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

Absolutes/col percents

Table 1
Gender
Base: All respondents

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Man	501	501	-	46	52	67	94	94	148	151	105	108	138	255	246
	49%bd	100%xb	-	41%	30%	44%d	51%d	57%xde	63%xdef	54%x	45%	53%	45%	50%	48%
Woman	521	-	521	67	121	86	91	69	87	129	127	96	170	256	265
	51%aghi	-	100%xa	59%	70%xefgh	56%gh	49%h	42%	37%	46%	55%	47%	55%	50%	52%
Other	*	-	-	-	-	-	-	*	-	*	-	-	-	*	-
	*	-	-	-	-	-	-	*	-	*	-	-	-	*	-

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

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Absolutes/col percents

Table 2
Gender
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Man	501 49%ab	68 37%	176 44%	325 52%xab	199 47%	228 48%	74 58%	161 49%	252 51%	88 44%	413 53%x	14 47%
Woman	521 51%cj	115 63%xc	224 56%xc	297 48%	223 53%	244 52%	55 42%	168 51%	241 49%	113 56%	366 47%	16 53%
Other	* *	- -	- -	* *	* *	- -	- -	- -	* *	- -	- -	- -

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

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Absolutes/col percents

Table 3
Age
Base: All respondents

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
18-24	113 11%defgh	46 9%	67 13%	113 100%	- -	- -	- -	- -	- -	28 10%	31 13%	22 11%	32 10%	59 11%	54 11%
25-34	174 17%aefghi	52 10%	121 23%xa	- -	174 100%xefgh	- -	- -	- -	- -	29 11%	52 22%xi	42 21%i	51 16%	81 16%	93 18%
35-44	153 15%dfgh	67 13%	86 17%	- -	- -	153 100%xdfgh	- -	- -	- -	46 16%	33 14%	31 15%	44 14%	79 15%	75 15%
45-54	184 18%deghm	94 19%	91 17%	- -	- -	- -	184 100%xdegh	- -	- -	42 15%	39 17%	43 21%	60 20%	81 16%	103 20%
55-64	164 16%bdefh	94 19%b	69 13%	- -	- -	- -	- -	164 100%xdefh	- -	43 15%	35 15%	33 16%	53 17%	77 15%	86 17%
65+	235 23%bdefgk	148 30%xb	87 17%	- -	- -	- -	- -	- -	235 100%xdefg	92 33%xjkl	43 19%	32 16%	68 22%	135 26%xn	101 20%
Mean	47.99bdej	51.67xb	44.44	21.56	29.98	39.27d	49.28de	59.57xdef	70.57xdefg	51.32xjk	45.49	45.95	48.20	48.68	47.30
Standard deviation	17.14	16.96	16.57	1.83	2.94	2.78	2.87	2.88	4.77	17.83	17.06	16.10	16.78	17.71	16.53

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

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Absolutes/col percents

Table 4
Age
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
18-24	113 11%cehi	39 21%xbc	60 15%xc	53 8%	72 17%xe	27 6%	13 10%	62 19%xhi	42 8%	9 4%	95 12%	12 39%
25-34	174 17%c	45 24%xc	90 22%xc	84 13%	60 14%	87 19%	27 21%	64 19%	82 17%	29 14%	124 16%	11 35%
35-44	153 15%cd	34 19%c	84 21%xc	70 11%	43 10%	89 19%xd	22 17%	51 15%	73 15%	29 15%	116 15%	4 13%
45-54	184 18%	32 18%	82 21%	102 16%	66 16%	90 19%	28 22%	61 19%	94 19%	29 14%	143 18%	2 7%
55-64	164 16%abj	17 9%	41 10%	122 20%xab	71 17%	74 16%	18 14%	40 12%	93 19%xg	31 16%	110 14%	1 3%
65+	235 23%abg	16 9%	43 11%	192 31%xab	111 26%	104 22%	21 16%	52 16%	110 22%	74 37%xgh	191 25%	1 2%
Mean	47.99abg	39.61	41.90a	51.90xab	48.18	48.42	45.79	43.32	48.76g	53.74xgh	48.08	31.01
Standard deviation	17.14	14.78	15.11	17.23	18.37	16.24	16.08	17.02	16.29	17.38	17.34	12.66

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

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Absolutes/col percents

Table 5
Region
Base: All respondents

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Scotland	1023 100%	501 100%	521 100%	113 100%	174 100%	153 100%	184 100%	164 100%	235 100%	280 100%	232 100%	203 100%	308 100%	512 100%	512 100%

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

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Table 6
Region
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Scotland	1023 100%	183 100%	400 100%	623 100%	422 100%	472 100%	129 100%	329 100%	494 100%	201 100%	779 100%	30 100%

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

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Absolutes/col percents

Table 7
Social grade
Base: All respondents

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: ABC1	512 50%fkln	255 51%	256 49%	59 52%	81 47%	79 51%	81 44%	77 47%	135 57%xfg	280 100%xkl	232 100%xkl	- -	- -	512 100%xn	- -
NET: C2DE	512 50%hijm	246 49%	265 51%	54 48%	93 53%	75 49%	103 56%xh	86 53%h	101 43%	- -	- -	203 100%xij	308 100%xij	- -	512 100%xm
AB	280 27%djkln	151 30%	129 25%	28 25%	29 17%	46 30%d	42 23%	43 26%	92 39%xdfg	280 100%xjkl	- -	- -	- -	280 55%xn	- -
C1	232 23%hikln	105 21%	127 24%	31 27%	52 30%h	33 21%	39 21%	35 21%	43 18%	- -	232 100%xikl	- -	- -	232 45%xn	- -
C2	203 20%hijlm	108 22%	96 18%	22 19%	42 24%h	31 20%	43 23%h	33 20%	32 14%	- -	- -	203 100%xijl	- -	- -	203 40%xm
DE	308 30%ijkm	138 28%	170 33%	32 29%	51 29%	44 28%	60 33%	53 32%	68 29%	- -	- -	- -	308 100%xijk	- -	308 60%xm

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

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Absolutes/col percents

Table 8
Social grade
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: ABC1	512 50%cj	100 54%	218 54%	293 47%	197 47%	247 52%	67 52%	176 53%	242 49%	93 46%	355 46%	14 48%
NET: C2DE	512 50%	83 46%	182 46%	329 53%x	225 53%	224 48%	62 48%	153 47%	251 51%	107 54%	424 54%x	16 52%
AB	280 27%j	62 34%	122 31%	157 25%	100 24%	138 29%	41 32%	103 31%	124 25%	53 26%	175 22%	9 28%
C1	232 23%	38 21%	96 24%	136 22%	97 23%	109 23%	26 20%	73 22%	118 24%	41 20%	180 23%	6 19%
C2	203 20%	42 23%	77 19%	126 20%	79 19%	99 21%	25 20%	60 18%	98 20%	46 23%	173 22%x	1 3%
DE	308 30%e	42 23%	105 26%	203 33%a	146 35%e	125 27%	37 29%	93 28%	154 31%	62 31%	251 32%x	15 49%

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

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Absolutes/col percents

Table 9
Ethnicity
Base: All answering

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	762	374	388	27	81	136	163	148	207	218	208	129	207	426	336
Weighted Base	809	427	382	107**	135*	120	146	111	192	183	186	174*	266	369	440
White	779 96%	413 97%	366 96%	95 89%	124 92%	116 97%	143 99%d	110 99%xd	191 100%xde	175 95%	180 97%	173 99%l	251 94%	355 96%	424 96%
NET: BAME	**30** 4%gh	14 3%	16 4%	12 11%	11 8%fgh	4 3%h	2 1%	1 1%	1 *	9 5%	6 3%	1 1%	15 6%k	14 4%	16 4%
Mixed	6 1%	3 1%	3 1%	- -	2 1%	1 1%	1 1%	1 1%	1 *	1 1%	- -	- -	4 2%	1 *	4 1%
Asian	17 2%	10 2%	8 2%	9 8%	5 4%h	2 2%	1 1%	- -	- -	3 1%	6 3%	- -	9 3%	9 2%	9 2%
Black	6 1%	2 *	5 1%	3 3%	4 3%	- -	- -	- -	- -	4 2%xj	- -	- -	2 1%	4 1%	2 *
Chinese	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other ethnic group	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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
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Absolutes/col percents

Table 10
Ethnicity
Base: All answering

	Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base	762	113	263	499	307	356	99	209	388	165	743	19
Weighted Base	809	137*	301	508	343	357	109*	251	397	161	779	30**
White	779 96%g	128 93%	283 94%	496 98%xab	327 95%	349 98%	103 95%	234 93%	386 97%	159 99%xg	779 100%x	- -
NET: BAME	**30 4%cij**	**9 7%c**	**18 6%c**	12 2%	17 5%	8 2%	5 5%	17 **7%xi**	12 3%	2 1%	- -	30 100%
Mixed	6 1%	1 1%	2 1%	4 1%	2 1%	1 *	2 2%	- -	4 1%	1 1%	- -	6 19%
Asian	17 2%cj	9 6%xc	15 5%xc	2 *	12 3%	5 2%	- -	11 5%xi	5 1%	1 *	- -	17 57%
Black	6 1%j	- -	- -	6 1%	2 1%	2 *	3 3%	4 2%	2 *	- -	- -	6 21%
Chinese	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other ethnic group	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 3%
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

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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	1023	1023	1023	1023	1023
Weighted Base	1023	1023	1023	1023	1023
NET: Aware of	996 97%d	1019 100%acde	996 97%d	796 78%	1009 99%acd
NET: Aware and used	233 23%	571 56%ade	660 64%abde	227 22%	417 41%ad
I have heard of this and used it a lot	120 12%	322 31%ade	441 43%abde	120 12%	252 25%ad
I have heard of this and used it a little	112 11%	250 24%ade	219 21%ade	107 10%	165 16%ad
I have heard of this but not used it	764 75%bcde	448 44%c	336 33%	569 56%bc	592 58%bc
I have never heard of this	27 3%be	4 *	27 3%be	227 22%abce	14 1%b

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Aware of	996 97%h	484 97%	511 98%	113 100%	173 99%h	148 97%	181 99%h	159 97%	223 95%	273 98%	228 99%	199 98%	295 96%	502 98%	495 97%
NET: Aware and used	233 23%hln	119 24%	114 22%	25 22%	55 32%xgh	42 28%h	52 28%xh	34 21%h	24 10%	91 33%xjkl	51 22%	40 20%	50 16%	143 28%xn	90 18%
I have heard of this and used it a lot	120 12%hn	54 11%	66 13%	13 12%	24 14%h	28 18%xh	24 13%h	20 12%h	11 5%	53 19%xjkl	22 10%	21 10%	25 8%	75 15%xn	45 9%
I have heard of this and used it a little	112 11%h	65 13%	48 9%	12 11%	31 18%xgh	15 10%	28 15%xgh	14 9%	12 5%	38 14%	29 13%	20 10%	25 8%	68 13%x	45 9%
I have heard of this but not used it	764 75%eim	366 73%	397 76%	87 78%	117 68%	106 69%	129 70%	125 76%	199 85%xdefg	182 65%	177 76%i	159 78%i	245 80%i	359 70%	405 79%xm
I have never heard of this	27 3%	17 3%	10 2%	- -	1 1%	5 3%	3 1%	5 3%	13 5%xdf	6 2%	3 1%	4 2%	13 4%	10 2%	17 3%

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Aware of	996 97%ci	183 100%c	400 100%xc	597 96%	409 97%	464 98%	123 95%	324 98%i	485 98%i	188 94%	756 97%	30 100%
NET: Aware and used	233 23%cij	105 57%xc	207 52%xc	26 4%	89 21%	108 23%	36 28%	96 29%xi	108 22%i	29 14%	156 20%	11 35%
I have heard of this and used it a lot	120 12%cij	88 48%xbc	108 27%xc	12 2%	42 10%	58 12%	21 16%	54 16%xi	54 11%	13 6%	76 10%	4 13%
I have heard of this and used it a little	112 11%c	17 9%c	98 25%xac	14 2%	47 11%	50 11%	15 12%	42 13%	54 11%	16 8%	80 10%	7 22%
I have heard of this but not used it	764 75%abg	79 43%	193 48%	571 92%xab	321 76%	356 75%	87 68%	227 69%	377 76%	159 79%g	600 77%x	20 65%
I have never heard of this	27 3%b	- -	1 *	26 4%xab	13 3%	8 2%	6 5%	5 2%	9 2%	13 6%xgh	23 3%	- -

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Aware of	1019 100%h	497 99%	521 100%	113 100%	174 100%	153 100%	183 100%	164 100%	232 99%	279 100%	230 99%	203 100%	307 100%	509 100%	510 100%
NET: Aware and used	571 56%gh	272 54%	300 57%	72 64%	103 59%g	100 65%xgh	108 58%gh	73 44%	115 49%	161 58%	125 54%	115 56%	170 55%	286 56%	285 56%
I have heard of this and used it a lot	322 31%h	142 28%	179 34%	50 44%	61 35%h	55 36%h	61 33%h	43 26%	53 22%	93 33%	69 30%	74 36%	85 28%	162 32%	159 31%
I have heard of this and used it a little	250 24%g	130 26%	120 23%	23 20%	42 24%	46 30%g	47 25%	30 18%	63 27%g	68 24%	56 24%	41 20%	85 28%	124 24%	126 25%
I have heard of this but not used it	448 44%e	226 45%	222 43%	40 36%	71 41%	53 35%	76 41%	91 56%xdef	117 50%xe	118 42%	105 45%	89 44%	136 44%	223 44%	225 44%
I have never heard of this	4 *	4 1%	- -	- -	- -	- -	1 *	- -	3 1%x	1 *	2 1%	- -	1 *	2 *	1 *

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Aware of	1019 100%	183 100%	400 100%	619 99%	420 99%	471 100%	128 99%	329 100%	491 100%	199 99%	775 100%	30 100%
NET: Aware and used	571 56%chi	166 90%xc	359 90%xc	212 34%	230 55%	264 56%	77 60%	221 67%xhi	254 51%	97 48%	419 54%	23 76%
I have heard of this and used it a lot	322 31%ci	161 88%xbc	224 56%xc	97 16%	133 32%	140 30%	49 38%	126 38%xhi	145 29%	51 25%	243 31%	10 33%
I have heard of this and used it a little	250 24%ac	4 2%	135 34%xac	115 18%a	97 23%	124 26%	29 22%	95 29%	108 22%	46 23%	177 23%	13 42%
I have heard of this but not used it	448 44%abg	18 10%	41 10%	407 65%xab	190 45%	207 44%	51 39%	108 33%	238 48%xg	102 51%xg	356 46%	7 24%
I have never heard of this	4 *	- -	- -	4 1%	2 1%	1 *	1 1%	- -	2 *	2 1%	4 *	- -

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

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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Aware of	996 97%hl	486 97%	509 98%	113 100%	172 99%h	150 98%	179 97%	161 98%h	221 94%	275 98%l	229 99%l	200 98%	292 95%	504 99%xn	492 96%
NET: Aware and used	660 64%ghn	317 63%	342 66%	88 78%	136 78%xfgh	114 74%xgh	122 66%gh	83 51%	116 49%	200 71%xkl	163 70%xkl	117 58%	180 58%	362 71%xn	297 58%
I have heard of this and used it a lot	441 43%ghn	202 40%	239 46%	60 54%	103 59%xfgh	78 51%xgh	83 45%gh	47 29%	69 29%	143 51%xkl	101 44%	75 37%	122 40%	244 48%xn	198 39%
I have heard of this and used it a little	219 21%	115 23%	104 20%	28 25%	33 19%	36 23%	39 21%	36 22%	47 20%	57 20%	62 27%x	42 21%	58 19%	119 23%	100 19%
I have heard of this but not used it	336 33%deim	169 34%	167 32%	25 22%	36 21%	36 23%	57 31%	78 47%xdef	105 45%xdef	75 27%	66 29%	83 41%ij	112 36%i	142 28%	195 38%xm
I have never heard of this	27 3%m	15 3%	12 2%	- -	2 1%	3 2%	5 3%	3 2%	14 6%xdg	5 2%	3 1%	3 2%	16 5%xij	7 1%	20 4%m

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Aware of	996 97%ci	183 100%	398 99%xc	598 96%	411 97%	462 98%	123 96%	324 99%i	486 99%xi	185 92%	761 98%	30 100%
NET: Aware and used	660 64%ci	179 98%xbc	373 93%xc	287 46%	267 63%	308 65%	85 66%	244 74%xhi	313 63%i	103 51%	489 63%	25 81%
I have heard of this and used it a lot	441 43%cij	168 92%xbc	265 66%xc	176 28%	165 39%	208 44%	67 52%d	176 54%xhi	198 40%	67 33%	318 41%	18 61%
I have heard of this and used it a little	219 21%acf	11 6%	108 27%xac	110 18%a	102 24%f	99 21%	17 13%	68 21%	114 23%	37 18%	171 22%	6 20%
I have heard of this but not used it	336 33%abg	3 2%	25 6%a	311 50%xab	143 34%	155 33%	39 30%	80 24%	174 35%g	82 41%xg	272 35%	6 19%
I have never heard of this	27 3%bh	1 *	2 1%	25 4%xb	12 3%	10 2%	5 4%	5 1%	7 1%	15 8%xgh	18 2%	- -

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

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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Aware of	796 78%ghln	396 79%	400 77%	102 90%	146 84%gh	122 79%h	147 80%gh	116 71%	163 69%	240 86%xjkl	182 79%	154 76%	220 71%	422 83%xn	374 73%
NET: Aware and used	227 22%ghk	103 21%	124 24%	45 40%	56 32%xfgh	40 26%gh	36 19%	21 13%	30 13%	69 25%k	55 24%k	29 14%	74 24%k	124 24%	103 20%
I have heard of this and used it a lot	120 12%fgh	50 10%	70 14%	35 31%	31 18%fgh	19 12%gh	13 7%	10 6%	14 6%	32 11%	28 12%	18 9%	42 14%	60 12%	60 12%
I have heard of this and used it a little	107 10%ghk	53 11%	53 10%	10 9%	25 15%gh	21 14%gh	23 12%	11 7%	16 7%	38 13%xk	27 12%	11 5%	32 10%	64 13%x	42 8%
I have heard of this but not used it	569 56%l	293 58%	276 53%	57 50%	90 52%	82 53%	111 60%	96 58%	133 57%	171 61%xl	127 55%	125 62%l	146 47%	298 58%x	271 53%
I have never heard of this	227 22%im	105 21%	122 23%	11 10%	28 16%	32 21%	37 20%	47 29%xdf	72 31%xdef	40 14%	50 21%i	50 24%i	88 29%xi	89 17%	138 27%xm

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Aware of	796 78%ci	164 90%xc	348 87%xc	448 72%	319 76%	376 80%	101 79%	285 87%xhi	376 76%i	135 67%	602 77%	25 83%
NET: Aware and used	227 22%chi	92 50%xc	174 44%xc	53 8%	94 22%	101 21%	32 25%	112 34%xhi	89 18%	27 13%	172 22%	7 23%
I have heard of this and used it a lot	120 12%ci	71 39%xbc	95 24%xc	25 4%	59 14%	46 10%	16 12%	62 19%xhi	47 10%	12 6%	94 12%	4 14%
I have heard of this and used it a little	107 10%c	22 12%c	79 20%xac	28 4%	35 8%	55 12%	17 13%	50 15%xhi	42 8%	15 7%	77 10%	3 10%
I have heard of this but not used it	569 56%ab	72 39%	174 43%	395 64%xab	225 53%	275 58%	69 54%	174 53%	287 58%	109 54%	430 55%	18 60%
I have never heard of this	227 22%abg	19 10%	53 13%	174 28%xab	103 24%	96 20%	27 21%	44 13%	118 24%g	65 33%xgh	178 23%	5 17%

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

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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

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Aware of	1009	488	520	113	171	151	183	164	227	277	229	201	302	506	503
	99%ah	97%	100%xa	100%	99%	98%	100%h	100%h	96%	99%	99%	99%	98%	99%	98%
NET: Aware and used	417	174	243	46	93	92	80	52	54	130	100	83	103	230	187
	41%aghl	35%	47%xa	41%	53%xgh	60%xfgh	43%gh	31%h	23%	47%xl	43%	41%	34%	45%xn	37%
I have heard of this and used it a lot	252	97	155	25	60	51	47	32	37	82	64	49	57	146	106
	25%aghln	19%	30%xa	22%	35%xgh	33%xgh	25%h	19%	16%	29%xl	27%l	24%	19%	28%xn	21%
I have heard of this and used it a little	165	77	88	21	32	41	33	20	17	48	36	34	46	85	80
	16%h	15%	17%	19%	19%h	27%xfgh	18%h	12%	7%	17%	16%	17%	15%	17%	16%
I have heard of this but not used it	592	314	277	67	79	58	103	112	173	147	129	118	198	276	316
	58%bdeim	63%xb	53%	59%	45%	38%	56%e	69%xdef	73%xdef	53%	56%	58%	64%xi	54%	62%m
I have never heard of this	14	13	2	-	3	3	1	-	8	3	3	3	6	6	9
	1%b	3%xb	*	-	1%	2%	*	-	4%xfg	1%	1%	1%	2%	1%	2%

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Aware of	1009 99%c	183 100%	400 100%c	608 98%	417 99%	467 99%	125 97%	323 98%	491 99%xi	195 97%	767 98%	30 100%
NET: Aware and used	417 41%cij	150 82%xc	314 78%xc	103 17%	164 39%	195 41%	58 45%	144 44%	204 41%	69 34%	296 38%	12 38%
I have heard of this and used it a lot	252 25%c	136 74%xbc	198 49%xc	54 9%	100 24%	110 23%	42 32%	84 26%	122 25%	46 23%	181 23%	9 28%
I have heard of this and used it a little	165 16%aci	14 7%	116 29%xac	49 8%	64 15%	85 18%	16 12%	60 18%	82 17%	23 11%	116 15%	3 10%
I have heard of this but not used it	592 58%ab	34 18%	87 22%	505 81%xab	253 60%	271 58%	67 52%	178 54%	287 58%	126 63%	471 60%x	19 62%
I have never heard of this	14 1%h	- -	- -	14 2%xb	6 1%	5 1%	3 3%	6 2%	3 1%	6 3%h	12 2%	- -

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By tracking what I do online, for example what I search for and the products and services I buy	887 87%dn	435 87%	452 87%	91 81%	137 79%	139 90%d	168 91%xd	149 91%xd	203 86%	254 91%xkl	208 90%	167 82%	257 84%	462 90%xn	424 83%
By collecting information that I have actively shared, for example on social media	732 72%kln	360 72%	372 71%	66 59%	119 68%	126 82%xdgh	142 77%xh	120 73%	160 68%	225 81%xkl	181 78%xkl	125 62%	200 65%	406 79%xn	326 64%
By collecting information that I have privately provided to organisations, for example when filling out forms	710 69%kn	356 71%	353 68%	48 43%	107 62%	113 73%d	142 77%xd	128 78%xd	172 73%d	205 73%k	172 74%k	116 57%	216 70%k	377 74%xn	333 65%
By collecting information from any smart devices in my home, such as smart meters, smart TVs or smart thermostats	625 61%ln	321 64%	303 58%	46 41%	107 62%	104 68%xh	130 70%xh	102 62%	137 58%	188 67%xkl	159 69%xkl	113 56%	166 54%	347 68%xn	279 54%
By collecting information that others have shared publicly about me, for example on their social media accounts	593 58%dkln	296 59%	297 57%	55 49%	82 47%	99 65%xd	120 65%xd	103 63%d	135 57%	179 64%xkl	159 69%xkl	96 47%	159 52%	338 66%xn	255 50%
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	510 50%hn	247 49%	262 50%	45 40%	99 57%h	94 61%xh	102 55%h	85 52%h	84 36%	142 51%	136 58%xl	97 48%	135 44%	278 54%xn	232 45%
By collecting biometric data about me, for instance my fingerprint, face or voice	397 39%ah	170 34%	227 43%xa	34 30%	85 49%xh	71 46%xh	78 42%h	64 39%h	64 27%	109 39%	103 44%	75 37%	110 36%	212 41%x	185 36%

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

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Table 22
Q2. In which, if any, of the following ways do you think that organisations collect information about you?
Base: All respondents

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By tracking what I look at online by tracking my finger movements on a smartphone or tablet screen	359 35%	178 35%	180 35%	29 25%	63 36%	63 41%h	78 42%xh	55 33%	71 30%	101 36%	98 42%xk	59 29%	101 33%	199 39%xn	160 31%
By tracking what I look at online by tracking my eye movements	216 21%	106 21%	109 21%	22 20%	30 17%	37 24%	37 20%	40 25%	50 21%	53 19%	54 23%	42 21%	66 22%	107 21%	108 21%
By collecting and combining data about my performance at work	180 18%hl	76 15%	103 20%	39 35%	22 13%	25 17%	36 20%h	33 20%h	25 11%	49 18%	56 24%xl	37 18%	39 13%	105 20%xn	75 15%
Other	10 1%	6 1%	4 1%	- -	- -	- -	3 2%	2 1%	4 2%	6 2%x	2 1%	- -	2 1%	8 2%	2 *
None of the above	8 1%m	3 1%	5 1%	- -	6 4%xefgh	- -	1 *	- -	1 *	1 1%	- -	2 1%	5 1%	1 *	6 1%
Don't know	32 3%ijm	14 3%	18 3%	- -	4 2%	4 2%	3 2%	4 2%	18 8%xdefg	4 1%	1 *	14 7%xij	14 5%ij	4 1%	28 6%xm
Mean mentions	5.1hkln	5.1	5.1	4.2	4.9	5.7xdh	5.6xdh	5.4h	4.7	5.4xkl	5.7xkl	4.6	4.7	5.6xn	4.7

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

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

Table 23
Q2. In which, if any, of the following ways do you think that organisations collect information about you?
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By tracking what I do online, for example what I search for and the products and services I buy	887 87%i	155 84%	350 87%	537 86%	364 86%	411 87%	112 87%	289 88%i	438 89%i	160 80%	675 87%	27 90%
By collecting information that I have actively shared, for example on social media	732 72%ci	133 72%	312 78%xc	420 68%	312 74%	329 70%	91 71%	266 81%xhi	344 70%i	122 61%	554 71%	21 71%
By collecting information that I have privately provided to organisations, for example when filling out forms	710 69%afi	112 61%	263 66%	447 72%a	310 73%f	321 68%	78 60%	231 70%	356 72%i	123 61%	540 69%	14 47%
By collecting information from any smart devices in my home, such as smart meters, smart TVs or smart thermostats	625 61%ceij	114 62%	274 68%xc	351 56%	277 66%e	271 57%	78 60%	230 70%xhi	290 59%	106 53%	459 59%	21 69%
By collecting information that others have shared publicly about me, for example on their social media accounts	593 58%ei	96 52%	232 58%	361 58%	260 61%	257 54%	77 60%	220 67%xhi	288 58%i	86 43%	444 57%	14 46%
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	510 50%cei	112 61%xc	239 60%xc	271 43%	229 54%e	214 45%	66 51%	192 59%xhi	240 49%i	77 38%	377 48%	14 48%
By collecting biometric data about me, for instance my fingerprint, face or voice	397 39%chij	99 54%xc	193 48%xc	204 33%	176 42%	172 37%	48 38%	160 49%xhi	172 35%	64 32%	282 36%	12 41%

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

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Table 23
Q2. In which, if any, of the following ways do you think that organisations collect information about you?
Base: All respondents

	Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By tracking what I look at online by tracking my finger movements on a smartphone or tablet screen	359 35%c	79 43%c	160 40%xc	199 32%	153 36%	164 35%	41 32%	135 41%xi	163 33%	61 30%	267 34%	6 18%
By tracking what I look at online by tracking my eye movements	216 21%eh	41 23%	91 23%	125 20%	110 26%xe	81 17%	25 19%	103 31%xhi	78 16%	35 17%	151 19%	11 36%
By collecting and combining data about my performance at work	180 18%ehi	50 27%xbc	83 21%	97 16%	98 23%xe	58 12%	24 19%	90 27%xhi	66 13%	24 12%	131 17%	3 10%
Other	10 1%j	1 1%	3 1%	6 1%	3 1%	4 1%	3 2%	5 1%	5 1%	- -	4 1%	1 3%
None of the above	8 1%	- -	2 *	6 1%	- -	8 2%xd	- -	- -	3 1%	5 2%xg	5 1%	- -
Don't know	32 3%g	4 2%	8 2%	24 4%	11 3%	17 4%	4 3%	3 1%	10 2%	19 10%xgh	24 3%	- -
Mean mentions	5.1cei	5.4c	5.5xc	4.8	5.4xe	4.8	5.0	5.8xhi	4.9i	4.3	5.0	4.8

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

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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
To decide what advertising to show me, according to my tastes and preferences	836 82%n	422 84%	414 79%	83 74%	132 76%	127 83%	161 87%xd	141 86%xd	191 81%	236 84%	201 87%xkl	159 78%	241 78%	437 85%xn	399 78%
To decide what information to show me, according to my tastes and preferences	779 76%ln	389 78%	390 75%	71 63%	128 74%	129 84%x	142 77%	130 79%	180 76%	235 84%xkl	183 79%	146 72%	215 70%	417 82%xn	362 71%
To sell my data to other companies	767 75%	386 77%	380 73%	75 67%	129 74%	111 72%	142 77%	128 78%	182 77%	211 76%	189 81%xkl	143 70%	224 73%	400 78%xn	367 72%
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	732 72%ln	364 73%	367 70%	53 47%	119 69%	116 76%	147 80%xdh	127 78%x	169 72%	227 81%xkl	181 78%xkl	134 66%	190 62%	408 80%xn	324 63%
To improve my experience of apps and websites	482 47%hn	245 49%	237 46%	59 52%	80 46%	92 60%xdgh	92 50%h	78 48%h	82 35%	147 53%xl	119 51%l	90 44%	126 41%	267 52%xn	216 42%
To tailor prices shown to me based on what they think I'd be willing to pay	405 40%	202 40%	202 39%	25 22%	72 41%	68 45%	74 40%	70 43%	96 41%	120 43%	101 43%	75 37%	110 36%	220 43%x	185 36%
To enable the Government to monitor me	283 28%hi	151 30%	131 25%	40 35%	58 33%h	42 27%	49 27%	44 27%	50 21%	64 23%	70 30%	57 28%	91 30%	134 26%	149 29%
To help the Government to keep me safe from security threats such as terrorism	182 18%	90 18%	91 17%	23 21%	27 16%	29 19%	36 20%	32 20%	34 15%	47 17%	49 21%	41 20%	44 14%	96 19%	85 17%
To help to protect me from scams	121 12%b	76 15%xb	45 9%	20 17%	12 7%	20 13%	19 10%	22 14%	27 12%	41 15%	25 11%	18 9%	36 12%	66 13%	55 11%
Other	8 1%	5 1%	3 1%	- -	- -	1 1%	3 2%	2 1%	2 1%	4 1%	1 1%	- -	3 1%	5 1%	3 1%
None of the above	5 1%	4 1%	1 *	- -	2 1%	- -	1 *	* *	3 1%	1 *	2 1%	- -	3 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Don't know	40 4%jm	14 3%	26 5%	5 4%	6 3%	3 2%	5 3%	5 3%	16 7%xe	6 2%	3 1%	12 6%j	19 6%j	9 2%	30 6%xm
Mean mentions	4.5bln	4.6b	4.3	4.0	4.4	4.8xh	4.7	4.7h	4.3	4.8xkl	4.8xkl	4.2	4.2	4.8xn	4.2

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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
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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
To decide what advertising to show me, according to my tastes and preferences	836 82%i	142 77%	337 84%a	499 80%	344 81%	386 82%	106 82%	270 82%i	423 86%xi	143 71%	629 81%	28 92%
To decide what information to show me, according to my tastes and preferences	779 76%i	146 80%	315 79%	464 74%	324 77%	359 76%	96 75%	257 78%i	386 78%i	136 68%	589 76%	29 94%
To sell my data to other companies	767 75%ai	122 67%	288 72%	479 77%a	327 77%	349 74%	91 71%	258 78%i	383 78%i	126 63%	591 76%	18 60%
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	732 72%i	127 69%	292 73%	440 71%	297 70%	346 73%	89 69%	242 74%i	364 74%i	125 62%	550 71%	16 54%
To improve my experience of apps and websites	482 47%ci	92 50%	217 54%xc	265 43%	195 46%	224 47%	64 50%	172 52%i	239 48%i	72 36%	353 45%	22 71%
To tailor prices shown to me based on what they think I'd be willing to pay	405 40%i	70 38%	167 42%	238 38%	170 40%	186 39%	50 39%	159 48%xhi	186 38%	60 30%	311 40%	12 40%
To enable the Government to monitor me	283 28%ei	49 27%	105 26%	178 29%	154 37%xef	103 22%	25 20%	118 36%xhi	129 26%i	36 18%	213 27%	10 34%
To help the Government to keep me safe from security threats such as terrorism	182 18%ei	40 22%	79 20%	102 16%	91 22%e	69 15%	22 17%	77 24%xhi	80 16%	24 12%	131 17%	5 17%
To help to protect me from scams	121 12%i	15 8%	46 11%	75 12%	50 12%	56 12%	14 11%	57 17%xhi	50 10%	13 7%	81 10%	13 43%
Other	8 1%j	- -	3 1%	6 1%	2 *	4 1%	2 2%	5 2%	3 1%	- -	3 *	1 3%
None of the above	5 1%	2 1%	3 1%	2 *	2 *	2 *	1 1%	- -	4 1%	2 1%	5 1%	- -

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

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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

	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)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Don't know	40 4%h	9 5%	12 3%	28 4%	15 3%	18 4%	7 6%	10 3%	10 2%	19 9%xgh	29 4%	- -
Mean mentions	4.5i	4.4	4.6	4.4	4.6	4.4	4.3	4.9xhi	4.5i	3.7	4.4	5.1

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	1023	1023	1023	1023
Weighted Base	1023	1023	1023	1023
By selling space to advertisers who want to advertise relevant products or services on the website or app	679 66%cd	700 68%cd	594 58%d	504 49%
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	649 63%cd	680 67%cd	516 50%d	427 42%
By collecting information about the users of the website or app and selling this on	565 55%cd	578 57%cd	440 43%d	367 36%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	335 33%c	468 46%acd	265 26%	335 33%c
By offering a paid for version of the website or app that has increased functionality in addition to a free version	161 16%	193 19%a	487 48%abd	352 34%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	269 26%	272 27%	264 26%	497 49%abc
By users paying a subscription to access the product or service	148 14%	181 18%a	277 27%ab	367 36%abc

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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	1023	1023	1023	1023
Other	19	16	12	22
	2%	2%	1%	2%
None of the above	9	12	19	14
	1%	1%	2%a	1%
Don't know	123	106	162	183
	12%b	10%	16%ab	18%abc

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By selling space to advertisers who want to advertise relevant products or services on the website or app	679 66%b	349 70%	329 63%	68 61%	111 64%	107 70%	131 71%	111 68%	150 64%	195 70%	162 70%	131 64%	191 62%	357 70%x	322 63%
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	649 63%n	330 66%	319 61%	64 57%	111 64%	102 67%	128 70%x	100 61%	144 61%	189 68%	158 68%	121 60%	181 59%	347 68%xn	302 59%
By collecting information about the users of the website or app and selling this on	565 55%bl	305 61%xb	260 50%	79 70%	105 60%	81 53%	95 52%	86 52%	119 51%	169 60%xl	129 56%	119 59%	147 48%	298 58%x	266 52%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	335 33%	172 34%	162 31%	27 24%	48 27%	47 31%	63 34%	64 39%xd	86 37%	94 34%	72 31%	69 34%	100 32%	166 32%	169 33%
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	269 26%n	142 28%	127 24%	26 23%	61 35%xgh	44 28%	45 25%	40 24%	53 23%	80 29%	79 34%xkl	41 20%	70 23%	159 31%xn	110 22%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	161 16%	86 17%	75 14%	9 8%	21 12%	27 17%	35 19%	34 21%x	35 15%	41 15%	41 18%	33 16%	46 15%	83 16%	78 15%
By users paying a subscription to access the product or service	148 14%	77 15%	70 13%	12 11%	19 11%	25 17%	24 13%	31 19%x	37 16%	44 16%	32 14%	27 13%	45 15%	76 15%	72 14%
Other	19 2%	10 2%	8 2%	3 3%	- -	2 1%	4 2%	3 2%	6 3%	7 3%	5 2%	3 2%	4 1%	12 2%	7 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
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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

| | Total | Gender | | Age | | | | | | SEG | | | | SEG II | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | ABC1 | C2DE |
	(x)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
None of the above	9	1	8	-	2	1	3	1	3	2	1	3	4	3	7
	1%a	*	2%xa	-	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%
Don't know	123	43	80	5	22	16	19	22	40	23	27	23	50	50	73
	12%aim	9%	15%xa	4%	13%	10%	10%	13%	17%x	8%	12%	11%	16%i	10%	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By selling space to advertisers who want to advertise relevant products or services on the website or app	679 66%i	118 65%	267 67%	413 66%	282 67%	310 66%	87 68%	226 69%i	346 70%xi	107 53%	512 66%	18 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	649 63%i	119 65%	268 67%	382 61%	278 66%	285 60%	86 67%	226 69%i	323 66%i	100 50%	481 62%	23 77%
By collecting information about the users of the website or app and selling this on	565 55%eij	112 61%	237 59%	328 53%	261 62%xef	242 51%	62 48%	216 66%xhi	268 54%i	80 40%	405 52%	26 85%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	335 33%e	71 39%	140 35%	195 31%	165 39%xef	137 29%	34 26%	124 38%	154 31%	57 29%	252 32%	8 28%
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	269 26%	45 24%	109 27%	161 26%	122 29%	113 24%	34 27%	97 30%	126 25%	47 23%	196 25%	9 31%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	161 16%e	32 18%	68 17%	93 15%	88 21%xef	59 12%	15 11%	64 19%	73 15%	24 12%	113 15%	8 27%
By users paying a subscription to access the product or service	148 14%j	30 16%	59 15%	89 14%	76 18%xf	60 13%	12 9%	54 16%	64 13%	30 15%	96 12%	11 37%
Other	19 2%	1 1%	9 2%	10 2%	7 2%	11 2%	1 1%	10 3%	7 1%	2 1%	13 2%	- -

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

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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

	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)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
None of the above	9	2	2	7	3	6	-	2	7	*	5	-
	1%	1%	*	1%	1%	1%	-	1%	1%	*	1%	-
Don't know	123	15	40	84	46	66	12	20	51	53	98	-
	12%g	8%	10%	13%	11%	14%	9%	6%	10%	26%xgh	13%	-

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By selling space to advertisers who want to advertise relevant products or services on the website or app	700 68%h	354 71%	346 66%	77 69%	115 66%	117 76%xh	131 71%	114 70%	146 62%	193 69%	166 72%	131 64%	210 68%	359 70%	340 67%
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	680 67%h	341 68%	339 65%	74 66%	121 70%h	110 72%h	134 73%xh	108 66%h	133 56%	196 70%k	162 70%	120 59%	202 66%	359 70%xn	322 63%
By collecting information about the users of the website or app and selling this on	578 57%h	297 59%	282 54%	90 80%	106 61%h	86 56%	98 53%	88 54%	110 47%	171 61%xl	134 58%	114 56%	159 52%	306 60%x	273 53%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	468 46%ah	209 42%	259 50%xa	48 43%	92 53%h	69 45%	86 47%	77 47%	96 41%	127 45%	117 50%	86 42%	138 45%	244 48%	224 44%
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	272 27%hn	140 28%	133 25%	27 24%	61 35%xh	50 33%xh	46 25%	42 26%	46 20%	81 29%	78 34%xkl	40 20%	73 24%	158 31%xn	114 22%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	193 19%	88 18%	105 20%	21 18%	39 22%	34 22%	30 16%	34 21%	35 15%	44 16%	51 22%	42 20%	56 18%	95 19%	98 19%
By users paying a subscription to access the product or service	181 18%	90 18%	91 17%	24 21%	27 16%	26 17%	33 18%	31 19%	40 17%	42 15%	42 18%	39 19%	59 19%	84 16%	98 19%
Other	16 2%b	13 3%b	3 1%	-	-	2 1%	5 3%	3 2%	5 2%	4 2%	3 1%	5 2%	4 1%	7 1%	9 2%

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

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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

	Total (x)	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	Age 35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	SEG C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
None of the above	12	3	9	-	2	2	2	2	5	3	1	1	7	4	8
	1%	1%	2%	-	1%	1%	1%	1%	2%	1%	*	*	2%	1%	2%
Don't know	106	46	60	-	19	9	20	21	38	22	22	23	40	43	63
	10%em	9%	12%	-	11%	6%	11%	13%e	16%xe	8%	9%	11%	13%	8%	12%

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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
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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By selling space to advertisers who want to advertise relevant products or services on the website or app	700 68%i	131 72%	284 71%	416 67%	288 68%	316 67%	96 75%	233 71%i	363 74%xi	103 52%	524 67%	24 79%
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	680 67%ci	136 74%c	284 71%c	396 64%	279 66%	312 66%	89 69%	248 75%xhi	327 66%i	105 52%	506 65%	22 73%
By collecting information about the users of the website or app and selling this on	578 57%ceij	119 65%c	245 61%c	334 54%	268 63%xef	249 53%	62 48%	228 69%xhi	277 56%i	74 37%	422 54%	25 81%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	468 46%ei	105 57%xbc	196 49%	272 44%	212 50%e	199 42%	57 44%	181 55%xhi	210 43%	76 38%	345 44%	11 35%
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	272 27%ce	61 33%c	133 33%xc	139 22%	128 30%e	107 23%	37 28%	106 32%xi	122 25%	45 22%	208 27%	6 21%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	193 19%eh	51 28%xbc	87 22%	106 17%	109 26%xe	62 13%	21 17%	87 27%xhi	74 15%	32 16%	143 18%	8 27%
By users paying a subscription to access the product or service	181 18%e	42 23%	80 20%	101 16%	99 23%xe	63 13%	20 15%	67 20%	76 15%	38 19%	134 17%	9 31%
Other	16 2%	- -	6 1%	10 2%	6 1%	8 2%	2 2%	6 2%	9 2%	1 *	12 2%	1 3%

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

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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

	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)
		Usage (Q1)			Concerns (Q6)			Protective Levels (Q9)			Ethnicity	
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
None of the above	12	1	1	11	4	7	-	3	7	2	8	-
	1%	*	*	2%	1%	2%	-	1%	1%	1%	1%	-
Don't know	106	5	26	80	38	60	9	17	38	51	87	-
	10%abgh	3%	7%a	13%xab	9%	13%x	7%	5%	8%	25%xgh	11%	-

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 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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By selling space to advertisers who want to advertise relevant products or services on the website or app	594 58%h	303 60%	291 56%	69 62%	104 60%h	106 69%xgh	114 62%h	97 59%h	103 44%	168 60%	140 61%	117 58%	168 54%	308 60%	285 56%
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	516 50%h	256 51%	260 50%	48 42%	97 56%h	96 62%xgh	106 58%xh	84 51%h	86 37%	139 50%	135 58%xl	104 51%	138 45%	274 53%x	243 47%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	487 48%hln	242 48%	246 47%	40 35%	100 58%xh	91 60%xfgh	88 48%h	77 47%	90 38%	156 56%xkl	129 56%xkl	85 42%	117 38%	285 56%xn	202 40%
By collecting information about the users of the website or app and selling this on	440 43%bh	236 47%xb	204 39%	58 51%	79 46%	70 45%h	83 45%h	69 42%	81 34%	128 46%	110 48%	84 41%	118 38%	238 47%xn	201 39%
By users paying a subscription to access the product or service	277 27%gh	136 27%	141 27%	31 28%	62 35%xgh	46 30%h	52 28%	36 22%	50 21%	74 26%	63 27%	62 30%	78 25%	137 27%	139 27%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	265 26%	126 25%	139 27%	25 22%	53 30%	36 23%	55 30%	39 24%	57 24%	72 26%	69 30%	49 24%	74 24%	142 28%	123 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	264 26%l	141 28%	123 24%	15 13%	54 31%	42 28%	51 28%	46 28%	55 23%	78 28%l	73 31%xl	54 27%	59 19%	151 30%xn	113 22%
Other	12 1%	7 1%	5 1%	-	-	2 1%	4 2%	2 1%	4 2%	3 1%	2 1%	3 2%	3 1%	5 1%	7 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	Total	Gender		Age						SEG				SEG II	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	ABC1	C2DE
	(x)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
None of the above	19	11	9	4	-	1	1	4	9	4	6	1	9	10	9
	2%	2%	2%	3%	-	1%	1%	2%	4%xdf	2%	2%	*	3%	2%	2%
Don't know	162	74	87	11	25	14	28	29	55	34	27	38	63	61	101
	16%eijm	15%	17%	10%	14%	9%	15%	18%e	24%xdef	12%	12%	19%	20%ij	12%	20%xm

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By selling space to advertisers who want to advertise relevant products or services on the website or app	594 58%i	113 62%	248 62%	345 55%	238 56%	264 56%	92 72%xde	219 66%xhi	285 58%i	90 45%	442 57%	24 79%
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	516 50%ci	100 55%	224 56%xc	293 47%	211 50%	237 50%	69 54%	184 56%i	248 50%	85 42%	390 50%	13 44%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	487 48%ij	81 44%	197 49%	291 47%	193 46%	229 48%	66 51%	184 56%xi	236 48%i	68 34%	352 45%	15 50%
By collecting information about the users of the website or app and selling this on	440 43%ij	71 39%	177 44%	263 42%	191 45%	199 42%	50 39%	169 51%xhi	206 42%i	65 32%	312 40%	20 68%
By users paying a subscription to access the product or service	277 27%ij	55 30%	116 29%	161 26%	116 28%	128 27%	32 25%	105 32%i	140 28%i	32 16%	192 25%	10 35%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	265 26%ij	56 31%	114 28%	151 24%	121 29%	109 23%	34 27%	98 30%i	126 25%	41 20%	184 24%	15 49%
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	264 26%i	44 24%	110 27%	154 25%	119 28%	119 25%	25 20%	99 30%i	127 26%	38 19%	194 25%	10 34%
Other	12 1%	2 1%	5 1%	6 1%	5 1%	7 1%	- -	4 1%	7 1%	1 1%	8 1%	- -

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

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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

	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)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
None of the above	19	2	2	17	10	9	1	7	8	4	15	-
	2%b	1%	1%	3%xb	2%	2%	*	2%	2%	2%	2%	-
Don't know	162	22	43	119	66	85	11	29	73	60	131	-
	16%bfg	12%	11%	19%xb	16%	18%f	9%	9%	15%g	30%xgh	17%	-

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
By selling space to advertisers who want to advertise relevant products or services on the website or app	504 49%hn	258 52%	245 47%	63 56%	91 52%h	87 56%xh	92 50%h	78 48%	93 40%	148 53%l	128 55%l	95 47%	133 43%	276 54%xn	228 45%
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	497 49%hkln	244 49%	252 48%	43 39%	92 53%	76 50%	105 57%xh	83 51%	98 42%	157 56%xkl	139 60%xkl	76 37%	125 41%	296 58%xn	201 39%
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	427 42%hln	220 44%	207 40%	31 28%	81 47%h	78 51%xh	89 48%xh	67 41%	81 34%	130 46%l	113 49%xkl	75 37%	109 35%	243 48%xn	184 36%
By collecting information about the users of the website or app and selling this on	367 36%bhl	200 40%xb	167 32%	40 35%	73 42%h	59 39%h	68 37%	58 35%	68 29%	108 39%	85 37%	82 40%	92 30%	193 38%	174 34%
By users paying a subscription to access the product or service	367 36%	189 38%	178 34%	28 25%	81 47%xh	56 36%	64 35%	60 37%	77 33%	111 40%k	89 38%	57 28%	110 36%	199 39%x	167 33%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	352 34%h	178 35%	174 33%	34 30%	71 41%h	47 30%	76 41%xeh	64 39%h	60 25%	105 37%	86 37%	72 35%	90 29%	191 37%x	162 32%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	335 33%hl	168 34%	167 32%	35 31%	66 38%	53 34%	66 36%	51 31%	65 27%	107 38%xl	78 34%	68 33%	82 27%	185 36%x	150 29%
Other	22 2%	12 2%	10 2%	5 4%	1 1%	1 1%	4 2%	3 2%	8 3%	7 3%	3 1%	3 2%	8 3%	10 2%	11 2%

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

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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

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
None of the above	14 1%	7 1%	8 1%	- -	- -	- -	3 2%	5 3%de	7 3%xe	3 1%	4 2%	1 *	6 2%	7 1%	7 1%
Don't know	183 18%im	85 17%	98 19%	15 13%	26 15%	22 14%	33 18%	30 18%	58 25%xde	36 13%	39 17%	35 17%	73 24%xi	75 15%	108 21%m

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

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Doteveryone - People, Power, Tech 2020 - Scotland 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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
By selling space to advertisers who want to advertise relevant products or services on the website or app	504 49%	91 49%	209 52%	295 47%	205 49%	226 48%	73 57%	179 54%	235 48%	90 45%	383 49%	22 71%
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	497 49%i	90 49%	201 50%	296 48%	187 44%	239 51%	71 55%	177 54%i	247 50%i	73 36%	373 48%	13 41%
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	427 42%	78 43%	166 42%	261 42%	169 40%	192 41%	66 51%x	152 46%	190 38%	86 43%	322 41%	12 40%
By collecting information about the users of the website or app and selling this on	367 36%hj	57 31%	146 37%	221 35%	165 39%	158 33%	45 35%	141 43%xh	159 32%	67 33%	260 33%	20 65%
By users paying a subscription to access the product or service	367 36%	63 34%	142 35%	225 36%	152 36%	175 37%	39 30%	124 38%	177 36%	65 33%	275 35%	15 49%
By offering a paid for version of the website or app that has increased functionality in addition to a free version	352 34%i	61 33%	149 37%	203 33%	147 35%	160 34%	46 36%	128 39%i	170 34%	55 27%	261 34%	14 47%
By charging companies who pay for influencers to say positive things about their brands, products or services on the website or app	335 33%	66 36%	136 34%	199 32%	152 36%	143 30%	40 31%	124 38%i	157 32%	54 27%	244 31%	16 51%
Other	22 2%	6 3%	10 3%	11 2%	11 2%	9 2%	2 1%	12 4%	8 2%	2 1%	16 2%	1 4%

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

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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

	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)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
None of the above	14	3	4	10	5	9	*	4	7	3	10	-
	1%	1%	1%	2%	1%	2%	*	1%	1%	1%	1%	-
Don't know	183	29	61	122	76	90	18	37	92	54	147	-
	18%g	16%	15%	20%	18%	19%	14%	11%	19%g	27%xgh	19%	-

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 35
Q5. How far do you agree or disagree with each of the following statements?
- Summary
Base: All respondents

