326 54%	225 52%	254 48%	652 55% ⁿ	479 50%	943 52%	101 55%	58 55%	30 48%	253 50%	280 52%	259 54%	150 53%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 294

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.

Base: All respondents

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
I'd rather use online shopping services which enable me to buy products more quickly and cheaply than alternatives with higher ethical, environmental or employment standards	1026 48%d	181 52%	398 51%c	628 46%	356 41%	508 50%d	161 58%xd	280 44%	482 47%	264 53%xgh	687 47%	71 48%
I'd rather use online shopping services with higher ethical, environmental and employment standards, even if that means I have to pay more for products and wait longer to receive them	1131 52%fi	170 48%	388 49%	743 54%b	506 59%xef	508 50%f	117 42%	352 56%i	544 53%i	235 47%	766 53%	76 52%

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 295

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
I'd rather share more information about myself online if it means I might be able to get a better price for products and services	774 36% bgh	427 41% xb	346 31%	121 51% xdefgh	150 40% gh	140 40% gh	145 38% gh	96 30%	122 24%	209 36%	229 38%	151 35%	184 35%	439 37%	335 35%	655 36%	61 33%	34 32%	24 39%	183 36%	174 32%	185 38% t	113 40% t
I'd rather share less information about myself online, even if it means I might have to pay more for products and services	1383 64% ac	625 59%	757 69% xa	118 49%	223 60% c	205 60% c	237 62% c	223 70% xcdef	377 76% xcdef	379 64%	378 62%	286 65%	340 65%	757 63%	626 65%	1153 64%	121 67%	71 68%	39 61%	321 64%	365 68% uv	296 62%	171 60%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 296

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity		
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
I'd rather share more information about myself online if it means I might be able to get a better price for products and services	774 36%cd	156 45%xc	327 42%xc	446 33%	221 26%	406 40%xd	146 53%xde	230 36%	352 34%	191 38%	528 36%	64 44%
I'd rather share less information about myself online, even if it means I might have to pay more for products and services	1383 64%abef	194 55%	459 58%	924 67%xab	641 74%xef	610 60%f	132 47%	401 64%	674 66%	309 62%	924 64%	83 56%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 299

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
Government should regulate all online services more heavily, even if it makes it harder for smaller online services to make money and means there are fewer choices of services online	1385 64%cd	639 61%	744 67%a	130 54%	214 57%	203 59%	242 63%c	226 71%xcdef	370 74%xcdef	393 67%	378 62%	271 62%	342 65%	771 64%	614 64%	1162 64%	119 65%	66 63%	38 60%	314 62%	354 66%	315 66%	178 63%
Government should regulate all online services less heavily to help smaller companies and to give consumers more choices, even if this means that consumers are less protected	772 36%gh	414 39%b	359 33%	109 46%xfgh	159 43%xgh	142 41%gh	140 37%gh	93 29%	129 26%	195 33%	230 38%	166 38%	181 35%	425 36%	348 36%	646 36%	63 35%	39 37%	25 40%	189 38%	185 34%	166 34%	106 37%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 300

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Government should regulate all online services more heavily, even if it makes it harder for smaller online services to make money and means there are fewer choices of services online	1385 64%abfk	200 57%	461 59%	924 67%ab	582 68%f	649 64%f	153 55%	392 62%	667 65%	326 65%	937 64%k	79 54%
Government should regulate all online services less heavily to help smaller companies and to give consumers more choices, even if this means that consumers are less protected	772 36%	151 43%xc	326 41%xc	447 33%	280 32%	368 36%	125 45%xde	240 38%	359 35%	174 35%	516 36%	69 46%xj

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 301

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender			Age						SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
The Government should continue to digitise public services (such as paying Council tax or renewing passports) to make them cheaper, more convenient and quicker to use, even if this makes them more difficult for some people to access	1282 59%bl	677 64%xb	605 55%	147 61%	235 63%	215 62%	219 57%	186 58%	280 56%	376 64%xl	364 60%	255 58%	287 55%	740 62%n	542 56%	1076 60%	108 59%	63 60%	35 56%	306 61%	321 59%	297 62%v	153 54%
The Government should slow down the digitisation of public services (such as paying Council tax or renewing passports) to make sure that everyone can access them, even if this is more expensive or less convenient for those who already access digital services	875 41%ai	375 36%	498 45%xa	93 39%	138 37%	130 38%	162 43%	133 42%	218 44%	213 36%	243 40%	182 42%	237 45%xi	456 38%	419 44%m	732 40%	74 41%	41 40%	28 44%	198 39%	219 41%	184 38%	132 46%u