		When I search for something on most search engines, I will see the same search results as other people (a)	Providers of products and services online are able to tailor the prices they offer to different people (b)	The more technology I have, the more anxious I feel about it (c)	The internet improves my life by giving me opportunities, such as meeting new people and learning about new things (d)	I like to visit a variety of news websites and apps, even if they don't always share my values and beliefs (e)	I know that some news websites and apps can't be fully trusted, but I read them anyway (f)	I am optimistic about how technology will impact society in the future (g)	I am optimistic about how technology will impact my life in the future (h)	The news and information I see online depends on the people I am connected to on social media (i)
Unweighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Agree		381 37%c	620 61%acefghi	291 28%	762 74%abcefghi	532 52%acfi	483 47%aci	534 52%acfi	552 54%acfi	401 39%c
Agree strongly	(5)	47 5%	122 12%acfi	59 6%	217 21%abcefghi	118 12%acfi	75 7%a	116 11%acfi	106 10%acf	85 8%ac
Agree	(4)	334 33%c	497 49%acefghi	231 23%	545 53%acefghi	414 40%aci	408 40%aci	418 41%aci	446 44%aci	315 31%c
Neither agree nor disagree	(3)	271 26%bdf	209 20%	310 30%bdefi	197 19%	246 24%d	224 22%	297 29%bdefi	319 31%abdefi	230 22%
Disagree	(2)	200 20%bdgh	55 5%	315 31%abdefghi	47 5%	174 17%bdgh	208 20%bdgh	134 13%bd	108 11%bd	186 18%bdgh
Disagree strongly	(1)	47 5%bd	7 1%	101 10%abdegh	12 1%	59 6%bdh	87 9%abdegh	40 4%bd	34 3%bd	91 9%abdegh
NET: Disagree		247 24%bdgh	62 6%	416 41%abdefghi	59 6%	233 23%bdgh	295 29%abdegh	174 17%bdh	143 14%bd	277 27%bdgh
Don't know		124 12%cdefgh	133 13%cdefgh	6 1%	6 1%	13 1%c	21 2%cdh	18 2%cd	9 1%	115 11%cdefgh
Mean		3.15c	3.76acefghi	2.83	3.89abcefghi	3.35acfi	3.18c	3.43acfi	3.47acefi	3.13c
Standard deviation		1.00	0.79	1.07	0.83	1.08	1.11	0.99	0.94	1.15

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		381 37%h	173 34%	208 40%	42 37%	78 45%h	67 44%xgh	64 35%	54 33%	76 32%	94 34%	89 38%	91 45%i	106 35%	183 36%	197 39%
Agree strongly	(5)	47 5%	18 4%	29 6%	3 3%	15 9%g	9 6%	8 5%	4 3%	8 3%	15 5%	8 3%	7 3%	18 6%	22 4%	25 5%
Agree	(4)	334 33%	155 31%	179 34%	39 35%	63 36%	58 38%	55 30%	50 30%	68 29%	80 28%	81 35%	84 41%xil	88 29%	161 31%	173 34%
Neither agree nor disagree	(3)	271 26%bejm	149 30%b	121 23%	37 33%	44 25%	28 18%	50 27%	42 26%	70 30%e	63 23%	46 20%	63 31%j	98 32%ij	109 21%	162 32%xm
Disagree	(2)	200 20%kln	109 22%	90 17%	20 18%	29 16%	34 22%	42 23%	36 22%	41 17%	75 27%xkl	60 26%xkl	21 10%	44 14%	135 26%xn	65 13%
Disagree strongly	(1)	47 5%	25 5%	23 4%	14 12%	2 1%	9 6%d	6 4%	6 4%	9 4%	14 5%	10 4%	6 3%	18 6%	24 5%	24 5%
NET: Disagree		247 24%kn	134 27%	113 22%	34 30%	31 18%	43 28%	48 26%	42 25%	50 21%	89 32%xkl	70 30%xkl	26 13%	62 20%	159 31%xn	88 17%
Don't know		124 12%a	45 9%	79 15%xa	-	21 12%	15 10%	23 12%	25 16%	40 17%xe	33 12%	27 12%	22 11%	41 13%	60 12%	64 12%
Mean		3.15im	3.07	3.23xa	2.98	3.39xfgh	3.17	3.11	3.08	3.13	3.03	3.08	3.37xij	3.17	3.05	3.25xm
Standard deviation		1.00	0.97	1.01	1.06	0.95	1.08	0.98	0.96	0.94	1.04	1.02	0.85	1.01	1.03	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		381 37%	73 40%	150 37%	231 37%	146 34%	189 40%	46 36%	113 34%	183 37%	85 42%	295 38%	12 41%
Agree strongly	(5)	47 5%	11 6%	19 5%	28 5%	21 5%	21 5%	5 4%	19 6%	18 4%	9 5%	31 4%	7 22%
Agree	(4)	334 33%	62 34%	131 33%	203 33%	125 29%	168 36%	41 32%	93 28%	165 33%	75 38%	264 34%	6 19%
Neither agree nor disagree	(3)	271 26%	49 27%	97 24%	174 28%	112 27%	120 26%	38 30%	102 31%i	126 26%	43 21%	205 26%	11 37%
Disagree	(2)	200 20%i	37 20%	85 21%	115 18%	91 22%	81 17%	28 22%	75 23%i	98 20%	27 14%	149 19%	4 12%
Disagree strongly	(1)	47 5%e	8 4%	25 6%	22 4%	34 8%xef	12 3%	2 1%	19 6%	23 5%	5 2%	39 5%	- -
NET: Disagree		247 24%ei	45 25%	110 27%	137 22%	125 29%xe	93 20%	29 23%	95 29%i	121 24%i	32 16%	189 24%	4 12%
Don't know		124 12%g	16 9%	44 11%	80 13%	40 9%	69 15%x	15 12%	20 6%	63 13%g	41 21%xgh	90 12%	3 10%
Mean		3.15d	3.19	3.10	3.18	3.02	3.26xd	3.17	3.06	3.14	3.36xgh	3.14	3.56
Standard deviation		1.00	1.01	1.05	0.96	1.07	0.94	0.90	1.02	0.99	0.94	0.99	1.02

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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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		620 61%h	320 64%	299 57%	82 73%	97 56%	93 61%	115 62%	102 63%	130 55%	173 62%	129 56%	132 65%	185 60%	302 59%	317 62%
Agree strongly	(5)	122 12%j	70 14%	52 10%	16 14%	16 9%	18 12%	21 11%	25 15%	26 11%	39 14%j	17 8%	24 12%	42 13%	57 11%	66 13%
Agree	(4)	497 49%	250 50%	247 47%	67 59%	80 46%	75 49%	94 51%	78 47%	104 44%	134 48%	112 48%	108 53%	144 47%	246 48%	252 49%
Neither agree nor disagree	(3)	209 20%	112 22%	96 18%	19 17%	36 21%	32 21%	39 21%	28 17%	55 23%	55 20%	43 19%	39 19%	71 23%	99 19%	110 22%
Disagree	(2)	55 5%	19 4%	36 7%	9 8%	11 6%	5 3%	12 7%	7 4%	11 5%	12 4%	19 8%x	12 6%	12 4%	31 6%	23 5%
Disagree strongly	(1)	7 1%	2 *	5 1%	- -	2 1%	1 1%	3 1%	- -	2 1%	1 *	1 *	- -	5 2%	2 *	5 1%
NET: Disagree		62 6%a	21 4%	41 8%xa	9 8%	12 7%	6 4%	15 8%	7 4%	13 6%	14 5%	20 9%	12 6%	17 5%	34 7%	28 6%
Don't know		133 13%af	48 10%	85 16%xa	3 3%	29 17%	22 15%	16 9%	26 16%f	37 16%f	37 13%	40 17%x	21 10%	35 11%	77 15%x	56 11%
Mean		3.76	3.81	3.70	3.82	3.68	3.80	3.70	3.87xh	3.71	3.81	3.66	3.79	3.75	3.74	3.77
Standard deviation		0.79	0.75	0.83	0.78	0.82	0.74	0.83	0.76	0.80	0.78	0.80	0.75	0.83	0.79	0.80

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
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		620 61%i	118 64%	252 63%	368 59%	266 63%	287 61%	67 52%	226 69%xhi	294 60%i	100 50%	474 61%	15 50%
Agree strongly	(5)	122 12%i	22 12%	44 11%	79 13%	48 11%	60 13%	15 11%	48 15%i	60 12%	14 7%	94 12%	4 14%
Agree	(4)	497 49%	96 52%	208 52%	289 46%	218 52%	228 48%	52 40%	178 54%i	234 47%	85 43%	379 49%	11 37%
Neither agree nor disagree	(3)	209 20%e	32 17%	70 18%	138 22%	94 22%	82 17%	32 25%	63 19%	99 20%	47 23%	167 21%	4 13%
Disagree	(2)	55 5%	13 7%	21 5%	34 6%	15 3%	29 6%	11 9%d	17 5%	28 6%	11 5%	38 5%	6 18%
Disagree strongly	(1)	7 1%j	1 1%	2 *	5 1%	5 1%	2 *	-	1 *	4 1%	2 1%	2 *	2 6%
NET: Disagree		62 6%	14 8%	22 6%	40 6%	20 5%	31 7%	11 9%	17 5%	32 7%	12 6%	40 5%	8 25%
Don't know		133 13%g	20 11%	56 14%	77 12%	43 10%	71 15%	19 15%	23 7%	68 14%g	42 21%xgh	98 13%	4 12%
Mean		3.76i	3.77	3.79	3.74	3.76	3.78	3.64	3.83i	3.75	3.63	3.77	3.37
Standard deviation		0.79	0.80	0.76	0.82	0.77	0.81	0.84	0.76	0.82	0.79	0.76	1.20

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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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		291 28%e	134 27%	157 30%	38 34%	53 30%	32 21%	45 24%	46 28%	78 33%ef	77 28%	74 32%	61 30%	78 25%	152 30%	139 27%
Agree strongly	(5)	59 6%	31 6%	28 5%	11 9%	9 5%	6 4%	8 4%	8 5%	18 8%	13 5%	20 9%	8 4%	18 6%	33 6%	26 5%
Agree	(4)	231 23%e	103 21%	129 25%	27 24%	44 25%	26 17%	37 20%	38 23%	59 25%e	64 23%	54 24%	53 26%	60 20%	119 23%	113 22%
Neither agree nor disagree	(3)	310 30%	154 31%	156 30%	22 20%	41 23%	49 32%	57 31%	55 33%	86 36%xd	87 31%	67 29%	61 30%	95 31%	154 30%	156 31%
Disagree	(2)	315 31%h	155 31%	160 31%	44 39%	52 30%	56 37%h	58 32%	46 28%	59 25%	88 31%	72 31%	55 27%	100 33%	159 31%	155 30%
Disagree strongly	(1)	101 10%h	58 12%	43 8%	4 3%	29 17%xh	16 10%	24 13%h	16 10%	13 6%	27 10%	18 8%	22 11%	34 11%	45 9%	56 11%
NET: Disagree		416 41%h	213 43%	203 39%	48 42%	80 46%h	72 47%h	82 45%h	62 38%	72 31%	115 41%	90 39%	77 38%	135 44%	205 40%	211 41%
Don't know		6 1%	- -	6 1%a	5 4%	- -	- -	- -	1 1%	- -	1 *	* *	5 2%xl	- -	1 *	5 1%
Mean		2.83e	2.79	2.88	2.97	2.73	2.68	2.71	2.85	3.04xdefg	2.82	2.94	2.85	2.76	2.87	2.80
Standard deviation		1.07	1.09	1.05	1.10	1.16	1.00	1.06	1.04	1.02	1.05	1.10	1.06	1.07	1.07	1.07

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		291 28%abef	31 17%	88 22%	203 33%xab	176 42%xef	99 21%	16 12%	103 31%	127 26%	60 30%	220 28%	5 17%
Agree strongly	(5)	59 6%bef	5 3%	11 3%	48 8%xb	45 11%xef	13 3%	1 1%	23 7%	25 5%	11 6%	48 6%	3 8%
Agree	(4)	231 23%aef	26 14%	77 19%	155 25%a	130 31%xef	86 18%	15 12%	80 24%	102 21%	49 24%	172 22%	3 9%
Neither agree nor disagree	(3)	310 30%	50 27%	109 27%	201 32%	123 29%	153 32%	34 27%	93 28%	144 29%	73 37%x	239 31%	6 21%
Disagree	(2)	315 31%cdi	79 43%xc	157 39%xc	158 25%	105 25%	160 34%d	50 39%d	102 31%	165 33%i	48 24%	238 31%	19 62%
Disagree strongly	(1)	101 10%d	23 13%	47 12%	54 9%	18 4%	59 12%xd	24 19%xd	32 10%	52 11%	18 9%	77 10%	- -
NET: Disagree		416 41%cdi	102 56%xc	204 51%xc	213 34%	123 29%	219 46%xd	74 58%xd	133 41%	217 44%i	66 33%	316 41%	19 62%
Don't know		6 1%e	- -	* *	6 1%	1 *	* *	5 4%xde	- -	5 1%	1 *	5 1%	- -
Mean		2.83abef	2.51	2.62	2.97xab	3.19xef	2.65f	2.34	2.88	2.76	2.94	2.84	2.64
Standard deviation		1.07	0.98	1.01	1.08	1.06	1.01	0.95	1.10	1.06	1.04	1.07	0.97

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		762 74%h	366 73%	395 76%	88 78%	148 85%xfgh	128 83%xfgh	134 73%h	119 73%h	146 62%	201 72%	185 80%xi	154 76%	222 72%	386 75%	376 73%
Agree strongly	(5)	217 21%h	103 20%	114 22%	31 28%	52 30%xfgh	37 24%h	35 19%	31 19%	31 13%	56 20%	45 19%	41 20%	75 24%	101 20%	116 23%
Agree	(4)	545 53%	263 53%	281 54%	57 50%	96 55%	91 59%h	98 53%	88 54%	115 49%	145 52%	140 60%xl	113 56%	147 48%	285 56%	260 51%
Neither agree nor disagree	(3)	197 19%dej	102 20%	95 18%	25 22%	21 12%	19 13%	39 21%de	32 19%	61 26%xde	56 20%	33 14%	39 19%	69 23%j	89 17%	108 21%
Disagree	(2)	47 5%	26 5%	21 4%	-	3 2%	5 3%	7 4%	10 6%	22 9%xdef	17 6%	9 4%	7 3%	14 4%	26 5%	20 4%
Disagree strongly	(1)	12 1%	7 1%	5 1%	-	-	1 1%	4 2%	3 2%	4 2%	6 2%j	-	4 2%	2 1%	6 1%	6 1%
NET: Disagree		59 6%	33 7%	26 5%	-	3 2%	6 4%	11 6%	13 8%d	26 11%xdef	23 8%x	9 4%	11 5%	16 5%	32 6%	26 5%
Don't know		6 1%	1 *	5 1%	-	2 1%	1 *	1 *	*	2 1%	*	4 2%x	-	1 *	5 1%	1 *
Mean		3.89h	3.86	3.93	4.06	4.14xfgh	4.03xfgh	3.84h	3.82h	3.63	3.82	3.97i	3.88	3.91	3.89	3.90
Standard deviation		0.83	0.85	0.81	0.71	0.69	0.74	0.85	0.87	0.89	0.90	0.71	0.83	0.83	0.82	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		762 74%ci	163 89%xc	337 84%xc	425 68%	297 70%	363 77%	101 79%	259 79%i	374 76%i	129 64%	575 74%	27 89%
Agree strongly	(5)	217 21%ci	59 32%xc	117 29%xc	99 16%	80 19%	107 23%	30 23%	83 25%i	108 22%i	26 13%	168 22%	9 31%
Agree	(4)	545 53%	103 56%	220 55%	325 52%	217 51%	257 54%	71 55%	176 53%	266 54%	103 51%	407 52%	18 58%
Neither agree nor disagree	(3)	197 19%ab	18 10%	50 12%	147 24%xab	91 21%	83 18%	23 18%	52 16%	92 19%	53 26%xgh	152 20%	3 11%
Disagree	(2)	47 5%b	2 1%	9 2%	38 6%xab	26 6%	19 4%	2 2%	13 4%	19 4%	15 7%	36 5%	- -
Disagree strongly	(1)	12 1%b	- -	1 *	11 2%	7 2%	4 1%	1 1%	3 1%	6 1%	3 1%	11 1%	- -
NET: Disagree		59 6%ab	2 1%	10 3%	49 8%xab	33 8%	23 5%	3 2%	17 5%	25 5%	17 9%	47 6%	- -
Don't know		6 1%	- -	4 1%	2 *	2 *	3 1%	1 1%	2 1%	2 *	2 1%	5 1%	- -
Mean		3.89cdi	4.20xc	4.12xc	3.75	3.80	3.94d	4.00	3.98i	3.92i	3.68	3.89	4.20
Standard deviation		0.83	0.66	0.72	0.86	0.87	0.80	0.74	0.82	0.82	0.84	0.84	0.63

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		532 52%h	273 54%	259 50%	60 54%	91 52%	91 59%xh	96 52%	86 52%	108 46%	156 56%	125 54%	108 53%	143 46%	281 55%x	251 49%
Agree strongly	(5)	118 12%bhjm	72 14%xb	46 9%	19 17%	16 9%	23 15%h	24 13%	17 11%	19 8%	31 11%	18 8%	27 13%	42 14%	49 10%	69 13%
Agree	(4)	414 40%ln	201 40%	213 41%	41 37%	75 43%	68 44%	71 39%	68 42%	89 38%	125 45%l	107 46%l	82 40%	100 33%	232 45%xn	182 36%
Neither agree nor disagree	(3)	246 24%	116 23%	130 25%	17 15%	42 24%	36 23%	51 28%	40 25%	59 25%	68 24%	47 20%	43 21%	87 28%	115 23%	131 26%
Disagree	(2)	174 17%	75 15%	98 19%	21 18%	29 17%	23 15%	25 14%	26 16%	50 21%xf	43 16%	44 19%	34 17%	51 17%	88 17%	86 17%
Disagree strongly	(1)	59 6%em	33 7%	26 5%	10 9%	8 5%	3 2%	11 6%	11 7%e	15 7%e	11 4%	12 5%	10 5%	26 8%	23 5%	36 7%
NET: Disagree		233 23%e	108 22%	124 24%	31 27%	37 22%	26 17%	36 20%	37 23%	65 28%xe	55 20%	57 24%	45 22%	77 25%	111 22%	122 24%
Don't know		13 1%	4 1%	9 2%	5 4%	3 2%	-	1 1%	1 1%	3 1%	1 *	3 1%	7 4%xil	1 *	4 1%	8 2%
Mean		3.35h	3.41	3.30	3.36	3.36	3.55xgh	3.40	3.34	3.20	3.43	3.32	3.41	3.27	3.38	3.32
Standard deviation		1.08	1.11	1.04	1.24	1.03	0.99	1.07	1.08	1.07	1.01	1.05	1.09	1.15	1.03	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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)
			Usage (Q1)			**Concerns (Q6)**			**Protective Levels (Q9)**			**Ethnicity**	
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		532 52%ci	116 63%xc	255 64%xc	277 44%	223 53%	249 53%	59 46%	204 62%xhi	249 51%i	79 39%	401 51%	14 45%
Agree strongly	(5)	118 12%ci	25 14%	63 16%xc	55 9%	52 12%	55 12%	12 9%	49 15%i	57 12%i	11 6%	84 11%	8 25%
Agree	(4)	414 40%ci	91 50%xc	192 48%xc	222 36%	172 41%	195 41%	47 37%	154 47%xi	192 39%	67 33%	316 41%	6 20%
Neither agree nor disagree	(3)	246 24%	43 23%	92 23%	153 25%	97 23%	112 24%	38 29%	71 22%	109 22%	66 33%xgh	189 24%	4 13%
Disagree	(2)	174 17%bg	21 12%	46 12%	127 20%xab	68 16%	81 17%	24 19%	35 11%	97 20%g	41 21%g	132 17%	11 36%
Disagree strongly	(1)	59 6%ab	3 2%	6 2%	53 9%xab	28 7%	28 6%	3 3%	18 5%	31 6%	10 5%	45 6%	2 6%
NET: Disagree		233 23%abg	24 13%	52 13%	180 29%xab	97 23%	109 23%	28 22%	53 16%	128 26%xg	52 26%g	177 23%	13 42%
Don't know		13 1%be	- -	1 *	12 2%	6 1%	2 *	5 4%xe	1 *	7 1%	5 2%	12 2%	- -
Mean		3.35ci	3.62xc	3.65xc	3.16	3.36	3.36	3.32	3.56xhi	3.30	3.14	3.34	3.21
Standard deviation		1.08	0.92	0.93	1.12	1.10	1.08	0.98	1.04	1.11	0.99	1.07	1.35

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		483 47%h	233 46%	250 48%	58 51%	95 55%gh	86 56%xfgh	83 45%	68 42%	94 40%	133 48%	111 48%	87 43%	152 49%	244 48%	239 47%
Agree strongly	(5)	75 7%	42 8%	33 6%	7 6%	16 9%	12 8%	12 7%	12 7%	15 7%	26 9%	15 7%	10 5%	23 8%	41 8%	33 7%
Agree	(4)	408 40%gh	191 38%	218 42%	51 45%	79 45%h	74 48%xgh	70 38%	56 34%	78 33%	107 38%	96 41%	77 38%	129 42%	202 40%	206 40%
Neither agree nor disagree	(3)	224 22%	117 23%	107 21%	13 11%	41 23%	29 19%	45 24%	39 24%	58 25%	63 22%	51 22%	42 20%	69 23%	113 22%	111 22%
Disagree	(2)	208 20%d	94 19%	114 22%	27 24%	22 12%	26 17%	40 22%d	39 24%d	54 23%d	55 20%	50 22%	53 26%l	49 16%	106 21%	102 20%
Disagree strongly	(1)	87 9%	48 10%	38 7%	15 13%	12 7%	9 6%	13 7%	15 9%	22 9%	25 9%	14 6%	18 9%	30 10%	39 8%	48 9%
NET: Disagree		295 29%de	142 28%	152 29%	42 37%	34 20%	34 22%	54 29%	54 33%de	76 32%de	81 29%	64 28%	71 35%	79 26%	145 28%	150 29%
Don't know		21 2%	9 2%	12 2%	-	4 2%	4 3%	3 2%	2 1%	7 3%	3 1%	6 3%	3 2%	8 3%	10 2%	11 2%
Mean		3.18h	3.17	3.18	3.06	3.38gh	3.36xgh	3.16	3.07	3.05	3.19	3.21	3.04	3.22	3.20	3.15
Standard deviation		1.11	1.13	1.09	1.22	1.06	1.05	1.08	1.13	1.12	1.14	1.06	1.10	1.12	1.10	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		483 47%cij	92 50%	213 53%xc	270 43%	197 47%	223 47%	63 49%	175 53%xi	228 46%	80 40%	348 45%	23 77%
Agree strongly	(5)	75 7%i	15 8%	32 8%	42 7%	27 7%	38 8%	9 7%	26 8%	41 8%	8 4%	56 7%	2 6%
Agree	(4)	408 40%cj	77 42%	181 45%xc	228 37%	169 40%	185 39%	55 42%	150 45%	187 38%	72 36%	292 37%	21 71%
Neither agree nor disagree	(3)	224 22%	32 17%	74 18%	150 24%	82 19%	107 23%	35 27%	69 21%	100 20%	55 27%x	172 22%	3 11%
Disagree	(2)	208 20%	48 26%b	80 20%	128 21%	90 21%	92 19%	26 20%	60 18%	111 22%	37 19%	173 22%x	2 6%
Disagree strongly	(1)	87 9%f	11 6%	26 7%	61 10%	47 11%f	38 8%f	2 2%	21 6%	48 10%	18 9%	69 9%	2 6%
NET: Disagree		295 29%	59 32%	106 27%	189 30%	138 33%f	129 27%	28 22%	81 25%	159 32%	55 27%	242 31%x	4 12%
Don't know		21 2%	1 *	7 2%	13 2%	6 1%	12 3%	3 2%	3 1%	6 1%	11 6%xgh	17 2%	- -
Mean		3.18cj	3.21	3.29xc	3.10	3.09	3.21	3.33	3.30	3.13	3.08	3.12	3.65
Standard deviation		1.11	1.10	1.09	1.12	1.16	1.11	0.94	1.06	1.15	1.06	1.12	0.94

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		534 52%hj	260 52%	273 52%	73 65%	103 59%h	85 56%h	88 48%	82 50%	103 44%	152 54%j	104 45%	115 57%	162 53%	257 50%	277 54%
Agree strongly	(5)	116 11%him	51 10%	66 13%	13 12%	39 22%xefgh	15 9%	17 9%	18 11%	15 6%	22 8%	22 10%	34 17%i	38 12%	44 9%	72 14%m
Agree	(4)	418 41%	210 42%	208 40%	60 53%	64 37%	71 46%	71 38%	64 39%	88 37%	130 47%xj	82 35%	81 40%	124 40%	212 42%	205 40%
Neither agree nor disagree	(3)	297 29%	136 27%	161 31%	31 27%	44 25%	42 28%	59 32%	46 28%	76 32%	75 27%	77 33%	47 23%	98 32%	152 30%	145 28%
Disagree	(2)	134 13%	69 14%	65 12%	3 3%	21 12%	18 12%	26 14%	23 14%	43 18%x	38 13%	37 16%	24 12%	35 11%	74 14%	59 12%
Disagree strongly	(1)	40 4%b	29 6%xb	11 2%	6 5%	1 1%	4 3%	9 5%d	12 7%xdeh	7 3%	11 4%	7 3%	14 7%	8 3%	18 3%	22 4%
NET: Disagree		174 17%	98 20%	76 15%	9 8%	22 13%	23 15%	35 19%	35 21%	50 21%x	49 17%	43 19%	38 19%	43 14%	92 18%	82 16%
Don't know		18 2%	7 1%	11 2%	-	5 3%	3 2%	2 1%	1 1%	6 3%	4 1%	7 3%	3 2%	4 1%	11 2%	8 1%
Mean		3.43h	3.37	3.49	3.63	3.70xfgh	3.49h	3.34	3.33	3.26	3.42	3.34	3.48	3.49	3.38	3.49
Standard deviation		0.99	1.04	0.94	0.92	0.98	0.93	1.00	1.08	0.94	0.96	0.97	1.12	0.95	0.96	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		534 52%c	129 70%xbc	242 60%xc	292 47%	200 47%	245 52%	89 69%xde	175 53%	260 53%	99 49%	414 53%	12 38%
Agree strongly	(5)	116 11%ce	46 25%xbc	72 18%xc	44 7%	58 14%	43 9%	15 12%	54 16%xhi	47 10%	15 8%	91 12%	4 12%
Agree	(4)	418 41%d	83 45%	170 42%	248 40%	142 34%	202 43%d	74 57%xde	121 37%	213 43%	84 42%	323 41%	8 26%
Neither agree nor disagree	(3)	297 29%	44 24%	104 26%	193 31%	129 31%	139 29%	29 22%	90 27%	145 29%	63 32%	221 28%	15 49%
Disagree	(2)	134 13%abf	8 5%	36 9%a	98 16%xab	67 16%f	59 13%	7 6%	50 15%	53 11%	31 15%	100 13%	2 7%
Disagree strongly	(1)	40 4%i	1 1%	13 3%a	27 4%	21 5%	19 4%	1 1%	8 3%	29 6%xi	2 1%	30 4%	- -
NET: Disagree		174 17%abf	10 5%	48 12%a	125 20%xab	88 21%f	78 17%f	8 6%	58 18%	82 17%	33 17%	131 17%	2 7%
Don't know		18 2%	- -	6 1%	13 2%	5 1%	10 2%	3 2%	7 2%	6 1%	5 3%	14 2%	2 5%
Mean		3.43c	3.90xbc	3.64xc	3.30	3.36	3.41	3.76xde	3.50	3.40	3.40	3.45	3.46
Standard deviation		0.99	0.86	0.99	0.97	1.06	0.97	0.76	1.02	1.01	0.89	0.99	0.83

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		552 54%h	283 57%	269 52%	65 58%	115 66%xfgh	88 58%h	96 52%h	86 53%h	101 43%	159 57%	119 51%	116 57%	158 51%	278 54%	274 54%
Agree strongly	(5)	106 10%h	54 11%	52 10%	5 4%	35 20%xefgh	13 8%	20 11%	18 11%	15 6%	29 10%	17 7%	27 13%	33 11%	46 9%	60 12%
Agree	(4)	446 44%h	229 46%	217 42%	61 54%	80 46%	76 49%h	76 41%	68 42%	85 36%	131 47%	102 44%	89 44%	124 40%	233 45%	214 42%
Neither agree nor disagree	(3)	319 31%ad	136 27%	183 35%xa	24 22%	39 23%	51 33%	61 33%	53 32%	91 39%xd	91 33%	68 29%	58 29%	102 33%	159 31%	161 31%
Disagree	(2)	108 11%i	56 11%	52 10%	17 15%	13 7%	11 7%	19 11%	16 10%	32 14%e	17 6%	39 17%xik	14 7%	39 13%i	56 11%	52 10%
Disagree strongly	(1)	34 3%bej	24 5%b	11 2%	6 5%	5 3%	2 1%	7 4%	8 5%e	7 3%	10 4%	3 1%	14 7%xj	7 2%	13 3%	21 4%
NET: Disagree		143 14%ei	80 16%	63 12%	23 20%	17 10%	13 8%	26 14%	24 15%	40 17%e	28 10%	41 18%i	28 14%	46 15%	69 13%	74 14%
Don't know		9 1%	2 *	7 1%	- -	2 1%	2 1%	1 *	* *	4 2%	2 1%	4 2%	1 *	2 1%	6 1%	3 1%
Mean		3.47h	3.47	3.48	3.37	3.75xfgh	3.57h	3.45	3.45	3.30	3.54	3.40	3.50	3.45	3.48	3.47
Standard deviation		0.94	0.99	0.88	0.97	0.95	0.79	0.95	0.98	0.90	0.90	0.90	1.04	0.93	0.90	0.97

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

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		552 54%cd	126 69%xc	248 62%xc	304 49%	193 46%	270 57%d	89 69%xde	179 55%	270 55%	103 51%	428 55%	17 55%
Agree strongly	(5)	106 10%c	36 20%xc	61 15%xc	44 7%	41 10%	48 10%	16 12%	43 13%	46 9%	17 9%	81 10%	5 16%
Agree	(4)	446 44%d	90 49%	187 47%	259 42%	152 36%	222 47%d	73 56%xd	137 42%	224 45%	86 43%	347 44%	12 39%
Neither agree nor disagree	(3)	319 31%	45 25%	116 29%	203 33%	145 34%	141 30%	34 26%	99 30%	151 31%	70 35%	231 30%	11 35%
Disagree	(2)	108 11%f	11 6%	32 8%	77 12%x	64 15%xef	42 9%f	2 2%	38 12%	49 10%	21 11%	86 11%	1 4%
Disagree strongly	(1)	34 3%abi	1 *	4 1%	30 5%xab	19 4%	13 3%	3 2%	12 4%	21 4%i	2 1%	26 3%	2 6%
NET: Disagree		143 14%abef	12 6%	36 9%	107 17%xab	83 20%xef	55 12%f	5 4%	50 15%	70 14%	23 11%	112 14%	3 11%
Don't know		9 1%	- -	1 *	8 1%	2 *	6 1%	1 1%	1 *	3 1%	5 2%xg	8 1%	- -
Mean		3.47cd	3.82xbc	3.68xc	3.34	3.32	3.54xd	3.76xde	3.49	3.46	3.49	3.48	3.54
Standard deviation		0.94	0.83	0.86	0.96	0.99	0.90	0.77	0.98	0.94	0.84	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender		Age						SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		401 39%afgh	177 35%	224 43%xa	83 74%	86 50%xfgh	67 44%fgh	61 33%	45 28%	58 25%	102 36%	101 44%	76 37%	122 40%	203 40%	198 39%
Agree strongly	(5)	85 8%agh	30 6%	55 11%xa	27 24%	20 11%gh	10 7%	14 7%	6 4%	8 3%	18 7%	23 10%	21 10%	23 7%	42 8%	44 9%
Agree	(4)	315 31%gh	146 29%	169 32%	56 49%	67 38%fgh	57 37%xfgh	47 26%	39 24%	50 21%	84 30%	78 33%	55 27%	99 32%	161 32%	154 30%
Neither agree nor disagree	(3)	230 22%b	132 26%xb	98 19%	6 5%	34 19%	42 27%	53 29%x	36 22%	60 25%	68 24%	42 18%	54 27%	66 21%	110 22%	120 23%
Disagree	(2)	186 18%d	94 19%	92 18%	9 8%	18 11%	25 17%	42 23%d	34 21%d	59 25%xde	45 16%	50 21%	34 17%	58 19%	94 18%	92 18%
Disagree strongly	(1)	91 9%b	54 11%	37 7%	6 5%	14 8%	10 7%	14 8%	27 17%xdefh	19 8%	25 9%	14 6%	21 10%	30 10%	40 8%	51 10%
NET: Disagree		277 27%d	148 30%	128 25%	15 13%	32 18%	36 23%	56 30%d	61 37%xde	78 33%xde	70 25%	64 28%	55 27%	89 29%	134 26%	143 28%
Don't know		115 11%e	45 9%	71 14%xa	9 8%	22 13%	9 6%	14 8%	22 14%e	40 17%xef	40 14%x	25 11%	19 9%	32 10%	65 13%	50 10%
Mean		3.13agh	3.01	3.25xa	3.86	3.40xfgh	3.22gh	3.03g	2.75	2.84	3.10	3.22	3.12	3.09	3.16	3.10
Standard deviation		1.15	1.13	1.15	1.09	1.13	1.05	1.09	1.18	1.05	1.12	1.14	1.17	1.16	1.13	1.16

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		401 39%cfi	93 51%xc	190 47%xc	211 34%	190 45%xf	177 38%f	33 26%	160 49%xhi	192 39%i	48 24%	306 39%	6 21%
Agree strongly	(5)	85 8%chi	29 16%xc	46 12%xc	39 6%	45 11%	31 7%	9 7%	51 15%xhi	26 5%	8 4%	73 9%	3 10%
Agree	(4)	315 31%cfi	64 35%	144 36%xc	172 28%	145 34%f	146 31%f	24 19%	109 33%i	166 34%i	40 20%	233 30%	3 11%
Neither agree nor disagree	(3)	230 22%	43 24%	95 24%	134 22%	90 21%	98 21%	42 33%xde	74 22%	105 21%	51 25%	175 22%	7 24%
Disagree	(2)	186 18%	27 14%	60 15%	126 20%	61 15%	91 19%	33 26%xd	47 14%	97 20%	42 21%	146 19%	7 22%
Disagree strongly	(1)	91 9%b	8 4%	18 4%	73 12%xab	31 7%	49 10%	10 8%	23 7%	49 10%	19 9%	72 9%	2 6%
NET: Disagree		277 27%abdg	34 19%	78 19%	199 32%xab	93 22%	140 30%d	44 34%d	70 21%	146 30%g	61 30%g	217 28%	9 29%
Don't know		115 11%g	13 7%	37 9%	78 13%	49 12%	57 12%	9 7%	25 8%	50 10%	41 20%xgh	81 10%	8 27%
Mean		3.13cefi	3.47xc	3.39xc	2.96	3.30xef	3.04	2.90	3.39xhi	3.05	2.86	3.13	2.93
Standard deviation		1.15	1.09	1.06	1.17	1.13	1.16	1.07	1.16	1.13	1.08	1.16	1.18

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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Table 54
Q6. How concerned, if at all, would you say you are about each of the following?
 - Summary
Base: All respondents

		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		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Concerned		837 82%bcdefghj	801 78%cdfgj	412 40%	616 60%cj	762 75%cdfgj	610 60%cj	662 65%cfj	796 78%cdfgj	879 86%abcdefghj	405 40%
Very concerned	(5)	569 56%bcdefghj	484 47%cdfgj	174 17%	296 29%cj	445 43%cdfgj	320 31%cj	356 35%cdj	513 50%cdefgj	635 62%abcdefghj	177 17%
	(4)	268 26%	317 31%acij	238 23%	320 31%acij	318 31%acij	290 28%cij	306 30%cij	283 28%j	244 24%	227 22%
	(3)	127 12%	165 16%ai	411 40%abdefghij	250 24%abehi	191 19%ahi	307 30%abdeghi	255 25%abehi	137 13%	110 11%	330 32%abdeghi
	(2)	42 4%i	44 4%i	140 14%abefghi	110 11%abehi	50 5%i	85 8%abehi	85 8%abehi	50 5%i	18 2%	182 18%abcdefghi
Not at all concerned	(1)	17 2%	13 1%	60 6%abefghi	47 5%abefgi	19 2%	21 2%	21 2%	39 4%abefgi	17 2%	106 10%abcdefghi
NET: Not concerned		59 6%i	57 6%i	200 20%abdefghi	157 15%abefghi	69 7%i	106 10%abei	106 10%abei	89 9%abi	34 3%	288 28%abcdefghi
Mean		4.30bcdefghj	4.19cdefgj	3.32j	3.69cj	4.09cdfgj	3.78cdj	3.87cdj	4.15cdfgj	4.43abcdefghj	3.18
Standard deviation		0.95	0.94	1.09	1.13	0.99	1.04	1.05	1.07	0.87	1.22

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		837 82%de	397 79%	439 84%	98 87%	128 74%	114 75%	147 80%	144 88%xdef	205 87%xdef	222 79%	191 82%	168 83%	256 83%	413 81%	424 83%
Very concerned	(5)	569 56%aefim	258 51%	311 60%xa	74 65%	82 47%	59 39%	90 49%e	105 64%xdef	159 68%xdef	134 48%	123 53%	110 54%	202 66%xijk	257 50%	312 61%xm
	(4)	268 26%hln	139 28%	128 25%	24 22%	46 26%	55 36%xgh	57 31%h	39 24%	46 20%	88 31%xl	68 29%l	58 29%l	54 18%	156 30%xn	112 22%
	(3)	127 12%	69 14%	58 11%	9 8%	23 13%	27 18%xgh	31 17%xgh	15 9%	22 9%	39 14%	28 12%	25 12%	34 11%	68 13%	59 12%
	(2)	42 4%	24 5%	19 4%	6 5%	14 8%fg	8 5%	4 2%	3 2%	8 3%	14 5%	10 4%	6 3%	12 4%	24 5%	18 4%
Not at all concerned	(1)	17 2%h	11 2%	6 1%	- -	9 5%xgh	4 3%h	3 1%	1 1%	1 *	4 1%	3 1%	4 2%	6 2%	7 1%	10 2%
NET: Not concerned		59 6%g	35 7%	25 5%	6 5%	22 13%xfgh	12 8%g	7 4%	4 3%	9 4%	18 6%	13 6%	10 5%	18 6%	31 6%	28 6%
Mean		4.30adeim	4.22	4.38xa	4.47	4.03	4.03	4.24e	4.49xdef	4.51xdef	4.20	4.28	4.29	4.41i	4.24	4.36
Standard deviation		0.95	1.00	0.90	0.85	1.17	1.01	0.91	0.80	0.82	0.96	0.93	0.94	0.97	0.94	0.96

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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Table 56
Q6. How concerned, if at all, would you say you are about each of the following?
 - Online scams
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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		837 82%abf	137 75%	311 78%	526 84%xab	414 98%xef	390 83%f	33 25%	266 81%	408 83%	162 81%	632 81%	20 67%
Very concerned	(5)	569 56%ef	95 52%	211 53%	358 58%	335 79%xef	223 47%f	12 9%	176 53%	276 56%	118 59%	420 54%	17 56%
	(4)	268 26%df	42 23%	100 25%	168 27%	79 19%	167 35%xdf	21 16%	91 28%	133 27%	44 22%	212 27%	3 11%
	(3)	127 12%cd	29 16%	62 15%	65 10%	8 2%	62 13%d	57 45%xde	44 13%	57 12%	26 13%	102 13%	6 20%
	(2)	42 4%de	14 8%xc	22 6%	20 3%	1 *	13 3%d	29 22%xde	12 4%	21 4%	9 4%	30 4%	4 14%
Not at all concerned	(1)	17 2%d	3 2%	6 1%	11 2%	- -	7 1%d	10 8%xde	6 2%	7 1%	4 2%	15 2%	- -
NET: Not concerned		59 6%de	17 9%	28 7%	31 5%	1 *	20 4%d	39 30%xde	18 6%	28 6%	13 7%	45 6%	4 14%
Mean		4.30f	4.16	4.22	4.35x	4.77xef	4.24f	2.96	4.27	4.32	4.31	4.27	4.09
Standard deviation		0.95	1.05	1.00	0.92	0.47	0.89	1.04	0.95	0.93	1.00	0.96	1.15

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		801 78%de	386 77%	414 79%	87 78%	121 70%	110 72%	145 79%	135 83%de	202 86%xde	210 75%	179 77%	157 77%	254 83%	390 76%	411 80%
Very concerned	(5)	484 47%deim	232 46%	251 48%	56 50%	61 35%	56 36%	91 50%de	88 54%xde	132 56%xde	117 42%	100 43%	90 44%	177 57%xijk	216 42%	267 52%xm
	(4)	317 31%l	154 31%	163 31%	31 28%	60 35%	54 35%	54 29%	47 29%	70 30%	94 34%	79 34%l	67 33%	77 25%	173 34%x	144 28%
	(3)	165 16%hl	73 15%	92 18%	19 17%	45 26%xgh	28 18%h	32 17%h	21 13%	20 9%	48 17%	47 20%l	35 17%	35 11%	95 19%x	70 14%
	(2)	44 4%bj	31 6%xb	13 3%	6 5%	4 2%	13 8%xdfg	6 3%	5 3%	10 4%	19 7%xj	4 2%	9 5%	12 4%	23 5%	21 4%
Not at all concerned	(1)	13 1%bm	11 2%b	2 *	- -	4 2%	3 2%	1 1%	2 1%	3 1%	2 1%	2 1%	2 1%	7 2%	4 1%	10 2%
NET: Not concerned		57 6%bj	42 8%xb	16 3%	6 5%	8 5%	16 10%xfg	7 4%	7 4%	13 6%	21 8%j	6 2%	12 6%	19 6%	27 5%	30 6%
Mean		4.19deim	4.13	4.24	4.22	3.97	3.96	4.24de	4.31xde	4.35xde	4.09	4.17	4.15	4.32xi	4.13	4.25
Standard deviation		0.94	1.02	0.86	0.92	0.96	1.02	0.89	0.90	0.91	0.96	0.86	0.94	0.98	0.92	0.96

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		801 78%efi	141 77%	314 78%	487 78%	414 98%xef	356 75%f	31 24%	275 84%xi	383 78%	143 71%	608 78%	24 78%
Very concerned	(5)	484 47%ef	79 43%	173 43%	310 50%	314 74%xef	163 34%f	7 6%	159 48%	242 49%	82 41%	359 46%	14 46%
	(4)	317 31%cdf	62 34%	140 35%	177 28%	100 24%	193 41%xdf	24 18%	115 35%	141 28%	61 30%	250 32%	10 32%
	(3)	165 16%d	33 18%	66 16%	99 16%	8 2%	91 19%xd	66 51%xde	44 13%	82 17%	40 20%	122 16%	6 20%
	(2)	44 4%d	7 4%	16 4%	28 5%	1 *	21 4%d	22 17%xde	10 3%	23 5%	12 6%	36 5%	1 2%
Not at all concerned	(1)	13 1%	2 1%	5 1%	8 1%	- -	4 1%	9 7%xde	1 *	6 1%	6 3%xg	13 2%	- -
NET: Not concerned		57 6%d	10 5%	21 5%	36 6%	1 *	25 5%d	32 24%xde	10 3%	29 6%	18 9%xg	49 6%	1 2%
Mean		4.19efi	4.14	4.15	4.21	4.72xef	4.04f	2.98	4.29i	4.20i	4.00	4.16	4.22
Standard deviation		0.94	0.93	0.92	0.96	0.50	0.89	0.94	0.82	0.96	1.06	0.96	0.85

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

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

Table 59
Q6. How concerned, if at all, would you say you are about each of the following?
 - Targeted advertising online
Base: All respondents

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		412 40%efm	210 42%	202 39%	65 58%	63 36%	40 26%	57 31%	74 45%ef	112 48%xef	104 37%	89 38%	79 39%	140 45%	192 38%	219 43%
Very concerned	(5)	174 17%bek	100 20%b	74 14%	38 34%	22 12%	9 6%	25 14%e	31 19%e	49 21%e	44 16%	33 14%	20 10%	76 25%xijk	78 15%	96 19%
	(4)	238 23%f	110 22%	127 24%	27 24%	42 24%	31 20%	32 17%	42 26%f	64 27%f	60 21%	55 24%	59 29%	64 21%	115 22%	123 24%
	(3)	411 40%	187 37%	224 43%	33 29%	65 37%	78 51%xdgh	86 47%xh	62 38%	87 37%	108 39%	91 39%	91 45%	121 39%	199 39%	213 42%
	(2)	140 14%ln	68 14%	72 14%	10 9%	34 19%gh	26 17%	27 15%	18 11%	25 11%	50 18%xl	39 17%l	22 11%	28 9%	89 17%xn	51 10%
Not at all concerned	(1)	60 6%	37 7%	24 5%	5 4%	12 7%	10 6%	14 7%	11 7%	10 4%	18 6%	14 6%	10 5%	18 6%	32 6%	29 6%
NET: Not concerned		200 20%hn	104 21%	96 18%	14 13%	45 26%h	35 23%h	41 22%	28 17%	36 15%	68 24%xl	53 23%	33 16%	47 15%	121 24%xn	80 16%
Mean		3.32efm	3.34	3.30	3.75	3.16	3.02	3.15	3.40ef	3.49xdef	3.22	3.24	3.28	3.49xij	3.23	3.41m
Standard deviation		1.09	1.15	1.02	1.14	1.09	0.92	1.07	1.11	1.07	1.11	1.08	0.97	1.13	1.10	1.07

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

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

Table 60
Q6. How concerned, if at all, would you say you are about each of the following?
 - Targeted advertising 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		412 40%ef	71 39%	157 39%	255 41%	312 74%xef	93 20%f	7 5%	156 47%xhi	187 38%	69 34%	314 40%	18 58%
Very concerned	(5)	174 17%ef	29 16%	70 18%	104 17%	151 36%xef	23 5%f	- -	73 22%xhi	75 15%	25 13%	132 17%	11 38%
	(4)	238 23%ef	42 23%	87 22%	151 24%	161 38%xef	70 15%f	7 5%	83 25%	112 23%	43 22%	183 23%	6 20%
	(3)	411 40%d	71 39%	168 42%	243 39%	95 22%	271 57%xdf	45 35%d	115 35%	204 41%	92 46%g	310 40%	10 31%
	(2)	140 14%d	33 18%	56 14%	84 13%	14 3%	84 18%xd	42 33%xde	41 12%	77 16%	22 11%	105 13%	2 7%
Not at all concerned	(1)	60 6%d	8 5%	19 5%	41 7%	2 *	24 5%d	34 26%xde	17 5%	25 5%	18 9%	50 6%	1 3%
NET: Not concerned		200 20%d	41 22%	75 19%	125 20%	16 4%	108 23%xd	76 59%xde	58 18%	102 21%	40 20%	155 20%	3 11%
Mean		3.32ef	3.28	3.33	3.31	4.05xef	2.96f	2.20	3.47xhi	3.27	3.18	3.31	3.81
Standard deviation		1.09	1.08	1.07	1.10	0.87	0.85	0.90	1.12	1.06	1.08	1.10	1.14

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		616 60%a	267 53%	348 67%xa	86 76%	111 64%	93 61%	104 57%	90 55%	132 56%	162 58%	141 61%	125 61%	187 61%	304 59%	312 61%
Very concerned	(5)	296 29%aim	105 21%	190 37%xa	46 41%	58 33%	38 25%	51 28%	45 28%	58 25%	55 20%	71 31%i	66 32%i	103 34%i	126 25%	169 33%xm
	(4)	320 31%	162 32%	158 30%	40 36%	53 31%	56 36%	53 29%	45 28%	73 31%	107 38%xl	70 30%	59 29%	84 27%	177 35%x	143 28%
	(3)	250 24%	132 26%	118 23%	20 18%	35 20%	39 25%	49 27%	40 24%	68 29%	67 24%	54 23%	54 26%	76 25%	121 24%	130 25%
	(2)	110 11%b	72 14%xb	37 7%	7 6%	19 11%	15 10%	19 10%	23 14%	26 11%	38 14%x	25 11%	21 10%	26 8%	63 12%	46 9%
Not at all concerned	(1)	47 5%	30 6%	17 3%	- -	9 5%	6 4%	11 6%	11 6%	10 4%	12 4%	11 5%	4 2%	19 6%	24 5%	23 5%
NET: Not concerned		157 15%b	102 20%xb	55 10%	7 6%	28 16%	22 14%	30 17%	34 21%x	36 15%	51 18%	36 16%	25 12%	45 15%	87 17%	70 14%
Mean		3.69agim	3.48	3.90xa	4.11	3.76	3.67	3.62	3.56	3.61	3.55	3.71	3.80i	3.73	3.63	3.76
Standard deviation		1.13	1.15	1.08	0.90	1.18	1.08	1.17	1.22	1.10	1.09	1.15	1.07	1.19	1.12	1.14

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		616 60%efi	122 67%	251 63%	365 59%	367 87%xef	236 50%f	13 10%	196 60%	313 64%i	107 53%	462 59%	24 80%
Very concerned	(5)	296 29%ef	74 40%xbc	126 32%	169 27%	203 48%xef	91 19%f	2 1%	94 29%	149 30%	53 26%	221 28%	10 32%
	(4)	320 31%f	48 26%	125 31%	196 31%	165 39%xef	145 31%f	11 8%	102 31%	165 33%	54 27%	241 31%	15 48%
	(3)	250 24%dh	38 21%	91 23%	160 26%	48 11%	145 31%xd	57 44%xde	86 26%	105 21%	60 30%h	184 24%	6 20%
	(2)	110 11%d	18 10%	38 10%	71 11%	5 1%	69 15%xd	36 28%xde	36 11%	51 10%	22 11%	93 12%	-
Not at all concerned	(1)	47 5%d	5 3%	21 5%	26 4%	2 *	22 5%d	23 18%xde	10 3%	24 5%	12 6%	40 5%	-
NET: Not concerned		157 15%d	23 12%	59 15%	98 16%	7 2%	90 19%xd	59 46%xde	47 14%	75 15%	35 17%	133 17%x	-
Mean		3.69ef	3.92xbc	3.75	3.66	4.33xef	3.46f	2.47	3.71	3.73	3.56	3.66	4.13
Standard deviation		1.13	1.11	1.15	1.12	0.76	1.10	0.93	1.09	1.14	1.17	1.16	0.72

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	Age 35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	SEG C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		762 75%	378 75%	384 74%	98 87%	117 67%	106 69%	134 73%	119 72%	189 80%xde	202 72%	179 77%	139 68%	242 79%	381 75%	381 74%
Very concerned	(5)	445 43%e	215 43%	230 44%	61 54%	77 44%e	49 32%	74 40%	75 46%e	109 46%e	115 41%	99 43%	77 38%	154 50%xk	214 42%	231 45%
	(4)	318 31%	163 33%	155 30%	37 33%	40 23%	57 37%dg	61 33%	43 27%	79 34%d	87 31%	80 35%	62 30%	88 29%	168 33%	150 29%
	(3)	191 19%	89 18%	103 20%	14 13%	37 21%	32 21%	37 20%	34 21%	37 16%	56 20%	40 17%	51 25%l	44 14%	96 19%	95 19%
	(2)	50 5%	22 4%	28 5%	-	15 8%	10 6%	7 4%	9 5%	9 4%	18 7%	8 4%	7 3%	17 6%	27 5%	24 5%
Not at all concerned	(1)	19 2%h	13 3%	7 1%	-	5 3%	6 4%xh	5 3%h	2 1%	1 *	4 1%	4 2%	6 3%	5 2%	8 1%	12 2%
NET: Not concerned		69 7%h	35 7%	35 7%	-	20 11%h	16 10%xh	13 7%	11 7%	10 4%	22 8%	12 5%	13 6%	22 7%	34 7%	35 7%
Mean		4.09e	4.09	4.10	4.42	3.97	3.86	4.03	4.10e	4.22xdef	4.04	4.13	3.97	4.19	4.08	4.10
Standard deviation		0.99	1.00	0.98	0.71	1.13	1.06	1.01	1.00	0.87	0.99	0.94	1.02	0.99	0.97	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		762 75%efi	134 73%	298 74%	464 75%	406 96%xef	325 69%f	32 24%	254 77%i	374 76%i	134 67%	576 74%	29 94%
Very concerned	(5)	445 43%efi	87 48%	178 44%	267 43%	278 66%xef	154 33%f	12 9%	175 53%xhi	203 41%	67 34%	326 42%	21 70%
	(4)	318 31%fg	47 26%	120 30%	197 32%	128 30%f	171 36%xf	19 15%	79 24%	172 35%xg	67 33%g	250 32%	7 24%
	(3)	191 19%d	34 19%	70 17%	121 19%	12 3%	115 24%xd	64 50%xde	51 15%	89 18%	51 26%xgh	146 19%	2 6%
	(2)	50 5%d	11 6%	23 6%	27 4%	1 *	27 6%d	22 17%xde	17 5%	25 5%	8 4%	38 5%	-
Not at all concerned	(1)	19 2%	4 2%	9 2%	10 2%	3 1%	5 1%	11 9%xde	7 2%	6 1%	7 3%	19 2%	-
NET: Not concerned		69 7%d	15 8%	32 8%	37 6%	4 1%	32 7%d	33 26%xde	24 7%	30 6%	15 8%	57 7%	-
Mean		4.09efi	4.11	4.09	4.10	4.60xef	3.94f	3.00	4.21xi	4.10i	3.89	4.06	4.64
Standard deviation		0.99	1.04	1.03	0.97	0.64	0.94	1.03	1.02	0.94	1.03	1.01	0.60

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

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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

		Total (x)	Gender		Age						SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		610 60%eim	304 61%	306 59%	62 55%	101 58%	80 52%	108 58%	104 64%e	155 66%xe	151 54%	137 59%	125 62%	196 64%i	289 56%	321 63%
Very concerned	(5)	320 31%eim	153 31%	166 32%	38 34%	44 26%	31 20%	61 33%e	58 35%e	87 37%xde	66 24%	72 31%	70 34%i	112 36%i	138 27%	182 36%xm
	(4)	290 28%	150 30%	140 27%	23 21%	57 33%	49 32%	46 25%	46 28%	68 29%	85 30%	66 28%	56 27%	84 27%	151 29%	140 27%
	(3)	307 30%h	143 28%	164 32%	47 42%	49 28%	52 34%h	55 30%	46 28%	59 25%	94 34%	72 31%	59 29%	81 26%	167 33%x	140 27%
	(2)	85 8%	40 8%	45 9%	4 3%	18 11%	17 11%	19 10%	10 6%	17 7%	31 11%x	17 7%	17 8%	20 6%	48 9%	37 7%
Not at all concerned	(1)	21 2%	14 3%	7 1%	- -	5 3%	5 3%	3 2%	3 2%	5 2%	3 1%	5 2%	2 1%	11 4%	8 2%	13 3%
NET: Not concerned		106 10%	55 11%	51 10%	4 3%	24 14%	21 14%	22 12%	14 8%	22 9%	34 12%	22 10%	19 9%	31 10%	56 11%	50 10%
Mean		3.78eim	3.77	3.79	3.85	3.67	3.55	3.78e	3.89e	3.91xe	3.64	3.79	3.86	3.86i	3.71	3.86m
Standard deviation		1.04	1.06	1.02	0.94	1.07	1.03	1.07	1.03	1.04	1.00	1.03	1.02	1.09	1.02	1.06

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

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

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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		610 60%bef	95 52%	218 55%	392 63%xab	371 88%xef	222 47%f	17 13%	201 61%	292 59%	117 58%	463 59%	20 66%
Very concerned	(5)	320 31%ef	46 25%	110 27%	210 34%	232 55%xef	80 17%f	8 6%	101 31%	152 31%	66 33%	242 31%	12 39%
	(4)	290 28%f	49 27%	108 27%	182 29%	139 33%xf	142 30%f	9 7%	100 30%	140 28%	50 25%	221 28%	8 27%
	(3)	307 30%cd	68 37%c	137 34%	170 27%	50 12%	190 40%xd	67 52%xde	101 31%	143 29%	63 31%	234 30%	9 29%
	(2)	85 8%d	16 9%	36 9%	50 8%	1 *	49 10%xd	35 27%xde	22 7%	51 10%	13 6%	62 8%	1 5%
Not at all concerned	(1)	21 2%d	4 2%	10 2%	11 2%	- -	11 2%d	10 8%xde	5 1%	8 2%	9 4%x	20 3%	- -
NET: Not concerned		106 10%d	20 11%	45 11%	61 10%	1 *	60 13%xd	45 35%xde	27 8%	58 12%	21 11%	82 11%	1 5%
Mean		3.78bef	3.64	3.68	3.85xb	4.42xef	3.49f	2.77	3.82	3.77	3.76	3.77	4.00
Standard deviation		1.04	1.02	1.05	1.03	0.71	0.97	0.91	0.99	1.05	1.11	1.06	0.95

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		662 65%aek	297 59%	365 70%xa	57 51%	105 60%	88 58%	117 63%	127 78%xdef	168 71%xe	188 67%k	145 63%	114 56%	215 70%k	334 65%	329 64%
Very concerned	(5)	356 35%ade	143 29%	213 41%xa	39 35%	44 26%	41 26%	58 32%	73 44%xdef	101 43%xdef	90 32%	76 33%	58 29%	132 43%xijk	166 33%	190 37%
	(4)	306 30%	153 31%	152 29%	18 16%	61 35%	48 31%	58 32%	55 33%	67 28%	98 35%x	70 30%	56 27%	83 27%	167 33%x	139 27%
	(3)	255 25%g	139 28%	115 22%	37 33%	44 25%	44 29%g	53 29%g	28 17%	49 21%	59 21%	66 29%	64 31%i	65 21%	125 25%	129 25%
	(2)	85 8%bgh	51 10%	33 6%	19 17%	19 11%	16 10%gh	13 7%	7 4%	12 5%	28 10%	18 8%	21 10%	18 6%	46 9%	39 8%
Not at all concerned	(1)	21 2%m	14 3%	8 1%	- -	6 4%	5 4%	2 1%	1 1%	6 3%	5 2%	2 1%	5 3%	10 3%	6 1%	15 3%
NET: Not concerned		106 10%bg	65 13%xb	41 8%	19 17%	25 14%g	21 14%gh	15 8%	8 5%	18 8%	32 12%	20 9%	26 13%	28 9%	52 10%	54 10%
Mean		3.87ae	3.72	4.02xa	3.69	3.68	3.67	3.86	4.16xdef	4.04xde	3.86	3.86	3.70	4.00k	3.86	3.88
Standard deviation		1.05	1.07	1.01	1.12	1.08	1.08	0.98	0.92	1.04	1.03	0.99	1.07	1.08	1.01	1.09

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

Prepared by BritainThinks

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		662 65%ef	119 65%	250 62%	412 66%	377 89%xef	262 56%f	23 18%	209 64%	336 68%i	118 59%	498 64%	14 45%
Very concerned	(5)	356 35%ef	66 36%	125 31%	231 37%	245 58%xef	106 22%f	6 4%	117 36%	172 35%	67 34%	272 35%	7 23%
	(4)	306 30%f	53 29%	125 31%	181 29%	132 31%f	156 33%xf	17 13%	92 28%	164 33%	51 25%	226 29%	7 22%
	(3)	255 25%cdh	49 27%	115 29%	140 22%	41 10%	152 32%xd	62 48%xde	93 28%	104 21%	57 29%	199 26%	13 44%
	(2)	85 8%d	13 7%	32 8%	53 8%	2 1%	45 10%d	37 29%xde	23 7%	40 8%	22 11%	67 9%	3 10%
Not at all concerned	(1)	21 2%d	3 2%	4 1%	18 3%	2 *	13 3%d	7 5%xd	4 1%	14 3%	4 2%	16 2%	1 2%
NET: Not concerned		106 10%d	16 9%	35 9%	71 11%	4 1%	58 12%d	44 34%xde	27 8%	54 11%	26 13%	82 11%	4 12%
Mean		3.87ef	3.90	3.84	3.89	4.46xef	3.63f	2.83	3.90	3.89	3.77	3.86	3.54
Standard deviation		1.05	1.02	0.99	1.09	0.73	1.02	0.88	1.01	1.06	1.09	1.05	1.03

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

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

Table 69
Q6. How concerned, if at all, would you say you are about each of the following?
 - Cyber bullying
Base: All respondents

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		796 78%aeg	356 71%	440 84%xa	107 95%	140 81%	110 72%	139 76%	119 73%	181 77%	210 75%	192 83%xi	157 77%	238 77%	402 79%	394 77%
Very concerned	(5)	513 50%am	213 43%	300 57%xa	63 56%	89 51%	75 49%	88 48%	80 49%	118 50%	133 48%	108 47%	93 46%	179 58%xijk	241 47%	272 53%
	(4)	283 28%l	143 29%	140 27%	44 39%	51 29%	35 23%	51 28%	39 24%	63 27%	76 27%l	84 36%xil	64 31%l	59 19%	161 31%xn	122 24%
	(3)	137 13%bj	84 17%xb	53 10%	6 5%	21 12%	30 20%xh	30 17%	21 13%	29 12%	42 15%	22 9%	29 14%	45 15%	64 12%	74 14%
	(2)	50 5%b	35 7%xb	16 3%	- -	9 5%	8 5%	7 4%	12 7%	15 6%	12 4%	11 5%	12 6%	16 5%	23 4%	28 5%
Not at all concerned	(1)	39 4%b	26 5%b	13 2%	- -	4 2%	5 3%	7 4%	12 7%x	10 4%	16 6%x	7 3%	6 3%	10 3%	23 5%	16 3%
NET: Not concerned		89 9%b	61 12%xb	28 5%	- -	13 7%	13 9%	15 8%	24 14%xf	25 11%	28 10%	18 8%	18 9%	26 8%	46 9%	43 8%
Mean		4.15ag	3.96	4.34xa	4.51	4.22	4.08	4.11	4.00	4.12	4.07	4.19	4.11	4.24	4.12	4.19
Standard deviation		1.07	1.16	0.95	0.60	1.00	1.09	1.08	1.25	1.13	1.15	0.99	1.04	1.08	1.08	1.07

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

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

Table 70
Q6. How concerned, if at all, would you say you are about each of the following?
 - Cyber bullying
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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		796 78%fj	152 83%	325 81%	471 76%	407 96%xef	355 75%f	34 26%	268 82%i	382 77%	146 73%	590 76%	27 88%
Very concerned	(5)	513 50%cefj	109 59%xc	218 54%	295 47%	309 73%xef	190 40%f	15 11%	171 52%	241 49%	101 50%	367 47%	18 60%
	(4)	283 28%df	44 24%	107 27%	176 28%	98 23%	166 35%xdf	19 15%	97 29%	141 29%	45 23%	223 29%	9 29%
	(3)	137 13%d	20 11%	48 12%	90 14%	10 2%	73 15%d	55 43%xde	38 12%	64 13%	36 18%	113 14%	2 8%
	(2)	50 5%d	7 4%	17 4%	33 5%	2 1%	25 5%d	23 18%xde	13 4%	27 5%	11 5%	41 5%	- -
Not at all concerned	(1)	39 4%d	4 2%	11 3%	28 5%	3 1%	19 4%d	17 14%xde	10 3%	21 4%	8 4%	36 5%	1 3%
NET: Not concerned		89 9%d	11 6%	28 7%	62 10%	5 1%	44 9%d	40 31%xde	23 7%	48 10%	19 9%	77 10%	1 3%
Mean		4.15cefj	4.34xc	4.26xc	4.09	4.68xef	4.02f	2.92	4.24	4.12	4.09	4.08	4.41
Standard deviation		1.07	0.97	1.00	1.11	0.62	1.06	1.15	1.01	1.10	1.12	1.11	0.92

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		879 86%aim	416 83%	463 89%xa	98 87%	150 86%	126 82%	156 84%	137 84%	212 90%xeg	228 82%	199 86%	187 92%xi	264 86%	428 84%	451 88%
Very concerned	(5)	635 62%aeim	273 54%	361 69%xa	69 62%	105 60%	80 52%	114 62%	103 63%e	162 69%xe	153 55%	146 63%	125 61%	212 69%xi	298 58%	336 66%m
	(4)	244 24%bl	143 28%xb	101 19%	29 25%	45 26%	46 30%xg	41 22%	34 21%	50 21%	76 27%l	54 23%	63 31%l	52 17%	129 25%	115 22%
	(3)	110 11%	64 13%	46 9%	14 13%	13 7%	18 12%	23 13%	22 13%	20 8%	42 15%xk	26 11%	12 6%	30 10%	68 13%xn	42 8%
	(2)	18 2%	12 2%	5 1%	-	5 3%	6 4%x	2 1%	3 2%	3 1%	5 2%	2 1%	3 1%	8 3%	6 1%	11 2%
Not at all concerned	(1)	17 2%h	9 2%	7 1%	-	7 4%h	4 3%h	3 2%	1 1%	1 *	5 2%	4 2%	1 1%	6 2%	9 2%	8 1%
NET: Not concerned		34 3%h	22 4%	13 2%	-	11 7%h	10 6%xh	5 3%	4 3%	3 1%	9 3%	6 3%	4 2%	14 5%	16 3%	19 4%
Mean		4.43aeim	4.31	4.54xa	4.49	4.36	4.25	4.42	4.44	4.57xdef	4.31	4.44	4.50i	4.48	4.37	4.49
Standard deviation		0.87	0.92	0.81	0.72	1.01	0.99	0.88	0.86	0.72	0.91	0.86	0.73	0.92	0.89	0.85

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

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

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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		879 86%f	156 85%	344 86%	535 86%	420 99%xef	406 86%f	54 42%	281 85%	430 87%	168 84%	669 86%	23 75%
Very concerned	(5)	635 62%ef	124 68%	247 62%	388 62%	353 83%xef	261 55%f	21 16%	200 61%	306 62%	129 64%	470 60%	16 52%
	(4)	244 24%d	32 17%	97 24%a	147 24%	67 16%	145 31%xd	33 25%d	81 25%	125 25%	39 19%	199 25%	7 23%
	(3)	110 11%d	25 14%	48 12%	62 10%	1 *	54 11%d	55 42%xde	37 11%	43 9%	30 15%xh	82 11%	7 22%
	(2)	18 2%d	2 1%	6 1%	12 2%	2 *	6 1%	10 8%xde	5 1%	11 2%	2 1%	13 2%	1 3%
Not at all concerned	(1)	17 2%d	- -	3 1%	14 2%	- -	7 1%d	10 8%xde	6 2%	9 2%	1 1%	15 2%	- -
NET: Not concerned		34 3%d	2 1%	9 2%	26 4%	2 *	12 3%d	20 16%xde	11 3%	20 4%	3 2%	28 4%	1 3%
Mean		4.43f	4.51	4.45	4.42	4.82xef	4.37f	3.34	4.41	4.43	4.46	4.41	4.23
Standard deviation		0.87	0.78	0.81	0.91	0.42	0.84	1.09	0.89	0.88	0.83	0.89	0.92

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Concerned		405 40%	199 40%	205 39%	48 42%	71 41%	58 38%	70 38%	61 37%	97 41%	102 37%	103 45%	74 37%	125 41%	206 40%	199 39%
Very concerned	(5)	177 17%e	99 20%	78 15%	24 21%	29 17%	16 11%	33 18%	32 20%e	43 18%e	45 16%	42 18%	26 13%	63 21%	88 17%	90 18%
	(4)	227 22%g	100 20%	128 25%	24 21%	42 24%	42 27%g	37 20%	29 18%	54 23%	57 20%	61 26%	48 24%	62 20%	118 23%	110 21%
	(3)	330 32%	144 29%	186 36%xa	43 38%	51 29%	53 34%	59 32%	56 34%	69 29%	92 33%	68 30%	72 36%	98 32%	160 31%	170 33%
	(2)	182 18%	92 18%	89 17%	9 8%	36 21%	26 17%	34 18%	28 17%	48 21%	57 20%	43 19%	30 15%	51 17%	101 20%	81 16%
Not at all concerned	(1)	106 10%b	66 13%xb	41 8%	13 11%	15 9%	17 11%	22 12%	19 12%	21 9%	28 10%	17 7%	27 13%	34 11%	45 9%	61 12%
NET: Not concerned		288 28%b	158 32%b	130 25%	22 20%	52 30%	43 28%	56 30%	47 29%	69 29%	86 31%	60 26%	57 28%	85 28%	146 29%	142 28%
Mean		3.18	3.15	3.22	3.32	3.20	3.10	3.13	3.17	3.21	3.12	3.29	3.08	3.22	3.20	3.17
Standard deviation		1.22	1.30	1.13	1.23	1.20	1.14	1.25	1.26	1.22	1.21	1.18	1.20	1.26	1.20	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Concerned		405 40%efi	62 34%	144 36%	261 42%	271 64%xef	117 25%f	16 13%	158 48%xhi	185 37%	62 31%	310 40%	11 35%
Very concerned	(5)	177 17%bef	22 12%	54 14%	123 20%xb	133 32%xef	42 9%f	2 1%	72 22%	76 15%	29 15%	129 17%	7 23%
	(4)	227 22%efi	40 22%	90 22%	138 22%	138 33%xef	75 16%	14 11%	86 26%i	108 22%	33 16%	180 23%	4 12%
	(3)	330 32%d	54 29%	136 34%	194 31%	98 23%	179 38%xd	53 41%d	101 31%	152 31%	78 39%x	249 32%	12 39%
	(2)	182 18%d	44 24%	79 20%	102 16%	36 9%	115 24%xd	30 23%d	47 14%	99 20%	35 18%	141 18%	2 7%
Not at all concerned	(1)	106 10%d	23 13%	41 10%	66 11%	16 4%	60 13%xd	30 23%xde	23 7%	58 12%	25 13%	79 10%	5 18%
NET: Not concerned		288 28%dg	67 37%xc	120 30%	168 27%	53 13%	175 37%xd	60 47%xd	70 21%	157 32%xg	61 30%g	221 28%	8 25%
Mean		3.18aefhi	2.97	3.09	3.24a	3.79xef	2.84f	2.44	3.42xhi	3.09	3.03	3.18	3.15
Standard deviation		1.22	1.20	1.17	1.24	1.10	1.12	1.01	1.18	1.23	1.20	1.21	1.37

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

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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

		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		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Important		977 95%cdefgijkl	961 94%cdefgijkl	938 92%defgjkl	892 87%efjl	744 73%	815 80%ej	899 88%efjl	998 98%abcdefgijkl	918 90%efjl	748 73%	910 89%efjl	825 81%ej
Very important	(4)	684 67%bcdefgijkl	606 59%cdefgijkl	518 51%defgjkl	469 46%efgjl	284 28%	318 31%	358 35%e	672 66%bcdefgijkl	484 47%efgjl	341 33%e	461 45%efgjl	363 35%ef
Fairly important	(3)	293 29%	355 35%a	420 41%abh	423 41%abh	460 45%abhj	497 49%abcdhik	542 53%abcdehijkl	326 32%	434 42%abh	407 40%abh	448 44%abh	462 45%abhj
Not very important	(2)	33 3%h	47 5%h	62 6%ah	89 9%abch	172 17%abcdghikl	142 14%abcdghik	96 9%abch	16 2%	74 7%abh	197 19%abcdfghikl	88 9%abch	134 13%abcdghik
Not at all important	(1)	4 *	5 1%	6 1%	9 1%h	67 7%abcdfghijkl	29 3%bcdghik	11 1%h	1 *	12 1%ah	42 4%abcdghik	7 1%	32 3%abcdghik
NET: Not important		36 4%h	53 5%ah	68 7%ah	98 10%abch	239 23%abcdfghikl	172 17%abcdghik	107 10%abch	17 2%	87 8%abh	240 23%abcdfghikl	95 9%abch	166 16%abcdghik
Don't know		10 1%	9 1%	17 2%abh	33 3%abcghik	40 4%abcghik	36 4%abcghik	16 2%h	8 1%	19 2%abh	36 4%abcghik	19 2%abh	32 3%abcghik
Mean		3.64bcdefgijkl	3.54cdefgijkl	3.44defgjkl	3.37efgjl	2.98	3.12e	3.24efjl	3.64bcdefgijkl	3.38efgjl	3.06e	3.36efgjl	3.17ej
Standard deviation		0.56	0.61	0.64	0.68	0.86	0.76	0.66	0.52	0.68	0.84	0.67	0.78

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		977 95%d	474 95%	502 96%	110 97%	157 90%	149 97%d	178 97%d	160 97%d	224 95%	268 96%	220 95%	196 96%	292 95%	489 96%	488 95%
Very important	(4)	684 67%dejm	334 67%	349 67%	59 53%	99 57%	92 60%	126 68%	129 79%xdef	179 76%xde	175 62%	138 59%	151 74%ij	220 71%ij	312 61%	372 73%xm
Fairly important	(3)	293 29%ghn	140 28%	153 29%	50 45%	58 33%gh	57 37%xgh	52 28%gh	31 19%	45 19%	94 33%xkl	83 36%xkl	45 22%	72 23%	176 34%xn	116 23%
Not very important	(2)	33 3%	21 4%	12 2%	3 3%	10 6%	3 2%	6 3%	3 2%	9 4%	10 4%	9 4%	2 1%	11 4%	19 4%	14 3%
Not at all important	(1)	4 *	4 1%	- -	- -	3 1%	- -	- -	1 1%	- -	- -	- -	1 1%	3 1%	- -	4 1%
NET: Not important		36 4%b	24 5%	12 2%	3 3%	12 7%e	3 2%	6 3%	4 2%	9 4%	10 4%	9 4%	3 2%	14 5%	19 4%	17 3%
Don't know		10 1%	3 1%	7 1%	- -	5 3%	2 1%	- -	* *	3 1%	1 *	3 1%	4 2%	2 1%	4 1%	6 1%
Mean		3.64djm	3.61	3.66	3.50	3.50	3.59	3.65d	3.76xdef	3.73xde	3.59	3.56	3.74xij	3.67	3.58	3.69xm
Standard deviation		0.56	0.60	0.52	0.55	0.68	0.53	0.54	0.50	0.52	0.56	0.57	0.50	0.59	0.56	0.56

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample

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

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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		977 95%fi	175 96%	382 95%	595 96%	413 98%xf	450 95%f	114 89%	314 95%	477 97%i	186 93%	745 96%	27 88%
Very important	(4)	684 67%ef	123 67%	263 66%	421 68%	347 82%xef	288 61%f	50 39%	212 64%	346 70%	127 63%	525 67%	20 67%
Fairly important	(3)	293 29%d	52 28%	118 30%	174 28%	66 16%	162 34%xd	65 50%xde	102 31%	131 27%	59 29%	220 28%	7 22%
Not very important	(2)	33 3%	8 4%	15 4%	17 3%	7 2%	16 3%	10 8%xd	13 4%	12 2%	8 4%	26 3%	3 10%
Not at all important	(1)	4 *	- -	- -	4 1%	- -	1 *	3 2%xde	- -	4 1%	- -	3 *	- -
NET: Not important		36 4%d	8 4%	15 4%	21 3%	7 2%	17 4%	12 10%xde	13 4%	16 3%	8 4%	29 4%	3 10%
Don't know		10 1%h	- -	4 1%	7 1%	3 1%	6 1%	2 2%	2 1%	1 *	7 4%xgh	5 1%	1 2%
Mean		3.64ef	3.63	3.62	3.64	3.81xef	3.58f	3.27	3.61	3.66	3.62	3.64	3.59
Standard deviation		0.56	0.57	0.56	0.57	0.44	0.57	0.69	0.56	0.56	0.56	0.56	0.67

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		961 94%d	467 93%	493 95%	110 97%	155 89%	143 93%	173 94%	156 96%	224 95%	264 94%	220 95%	188 93%	289 94%	483 95%	477 93%
Very important	(4)	606 59%dejm	298 59%	308 59%	63 56%	81 47%	78 51%	105 57%	119 73%xdef	159 68%xdef	162 58%	116 50%	127 63%j	200 65%j	278 54%	328 64%xm
Fairly important	(3)	355 35%ghn	169 34%	186 36%	46 41%	74 42%gh	65 42%xgh	68 37%gh	37 23%	65 28%	102 36%	103 45%xkl	61 30%	89 29%	205 40%xn	150 29%
Not very important	(2)	47 5%	27 5%	20 4%	3 3%	11 7%	6 4%	11 6%	6 4%	10 4%	15 6%	9 4%	11 5%	12 4%	24 5%	23 5%
Not at all important	(1)	5 1%m	4 1%	2 *	- -	3 1%	3 2%xh	- -	- -	- -	- -	1 *	1 *	4 1%	1 *	5 1%
NET: Not important		53 5%	31 6%	21 4%	3 3%	14 8%	9 6%	11 6%	6 4%	10 4%	15 6%	9 4%	12 6%	16 5%	25 5%	28 5%
Don't know		9 1%	3 1%	6 1%	- -	5 3%	2 1%	- -	1 1%	1 1%	* *	3 1%	3 1%	3 1%	3 1%	6 1%
Mean		3.54dejm	3.53	3.55	3.54	3.38	3.44	3.51	3.70xdef	3.64xdef	3.52	3.47	3.57	3.59j	3.50	3.58
Standard deviation		0.61	0.64	0.59	0.55	0.68	0.66	0.61	0.54	0.56	0.60	0.58	0.62	0.63	0.59	0.63

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		961 94%fi	170 93%	374 94%	586 94%	415 98%xef	443 94%f	103 80%	310 94%i	473 96%xi	178 89%	736 94%	26 87%
Very important	(4)	606 59%ef	101 55%	223 56%	382 61%	339 80%xef	226 48%f	40 31%	191 58%	306 62%	108 54%	457 59%	22 73%
Fairly important	(3)	355 35%d	69 38%	151 38%	204 33%	76 18%	217 46%xd	62 48%xd	119 36%	166 34%	70 35%	278 36%	4 14%
Not very important	(2)	47 5%d	13 7%	22 5%	25 4%	4 1%	23 5%d	20 15%xde	16 5%	17 3%	14 7%	33 4%	4 13%
Not at all important	(1)	5 1%	1 1%	2 *	4 1%	- -	1 *	5 4%xde	1 *	3 1%	2 1%	5 1%	- -
NET: Not important		53 5%d	14 7%	23 6%	29 5%	4 1%	24 5%d	24 19%xde	17 5%	20 4%	16 8%	38 5%	4 13%
Don't know		9 1%h	- -	3 1%	7 1%	3 1%	5 1%	1 1%	1 *	1 *	7 4%xgh	6 1%	- -
Mean		3.54ef	3.47	3.50	3.57	3.80xef	3.43f	3.09	3.53	3.58	3.47	3.54	3.60
Standard deviation		0.61	0.65	0.62	0.61	0.43	0.59	0.79	0.61	0.59	0.67	0.61	0.72

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		938 92%e	455 91%	482 92%	110 97%	151 87%	132 86%	170 92%	155 95%de	221 94%de	259 93%	210 91%	185 91%	283 92%	470 92%	468 92%
Very important	(4)	518 51%em	259 52%	259 50%	57 51%	74 42%	63 41%	85 46%	94 57%xdef	145 62%xdef	134 48%	106 46%	108 53%	171 55%	240 47%	278 54%m
Fairly important	(3)	420 41%h	196 39%	223 43%	53 47%	77 45%h	69 45%h	84 46%h	61 37%	75 32%	125 45%	105 45%	77 38%	112 36%	230 45%xn	190 37%
Not very important	(2)	62 6%b	38 8%	24 5%	3 3%	11 6%	18 12%xgh	12 7%	7 4%	11 5%	19 7%	14 6%	10 5%	18 6%	34 7%	29 6%
Not at all important	(1)	6 1%	3 1%	3 1%	- -	5 3%xh	1 *	1 *	- -	- -	1 *	1 *	2 1%	3 1%	1 *	5 1%
NET: Not important		68 7%	41 8%	27 5%	3 3%	16 9%	19 12%xgh	13 7%	7 4%	11 5%	20 7%	15 6%	12 6%	21 7%	35 7%	33 6%
Don't know		17 2%i	5 1%	13 2%	- -	7 4%	3 2%	2 1%	2 1%	4 2%	1 *	7 3%i	6 3%i	4 1%	7 1%	10 2%
Mean		3.44em	3.43	3.45	3.48	3.32	3.29	3.40	3.53xdef	3.58xdef	3.41	3.40	3.47	3.48	3.40	3.48
Standard deviation		0.64	0.66	0.62	0.55	0.72	0.69	0.63	0.58	0.58	0.63	0.62	0.64	0.65	0.62	0.65

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

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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

| | | 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		938 92%fi	165 90%	364 91%	574 92%	415 98%xef	427 90%f	97 75%	308 94%i	460 93%i	169 84%	716 92%	25 81%
Very important	(4)	518 51%befi	77 42%	180 45%	339 54%xab	301 71%xef	189 40%f	29 22%	171 52%i	262 53%i	84 42%	402 52%	10 34%
Fairly important	(3)	420 41%cd	88 48%	184 46%xc	235 38%	114 27%	238 50%xd	68 53%xd	137 42%	198 40%	85 42%	314 40%	14 46%
Not very important	(2)	62 6%d	16 9%	28 7%	35 6%	6 1%	29 6%d	28 21%xde	16 5%	28 6%	19 9%x	50 6%	5 17%
Not at all important	(1)	6 1%	2 1%	3 1%	3 *	- -	3 1%	3 2%d	- -	3 1%	3 1%	3 *	- -
NET: Not important		68 7%d	18 10%	31 8%	37 6%	6 1%	32 7%d	30 23%xde	16 5%	31 6%	21 11%xg	53 7%	5 17%
Don't know		17 2%dh	1 1%	6 1%	11 2%	2 1%	13 3%xd	2 2%	5 1%	3 1%	10 5%xgh	10 1%	1 2%
Mean		3.44abefi	3.32	3.37	3.49xab	3.70xef	3.33f	2.97	3.48i	3.47i	3.32	3.45	3.18
Standard deviation		0.64	0.67	0.65	0.62	0.49	0.63	0.73	0.59	0.63	0.70	0.63	0.72

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		892 87%	428 85%	463 89%	99 88%	146 84%	131 85%	157 85%	146 89%	213 90%	252 90%	199 86%	169 83%	273 89%	451 88%	441 86%
Very important	(4)	469 46%em	222 44%	246 47%	49 43%	67 38%	60 39%	86 47%	85 52%xde	123 52%xde	119 42%	93 40%	102 50%	155 50%j	212 41%	258 50%xm
Fairly important	(3)	423 41%kn	206 41%	217 42%	50 45%	80 46%	71 46%	71 39%	61 37%	90 38%	133 48%xkl	106 46%k	67 33%	117 38%	239 47%xn	184 36%
Not very important	(2)	89 9%b	58 12%xb	31 6%	9 8%	13 7%	16 10%	24 13%xh	12 7%	16 7%	23 8%	21 9%	29 14%xl	17 5%	44 9%	46 9%
Not at all important	(1)	9 1%	7 1%	3 *	- -	7 4%xefh	- -	1 *	1 *	1 *	1 1%	4 2%	- -	3 1%	6 1%	3 1%
NET: Not important		98 10%b	65 13%xb	33 6%	9 8%	20 11%	16 10%	24 13%h	13 8%	17 7%	24 9%	25 11%	29 14%l	20 7%	49 10%	49 10%
Don't know		33 3%aim	8 2%	24 5%xa	5 4%	8 5%	6 4%	3 2%	5 3%	6 2%	4 1%	8 3%	6 3%	15 5%i	11 2%	21 4%
Mean		3.37ajm	3.31	3.42xa	3.37	3.24	3.30	3.34	3.45xde	3.46xde	3.34	3.28	3.37	3.45j	3.31	3.42m
Standard deviation		0.68	0.73	0.63	0.64	0.77	0.66	0.71	0.66	0.64	0.65	0.71	0.73	0.66	0.68	0.69

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

Prepared by BritainThinks

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		892 87%ef	156 85%	348 87%	544 87%	403 95%xef	399 84%f	91 70%	291 89%	431 87%	170 85%	679 87%	26 85%
Very important	(4)	469 46%ef	81 44%	174 43%	295 47%	263 62%xef	182 39%f	24 19%	142 43%	237 48%	91 45%	360 46%	9 30%
Fairly important	(3)	423 41%d	75 41%	174 43%	249 40%	140 33%	217 46%xd	66 51%xd	149 45%	195 39%	79 39%	319 41%	17 55%
Not very important	(2)	89 9%d	21 12%	37 9%	52 8%	10 2%	50 11%d	29 22%xde	23 7%	49 10%	18 9%	71 9%	4 13%
Not at all important	(1)	9 1%	2 1%	4 1%	5 1%	- -	2 1%	7 5%xde	2 1%	5 1%	2 1%	7 1%	- -
NET: Not important		98 10%d	23 13%	41 10%	57 9%	10 2%	52 11%d	35 27%xde	25 8%	54 11%	19 10%	77 10%	4 13%
Don't know		33 3%h	5 3%	12 3%	21 3%	9 2%	21 4%	3 2%	13 4%	8 2%	12 6%xh	23 3%	1 2%
Mean		3.37ef	3.31	3.33	3.39	3.61xef	3.28f	2.86	3.36	3.36	3.37	3.36	3.17
Standard deviation		0.68	0.72	0.69	0.68	0.54	0.68	0.79	0.65	0.71	0.69	0.69	0.65

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		744 73%a	327 65%	417 80%xa	109 97%	119 68%	105 69%	129 70%	113 69%	168 72%	193 69%	175 76%	154 76%	222 72%	368 72%	376 74%
Very important	(4)	284 28%e	128 26%	156 30%	58 52%	37 21%	31 20%	48 26%	45 28%	66 28%	71 26%	63 27%	66 32%	84 27%	134 26%	150 29%
Fairly important	(3)	460 45%a	199 40%	261 50%xa	50 45%	82 47%	75 49%	81 44%	68 42%	103 44%	121 43%	113 49%	88 43%	137 45%	234 46%	226 44%
Not very important	(2)	172 17%b	108 22%xb	63 12%	4 3%	26 15%	31 20%	33 18%	38 23%x	39 17%	56 20%	34 15%	34 17%	48 16%	90 18%	82 16%
Not at all important	(1)	67 7%b	51 10%xb	16 3%	- -	19 11%g	11 7%	12 7%	7 4%	18 8%	22 8%	15 7%	9 5%	21 7%	37 7%	31 6%
NET: Not important		239 23%b	160 32%xb	79 15%	4 3%	45 26%	43 28%	45 24%	45 27%	58 24%	78 28%x	49 21%	43 21%	69 22%	127 25%	112 22%
Don't know		40 4%	15 3%	25 5%	- -	10 5%	5 3%	10 6%	6 3%	9 4%	10 3%	7 3%	6 3%	17 6%	17 3%	23 5%
Mean		2.98ae	2.83	3.12xa	3.48	2.83	2.84	2.95	2.96	2.96	2.90	2.99	3.07	2.98	2.94	3.02
Standard deviation		0.86	0.94	0.75	0.57	0.91	0.84	0.86	0.83	0.89	0.89	0.84	0.83	0.86	0.87	0.85

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

Prepared by BritainThinks

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		744 73%ef	146 80%	303 76%	441 71%	361 85%xef	317 67%f	66 52%	257 78%xh	344 70%	143 71%	561 72%	26 87%
Very important	(4)	284 28%ef	47 25%	110 28%	174 28%	183 43%xef	87 18%	15 11%	96 29%	131 27%	57 28%	233 30%x	6 19%
Fairly important	(3)	460 45%j	100 54%xc	193 48%	267 43%	178 42%	230 49%x	52 40%	161 49%	213 43%	86 43%	328 42%	21 68%
Not very important	(2)	172 17%d	28 15%	66 16%	106 17%	44 10%	93 20%xd	35 27%xd	48 15%	96 19%	28 14%	132 17%	2 5%
Not at all important	(1)	67 7%d	8 4%	22 6%	45 7%	9 2%	35 8%d	23 18%xde	17 5%	35 7%	16 8%	59 8%	- -
NET: Not important		239 23%d	36 19%	88 22%	151 24%	53 12%	128 27%xd	58 45%xde	65 20%	131 27%	43 21%	191 25%	2 5%
Don't know		40 4%d	1 1%	10 2%	30 5%a	8 2%	27 6%xd	4 3%	7 2%	18 4%	14 7%xg	27 3%	2 7%
Mean		2.98ef	3.02	3.00	2.96	3.29xef	2.83f	2.46	3.05	2.93	2.99	2.98	3.14
Standard deviation		0.86	0.76	0.82	0.88	0.74	0.83	0.93	0.81	0.88	0.89	0.89	0.50

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		815 80%ae	367 73%	448 86%xa	113 100%	136 78%	113 74%	146 79%	127 78%	180 77%	216 77%	183 79%	167 82%	249 81%	399 78%	416 81%
Very important	(4)	318 31%e	143 29%	175 34%	48 43%	41 24%	37 24%	56 31%	51 31%	84 36%de	87 31%	68 29%	75 37%	88 29%	155 30%	163 32%
Fairly important	(3)	497 49%ah	223 45%	273 52%xa	64 57%	95 55%h	76 50%	89 49%	76 46%	96 41%	129 46%	115 50%	92 45%	161 52%	244 48%	253 49%
Not very important	(2)	142 14%b	97 19%xb	45 9%	- -	24 14%	35 23%xfg	26 14%	21 13%	36 15%	50 18%xl	35 15%	27 13%	30 10%	85 17%xn	58 11%
Not at all important	(1)	29 3%b	22 4%xb	8 1%	- -	9 5%	3 2%	5 3%	7 4%	6 2%	6 2%	8 3%	3 2%	12 4%	14 3%	16 3%
NET: Not important		172 17%b	119 24%xb	53 10%	- -	33 19%	38 25%xg	31 17%	28 17%	42 18%	56 20%	43 18%	31 15%	43 14%	99 19%x	73 14%
Don't know		36 4%	16 3%	20 4%	- -	5 3%	2 1%	7 4%	9 6%e	13 6%xe	8 3%	6 3%	6 3%	16 5%	14 3%	22 4%
Mean		3.12ae	3.01	3.23xa	3.43	3.00	2.97	3.11	3.11	3.16e	3.09	3.08	3.21	3.11	3.09	3.15
Standard deviation		0.76	0.82	0.67	0.50	0.77	0.75	0.76	0.79	0.79	0.77	0.77	0.74	0.75	0.77	0.75

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		815 80%ef	158 86%c	331 83%	484 78%	380 90%xef	357 76%f	78 60%	275 84%	388 79%	152 76%	614 79%	28 93%
Very important	(4)	318 31%ef	60 32%	132 33%	187 30%	190 45%xef	105 22%	23 18%	105 32%	151 31%	62 31%	251 32%	7 23%
Fairly important	(3)	497 49%	99 54%	199 50%	298 48%	190 45%	252 53%xd	55 43%	170 52%	237 48%	90 45%	364 47%	21 70%
Not very important	(2)	142 14%d	21 11%	56 14%	87 14%	24 6%	82 17%xd	36 28%xde	39 12%	73 15%	30 15%	111 14%	1 4%
Not at all important	(1)	29 3%d	2 1%	6 2%	23 4%	5 1%	13 3%	11 9%xde	6 2%	17 3%	6 3%	25 3%	1 3%
NET: Not important		172 17%d	23 12%	62 15%	110 18%	29 7%	95 20%xd	48 37%xde	46 14%	90 18%	36 18%	136 17%	2 7%
Don't know		36 4%	2 1%	8 2%	28 5%	14 3%	19 4%	3 2%	8 2%	16 3%	12 6%x	29 4%	-
Mean		3.12ef	3.19	3.16	3.09	3.38xef	2.99f	2.71	3.17	3.09	3.11	3.12	3.12
Standard deviation		0.76	0.67	0.72	0.78	0.65	0.73	0.87	0.71	0.78	0.78	0.77	0.64

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		899 88%a	420 84%	479 92%xa	97 86%	156 89%	137 89%	164 89%	144 88%	202 86%	241 86%	201 87%	181 89%	275 89%	443 87%	457 89%
Very important	(4)	358 35%ahm	153 30%	204 39%xa	44 39%	55 31%	55 36%	68 37%	66 41%xh	69 29%	86 31%	74 32%	79 39%	118 38%	161 31%	197 38%m
Fairly important	(3)	542 53%	268 53%	274 53%	53 47%	101 58%	82 53%	96 52%	78 47%	132 56%	155 55%	127 55%	102 50%	157 51%	282 55%	260 51%
Not very important	(2)	96 9%b	66 13%xb	30 6%	13 11%	12 7%	12 8%	14 7%	17 10%	28 12%	29 10%	24 10%	16 8%	28 9%	53 10%	44 9%
Not at all important	(1)	11 1%b	10 2%b	1 *	- -	- -	3 2%	4 2%	2 1%	2 1%	3 1%	3 1%	4 2%	1 *	6 1%	5 1%
NET: Not important		107 10%b	76 15%xb	31 6%	13 11%	12 7%	16 10%	17 9%	18 11%	31 13%	32 12%	26 11%	19 10%	29 9%	59 11%	49 9%
Don't know		16 2%	5 1%	11 2%	3 3%	6 3%	1 1%	2 1%	1 1%	3 1%	6 2%	4 2%	3 1%	3 1%	10 2%	6 1%
Mean		3.24ahm	3.14	3.34xa	3.28	3.25	3.24	3.26	3.29h	3.16	3.19	3.20	3.28	3.29	3.19	3.28
Standard deviation		0.66	0.71	0.60	0.66	0.58	0.69	0.69	0.69	0.66	0.66	0.67	0.68	0.64	0.66	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

| | | 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		899	169	357	542	382	414	103	295	436	169	679	29
		88%f	92%	89%	87%	91%f	88%	80%	90%	88%	84%	87%	97%
Very important	(4)	358	66	133	224	184	144	29	117	174	67	269	11
		35%ef	36%	33%	36%	44%xef	31%	23%	35%	35%	33%	34%	38%
Fairly important	(3)	542	103	224	318	199	269	74	178	261	102	410	18
		53%d	56%	56%	51%	47%	57%xd	57%	54%	53%	51%	53%	59%
Not very important	(2)	96	12	34	62	34	43	20	25	48	23	79	1
		9%	7%	8%	10%	8%	9%	15%xd	8%	10%	11%	10%	3%
Not at all important	(1)	11	2	6	5	5	5	2	5	5	1	9	-
		1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	-
NET: Not important		107	14	40	68	38	48	21	31	53	24	88	1
		10%	8%	10%	11%	9%	10%	17%xd	9%	11%	12%	11%	3%
Don't know		16	-	4	13	2	11	4	3	5	8	12	-
		2%d	-	1%	2%	*	2%	3%d	1%	1%	4%xgh	2%	-
Mean		3.24f	3.27	3.22	3.25	3.33xef	3.20f	3.05	3.25	3.24	3.22	3.22	3.34
Standard deviation		0.66	0.63	0.66	0.67	0.67	0.64	0.67	0.67	0.66	0.66	0.67	0.55

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		998 98%d	485 97%	512 98%	113 100%	159 92%	153 100%xdh	183 99%xdh	162 99%d	227 97%	275 98%	228 98%	193 95%	301 98%	504 98%x	494 97%
Very important	(4)	672 66%dj	332 66%	339 65%	64 57%	97 56%	98 64%	117 63%	128 78%xdef	168 72%xd	185 66%	139 60%	132 65%	215 70%j	324 63%	348 68%
Fairly important	(3)	326 32%gh	153 31%	173 33%	49 43%	62 36%gh	56 36%gh	66 36%gh	34 21%	59 25%	91 32%	89 38%xl	60 30%	86 28%	180 35%x	146 29%
Not very important	(2)	16 2%bm	13 3%b	3 1%	- -	10 6%xefg	- -	- -	1 1%	5 2%f	2 1%	1 *	8 4%ij	6 2%	3 *	13 3%m
Not at all important	(1)	1 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 1%	- -	- -	- -	1 *	- -
NET: Not important		17 2%bm	13 3%b	4 1%	- -	10 6%xefg	- -	1 *	1 1%	6 2%e	3 1%	1 *	8 4%j	6 2%	4 1%	13 3%
Don't know		8 1%	3 1%	5 1%	- -	5 3%x	- -	1 *	* *	2 1%	1 *	3 1%	3 1%	1 *	4 1%	4 1%
Mean		3.64d	3.64	3.65	3.57	3.52	3.64	3.63	3.78xdef	3.70d	3.65	3.60	3.62	3.68	3.63	3.66
Standard deviation		0.52	0.54	0.50	0.50	0.61	0.48	0.50	0.43	0.53	0.52	0.50	0.56	0.50	0.51	0.53

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

| | | 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		998 98%f	183 100%	396 99%	602 97%	417 99%f	461 98%f	120 93%	318 97%	485 98%	194 97%	759 97%	30 100%
Very important	(4)	672 66%ef	108 59%	253 63%	419 67%	313 74%xef	289 61%	69 54%	205 62%	342 69%x	125 62%	509 65%	26 87%
Fairly important	(3)	326 32%cd	75 41%xc	143 36%	183 29%	103 24%	172 37%xd	51 39%d	113 34%	143 29%	69 34%	250 32%	4 13%
Not very important	(2)	16 2%b	- -	1 *	14 2%xb	4 1%	4 1%	7 6%xde	7 2%	7 2%	1 1%	15 2%	- -
Not at all important	(1)	1 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -
NET: Not important		17 2%	1 *	3 1%	14 2%	4 1%	5 1%	8 6%xde	8 3%	7 2%	1 1%	15 2%	- -
Don't know		8 1%h	- -	2 *	7 1%	2 *	5 1%	1 1%	2 1%	1 *	5 3%xh	5 1%	- -
Mean		3.64ef	3.58	3.62	3.66	3.74xef	3.61f	3.48	3.60	3.68	3.63	3.64	3.87
Standard deviation		0.52	0.51	0.51	0.52	0.46	0.52	0.63	0.56	0.50	0.50	0.52	0.35

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		918 90%h	443 88%	474 91%	106 95%	159 91%	142 92%h	167 91%	143 88%	200 85%	255 91%	213 92%	182 89%	268 87%	468 91%x	450 88%
Very important	(4)	484 47%	241 48%	243 47%	38 34%	86 50%	82 53%	87 47%	84 51%	107 46%	120 43%	112 49%	96 47%	156 51%	232 45%	251 49%
Fairly important	(3)	434 42%g	202 40%	231 44%	69 61%	73 42%	60 39%	80 44%	59 36%	93 39%	135 48%xl	100 43%	86 43%	112 36%	235 46%x	198 39%
Not very important	(2)	74 7%b	45 9%	29 6%	6 5%	5 3%	10 6%	13 7%	14 9%d	27 11%xd	20 7%	13 6%	13 6%	28 9%	33 7%	41 8%
Not at all important	(1)	12 1%m	6 1%	6 1%	-	3 1%	2 1%	3 1%	3 2%	2 1%	1 *	1 *	3 1%	7 2%	2 *	10 2%
NET: Not important		87 8%m	52 10%	35 7%	6 5%	8 4%	12 8%	15 8%	17 10%	29 12%xd	22 8%	14 6%	16 8%	35 11%	36 7%	51 10%
Don't know		19 2%	7 1%	12 2%	-	7 4%e	-	2 1%	3 2%	6 3%e	3 1%	5 2%	6 3%	5 2%	8 2%	11 2%
Mean		3.38	3.37	3.40	3.28	3.46	3.44	3.38	3.40	3.33	3.35	3.43	3.39	3.38	3.39	3.38
Standard deviation		0.68	0.70	0.65	0.56	0.64	0.67	0.68	0.73	0.72	0.64	0.63	0.68	0.75	0.63	0.72

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		918 90%ci	180 98%xbc	372 93%xc	545 88%	374 89%	435 92%xf	108 84%	291 88%	457 93%xi	170 84%	706 91%	24 80%
Very important	(4)	484 47%	89 48%	188 47%	296 48%	201 48%	224 48%	58 45%	144 44%	258 52%xi	83 41%	372 48%	19 63%
Fairly important	(3)	434 42%	92 50%	185 46%	249 40%	173 41%	211 45%	50 39%	147 45%	200 40%	87 43%	333 43%	5 16%
Not very important	(2)	74 7%aeh	2 1%	21 5%a	54 9%a	35 8%	25 5%	15 11%e	30 9%	24 5%	20 10%h	51 7%	6 20%
Not at all important	(1)	12 1%e	1 1%	2 *	11 2%	7 2%	2 *	4 3%e	4 1%	7 1%	2 1%	10 1%	- -
NET: Not important		87 8%abeh	3 2%	22 6%a	64 10%xab	42 10%e	26 6%	18 14%xe	34 10%	31 6%	22 11%	61 8%	6 20%
Don't know		19 2%	- -	6 1%	13 2%	6 1%	10 2%	3 2%	4 1%	5 1%	9 5%xgh	13 2%	- -
Mean		3.38	3.46	3.41	3.36	3.37	3.43	3.29	3.33	3.45xgi	3.31	3.39	3.43
Standard deviation		0.68	0.55	0.61	0.72	0.71	0.61	0.78	0.69	0.66	0.69	0.67	0.82