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 302

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
The Government should continue to digitise public services (such as paying Council tax or renewing passports) to make them cheaper, more convenient and quicker to use, even if this makes them more difficult for some people to access	1282 59% ^d	244 70% ^{xc}	513 65% ^{xc}	769 56%	436 51%	647 64% ^{xd}	199 72% ^{xde}	371 59%	624 61%	287 57%	865 60%	90 61%
The Government should slow down the digitisation of public services (such as paying Council tax or renewing passports) to make sure that everyone can access them, even if this is more expensive or less convenient for those who already access digital services	875 41% ^{abef}	106 30%	274 35%	601 44% ^{ab}	426 49% ^{xef}	370 36% ^f	79 28%	261 41%	402 39%	213 43%	587 40%	57 39%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k

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Absolutes/col percents

Table 303

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Gender		Age							SEG				SEG II		Region							
	Total (x)	Man (a)	Woman (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)	England (o)	Scotland (p)	Wales (q)	Northern Ireland (r)	North (s)	Midlands (t)	South (u)	London (v)
Unweighted Base	2157	1050	1106	213	306	365	408	353	512	639	528	436	554	1167	990	1758	225	99	75	534	484	500	240
Weighted Base	2157	1053	1103	239	373	345	382	319	498	588	608	437	524	1196	961	1808	182	105*	63*	504	539	481	284
Forms of workplace surveillance (such as monitoring how workers are using computers or when they take lunch breaks), should be allowed because they make sure everyone is working equally hard, even if some people find them intrusive	866 40%ev	421 40%	443 40%	97 40%	153 41%	117 34%	141 37%	113 36%	245 49%xcdefg	238 41%	222 37%	183 42%	222 42%	461 39%	405 42%	711 39%v	82 45%v	46 44%v	27 43%	209 41%v	213 40%v	200 42%v	89 31%
Forms of workplace surveillance (such as monitoring how workers are using computers or when they take lunch breaks), should be banned because they're intrusive, even if this leads to unfairness if some people work harder than others	1291 60%h	631 60%	660 60%	143 60%h	221 59%h	228 66%xh	241 63%h	206 64%h	253 51%	350 59%	385 63%	254 58%	302 58%	735 61%	556 58%	1097 61%	100 55%	59 56%	36 57%	295 59%	326 60%	281 58%	195 69%xopqstu

Proportions/Mean: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h - x/i/j/k/l - x/m/n - x/o/p/q/r/s/t/u/v

*** small base**

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Absolutes/col percents

Table 304

Q20. Please select the statement that comes closest to your view, even if you do not agree with it completely.**Base: All respondents**

	Usage (Q1)				Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
	Total (x)	Frequent usage (a)	Wide usage (b)	Low usage (c)	High concern (d)	Medium concern (e)	Low concern (f)	Highly protective (g)	Somewhat protective (h)	Not protective (i)	White (j)	BAME (k)
Unweighted Base	2157	341	767	1390	862	1017	278	626	1034	497	1451	125
Weighted Base	2157	350	786	1371	862	1017	278	631	1026	500	1453	148
Forms of workplace surveillance (such as monitoring how workers are using computers or when they take lunch breaks), should be allowed because they make sure everyone is working equally hard, even if some people find them intrusive	866 40%	153 44%	329 42%	536 39%	316 37%	419 41% ^d	131 47% ^{xd}	241 38%	421 41%	204 41%	585 40%	62 42%
Forms of workplace surveillance (such as monitoring how workers are using computers or when they take lunch breaks), should be banned because they're intrusive, even if this leads to unfairness if some people work harder than others	1291 60% ^f	197 56%	457 58%	834 61%	547 63% ^{ef}	598 59%	147 53%	390 62%	605 59%	296 59%	868 60%	86 58%

Proportions/Mean: Columns Tested (5% risk level) - x/a/b/c - x/d/e/f - x/g/h/i - x/j/k