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

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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	
		Total (x)	Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		748 73%d	353 70%	394 76%	82 73%	105 60%	104 68%	134 73%d	130 79%xde	193 82%xdef	217 78%xl	171 74%	148 73%	212 69%	388 76%x	359 70%
Very important	(4)	341 33%de	177 35%	164 31%	26 23%	39 22%	35 23%	69 37%de	65 40%xde	107 46%xde	101 36%	75 32%	78 38%	87 28%	176 34%	165 32%
Fairly important	(3)	407 40%a	176 35%	230 44%xa	56 49%	66 38%	69 45%	66 36%	65 40%	86 36%	117 42%	96 41%	70 34%	124 40%	212 42%	194 38%
Not very important	(2)	197 19%hi	103 20%	95 18%	16 14%	52 30%xfgh	39 25%xgh	31 17%	27 16%	33 14%	43 15%	50 21%	38 19%	67 22%	93 18%	105 20%
Not at all important	(1)	42 4%bghm	31 6%xb	11 2%	12 11%	7 4%	7 4%	9 5%	3 2%	5 2%	9 3%	5 2%	10 5%	18 6%	14 3%	28 5%
NET: Not important		240 23%bghim	134 27%b	106 20%	28 25%	59 34%xfgh	45 29%xgh	40 22%	30 18%	38 16%	52 19%	55 24%	48 24%	84 27%i	107 21%	133 26%
Don't know		36 4%	15 3%	21 4%	3 3%	10 6%	4 3%	10 5%h	5 3%	4 2%	10 4%	6 3%	7 4%	12 4%	16 3%	19 4%
Mean		3.06de	3.02	3.09	2.87	2.84	2.89	3.11de	3.20xde	3.28xdef	3.15xl	3.07	3.10	2.95	3.11x	3.01
Standard deviation		0.84	0.91	0.77	0.90	0.84	0.82	0.87	0.78	0.78	0.80	0.80	0.89	0.87	0.80	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		748 73%ef	137 75%	285 71%	463 74%	364 86%xef	320 68%f	64 49%	256 78%h	346 70%	145 72%	568 73%	15 48%
Very important	(4)	341 33%abef	45 24%	107 27%	234 38%xab	203 48%xef	121 26%f	17 13%	114 35%	171 35%	56 28%	268 34%	3 11%
Fairly important	(3)	407 40%ch	92 50%xc	178 44%c	229 37%	161 38%	199 42%	47 36%	143 43%	175 36%	89 44%	300 38%	11 37%
Not very important	(2)	197 19%d	39 21%	86 22%	111 18%	43 10%	105 22%xd	49 38%xde	59 18%	108 22%	30 15%	149 19%	12 40%
Not at all important	(1)	42 4%dg	2 1%	16 4%a	26 4%	8 2%	21 4%	13 10%xde	6 2%	26 5%g	11 5%	37 5%	1 3%
NET: Not important		240 23%d	42 23%	103 26%	137 22%	51 12%	126 27%xd	63 49%xde	65 20%	134 27%x	40 20%	186 24%	13 44%
Don't know		36 4%	5 3%	13 3%	23 4%	8 2%	26 5%xd	2 2%	7 2%	14 3%	15 8%xgh	25 3%	3 8%
Mean		3.06bef	3.01	2.97	3.12xb	3.35xef	2.94f	2.53	3.13	3.02	3.03	3.06	2.61
Standard deviation		0.84	0.73	0.82	0.86	0.74	0.83	0.86	0.77	0.89	0.83	0.86	0.76

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Important		910 89%m	443 88%	466 89%	98 87%	144 83%	136 88%	163 89%	150 92%d	219 93%xd	246 88%	199 86%	188 92%	276 90%	445 87%	464 91%
Very important	(4)	461 45%eijm	223 45%	237 45%	46 41%	66 38%	55 36%	83 45%	84 52%xde	126 54%xde	109 39%	85 37%	109 53%ij	159 52%xij	194 38%	267 52%xm
Fairly important	(3)	448 44%n	220 44%	229 44%	52 46%	78 45%	80 52%xgh	80 43%	66 40%	93 39%	138 49%xl	114 49%l	79 39%	118 38%	252 49%xn	197 38%
Not very important	(2)	88 9%h	48 10%	39 8%	15 13%	21 12%h	15 10%h	15 8%	9 6%	12 5%	28 10%k	26 11%k	9 4%	25 8%	54 11%x	34 7%
Not at all important	(1)	7 1%	3 1%	4 1%	- -	4 2%	- -	2 1%	1 1%	- -	1 *	2 1%	- -	3 1%	4 1%	3 1%
NET: Not important		95 9%hk	51 10%	43 8%	15 13%	25 14%gh	15 10%h	17 9%	11 7%	12 5%	30 11%k	28 12%k	9 4%	28 9%	58 11%x	37 7%
Don't know		19 2%	7 1%	12 2%	- -	5 3%	3 2%	4 2%	3 2%	5 2%	4 1%	5 2%	7 3%	3 1%	8 2%	10 2%
Mean		3.36deijm	3.34	3.37	3.28	3.22	3.26	3.36	3.45xde	3.50xdef	3.28	3.24	3.51xij	3.42ij	3.26	3.45xm
Standard deviation		0.67	0.68	0.66	0.68	0.75	0.63	0.68	0.65	0.59	0.66	0.69	0.58	0.69	0.67	0.65

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		910 89%f	163 89%	350 87%	560 90%	399 94%xef	422 90%f	88 69%	290 88%	445 90%	175 87%	699 90%	24 78%
Very important	(4)	461 45%ef	77 42%	165 41%	296 48%	271 64%xef	165 35%f	25 20%	147 45%	227 46%	87 44%	350 45%	18 59%
Fairly important	(3)	448 44%d	86 47%	185 46%	264 42%	128 30%	257 55%xd	63 49%d	143 44%	218 44%	87 43%	349 45%	6 19%
Not very important	(2)	88 9%cd	18 10%	44 11%	44 7%	18 4%	38 8%	32 25%xde	32 10%	39 8%	17 8%	66 8%	6 19%
Not at all important	(1)	7 1%	2 1%	2 1%	5 1%	1 *	1 *	5 4%xde	2 1%	5 1%	- -	4 1%	- -
NET: Not important		95 9%d	20 11%	46 11%	49 8%	19 4%	39 8%	37 29%xde	34 10%	44 9%	17 8%	70 9%	6 19%
Don't know		19 2%h	- -	5 1%	14 2%	5 1%	11 2%	3 3%	5 2%	4 1%	9 5%xh	10 1%	1 3%
Mean		3.36ef	3.30	3.29	3.40xb	3.60xef	3.27f	2.86	3.34	3.36	3.37	3.36	3.41
Standard deviation		0.67	0.70	0.68	0.66	0.58	0.61	0.78	0.68	0.67	0.64	0.66	0.81

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

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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

		Total (x)	Gender		Age							SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262		354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235		280	232	203	308	512	512
NET: Important		825	388	436	98	130	121	145	135	197		227	184	169	244	412	413
		81%a	77%	84%xa	87%	75%	79%	79%	82%	84%		81%	79%	83%	79%	80%	81%
Very important	(4)	363	172	190	49	46	40	62	62	103		95	77	83	108	172	191
		35%de	34%	36%	43%	26%	26%	34%	38%de	44%xdef		34%	33%	41%	35%	34%	37%
Fairly important	(3)	462	216	247	49	84	81	83	72	94		132	107	86	136	240	223
		45%h	43%	47%	44%	48%	53%xh	45%	44%	40%		47%	46%	42%	44%	47%	44%
Not very important	(2)	134	83	51	15	22	27	28	19	24		38	35	20	41	73	61
		13%b	17%xb	10%	13%	12%	18%xh	15%	12%	10%		14%	15%	10%	13%	14%	12%
Not at all important	(1)	32	20	12	-	11	2	5	4	9		8	7	7	10	15	17
		3%	4%	2%	-	6%e	1%	3%	2%	4%		3%	3%	3%	3%	3%	3%
NET: Not important		166	103	63	15	33	30	34	23	33		46	42	27	51	89	78
		16%b	21%xb	12%	13%	19%	19%	18%	14%	14%		17%	18%	13%	16%	17%	15%
Don't know		32	10	22	-	11	3	6	7	5		6	5	8	13	11	21
		3%m	2%	4%	-	7%x	2%	3%	4%	2%		2%	2%	4%	4%	2%	4%
Mean		3.17ade	3.10	3.23xa	3.30	3.01	3.06	3.13	3.23de	3.27xde		3.15	3.12	3.25	3.16	3.14	3.20
Standard deviation		0.78	0.82	0.72	0.69	0.84	0.71	0.78	0.75	0.80		0.76	0.78	0.77	0.78	0.77	0.78

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Important		825 81%f	152 83%	320 80%	505 81%	380 90%xef	372 79%f	73 57%	268 82%	399 81%	158 79%	627 81%	22 73%
Very important	(4)	363 35%ef	60 33%	137 34%	226 36%	224 53%xef	118 25%f	20 15%	122 37%	171 35%	69 34%	277 36%	13 43%
Fairly important	(3)	462 45%d	92 50%	183 46%	279 45%	155 37%	254 54%xdf	53 41%	146 44%	228 46%	88 44%	350 45%	9 30%
Not very important	(2)	134 13%d	27 15%	61 15%	74 12%	29 7%	65 14%d	40 31%xde	45 14%	70 14%	20 10%	103 13%	6 21%
Not at all important	(1)	32 3%	3 1%	10 2%	22 4%	8 2%	13 3%	11 9%xde	10 3%	10 2%	12 6%xh	25 3%	1 3%
NET: Not important		166 16%d	30 16%	71 18%	96 15%	37 9%	78 17%d	51 39%xde	55 17%	80 16%	32 16%	128 16%	7 24%
Don't know		32 3%d	2 1%	10 3%	22 4%	6 1%	22 5%xd	5 4%	6 2%	15 3%	11 6%xg	24 3%	1 2%
Mean		3.17ef	3.15	3.14	3.18	3.43xef	3.06f	2.66	3.18	3.17	3.14	3.16	3.15
Standard deviation		0.78	0.72	0.77	0.78	0.70	0.72	0.85	0.78	0.75	0.84	0.78	0.89

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

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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

	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	983	966	940	899	732	799	902	1004	914	769	916	830
Weighted Base	977	961	938	892	744	815	899	998	918	748	910	825
NET: Currently/ would like to find out	728 75%defjkl	723 75%defjkl	713 76%defjkl	616 69%efjl	475 64%f	451 55%	765 85%abcdefjkl	859 86%abcdefjkl	789 86%abcdefjkl	451 60%f	626 69%efjl	528 64%f
I currently find out this information	280 29%befjl	245 26%efjl	288 31%befjl	295 33%abefjl	121 16%fj	94 12%	581 65%abcdefhjkl	579 58%abcdefjkl	625 68%abcdefhjkl	89 12%	278 31%befjl	156 19%fj
I would like to find out this information but cannot find it	448 46%dghik	478 50%acdfghikl	426 45%dghik	321 36%ghi	354 48%dghik	357 44%dghik	183 20%	280 28%gi	164 18%	363 49%dfghik	348 38%ghi	372 45%dghik
I don't find out this information	184 19%ghi	182 19%ghi	164 18%ghi	205 23%abcghi	209 28%abcdghik	302 37%abcdeghijkl	90 10%	83 8%	76 8%	232 31%abcdghik	209 23%abcghi	235 28%abcdghik
Don't know	65 7%g	56 6%	60 6%	72 8%bghi	60 8%bghi	62 8%g	45 5%	55 6%	52 6%	65 9%bcghi	75 8%bghi	63 8%g

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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

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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	983	445	537	28	96	180	206	223	250	340	264	147	232	604	379
Weighted Base	977	474	502	110**	157*	149	178	160	224	268	220	196	292	489	488
NET: Currently/ would like to find out	728 75%	358 76%	369 74%	86 78%	120 77%	105 70%	130 73%	122 76%	166 74%	214 80%xj	155 70%	140 71%	219 75%	369 75%	359 74%
I currently find out this information	280 29%	131 28%	148 30%	53 48%	47 30%	40 27%	44 25%	41 26%	55 25%	76 28%	55 25%	62 31%	88 30%	131 27%	149 31%
I would like to find out this information but cannot find it	448 46%	227 48%	221 44%	33 30%	73 47%	65 43%	85 48%	81 51%	111 49%	138 51%xk	100 45%	78 40%	131 45%	238 49%x	210 43%
I don't find out this information	184 19%i	89 19%	94 19%	13 12%	27 17%	33 22%	43 24%xg	25 16%	41 18%	41 15%	53 24%xi	40 20%	51 17%	93 19%	90 19%
Don't know	65 7%f	27 6%	38 8%	10 10%	9 6%	11 7%f	5 3%	12 8%f	17 8%f	14 5%	12 6%	16 8%	22 8%	27 5%	38 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	983	157	364	619	397	476	110	286	499	198	714	17
Weighted Base	977	175	382	595	413	450	114*	314	477	186	745	27**
NET: Currently/ would like to find out	728 75%fi	131 75%	289 76%	439 74%	337 82%xef	323 72%f	68 60%	264 84%xhi	363 76%i	102 55%	548 74%	23 87%
I currently find out this information	280 29%cei	55 31%	126 33%	155 26%	147 36%xef	106 24%	27 24%	118 37%xhi	130 27%i	33 18%	208 28%	14 53%
I would like to find out this information but cannot find it	448 46%i	76 44%	164 43%	284 48%	190 46%	217 48%f	41 36%	146 47%	233 49%i	69 37%	340 46%	9 34%
I don't find out this information	184 19%dg	38 21%	78 20%	106 18%	54 13%	95 21%d	34 30%xd	35 11%	87 18%g	62 33%xgh	145 20%	2 7%
Don't know	65 7%b	7 4%	14 4%	51 9%xb	21 5%	32 7%	12 10%	15 5%	27 6%	22 12%xgh	52 7%	2 6%

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

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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	966	436	529	28	95	173	201	219	250	333	262	142	229	595	371
Weighted Base	961	467	493	110**	155*	143	173	156	224	264	220	188	289	483	477
NET: Currently/ would like to find out	723 75%ej	353 76%	370 75%	93 85%	123 79%	97 68%	127 73%	123 78%e	160 72%	218 83%xjk	153 70%	132 70%	220 76%	371 77%	352 74%
I currently find out this information	245 26%h	111 24%	134 27%	39 36%	51 33%h	36 25%	38 22%	36 23%	45 20%	62 23%	58 26%	51 27%	75 26%	119 25%	126 26%
I would like to find out this information but cannot find it	478 50%j	242 52%	236 48%	54 49%	72 46%	61 43%	89 51%	87 56%xe	115 51%	156 59%xjk	95 43%	81 43%	145 50%	252 52%	226 47%
I don't find out this information	182 19%gi	86 18%	97 20%	12 11%	26 17%	35 24%g	41 23%g	22 14%	47 21%	36 14%	59 27%xil	41 22%	46 16%	95 20%	87 18%
Don't know	56 6%m	29 6%	27 5%	5 4%	6 4%	11 8%	6 3%	12 8%	16 7%	10 4%	8 4%	15 8%	23 8%	18 4%	38 8%m

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

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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	966	152	356	610	399	466	101	281	495	190	703	17
Weighted Base	961	170	374	586	415	443	103*	310	473	178	736	26**
NET: Currently/ would like to find out	723 75%efi	130 76%	282 75%	441 75%	342 82%xef	316 71%	65 63%	265 85%xhi	362 76%i	97 54%	544 74%	23 87%
I currently find out this information	245 26%i	45 26%	101 27%	145 25%	122 29%	103 23%	20 19%	91 29%i	132 28%i	22 13%	185 25%	10 38%
I would like to find out this information but cannot find it	478 50%i	85 50%	181 48%	296 51%	220 53%	212 48%	45 44%	174 56%xi	230 49%	74 42%	359 49%	13 49%
I don't find out this information	182 19%dg	35 21%	78 21%	104 18%	54 13%	103 23%xd	26 25%d	33 11%	88 19%g	61 34%xgh	145 20%	2 7%
Don't know	56 6%	5 3%	14 4%	42 7%	19 5%	24 6%	12 12%xd	12 4%	24 5%	20 11%xgh	47 6%	2 6%

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

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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

| | Total (x) | Gender | | Age | | | | | | SEG | | | | SEG II | |
		Male (a)	Female (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)
Unweighted Base	940	425	514	28	92	162	196	217	245	326	251	139	224	577	363
Weighted Base	938	455	482	110**	151*	132	170	155	221	259	210	185	283	470	468
NET: Currently/ would like to find out	713 76%	350 77%	363 75%	96 88%	111 74%	93 71%	128 76%	124 80%e	160 73%	211 81%x	162 77%	134 72%	207 73%	373 79%x	341 73%
I currently find out this information	288 31%g	142 31%	145 30%	57 52%	46 30%	39 30%	48 28%	37 24%	61 28%	82 32%	63 30%	57 31%	86 30%	145 31%	143 31%
I would like to find out this information but cannot find it	426 45%	207 46%	218 45%	39 36%	66 44%	54 41%	80 47%	87 56%xeh	99 45%	129 50%	99 47%	76 41%	122 43%	228 49%x	198 42%
I don't find out this information	164 18%	80 18%	84 17%	9 8%	32 21%	27 20%	35 20%	22 14%	41 18%	40 15%	39 19%	36 20%	48 17%	80 17%	85 18%
Don't know	60 6%im	25 6%	35 7%	5 4%	8 5%	12 9%	7 4%	9 6%	20 9%f	8 3%	9 4%	15 8%	27 10%i	18 4%	42 9%xm

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

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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

| | 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	940	146	345	595	398	448	94	279	480	181	682	15
Weighted Base	938	165*	364	574	415	427	97*	308	460	169	716	25**
NET: Currently/ would like to find out	713 76%fi	124 75%	273 75%	440 77%	342 83%xef	314 74%f	58 60%	271 88%xhi	343 75%i	100 59%	537 75%	22 91%
I currently find out this information	288 31%i	53 32%	110 30%	178 31%	136 33%	124 29%	28 29%	111 36%i	143 31%i	34 20%	213 30%	14 58%
I would like to find out this information but cannot find it	426 45%f	71 43%	164 45%	262 46%	206 50%f	190 44%f	30 31%	160 52%xi	200 43%	66 39%	323 45%	8 33%
I don't find out this information	164 18%cdg	36 22%	76 21%	88 15%	52 12%	86 20%d	27 28%xd	26 9%	89 19%g	49 29%xgh	129 18%	1 2%
Don't know	60 6%b	5 3%	14 4%	46 8%xb	21 5%	27 6%	12 12%xd	11 4%	28 6%	21 12%xgh	50 7%	2 7%

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

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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	899	402	496	26	89	161	181	206	236	317	237	128	217	554	345
Weighted Base	892	428	463	99**	146*	131	157	146	213	252	199	169*	273	451	441
NET: Currently/ would like to find out	616 69%e	301 70%	314 68%	72 73%	101 69%	80 61%	111 71%	98 67%	154 72%e	182 72%	140 70%	111 66%	183 67%	322 71%	294 67%
I currently find out this information	295 33%gm	138 32%	157 34%	48 49%	64 44%xfgh	40 31%	48 30%	33 22%	62 29%	75 30%	61 31%	61 36%	98 36%	136 30%	159 36%
I would like to find out this information but cannot find it	321 36%dn	164 38%	157 34%	23 24%	37 25%	40 30%	64 41%d	65 45%xde	92 43%xde	107 43%xkl	79 40%	50 30%	84 31%	186 41%xn	135 31%
I don't find out this information	205 23%	98 23%	106 23%	19 20%	33 23%	36 28%h	40 25%	36 25%	40 19%	54 21%	45 23%	38 22%	68 25%	99 22%	106 24%
Don't know	72 8%f	28 7%	43 9%	8 8%	12 8%	15 11%f	6 4%	12 8%	19 9%f	16 6%	14 7%	20 12%	22 8%	30 7%	42 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
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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

| | 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	899	139	331	568	388	423	88	267	451	181	652	16
Weighted Base	892	156*	348	544	403	399	91*	291	431	170	679	26**
NET: Currently/ would like to find out	616 69%efi	111 72%	238 68%	378 69%	316 78%xef	256 64%f	44 48%	237 81%xhi	289 67%i	90 53%	462 68%	18 69%
I currently find out this information	295 33%i	69 44%xbc	126 36%	169 31%	146 36%	122 31%	26 29%	136 47%xhi	133 31%i	26 15%	219 32%	14 55%
I would like to find out this information but cannot find it	321 36%f	43 28%	112 32%	209 38%	170 42%xef	133 33%f	18 20%	101 35%	156 36%	64 37%	243 36%	4 14%
I don't find out this information	205 23%dg	38 24%	85 24%	120 22%	65 16%	107 27%xd	33 36%xd	40 14%	111 26%g	55 32%xg	159 23%	7 27%
Don't know	72 8%d	6 4%	25 7%	46 9%	22 5%	36 9%	14 16%xd	15 5%	31 7%	26 15%xgh	59 9%	1 5%

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	732	298	433	28	73	131	151	161	188	243	205	112	172	448	284
Weighted Base	744	327	417	109**	119*	105	129	113	168	193	175	154*	222	368	376
NET: Currently/ would like to find out	475 64%	218 67%	256 62%	85 78%	77 64%	66 63%	80 62%	66 58%	102 60%	125 65%	108 61%	93 61%	149 67%	233 63%	242 64%
I currently find out this information	121 16%bm	65 20%	56 13%	45 41%	14 12%	12 11%	16 12%	14 12%	21 12%	27 14%	23 13%	31 20%	41 18%	50 13%	71 19%
I would like to find out this information but cannot find it	354 48%	153 47%	200 48%	40 37%	63 53%	54 52%	64 49%	52 46%	81 48%	98 51%	85 49%	63 41%	108 49%	183 50%	171 45%
I don't find out this information	209 28%	87 26%	123 29%	16 15%	34 28%	30 28%	42 33%	37 32%	50 30%	56 29%	57 32%	44 29%	52 24%	113 31%	97 26%
Don't know	60 8%m	22 7%	38 9%	8 7%	9 7%	9 9%	7 5%	11 10%	16 10%	11 6%	11 6%	17 11%	21 9%	22 6%	37 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	732	124	278	454	336	333	63	226	359	147	528	15
Weighted Base	744	146*	303	441	361	317	66*	257	344	143	561	26**
NET: Currently/ would like to find out	475 64%efi	96 66%	195 64%	280 64%	268 74%xef	180 57%	27 41%	184 72%xi	224 65%i	67 47%	360 64%	16 61%
I currently find out this information	121 16%ei	29 20%	55 18%	66 15%	79 22%xef	38 12%	5 7%	55 21%xi	53 15%	13 9%	88 16%	11 41%
I would like to find out this information but cannot find it	354 48%i	67 46%	140 46%	214 49%	189 52%f	142 45%	23 34%	129 50%i	171 50%i	54 38%	271 48%	5 20%
I don't find out this information	209 28%d	45 31%	92 30%	118 27%	73 20%	106 34%xd	30 46%xd	58 22%	95 28%	57 40%xgh	152 27%	9 34%
Don't know	60 8%	6 4%	16 5%	43 10%	21 6%	30 10%	8 13%	15 6%	25 7%	19 13%xg	49 9%	1 5%

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

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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 | |
	Total (x)	Male (a)	Female (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)
Unweighted Base	799	333	465	29	84	139	168	178	201	270	210	122	197	480	319
Weighted Base	815	367	448	113**	136*	113	146	127	180	216	183	167*	249	399	416
NET: Currently/ would like to find out	451 55%n	214 58%	237 53%	81 72%	72 53%	57 51%	80 55%	68 53%	93 52%	138 64%xkl	111 61%k	77 46%	124 50%	249 62%xn	202 48%
I currently find out this information	94 12%bgj	57 16%xb	37 8%	31 27%	15 11%	11 10%g	16 11%g	5 4%	17 9%g	29 13%j	12 7%	29 18%j	24 10%	41 10%	53 13%
I would like to find out this information but cannot find it	357 44%kn	157 43%	200 45%	50 44%	57 42%	47 41%	64 44%	63 49%	76 42%	110 51%xk	99 54%xkl	48 29%	100 40%	209 52%xn	148 36%
I don't find out this information	302 37%m	131 36%	171 38%	24 21%	58 42%	46 41%	59 40%	45 36%	70 39%	70 32%	60 33%	72 43%	100 40%	130 33%	172 41%m
Don't know	62 8%im	22 6%	40 9%	8 7%	7 5%	10 8%	8 5%	14 11%xf	17 9%	8 4%	12 6%	18 11%i	25 10%i	19 5%	43 10%m

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

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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

	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	799	135	306	493	357	368	74	241	400	158	573	17
Weighted Base	815	158*	331	484	380	357	78*	275	388	152	614	28**
NET: Currently/ would like to find out	451 55%i	90 57%	179 54%	272 56%	232 61%xef	184 52%	34 44%	184 67%xhi	209 54%i	58 38%	330 54%	20 71%
I currently find out this information	94 12%ei	20 13%	41 12%	53 11%	57 15%xe	29 8%	8 10%	48 17%xhi	38 10%	8 5%	66 11%	15 53%
I would like to find out this information but cannot find it	357 44%i	70 44%	138 42%	219 45%	175 46%	155 43%	27 34%	136 49%i	172 44%i	50 33%	263 43%	5 18%
I don't find out this information	302 37%g	62 39%	137 41%	165 34%	124 33%	144 40%	34 44%	82 30%	148 38%	72 47%xg	230 37%	8 29%
Don't know	62 8%bg	6 4%	15 4%	48 10%xb	24 6%	29 8%	9 12%	10 3%	30 8%	23 15%xgh	54 9%	- -

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

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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

	Total (x)	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	Age 35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	SEG C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	902	394	507	25	95	167	189	202	224	307	238	136	221	545	357
Weighted Base	899	420	479	97**	156*	137	164	144	202	241	201	181*	275	443	457
NET: Currently/ would like to find out	765 85%h	352 84%	412 86%	89 92%	132 85%	122 89%h	146 89%h	118 82%	158 78%	214 89%x	176 87%	147 81%	227 83%	390 88%xn	374 82%
I currently find out this information	581 65%agh	247 59%	334 70%xa	70 72%	99 64%	102 75%xgh	119 72%xgh	84 58%	107 53%	165 68%	137 68%	114 63%	166 60%	302 68%x	280 61%
I would like to find out this information but cannot find it	183 20%be	105 25%xb	78 16%	19 20%	33 21%	19 14%	27 17%	34 24%e	50 25%ef	50 21%	39 19%	34 19%	61 22%	89 20%	95 21%
I don't find out this information	90 10%b	52 12%	37 8%	3 3%	14 9%	9 7%	14 8%	19 13%e	31 15%xef	21 9%	22 11%	18 10%	29 10%	43 10%	47 10%
Don't know	45 5%ijm	16 4%	29 6%	5 5%	10 6%	6 5%	4 3%	7 5%	13 6%	6 3%	3 2%	16 9%ij	19 7%ij	10 2%	35 8%xm

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

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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

	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	902	146	335	567	373	429	100	270	451	181	651	18
Weighted Base	899	169*	357	542	382	414	103*	295	436	169	679	29**
NET: Currently/ would like to find out	765 85%ci	151 89%	317 89%xc	448 83%	336 88%	348 84%	81 79%	275 93%xhi	367 84%i	122 72%	577 85%	24 81%
I currently find out this information	581 65%ci	122 72%	246 69%	335 62%	233 61%	282 68%	66 64%	201 68%i	290 67%i	90 53%	433 64%	14 49%
I would like to find out this information but cannot find it	183 20%e	29 17%	71 20%	112 21%	102 27%xef	66 16%	15 15%	74 25%	77 18%	32 19%	145 21%	9 32%
I don't find out this information	90 10%g	14 9%	32 9%	58 11%	34 9%	42 10%	14 13%	15 5%	46 11%g	28 17%xg	67 10%	3 9%
Don't know	45 5%bg	4 2%	8 2%	36 7%xb	13 3%	24 6%	8 8%	4 1%	22 5%g	19 11%xgh	35 5%	3 10%

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1004	455	548	29	99	185	211	226	254	348	269	147	240	617	387
Weighted Base	998	485	512	113**	159*	153	183	162	227	275	228	193	301	504	494
NET: Currently/ would like to find out	859 86%h	422 87%	436 85%	102 91%	139 87%	134 88%h	166 91%xh	139 86%h	178 78%	242 88%	196 86%	161 84%	259 86%	439 87%	420 85%
I currently find out this information	579 58%gh	275 57%	304 59%	77 68%	105 66%gh	101 66%xgh	116 64%gh	79 49%	101 45%	160 58%	136 60%	107 56%	176 58%	296 59%	283 57%
I would like to find out this information but cannot find it	280 28%e	147 30%	132 26%	25 22%	34 21%	34 22%	50 27%	60 37%xdef	77 34%xde	82 30%	60 26%	54 28%	83 28%	142 28%	137 28%
I don't find out this information	83 8%	40 8%	43 8%	6 5%	11 7%	11 7%	13 7%	13 8%	29 13%x	21 8%	23 10%	13 7%	27 9%	44 9%	39 8%
Don't know	55 6%fm	23 5%	33 6%	5 4%	10 6%	8 5%	3 2%	10 6%f	20 9%xf	12 4%	9 4%	19 10%xj	16 5%	21 4%	35 7%

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

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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

	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	1004	162	377	627	401	485	118	291	507	206	729	19
Weighted Base	998	183	396	602	417	461	120*	318	485	194	759	30**
NET: Currently/ would like to find out	859 86%cfi	163 89%	357 90%xc	502 83%	365 88%f	401 87%f	93 78%	300 94%xhi	419 86%i	140 72%	652 86%	26 85%
I currently find out this information	579 58%ci	118 65%c	256 65%xc	324 54%	228 55%	281 61%	71 59%	222 70%xhi	270 56%i	87 45%	432 57%	22 72%
I would like to find out this information but cannot find it	280 28%f	45 25%	101 25%	179 30%	137 33%xf	120 26%	22 19%	78 25%	149 31%	53 27%	219 29%	4 13%
I don't find out this information	83 8%g	18 10%	29 7%	54 9%	32 8%	38 8%	14 11%	11 3%	36 7%g	37 19%xgh	65 9%	1 3%
Don't know	55 6%abg	2 1%	10 2%	46 8%xab	20 5%	23 5%	13 11%xde	8 2%	30 6%g	17 9%xg	43 6%	3 11%

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	914	416	497	28	97	173	193	199	224	319	246	135	214	565	349
Weighted Base	918	443	474	106**	159*	142	167	143	200	255	213	182*	268	468	450
NET: Currently/ would like to find out	789 86%hl	386 87%	403 85%	96 90%	148 93%xh	120 85%	142 85%	123 86%	161 80%	232 91%xl	184 86%	156 86%	217 81%	416 89%xn	373 83%
I currently find out this information	625 68%hl	307 69%	318 67%	70 66%	127 80%xgh	102 72%h	114 69%	93 65%	119 60%	179 70%	150 71%	131 72%	165 62%	329 70%	296 66%
I would like to find out this information but cannot find it	164 18%e	79 18%	85 18%	26 25%	21 13%	18 13%	27 16%	30 21%e	42 21%e	53 21%	34 16%	25 14%	52 19%	87 19%	77 17%
I don't find out this information	76 8%	36 8%	40 8%	6 5%	8 5%	11 7%	20 12%xd	9 6%	23 11%x	17 7%	23 11%	11 6%	25 9%	40 8%	37 8%
Don't know	52 6%ijm	21 5%	31 7%	5 4%	4 2%	11 8%	5 3%	11 8%f	16 8%f	6 2%	6 3%	14 8%i	26 10%xij	12 3%	40 9%xm

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

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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

	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	914	159	355	559	358	451	105	263	473	178	667	18
Weighted Base	918	180	372	545	374	435	108*	291	457	170	706	24**
NET: Currently/ would like to find out	789 86%i	164 91%	331 89%	458 84%	335 90%	367 84%	88 81%	272 94%xhi	395 86%i	122 72%	599 85%	24 100%
I currently find out this information	625 68%ci	138 77%xc	272 73%xc	353 65%	247 66%	302 69%	76 71%	220 76%xi	314 69%i	91 54%	474 67%	21 85%
I would like to find out this information but cannot find it	164 18%e	26 14%	59 16%	105 19%	88 23%xef	65 15%	11 10%	52 18%	81 18%	31 18%	125 18%	4 15%
I don't find out this information	76 8%g	15 8%	29 8%	47 9%	26 7%	41 9%	10 9%	13 4%	37 8%	26 15%xgh	60 9%	- -
Don't know	52 6%abg	1 1%	12 3%a	40 7%xab	14 4%	28 6%	11 10%d	6 2%	25 5%	21 12%xgh	47 7%	- -

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	769	346	422	22	66	128	155	183	215	276	204	113	176	480	289
Weighted Base	748	353	394	82**	105*	104	134	130	193	217	171	148*	212	388	359
NET: Currently/ would like to find out	451 60%	227 64%	224 57%	61 74%	64 61%	59 57%	82 61%	75 58%	111 57%	140 65%	104 61%	86 58%	121 57%	244 63%	207 58%
I currently find out this information	89 12%b	53 15%xb	36 9%	23 29%	7 7%	9 9%	20 15%	12 9%	17 9%	30 14%	17 10%	23 16%	18 9%	47 12%	41 12%
I would like to find out this information but cannot find it	363 49%	174 49%	188 48%	38 46%	57 55%	50 48%	62 46%	63 48%	93 48%	111 51%	87 51%	63 43%	103 49%	197 51%	166 46%
I don't find out this information	232 31%	98 28%	133 34%	13 16%	31 29%	37 36%	46 34%	42 33%	62 32%	68 31%	56 33%	42 28%	66 31%	124 32%	107 30%
Don't know	65 9%im	28 8%	37 9%	8 9%	10 9%	7 7%	7 5%	13 10%	20 10%	9 4%	10 6%	20 14%i	25 12%i	19 5%	45 13%xm

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

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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

	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	769	117	275	494	361	346	62	240	376	153	552	13
Weighted Base	748	137*	285	463	364	320	64*	256	346	145	568	15**
NET: Currently/ would like to find out	451 60%efi	86 63%	161 57%	290 63%	251 69%xef	174 54%	26 41%	194 76%xhi	201 58%i	56 38%	337 59%	10 66%
I currently find out this information	89 12%ei	18 13%	38 13%	50 11%	54 15%e	22 7%	12 19%e	49 19%xhi	34 10%i	6 4%	69 12%	3 20%
I would like to find out this information but cannot find it	363 49%fi	68 49%	123 43%	240 52%xb	197 54%xf	152 47%f	14 22%	145 57%xi	168 48%i	50 35%	268 47%	7 47%
I don't find out this information	232 31%dg	41 30%	98 34%	134 29%	87 24%	115 36%xd	29 45%xd	50 19%	111 32%g	71 49%xgh	175 31%	5 34%
Don't know	65 9%g	10 7%	26 9%	38 8%	25 7%	31 10%	9 14%	13 5%	33 10%	19 13%g	56 10%	- -

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

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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

| | Total (x) | Gender | | Age | | | | | | SEG | | | | SEG II | |
		Male (a)	Female (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)
Unweighted Base	916	416	499	25	87	164	186	210	244	316	239	139	222	555	361
Weighted Base	910	443	466	98**	144*	136	163	150	219	246	199	188	276	445	464
NET: Currently/ would like to find out	626 69%e	308 70%	317 68%	77 79%	90 62%	83 61%	119 73%e	107 72%e	150 69%	169 68%	141 71%	125 67%	191 69%	310 70%	316 68%
I currently find out this information	278 31%m	130 29%	148 32%	41 42%	40 27%	45 34%	53 33%	41 27%	57 26%	71 29%	52 26%	66 35%	89 32%	123 28%	155 33%
I would like to find out this information but cannot find it	348 38%e	178 40%	170 36%	36 37%	50 35%	37 28%	66 40%e	66 44%xe	93 42%e	98 40%	89 45%xk	59 32%	102 37%	187 42%x	161 35%
I don't find out this information	209 23%	105 24%	103 22%	13 14%	34 24%	40 30%xg	40 24%	30 20%	51 23%	62 25%	48 24%	39 21%	60 22%	109 25%	99 21%
Don't know	75 8%fm	29 7%	46 10%	8 8%	21 14%xf	12 9%f	5 3%	12 8%f	17 8%f	16 6%	10 5%	23 12%j	25 9%	26 6%	49 11%m

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

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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

	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	916	143	337	579	387	440	89	265	464	187	671	16
Weighted Base	910	163*	350	560	399	422	88*	290	445	175	699	24**
NET: Currently/ would like to find out	626 69%efi	110 67%	230 66%	396 71%	323 81%xef	254 60%	49 55%	233 80%xhi	297 67%i	97 55%	474 68%	16 70%
I currently find out this information	278 31%ei	62 38%	117 33%	161 29%	145 36%xe	108 26%	25 29%	107 37%xi	140 32%i	30 17%	208 30%	12 53%
I would like to find out this information but cannot find it	348 38%bef	48 30%	114 33%	234 42%xab	178 45%xef	146 35%	23 26%	125 43%	156 35%	66 38%	266 38%	4 17%
I don't find out this information	209 23%cdg	42 26%	94 27%	114 20%	60 15%	120 28%xd	29 33%xd	45 16%	109 25%g	54 31%xg	161 23%	6 25%
Don't know	75 8%dg	11 7%	25 7%	50 9%	16 4%	48 11%xd	10 12%d	12 4%	39 9%	24 14%xg	63 9%	1 5%

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

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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 | |
	Total (x)	Male (a)	Female (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)
Unweighted Base	830	362	467	25	80	146	168	190	221	291	219	124	196	510	320
Weighted Base	825	388	436	98**	130*	121	145	135	197	227	184	169*	244	412	413
NET: Currently/ would like to find out	528 64%	259 67%	269 62%	81 83%	82 64%	69 57%	89 62%	87 65%	118 60%	159 70%xl	124 67%	104 61%	141 58%	283 69%xn	245 59%
I currently find out this information	156 19%b	90 23%xb	66 15%	34 35%	32 25%	18 15%	21 15%	20 15%	31 16%	40 18%	36 19%	36 21%	44 18%	76 18%	80 19%
I would like to find out this information but cannot find it	372 45%n	168 43%	203 46%	47 48%	50 39%	51 42%	68 47%	68 50%	87 44%	119 52%xl	88 48%	68 40%	97 40%	207 50%xn	165 40%
I don't find out this information	235 28%	105 27%	129 30%	9 9%	38 29%	40 34%	49 34%	36 27%	63 32%	61 27%	50 27%	50 30%	74 30%	111 27%	123 30%
Don't know	63 8%im	24 6%	38 9%	8 8%	9 7%	11 9%	7 5%	11 8%	16 8%	8 3%	10 6%	15 9%	29 12%xi	18 4%	45 11%xm

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

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

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

	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	830	132	307	523	368	389	73	245	419	166	602	14
Weighted Base	825	152*	320	505	380	372	73*	268	399	158	627	22**
NET: Currently/ would like to find out	528 64%fi	107 71%	210 66%	318 63%	267 70%xef	224 60%	36 50%	207 77%xhi	246 62%i	75 48%	406 65%	10 45%
I currently find out this information	156 19%ei	30 20%	58 18%	98 19%	86 23%e	52 14%	18 25%	67 25%xi	74 19%i	14 9%	125 20%	4 17%
I would like to find out this information but cannot find it	372 45%f	77 51%	152 47%	220 44%	181 48%f	172 46%f	19 25%	139 52%xi	171 43%	61 39%	281 45%	6 28%
I don't find out this information	235 28%dg	39 25%	95 30%	140 28%	88 23%	120 32%xd	27 36%d	49 18%	124 31%g	62 39%xg	169 27%	11 49%
Don't know	63 8%	6 4%	16 5%	47 9%x	25 7%	28 7%	10 14%	12 5%	30 7%	21 13%xg	52 8%	1 5%

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

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

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

		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		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Done ever		721 70%befghijklm	525 51%efijkm	788 77%abdefghijklm	712 70%befghijklm	456 45%fikm	429 42%ik	621 61%befijkm	612 60%befijkm	296 29%k	426 42%ik	184 18%	591 58%befijkm	397 39%ik
NET: Done all/ most of the time		322 31%befijklm	147 14%efkm	355 35%bdefijklm	304 30%befijklm	105 10%k	100 10%k	327 32%befijklm	333 33%befijklm	141 14%efkm	215 21%befiklm	54 5%	142 14%efkm	84 8%k
I did this all the time	(100)	96 9%befiklm	61 6%efklm	169 17%abdefijklm	124 12%befiklm	28 3%	30 3%	190 19%abdefijklm	196 19%abdefijklm	61 6%efklm	101 10%befiklm	19 2%	32 3%	32 3%
I did this most of the time	(75)	226 22%bcdefghijklm	85 8%km	186 18%befghijklm	180 18%befghijklm	77 8%k	70 7%k	137 13%befikm	137 13%befikm	80 8%km	114 11%efikm	34 3%	110 11%efikm	53 5%
I did this occas-ionally	(50)	363 36%efghijkm	329 32%efghijkm	357 35%efghijkm	377 37%befghijkm	275 27%fhijkm	250 24%ijk	258 25%hijkm	227 22%ijk	129 13%	155 15%k	102 10%	360 35%efghijkm	211 21%ijk
I did this once	(25)	36 3%	49 5%ik	76 7%abdgik	31 3%	75 7%abdgik	79 8%abdghik	35 3%	52 5%dgik	26 3%	57 6%adgik	28 3%	89 9%abdghijk	102 10%abdghijk
I never did this	(0)	262 26%c	464 45%acdgh	194 19%	253 25%c	543 53%abcdghl	570 56%abcdeghl	367 36%acd	377 37%acd	690 67%abcdefghjlm	562 55%abcdghl	758 74%abcdefghijlm	416 41%acdg	597 58%abcdeghl
Don't know		40 4%fl	34 3%l	41 4%efl	58 6%befghijlm	24 2%	23 2%	36 3%l	34 3%l	36 4%l	34 3%l	81 8%abcefghijlm	16 2%	29 3%
Mean		46.40befhijklm	30.56efikm	51.54abdefghijklm	47.18befghijklm	24.28fikm	22.75ik	43.64befijklm	43.00befijklm	19.46k	28.12efikm	10.96	31.44efikm	20.33k
Standard deviation		32.62	32.20	33.02	33.25	29.40	29.19	38.48	38.98	32.25	36.16	24.09	29.86	28.25

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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

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	
		Total (x)	Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever		721 70%	359 72%	362 69%	92 81%	117 67%	109 71%	131 71%	114 70%	158 67%	213 76%xl	166 71%	142 70%	200 65%	378 74%xn	343 67%
NET: Done all/ most of the time		322 31%	161 32%	160 31%	44 40%	47 27%	53 34%	58 31%	54 33%	66 28%	95 34%	69 30%	70 34%	88 29%	164 32%	158 31%
I did this all the time	(100)	96 9%h	40 8%	56 11%	17 15%	13 8%	24 16%xdgh	19 10%h	13 8%	10 4%	23 8%	20 9%	22 11%	31 10%	43 8%	53 10%
I did this most of the time	(75)	226 22%	122 24%	104 20%	28 25%	34 19%	29 19%	39 21%	41 25%	55 24%	72 26%	49 21%	48 23%	57 19%	121 24%	105 20%
I did this occas- ionally	(50)	363 36%	177 35%	187 36%	43 38%	59 34%	50 33%	68 37%	56 34%	87 37%	110 39%	83 36%	67 33%	103 34%	193 38%	170 33%
I did this once	(25)	36 3%	21 4%	15 3%	4 3%	11 6%	6 4%	6 3%	4 2%	5 2%	8 3%	14 6%x	5 2%	9 3%	22 4%	14 3%
I never did this	(0)	262 26%m	127 25%	135 26%	21 19%	42 24%	37 24%	46 25%	45 28%	69 29%	62 22%	56 24%	48 23%	96 31%i	118 23%	143 28%
Don't know		40 4%im	16 3%	24 5%	- -	14 8%xg	7 5%	7 4%	4 3%	8 4%	5 2%	10 4%	14 7%i	12 4%	15 3%	26 5%
Mean		46.40h	46.24	46.53	53.46	44.38	49.24h	46.92	45.66	42.61	48.67	45.84	48.97	43.07	47.41	45.38
Standard deviation		32.62	32.05	33.21	31.79	31.92	34.71	32.72	32.83	31.51	30.90	31.99	33.14	34.12	31.39	33.83

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

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

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

			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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		721 70%ci	137 75%	299 75%	422 68%	310 73%	327 69%	84 65%	311 95%xhi	342 69%i	68 34%	544 70%	23 76%
NET: Done all/ most of the time		322 31%ehi	67 37%	134 34%	187 30%	146 35%	132 28%	43 33%	174 53%xhi	130 26%i	18 9%	237 30%	11 37%
I did this all the time	(100)	96 9%chi	31 17%xc	49 12%c	47 8%	46 11%	38 8%	12 9%	54 17%xhi	35 7%	7 3%	75 10%	- -
I did this most of the time	(75)	226 22%i	36 20%	86 21%	140 22%	100 24%	95 20%	31 24%	120 36%xhi	95 19%i	11 5%	162 21%	11 37%
I did this occas- ionally	(50)	363 36%i	64 35%	150 37%	214 34%	150 35%	177 38%	37 28%	122 37%i	196 40%xi	45 22%	277 36%	10 33%
I did this once	(25)	36 3%	6 3%	14 4%	21 3%	14 3%	17 4%	4 3%	15 5%	16 3%	5 3%	30 4%	2 6%
I never did this	(0)	262 26%g	38 21%	87 22%	175 28%x	98 23%	124 26%	40 31%	11 3%	133 27%g	118 59%xgh	204 26%	5 17%
Don't know		40 4%	8 4%	15 4%	25 4%	14 3%	21 4%	6 4%	6 2%	19 4%	15 8%xg	31 4%	2 6%
Mean		46.40chi	52.13c	49.69xc	44.28	48.93	44.70	44.27	64.83xhi	43.84i	20.94	45.78	48.95
Standard deviation		32.62	33.77	32.29	32.69	32.54	32.04	34.65	23.48	31.50	29.87	32.82	27.89

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

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

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	
	Total (x)	Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	525 51%bh	275 55%	250 48%	85 76%	101 58%h	86 56%h	98 53%h	78 48%h	76 32%	147 53%	135 58%xl	97 48%	146 47%	282 55%xn	243 47%
NET: Done all/ most of the time	147 14%ghi	83 16%	64 12%	50 44%	27 16%h	18 11%	19 10%	14 9%	18 8%	27 10%	44 19%xi	32 16%	43 14%	72 14%	75 15%
I did this all (100) the time	61 6%eghi	29 6%	32 6%	28 25%	10 6%	4 3%	6 3%	5 3%	8 3%	5 2%	27 11%xi	11 5%	20 6%i	31 6%	30 6%
I did this most of (75) the time	85 8%bh	54 11%xb	32 6%	22 19%	18 10%h	13 9%	13 7%	9 6%	10 4%	23 8%	18 8%	21 11%	23 8%	40 8%	45 9%
I did this occas- (50) ionally	329 32%h	171 34%	157 30%	25 22%	65 37%h	62 41%xh	72 39%xh	56 34%h	50 21%	103 37%x	77 33%	59 29%	90 29%	180 35%x	149 29%
I did this once (25)	49 5%	21 4%	28 5%	10 9%	9 5%	6 4%	7 4%	8 5%	8 4%	16 6%	14 6%	6 3%	13 4%	30 6%	19 4%
I never did this (0)	464 45%j	214 43%	250 48%	27 24%	68 39%	63 41%	81 44%	77 47%	148 63%xdefg	130 47%	89 38%	95 47%	150 49%j	219 43%	245 48%
Don't know	34 3%im	13 2%	22 4%	-	5 3%	5 3%	5 3%	9 5%	11 5%	3 1%	8 4%	12 6%i	12 4%	11 2%	24 5%
Mean	30.56h	32.78	28.41	52.75	34.12h	31.54h	29.94h	27.13h	18.96	27.91	36.53xil	30.05	28.85	31.76	29.32
Standard deviation	32.20	32.28	32.00	37.61	31.62	29.60	29.85	29.48	28.90	28.63	34.66	32.72	32.67	31.72	32.66

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

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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

			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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		525 51%chij	123 67%xc	261 65%xc	264 42%	225 53%	231 49%	69 54%	283 86%xhi	218 44%i	23 12%	376 48%	25 81%
NET: Done all/ most of the time		147 14%cehi	39 21%xc	79 20%xc	68 11%	87 21%xef	47 10%	13 10%	92 28%xhi	50 10%i	5 2%	107 14%	13 44%
I did this all the time	(100)	61 6%cei	22 12%xc	40 10%xc	22 3%	42 10%xe	14 3%	6 4%	38 11%xhi	24 5%i	-	49 6%	-
I did this most of the time	(75)	85 8%hi	17 9%	39 10%	46 7%	45 11%	33 7%	7 6%	55 17%xhi	26 5%	5 2%	59 8%	13 44%
I did this occas- ionally	(50)	329 32%cij	69 37%	154 39%xc	174 28%	121 29%	157 33%	52 40%d	162 49%xhi	151 31%i	17 8%	230 30%	11 37%
I did this once	(25)	49 5%ci	15 8%c	28 7%c	22 3%	17 4%	27 6%	5 4%	29 9%xhi	18 4%	2 1%	38 5%	-
I never did this	(0)	464 45%abg	58 32%	130 32%	334 54%xab	173 41%	234 50%xd	57 45%	41 12%	262 53%xg	162 81%xgh	372 48%x	6 19%
Don't know		34 3%e	2 1%	10 2%	25 4%	25 6%xe	7 2%	2 2%	5 2%	13 3%	16 8%xgh	31 4%	-
Mean		30.56cehij	40.25xc	39.27xc	24.87	35.28xe	26.63	30.16	51.52xhi	25.66i	6.59	29.03	51.83
Standard deviation		32.20	33.66	32.83	30.49	35.17	29.45	30.32	27.67	30.88	18.07	32.40	27.61

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever		788 77%h	388 77%	400 77%	107 95%	133 76%	122 80%h	144 78%h	126 77%h	156 66%	230 82%xl	179 77%	150 74%	229 74%	409 80%x	379 74%
NET: Done all/ most of the time		355 35%agh	151 30%	205 39%xa	63 56%	63 36%	56 37%h	66 36%h	46 28%	61 26%	105 37%	76 33%	72 35%	103 33%	181 35%	175 34%
I did this all the time	(100)	169 17%ah	66 13%	103 20%xa	33 29%	25 14%	27 18%	34 19%h	22 13%	28 12%	45 16%	30 13%	36 18%	58 19%	76 15%	93 18%
I did this most of the time	(75)	186 18%h	85 17%	101 19%	30 27%	38 22%	29 19%	32 17%	24 15%	33 14%	59 21%	46 20%	36 18%	45 15%	105 21%x	81 16%
I did this occas- ionally	(50)	357 35%b	201 40%xb	156 30%	34 30%	55 31%	56 36%	64 35%	67 41%x	82 35%	106 38%	80 34%	63 31%	108 35%	186 36%	171 33%
I did this once	(25)	76 7%	37 7%	39 7%	10 9%	15 8%	10 7%	15 8%	13 8%	12 5%	20 7%	23 10%	15 7%	18 6%	43 8%	33 6%
I never did this	(0)	194 19%	94 19%	99 19%	6 5%	31 18%	26 17%	35 19%	30 19%	66 28%xdefg	45 16%	47 20%	40 20%	61 20%	92 18%	102 20%
Don't know		41 4%im	18 4%	23 4%	-	11 6%	5 3%	4 2%	8 5%	13 6%	4 1%	6 3%	13 6%i	18 6%i	10 2%	31 6%xm
Mean		51.54h	49.51	53.56	66.24	51.91h	53.62h	52.03h	49.01	43.81	53.61	48.82	51.52	51.71	51.45	51.64
Standard deviation		33.02	31.46	34.35	28.63	32.57	32.54	33.68	31.42	33.95	31.47	32.41	34.25	34.11	31.95	34.13

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

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever	788	154	336	452	352	346	90	323	412	53	589	27
	77%cei	84%c	84%xc	73%	83%xef	73%	70%	98%xhi	83%xi	26%	76%	89%
NET: Done all/ most of the time	355	73	156	199	173	154	28	185	159	12	269	7
	35%cfi	40%	39%	32%	41%xef	33%f	22%	56%xhi	32%i	6%	34%	23%
I did this all the time (100)	169	39	74	95	95	57	17	87	77	5	128	2
	17%ei	21%	18%	15%	23%xef	12%	13%	26%xhi	16%i	3%	16%	6%
I did this most of the time (75)	186	34	82	104	78	97	12	98	82	7	141	5
	18%fi	19%	21%	17%	18%f	20%f	9%	30%xhi	17%i	3%	18%	17%
I did this occasionally (50)	357	65	145	212	147	156	54	119	208	29	259	19
	35%i	35%	36%	34%	35%	33%	42%	36%i	42%xi	15%	33%	64%
I did this once (25)	76	16	35	41	32	36	7	19	45	11	62	1
	7%	9%	9%	7%	8%	8%	6%	6%	9%	6%	8%	2%
I never did this (0)	194	26	57	137	55	105	34	4	67	123	156	1
	19%bdgh	14%	14%	22%xb	13%	22%xd	27%d	1%	14%g	61%xgh	20%	4%
Don't know	41	4	8	33	15	21	5	1	14	25	35	2
	4%bg	2%	2%	5%xb	4%	5%	4%	*	3%g	13%xgh	4%	6%
Mean	51.54cefi	55.99	55.25xc	49.08	57.71xef	48.09	43.79	68.58xhi	52.98i	15.77	50.80	55.01
Standard deviation	33.02	32.30	31.52	33.77	32.17	32.90	32.98	23.99	30.19	26.80	33.51	19.78

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

Prepared by BritainThinks

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever		712 70%bh	368 73%xb	343 66%	93 82%	112 65%	107 70%	134 73%	113 69%	152 65%	203 73%	161 69%	133 66%	215 70%	364 71%	348 68%
NET: Done all/ most of the time		304 30%	145 29%	159 30%	50 44%	44 25%	48 31%	50 27%	50 31%	62 26%	84 30%	70 30%	50 25%	100 32%	154 30%	150 29%
I did this all the time	(100)	124 12%ghim	55 11%	69 13%	29 26%	19 11%	19 13%	23 12%	14 8%	20 9%	25 9%	28 12%	19 9%	52 17%xi	53 10%	71 14%
I did this most of the time	(75)	180 18%	90 18%	90 17%	21 19%	25 15%	29 19%	28 15%	36 22%x	42 18%	59 21%	42 18%	31 15%	48 16%	101 20%x	79 15%
I did this occas-ionally	(50)	377 37%b	209 42%xb	167 32%	37 33%	64 37%	55 36%	79 43%x	59 36%	83 35%	105 38%	86 37%	75 37%	110 36%	191 37%	186 36%
I did this once	(25)	31 3%	13 3%	17 3%	6 5%	4 2%	5 3%	5 3%	3 2%	7 3%	14 5%xl	5 2%	8 4%	4 1%	19 4%	12 2%
I never did this	(0)	253 25%	116 23%	137 26%	10 9%	50 29%	40 26%	41 22%	41 25%	70 30%x	69 25%	61 26%	52 26%	71 23%	130 25%	123 24%
Don't know		58 6%aim	17 3%	41 8%xa	10 9%	11 6%	6 4%	9 5%	9 6%	12 5%	7 3%	10 4%	18 9%i	23 7%i	18 3%	41 8%xm
Mean		47.18h	47.67	46.68	63.26	43.47	46.97	48.03	46.36	42.57	45.92	46.83	44.26	50.56	46.33	48.07
Standard deviation		33.25	31.83	34.66	30.73	33.71	33.88	32.00	32.39	33.24	31.92	33.54	32.66	34.51	32.63	33.90

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

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

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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		712 70%cfi	136 74%	300 75%xc	412 66%	322 76%xef	319 68%f	70 55%	315 96%xhi	363 74%xi	34 17%	538 69%	26 85%
NET: Done all/ most of the time		304 30%ei	64 35%	127 32%	177 28%	160 38%xef	116 25%	28 21%	162 49%xhi	140 28%i	2 1%	233 30%	3 11%
I did this all the time	(100)	124 12%efi	30 17%	58 15%	65 10%	77 18%xef	39 8%	8 6%	71 22%xhi	52 10%i	1 1%	99 13%	2 6%
I did this most of the time	(75)	180 18%i	33 18%	69 17%	111 18%	84 20%	77 16%	20 15%	91 28%xhi	89 18%i	1 *	135 17%	2 5%
I did this occas-ionally	(50)	377 37%i	66 36%	154 38%	223 36%	153 36%	187 40%f	37 29%	141 43%xi	210 42%xi	27 13%	282 36%	19 63%
I did this once	(25)	31 3%c	7 4%	18 5%c	12 2%	9 2%	16 3%	6 5%	12 4%	13 3%	5 3%	22 3%	4 12%
I never did this	(0)	253 25%dgh	43 23%	83 21%	170 27%x	81 19%	125 27%d	47 36%xd	11 3%	101 20%g	141 70%xgh	192 25%	2 8%
Don't know		58 6%g	5 3%	18 4%	41 7%	19 5%	27 6%	12 9%	2 1%	30 6%g	26 13%xgh	49 6%	2 6%
Mean		47.18cefi	50.32	50.08	45.27	54.14xef	43.74f	36.30	65.14xhi	48.79i	9.29	47.48	47.09
Standard deviation		33.25	34.16	32.69	33.50	33.26	31.90	33.52	24.51	30.96	20.01	33.53	22.37

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

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

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	
	Total (x)	Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	456	196	259	47	101	75	93	69	71	134	115	88	119	249	206
	45%ah	39%	50%xa	42%	58%xgh	49%h	50%h	42%h	30%	48%l	50%l	43%	39%	49%xn	40%
NET: Done all/ most of the time	105	47	58	14	21	19	26	9	17	29	26	25	26	55	50
	10%gh	9%	11%	13%	12%	12%g	14%gh	5%	7%	10%	11%	12%	8%	11%	10%
I did this all (100) the time	28	9	19	5	4	6	8	2	3	7	7	6	8	13	15
	3%	2%	4%	4%	2%	4%	5%h	1%	1%	2%	3%	3%	3%	3%	3%
I did this most of (75) the time	77	39	39	10	17	12	17	7	14	22	19	18	18	41	36
	8%g	8%	7%	9%	10%	8%	9%g	4%	6%	8%	8%	9%	6%	8%	7%
I did this occas- (50) ionally	275	119	156	18	59	47	58	50	44	80	73	48	74	153	122
	27%h	24%	30%x	16%	34%h	30%h	32%h	30%h	19%	29%	32%	24%	24%	30%x	24%
I did this once (25)	75	30	45	15	22	9	9	11	9	25	16	15	19	41	34
	7%h	6%	9%	13%	13%xfh	6%	5%	7%	4%	9%	7%	7%	6%	8%	7%
I never did this (0)	543	296	247	63	63	76	90	93	159	141	113	108	181	254	289
	53%bdm	59%xb	47%	56%	36%	50%d	49%d	57%d	67%xdefg	50%	49%	53%	59%	50%	56%
Don't know	24	9	16	3	10	3	2	2	6	5	3	7	9	8	16
	2%m	2%	3%	3%	6%xfg	2%	1%	1%	2%	2%	1%	4%	3%	2%	3%
Mean	24.28ah	21.23	27.23xa	22.37	31.37xgh	27.29gh	28.89xgh	21.32	16.60	25.35	27.02	24.43	21.12	26.11x	22.43
Standard deviation	29.40	28.46	30.03	30.30	28.65	30.76	31.51	26.76	26.70	29.03	29.79	30.34	28.68	29.36	29.36

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

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

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

		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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever	456	90	209	246	188	207	61	260	178	18	325	15
	45%chij	49%	52%xc	40%	45%	44%	47%	79%xhi	36%i	9%	42%	49%
NET: Done all/ most of the time	105	24	51	54	50	44	11	74	25	6	75	2
	10%hi	13%	13%	9%	12%	9%	8%	23%xhi	5%	3%	10%	6%
I did this all the time (100)	28	8	16	13	14	11	4	21	6	1	25	-
	3%hi	4%	4%	2%	3%	2%	3%	6%xhi	1%	1%	3%	-
I did this most of the time (75)	77	16	35	42	36	34	7	54	19	5	50	2
	8%hi	9%	9%	7%	9%	7%	6%	16%xhi	4%	2%	6%	6%
I did this occas- ionally (50)	275	47	120	156	109	125	41	152	114	10	198	7
	27%hi	26%	30%	25%	26%	26%	32%	46%xhi	23%i	5%	25%	23%
I did this once (25)	75	19	39	36	28	37	9	34	39	2	52	6
	7%ci	10%	10%	6%	7%	8%	7%	10%i	8%i	1%	7%	20%
I never did this (0)	543	91	188	355	226	250	67	68	310	165	432	15
	53%bg	50%	47%	57%xb	53%	53%	52%	21%	63%xg	82%xgh	55%x	51%
Don't know	24	2	4	21	8	15	1	1	6	18	22	-
	2%bgh	1%	1%	3%xb	2%	3%	1%	*	1%	9%xgh	3%	-
Mean	24.28chi	26.76	28.13xc	21.75	24.88	23.57	24.90	44.29xhi	17.80i	5.73	23.03	21.15
Standard deviation	29.40	30.86	30.34	28.51	30.30	28.76	28.89	28.55	25.66	18.30	29.45	24.83

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

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

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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	429 42%ah	183 37%	245 47%xa	49 43%	96 55%xgh	72 47%h	84 46%h	62 38%h	67 28%	123 44%	108 46%	87 43%	112 36%	230 45%x	199 39%
NET: Done all/ most of the time	100 10%gh	39 8%	61 12%	17 15%	23 13%h	17 11%h	22 12%h	10 6%	11 5%	27 10%	30 13%l	21 10%	22 7%	57 11%	43 8%
I did this all (100) the time	30 3%h	13 3%	17 3%	8 8%	5 3%	4 3%	7 4%	2 1%	3 1%	6 2%	12 5%x	5 2%	7 2%	18 3%	12 2%
I did this most of (75) the time	70 7%h	27 5%	44 8%	9 8%	17 10%h	13 9%h	15 8%h	8 5%	8 3%	21 8%	18 8%	17 8%	14 5%	39 8%	31 6%
I did this occas- (50) ionally	250 24%h	113 22%	137 26%	13 12%	49 28%	43 28%h	53 29%h	45 28%h	47 20%	79 28%	59 26%	42 21%	70 23%	138 27%x	112 22%
I did this once (25)	79 8%gh	31 6%	48 9%	18 16%	25 14%xfgh	11 7%	9 5%	7 4%	9 4%	17 6%	18 8%	24 12%	20 7%	35 7%	44 9%
I never did this (0)	570 56%bd	310 62%xb	261 50%	61 54%	71 41%	78 51%	98 53%d	97 59%d	165 70%xdefg	153 55%	121 52%	112 55%	185 60%	274 54%	296 58%
Don't know	23 2%m	8 2%	15 3%	3 3%	7 4%	4 3%	2 1%	4 3%	3 1%	4 1%	3 1%	5 3%	11 4%	7 1%	16 3%
Mean	22.75ah	19.64	25.75xa	23.90	29.20xgh	25.87h	25.74h	20.39h	14.81	23.71	26.19l	22.10	19.63	24.84x	20.62
Standard deviation	29.19	28.08	29.96	32.61	29.55	29.94	30.65	27.20	25.02	28.88	31.57	28.60	27.74	30.12	28.09

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever	429 42%chi	94 51%xc	200 50%xc	229 37%	184 44%	192 41%	54 42%	249 76%xhi	166 34%i	14 7%	313 40%	15 49%
NET: Done all/ most of the time	100 10%cehi	22 12%	53 13%xc	47 7%	50 12%	36 8%	14 11%	78 24%xhi	17 3%	5 3%	75 10%	1 2%
I did this all the time (100)	30 3%h	6 4%	12 3%	17 3%	17 4%	10 2%	3 2%	23 7%xhi	5 1%	2 1%	28 4%	- -
I did this most of the time (75)	70 7%chi	16 9%	41 10%xc	29 5%	33 8%	26 5%	11 9%	56 17%xhi	11 2%	3 2%	47 6%	1 2%
I did this occas- ionally (50)	250 24%i	49 27%	107 27%	143 23%	99 23%	117 25%	34 27%	130 40%xhi	114 23%i	7 3%	179 23%	8 27%
I did this once (25)	79 8%ci	23 12%c	40 10%	39 6%	34 8%	39 8%	6 4%	41 12%xhi	36 7%i	2 1%	60 8%	6 20%
I never did this (0)	570 56%bg	88 48%	195 49%	376 60%xab	231 55%	267 56%	73 57%	79 24%	319 65%xg	173 86%xgh	447 57%	15 51%
Don't know	23 2%g	2 1%	5 1%	18 3%	8 2%	14 3%	2 2%	1 *	8 2%	14 7%xgh	20 3%	- -
Mean	22.75chi	26.68c	27.02xc	19.96	24.14	21.31	23.41	42.59xhi	16.40i	4.49	21.98	20.15
Standard deviation	29.19	29.87	30.21	28.19	30.47	27.86	29.63	30.07	24.59	16.81	29.42	23.02

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

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

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	
	Total (x)	Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	621 61%b	338 67%xb	282 54%	83 73%	92 53%	85 55%	118 64%	107 65%de	137 58%	173 62%	142 61%	117 58%	189 61%	315 62%	306 60%
NET: Done all/ most of the time	327 32%e	176 35%	151 29%	43 38%	52 30%	38 25%	60 32%	59 36%e	75 32%	84 30%	72 31%	55 27%	115 37%	157 31%	170 33%
I did this all (100) the time	190 19%h	104 21%	86 17%	32 29%	33 19%	24 16%	36 19%	32 20%	33 14%	48 17%	41 18%	28 14%	73 24%k	89 17%	101 20%
I did this most of (75) the time	137 13%	72 14%	65 12%	10 9%	19 11%	14 9%	24 13%	26 16%	42 18%xe	36 13%	31 13%	27 13%	42 14%	67 13%	69 14%
I did this occas- (50) ionally	258 25%b	142 28%	116 22%	34 30%	31 18%	42 27%	51 28%	44 27%	56 24%	78 28%	53 23%	61 30%	66 22%	131 26%	127 25%
I did this once (25)	35 3%kn	19 4%	16 3%	6 5%	9 5%	4 3%	7 4%	4 2%	5 2%	11 4%	16 7%xkl	1 1%	7 2%	27 5%xn	8 2%
I never did this (0)	367 36%a	153 30%	214 41%xa	27 24%	72 41%	64 42%g	63 34%	52 32%	88 37%	102 36%	81 35%	78 38%	106 34%	183 36%	184 36%
Don't know	36 3%ai	11 2%	25 5%xa	3 3%	10 6%	4 3%	3 2%	5 3%	11 5%	5 2%	9 4%	8 4%	14 4%	14 3%	22 4%
Mean	43.64be	47.74xb	39.58	53.48	39.49	38.20	44.73	47.33e	41.99	42.50	42.84	40.54	47.37	42.65	44.65
Standard deviation	38.48	37.73	38.83	38.02	40.04	37.82	38.14	38.07	37.73	37.69	38.21	36.99	40.24	37.88	39.08

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

Britainthinks
— Insight & Strategy —

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

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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		621 61%fi	114 62%	251 63%	370 59%	281 66%xef	275 58%	66 51%	303 92%xhi	304 62%i	14 7%	484 62%	15 49%
NET: Done all/ most of the time		327 32%ei	57 31%	131 33%	196 31%	154 37%e	134 28%	38 30%	174 53%xhi	147 30%i	5 3%	260 33%	7 22%
I did this all the time	(100)	190 19%ei	31 17%	71 18%	119 19%	94 22%e	70 15%	26 21%	105 32%xhi	83 17%i	2 1%	152 20%	4 13%
I did this most of the time	(75)	137 13%i	26 14%	60 15%	77 12%	60 14%	64 14%	12 9%	69 21%xhi	64 13%i	3 2%	107 14%	3 9%
I did this occas- ionally	(50)	258 25%fi	44 24%	99 25%	160 26%	115 27%f	125 27%f	18 14%	114 35%xi	138 28%i	7 4%	201 26%	5 18%
I did this once	(25)	35 3%ci	12 7%c	22 5%xc	14 2%	11 3%	15 3%	9 7%	15 4%i	19 4%i	1 1%	23 3%	3 10%
I never did this	(0)	367 36%dg	68 37%	139 35%	227 36%	127 30%	181 38%d	59 46%xd	23 7%	181 37%g	162 81%xgh	266 34%	15 51%
Don't know		36 3%gh	2 1%	10 2%	26 4%	15 4%	16 3%	4 3%	3 1%	9 2%	24 12%xgh	29 4%	- -
Mean		43.64ei	41.75	43.70	43.60	49.00xef	40.51	37.58	66.69xhi	42.22i	4.92	45.19	30.79
Standard deviation		38.48	37.86	37.98	38.83	38.30	37.41	40.98	29.49	37.57	17.82	38.50	37.19

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

Britainthinks
— Insight & Strategy —

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	612 60%b	329 66%xb	283 54%	77 68%	90 52%	84 55%	117 63%	108 66%xde	136 58%	173 62%	140 61%	113 55%	186 61%	313 61%	299 59%
NET: Done all/ most of the time	333 33%	179 36%	154 30%	46 41%	49 28%	42 27%	60 33%	58 35%	78 33%	93 33%	68 29%	57 28%	115 37%	161 31%	172 34%
I did this all (100) the time	196 19%	109 22%	87 17%	32 29%	29 17%	24 16%	39 21%	32 19%	39 17%	50 18%	42 18%	30 15%	74 24%	92 18%	104 20%
I did this most of (75) the time	137 13%	70 14%	67 13%	13 12%	20 12%	18 12%	21 11%	26 16%	39 17%	43 15%	26 11%	27 13%	41 13%	69 14%	68 13%
I did this occas- (50) ionally	227 22%	124 25%	103 20%	21 19%	28 16%	35 23%	49 27%d	46 28%xd	48 20%	65 23%	57 25%	47 23%	59 19%	122 24%	106 21%
I did this once (25)	52 5%	27 5%	25 5%	10 9%	13 7%	7 5%	7 4%	5 3%	10 4%	15 5%	15 7%	9 4%	13 4%	30 6%	22 4%
I never did this (0)	377 37%	166 33%	211 41%xa	33 29%	71 41%	66 43%g	63 34%	51 31%	93 39%	103 37%	82 35%	82 40%	111 36%	184 36%	192 38%
Don't know	34 3%ai	6 1%	27 5%xa	3 3%	13 8%x	3 2%	4 2%	4 2%	6 3%	4 1%	10 4%	9 4%	11 4%	14 3%	20 4%
Mean	43.00be	46.42xb	39.56	50.47	38.20	37.75	45.34	47.09e	41.54	42.90	42.30	39.03	46.21	42.63	43.37
Standard deviation	38.98	38.71	39.00	40.46	39.36	38.16	38.87	37.73	38.87	38.37	38.15	37.94	40.71	38.23	39.75

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

Prepared by BritainThinks

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever	612 60%ei	113 62%	253 63%	360 58%	283 67%xef	263 56%	67 52%	306 93%xhi	296 60%i	11 5%	480 62%	11 35%
NET: Done all/ most of the time	333 33%ehi	54 29%	136 34%	197 32%	162 38%xe	133 28%	39 30%	193 59%xhi	136 27%i	5 2%	257 33%	5 17%
I did this all the time (100)	196 19%ei	29 16%	71 18%	124 20%	99 23%xe	73 15%	25 19%	109 33%xhi	85 17%i	2 1%	156 20%	4 13%
I did this most of the time (75)	137 13%hi	25 14%	64 16%	73 12%	63 15%	60 13%	14 11%	84 26%xhi	51 10%i	3 1%	101 13%	1 4%
I did this occas- ionally (50)	227 22%i	47 26%	93 23%	134 22%	98 23%	109 23%	20 16%	93 28%xi	130 26%xi	5 2%	181 23%	3 9%
I did this once (25)	52 5%i	12 7%	24 6%	29 5%	23 6%	21 4%	8 6%	21 6%i	30 6%i	1 1%	42 5%	3 10%
I never did this (0)	377 37%dg	65 35%	135 34%	242 39%	124 29%	192 41%xd	60 47%xd	21 6%	188 38%g	168 84%xgh	276 35%	18 58%
Don't know	34 3%g	5 3%	13 3%	21 3%	16 4%	16 3%	2 1%	2 1%	10 2%	21 11%xgh	24 3%	2 6%
Mean	43.00ei	41.62	44.46	42.06	49.32xef	38.99	37.13	68.28xhi	40.45i	3.80	44.07	24.24
Standard deviation	38.98	37.16	38.02	39.59	38.78	38.06	40.33	29.31	37.77	16.07	38.90	37.00

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

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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever		296 29%ghj	156 31%	140 27%	44 39%	71 41%xgh	48 31%gh	61 33%gh	29 18%	43 18%	88 31%	54 23%	62 30%	93 30%	142 28%	155 30%
NET: Done all/ most of the time		141 14%g	65 13%	76 15%	14 13%	36 20%xgh	23 15%g	30 16%g	11 7%	27 11%	40 14%	24 10%	40 19%j	38 12%	64 12%	77 15%
I did this all the time	(100)	61 6%g	25 5%	36 7%	- -	16 9%g	10 6%	20 11%xgh	4 3%	11 5%	15 6%	11 5%	15 7%	20 6%	26 5%	35 7%
I did this most of the time	(75)	80 8%g	40 8%	40 8%	14 13%	20 11%g	13 9%	10 5%	7 4%	16 7%	24 9%	13 6%	25 12%	18 6%	37 7%	42 8%
I did this occas-ionally	(50)	129 13%h	74 15%	55 11%	20 18%	28 16%h	21 14%h	27 15%h	16 10%	16 7%	43 15%	22 10%	18 9%	45 15%	65 13%	63 12%
I did this once	(25)	26 3%h	17 3%	10 2%	9 8%	8 4%h	4 3%h	4 2%h	2 1%	- -	5 2%	8 3%	4 2%	10 3%	12 2%	14 3%
I never did this	(0)	690 67%d	331 66%	359 69%	69 61%	94 54%	100 65%	116 63%	126 77%xdef	185 79%xdef	182 65%	172 74%xi	134 66%	202 66%	354 69%	336 66%
Don't know		36 4%	14 3%	22 4%	- -	9 5%	5 3%	7 4%	8 5%	7 3%	10 4%	6 2%	8 4%	13 4%	16 3%	21 4%
Mean		19.46ghj	19.80	19.15	20.55	28.12xgh	21.07gh	23.78xgh	11.75	13.51	20.95j	14.92	22.26	19.72	18.20	20.74
Standard deviation		32.25	31.51	33.01	28.28	36.07	33.14	35.90	25.96	29.40	32.53	29.23	35.05	32.08	31.18	33.29

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

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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

			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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		296 29%cefhi	76 41%xc	148 37%xc	148 24%	151 36%xef	119 25%	26 20%	176 53%xhi	114 23%i	7 3%	218 28%	13 42%
NET: Done all/ most of the time		141 14%cehi	44 24%xc	76 19%xc	65 10%	74 18%xe	54 11%	13 10%	86 26%xhi	51 10%i	4 2%	105 13%	-
I did this all the time	(100)	61 6%cfi	18 10%c	36 9%xc	25 4%	35 8%f	25 5%	1 1%	34 10%xhi	24 5%i	2 1%	44 6%	-
I did this most of the time	(75)	80 8%hi	26 14%xc	39 10%	41 7%	39 9%	29 6%	11 9%	51 16%xhi	27 5%i	2 1%	61 8%	-
I did this occasionally	(50)	129 13%i	26 14%	53 13%	75 12%	64 15%	54 11%	11 8%	73 22%xhi	55 11%i	1 *	96 12%	6 20%
I did this once	(25)	26 3%c	6 3%	19 5%xc	8 1%	13 3%	11 2%	2 2%	18 5%xhi	7 1%	2 1%	17 2%	7 22%
I never did this	(0)	690 67%abdg	103 56%	240 60%	451 72%xab	257 61%	332 70%d	101 78%xd	144 44%	365 74%xg	181 90%xgh	535 69%	16 51%
Don't know		36 4%	5 3%	13 3%	24 4%	14 3%	20 4%	2 2%	9 3%	14 3%	13 7%xh	26 3%	2 6%
Mean		19.46cefhi	29.13xc	25.11xc	15.81	24.42xef	16.95	12.43	35.48xhi	15.45i	2.42	18.83	16.77
Standard deviation		32.25	37.11	35.47	29.45	34.91	30.69	26.04	36.38	29.77	13.74	31.87	20.59

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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	
	Total (x)	Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	426 42%g	213 42%	214 41%	65 58%	76 44%	68 44%	73 40%	56 34%	89 38%	122 44%	94 41%	79 39%	132 43%	216 42%	211 41%
NET: Done all/ most of the time	215 21%j	117 23%	98 19%	25 22%	40 23%	37 24%	33 18%	32 19%	49 21%	64 23%	37 16%	35 17%	79 26%j	101 20%	114 22%
I did this all (100) the time	101 10%m	53 11%	48 9%	6 5%	19 11%	14 9%	15 8%	23 14%x	24 10%	22 8%	16 7%	17 8%	46 15%xij	38 7%	63 12%m
I did this most of (75) the time	114 11%g	64 13%	50 10%	19 17%	21 12%	23 15%g	18 10%	9 6%	25 10%	42 15%xj	21 9%	19 9%	33 11%	62 12%	51 10%
I did this occas- (50) ionally	155 15%	75 15%	80 15%	25 22%	20 12%	24 15%	34 18%	19 12%	33 14%	43 15%	39 17%	32 16%	41 13%	83 16%	73 14%
I did this once (25)	57 6%h	21 4%	35 7%	15 14%	16 9%gh	7 5%	6 3%	5 3%	7 3%	15 5%	18 8%	12 6%	12 4%	33 6%	24 5%
I never did this (0)	562 55%	276 55%	286 55%	45 40%	87 50%	82 53%	106 58%	102 62%xd	140 60%	153 55%	133 58%	116 57%	160 52%	286 56%	276 54%
Don't know	34 3%im	13 3%	22 4%	3 3%	11 6%	4 3%	5 3%	5 3%	7 3%	5 2%	4 2%	9 4%	16 5%	9 2%	25 5%m
Mean	28.12	29.39	26.91	33.09	30.01	29.81	26.22	25.49	26.60	28.62	24.54	25.52	32.17j	26.77	29.51
Standard deviation	36.16	36.99	35.32	32.86	37.18	36.40	34.87	37.86	36.58	35.62	33.28	34.73	39.35	34.61	37.68

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

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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

		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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever	426 42%chi	102 56%xc	199 50%xc	227 36%	182 43%	183 39%	61 48%	224 68%xhi	170 34%i	33 16%	323 41%	17 57%
NET: Done all/ most of the time	215 21%ci	54 29%xc	101 25%xc	113 18%	95 22%	93 20%	27 21%	107 33%xhi	95 19%i	13 6%	158 20%	8 27%
I did this all the time (100)	101 10%i	26 14%	41 10%	60 10%	44 10%	46 10%	11 9%	42 13%i	53 11%i	6 3%	73 9%	- -
I did this most of the time (75)	114 11%chi	28 15%c	60 15%xc	53 9%	51 12%	47 10%	16 12%	65 20%xhi	42 8%i	7 3%	86 11%	8 27%
I did this occas-ionally (50)	155 15%chi	36 20%	73 18%	82 13%	62 15%	68 14%	25 19%	81 25%xhi	57 12%	16 8%	120 15%	3 11%
I did this once (25)	57 6%hi	12 7%	25 6%	32 5%	25 6%	22 5%	10 7%	35 11%xhi	18 4%	4 2%	44 6%	6 19%
I never did this (0)	562 55%abg	79 43%	193 48%	369 59%xab	226 54%	269 57%	67 52%	101 31%	307 62%xg	154 77%xgh	430 55%	11 37%
Don't know	34 3%g	2 1%	8 2%	26 4%	14 3%	20 4%	1 1%	4 1%	16 3%	14 7%xgh	26 3%	2 6%
Mean	28.12chi	37.62xc	32.93xc	24.96	29.27	26.70	29.47	43.26xhi	24.61i	10.72	27.63	32.47
Standard deviation	36.16	37.98	36.59	35.55	36.62	36.05	35.15	35.41	36.38	25.19	35.75	31.80

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

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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	
	Total (x)	Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	184 18%bh	128 25%xb	57 11%	19 17%	42 24%h	26 17%	31 17%	35 21%h	31 13%	53 19%	46 20%	39 19%	47 15%	99 19%	85 17%
NET: Done all/ most of the time	54 5%b	37 7%xb	17 3%	7 6%	9 5%	4 3%	9 5%	15 9%xeh	10 4%	14 5%	17 7%	10 5%	12 4%	32 6%	22 4%
I did this all (100) the time	19 2%b	14 3%	5 1%	- -	- -	1 1%	4 2%	7 5%xde	6 3%	6 2%	4 2%	4 2%	5 2%	10 2%	9 2%
I did this most of (75) the time	34 3%h	23 5%	12 2%	7 6%	9 5%	3 2%	4 2%	7 5%h	3 1%	8 3%	13 6%x	5 3%	8 2%	21 4%	13 3%
I did this occas- (50) ionally	102 10%b	71 14%xb	31 6%	6 5%	27 15%h	16 11%	19 10%	17 10%	18 8%	31 11%	19 8%	26 13%	27 9%	49 10%	53 10%
I did this once (25)	28 3%	19 4%	9 2%	7 6%	5 3%	5 3%	4 2%	4 2%	4 2%	8 3%	10 4%	3 1%	8 2%	18 4%	10 2%
I never did this (0)	758 74%a	344 69%	413 79%xa	83 73%	116 67%	116 76%	141 77%	114 70%	188 80%xdg	213 76%	166 71%	149 73%	230 75%	379 74%	379 74%
Don't know	81 8%i	30 6%	51 10%x	11 10%	17 10%	11 7%	11 6%	14 9%	16 7%	13 5%	21 9%	16 8%	31 10%i	34 7%	47 9%
Mean	10.96b	15.25xb	6.67	9.43	13.85	9.13	10.38	14.90xeh	8.58	11.15	12.19	11.83	9.26	11.61	10.30
Standard deviation	24.09	27.37	19.38	21.67	24.40	20.90	23.93	29.24	22.82	24.23	25.51	24.83	22.31	24.78	23.37

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

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

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

			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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		184 18%hi	33 18%	83 21%	101 16%	75 18%	83 18%	26 21%	137 42%xhi	45 9%i	3 1%	141 18%	4 12%
NET: Done all/ most of the time		54 5%hi	8 4%	19 5%	35 6%	28 7%	18 4%	7 6%	43 13%xhi	10 2%	1 1%	41 5%	- -
I did this all the time	(100)	19 2%h	3 1%	6 1%	14 2%	11 3%	7 2%	1 1%	14 4%xhi	5 1%	1 1%	13 2%	- -
I did this most of the time	(75)	34 3%hi	5 3%	13 3%	21 3%	17 4%	11 2%	7 5%	29 9%xhi	5 1%	-	28 4%	- -
I did this occas- ionally	(50)	102 10%hi	18 10%	49 12%	54 9%	34 8%	51 11%	16 13%	68 21%xhi	32 6%i	2 1%	80 10%	4 12%
I did this once	(25)	28 3%hi	8 4%	16 4%	13 2%	12 3%	13 3%	3 2%	26 8%xhi	2 1%	-	21 3%	- -
I never did this	(0)	758 74%bg	128 70%	276 69%	481 77%xb	306 73%	356 75%	96 74%	158 48%	415 84%xg	184 92%xgh	586 75%	18 61%
Don't know		81 8%cj	22 12%	41 10%	40 6%	41 10%	33 7%	7 5%	34 10%	34 7%	14 7%	52 7%	8 27%
Mean		10.96hi	10.78	12.20	10.20	11.64	10.13	11.87	25.75xhi	5.50i	1.06	10.87	8.53
Standard deviation		24.09	23.23	24.15	24.05	25.70	22.69	23.89	31.43	17.72	8.95	23.89	19.25

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever		591 58%dj	280 56%	310 60%	57 51%	78 45%	87 57%	107 58%d	110 67%xde	152 64%xd	178 64%xj	119 51%	122 60%	173 56%	297 58%	294 58%
NET: Done all/ most of the time		142 14%	57 11%	84 16%	21 19%	19 11%	20 13%	20 11%	23 14%	38 16%	47 17%	30 13%	26 13%	39 13%	76 15%	65 13%
I did this all the time	(100)	32 3%	9 2%	23 4%x	7 6%	3 2%	5 3%	3 2%	6 4%	7 3%	12 4%	6 3%	6 3%	9 3%	18 3%	14 3%
I did this most of the time	(75)	110 11%	48 10%	61 12%	14 13%	16 9%	15 10%	16 9%	17 11%	31 13%	35 13%	24 10%	21 10%	30 10%	59 11%	51 10%
I did this occas- ionally	(50)	360 35%dj	179 36%	181 35%	15 14%	45 26%	51 33%	73 40%d	78 48%xde	98 41%xd	107 38%j	66 29%	79 39%	108 35%	173 34%	187 37%
I did this once	(25)	89 9%g	44 9%	45 9%	21 19%	14 8%	16 10%	15 8%	8 5%	16 7%	24 9%	23 10%	16 8%	26 8%	47 9%	42 8%
I never did this	(0)	416 41%ghi	213 43%	202 39%	55 49%	94 54%xefgh	61 40%	77 42%gh	52 32%	77 33%	100 36%	111 48%xi	75 37%	129 42%	211 41%	205 40%
Don't know		16 2%m	8 2%	9 2%	-	2 1%	5 3%f	-	2 1%	7 3%xf	2 1%	2 1%	7 3%	6 2%	4 1%	13 2%
Mean		31.44dj	29.55	33.23	26.96	23.99	30.92	30.20	37.24xdef	36.52xdf	35.03xj	27.28	32.85	30.39	31.52	31.36
Standard deviation		29.86	28.76	30.79	32.40	29.10	29.93	28.41	28.88	29.51	30.32	29.73	29.27	29.60	30.27	29.47

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		591 58%ei	102 56%	230 57%	361 58%	272 64%xef	255 54%	64 50%	251 76%xhi	271 55%i	69 34%	436 56%	18 60%
NET: Done all/ most of the time		142 14%ei	28 15%	54 13%	88 14%	80 19%xe	47 10%	15 11%	77 24%xhi	57 12%i	7 3%	103 13%	7 23%
I did this all the time	(100)	32 3%e	5 2%	6 2%	26 4%	19 5%e	7 2%	5 4%	15 5%	14 3%	2 1%	22 3%	3 10%
I did this most of the time	(75)	110 11%ei	23 13%	47 12%	62 10%	60 14%xe	40 9%	9 7%	62 19%xhi	43 9%i	4 2%	81 10%	4 13%
I did this occas-ionally	(50)	360 35%i	51 28%	127 32%	233 37%	150 36%	173 37%	37 29%	133 40%i	173 35%	54 27%	258 33%	11 35%
I did this once	(25)	89 9%ci	23 12%c	49 12%xc	40 6%	42 10%	35 7%	13 10%	41 13%xi	40 8%	8 4%	75 10%	1 2%
I never did this	(0)	416 41%dg	81 44%	165 41%	250 40%	146 35%	208 44%xd	61 48%d	77 23%	219 44%xg	120 60%xgh	332 43%	12 40%
Don't know		16 2%g	1 *	5 1%	11 2%	4 1%	9 2%	3 3%	1 *	4 1%	12 6%xgh	12 2%	- -
Mean		31.44eij	29.24	29.75	32.54	35.92xef	28.59	27.04	42.21xhi	29.27i	18.38	30.03	37.41
Standard deviation		29.86	29.97	28.83	30.48	30.77	28.40	30.31	28.95	29.47	25.86	29.67	34.91

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

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

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

	Total (x)	Gender		Age							SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Done ever	397	187	210	78	93	62	65	43	56	105	91	81	120	196	201
	39%gh	37%	40%	69%	53%xefgh	41%gh	35%h	27%	24%	38%	39%	40%	39%	38%	39%
NET: Done all/ most of the time	84	47	37	24	16	10	19	6	9	25	17	8	34	42	42
	8%gh	9%	7%	22%	9%	6%	11%gh	4%	4%	9%	7%	4%	11%k	8%	8%
I did this all (100) the time	32	18	13	8	4	5	8	2	4	4	9	4	14	13	19
	3%i	4%	3%	8%	2%	3%	4%	2%	2%	1%	4%	2%	5%i	2%	4%
I did this most of (75) the time	53	29	24	16	12	5	11	4	5	21	8	4	20	29	24
	5%gh	6%	5%	14%	7%	3%	6%h	2%	2%	8%xjk	3%	2%	6%	6%	5%
I did this occas- (50) ionally	211	96	115	41	47	37	30	24	32	58	53	48	51	112	99
	21%gh	19%	22%	37%	27%fgh	24%gh	16%	15%	13%	21%	23%	23%	17%	22%	19%
I did this once (25)	102	45	58	12	29	16	16	14	15	22	21	25	34	43	60
	10%hm	9%	11%	11%	17%xfgh	10%	9%	8%	7%	8%	9%	12%	11%	8%	12%
I never did this (0)	597	303	294	30	76	88	116	116	171	171	134	114	179	304	292
	58%d	60%	56%	27%	44%	57%d	63%d	71%xde	73%xdef	61%	58%	56%	58%	59%	57%
Don't know	29	11	18	5	5	4	3	5	8	4	7	8	9	11	18
	3%	2%	3%	4%	3%	2%	2%	3%	3%	2%	3%	4%	3%	2%	3%
Mean	20.33gh	20.20	20.48	40.76	26.01xgh	20.51gh	19.65gh	12.88	12.04	19.67	20.85	19.14	21.32	20.20	20.46
Standard deviation	28.25	29.06	27.47	31.32	27.81	27.56	29.81	23.45	23.27	27.59	28.67	25.67	30.16	28.06	28.46

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

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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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Done ever		397 39%cfhi	95 52%xc	195 49%xc	202 33%	190 45%xef	174 37%	34 26%	238 73%xhi	149 30%i	10 5%	287 37%	21 71%
NET: Done all/ most of the time		84 8%chi	20 11%	45 11%xc	40 6%	44 10%	32 7%	8 6%	71 22%xhi	12 2%	2 1%	56 7%	8 26%
I did this all the time	(100)	32 3%hi	7 4%	13 3%	18 3%	18 4%	11 2%	2 2%	21 6%xhi	9 2%	2 1%	26 3%	-
I did this most of the time	(75)	53 5%chij	12 7%	31 8%xc	22 3%	26 6%	21 5%	6 5%	49 15%xhi	3 1%	-	30 4%	8 26%
I did this occas- ionally	(50)	211 21%ci	46 25%	102 26%xc	108 17%	96 23%	92 20%	22 17%	111 34%xhi	95 19%i	5 2%	158 20%	6 20%
I did this once	(25)	102 10%fi	30 16%xc	48 12%	54 9%	50 12%f	49 10%f	3 2%	56 17%xhi	42 8%i	4 2%	73 9%	7 24%
I never did this	(0)	597 58%abdg	87 48%	200 50%	397 64%xab	218 52%	289 61%d	90 70%xd	88 27%	330 67%xg	178 89%xgh	468 60%	9 29%
Don't know		29 3%bg	1 *	5 1%	24 4%x	14 3%	10 2%	5 4%	2 1%	15 3%	12 6%xg	24 3%	-
Mean		20.33cfhi	25.73xc	25.30xc	17.05	24.02xef	18.47	15.08	39.21xhi	14.43i	2.57	19.30	35.71
Standard deviation		28.25	29.20	29.46	26.94	29.84	26.90	26.40	30.46	23.73	12.26	27.90	29.62

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

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

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

		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		719	492	780	706	463	430	609	608	267	400	171	616	350
Weighted Base		721	525	788	712	456	429	621	612	296	426	184	591	397
NET: Effective		567 79%bdflm	358 68%lm	593 75%bdlm	451 63%lm	333 73%dlm	300 70%dlm	456 74%dlm	454 74%bdlm	226 76%bdlm	356 84%bcdefghilm	141 77%dlm	304 51%	206 52%
Very effective	(4)	131 18%dlm	100 19%dlm	177 22%dlm	100 14%	94 21%dlm	82 19%dlm	162 26%abdflm	145 24%adlm	63 21%dlm	153 36%abcdefghiklm	44 24%dlm	82 14%	45 11%
Fairly effective	(3)	436 60%bcdefghjlm	258 49%lm	416 53%lm	351 49%lm	239 53%lm	218 51%lm	294 47%l	309 50%lm	163 55%lm	204 48%l	97 53%lm	222 38%	161 40%
Not very effective	(2)	101 14%j	92 18%ij	116 15%j	153 22%achijk	82 18%ij	79 18%ij	120 19%acijk	101 16%j	33 11%	33 8%	21 11%	177 30%abcdefghijk	131 33%abcdefghijk
Not at all effective	(1)	7 1%	10 2%j	7 1%	11 2%	2 *	5 1%	10 2%	12 2%e	7 2%j	1 *	2 1%	37 6%abcdefghijk	32 8%abcdefghijk
NET: Not effective		108 15%j	102 20%j	123 16%j	164 23%achijk	84 18%j	84 19%j	130 21%acijk	112 18%j	40 14%j	34 8%	23 13%	214 36%abcdefghijk	162 41%abcdefghijk
Don't know		46 6%	65 12%agh	72 9%ag	96 14%aceghjm	38 8%	46 11%ag	35 6%	46 8%	30 10%g	36 8%	20 11%g	73 12%aghm	30 7%
Mean		3.02dlm	2.97lm	3.07bdlm	2.88lm	3.02dlm	2.98dlm	3.04dlm	3.04dlm	3.06dlm	3.30abcdefghiklm	3.11bdlm	2.67	2.59
Standard deviation		0.62	0.71	0.67	0.69	0.66	0.68	0.74	0.72	0.68	0.63	0.67	0.83	0.81

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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Doteveryone - People, Power, Tech 2020 - Scotland Sample

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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

		Total (x)	Gender		Age							SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		719	339	379	24	71	131	155	160	178	264	195	100	160	459	260
Weighted Base		721	359	362	92**	117*	109	131	114	158	213	166	142*	200	378	343
NET: Effective		567 79%	283 79%	284 78%	82 90%	89 76%	87 80%	102 78%	89 78%	118 75%	172 81%	129 78%	114 80%	152 76%	301 80%	266 78%
Very effective	(4)	131 18%	68 19%	63 17%	23 25%	22 19%	15 14%	19 15%	24 21%	27 17%	38 18%	26 16%	29 20%	37 19%	65 17%	66 19%
Fairly effective	(3)	436 60%	215 60%	221 61%	59 65%	67 57%	72 66%	83 63%	65 57%	91 57%	134 63%	103 62%	85 60%	115 57%	236 62%	200 58%
Not very effective	(2)	101 14%	51 14%	50 14%	7 7%	21 18%	14 13%	19 14%	18 16%	23 14%	28 13%	22 14%	17 12%	33 17%	51 13%	50 15%
Not at all effective	(1)	7 1%m	6 2%	2 *	- -	3 2%	- -	1 *	2 1%	2 2%	1 1%	- -	5 3%	1 1%	1 *	6 2%
NET: Not effective		108 15%	57 16%	51 14%	7 7%	23 20%	14 13%	19 15%	20 18%	25 16%	29 14%	22 14%	22 15%	35 17%	52 14%	56 16%
Don't know		46 6%	19 5%	26 7%	3 3%	5 4%	8 8%	10 7%	5 4%	15 9%	11 5%	14 9%	7 5%	14 7%	25 7%	20 6%
Mean		3.02	3.02	3.03	3.18	2.97	3.02	3.00	3.02	3.00	3.04	3.03	3.02	3.01	3.03	3.01
Standard deviation		0.62	0.65	0.60	0.55	0.69	0.54	0.58	0.68	0.65	0.60	0.57	0.70	0.64	0.58	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

		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		719	118	286	433	299	340	80	279	366	74	517	14
Weighted Base		721	137*	299	422	310	327	84*	311	342	68*	544	23**
NET: Effective		567 79%	115 84%	240 80%	327 77%	243 78%	257 78%	67 80%	243 78%	270 79%	54 79%	429 79%	16 71%
Very effective	(4)	131 18%	28 20%	50 17%	81 19%	52 17%	64 20%	15 17%	62 20%	60 17%	9 14%	96 18%	1 5%
Fairly effective	(3)	436 60%	87 63%	191 64%	245 58%	191 62%	192 59%	53 63%	181 58%	210 62%	45 65%	332 61%	15 66%
Not very effective	(2)	101 14%	11 8%	35 12%	66 16%	47 15%	43 13%	11 13%	49 16%	44 13%	7 11%	76 14%	4 16%
Not at all effective	(1)	7 1%	- -	- -	7 2%	1 *	3 1%	3 3%	3 1%	4 1%	1 2%	7 1%	- -
NET: Not effective		108 15%	11 8%	35 12%	73 17%	48 15%	47 14%	14 16%	52 17%	48 14%	8 12%	83 15%	4 16%
Don't know		46 6%	11 8%	23 8%	22 5%	19 6%	24 7%	3 3%	16 5%	24 7%	6 8%	32 6%	3 12%
Mean		3.02	3.13	3.05	3.00	3.01	3.05	2.98	3.03	3.03	3.00	3.01	2.87
Standard deviation		0.62	0.55	0.55	0.66	0.60	0.63	0.67	0.64	0.61	0.58	0.62	0.49

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		492	258	234	23	63	104	112	107	83	174	145	69	104	319	173
Weighted Base		525	275	250	85**	101*	86*	98	78	76*	147	135	97*	146*	282	243
NET: Effective		358	177	180	53	77	65	64	52	46	107	87	73	91	194	164
		68%	64%	72%	62%	76%	76%xh	66%	67%	60%	73%	64%	76%	62%	69%	67%
Very effective	(4)	100	48	51	11	22	19	19	18	11	31	22	17	29	53	47
		19%	18%	21%	13%	22%	22%	19%	22%	15%	21%	16%	18%	20%	19%	19%
Fairly effective	(3)	258	129	129	41	55	46	46	35	35	76	65	56	62	141	117
		49%	47%	52%	49%	54%	54%	47%	44%	46%	52%	48%	58%	42%	50%	48%
Not very effective	(2)	92	66	26	23	12	13	15	13	17	25	16	15	37	41	51
		18%bm	24%xb	11%	27%	12%	15%	15%	16%	22%	17%	12%	15%	25%j	14%	21%
Not at all effective	(1)	10	6	4	4	1	1	-	3	1	1	6	3	-	8	3
		2%	2%	2%	4%	1%	2%	-	4%f	1%	1%	5%xl	3%	-	3%	1%
NET: Not effective		102	72	30	27	14	14	15	16	17	26	22	17	37	48	54
		20%b	26%xb	12%	31%	13%	17%	15%	20%	23%	18%	17%	18%	25%	17%	22%
Don't know		65	26	39	6	11	6	19	10	13	14	26	6	19	40	25
		12%	9%	16%	7%	11%	7%	19%xe	13%	17%e	9%	19%xik	6%	13%	14%	10%
Mean		2.97a	2.88	3.08xa	2.76	3.08	3.04	3.05	2.98	2.89	3.03	2.94	2.97	2.94	2.99	2.95
Standard deviation		0.71	0.74	0.66	0.76	0.66	0.69	0.65	0.80	0.69	0.68	0.76	0.69	0.72	0.72	0.71

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

Prepared by BritainThinks

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

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

		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		492	102	235	257	198	229	65	253	220	19	329	14
Weighted Base		525	123*	261	264	225	231	69*	283	218	23**	376	25**
NET: Effective		358 68%	97 78%x	184 70%	174 66%	146 65%	163 71%	49 71%	195 69%	144 66%	18 79%	254 68%	13 55%
Very effective	(4)	100 19%	31 25%	54 21%	46 17%	40 18%	47 20%	12 18%	60 21%	38 17%	2 8%	65 17%	3 12%
Fairly effective	(3)	258 49%	66 54%	130 50%	128 49%	106 47%	116 50%	37 53%	136 48%	106 48%	16 71%	190 50%	11 43%
Not very effective	(2)	92 18%e	12 10%	49 19%a	43 16%	55 24%xe	28 12%	9 13%	55 19%	35 16%	2 9%	70 19%	7 29%
Not at all effective	(1)	10 2%	1 1%	2 1%	9 3%	7 3%	2 1%	1 2%	7 2%	4 2%	- -	7 2%	- -
NET: Not effective		102 20%ae	13 11%	51 19%a	52 20%	62 28%xe	30 13%	11 15%	61 22%	39 18%	2 9%	76 20%	7 29%
Don't know		65 12%d	13 11%	27 10%	38 14%	17 8%	38 16%xd	10 14%	26 9%	35 16%	3 12%	45 12%	4 17%
Mean		2.97	3.15xb	3.01	2.93	2.86	3.08xd	3.00	2.97	2.97	2.99	2.95	2.80
Standard deviation		0.71	0.64	0.69	0.74	0.76	0.65	0.68	0.74	0.70	0.45	0.70	0.68

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

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

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

		Total (x)	Gender		Age						SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		780	358	422	27	81	151	169	176	176	286	209	110	175	495	285
Weighted Base		788	388	400	107**	133*	122	144	126	156	230	179	150*	229	409	379
NET: Effective		593 75%agh	276 71%	317 79%xa	100 94%	111 84%egh	89 72%	107 74%	84 66%	103 66%	173 75%	133 74%	114 76%	174 76%	306 75%	288 76%
Very effective	(4)	177 22%fghijm	73 19%	104 26%xa	46 43%	32 24%	30 24%	23 16%	21 17%	25 16%	40 17%	30 17%	41 27%	66 29%ij	70 17%	107 28%xm
Fairly effective	(3)	416 53%	203 52%	213 53%	54 51%	80 60%	59 48%	83 58%	62 49%	78 50%	133 58%	103 57%	73 49%	108 47%	236 58%xn	181 48%
Not very effective	(2)	116 15%b	76 20%xb	40 10%	4 4%	18 13%	17 14%	18 12%	25 20%x	35 23%xf	37 16%	28 16%	14 9%	37 16%	65 16%	51 14%
Not at all effective	(1)	7 1%	4 1%	3 1%	- -	- -	2 2%	2 1%	1 1%	2 1%	1 1%	1 *	2 2%	2 1%	2 1%	5 1%
NET: Not effective		123 16%b	80 21%xb	43 11%	4 4%	18 13%	19 16%	20 14%	25 20%	38 24%xdf	38 17%	29 16%	16 11%	40 17%	67 16%	56 15%
Don't know		72 9%d	32 8%	40 10%	3 3%	4 3%	15 12%d	18 13%d	17 13%xd	15 10%d	19 8%	17 10%	20 14%	15 6%	37 9%	35 9%
Mean		3.07aghm	2.97	3.16xa	3.40	3.11h	3.08h	3.01	2.96	2.90	3.00	3.00	3.17	3.11	3.00	3.14m
Standard deviation		0.67	0.68	0.63	0.56	0.61	0.71	0.62	0.67	0.70	0.63	0.62	0.68	0.72	0.62	0.70

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

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

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

		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		780	135	319	461	330	363	87	293	429	58	551	17
Weighted Base		788	154*	336	452	352	346	90*	323	412	53*	589	27**
NET: Effective		593 75%ci	125 81%	267 80%c	326 72%	267 76%	265 77%	61 68%	251 78%i	309 75%	33 64%	443 75%	22 80%
Very effective	(4)	177 22%c	52 34%xc	93 28%xc	84 19%	87 25%	73 21%	16 18%	69 21%	101 24%	7 14%	134 23%	14 52%
Fairly effective	(3)	416 53%	73 48%	175 52%	242 53%	179 51%	192 56%	45 50%	182 56%	209 51%	26 49%	309 53%	8 28%
Not very effective	(2)	116 15%be	14 9%	36 11%	80 18%xab	57 16%	39 11%	20 23%e	47 15%	61 15%	8 16%	90 15%	2 7%
Not at all effective	(1)	7 1%	3 2%	4 1%	3 1%	3 1%	2 1%	1 2%	3 1%	3 1%	1 2%	5 1%	- -
NET: Not effective		123 16%be	16 11%	40 12%	83 18%xb	60 17%	42 12%	22 24%e	50 15%	64 16%	9 18%	94 16%	2 7%
Don't know		72 9%	12 8%	29 9%	43 9%	26 7%	39 11%	7 8%	23 7%	39 9%	10 19%xgh	51 9%	4 13%
Mean		3.07c	3.23xc	3.16xc	2.99	3.07	3.10	2.92	3.06	3.09	2.94	3.06	3.52
Standard deviation		0.67	0.70	0.66	0.66	0.69	0.62	0.71	0.65	0.68	0.68	0.67	0.65

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

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

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 organiations collecting information about me, for instance by managing my cookie settings
Base: All who have ever taken measure

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		706	341	364	23	68	129	157	158	171	258	189	97	162	447	259
Weighted Base		712	368	343	93**	112*	107	134	113	152	203	161	133*	215	364	348
NET: Effective		451 63%h	233 63%	217 63%	78 84%	79 70%h	67 62%	81 60%	64 57%	83 54%	132 65%	95 59%	87 65%	137 64%	227 63%	224 64%
Very effective	(4)	100 14%fhijm	51 14%	49 14%	29 31%	21 19%fh	18 17%fh	9 6%	11 10%	12 8%	13 7%	14 9%	19 14%	54 25%xij	27 8%	73 21%xm
Fairly effective	(3)	351 49%ln	182 49%	168 49%	49 53%	58 51%	49 46%	72 54%	53 47%	70 46%	119 59%xl	81 50%	69 51%	82 38%	200 55%xn	151 43%
Not very effective	(2)	153 22%b	96 26%xb	57 17%	12 13%	19 17%	22 20%	26 20%	31 28%x	43 28%x	40 20%	42 26%	22 16%	50 23%	82 22%	71 21%
Not at all effective	(1)	11 2%	6 2%	6 2%	-	-	1 1%	2 1%	4 4%x	5 3%	3 2%	2 1%	2 1%	4 2%	6 2%	6 2%
NET: Not effective		164 23%b	101 27%xb	63 18%	12 13%	19 17%	23 21%	28 21%	36 32%xdf	47 31%xdf	43 21%	44 27%	24 18%	54 25%	87 24%	77 22%
Don't know		96 14%a	33 9%	63 18%xa	3 3%	15 13%	17 16%	26 19%x	13 12%	22 15%	27 14%	22 13%	23 17%	24 11%	49 14%	47 14%
Mean		2.88ghjm	2.83	2.93	3.19	3.02fgh	2.94gh	2.81	2.71	2.70	2.81	2.77	2.94	2.98j	2.79	2.97m
Standard deviation		0.69	0.69	0.68	0.65	0.64	0.70	0.59	0.72	0.69	0.59	0.64	0.66	0.79	0.61	0.75

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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 organiations collecting information about me, for instance by managing my cookie settings
Base: All who have ever taken measure

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		706	117	280	426	299	335	72	285	384	37	508	15
Weighted Base		712	136*	300	412	322	319	70*	315	363	34*	538	26**
NET: Effective		451 63%ch	103 75%xc	207 69%xc	244 59%	211 66%	195 61%	45 65%	221 70%xhi	213 58%	18 53%	341 63%	20 76%
Very effective	(4)	100 14%ce	36 26%xc	59 20%xc	42 10%	65 20%xef	29 9%	6 8%	48 15%	49 14%	3 10%	77 14%	12 46%
Fairly effective	(3)	351 49%h	67 49%	148 49%	203 49%	146 45%	165 52%	40 56%	173 55%xh	163 45%	14 43%	264 49%	8 30%
Not very effective	(2)	153 22%a	16 12%	54 18%	99 24%a	76 24%	66 21%	11 15%	57 18%	90 25%	5 16%	121 23%	2 7%
Not at all effective	(1)	11 2%	- -	2 1%	9 2%	4 1%	4 1%	3 4%	3 1%	7 2%	1 3%	6 1%	1 4%
NET: Not effective		164 23%a	16 12%	56 19%a	108 26%xa	81 25%	70 22%	14 20%	61 19%	97 27%x	6 19%	127 24%	3 11%
Don't know		96 14%d	18 13%	36 12%	60 15%	30 9%	55 17%xd	11 16%	33 11%	53 15%	10 28%xgh	70 13%	4 14%
Mean		2.88c	3.17xbc	3.00xc	2.79	2.93	2.83	2.81	2.94	2.82	2.83	2.88	3.36
Standard deviation		0.69	0.64	0.68	0.68	0.73	0.63	0.68	0.65	0.71	0.72	0.68	0.84

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

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Insight & Strategy

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		463	194	268	13	61	95	112	100	82	176	132	62	93	308	155
Weighted Base		456	196	259	47**	101*	75*	93	69*	71*	134	115*	88*	119*	249	206
NET: Effective		333 73%gi	139 71%	193 75%	32 69%	79 78%	58 78%	72 78%	45 65%	47 66%	91 67%	88 77%	63 72%	91 77%	179 72%	154 75%
Very effective	(4)	94 21%h	48 24%	46 18%	13 28%	18 18%	20 27%h	23 25%h	11 17%	8 12%	26 19%	24 21%	17 19%	28 24%	49 20%	45 22%
Fairly effective	(3)	239 53%	92 47%	147 57%	19 41%	60 60%	38 51%	49 53%	34 49%	39 55%	65 48%	65 56%	47 53%	63 53%	130 52%	110 53%
Not very effective	(2)	82 18%	44 22%	39 15%	12 25%	20 20%	9 13%	14 15%	15 21%	13 18%	28 21%	18 16%	14 17%	21 18%	47 19%	36 17%
Not at all effective	(1)	2 *	1 *	1 *	- -	- -	1 1%	- -	1 1%	1 1%	1 1%	1 1%	- -	- -	2 1%	- -
NET: Not effective		84 18%	44 23%	40 15%	12 25%	20 20%	10 13%	14 15%	15 22%	13 19%	30 22%	19 16%	14 17%	21 18%	48 19%	36 17%
Don't know		38 8%	13 6%	26 10%	3 6%	2 2%	7 9%	7 8%	9 13%d	10 15%xd	14 11%	8 7%	10 12%	6 5%	22 9%	16 8%
Mean		3.02	3.02	3.02	3.03	2.98	3.14h	3.11h	2.93	2.90	2.96	3.04	3.03	3.06	3.00	3.05
Standard deviation		0.66	0.72	0.62	0.76	0.63	0.67	0.65	0.69	0.62	0.70	0.64	0.64	0.66	0.68	0.65

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		463	85	205	258	182	225	56	245	197	21	318	8
Weighted Base		456	90*	209	246	188	207	61*	260	178	18**	325	15**
NET: Effective		333 73%	69 76%	150 72%	183 74%	131 70%	152 73%	50 83%	190 73%	132 74%	12 64%	244 75%	4 29%
Very effective	(4)	94 21%	17 19%	39 18%	55 22%	38 20%	38 18%	18 30%	57 22%	33 19%	3 19%	67 20%	- -
Fairly effective	(3)	239 53%	51 57%	111 53%	128 52%	94 50%	114 55%	32 53%	132 51%	99 55%	8 46%	177 55%	4 29%
Not very effective	(2)	82 18%	14 16%	42 20%	40 16%	44 24%	32 15%	6 10%	51 20%	29 16%	2 11%	55 17%	7 47%
Not at all effective	(1)	2 *	- -	1 *	1 1%	1 *	1 1%	- -	1 *	1 *	1 3%	1 *	- -
NET: Not effective		84 18%	14 16%	43 20%	41 17%	45 24%	33 16%	6 10%	52 20%	30 17%	3 14%	57 17%	7 47%
Don't know		38 8%	8 9%	17 8%	22 9%	12 6%	22 11%	4 7%	18 7%	16 9%	4 21%	24 7%	4 24%
Mean		3.02	3.04	2.98	3.06	2.95	3.02	3.22d	3.02	3.02	3.01	3.03	2.38
Standard deviation		0.66	0.62	0.66	0.67	0.69	0.64	0.63	0.68	0.64	0.76	0.65	0.51

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

Britainthinks
Insight & Strategy

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		430	180	249	13	58	91	100	91	77	159	125	61	85	284	146
Weighted Base		429	183	245	49**	96*	72*	84*	62*	67*	123	108*	87*	112*	230	199
NET: Effective		300 70%gim	127 69%	173 70%	35 73%	71 74%g	54 75%g	63 75%g	36 57%	41 62%	73 59%	79 73%i	61 70%	87 78%i	152 66%	148 75%
Very effective	(4)	82 19%	41 22%	41 17%	13 27%	15 16%	15 21%	19 23%	12 19%	8 12%	22 18%	20 19%	16 19%	24 21%	42 18%	40 20%
Fairly effective	(3)	218 51%gi	86 47%	132 54%	22 46%	56 58%g	39 55%g	44 52%	24 38%	33 49%	51 41%	59 55%	45 52%	64 57%i	109 47%	109 55%
Not very effective	(2)	79 18%f	37 20%	42 17%	10 21%	20 21%	10 14%	9 10%	15 24%f	14 22%f	31 25%xj	14 13%	15 17%	19 17%	45 19%	34 17%
Not at all effective	(1)	5 1%	2 1%	2 1%	-	-	1 1%	2 3%	2 3%	-	1 1%	1 1%	1 1%	1 1%	3 1%	2 1%
NET: Not effective		84 19%	40 22%	44 18%	10 21%	20 21%	11 15%	11 13%	17 27%xf	14 22%	32 26%xj	15 14%	16 19%	20 18%	47 21%	36 18%
Don't know		46 11%	17 9%	29 12%	3 6%	5 5%	7 10%	10 12%	10 16%d	11 17%d	18 14%l	13 12%	10 11%	5 4%	31 13%x	14 7%
Mean		2.98	2.99	2.98	3.06	2.95	3.05	3.08	2.87	2.89	2.89	3.04	2.99	3.03	2.96	3.01
Standard deviation		0.68	0.73	0.65	0.72	0.62	0.65	0.71	0.80	0.63	0.74	0.65	0.68	0.66	0.70	0.67

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

Britainthinks
— Insight & Strategy —

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		430	84	189	241	174	207	49	233	181	16	302	8
Weighted Base		429	94*	200	229	184	192	54*	249	166	14**	313	15**
NET: Effective		300 70%	65 69%	145 73%	155 68%	127 69%	130 68%	42 79%	178 72%	112 67%	10 71%	225 72%	11 70%
Very effective	(4)	82 19%	17 18%	32 16%	50 22%	35 19%	30 16%	17 32%e	54 22%	26 16%	2 14%	54 17%	1 8%
Fairly effective	(3)	218 51%c	48 51%	113 56%	105 46%	92 50%	101 53%	25 47%	124 50%	85 51%	8 57%	171 55%x	9 62%
Not very effective	(2)	79 18%	20 21%	36 18%	43 19%	40 22%	32 17%	6 12%	46 18%	31 19%	2 14%	55 18%	1 6%
Not at all effective	(1)	5 1%	- -	1 1%	3 1%	2 1%	3 2%	- -	2 1%	2 1%	1 4%	4 1%	- -
NET: Not effective		84 19%	20 21%	37 19%	46 20%	42 23%	36 19%	6 12%	47 19%	34 20%	3 18%	59 19%	1 6%
Don't know		46 11%	9 9%	18 9%	28 12%	15 8%	26 13%	5 9%	23 9%	21 12%	2 11%	29 9%	4 24%
Mean		2.98	2.96	2.96	3.00	2.95	2.95	3.22	3.02	2.93	2.90	2.97	3.02
Standard deviation		0.68	0.66	0.64	0.73	0.70	0.67	0.66	0.69	0.68	0.73	0.66	0.46

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

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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		609	313	295	21	57	102	133	147	149	211	164	88	146	375	234
Weighted Base		621	338	282	83**	92*	85*	118	107	137	173	142	117*	189	315	306
NET: Effective		456 74%h	251 74%	205 73%	65 79%	75 81%h	67 80%h	83 70%	76 72%	90 66%	127 74%	98 69%	88 75%	142 75%	226 72%	231 75%
Very effective	(4)	162 26%gjm	97 29%	65 23%	29 36%	30 32%g	28 34%gh	26 22%	20 18%	29 21%	38 22%	26 19%	35 30%	63 33%ij	64 20%	98 32%xm
Fairly effective	(3)	294 47%	154 46%	140 49%	36 43%	45 49%	39 46%	56 48%	57 53%	62 45%	90 52%	72 51%	54 46%	79 42%	162 51%x	133 43%
Not very effective	(2)	120 19%	66 20%	54 19%	15 18%	13 14%	13 15%	25 22%	22 20%	32 23%	32 18%	29 20%	23 20%	36 19%	61 19%	60 19%
Not at all effective	(1)	10 2%	5 1%	5 2%	- -	- -	1 1%	4 3%	2 2%	2 2%	3 1%	3 2%	1 1%	3 2%	5 2%	4 1%
NET: Not effective		130 21%	71 21%	59 21%	15 18%	13 14%	14 16%	29 25%	24 22%	35 25%	34 20%	32 22%	24 21%	39 21%	66 21%	64 21%
Don't know		35 6%	16 5%	19 7%	3 3%	4 4%	3 4%	6 5%	6 6%	12 9%	12 7%	12 8%	5 4%	7 4%	23 7%x	11 4%
Mean		3.04ghm	3.06	3.01	3.19	3.19fgh	3.17fgh	2.94	2.93	2.93	3.01	2.94	3.08	3.11	2.98	3.10
Standard deviation		0.74	0.75	0.72	0.72	0.68	0.73	0.78	0.71	0.75	0.71	0.71	0.74	0.78	0.71	0.76

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

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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		609	100	243	366	258	283	68	283	310	16	446	11
Weighted Base		621	114*	251	370	281	275	66*	303	304	14**	484	15**
NET: Effective		456 74%	83 73%	187 74%	270 73%	193 69%	211 77%	52 80%	234 77%	215 71%	8 54%	357 74%	11 71%
Very effective	(4)	162 26%	30 26%	58 23%	104 28%	68 24%	70 25%	24 37%	86 28%	74 24%	2 15%	135 28%	6 38%
Fairly effective	(3)	294 47%	53 47%	129 51%	166 45%	125 45%	141 51%	28 43%	148 49%	141 46%	5 39%	222 46%	5 33%
Not very effective	(2)	120 19%e	22 19%	46 18%	74 20%	67 24%e	41 15%	12 18%	53 17%	62 20%	5 36%	96 20%	1 9%
Not at all effective	(1)	10 2%	1 1%	4 2%	6 2%	5 2%	5 2%	- -	4 1%	6 2%	- -	5 1%	- -
NET: Not effective		130 21%e	23 20%	50 20%	80 22%	72 25%e	46 17%	12 18%	57 19%	68 22%	5 36%	102 21%	1 9%
Don't know		35 6%	8 7%	14 6%	20 5%	16 6%	17 6%	2 2%	12 4%	21 7%	1 10%	25 5%	3 19%
Mean		3.04	3.06	3.02	3.05	2.97	3.07	3.20	3.09	3.00	2.76	3.06	3.36
Standard deviation		0.74	0.72	0.71	0.76	0.76	0.71	0.73	0.72	0.75	0.74	0.74	0.71

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		608	310	297	20	55	102	132	148	151	212	164	87	145	376	232
Weighted Base		612	329	283	77**	90*	84*	117	108	136	173	140	113*	186	313	299
NET: Effective		454 74%h	248 75%	206 73%	74 96%	65 72%	64 76%h	87 74%h	80 73%h	84 62%	123 71%	100 71%	83 74%	148 79%	223 71%	231 77%
Very effective	(4)	145 24%gm	79 24%	66 23%	28 36%	27 30%	24 28%g	21 18%	18 16%	28 20%	32 19%	32 23%	21 19%	59 32%xi	64 21%	80 27%
Fairly effective	(3)	309 50%h	170 52%	140 49%	46 60%	38 42%	41 48%	66 57%h	62 57%h	57 42%	91 53%	67 48%	62 55%	88 47%	158 51%	151 50%
Not very effective	(2)	101 16%	56 17%	44 16%	- -	17 19%	13 16%	17 15%	20 19%	33 25%xf	34 20%	26 19%	17 15%	24 13%	60 19%x	41 14%
Not at all effective	(1)	12 2%	7 2%	5 2%	- -	3 3%	2 2%	2 2%	2 2%	3 2%	3 2%	1 1%	4 3%	3 2%	5 2%	7 2%
NET: Not effective		112 18%	63 19%	49 17%	- -	20 22%	15 18%	19 16%	22 20%	37 27%xf	37 22%	27 20%	21 18%	27 14%	65 21%	48 16%
Don't know		46 8%	18 5%	28 10%	3 4%	6 6%	5 6%	11 9%	7 6%	15 11%	12 7%	13 9%	9 8%	12 6%	26 8%	21 7%
Mean		3.04hm	3.03	3.05	3.38	3.05	3.08	3.00	2.94	2.90	2.95	3.03	2.97	3.17xi	2.98	3.09
Standard deviation		0.72	0.72	0.71	0.49	0.80	0.75	0.66	0.66	0.78	0.71	0.71	0.71	0.72	0.71	0.73

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		608	99	244	364	265	276	67	287	307	14	447	8
Weighted Base		612	113*	253	360	283	263	67*	306	296	11**	480	11**
NET: Effective		454 74%	88 78%	190 75%	264 73%	204 72%	196 75%	53 80%	234 77%	212 72%	8 71%	364 76%	6 55%
Very effective	(4)	145 24%	31 28%	63 25%	82 23%	68 24%	54 20%	23 35%e	83 27%	60 20%	1 12%	120 25%	4 38%
Fairly effective	(3)	309 50%	57 50%	127 50%	182 51%	136 48%	143 54%	30 45%	151 49%	152 51%	6 59%	244 51%	2 16%
Not very effective	(2)	101 16%	14 13%	34 14%	67 19%	54 19%	38 15%	8 12%	44 14%	56 19%	1 8%	78 16%	1 13%
Not at all effective	(1)	12 2%	2 2%	4 1%	8 2%	6 2%	3 1%	3 4%	6 2%	4 1%	1 8%	8 2%	-
NET: Not effective		112 18%	16 15%	38 15%	74 21%	60 21%	41 16%	11 16%	50 16%	60 20%	2 15%	86 18%	1 13%
Don't know		46 8%	9 8%	25 10%	21 6%	18 6%	26 10%	3 4%	21 7%	24 8%	1 13%	30 6%	3 33%
Mean		3.04	3.12	3.09	3.00	3.01	3.04	3.15	3.09	2.98	2.87	3.06	3.37
Standard deviation		0.72	0.71	0.70	0.73	0.75	0.66	0.80	0.73	0.70	0.79	0.71	0.85

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		267	131	136	11	40	60	72	39	45	104	58	46	59	162	105
Weighted Base		296	156*	140*	44**	71*	48*	61*	29*	43*	88*	54*	62*	93*	142	155*
NET: Effective		226 76%	114 73%	112 80%	21 48%	65 92%xgh	37 77%	51 84%	20 69%	31 73%	69 78%	41 75%	53 86%	63 68%	109 77%	117 76%
Very effective	(4)	63 21%	27 18%	36 26%	4 9%	19 26%	10 20%	17 27%	5 15%	10 23%	13 15%	14 25%	15 25%	21 23%	27 19%	36 23%
Fairly effective	(3)	163 55%	86 55%	77 55%	17 39%	46 66%	27 57%	35 57%	16 53%	22 51%	55 63%	27 50%	38 62%	42 46%	82 58%	81 52%
Not very effective	(2)	33 11%d	18 12%	15 11%	17 38%	-	5 11%d	4 7%	3 9%d	5 11%d	11 13%	5 8%	3 5%	14 15%	16 11%	17 11%
Not at all effective	(1)	7 2%	6 4%	1 1%	- -	4 6%	1 2%	- -	2 6%f	- -	2 3%	- -	2 3%	3 3%	2 2%	5 3%
NET: Not effective		40 14%f	24 15%	16 12%	17 38%	4 6%	6 13%	4 7%	4 15%	5 11%	14 16%	5 8%	5 9%	17 18%	18 13%	22 14%
Don't know		30 10%	18 12%	12 8%	6 14%	2 2%	5 10%	5 9%	5 17%d	7 16%d	5 6%	9 16%	3 5%	12 13%	14 10%	16 10%
Mean		3.06	2.98	3.14	2.66	3.15	3.06	3.22xg	2.94	3.14	2.97	3.20	3.14	3.02	3.05	3.07
Standard deviation		0.68	0.71	0.64	0.66	0.70	0.66	0.58	0.77	0.63	0.64	0.61	0.67	0.76	0.64	0.72

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
Overlap formulae used. * 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

		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		267	64	132	135	127	118	22	148	112	7	182	7
Weighted Base		296	76*	148*	148*	151*	119*	26**	176*	114*	7**	218	13**
NET: Effective		226 76%	66 87%	116 79%	110 74%	111 74%	94 78%	21 83%	132 75%	89 78%	6 86%	165 76%	7 52%
Very effective	(4)	63 21%e	19 25%	28 19%	35 23%	43 28%e	18 15%	2 8%	32 18%	26 23%	5 74%	42 19%	3 20%
Fairly effective	(3)	163 55%d	47 62%	88 60%	75 51%	68 45%	75 63%xd	19 75%	100 57%	62 55%	1 12%	124 57%	4 33%
Not very effective	(2)	33 11%e	7 9%	14 9%	20 13%	24 16%	8 6%	2 8%	21 12%	13 11%	-	31 14%	-
Not at all effective	(1)	7 2%	-	2 1%	5 4%	-	6 5%xd	1 3%	3 2%	4 3%	-	6 3%	-
NET: Not effective		40 14%	7 9%	15 10%	25 17%	24 16%	14 12%	3 11%	24 14%	17 15%	-	37 17%	-
Don't know		30 10%	3 4%	16 11%a	14 9%	16 11%	12 10%	2 6%	20 11%	9 8%	1 14%	16 7%	6 48%
Mean		3.06	3.16	3.09	3.03	3.14	2.99	2.94	3.03	3.06	3.86	3.00	3.38
Standard deviation		0.68	0.57	0.60	0.75	0.69	0.69	0.54	0.65	0.71	0.38	0.69	0.53

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		400	190	210	18	46	81	84	76	95	140	99	62	99	239	161
Weighted Base		426	213	214	65**	76*	68*	73*	56*	89*	122	94*	79*	132*	216	211
NET: Effective		356 84%h	179 84%	177 83%	53 82%	59 78%	62 91%xh	68 92%xdh	47 84%	68 76%	104 85%	81 86%	67 85%	104 79%	185 86%	171 81%
Very effective	(4)	153 36%	87 41%	65 31%	26 40%	23 30%	31 46%x	23 31%	21 38%	28 32%	40 33%	29 31%	30 38%	54 41%	69 32%	84 40%
Fairly effective	(3)	204 48%	92 43%	112 52%	27 42%	36 48%	31 45%	45 61%xh	26 46%	39 44%	64 53%	52 55%	37 47%	51 38%	116 54%xn	88 42%
Not very effective	(2)	33 8%e	22 10%	11 5%	9 14%	8 10%	2 3%	3 4%	3 6%	8 9%	8 6%	4 5%	7 9%	14 11%	12 6%	21 10%
Not at all effective	(1)	1 *	-	1 1%	-	-	1 2%x	-	-	-	1 *	1 1%	-	-	1 1%	-
NET: Not effective		34 8%	22 10%	12 6%	9 14%	8 10%	3 4%	3 4%	3 6%	8 9%	8 7%	5 5%	7 9%	14 11%	13 6%	21 10%
Don't know		36 8%	12 6%	24 11%	3 4%	9 12%	3 4%	3 4%	6 10%	13 14%xef	9 8%	8 8%	5 7%	13 10%	17 8%	18 9%
Mean		3.30	3.32	3.27	3.27	3.22	3.42	3.28	3.36	3.26	3.27	3.28	3.31	3.33	3.27	3.32
Standard deviation		0.63	0.66	0.60	0.71	0.65	0.65	0.54	0.60	0.65	0.61	0.59	0.64	0.68	0.60	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		400	88	184	216	160	186	54	197	174	29	289	7
Weighted Base		426	102*	199	227	182*	183	61*	224	170	33**	323	17**
NET: Effective		356 84%c	96 94%xc	178 90%xc	178 78%	148 81%	156 85%	52 85%	189 85%	140 82%	27 83%	272 84%	14 83%
Very effective	(4)	153 36%e	44 43%	71 36%	82 36%	78 43%e	56 30%	19 31%	85 38%	59 35%	9 28%	116 36%	8 47%
Fairly effective	(3)	204 48%cd	52 51%	107 54%	96 42%	70 39%	100 55%xd	33 54%	105 47%	81 48%	18 55%	155 48%	6 37%
Not very effective	(2)	33 8%be	3 3%	7 4%	26 11%xab	20 11%e	7 4%	6 10%	15 7%	18 10%	1 3%	26 8%	- -
Not at all effective	(1)	1 *	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	- -	1 *	- -
NET: Not effective		34 8%be	3 3%	7 4%	27 12%xab	21 12%e	7 4%	6 10%	15 7%	19 11%	1 3%	27 8%	- -
Don't know		36 8%	4 3%	13 7%	22 10%	13 7%	20 11%	3 5%	20 9%	11 7%	4 14%	24 7%	3 17%
Mean		3.30	3.42	3.34	3.26	3.33	3.30	3.22	3.34	3.25	3.29	3.30	3.56
Standard deviation		0.63	0.55	0.55	0.69	0.71	0.55	0.62	0.61	0.67	0.54	0.63	0.51

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	Age 45-54 (f)	55-64 (g)	65+ (h)	AB (i)	SEG C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		171	115	56	6	23	27	35	46	34	58	47	30	36	105	66
Weighted Base		184	128*	57*	19**	42**	26**	31*	35*	31*	53*	46*	39**	47*	99*	85*
NET: Effective		141 77%h	95 74%	46 82%	16 85%	35 85%	22 85%	23 73%	26 73%	19 61%	41 77%	37 80%	34 87%	30 64%	78 78%	63 74%
Very effective	(4)	44 24%	34 27%	10 18%	- -	7 16%	9 36%	7 21%	13 37%x	9 28%	14 26%	6 14%	8 21%	16 34%	20 20%	24 28%
Fairly effective	(3)	97 53%ghl	61 48%	36 64%	16 85%	29 69%	13 49%	16 52%	13 36%	11 34%	28 52%	30 66%l	25 66%	14 30%	58 58%	39 46%
Not very effective	(2)	21 11%b	19 15%	2 4%	- -	6 15%	1 5%	4 14%	4 12%	5 15%	3 6%	6 13%	1 2%	11 24%xi	9 9%	12 14%
Not at all effective	(1)	2 1%	1 1%	1 2%	- -	- -	- -	- -	- -	2 8%x	- -	- -	- -	2 5%	- -	2 3%
NET: Not effective		23 13%	20 16%	3 5%	- -	6 15%	1 5%	4 14%	4 12%	7 23%	3 6%	6 13%	1 2%	14 29%xi	9 9%	14 17%
Don't know		20 11%	12 10%	7 13%	3 15%	- -	3 10%	4 13%	5 15%	5 16%	9 17%	3 7%	4 11%	3 7%	12 12%	7 9%
Mean		3.11	3.11	3.12	3.00	3.01	3.34	3.08	3.30x	2.97	3.23	3.01	3.21	3.00	3.13	3.10
Standard deviation		0.67	0.71	0.57	0.00	0.57	0.59	0.64	0.71	0.95	0.58	0.54	0.47	0.93	0.57	0.77

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		171	32	81	90	69	79	23	121	47	3	122	3
Weighted Base		184	33**	83*	101*	75*	83*	26**	137*	45*	3**	141*	4**
NET: Effective		141 77%	26 79%	66 80%	75 74%	60 80%	68 82%	13 51%	105 77%	35 79%	1 36%	109 77%	4 100%
Very effective	(4)	44 24%	10 29%	19 22%	26 25%	20 27%	20 24%	5 18%	28 21%	15 33%	1 36%	35 25%	- -
Fairly effective	(3)	97 53%	16 49%	48 57%	49 49%	40 53%	48 58%	9 33%	77 56%	20 46%	- -	74 53%	4 100%
Not very effective	(2)	21 11%	1 4%	7 9%	14 13%	6 8%	8 9%	7 28%	17 12%	4 9%	- -	16 11%	- -
Not at all effective	(1)	2 1%	- -	1 1%	1 1%	- -	- -	2 9%	2 2%	- -	- -	1 1%	- -
NET: Not effective		23 13%	1 4%	8 10%	15 15%	6 8%	8 9%	10 37%	19 14%	4 9%	- -	17 12%	- -
Don't know		20 11%	6 18%	8 10%	11 11%	9 12%	7 9%	3 12%	13 9%	5 12%	2 64%	15 11%	- -
Mean		3.11	3.31	3.12	3.11	3.21	3.16	2.68	3.06	3.27	4.00	3.14	3.00
Standard deviation		0.67	0.56	0.63	0.70	0.59	0.58	0.93	0.66	0.65	-	0.65	0.00

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		616	271	344	15	48	105	125	151	172	223	151	92	150	374	242
Weighted Base		591	280	310	57**	78*	87*	107	110	152	178	119	122*	173	297	294
NET: Effective		304	128	176	38	48	49	54	53	63	84	56	70	94	140	164
		51%ahm	46%	57%xa	65%	61%h	56%h	51%	49%	41%	47%	47%	57%	55%	47%	56%
Very effective	(4)	82	41	41	18	11	12	15	11	15	21	14	22	27	34	48
		14%m	15%	13%	32%	15%	14%	14%	10%	10%	12%	11%	18%	15%	11%	16%
Fairly effective	(3)	222	86	135	19	37	36	40	42	48	64	42	48	68	106	116
		38%ah	31%	43%xa	34%	47%	42%	37%	39%	31%	36%	35%	40%	39%	36%	39%
Not very effective	(2)	177	99	78	15	13	27	31	32	60	58	43	29	47	101	76
		30%bd	35%xb	25%	26%	16%	31%	29%	29%	39%xd	33%	36%	24%	27%	34%x	26%
Not at all effective	(1)	37	28	9	-	3	4	7	11	13	15	5	7	11	20	17
		6%b	10%xb	3%	-	4%	4%	6%	10%x	9%	9%	4%	5%	6%	7%	6%
NET: Not effective		214	127	87	15	15	30	38	43	73	73	47	36	58	121	93
		36%bd	45%xb	28%	26%	20%	35%	36%d	39%d	48%xdef	41%	40%	29%	33%	41%xn	32%
Don't know		73	25	47	5	15	8	15	14	16	20	16	16	21	36	37
		12%a	9%	15%xa	8%	19%	9%	14%	13%	11%	11%	13%	13%	12%	12%	12%
Mean		2.67ahm	2.55	2.79xa	3.05	2.89gh	2.73h	2.67	2.56	2.48	2.57	2.62	2.80	2.73	2.59	2.76m
Standard deviation		0.83	0.89	0.74	0.80	0.74	0.78	0.83	0.84	0.82	0.84	0.77	0.84	0.83	0.81	0.83

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

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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		616	87	225	391	274	279	63	237	305	74	430	14
Weighted Base		591	102*	230	361	272	255	64*	251	271	69*	436	18**
NET: Effective		304 51%	56 55%	114 50%	190 53%	137 50%	131 51%	36 57%	137 54%	131 48%	36 53%	222 51%	13 73%
Very effective	(4)	82 14%	12 12%	32 14%	51 14%	40 15%	31 12%	11 18%	32 13%	42 15%	8 12%	60 14%	9 48%
Fairly effective	(3)	222 38%h	44 43%	82 36%	140 39%	96 35%	100 39%	25 39%	104 42%	89 33%	28 41%	162 37%	5 25%
Not very effective	(2)	177 30%	24 23%	63 28%	114 32%	82 30%	73 29%	23 35%	67 27%	91 34%	19 28%	134 31%	5 27%
Not at all effective	(1)	37 6%	6 6%	15 7%	22 6%	17 6%	17 7%	2 4%	15 6%	16 6%	6 9%	22 5%	- -
NET: Not effective		214 36%	30 29%	79 34%	136 38%	99 36%	90 35%	25 39%	83 33%	107 39%	25 36%	156 36%	5 27%
Don't know		73 12%c	16 16%	37 16%c	35 10%	36 13%	34 13%	3 4%	32 13%	34 12%	7 10%	57 13%	- -
Mean		2.67	2.73	2.68	2.67	2.68	2.65	2.74	2.70	2.66	2.63	2.69	3.21
Standard deviation		0.83	0.79	0.85	0.82	0.84	0.82	0.81	0.80	0.84	0.85	0.81	0.86

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

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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

		Total (x)	Gender Male (a)	Female (b)	18-24 (c)	25-34 (d)	Age 35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	SEG C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		350	155	195	19	57	77	75	59	63	122	94	52	82	216	134
Weighted Base		397	187*	210	78**	93*	62*	65*	43*	56*	105*	91*	81*	120*	196	201*
NET: Effective		206 52%g	102 54%	103 49%	51 66%	53 57%g	30 48%	34 52%g	14 32%	24 43%	49 47%	49 53%	40 49%	67 56%	98 50%	107 53%
Very effective	(4)	45 11%	18 10%	27 13%	11 15%	14 15%	5 8%	7 11%	3 8%	4 7%	9 9%	12 13%	6 7%	18 15%	21 11%	23 12%
Fairly effective	(3)	161 40%g	84 45%	77 37%	40 51%	39 42%	25 40%	27 41%g	11 24%	20 35%	40 38%	37 40%	34 42%	49 41%	77 39%	84 42%
Not very effective	(2)	131 33%	63 33%	68 32%	22 28%	27 29%	23 36%	21 33%	20 46%x	18 32%	35 33%	33 36%	24 29%	39 32%	68 35%	62 31%
Not at all effective	(1)	32 8%	12 6%	20 9%	- -	9 10%	5 8%	8 12%	3 8%	6 11%	10 10%	4 4%	8 9%	10 8%	14 7%	18 9%
NET: Not effective		162 41%	75 40%	87 42%	22 28%	36 39%	27 44%	29 45%	23 54%x	24 43%	45 43%	37 41%	31 38%	49 41%	82 42%	80 40%
Don't know		30 7%	10 6%	19 9%	5 6%	4 4%	5 8%	2 3%	6 14%xdf	8 14%xdf	10 10%	5 6%	10 12%	4 3%	16 8%	14 7%
Mean		2.59g	2.61	2.58	2.85	2.64	2.52	2.52	2.38	2.46	2.52	2.66	2.54	2.64	2.58	2.60
Standard deviation		0.81	0.76	0.86	0.67	0.87	0.77	0.86	0.79	0.83	0.82	0.78	0.79	0.85	0.80	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
Overlap formulae used. * 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

		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		350	72	165	185	150	168	32	202	137	11	235	12
Weighted Base		397	95*	195	202	190*	174	34**	238	149*	10**	287	21**
NET: Effective		206 52%e	44 46%	92 47%	114 56%	110 58%	76 44%	19 56%	126 53%	73 49%	6 63%	146 51%	17 79%
Very effective	(4)	45 11%e	14 15%	19 10%	26 13%	26 14%	13 7%	6 18%	34 14%	10 7%	1 6%	29 10%	5 22%
Fairly effective	(3)	161 40%	30 31%	73 37%	88 44%	84 44%	64 37%	13 38%	92 38%	63 43%	6 57%	116 41%	12 57%
Not very effective	(2)	131 33%	36 37%	68 35%	63 31%	53 28%	66 38%	12 36%	73 30%	55 37%	3 27%	102 35%	3 13%
Not at all effective	(1)	32 8%	7 8%	19 10%	13 7%	15 8%	14 8%	3 8%	19 8%	12 8%	1 10%	21 7%	1 5%
NET: Not effective		162 41%	43 45%	86 44%	76 38%	68 36%	80 46%	15 44%	91 38%	67 45%	4 37%	123 43%	4 18%
Don't know		30 7%	8 9%	17 9%	12 6%	12 6%	18 10%	-	21 9%	8 6%	-	18 6%	1 3%
Mean		2.59e	2.59	2.52	2.67	2.68	2.48	2.65	2.65	2.51	2.59	2.57	2.99
Standard deviation		0.81	0.87	0.82	0.80	0.83	0.77	0.88	0.85	0.75	0.79	0.79	0.77

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

		(a) There is no point changing my privacy settings because companies will be able to get around these settings anyway	(b) I don't like companies collecting information about me but it's worth it for the quality and convenience of the service they provide	(c) It doesn't matter whether I trust organisations with my data online because I need to use them in my day-to-day life	(d) I wish there were more alternatives to the technology providers I currently use	(e) I often sign up to services online without understanding the terms and conditions, even when I try to read them	(f) 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	(g) There's no point in reading the terms and conditions because these companies do what they want anyway	(h) I feel I have no choice but to sign up to services online, even if I have concerns about the terms and conditions	(i) I know where to go for help if I experience a problem online	(j) I have reported experiencing a problem online, but nothing ever happened as a result	(k) It's just part and parcel of being online that people will try to cheat or harm me in some way	(l) I trust technology companies to protect me when I use their products and services	(m) I think that technology companies are designing their products and services with my best interests in mind	(n) I would like to use technology products that better reflect my values, but these are not currently available	(o) People like me don't have any say in what technology companies do	(p) I never think about the environmental impacts of online products, services or apps
Unweighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Agree		319 31%fm	439 43%afijlmnp	508 50%abdfijlmnp	438 43%afijlmnp	498 49%abdfijlmnp	199 19%	463 45%afijlmnp	469 46%afijlmnp	367 36%fjm	281 27%fm	524 51%abdfghijlmnp	338 33%fjm	179 17%	346 34%fjm	683 67%abcdefghijklmnp	374 37%afjm
Agree strongly	(5)	57 6%fm	60 6%fm	67 7%fm	113 11%abcfhijlmnp	87 8%abfijlm	17 2%	106 10%abcfijlmnp	81 8%afim	52 5%fm	59 6%fm	85 8%afijlm	59 6%fm	13 1%	63 6%fm	210 21%abcdefghijklmnp	70 7%fm
Agree	(4)	262 26%fm	379 37%adfijlmnp	440 43%abdfghijlmnp	325 32%afjmn	411 40%adfgijlmnp	183 18%	357 35%afijlmnp	388 38%adfijlmnp	315 31%afjm	222 22%m	439 43%abdfghijlmnp	279 27%fjm	166 16%	283 28%fjm	473 46%abdefghijlmnp	305 30%fjm
Neither agree nor disagree	(3)	277 27%ehjo	333 33%acefghijkop	283 28%ehjo	406 40%abcefghijklmop	225 22%	277 27%ehjo	268 26%ejo	231 23%	286 28%ehjo	221 22%	255 25%o	335 33%acefghijkop	335 33%acefghijkop	432 42%abcefghijklmop	207 20%	260 25%o
Disagree	(2)	244 24%bcdeghkno	179 17%dno	154 15%dno	106 10%n	199 19%cdkno	352 34%abcdeghijklmnop	195 19%cdkno	203 20%cdkno	258 25%bcdeghkno	262 26%bcdeghkno	153 15%dno	235 23%bcdkno	303 30%abcdeghklno	77 8%	83 8%	284 28%bcdeghklno
Disagree strongly	(1)	74 7%cdgkno	52 5%dno	43 4%do	14 1%	76 7%cdgkno	151 15%abcdeghiklnop	53 5%dno	81 8%bcdgikno	54 5%dno	144 14%abcdeghiklnop	40 4%do	78 8%bcdkno	149 15%abcdeghiklnop	27 3%d	18 2%	81 8%bcdgikno
NET: Disagree		318 31%bcdgkno	231 23%dno	197 19%dno	120 12%	275 27%cdkno	503 49%abcdeghijklmnop	249 24%cdkno	285 28%bcdkno	312 30%bcdgkno	406 40%abcdeghiklno	194 19%dno	312 31%bcdgkno	452 44%abcdeghiklnop	104 10%	101 10%	365 36%abcdeghiklno
Don't know		109 11%bcdefghiklmop	21 2%	36 3%b	58 6%bcehlop	25 2%	44 4%bep	43 4%bep	39 4%bep	59 6%bcehlop	115 11%bcdefghiklmop	51 5%beop	37 4%bp	57 6%bcelop	141 14%abcdefghiklmop	33 3%	23 2%
Mean		2.98fjm	3.22afijlmp	3.34abefhijlmp	3.43abcefghijlmnp	3.23afijlmp	2.55	3.27afijlmp	3.19afijlmp	3.05fjm	2.77fm	3.39abefghijlmp	3.01fjm	2.58	3.32afhijlmnp	3.78abcdefghijklmnp	3.00fjm
Standard deviation		1.06	0.98	0.97	0.89	1.10	1.02	1.07	1.11	1.02	1.17	0.99	1.04	0.99	0.85	0.93	1.09

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

Prepared by BritainThinks

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

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

		Total (x)	Gender Male (a)	Gender Female (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)
							Age					SEG			SEG II	
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		319 31%	167 33%	152 29%	48 43%	62 36%	43 28%	49 27%	49 30%	68 29%	77 28%	77 33%	74 36%	91 30%	154 30%	165 32%
Agree strongly	(5)	57 6%b	38 8%xb	19 4%	14 12%	11 7%	8 5%	9 5%	6 4%	9 4%	10 4%	14 6%	8 4%	25 8%i	24 5%	33 7%
Agree	(4)	262 26%	128 26%	133 26%	34 30%	51 29%	35 23%	40 22%	43 26%	59 25%	67 24%	63 27%	66 33%l	66 21%	130 25%	132 26%
Neither agree nor disagree	(3)	277 27%	142 28%	135 26%	17 15%	35 20%	41 27%	56 30%	46 28%	81 34%xd	82 29%	58 25%	56 27%	81 26%	140 27%	137 27%
Disagree	(2)	244 24%h	109 22%	134 26%	20 18%	47 27%	45 29%h	48 26%h	42 26%h	41 18%	71 25%	62 27%	36 18%	75 24%	132 26%	111 22%
Disagree strongly	(1)	74 7%	35 7%	39 8%	23 20%	11 6%	10 7%	10 5%	9 6%	12 5%	22 8%	11 5%	15 8%	26 8%	33 7%	41 8%
NET: Disagree		318 31%h	144 29%	173 33%	43 38%	57 33%	55 36%h	58 32%h	51 31%h	53 23%	92 33%	73 31%	52 25%	100 33%	165 32%	152 30%
Don't know		109 11%	49 10%	61 12%	5 4%	19 11%	14 9%	21 11%	17 11%	34 14%x	28 10%	24 10%	22 11%	35 11%	52 10%	57 11%
Mean		2.98	3.06	2.91	2.97	3.04	2.90	2.94	2.96	3.06	2.89	3.03	3.08	2.97	2.95	3.01
Standard deviation		1.06	1.08	1.04	1.37	1.10	1.05	1.00	1.00	0.95	1.02	1.05	1.04	1.12	1.03	1.09

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		319 31%e	49 27%	122 30%	198 32%	171 41%xef	115 24%	33 26%	110 33%	143 29%	66 33%	237 30%	11 38%
Agree strongly	(5)	57 6%e	4 2%	18 4%	39 6%	36 8%xe	14 3%	8 6%	24 7%	23 5%	11 6%	41 5%	6 20%
Agree	(4)	262 26%e	46 25%	104 26%	158 25%	136 32%xef	101 21%	25 20%	86 26%	121 25%	55 28%	196 25%	5 18%
Neither agree nor disagree	(3)	277 27%d	43 23%	96 24%	181 29%	92 22%	143 30%xd	42 32%d	97 29%	121 24%	59 30%	212 27%	4 13%
Disagree	(2)	244 24%ci	58 32%xc	112 28%c	132 21%	95 22%	116 24%	33 26%	82 25%	127 26%i	35 18%	188 24%	6 21%
Disagree strongly	(1)	74 7%i	21 11%	35 9%	39 6%	32 8%	36 8%	6 5%	24 7%	42 9%i	7 4%	62 8%	3 10%
NET: Disagree		318 31%ci	79 43%xc	147 37%xc	171 27%	127 30%	152 32%	40 31%	106 32%i	169 34%i	43 21%	249 32%	9 31%
Don't know		109 11%dg	12 6%	36 9%	74 12%	32 8%	63 13%xd	14 11%	17 5%	60 12%g	32 16%xg	80 10%	5 18%
Mean		2.98aeh	2.73	2.88	3.05xa	3.12xe	2.86	2.96	3.01	2.89	3.16xh	2.95	3.20
Standard deviation		1.06	1.06	1.08	1.05	1.13	1.00	1.00	1.08	1.08	0.98	1.07	1.41

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		439 43%h	217 43%	222 43%	60 53%	81 47%	76 49%gh	72 39%	64 39%	87 37%	134 48%x	97 42%	89 44%	120 39%	231 45%	208 41%
Agree strongly	(5)	60 6%him	36 7%	25 5%	12 11%	17 10%h	10 6%h	10 5%	7 4%	5 2%	9 3%	10 4%	16 8%	26 9%i	18 4%	42 8%xm
Agree	(4)	379 37%ln	181 36%	198 38%	48 42%	65 37%	66 43%	62 34%	57 35%	82 35%	126 45%xl	87 38%	73 36%	93 30%	213 42%xn	166 32%
Neither agree nor disagree	(3)	333 33%d	171 34%	161 31%	29 26%	42 24%	43 28%	63 34%	58 36%d	98 42%xde	93 33%	70 30%	68 33%	102 33%	163 32%	169 33%
Disagree	(2)	179 17%i	83 17%	95 18%	19 17%	37 21%	27 18%	30 16%	28 17%	38 16%	36 13%	48 21%i	27 13%	67 22%i	84 16%	95 18%
Disagree strongly	(1)	52 5%	26 5%	26 5%	- -	8 5%	6 4%	12 7%	14 8%x	12 5%	14 5%	12 5%	10 5%	15 5%	26 5%	26 5%
NET: Disagree		231 23%i	109 22%	122 23%	19 17%	45 26%	33 22%	42 23%	42 26%	49 21%	50 18%	60 26%i	37 18%	83 27%i	110 22%	120 24%
Don't know		21 2%agi	4 1%	16 3%xa	5 4%	6 3%g	1 1%	7 4%xgh	- -	2 1%	2 1%	5 2%	10 5%xi	4 1%	7 1%	14 3%
Mean		3.22g	3.24	3.20	3.49	3.27	3.30g	3.16	3.09	3.13	3.28	3.15	3.29	3.16	3.22	3.21
Standard deviation		0.98	0.99	0.97	0.91	1.06	0.97	1.00	1.01	0.88	0.91	0.98	0.99	1.03	0.94	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		439 43%c	96 52%xc	202 51%xc	237 38%	170 40%	211 45%	58 45%	136 41%	222 45%	81 40%	334 43%	18 60%
Agree strongly	(5)	60 6%cei	19 10%xc	34 9%xc	26 4%	38 9%xe	17 4%	5 4%	22 7%	34 7%i	5 2%	43 6%	7 22%
Agree	(4)	379 37%cd	77 42%	168 42%xc	211 34%	133 31%	194 41%xd	53 41%	115 35%	188 38%	76 38%	290 37%	12 38%
Neither agree nor disagree	(3)	333 33%b	48 26%	101 25%	232 37%xab	127 30%	157 33%	48 38%	90 27%	163 33%	80 40%xg	251 32%	4 14%
Disagree	(2)	179 17%fi	31 17%	68 17%	111 18%	90 21%f	77 16%	12 9%	78 24%xhi	76 15%	24 12%	143 18%	4 14%
Disagree strongly	(1)	52 5%e	8 4%	23 6%	29 5%	31 7%e	17 4%	4 3%	21 7%	24 5%	7 3%	35 4%	3 10%
NET: Disagree		231 23%fi	38 21%	91 23%	139 22%	120 28%xef	94 20%	16 13%	100 30%xhi	100 20%	31 15%	178 23%	7 24%
Don't know		21 2%	2 1%	6 2%	14 2%	5 1%	9 2%	7 5%xd	3 1%	9 2%	8 4%xg	16 2%	1 2%
Mean		3.22c	3.38c	3.31c	3.16	3.14	3.25	3.35	3.11	3.27	3.25	3.22	3.49
Standard deviation		0.98	1.02	1.04	0.93	1.08	0.91	0.85	1.05	0.97	0.84	0.97	1.29

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		508 50%gh	247 49%	261 50%	66 59%	103 59%xgh	93 60%xfgh	90 49%h	70 43%	85 36%	148 53%	116 50%	94 46%	149 49%	264 52%	243 48%
Agree strongly	(5)	67 7%h	37 7%	30 6%	13 11%	15 9%	14 9%h	9 5%	8 5%	8 3%	16 6%	17 7%	6 3%	29 9%k	32 6%	35 7%
Agree	(4)	440 43%h	210 42%	230 44%	54 48%	88 51%gh	79 51%xgh	81 44%h	62 38%	77 33%	133 48%	99 43%	88 43%	121 39%	232 45%	209 41%
Neither agree nor disagree	(3)	283 28%eim	139 28%	143 28%	16 14%	37 21%	30 20%	53 29%e	61 37%xde	85 36%xde	63 23%	62 27%	65 32%	92 30%	126 25%	157 31%
Disagree	(2)	154 15%	81 16%	72 14%	13 12%	18 10%	24 16%	31 17%	21 13%	47 20%xdg	49 17%k	44 19%k	19 10%	42 14%	92 18%xn	61 12%
Disagree strongly	(1)	43 4%em	20 4%	23 4%	9 8%	8 5%	2 2%	6 3%	9 5%	9 4%	11 4%	6 3%	10 5%	17 6%	16 3%	27 5%
NET: Disagree		197 19%	102 20%	95 18%	22 20%	27 15%	26 17%	37 20%	29 18%	56 24%x	59 21%	49 21%	29 14%	59 19%	109 21%	88 17%
Don't know		36 3%m	14 3%	22 4%	8 7%	7 4%	4 3%	4 2%	3 2%	9 4%	8 3%	4 2%	15 7%xjl	7 2%	13 3%	23 4%
Mean		3.34h	3.33	3.35	3.46	3.50gh	3.52xfgh	3.31h	3.25	3.13	3.35	3.34	3.33	3.34	3.34	3.33
Standard deviation		0.97	0.98	0.96	1.13	0.98	0.93	0.93	0.93	0.91	0.97	0.96	0.89	1.02	0.96	0.97

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		508 50%ci	96 52%	221 55%xc	287 46%	195 46%	251 53%x	62 48%	195 59%xhi	235 48%i	78 39%	381 49%	19 62%
Agree strongly	(5)	67 7%ij	13 7%	29 7%	38 6%	31 7%	25 5%	12 9%	33 10%xi	30 6%i	4 2%	37 5%	10 34%
Agree	(4)	440 43%ci	83 46%	192 48%xc	248 40%	164 39%	226 48%xd	50 39%	162 49%xi	205 41%	73 37%	344 44%	9 28%
Neither agree nor disagree	(3)	283 28%	50 27%	100 25%	183 29%	118 28%	127 27%	38 29%	75 23%	142 29%	65 32%g	220 28%	4 14%
Disagree	(2)	154 15%	26 14%	60 15%	94 15%	72 17%	62 13%	21 16%	45 14%	77 16%	32 16%	121 16%	5 18%
Disagree strongly	(1)	43 4%	9 5%	14 3%	30 5%	25 6%	18 4%	1 1%	8 2%	26 5%	9 5%	29 4%	2 6%
NET: Disagree		197 19%	35 19%	73 18%	124 20%	96 23%	79 17%	22 17%	53 16%	103 21%	41 20%	150 19%	7 24%
Don't know		36 3%b	2 1%	6 2%	29 5%xb	14 3%	14 3%	8 6%	6 2%	13 3%	17 9%xgh	27 3%	- -
Mean		3.34i	3.35	3.41	3.29	3.26	3.39	3.42	3.51xhi	3.28	3.17	3.32	3.65
Standard deviation		0.97	0.98	0.95	0.98	1.03	0.92	0.92	0.94	0.99	0.92	0.93	1.30

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

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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

		Total (x)	Gender Male (a)	Gender Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		438 43%h	214 43%	224 43%	59 53%	83 48%	70 46%	75 41%	64 39%	87 37%	114 41%	103 44%	85 42%	136 44%	217 42%	221 43%
Agree strongly	(5)	113 11%im	63 13%	49 9%	21 19%	20 11%	15 10%	18 10%	19 11%	21 9%	22 8%	24 10%	33 16%i	34 11%	46 9%	67 13%
Agree	(4)	325 32%	151 30%	175 34%	38 34%	64 37%	56 36%	57 31%	45 28%	66 28%	92 33%	79 34%	52 26%	102 33%	171 33%	154 30%
Neither agree nor disagree	(3)	406 40%d	208 41%	198 38%	33 30%	50 29%	61 40%	90 49%xd	70 42%d	102 44%d	114 41%	81 35%	84 41%	127 41%	195 38%	211 41%
Disagree	(2)	106 10%f	52 10%	54 10%	10 9%	30 17%xef	13 8%	10 5%	15 9%	29 12%f	30 11%	35 15%xl	17 8%	24 8%	65 13%xn	41 8%
Disagree strongly	(1)	14 1%	6 1%	8 2%	3 3%	4 2%	2 1%	- -	3 2%	2 1%	6 2%	4 2%	3 1%	1 *	10 2%	4 1%
NET: Disagree		120 12%fn	58 12%	62 12%	12 11%	33 19%xef	15 10%	10 5%	18 11%f	32 13%f	36 13%	38 17%xl	20 10%	25 8%	75 15%xn	45 9%
Don't know		58 6%	22 4%	37 7%	8 7%	7 4%	7 5%	9 5%	13 8%	15 6%	15 5%	9 4%	15 7%	19 6%	24 5%	34 7%
Mean		3.43hm	3.44	3.42	3.62	3.40	3.46	3.48	3.41	3.33	3.35	3.38	3.50	3.50	3.37	3.50m
Standard deviation		0.89	0.90	0.88	1.00	0.98	0.85	0.76	0.90	0.86	0.88	0.93	0.93	0.82	0.90	0.87

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		438 43%cefhi	93 51%c	189 47%	250 40%	245 58%xef	161 34%	33 25%	203 62%xhi	175 35%	61 30%	318 41%	22 74%
Agree strongly	(5)	113 11%efhi	27 14%	51 13%	62 10%	74 17%xef	35 7%	5 4%	63 19%xhi	42 8%	8 4%	83 11%	10 32%
Agree	(4)	325 32%efh	66 36%	137 34%	188 30%	171 40%xef	126 27%	28 22%	139 42%xhi	133 27%	53 26%	235 30%	13 42%
Neither agree nor disagree	(3)	406 40%dg	71 39%	154 38%	253 41%	133 31%	208 44%xd	65 51%xd	93 28%	226 46%xg	88 44%g	318 41%	6 20%
Disagree	(2)	106 10%dg	14 8%	39 10%	67 11%	26 6%	60 13%xd	20 15%d	21 6%	62 13%g	23 11%	86 11%	1 3%
Disagree strongly	(1)	14 1%	1 *	3 1%	11 2%	2 *	11 2%xd	2 1%	1 *	6 1%	7 4%xgh	11 1%	- -
NET: Disagree		120 12%dg	15 8%	42 10%	78 13%	28 7%	71 15%xd	21 16%d	22 7%	68 14%g	30 15%g	97 12%	1 3%
Don't know		58 6%	5 3%	17 4%	42 7%	17 4%	32 7%	9 7%	12 4%	25 5%	22 11%xgh	46 6%	1 3%
Mean		3.43cefhi	3.58c	3.51	3.38	3.71xef	3.26	3.12	3.77xhi	3.30	3.18	3.40	4.06
Standard deviation		0.89	0.85	0.88	0.89	0.85	0.88	0.77	0.85	0.85	0.86	0.89	0.82

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

Prepared by BritainThinks

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		498 49%ah	224 45%	274 53%xa	60 54%	106 61%xgh	86 56%xgh	95 52%h	72 44%h	79 34%	138 49%	127 55%x	90 44%	143 46%	265 52%x	233 46%
Agree strongly	(5)	87 8%him	42 8%	44 8%	17 15%	16 9%	14 9%h	18 10%h	12 8%	10 4%	14 5%	20 9%	10 5%	43 14%xik	34 7%	53 10%
Agree	(4)	411 40%ahln	182 36%	230 44%xa	44 39%	90 52%xgh	72 47%xgh	77 42%h	59 36%	70 30%	124 44%l	107 46%l	80 39%	100 33%	231 45%xn	181 35%
Neither agree nor disagree	(3)	225 22%	116 23%	109 21%	20 18%	27 16%	30 19%	44 24%	42 26%d	61 26%d	68 24%	48 21%	38 18%	71 23%	116 23%	109 21%
Disagree	(2)	199 19%b	111 22%	88 17%	20 18%	27 15%	27 18%	30 16%	34 21%	61 26%xdef	53 19%	37 16%	54 27%xj	55 18%	90 18%	109 21%
Disagree strongly	(1)	76 7%m	44 9%	33 6%	9 8%	5 3%	9 6%	12 6%	14 8%	28 12%xde	18 6%	11 5%	12 6%	35 11%xj	29 6%	47 9%
NET: Disagree		275 27%bdjm	154 31%xb	120 23%	29 26%	32 18%	36 23%	42 23%	47 29%d	89 38%xdefg	71 25%	48 21%	67 33%j	89 29%	119 23%	156 30%m
Don't know		25 2%i	7 1%	18 3%	3 3%	9 5%	2 1%	3 1%	3 2%	6 2%	3 1%	9 4%i	9 4%i	5 1%	11 2%	13 3%
Mean		3.23ah	3.14	3.33xa	3.36	3.51xgh	3.36gh	3.33h	3.14h	2.88	3.23	3.39xk	3.11	3.20	3.30x	3.17
Standard deviation		1.10	1.13	1.06	1.18	0.98	1.06	1.07	1.10	1.10	1.03	1.03	1.07	1.22	1.03	1.16

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

Prepared by BritainThinks

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Doteveryone - People, Power, Tech 2020 - Scotland 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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		498 49%chi	116 63%xc	234 58%xc	264 42%	220 52%f	227 48%	51 40%	197 60%xhi	217 44%	84 42%	370 47%	19 62%
Agree strongly	(5)	87 8%ehi	21 12%	42 11%	44 7%	50 12%xef	30 6%	6 5%	49 15%xhi	30 6%	7 3%	63 8%	10 32%
Agree	(4)	411 40%c	94 52%xc	192 48%xc	220 35%	169 40%	197 42%	45 35%	148 45%	187 38%	77 38%	307 39%	9 31%
Neither agree nor disagree	(3)	225 22%	37 20%	76 19%	149 24%	84 20%	104 22%	37 29%	66 20%	111 22%	48 24%	168 22%	4 13%
Disagree	(2)	199 19%bg	23 13%	57 14%	142 23%xab	74 18%	102 22%	23 18%	45 14%	121 25%xgi	33 16%	163 21%	3 9%
Disagree strongly	(1)	76 7%e	8 4%	24 6%	52 8%	36 9%	24 5%	16 13%xe	19 6%	40 8%	18 9%	60 8%	5 16%
NET: Disagree		275 27%abg	31 17%	81 20%	195 31%xab	111 26%	125 27%	39 30%	64 19%	161 33%xg	50 25%	223 29%	7 24%
Don't know		25 2%gh	- -	10 2%	15 2%	9 2%	15 3%	1 1%	2 1%	5 1%	18 9%xgh	19 2%	- -
Mean		3.23cfh	3.54xc	3.44xc	3.10	3.30f	3.24	3.01	3.50xhi	3.10	3.12	3.20	3.54
Standard deviation		1.10	0.99	1.06	1.11	1.16	1.04	1.11	1.08	1.09	1.06	1.11	1.44

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		199 19%gh	89 18%	110 21%	27 24%	51 29%xgh	35 23%gh	40 22%gh	17 10%	29 12%	48 17%	44 19%	47 23%	61 20%	91 18%	108 21%
Agree strongly	(5)	17 2%bm	12 2%	4 1%	- -	3 1%	6 4%xgh	5 3%	1 1%	1 1%	3 1%	2 1%	3 2%	8 3%	5 1%	12 2%
Agree	(4)	183 18%gh	77 15%	106 20%	27 24%	48 28%xgh	28 18%g	35 19%gh	16 10%	28 12%	45 16%	42 18%	44 22%	53 17%	86 17%	97 19%
Neither agree nor disagree	(3)	277 27%	132 26%	145 28%	22 20%	43 25%	42 27%	44 24%	55 34%xf	70 30%	81 29%	64 28%	45 22%	87 28%	146 28%	131 26%
Disagree	(2)	352 34%	186 37%	165 32%	35 31%	56 32%	50 32%	65 35%	55 34%	91 39%	98 35%	83 36%	72 35%	99 32%	181 35%	171 33%
Disagree strongly	(1)	151 15%	78 16%	72 14%	14 12%	17 10%	21 14%	31 17%	33 20%xd	35 15%	44 16%	29 13%	29 14%	49 16%	73 14%	78 15%
NET: Disagree		503 49%b	265 53%	238 46%	49 43%	72 42%	71 46%	96 52%	88 54%d	127 54%d	142 51%	112 48%	101 50%	147 48%	254 50%	248 49%
Don't know		44 4%g	16 3%	29 5%	14 13%	8 5%	6 4%	4 2%	3 2%	9 4%	9 3%	11 5%	11 5%	13 4%	20 4%	24 5%
Mean		2.55gh	2.50	2.60	2.64	2.79xgh	2.66gh	2.55	2.36	2.42	2.50	2.56	2.59	2.57	2.53	2.58
Standard deviation		1.02	1.02	1.01	1.04	1.02	1.08	1.08	0.95	0.92	0.99	0.97	1.05	1.05	0.98	1.05

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample

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

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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		199 19%ch	53 29%xc	104 26%xc	95 15%	72 17%	94 20%	33 26%	68 21%	78 16%	53 26%xh	149 19%	10 34%
Agree strongly	(5)	17 2%	4 2%	10 3%	6 1%	8 2%	7 2%	1 1%	8 2%	6 1%	3 2%	12 1%	1 4%
Agree	(4)	183 18%ch	48 26%xc	93 23%xc	89 14%	63 15%	87 18%	32 25%d	61 19%	73 15%	49 24%xh	137 18%	9 30%
Neither agree nor disagree	(3)	277 27%d	44 24%	103 26%	174 28%	96 23%	144 30%xd	37 29%	73 22%	140 28%	65 32%g	220 28%	5 17%
Disagree	(2)	352 34%bi	55 30%	115 29%	237 38%xb	155 37%	159 34%	38 30%	107 33%	194 39%xi	50 25%	274 35%	6 20%
Disagree strongly	(1)	151 15%ei	25 14%	63 16%	88 14%	80 19%xe	55 12%	16 12%	66 20%xi	69 14%	17 8%	103 13%	8 28%
NET: Disagree		503 49%ei	79 43%	178 44%	325 52%xb	235 56%xef	214 45%	54 42%	173 53%i	263 53%xi	67 33%	377 48%	14 47%
Don't know		44 4%h	7 4%	16 4%	29 5%	19 5%	20 4%	4 3%	15 4%	13 3%	17 8%xh	34 4%	1 2%
Mean		2.55cd	2.73xc	2.67xc	2.48	2.42	2.63xd	2.71d	2.48	2.49	2.85xgh	2.57	2.63
Standard deviation		1.02	1.09	1.09	0.95	1.04	0.98	1.02	1.10	0.95	0.98	0.99	1.31

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		463 45%b	246 49%b	217 42%	62 55%	82 47%	74 48%	77 42%	67 41%	102 43%	133 47%	102 44%	92 45%	135 44%	235 46%	228 45%
Agree strongly	(5)	106 10%im	58 12%	48 9%	19 17%	10 6%	15 10%	20 11%	21 13%d	21 9%	20 7%	21 9%	21 10%	44 14%i	41 8%	65 13%m
Agree	(4)	357 35%g	188 37%	169 33%	42 38%	72 41%g	59 38%g	57 31%	46 28%	81 35%	113 40%xl	81 35%	72 35%	91 30%	194 38%x	163 32%
Neither agree nor disagree	(3)	268 26%	132 26%	136 26%	22 20%	40 23%	36 24%	50 27%	47 29%	73 31%x	76 27%	61 26%	52 26%	79 26%	137 27%	132 26%
Disagree	(2)	195 19%	83 17%	112 21%	19 17%	32 19%	30 19%	40 22%	31 19%	43 18%	50 18%	49 21%	36 18%	61 20%	99 19%	97 19%
Disagree strongly	(1)	53 5%m	28 6%	25 5%	6 5%	9 5%	7 4%	8 5%	12 7%	11 5%	12 4%	8 3%	16 8%	17 6%	20 4%	34 7%
NET: Disagree		249 24%	111 22%	137 26%	26 23%	42 24%	37 24%	49 26%	43 26%	53 23%	62 22%	57 25%	52 26%	78 25%	118 23%	130 25%
Don't know		43 4%a	12 2%	31 6%xa	3 3%	10 6%	7 4%	9 5%	7 4%	7 3%	9 3%	12 5%	6 3%	16 5%	21 4%	22 4%
Mean		3.27	3.34	3.21	3.45	3.25	3.31	3.22	3.21	3.26	3.29	3.27	3.23	3.29	3.28	3.26
Standard deviation		1.07	1.07	1.06	1.14	1.03	1.05	1.07	1.14	1.01	0.99	1.02	1.12	1.13	1.01	1.13

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		463 45%eh	91 50%	186 47%	277 44%	227 54%xef	186 39%	50 39%	181 55%xhi	203 41%	79 39%	357 46%	17 57%
Agree strongly	(5)	106 10%e	19 10%	42 11%	63 10%	64 15%xe	30 6%	11 9%	47 14%xh	42 9%	16 8%	82 10%	8 25%
Agree	(4)	357 35%	72 39%	144 36%	213 34%	163 39%	156 33%	39 30%	134 41%x	161 33%	63 31%	276 35%	10 32%
Neither agree nor disagree	(3)	268 26%d	44 24%	98 24%	170 27%	92 22%	147 31%xd	30 23%	85 26%	127 26%	56 28%	200 26%	7 22%
Disagree	(2)	195 19%g	32 17%	77 19%	118 19%	69 16%	86 18%	40 31%xde	42 13%	118 24%xg	36 18%	152 19%	6 21%
Disagree strongly	(1)	53 5%	12 7%	26 7%	27 4%	26 6%	23 5%	4 3%	16 5%	31 6%	6 3%	40 5%	-
NET: Disagree		249 24%g	44 24%	103 26%	145 23%	95 23%	110 23%	44 34%xde	58 18%	149 30%xgi	41 21%	192 25%	6 21%
Don't know		43 4%dg	5 3%	13 3%	30 5%	8 2%	30 6%xd	5 4%	4 1%	15 3%	24 12%xgh	30 4%	-
Mean		3.27eh	3.30	3.25	3.28	3.41xef	3.19	3.11	3.47xh	3.13	3.28	3.28	3.62
Standard deviation		1.07	1.09	1.10	1.04	1.12	1.00	1.06	1.05	1.09	0.99	1.07	1.09

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		469 46%hln	239 48%	229 44%	54 48%	91 52%h	80 52%gh	88 48%h	68 41%	89 38%	140 50%l	122 53%xl	86 42%	120 39%	263 51%xn	206 40%
Agree strongly	(5)	81 8%h	45 9%	35 7%	11 9%	16 9%	20 13%xgh	15 8%	11 7%	9 4%	20 7%	23 10%	16 8%	22 7%	43 8%	38 7%
Agree	(4)	388 38%n	194 39%	194 37%	43 38%	75 43%	60 39%	73 40%	57 35%	80 34%	120 43%xl	100 43%l	70 34%	98 32%	220 43%xn	168 33%
Neither agree nor disagree	(3)	231 23%jm	115 23%	116 22%	26 23%	29 17%	29 19%	43 24%	48 29%xde	56 24%	60 21%	41 18%	51 25%	79 26%	100 20%	130 25%
Disagree	(2)	203 20%	100 20%	104 20%	17 15%	27 16%	32 21%	35 19%	32 19%	60 26%xd	59 21%	44 19%	36 18%	65 21%	103 20%	101 20%
Disagree strongly	(1)	81 8%em	42 8%	39 7%	9 8%	17 10%	6 4%	12 7%	14 9%	23 10%e	16 6%	14 6%	16 8%	35 11%i	30 6%	51 10%m
NET: Disagree		285 28%	142 28%	143 27%	26 23%	44 25%	38 25%	48 26%	46 28%	84 36%xef	75 27%	58 25%	52 26%	100 32%	132 26%	152 30%
Don't know		39 4%agi	5 1%	34 6%xa	8 7%	10 6%	7 5%	5 3%	3 2%	6 3%	5 2%	11 5%i	14 7%i	10 3%	16 3%	23 5%
Mean		3.19hln	3.20	3.17	3.28	3.28h	3.38xgh	3.24h	3.12	2.96	3.25l	3.33xl	3.18	3.02	3.29xn	3.08
Standard deviation		1.11	1.12	1.09	1.12	1.16	1.09	1.08	1.08	1.09	1.06	1.10	1.10	1.15	1.08	1.13

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

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		469 46%chi	94 51%	208 52%xc	260 42%	207 49%	212 45%	50 39%	200 61%xhi	202 41%	66 33%	340 44%	20 65%
Agree strongly	(5)	81 8%i	10 5%	29 7%	52 8%	42 10%	32 7%	7 5%	40 12%xhi	33 7%	7 4%	57 7%	4 15%
Agree	(4)	388 38%chi	84 46%c	179 45%xc	209 33%	165 39%	180 38%	43 33%	160 49%xhi	169 34%	59 29%	283 36%	15 51%
Neither agree nor disagree	(3)	231 23%b	35 19%	67 17%	164 26%xb	92 22%	101 21%	37 29%	69 21%	108 22%	53 26%	182 23%	2 8%
Disagree	(2)	203 20%g	40 22%	84 21%	120 19%	81 19%	98 21%	24 19%	43 13%	117 24%xg	44 22%g	160 20%	6 20%
Disagree strongly	(1)	81 8%g	12 6%	27 7%	54 9%	32 8%	40 8%	10 8%	14 4%	53 11%xg	14 7%	63 8%	2 6%
NET: Disagree		285 28%g	52 28%	111 28%	174 28%	113 27%	138 29%	34 26%	57 17%	170 34%xg	58 29%g	223 29%	8 27%
Don't know		39 4%g	3 1%	14 4%	25 4%	10 2%	21 4%	8 6%	2 1%	13 3%	24 12%xgh	34 4%	-
Mean		3.19hi	3.22	3.26	3.14	3.25	3.15	3.10	3.52xhi	3.03	3.01	3.15	3.47
Standard deviation		1.11	1.06	1.10	1.11	1.12	1.11	1.05	1.01	1.15	1.03	1.10	1.17

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

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Insight & Strategy

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		367 36%h	193 39%	173 33%	53 47%	71 41%h	63 41%fh	57 31%	61 37%h	62 26%	107 38%	78 34%	80 39%	103 33%	184 36%	182 36%
Agree strongly	(5)	52 5%hm	28 6%	24 5%	6 5%	9 5%	8 5%	12 6%	11 6%h	6 3%	9 3%	9 4%	14 7%	20 6%	18 4%	33 7%
Agree	(4)	315 31%fh	166 33%	149 29%	47 42%	62 36%h	55 36%fh	45 25%	51 31%	55 24%	98 35%	69 30%	66 32%	83 27%	166 32%	149 29%
Neither agree nor disagree	(3)	286 28%jm	148 29%	138 27%	26 23%	38 22%	44 29%	62 34%xd	42 26%	73 31%	78 28%	52 22%	59 29%	97 32%j	130 25%	156 31%
Disagree	(2)	258 25%	121 24%	137 26%	22 19%	41 23%	35 23%	44 24%	44 27%	72 30%x	67 24%	71 31%xk	39 19%	81 26%	138 27%	120 23%
Disagree strongly	(1)	54 5%e	20 4%	34 6%	4 3%	11 6%	3 2%	13 7%e	9 5%	14 6%e	14 5%	18 8%	7 3%	15 5%	32 6%	22 4%
NET: Disagree		312 30%k	141 28%	171 33%	26 23%	52 30%	38 25%	57 31%	53 32%	86 37%xe	80 29%	89 38%xik	46 23%	96 31%	170 33%x	142 28%
Don't know		59 6%a	19 4%	39 8%xa	8 7%	14 8%	8 5%	8 4%	7 4%	14 6%	15 5%	13 6%	19 9%	12 4%	28 5%	31 6%
Mean		3.05bhj	3.12	2.98	3.29	3.10h	3.21xfh	2.99	3.06h	2.85	3.08	2.91	3.22j	3.04	3.00	3.11
Standard deviation		1.02	0.99	1.04	0.98	1.07	0.94	1.04	1.05	0.96	0.98	1.06	0.99	1.01	1.02	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree	367 36%ci	78 42%c	172 43%xc	195 31%	138 33%	181 38%	48 37%	148 45%xhi	171 35%i	48 24%	274 35%	20 66%
Agree strongly (5)	52 5%i	10 5%	23 6%	29 5%	27 6%	17 4%	7 6%	23 7%i	25 5%	5 2%	38 5%	1 4%
Agree (4)	315 31%ci	68 37%c	149 37%xc	166 27%	111 26%	163 35%xd	40 31%	125 38%xhi	146 30%	44 22%	236 30%	19 62%
Neither agree nor disagree (3)	286 28%	52 28%	106 26%	180 29%	123 29%	123 26%	40 31%	87 27%	148 30%	51 25%	223 29%	5 15%
Disagree (2)	258 25%	43 24%	94 23%	164 26%	112 27%	121 26%	24 19%	68 21%	126 25%	65 32%xg	199 26%	6 18%
Disagree strongly (1)	54 5%	3 2%	13 3%	41 7%x	28 7%	19 4%	6 5%	17 5%	24 5%	13 7%	40 5%	-
NET: Disagree	312 30%	47 25%	107 27%	205 33%	141 33%	140 30%	31 24%	84 26%	149 30%	78 39%xgh	239 31%	6 18%
Don't know	59 6%g	7 4%	16 4%	43 7%	20 5%	28 6%	10 8%	10 3%	25 5%	23 12%xgh	43 6%	-
Mean	3.05ci	3.21c	3.19xc	2.96	2.99	3.09	3.15	3.22xi	3.05i	2.78	3.04	3.52
Standard deviation	1.02	0.94	0.99	1.02	1.05	0.98	1.00	1.03	1.00	0.99	1.01	0.85

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		281 27%h	132 26%	148 28%	49 43%	62 36%gh	44 29%h	47 25%	37 23%	42 18%	75 27%	66 28%	50 25%	90 29%	141 27%	140 27%
Agree strongly	(5)	59 6%	24 5%	35 7%	4 3%	19 11%xf	7 5%	7 4%	8 5%	14 6%	12 4%	15 6%	14 7%	18 6%	27 5%	32 6%
Agree	(4)	222 22%h	108 22%	113 22%	45 40%	43 25%h	37 24%h	40 22%h	29 18%	28 12%	62 22%	51 22%	36 18%	72 23%	114 22%	108 21%
Neither agree nor disagree	(3)	221 22%	119 24%	101 19%	18 16%	37 21%	30 19%	47 26%	40 24%	49 21%	60 21%	46 20%	40 20%	74 24%	106 21%	114 22%
Disagree	(2)	262 26%l	136 27%	126 24%	23 20%	35 20%	43 28%	43 23%	37 23%	81 35%xdfg	73 26%	61 26%	68 34%xl	59 19%	134 26%	127 25%
Disagree strongly	(1)	144 14%	66 13%	78 15%	12 11%	20 12%	18 12%	29 16%	28 17%	37 16%	44 16%	26 11%	19 9%	55 18%k	70 14%	74 15%
NET: Disagree		406 40%	202 40%	204 39%	35 31%	55 32%	61 40%	72 39%	65 40%	118 50%xdefg	117 42%	88 38%	87 43%	114 37%	204 40%	202 39%
Don't know		115 11%	48 10%	67 13%	10 9%	20 12%	19 12%	18 10%	22 13%	26 11%	28 10%	32 14%	25 12%	30 10%	60 12%	55 11%
Mean		2.77h	2.75	2.78	3.05	3.04xfgh	2.79h	2.72	2.67	2.52	2.71	2.83	2.76	2.78	2.76	2.77
Standard deviation		1.17	1.13	1.22	1.15	1.23	1.15	1.14	1.17	1.13	1.16	1.17	1.13	1.22	1.16	1.18

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

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		281 27%cfhi	66 36%xc	131 33%xc	150 24%	143 34%xef	119 25%f	19 15%	150 46%xhi	105 21%i	26 13%	213 27%	8 25%
Agree strongly	(5)	59 6%ehi	11 6%	28 7%	31 5%	40 9%xef	17 4%	2 2%	36 11%xhi	18 4%	5 2%	41 5%	2 7%
Agree	(4)	222 22%cfhi	55 30%xc	103 26%c	119 19%	103 24%f	102 22%	17 13%	114 35%xhi	87 18%i	21 11%	173 22%	5 18%
Neither agree nor disagree	(3)	221 22%j	39 21%	99 25%	121 19%	97 23%	102 22%	22 17%	77 24%	109 22%	34 17%	153 20%	11 37%
Disagree	(2)	262 26%bg	37 20%	84 21%	178 29%xb	105 25%	125 27%	32 25%	54 16%	128 26%g	79 40%xgh	212 27%	4 13%
Disagree strongly	(1)	144 14%dg	26 14%	48 12%	96 15%	41 10%	68 14%	35 27%xde	19 6%	88 18%xg	37 19%g	117 15%	4 14%
NET: Disagree		406 40%bdg	63 34%	133 33%	273 44%xb	146 35%	194 41%	66 52%xd	73 22%	217 44%xg	116 58%xgh	329 42%x	8 27%
Don't know		115 11%	15 8%	37 9%	78 13%	37 9%	58 12%	21 16%d	29 9%	62 13%	24 12%	84 11%	3 12%
Mean		2.77cfhi	2.93c	2.94xc	2.65	2.99xef	2.70f	2.26	3.32xhi	2.58i	2.30	2.72	2.90
Standard deviation		1.17	1.19	1.17	1.16	1.18	1.13	1.13	1.09	1.15	1.02	1.18	1.16

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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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		524 51%b	283 56%xb	241 46%	55 49%	88 50%	81 53%	87 47%	89 54%	123 52%	151 54%	122 53%	95 47%	156 51%	273 53%	251 49%
Agree strongly	(5)	85 8%b	59 12%xb	26 5%	10 9%	19 11%	12 8%	13 7%	10 6%	21 9%	26 9%	13 5%	13 6%	34 11%	38 7%	47 9%
Agree	(4)	439 43%	224 45%	215 41%	45 40%	69 40%	69 45%	74 40%	79 49%x	102 43%	125 45%	109 47%	82 40%	122 40%	234 46%x	204 40%
Neither agree nor disagree	(3)	255 25%m	128 26%	127 24%	18 16%	40 23%	37 24%	54 29%	42 26%	64 27%	62 22%	48 21%	65 32%j	80 26%	110 22%	145 28%m
Disagree	(2)	153 15%ak	58 12%	96 18%xa	25 22%	27 15%	22 14%	27 15%	20 12%	33 14%	50 18%k	41 18%k	15 8%	46 15%	92 18%xn	62 12%
Disagree strongly	(1)	40 4%	16 3%	24 5%	4 3%	5 3%	7 5%	9 5%	8 5%	7 3%	9 3%	12 5%	7 4%	12 4%	21 4%	19 4%
NET: Disagree		194 19%ak	73 15%	120 23%xa	29 25%	31 18%	29 19%	37 20%	28 17%	40 17%	60 21%k	53 23%k	23 11%	58 19%	113 22%xn	81 16%
Don't know		51 5%im	17 3%	34 6%	11 10%	15 9%g	6 4%	6 3%	5 3%	8 3%	7 2%	9 4%	21 10%xij	14 5%	16 3%	35 7%m
Mean		3.39b	3.52xb	3.25	3.32	3.44	3.39	3.31	3.40	3.43	3.39	3.32	3.43	3.40	3.36	3.41
Standard deviation		0.99	0.96	0.99	1.07	1.00	1.00	1.00	0.96	0.96	1.00	1.01	0.90	1.02	1.00	0.97

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		524 51%	95 52%	209 52%	315 51%	230 54%	237 50%	57 44%	185 56%i	247 50%	92 46%	398 51%	10 31%
Agree strongly	(5)	85 8%	12 7%	33 8%	53 8%	42 10%	33 7%	10 8%	23 7%	45 9%	17 9%	67 9%	2 7%
Agree	(4)	439 43%	83 45%	177 44%	262 42%	188 44%	204 43%	47 36%	162 49%xi	202 41%	75 37%	331 42%	7 24%
Neither agree nor disagree	(3)	255 25%a	31 17%	85 21%	170 27%a	105 25%	118 25%	32 25%	84 26%	118 24%	52 26%	190 24%	10 33%
Disagree	(2)	153 15%c	44 24%xc	77 19%xc	77 12%	57 13%	70 15%	27 21%	43 13%	75 15%	36 18%	117 15%	9 30%
Disagree strongly	(1)	40 4%	7 4%	14 4%	26 4%	21 5%	14 3%	5 4%	14 4%	20 4%	6 3%	31 4%	- -
NET: Disagree		194 19%c	51 28%xc	91 23%c	103 16%	78 18%	84 18%	32 25%	57 17%	95 19%	42 21%	148 19%	9 30%
Don't know		51 5%dg	6 4%	15 4%	36 6%	10 2%	33 7%xd	8 6%	3 1%	33 7%xg	14 7%g	44 6%	2 6%
Mean		3.39	3.28	3.35	3.41	3.42	3.39	3.24	3.42	3.38	3.33	3.39	3.10
Standard deviation		0.99	1.03	1.01	0.97	1.02	0.95	1.02	0.95	1.01	1.00	1.00	0.95

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		338 33%m	150 30%	188 36%	45 40%	63 36%	55 36%	56 30%	52 32%	67 29%	88 31%	68 29%	67 33%	116 38%	155 30%	182 36%
Agree strongly	(5)	59 6%jm	29 6%	30 6%	15 13%	10 6%	7 5%	10 6%	8 5%	9 4%	12 4%	6 3%	14 7%	26 9%j	18 4%	40 8%m
Agree	(4)	279 27%	121 24%	158 30%x	30 27%	53 31%	48 31%	45 25%	44 27%	58 25%	76 27%	61 26%	53 26%	89 29%	137 27%	142 28%
Neither agree nor disagree	(3)	335 33%	165 33%	171 33%	31 28%	45 26%	48 31%	60 33%	54 33%	96 41%xde	95 34%	67 29%	72 36%	102 33%	161 32%	174 34%
Disagree	(2)	235 23%	126 25%	109 21%	28 25%	41 23%	35 22%	49 26%	38 23%	45 19%	66 24%	69 30%xkl	38 19%	62 20%	135 26%xn	100 20%
Disagree strongly	(1)	78 8%b	49 10%b	28 5%	4 3%	13 8%	12 8%	15 8%	15 9%	19 8%	26 9%	21 9%	10 5%	20 7%	47 9%x	31 6%
NET: Disagree		312 31%bn	175 35%xb	137 26%	32 28%	54 31%	47 30%	64 35%	53 32%	63 27%	92 33%	90 39%xkl	48 24%	82 27%	182 36%xn	131 26%
Don't know		37 4%im	12 2%	26 5%	5 4%	11 6%	4 3%	4 2%	5 3%	9 4%	5 2%	8 3%	16 8%xil	8 3%	13 3%	24 5%
Mean		3.01ajm	2.91	3.11xa	3.22	3.04	3.02	2.92	2.95	2.97	2.94	2.83	3.12j	3.13j	2.89	3.13xm
Standard deviation		1.04	1.07	1.00	1.09	1.08	1.04	1.04	1.04	0.97	1.03	1.02	1.00	1.06	1.03	1.03

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		338 33%	72 39%	144 36%	193 31%	139 33%	149 32%	50 38%	98 30%	162 33%	78 39%x	254 33%	21 70%
Agree strongly	(5)	59 6%ce	19 10%xc	31 8%	27 4%	40 10%xef	16 3%	2 2%	30 9%xh	20 4%	8 4%	42 5%	9 31%
Agree	(4)	279 27%g	53 29%	113 28%	166 27%	98 23%	134 28%	47 37%xd	68 21%	141 29%g	70 35%xg	211 27%	12 39%
Neither agree nor disagree	(3)	335 33%	64 35%	130 32%	206 33%	121 29%	166 35%	49 38%	101 31%	161 33%	73 36%	259 33%	1 5%
Disagree	(2)	235 23%fi	36 20%	85 21%	150 24%	106 25%f	114 24%f	15 11%	95 29%xi	117 24%i	23 11%	176 23%	6 20%
Disagree strongly	(1)	78 8%e	7 4%	27 7%	51 8%	44 10%xe	25 5%	8 7%	31 9%	37 7%	10 5%	63 8%	2 5%
NET: Disagree		312 31%fi	43 24%	112 28%	201 32%	150 36%xf	139 30%f	23 18%	126 38%xi	154 31%i	33 16%	239 31%	8 25%
Don't know		37 4%g	5 2%	15 4%	23 4%	13 3%	18 4%	7 5%	4 1%	17 3%	16 8%xgh	28 4%	- -
Mean		3.01c	3.23xc	3.10	2.95	2.96	3.00	3.17	2.91	2.98	3.24xgh	2.99	3.70
Standard deviation		1.04	1.01	1.05	1.02	1.15	0.95	0.92	1.12	1.01	0.92	1.04	1.26

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		179 17%gh	78 16%	101 19%	36 32%	41 24%fgh	31 20%h	24 13%	22 13%	25 11%	40 14%	42 18%	32 16%	66 21%	82 16%	97 19%
Agree strongly	(5)	13 1%	9 2%	5 1%	4 3%	- -	4 2%	4 2%	1 *	1 *	6 2%	2 1%	2 1%	3 1%	8 2%	5 1%
Agree	(4)	166 16%fhi	70 14%	96 18%	32 29%	41 24%xfgh	28 18%fh	20 11%	21 13%	24 10%	34 12%	40 17%	29 14%	62 20%i	74 14%	92 18%
Neither agree nor disagree	(3)	335 33%j	156 31%	179 34%	26 23%	48 28%	52 34%	67 37%	58 35%	83 35%	93 33%	63 27%	75 37%	105 34%	155 30%	180 35%
Disagree	(2)	303 30%bl	164 33%	139 27%	27 24%	47 27%	47 31%	48 26%	56 34%	78 33%	87 31%	81 35%xl	61 30%	72 24%	169 33%xn	134 26%
Disagree strongly	(1)	149 15%b	91 18%xb	58 11%	13 11%	25 14%	19 12%	34 18%	24 15%	35 15%	42 15%	34 15%	21 10%	52 17%	76 15%	73 14%
NET: Disagree		452 44%b	255 51%xb	196 38%	40 35%	72 41%	66 43%	82 44%	80 49%	112 48%	130 46%	115 50%	82 40%	125 40%	245 48%xn	207 40%
Don't know		57 6%aeg	12 2%	45 9%xa	10 9%	13 7%	4 2%	11 6%	4 3%	15 6%	18 6%	12 5%	15 7%	13 4%	29 6%	28 5%
Mean		2.58ahm	2.47	2.69xa	2.88	2.65	2.66h	2.50	2.49	2.45	2.52	2.52	2.64	2.64	2.52	2.64
Standard deviation		0.99	1.01	0.96	1.11	1.02	1.00	1.01	0.92	0.90	0.98	0.99	0.92	1.04	0.99	0.99

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

Prepared by BritainThinks

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		179 17%c	46 25%xc	94 23%xc	85 14%	66 16%	93 20%	20 16%	62 19%	80 16%	37 18%	132 17%	11 35%
Agree strongly	(5)	13 1%e	6 3%	7 2%	6 1%	9 2%	2 *	3 2%	6 2%	5 1%	2 1%	9 1%	- -
Agree	(4)	166 16%c	40 22%c	86 22%xc	80 13%	57 13%	91 19%xd	17 13%	55 17%	75 15%	35 17%	123 16%	11 35%
Neither agree nor disagree	(3)	335 33%	76 42%xc	144 36%	191 31%	131 31%	149 31%	56 43%xde	107 33%	160 32%	68 34%	260 33%	4 12%
Disagree	(2)	303 30%f	44 24%	104 26%	198 32%	139 33%f	137 29%	27 21%	92 28%	153 31%	57 28%	223 29%	12 41%
Disagree strongly	(1)	149 15%abi	12 6%	44 11%a	105 17%xab	72 17%	61 13%	16 13%	61 19%i	75 15%i	13 7%	119 15%	4 12%
NET: Disagree		452 44%abfi	55 30%	148 37%a	303 49%xab	211 50%xef	198 42%	43 33%	154 47%i	228 46%i	70 35%	342 44%	16 53%
Don't know		57 6%dg	6 3%	14 4%	43 7%x	14 3%	32 7%	10 8%	6 2%	26 5%g	26 13%xgh	45 6%	- -
Mean		2.58c	2.92xbc	2.76xc	2.45	2.49	2.63	2.70	2.55	2.53	2.75xh	2.56	2.70
Standard deviation		0.99	0.93	0.99	0.97	1.01	0.98	0.96	1.05	0.98	0.90	0.99	1.09

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

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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		346 34%g	167 33%	179 34%	46 41%	68 39%	59 39%g	56 30%	45 28%	72 30%	99 35%	88 38%	68 33%	91 29%	187 37%x	159 31%
Agree strongly	(5)	63 6%h	31 6%	32 6%	11 10%	16 9%h	10 7%	10 5%	10 6%	7 3%	13 5%	18 8%	13 6%	21 7%	30 6%	33 6%
Agree	(4)	283 28%g	136 27%	147 28%	35 31%	52 30%	49 32%g	47 25%	36 22%	65 28%	86 31%	70 30%	55 27%	70 23%	157 31%x	126 25%
Neither agree nor disagree	(3)	432 42%bm	231 46%b	201 39%	53 47%	61 35%	56 37%	81 44%	73 45%	107 46%	109 39%	92 40%	97 48%	135 44%	200 39%	232 45%
Disagree	(2)	77 8%	44 9%	34 6%	- -	17 10%	16 10%	14 7%	11 7%	20 8%	26 9%	16 7%	13 6%	22 7%	42 8%	35 7%
Disagree strongly	(1)	27 3%	14 3%	13 3%	3 3%	7 4%	4 3%	5 3%	2 2%	4 2%	9 3%	5 2%	3 1%	11 3%	13 3%	13 3%
NET: Disagree		104 10%	57 11%	47 9%	3 3%	24 14%	20 13%	19 10%	14 8%	24 10%	34 12%	21 9%	16 8%	33 11%	55 11%	49 10%
Don't know		141 14%a	46 9%	95 18%xa	10 9%	21 12%	18 12%	28 15%	32 19%xe	32 14%	37 13%	31 13%	22 11%	50 16%	69 13%	73 14%
Mean		3.32	3.28	3.35	3.50	3.35	3.33	3.26	3.30	3.24	3.28	3.40	3.34	3.26	3.34	3.30
Standard deviation		0.85	0.84	0.85	0.81	0.97	0.90	0.84	0.80	0.76	0.86	0.85	0.78	0.88	0.85	0.84

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		346 34%efhi	71 39%	144 36%	202 33%	181 43%xef	143 30%f	22 17%	166 50%xhi	139 28%i	41 20%	263 34%	11 36%
Agree strongly	(5)	63 6%hi	17 9%	28 7%	36 6%	38 9%xef	22 5%	3 3%	43 13%xhi	17 4%	3 1%	49 6%	5 15%
Agree	(4)	283 28%fi	55 30%	116 29%	167 27%	143 34%xef	121 26%f	19 14%	122 37%xhi	122 25%	38 19%	215 28%	6 21%
Neither agree nor disagree	(3)	432 42%	72 39%	175 44%	257 41%	163 39%	198 42%	70 55%xde	123 37%	218 44%	91 45%	336 43%	13 42%
Disagree	(2)	77 8%dg	18 10%	26 6%	52 8%	18 4%	41 9%d	18 14%xd	13 4%	54 11%xgi	10 5%	56 7%	3 9%
Disagree strongly	(1)	27 3%d	2 1%	6 1%	21 3%	4 1%	22 5%xd	1 1%	4 1%	13 3%	10 5%xg	21 3%	1 4%
NET: Disagree		104 10%dg	19 11%	31 8%	73 12%	22 5%	63 13%xd	19 15%d	17 5%	67 13%xg	20 10%	78 10%	4 13%
Don't know		141 14%g	20 11%	50 13%	91 15%	56 13%	68 14%	17 13%	23 7%	70 14%g	48 24%xgh	102 13%	3 8%
Mean		3.32efhi	3.41	3.38	3.27	3.53xef	3.20	3.05	3.61xhi	3.18	3.09	3.31	3.38
Standard deviation		0.85	0.86	0.80	0.87	0.79	0.89	0.70	0.83	0.82	0.80	0.85	1.04

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

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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

		Total (x)	Male (a)	Female (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)
			Gender				Age					SEG			SEG II	
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		683 67%	338 67%	344 66%	69 62%	111 64%	106 69%	128 70%	101 62%	168 71%g	193 69%	168 73%xl	134 66%	188 61%	361 71%xn	322 63%
Agree strongly	(5)	210 21%b	118 24%b	91 18%	17 15%	32 18%	29 19%	36 20%	34 21%	62 26%x	56 20%	47 20%	41 20%	65 21%	104 20%	106 21%
Agree	(4)	473 46%g	220 44%	253 48%	53 47%	79 45%	76 50%	92 50%	66 40%	106 45%	136 49%	121 52%xl	92 45%	123 40%	257 50%xn	216 42%
Neither agree nor disagree	(3)	207 20%	105 21%	102 20%	26 23%	35 20%	26 17%	33 18%	41 25%x	46 20%	54 19%	39 17%	46 23%	68 22%	93 18%	114 22%
Disagree	(2)	83 8%	40 8%	43 8%	4 3%	22 13%	13 9%	14 7%	12 8%	18 7%	25 9%	14 6%	10 5%	34 11%	39 8%	44 9%
Disagree strongly	(1)	18 2%him	11 2%	7 1%	6 5%	- -	4 3%dh	4 2%h	3 2%h	- -	1 *	3 1%	4 2%	10 3%i	4 1%	14 3%m
NET: Disagree		101 10%	50 10%	50 10%	10 9%	22 13%	18 12%	18 10%	16 9%	18 7%	25 9%	17 7%	15 7%	43 14%xj	43 8%	58 11%
Don't know		33 3%a	8 2%	25 5%xa	8 7%	6 3%	4 2%	5 3%	6 4%	4 1%	8 3%	7 3%	9 5%	8 3%	15 3%	18 3%
Mean		3.78	3.80	3.76	3.67	3.72	3.75	3.80	3.74	3.92xg	3.82	3.87	3.80	3.67	3.84x	3.72
Standard deviation		0.93	0.96	0.90	0.99	0.92	0.97	0.93	0.96	0.87	0.87	0.86	0.91	1.04	0.87	0.99

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		683 67%f	119 65%	266 67%	416 67%	303 72%xf	311 66%f	68 53%	225 68%	327 66%	131 65%	525 67%	13 44%
Agree strongly	(5)	210 21%e	29 16%	72 18%	138 22%	117 28%xef	73 15%	20 16%	72 22%	99 20%	39 19%	162 21%	6 19%
Agree	(4)	473 46%	89 49%	194 49%	279 45%	187 44%	238 50%xf	48 37%	153 46%	228 46%	92 46%	364 47%	8 25%
Neither agree nor disagree	(3)	207 20%d	36 19%	77 19%	130 21%	67 16%	98 21%	42 32%xde	75 23%	92 19%	39 20%	150 19%	13 43%
Disagree	(2)	83 8%	23 12%	37 9%	46 7%	35 8%	39 8%	9 7%	23 7%	48 10%	11 6%	62 8%	4 13%
Disagree strongly	(1)	18 2%c	4 2%	12 3%c	6 1%	12 3%	5 1%	1 1%	4 1%	12 2%	2 1%	16 2%	- -
NET: Disagree		101 10%c	27 15%c	49 12%	52 8%	47 11%	44 9%	10 8%	27 8%	60 12%x	13 7%	77 10%	4 13%
Don't know		33 3%dg	2 1%	8 2%	25 4%	5 1%	19 4%d	9 7%xd	2 *	14 3%g	17 8%xgh	26 3%	- -
Mean		3.78	3.64	3.71	3.83	3.87	3.74	3.64	3.81	3.74	3.84	3.79	3.50
Standard deviation		0.93	0.97	0.98	0.90	1.01	0.87	0.89	0.90	0.98	0.87	0.94	0.96

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

Prepared by BritainThinks

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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

		Total (x)	Gender Male (a)	Gender Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Agree		374 37%b	211 42%xb	163 31%	27 24%	66 38%	69 45%x	67 36%	59 36%	87 37%	101 36%	95 41%	73 36%	105 34%	196 38%	178 35%
Agree strongly	(5)	70 7%b	48 10%xb	22 4%	- -	18 10%	12 8%	17 9%	11 7%	11 5%	15 5%	14 6%	10 5%	30 10%	30 6%	40 8%
Agree	(4)	305 30%	163 33%	141 27%	27 24%	48 28%	57 37%xf	50 27%	47 29%	76 32%	86 31%	80 35%l	63 31%	75 24%	166 33%x	138 27%
Neither agree nor disagree	(3)	260 25%ejm	115 23%	145 28%	32 29%	49 28%e	26 17%	47 25%e	40 25%	67 28%e	66 24%	47 20%	46 23%	101 33%xij	113 22%	147 29%m
Disagree	(2)	284 28%	128 25%	156 30%	34 30%	42 24%	41 26%	56 30%	50 30%	62 26%	88 32%l	68 29%	58 29%	70 23%	156 31%x	128 25%
Disagree strongly	(1)	81 8%	42 8%	39 8%	15 13%	11 6%	14 9%	13 7%	13 8%	16 7%	22 8%	17 7%	15 8%	27 9%	39 8%	42 8%
NET: Disagree		365 36%	170 34%	195 37%	49 43%	53 30%	55 36%	69 37%	63 38%	78 33%	110 39%	85 37%	74 36%	96 31%	195 38%	170 33%
Don't know		23 2%aim	5 1%	18 3%xa	5 4%	7 4%	4 2%	2 1%	2 1%	4 2%	2 1%	5 2%	10 5%xi	6 2%	7 1%	16 3%
Mean		3.00b	3.10xb	2.90	2.65	3.12	3.09	3.01	2.97	3.02	2.94	3.03	2.97	3.04	2.98	3.01
Standard deviation		1.09	1.14	1.03	1.01	1.10	1.17	1.12	1.10	1.03	1.08	1.10	1.08	1.11	1.09	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Agree		374 37%d	69 38%	142 36%	232 37%	115 27%	196 42%xd	64 49%xd	103 31%	187 38%	84 42%g	294 38%	12 39%
Agree strongly	(5)	70 7%b	6 3%	16 4%	53 9%xb	20 5%	32 7%	18 14%xde	14 4%	36 7%	19 10%g	59 8%	3 9%
Agree	(4)	305 30%d	63 34%	126 31%	179 29%	95 22%	164 35%xd	45 35%d	89 27%	151 31%	65 32%	235 30%	9 29%
Neither agree nor disagree	(3)	260 25%	49 27%	99 25%	161 26%	115 27%	116 25%	29 23%	88 27%	118 24%	54 27%	193 25%	9 29%
Disagree	(2)	284 28%	53 29%	122 30%	162 26%	141 33%xef	118 25%	25 20%	111 34%xhi	128 26%	45 22%	203 26%	10 32%
Disagree strongly	(1)	81 8%	11 6%	29 7%	53 8%	46 11%xf	31 7%	4 3%	22 7%	48 10%	11 5%	69 9%	- -
NET: Disagree		365 36%efi	63 34%	150 38%	215 35%	187 44%xef	149 32%	29 23%	133 41%i	176 36%	55 28%	272 35%	10 32%
Don't know		23 2%	2 1%	9 2%	14 2%	6 1%	10 2%	7 5%xd	4 1%	12 2%	7 3%	20 3%	- -
Mean		3.00d	3.01	2.95	3.03	2.76	3.10xd	3.39xde	2.88	3.00	3.19xg	3.02	3.16
Standard deviation		1.09	1.01	1.05	1.12	1.07	1.07	1.08	1.03	1.13	1.08	1.12	1.00

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

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

Table 212
Q12. Which, if any, of the following would you most like to see in relation to online services?
Base: All respondents

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
More ways to control what information I share and what I see online	700 68%a	323 64%	376 72%xa	74 66%	106 61%	111 73%	128 70%	120 73%d	160 68%	204 73%x	160 69%	134 66%	201 65%	364 71%x	335 66%
A more straightforward procedure for reporting technology companies if I need to	603 59%e	301 60%	302 58%	54 48%	99 57%	74 48%	116 63%e	112 69%xde	148 63%e	164 59%	143 61%	113 55%	184 60%	306 60%	297 58%
More information about what technology companies are doing to protect me online	600 59%aek	268 54%	331 64%xa	63 56%	88 51%	79 52%	113 62%	105 64%xde	151 64%xde	174 62%k	142 61%k	100 49%	185 60%	315 62%x	284 56%
More places to seek help if something goes wrong	596 58%a	272 54%	324 62%xa	56 50%	92 53%	80 52%	106 57%	101 62%e	161 68%xdef	169 60%	133 58%	110 54%	183 59%	302 59%	293 57%
More information about how technology companies are being held to account for bad actions	589 58%e	297 59%	291 56%	49 43%	95 54%	77 50%	115 63%e	105 64%xe	148 63%xe	170 61%	136 58%	122 60%	161 52%	305 60%	283 55%
Information about my rights and responsibilities online in a single place	547 53%ln	248 50%	298 57%xa	52 46%	88 51%	72 47%	105 57%	95 58%e	134 57%e	171 61%xkl	143 62%xkl	101 50%	132 43%	314 61%xn	233 46%
More information about what the Government is doing to protect me online	545 53%e	261 52%	284 54%	57 50%	85 49%	68 44%	100 54%	96 59%e	140 59%xe	159 57%	129 56%	103 50%	154 50%	288 56%x	257 50%
More information on the taxes technology companies pay	437 43%bln	237 47%xb	199 38%	40 35%	73 42%	58 37%	78 43%	69 42%	120 51%xe	144 52%xkl	113 49%xl	77 38%	103 33%	257 50%xn	180 35%
More information about where technology companies are based	362 35%n	182 36%	180 35%	44 39%	48 28%	46 30%	62 33%	68 42%xde	95 40%xde	108 39%k	102 44%xkl	56 28%	96 31%	210 41%xn	152 30%
Other	19 2%b	15 3%b	4 1%	- -	- -	2 2%	7 4%xd	2 1%	7 3%	9 3%x	4 2%	3 1%	3 1%	13 3%	6 1%
None of these - nothing would make me feel better protected online	27 3%	14 3%	13 3%	- -	9 5%f	6 4%	2 1%	7 4%f	5 2%	6 2%	4 2%	8 4%	10 3%	10 2%	17 3%

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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Table 212
Q12. Which, if any, of the following would you most like to see in relation to online services?
Base: All respondents

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
None of these - I already feel well protected online	16 2%	7 1%	9 2%	3 3%	2 1%	1 1%	4 2%	2 1%	4 2%	3 1%	6 2%	2 1%	5 2%	9 2%	7 1%
Don't know	36 4%gim	16 3%	20 4%	5 4%	10 6%g	6 4%	8 4%g	1 1%	6 3%	2 1%	9 4%i	14 7%i	12 4%i	11 2%	25 5%m

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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Table 213
Q12. Which, if any, of the following would you most like to see in relation to online services?
Base: All respondents

	Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
More ways to control what information I share and what I see online	700 68%fi	131 71%	282 70%	418 67%	323 76%xef	308 65%f	69 54%	248 75%xi	339 69%i	113 56%	522 67%	26 86%
A more straightforward procedure for reporting technology companies if I need to	603 59%fi	104 57%	228 57%	375 60%	286 68%xef	262 56%f	54 42%	216 66%xi	284 57%	104 52%	455 58%	15 48%
More information about what technology companies are doing to protect me online	600 59%fij	114 62%	249 62%	351 56%	299 71%xef	266 56%f	35 27%	209 64%i	287 58%	104 52%	436 56%	27 89%
More places to seek help if something goes wrong	596 58%f	97 53%	228 57%	367 59%	294 70%xef	263 56%f	38 29%	200 61%	283 57%	113 56%	440 56%	24 78%
More information about how technology companies are being held to account for bad actions	589 58%efi	102 56%	226 56%	363 58%	287 68%xef	250 53%f	51 40%	208 63%i	285 58%i	95 48%	448 58%	11 35%
Information about my rights and responsibilities online in a single place	547 53%ef	103 56%	224 56%	323 52%	271 64%xef	232 49%f	44 34%	206 63%xhi	246 50%	95 47%	408 52%	18 61%
More information about what the Government is doing to protect me online	545 53%ef	107 58%	226 56%	319 51%	286 68%xef	233 49%f	26 20%	200 61%xhi	245 50%	100 50%	412 53%	17 57%
More information on the taxes technology companies pay	437 43%fi	80 44%	163 41%	274 44%	215 51%xef	186 40%f	36 28%	174 53%xhi	202 41%i	61 30%	316 41%	15 51%
More information about where technology companies are based	362 35%ef	56 31%	130 32%	232 37%	201 48%xef	146 31%f	15 12%	135 41%xi	167 34%	60 30%	278 36%	11 35%
Other	19 2%	1 *	4 1%	14 2%	3 1%	13 3%	2 2%	10 3%	7 1%	2 1%	13 2%	-
None of these - nothing would make me feel better protected online	27 3%g	2 1%	6 2%	21 3%	9 2%	15 3%	3 2%	3 1%	15 3%	9 4%g	24 3%	-

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

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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

	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)
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
None of these - I already feel well protected online	16 2%dg	8 4%xc	9 2%	7 1%	2 *	5 1%	9 7%xde	1 *	7 1%	8 4%xg	15 2%	1 3%
Don't know	36 4%bdg	3 1%	7 2%	29 5%xb	8 2%	14 3%	15 11%xde	2 1%	21 4%g	12 6%xg	28 4%	- -

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

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Table 214
Q13. On balance, do you think that the internet has made life better or worse for people like you?
Base: All respondents

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Better		840 82%	419 84%	421 81%	92 82%	135 78%	121 79%	155 84%	138 85%	199 85%	240 86%x	194 84%	163 80%	243 79%	434 85%x	406 79%
Made life a lot better	(5)	405 40%b	219 44%xb	186 36%	51 45%	74 43%	53 35%	84 46%xeh	59 36%	83 35%	124 44%x	99 43%	73 36%	109 35%	223 44%xn	182 36%
Made life a little better	(4)	435 43%	200 40%	235 45%	41 37%	60 35%	67 44%	71 38%	79 48%xdf	116 49%xdf	116 41%	95 41%	89 44%	135 44%	211 41%	224 44%
Made life neither better nor worse	(3)	120 12%m	62 12%	59 11%	13 11%	22 13%	21 14%	20 11%	17 10%	27 12%	29 10%	23 10%	26 13%	43 14%	51 10%	69 14%
Made life a little worse	(2)	39 4%	13 3%	26 5%	5 4%	12 7%h	7 5%	5 3%	4 3%	5 2%	8 3%	7 3%	12 6%	12 4%	15 3%	24 5%
Made life a lot worse	(1)	11 1%	5 1%	6 1%	3 3%	- -	3 2%	3 2%	1 1%	1 1%	1 *	4 2%	2 1%	4 1%	5 1%	6 1%
NET: Worse		50 5%	18 4%	32 6%	8 7%	12 7%	10 7%	8 4%	5 3%	7 3%	10 3%	11 5%	14 7%	15 5%	21 4%	30 6%
Don't know		12 1%	3 1%	10 2%	- -	4 3%	2 1%	1 1%	3 2%	2 1%	1 *	4 2%	1 *	6 2%	5 1%	7 1%
Mean		4.17b	4.23	4.11	4.18	4.16	4.06	4.24	4.19	4.18	4.27xkl	4.22	4.08	4.10	4.25xn	4.10
Standard deviation		0.86	0.84	0.88	0.97	0.92	0.92	0.88	0.79	0.77	0.80	0.88	0.91	0.87	0.84	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

Table 215
Q13. On balance, do you think that the internet has made life better or worse for people like you?
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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Better		840 82%cd	166 90%xc	349 87%xc	491 79%	328 78%	399 85%d	112 87%	275 84%	408 83%	156 78%	634 81%	26 84%
Made life a lot better	(5)	405 40%cdi	99 54%xc	190 47%xc	215 35%	135 32%	201 43%d	69 54%xd	129 39%	210 43%i	66 33%	299 38%	18 61%
Made life a little better	(4)	435 43%	66 36%	159 40%	275 44%	193 46%f	198 42%	43 34%	146 45%	198 40%	90 45%	335 43%	7 24%
Made life neither better nor worse	(3)	120 12%ab	9 5%	33 8%	88 14%xab	61 14%	48 10%	12 9%	34 10%	53 11%	34 17%xh	101 13%	2 5%
Made life a little worse	(2)	39 4%	9 5%	15 4%	25 4%	24 6%	14 3%	1 1%	16 5%	18 4%	5 2%	29 4%	2 6%
Made life a lot worse	(1)	11 1%	- -	2 *	10 2%	7 2%	3 1%	1 1%	1 *	8 2%	2 1%	9 1%	1 2%
NET: Worse		50 5%	9 5%	16 4%	34 6%	31 7%xe	17 4%	3 2%	18 5%	26 5%	7 3%	38 5%	3 8%
Don't know		12 1%	- -	2 1%	10 2%	2 1%	8 2%	2 1%	2 1%	6 1%	4 2%	7 1%	1 2%
Mean		4.17cd	4.40xc	4.31xc	4.08	4.02	4.25xd	4.40xd	4.18	4.20	4.08	4.15	4.37
Standard deviation		0.86	0.79	0.80	0.89	0.92	0.81	0.79	0.84	0.89	0.84	0.87	1.01

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

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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		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Positive impact		623 61%bcefghij	527 51%gij	492 48%gij	672 66%abcefghij	530 52%gij	507 50%gij	412 40%	562 55%cfgij	444 43%j	389 38%	746 73%abcdefghijlm	657 64%bcefghij	702 69%abcefghijl
Very positive impact	(5)	143 14%bgj	117 11%g	154 15%bfgj	302 30%abcefghijlm	221 22%abcfgij	119 12%g	90 9%	249 24%abcfgijl	138 13%gj	112 11%g	279 27%abcefgijlm	194 19%abcfgij	235 23%abcfgijl
Fairly positive impact	(4)	480 47%bcdefghij	410 40%ceghij	338 33%j	370 36%eghij	309 30%	388 38%ceghij	322 31%j	313 31%	307 30%	277 27%	467 46%bcdefghij	467 45%bcdefghij	467 46%bcdefghij
Neither positive nor negative impact	(3)	197 19%cdk	300 29%acdefhklm	128 12%	144 14%	167 16%ck	256 25%acdekm	313 31%acdefhklm	244 24%acdekm	354 35%abcdefghjklm	300 29%acdefhklm	133 13%	241 24%acdekm	166 16%ck
Fairly negative impact	(2)	112 11%bhijklm	47 5%hil	212 21%abdfghijklm	109 11%bhijklm	195 19%abdfghijklm	130 13%bhijklm	125 12%bhijklm	21 2%	19 2%	37 4%i	29 3%	28 3%	43 4%hi
Very negative impact	(1)	49 5%bghijklm	17 2%h	128 12%abdefghijklm	35 3%bhijklm	88 9%abdfghijklm	44 4%bhijklm	32 3%bhijkl	10 1%	13 1%	16 2%	18 2%	10 1%	20 2%hl
NET: Negative impact		161 16%bhijklm	65 6%hil	340 33%abdefghijklm	144 14%bhijklm	283 28%abdfghijklm	174 17%bhijklm	157 15%bhijklm	32 3%	33 3%	53 5%hi	47 5%	37 4%	63 6%hil
Don't know		42 4%	131 13%acdefklm	63 6%ae	63 6%ae	43 4%	87 8%acde	141 14%acdefklm	185 18%abcdefgklm	192 19%abcdefgklm	281 28%abcdefghiklm	98 10%acde	87 9%acde	92 9%acde
Mean		3.57cefg	3.63cefg	3.19	3.83abcefgij	3.39c	3.44c	3.36c	3.92abcefgij	3.64acefg	3.58cefg	4.04abcdefghijlm	3.86abcefgij	3.92abcefgij
Standard deviation		1.03	0.85	1.31	1.10	1.27	1.03	0.97	0.89	0.84	0.88	0.86	0.81	0.90

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

		Total (x)	Gender Male (a)	Gender Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		623 61%	317 63%	306 59%	72 64%	98 56%	85 55%	117 63%	104 64%	147 63%	171 61%	137 59%	126 62%	188 61%	309 60%	315 62%
Very positive impact	(5)	143 14%	71 14%	72 14%	20 18%	27 16%	17 11%	29 16%	22 13%	28 12%	35 12%	30 13%	36 18%	42 14%	65 13%	78 15%
Fairly positive impact	(4)	480 47%	247 49%	234 45%	52 46%	71 41%	67 44%	88 48%	82 50%	120 51%	136 49%	107 46%	90 44%	146 48%	244 48%	237 46%
Neither positive nor negative impact	(3)	197 19%	92 18%	105 20%	12 11%	47 27%xfg	35 23%	29 16%	25 15%	48 20%	55 20%	45 20%	37 18%	60 20%	100 20%	97 19%
Fairly negative impact	(2)	112 11%	56 11%	55 11%	13 11%	12 7%	22 14%	22 12%	22 14%	21 9%	32 12%	26 11%	23 12%	31 10%	58 11%	54 11%
Very negative impact	(1)	49 5%	19 4%	30 6%	12 11%	7 4%	3 2%	11 6%	7 4%	9 4%	11 4%	11 5%	11 5%	16 5%	22 4%	27 5%
NET: Negative impact		161 16%	75 15%	85 16%	25 22%	20 11%	25 16%	32 18%	29 18%	30 13%	43 15%	36 16%	34 17%	47 15%	80 16%	81 16%
Don't know		42 4%	17 3%	25 5%	3 3%	9 5%	8 5%	6 3%	6 3%	11 5%	10 4%	13 5%	6 3%	13 4%	23 4%	19 4%
Mean		3.57	3.61	3.53	3.50	3.60	3.51	3.57	3.57	3.60	3.56	3.55	3.59	3.57	3.56	3.58
Standard deviation		1.03	1.00	1.06	1.24	0.99	0.97	1.08	1.03	0.96	1.00	1.03	1.09	1.03	1.01	1.05

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

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		623 61%cd	132 72%xc	265 66%xc	358 58%	226 53%	303 64%xd	94 73%xd	192 59%	320 65%xi	111 55%	471 61%	21 69%
Very positive impact	(5)	143 14%	41 23%xbc	58 15%	84 14%	59 14%	61 13%	24 18%	40 12%	72 15%	30 15%	112 14%	5 17%
Fairly positive impact	(4)	480 47%cdi	91 49%	207 52%c	274 44%	167 40%	243 51%xd	71 55%d	152 46%	248 50%i	81 40%	359 46%	16 52%
Neither positive nor negative impact	(3)	197 19%h	26 14%	67 17%	130 21%	85 20%	90 19%	23 18%	67 20%	81 16%	49 24%xh	159 20%	3 10%
Fairly negative impact	(2)	112 11%f	13 7%	42 10%	70 11%	66 16%xef	43 9%f	3 2%	35 11%	56 11%	21 10%	84 11%	2 7%
Very negative impact	(1)	49 5%ei	13 7%	20 5%	29 5%	36 9%xef	10 2%	3 2%	21 6%i	24 5%	4 2%	36 5%	2 6%
NET: Negative impact		161 16%ef	26 14%	62 16%	99 16%	102 24%xef	53 11%f	6 4%	56 17%	80 16%	25 12%	120 15%	4 14%
Don't know		42 4%abh	- -	6 1%	36 6%xab	10 2%	25 5%	6 5%	13 4%	13 3%	15 8%xh	29 4%	2 7%
Mean		3.57d	3.73	3.61	3.54	3.36	3.67xd	3.90xde	3.49	3.60	3.61	3.57	3.71
Standard deviation		1.03	1.10	1.03	1.03	1.17	0.91	0.81	1.06	1.04	0.96	1.03	1.09

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		527 51%	256 51%	271 52%	51 45%	94 54%	80 52%	95 51%	86 53%	121 52%	143 51%	118 51%	102 50%	164 53%	260 51%	266 52%
Very positive impact	(5)	117 11%	59 12%	58 11%	15 13%	22 13%	14 9%	24 13%	20 12%	23 10%	26 9%	26 11%	30 15%	35 11%	52 10%	65 13%
Fairly positive impact	(4)	410 40%	197 39%	213 41%	36 32%	72 41%	66 43%	71 39%	66 41%	99 42%	117 42%	92 40%	72 35%	129 42%	209 41%	201 39%
Neither positive nor negative impact	(3)	300 29%	161 32%	138 27%	30 27%	47 27%	51 33%	51 28%	52 32%	69 29%	84 30%	61 26%	66 32%	90 29%	145 28%	155 30%
Fairly negative impact	(2)	47 5%	27 5%	21 4%	6 5%	5 3%	5 3%	16 9%xegh	6 4%	9 4%	13 5%	6 2%	9 4%	20 7%	18 4%	29 6%
Very negative impact	(1)	17 2%	10 2%	7 1%	7 6%	2 1%	1 1%	2 1%	3 2%	3 1%	3 1%	8 3%x	1 1%	6 2%	11 2%	7 1%
NET: Negative impact		65 6%	37 7%	28 5%	13 11%	7 4%	6 4%	18 10%xe	9 6%	12 5%	16 6%	14 6%	10 5%	26 8%	29 6%	36 7%
Don't know		131 13%a	47 9%	84 16%xa	19 17%	26 15%	17 11%	21 11%	16 10%	33 14%	37 13%	40 17%xl	26 13%	28 9%	77 15%x	55 11%
Mean		3.63	3.59	3.67	3.49	3.72	3.64	3.60	3.64	3.64	3.62	3.64	3.69	3.60	3.63	3.63
Standard deviation		0.85	0.87	0.82	1.07	0.81	0.74	0.90	0.84	0.79	0.79	0.90	0.83	0.87	0.84	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		527 51%c	120 66%xbc	230 57%xc	297 48%	209 49%	250 53%	68 53%	163 50%	270 55%	94 47%	390 50%	17 56%
Very positive impact	(5)	117 11%	28 15%	51 13%	66 11%	50 12%	48 10%	19 15%	41 12%	50 10%	26 13%	87 11%	9 29%
Fairly positive impact	(4)	410 40%ci	92 50%xc	179 45%c	231 37%	158 37%	202 43%	50 39%	122 37%	220 45%xi	68 34%	303 39%	8 27%
Neither positive nor negative impact	(3)	300 29%	45 25%	109 27%	191 31%	128 30%	141 30%	31 24%	105 32%	129 26%	66 33%	246 32%x	4 13%
Fairly negative impact	(2)	47 5%	3 2%	19 5%a	28 4%	29 7%	16 3%	3 2%	16 5%	26 5%	6 3%	32 4%	- -
Very negative impact	(1)	17 2%b	* *	* *	17 3%xb	11 3%	5 1%	1 1%	7 2%	8 2%	2 1%	15 2%	2 6%
NET: Negative impact		65 6%ae	4 2%	20 5%a	45 7%a	40 9%xe	21 4%	4 3%	23 7%	34 7%	8 4%	47 6%	2 6%
Don't know		131 13%	14 8%	41 10%	90 14%	46 11%	60 13%	25 20%xd	38 12%	60 12%	33 17%	96 12%	7 25%
Mean		3.63c	3.85xbc	3.73xc	3.56	3.55	3.66	3.79d	3.60	3.64	3.66	3.61	3.95
Standard deviation		0.85	0.72	0.78	0.89	0.92	0.78	0.82	0.88	0.83	0.83	0.85	1.17

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		492 48%	240 48%	252 48%	58 51%	92 53%	79 52%	80 44%	79 48%	104 44%	123 44%	115 49%	105 51%	150 49%	238 46%	254 50%
Very positive impact	(5)	154 15%	72 14%	83 16%	17 15%	33 19%	21 14%	29 16%	25 15%	30 13%	35 12%	45 19%i	32 16%	43 14%	79 16%	75 15%
Fairly positive impact	(4)	338 33%	169 34%	169 32%	40 36%	59 34%	58 38%f	52 28%	54 33%	75 32%	88 32%	70 30%	73 36%	107 35%	158 31%	179 35%
Neither positive nor negative impact	(3)	128 12%	61 12%	67 13%	20 18%	14 8%	21 14%	21 11%	20 12%	32 13%	47 17%xj	21 9%	22 11%	39 13%	67 13%	60 12%
Fairly negative impact	(2)	212 21%n	113 23%	99 19%	12 11%	40 23%	30 19%	41 22%	37 22%	53 22%	67 24%	60 26%xl	35 17%	51 16%	127 25%xn	86 17%
Very negative impact	(1)	128 12%m	62 12%	65 13%	15 13%	22 13%	15 10%	34 19%xegh	19 11%	23 10%	29 11%	22 9%	27 13%	49 16%	51 10%	77 15%m
NET: Negative impact		340 33%	175 35%	165 32%	27 24%	62 36%	45 29%	75 41%xe	55 34%	76 32%	96 34%	81 35%	62 31%	100 32%	178 35%	162 32%
Don't know		63 6%	26 5%	38 7%	8 7%	6 3%	8 5%	9 5%	9 6%	24 10%xdf	14 5%	15 7%	15 7%	19 6%	29 6%	34 7%
Mean		3.19f	3.16	3.22	3.31	3.24	3.28	3.00	3.19	3.17	3.12	3.26	3.25	3.15	3.18	3.19
Standard deviation		1.31	1.30	1.32	1.29	1.36	1.24	1.40	1.30	1.26	1.24	1.33	1.33	1.35	1.28	1.34

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

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

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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		492 48%c	110 60%xbc	210 52%	282 45%	198 47%	222 47%	73 56%	150 46%	244 49%	98 49%	358 46%	23 75%
Very positive impact	(5)	154 15%	47 26%xbc	67 17%	87 14%	61 14%	63 13%	31 24%xde	45 14%	74 15%	36 18%	126 16%	3 10%
Fairly positive impact	(4)	338 33%j	63 34%	143 36%	195 31%	137 32%	159 34%	42 32%	105 32%	171 35%	62 31%	232 30%	20 65%
Neither positive nor negative impact	(3)	128 12%	25 14%	52 13%	76 12%	59 14%	49 10%	20 15%	46 14%	55 11%	27 13%	103 13%	3 9%
Fairly negative impact	(2)	212 21%i	29 16%	78 20%	134 22%	89 21%	104 22%	19 15%	70 21%	110 22%	31 16%	171 22%	- -
Very negative impact	(1)	128 12%f	15 8%	50 12%	78 12%	58 14%f	64 14%f	5 4%	46 14%	63 13%	20 10%	100 13%	2 6%
NET: Negative impact		340 33%afi	43 24%	128 32%a	212 34%a	148 35%f	169 36%f	24 18%	116 35%i	173 35%i	51 25%	272 35%	2 6%
Don't know		63 6%bh	5 3%	10 3%	53 8%xab	18 4%	32 7%	13 10%d	16 5%	22 4%	25 13%xgh	47 6%	3 10%
Mean		3.19	3.55xbc	3.25	3.14	3.13	3.12	3.65xde	3.11	3.17	3.36	3.15	3.80
Standard deviation		1.31	1.26	1.31	1.31	1.31	1.32	1.16	1.31	1.31	1.30	1.33	0.92

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		672 66%h	338 67%	333 64%	76 67%	130 75%xfh	106 69%h	117 64%	108 66%	136 58%	175 63%	166 72%xi	129 64%	202 65%	341 67%	331 65%
Very positive impact	(5)	302 30%hi	161 32%	141 27%	47 42%	51 30%	45 29%	58 31%	44 27%	57 24%	71 25%	75 32%	62 30%	95 31%	146 28%	156 31%
Fairly positive impact	(4)	370 36%	178 35%	192 37%	29 25%	79 45%xfh	60 39%	59 32%	64 39%	78 33%	104 37%	91 39%	68 33%	107 35%	195 38%	175 34%
Neither positive nor negative impact	(3)	144 14%j	63 13%	81 16%	20 18%	20 11%	19 12%	25 13%	22 14%	38 16%	49 17%xj	20 9%	33 16%j	43 14%	69 13%	76 15%
Fairly negative impact	(2)	109 11%d	61 12%	47 9%	6 5%	9 5%	16 10%	25 13%d	19 12%d	34 14%xd	36 13%	23 10%	17 8%	33 11%	59 12%	49 10%
Very negative impact	(1)	35 3%	16 3%	19 4%	3 3%	7 4%	4 3%	4 2%	7 4%	11 4%	7 3%	10 4%	7 4%	11 4%	17 3%	19 4%
NET: Negative impact		144 14%	77 15%	67 13%	9 8%	16 9%	21 13%	28 15%	26 16%	44 19%xd	43 15%	33 14%	24 12%	44 14%	76 15%	68 13%
Don't know		63 6%	22 4%	40 8%	8 7%	8 5%	8 5%	14 8%	8 5%	17 7%	13 5%	13 6%	17 8%	20 6%	26 5%	37 7%
Mean		3.83h	3.85	3.81	4.06	3.96h	3.87h	3.84	3.76	3.63	3.73	3.91	3.86	3.84	3.81	3.84
Standard deviation		1.10	1.12	1.09	1.06	1.01	1.07	1.11	1.13	1.17	1.08	1.12	1.09	1.13	1.10	1.11

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

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

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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		672 66%c	137 75%xc	289 72%xc	383 62%	289 68%	307 65%	76 59%	230 70%	321 65%	121 60%	500 64%	25 82%
Very positive impact	(5)	302 30%	69 38%xc	133 33%	169 27%	138 33%	128 27%	36 28%	104 32%	145 29%	53 27%	231 30%	15 50%
Fairly positive impact	(4)	370 36%	68 37%	156 39%	214 34%	151 36%	179 38%	40 31%	126 38%	176 36%	68 34%	269 34%	10 32%
Neither positive nor negative impact	(3)	144 14%	31 17%	61 15%	84 13%	57 13%	61 13%	26 20%	53 16%	61 12%	31 15%	121 16%	3 12%
Fairly negative impact	(2)	109 11%abg	8 5%	29 7%	80 13%xab	43 10%	55 12%	11 8%	23 7%	66 13%xg	19 9%	85 11%	- -
Very negative impact	(1)	35 3%b	2 1%	7 2%	28 5%xb	17 4%	17 4%	1 1%	9 3%	21 4%	5 2%	27 3%	2 6%
NET: Negative impact		144 14%abg	11 6%	36 9%	108 17%xab	60 14%	73 15%	11 9%	33 10%	88 18%xg	24 12%	112 14%	2 6%
Don't know		63 6%b	4 2%	15 4%	48 8%xab	17 4%	31 7%	15 12%xd	14 4%	24 5%	25 12%xgh	46 6%	- -
Mean		3.83c	4.08xc	3.98xc	3.72	3.86	3.78	3.88	3.92	3.76	3.83	3.81	4.19
Standard deviation		1.10	0.93	0.98	1.17	1.13	1.12	0.99	1.03	1.16	1.07	1.11	1.09

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		530 52%b	294 59%xb	237 45%	40 35%	74 43%	75 49%	105 57%d	97 59%xde	140 59%xde	153 55%	112 48%	111 54%	155 50%	265 52%	266 52%
Very positive impact	(5)	221 22%bde	138 28%xb	83 16%	21 18%	20 11%	23 15%	47 26%de	44 27%xde	66 28%xde	57 21%	45 20%	54 27%	65 21%	103 20%	119 23%
Fairly positive impact	(4)	309 30%	155 31%	154 30%	19 17%	55 31%	51 34%	58 31%	53 32%	74 31%	95 34%	67 29%	57 28%	90 29%	162 32%	147 29%
Neither positive nor negative impact	(3)	167 16%g	75 15%	91 18%	28 25%	35 20%	23 15%	25 14%	20 12%	35 15%	49 18%	32 14%	32 16%	54 18%	81 16%	86 17%
Fairly negative impact	(2)	195 19%a	79 16%	116 22%xa	24 21%	44 25%	32 21%	29 16%	27 16%	40 17%	45 16%	56 24%xi	35 17%	59 19%	101 20%	94 18%
Very negative impact	(1)	88 9%h	37 7%	50 10%	20 18%	9 5%	16 10%h	21 11%h	11 7%	10 4%	24 9%	21 9%	18 9%	25 8%	45 9%	43 8%
NET: Negative impact		283 28%ah	116 23%	166 32%xa	44 39%	53 30%	48 31%h	50 27%	38 23%	50 21%	69 25%	77 33%xi	53 26%	84 27%	146 29%	137 27%
Don't know		43 4%	16 3%	27 5%	-	12 7%	8 5%	4 2%	9 5%	10 4%	9 3%	12 5%	7 4%	15 5%	20 4%	23 4%
Mean		3.39b	3.58xb	3.21	2.96	3.20	3.23	3.45	3.59xde	3.65xde	3.43	3.27	3.48	3.38	3.36	3.42
Standard deviation		1.27	1.27	1.26	1.36	1.13	1.27	1.34	1.27	1.20	1.24	1.30	1.31	1.26	1.27	1.28

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		530 52%d	105 57%	218 55%	312 50%	195 46%	260 55%d	76 59%d	169 51%	253 51%	109 54%	405 52%	9 28%
Very positive impact	(5)	221 22%	40 22%	86 22%	135 22%	92 22%	100 21%	29 23%	64 19%	116 24%	41 21%	178 23%	1 2%
Fairly positive impact	(4)	309 30%d	65 35%	132 33%	177 28%	103 24%	160 34%xd	46 36%d	105 32%	136 28%	68 34%	227 29%	8 26%
Neither positive nor negative impact	(3)	167 16%	28 15%	64 16%	102 16%	73 17%	68 14%	25 20%	51 16%	79 16%	36 18%	130 17%	12 40%
Fairly negative impact	(2)	195 19%f	32 18%	72 18%	123 20%	98 23%xf	86 18%f	11 9%	63 19%	100 20%	32 16%	146 19%	6 20%
Very negative impact	(1)	88 9%	14 7%	35 9%	52 8%	47 11%	35 7%	5 4%	35 11%	42 9%	11 5%	64 8%	4 12%
NET: Negative impact		283 28%fi	46 25%	107 27%	176 28%	146 34%xef	120 26%f	17 13%	98 30%	142 29%	43 21%	209 27%	10 32%
Don't know		43 4%d	4 2%	10 3%	33 5%	9 2%	23 5%	11 8%d	11 3%	19 4%	12 6%	34 4%	- -
Mean		3.39d	3.48	3.42	3.37	3.23	3.46d	3.70xd	3.31	3.39	3.51	3.42	2.87
Standard deviation		1.27	1.23	1.27	1.28	1.34	1.24	1.09	1.29	1.30	1.18	1.28	1.01

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		507 50%e	258 52%	249 48%	59 52%	77 45%	63 41%	82 45%	89 54%ef	136 58%xdef	147 53%	105 45%	102 50%	153 50%	252 49%	255 50%
Very positive impact	(5)	119 12%e	63 13%	56 11%	17 16%	20 11%	8 5%	19 10%	21 13%e	35 15%e	36 13%	20 9%	31 15%	32 10%	56 11%	63 12%
Fairly positive impact	(4)	388 38%	196 39%	192 37%	42 37%	58 33%	55 36%	64 35%	68 42%	101 43%x	111 40%	85 37%	71 35%	121 39%	196 38%	192 38%
Neither positive nor negative impact	(3)	256 25%i	122 24%	134 26%	31 27%	48 27%	45 29%	43 24%	34 21%	56 24%	59 21%	64 27%	49 24%	84 27%	122 24%	133 26%
Fairly negative impact	(2)	130 13%	68 14%	61 12%	6 5%	25 14%	21 14%	33 18%xh	22 14%	22 9%	44 16%	25 11%	23 11%	37 12%	69 14%	60 12%
Very negative impact	(1)	44 4%	22 4%	23 4%	7 6%	6 3%	6 4%	11 6%	6 4%	9 4%	8 3%	15 6%	7 4%	14 5%	23 4%	22 4%
NET: Negative impact		174 17%	90 18%	83 16%	12 11%	31 18%	27 18%	44 24%xh	28 17%	31 13%	52 19%	40 17%	30 15%	51 17%	92 18%	82 16%
Don't know		87 8%ah	31 6%	55 11%xa	10 9%	18 11%	19 12%h	14 8%	13 8%	12 5%	22 8%	23 10%	22 11%	19 6%	45 9%	41 8%
Mean		3.44ef	3.45	3.43	3.56	3.39	3.28	3.27	3.50ef	3.58xef	3.48	3.34	3.52	3.42	3.42	3.46
Standard deviation		1.03	1.04	1.02	1.05	1.02	0.95	1.09	1.03	1.00	1.03	1.04	1.05	1.01	1.04	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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)
			Usage (Q1)			**Concerns (Q6)**			**Protective Levels (Q9)**			**Ethnicity**	
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		507 50%	99 54%b	182 45%	325 52%	191 45%	243 52%	73 57%	147 45%	255 52%	105 52%	388 50%	12 39%
Very positive impact	(5)	119 12%b	19 10%	32 8%	87 14%xb	45 11%	53 11%	22 17%	37 11%	61 12%	22 11%	93 12%	7 22%
Fairly positive impact	(4)	388 38%	80 44%	150 37%	239 38%	146 35%	191 40%	52 40%	111 34%	194 39%	83 42%	294 38%	5 17%
Neither positive nor negative impact	(3)	256 25%c	54 29%	124 31%xc	132 21%	119 28%	111 24%	25 20%	82 25%	122 25%	51 25%	202 26%	10 32%
Fairly negative impact	(2)	130 13%	16 9%	49 12%	80 13%	57 14%	58 12%	14 11%	45 14%	66 13%	18 9%	97 12%	2 6%
Very negative impact	(1)	44 4%e	2 1%	13 3%	31 5%	30 7%xe	11 2%	3 2%	21 6%	18 4%	5 2%	33 4%	2 6%
NET: Negative impact		174 17%ai	18 10%	63 16%a	111 18%a	87 21%	70 15%	17 13%	66 20%i	84 17%	23 12%	130 17%	4 12%
Don't know		87 8%	13 7%	32 8%	54 9%	25 6%	48 10%	14 11%	33 10%	32 7%	22 11%	60 8%	5 17%
Mean		3.44d	3.57b	3.38	3.47	3.30	3.51d	3.66xd	3.33	3.46	3.55g	3.44	3.50
Standard deviation		1.03	0.85	0.95	1.08	1.09	0.97	0.99	1.10	1.02	0.93	1.03	1.20

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		412 40%h	209 42%	204 39%	44 39%	90 52%xgh	61 40%	74 40%	62 38%	82 35%	112 40%	88 38%	79 39%	134 43%	200 39%	212 41%
Very positive impact	(5)	90 9%m	50 10%	40 8%	15 13%	16 9%	13 8%	18 10%	15 9%	15 6%	19 7%	14 6%	23 11%	34 11%	33 7%	57 11%m
Fairly positive impact	(4)	322 31%	158 32%	164 31%	29 26%	74 42%xfgh	49 32%	56 30%	47 29%	67 29%	93 33%	74 32%	55 27%	100 32%	167 33%	155 30%
Neither positive nor negative impact	(3)	313 31%m	161 32%	151 29%	38 33%	43 24%	51 34%	66 36%d	46 28%	69 29%	81 29%	59 26%	63 31%	109 35%j	141 28%	172 34%
Fairly negative impact	(2)	125 12%	62 12%	63 12%	15 13%	14 8%	13 8%	20 11%	26 16%de	37 16%xde	36 13%	33 14%	27 13%	28 9%	69 14%	55 11%
Very negative impact	(1)	32 3%	13 3%	19 4%	6 5%	4 3%	2 1%	5 2%	6 4%	10 4%	6 2%	13 5%xi	4 2%	10 3%	18 4%	14 3%
NET: Negative impact		157 15%e	74 15%	82 16%	21 19%	18 10%	15 10%	24 13%	32 20%xde	47 20%xde	42 15%	46 20%xl	31 15%	38 12%	87 17%	70 14%
Don't know		141 14%l	57 11%	84 16%x	10 9%	24 14%	26 17%	20 11%	24 15%	37 16%	45 16%l	38 17%l	31 15%	27 9%	83 16%x	58 11%
Mean		3.36hj	3.39	3.33	3.31	3.55xgh	3.45h	3.38	3.28	3.20	3.36	3.23	3.38	3.42	3.30	3.41
Standard deviation		0.97	0.96	0.98	1.07	0.91	0.86	0.93	1.02	0.99	0.92	1.03	0.99	0.95	0.97	0.96

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		412 40%	98 53%xbc	176 44%	237 38%	151 36%	205 43%d	56 44%	137 42%	206 42%	70 35%	316 41%	14 45%
Very positive impact	(5)	90 9%	19 10%	32 8%	59 9%	31 7%	43 9%	17 13%	24 7%	45 9%	21 10%	82 11%x	1 2%
Fairly positive impact	(4)	322 31%ci	79 43%xc	144 36%c	178 29%	120 28%	162 34%	40 31%	113 34%i	161 33%	49 24%	234 30%	13 43%
Neither positive nor negative impact	(3)	313 31%	46 25%	120 30%	193 31%	143 34%	131 28%	39 30%	101 31%	145 29%	66 33%	250 32%	8 27%
Fairly negative impact	(2)	125 12%	17 9%	42 11%	83 13%	67 16%xf	50 11%	8 7%	47 14%	60 12%	17 8%	94 12%	2 5%
Very negative impact	(1)	32 3%e	3 2%	9 2%	23 4%	23 5%xe	8 2%	1 1%	12 4%	15 3%	6 3%	24 3%	2 6%
NET: Negative impact		157 15%ef	20 11%	51 13%	105 17%	90 21%xef	57 12%	10 8%	59 18%	75 15%	23 11%	118 15%	4 12%
Don't know		141 14%dgj	20 11%	53 13%	88 14%	39 9%	78 17%xd	24 18%d	32 10%	67 14%	42 21%xgh	95 12%	5 16%
Mean		3.36d	3.57xbc	3.42	3.31	3.18	3.46xd	3.59xd	3.30	3.38	3.39	3.37	3.34
Standard deviation		0.97	0.90	0.91	1.00	1.01	0.92	0.90	0.97	0.97	0.97	0.98	0.95

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

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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		562 55%be	300 60%xb	261 50%	63 56%	99 57%	73 47%	105 57%	90 55%	134 57%	170 61%xl	129 55%	109 53%	155 50%	299 58%x	264 52%
Very positive impact	(5)	249 24%be	138 28%b	111 21%	35 31%	36 21%	29 19%	61 33%xdegh	33 20%	56 24%	63 22%	56 24%	51 25%	79 26%	119 23%	130 25%
Fairly positive impact	(4)	313 31%fln	162 32%	151 29%	28 24%	62 36%f	44 29%	44 24%	57 35%f	78 33%f	107 38%xl	72 31%	58 28%	76 25%	180 35%xn	133 26%
Neither positive nor negative impact	(3)	244 24%	117 23%	127 24%	24 21%	41 24%	43 28%	43 24%	40 25%	52 22%	65 23%	47 20%	42 21%	91 29%xj	111 22%	133 26%
Fairly negative impact	(2)	21 2%	9 2%	13 2%	3 3%	6 3%	2 2%	3 2%	2 1%	5 2%	5 2%	6 3%	5 2%	5 2%	11 2%	10 2%
Very negative impact	(1)	10 1%	5 1%	5 1%	7 6%	2 1%	- -	- -	1 *	1 *	1 *	8 3%xik	- -	2 1%	8 2%x	2 *
NET: Negative impact		32 3%	14 3%	18 3%	10 9%	8 4%	2 2%	3 2%	3 2%	6 2%	6 2%	14 6%xi	5 2%	7 2%	19 4%	12 2%
Don't know		185 18%aim	70 14%	115 22%xa	17 15%	26 15%	35 23%	32 18%	31 19%	44 19%	39 14%	43 19%	48 24%i	55 18%	82 16%	103 20%
Mean		3.92	3.97	3.86	3.85	3.85	3.83	4.07xe	3.90	3.96	3.94	3.87	4.00	3.89	3.91	3.93
Standard deviation		0.89	0.89	0.89	1.16	0.89	0.82	0.88	0.81	0.84	0.80	1.01	0.85	0.90	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		562 55%c	116 63%c	244 61%xc	319 51%	239 56%	249 53%	75 58%	188 57%	272 55%	103 51%	433 56%	13 44%
Very positive impact	(5)	249 24%e	53 29%	105 26%	144 23%	112 26%	98 21%	40 31%e	79 24%	126 25%	45 22%	203 26%	3 10%
Fairly positive impact	(4)	313 31%c	63 34%	139 35%	175 28%	127 30%	151 32%	35 28%	109 33%	146 30%	58 29%	230 30%	10 34%
Neither positive nor negative impact	(3)	244 24%	43 23%	89 22%	156 25%	102 24%	113 24%	29 23%	85 26%	113 23%	46 23%	188 24%	10 32%
Fairly negative impact	(2)	21 2%	1 1%	8 2%	14 2%	8 2%	11 2%	3 2%	8 2%	13 3%	1 1%	18 2%	- -
Very negative impact	(1)	10 1%e	- -	- -	10 2%xb	9 2%xe	1 *	- -	4 1%	5 1%	1 *	7 1%	2 6%
NET: Negative impact		32 3%i	1 1%	8 2%	24 4%	17 4%	12 2%	3 2%	11 3%	18 4%	2 1%	25 3%	2 6%
Don't know		185 18%g	24 13%	61 15%	124 20%	64 15%	99 21%x	22 17%	45 14%	91 18%	50 25%xg	133 17%	5 18%
Mean		3.92c	4.05	4.00	3.86	3.90	3.90	4.05	3.88	3.93	3.96	3.93	3.51
Standard deviation		0.89	0.79	0.81	0.94	0.96	0.83	0.86	0.89	0.92	0.83	0.90	1.01

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		444 43%e	224 45%	221 42%	48 43%	89 51%e	57 37%	77 42%	68 41%	106 45%	127 45%	108 47%	93 46%	116 38%	235 46%	209 41%
Very positive impact	(5)	138 13%b	81 16%b	56 11%	18 16%	26 15%	15 10%	27 15%	22 14%	29 12%	38 14%	31 13%	34 17%	34 11%	69 13%	69 13%
Fairly positive impact	(4)	307 30%	142 28%	165 32%	30 26%	63 36%	41 27%	50 27%	46 28%	77 33%	89 32%	77 33%	59 29%	82 27%	166 32%x	141 28%
Neither positive nor negative impact	(3)	354 35%jm	167 33%	187 36%	44 39%	52 30%	58 38%	68 37%	57 35%	76 32%	98 35%	66 28%	56 28%	135 44%xjk	163 32%	191 37%
Fairly negative impact	(2)	19 2%	13 3%	6 1%	- -	4 2%	4 3%	1 1%	5 3%	5 2%	4 1%	5 2%	7 3%	3 1%	9 2%	10 2%
Very negative impact	(1)	13 1%	7 1%	6 1%	7 6%	2 1%	- -	3 2%	1 1%	1 *	- -	8 4%xil	3 2%	2 1%	8 2%	5 1%
NET: Negative impact		33 3%i	20 4%	12 2%	7 6%	6 4%	4 3%	4 2%	6 3%	6 3%	4 1%	13 6%xil	10 5%	5 2%	17 3%	16 3%
Don't know		192 19%	90 18%	101 19%	14 12%	27 16%	35 23%	35 19%	33 20%	47 20%	51 18%	45 20%	44 21%	52 17%	96 19%	95 19%
Mean		3.64	3.68	3.62	3.54	3.73	3.57	3.66	3.64	3.68	3.70	3.63	3.71	3.56	3.67	3.62
Standard deviation		0.84	0.88	0.79	1.02	0.83	0.76	0.85	0.83	0.78	0.76	0.94	0.92	0.77	0.85	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

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

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

| | | 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		444 43%	93 50%	185 46%	260 42%	173 41%	209 44%	62 48%	153 46%	208 42%	84 42%	345 44%	10 33%
Very positive impact	(5)	138 13%	30 17%	57 14%	81 13%	52 12%	60 13%	25 19%	39 12%	69 14%	30 15%	110 14%	4 12%
Fairly positive impact	(4)	307 30%	62 34%	128 32%	179 29%	121 29%	149 32%	37 29%	114 35%	139 28%	54 27%	235 30%	6 21%
Neither positive nor negative impact	(3)	354 35%	60 32%	134 34%	220 35%	156 37%	161 34%	37 29%	113 34%	168 34%	73 36%	270 35%	13 42%
Fairly negative impact	(2)	19 2%	2 1%	4 1%	15 2%	8 2%	8 2%	3 2%	9 3%i	10 2%	- -	14 2%	- -
Very negative impact	(1)	13 1%e	1 1%	2 1%	11 2%	11 3%xe	1 *	1 1%	5 1%	7 1%	1 1%	10 1%	2 6%
NET: Negative impact		33 3%bei	3 2%	6 2%	26 4%x	20 5%	9 2%	4 3%	14 4%i	17 3%	1 1%	24 3%	2 6%
Don't know		192 19%	28 15%	75 19%	116 19%	73 17%	93 20%	26 20%	49 15%	100 20%	42 21%	140 18%	5 18%
Mean		3.64	3.77	3.72	3.60	3.56	3.68	3.79	3.62	3.64	3.70	3.66	3.40
Standard deviation		0.84	0.80	0.79	0.87	0.89	0.77	0.88	0.83	0.86	0.80	0.84	1.03

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

Prepared by BritainThinks

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

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

		Total (x)	Male (a)	Female (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)
			Gender				**Age**					**SEG**			**SEG II**	
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		389 38%	204 41%	185 35%	54 48%	79 46%e	51 33%	64 35%	57 35%	84 36%	101 36%	93 40%	80 39%	115 37%	194 38%	195 38%
Very positive impact	(5)	112 11%	63 13%	48 9%	18 16%	19 11%	11 7%	19 10%	19 11%	25 11%	26 9%	27 12%	32 16%	28 9%	52 10%	59 12%
Fairly positive impact	(4)	277 27%	140 28%	137 26%	35 31%	60 34%g	40 26%	45 24%	38 23%	59 25%	75 27%	67 29%	49 24%	87 28%	142 28%	135 26%
Neither positive nor negative impact	(3)	300 29%	140 28%	160 31%	35 31%	46 26%	51 33%	58 32%	48 29%	62 26%	86 31%	58 25%	48 23%	108 35%xjk	144 28%	156 31%
Fairly negative impact	(2)	37 4%	14 3%	23 4%	5 4%	9 5%	4 3%	4 2%	8 5%	7 3%	10 4%	7 3%	11 5%	9 3%	18 3%	19 4%
Very negative impact	(1)	16 2%	6 1%	9 2%	3 3%	2 1%	1 1%	4 2%	4 3%	2 1%	4 1%	5 2%	3 1%	4 1%	9 2%	7 1%
NET: Negative impact		53 5%	20 4%	32 6%	8 7%	11 6%	5 3%	8 5%	12 7%	9 4%	14 5%	12 5%	13 7%	13 4%	26 5%	26 5%
Don't know		281 28%	137 27%	144 28%	17 15%	38 22%	46 30%	54 29%	47 28%	80 34%xd	79 28%	68 29%	62 31%	72 23%	147 29%	134 26%
Mean		3.58b	3.66	3.51	3.64	3.63	3.52	3.54	3.50	3.64	3.54	3.63	3.68	3.53	3.58	3.58
Standard deviation		0.88	0.87	0.88	0.95	0.86	0.76	0.89	0.96	0.85	0.85	0.91	0.97	0.82	0.88	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

| | | 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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		389 38%	79 43%	165 41%	224 36%	145 34%	191 40%	53 41%	128 39%	184 37%	77 38%	295 38%	16 54%
Very positive impact	(5)	112 11%	21 12%	35 9%	76 12%	42 10%	52 11%	17 13%	37 11%	48 10%	27 13%	91 12%	3 8%
Fairly positive impact	(4)	277 27%c	58 31%	130 32%xc	147 24%	102 24%	139 29%	36 28%	91 28%	136 28%	50 25%	204 26%	14 45%
Neither positive nor negative impact	(3)	300 29%	54 30%	106 27%	194 31%	131 31%	132 28%	38 29%	109 33%	134 27%	57 28%	232 30%	8 27%
Fairly negative impact	(2)	37 4%i	7 4%	18 4%	19 3%	24 6%xf	13 3%	-	20 6%xi	15 3%	1 1%	30 4%	-
Very negative impact	(1)	16 2%	2 1%	2 1%	13 2%	10 2%	5 1%	1 1%	3 1%	9 2%	4 2%	8 1%	2 6%
NET: Negative impact		53 5%ef	10 5%	20 5%	33 5%	34 8%xef	17 4%	1 1%	23 7%i	25 5%	5 2%	39 5%	2 6%
Don't know		281 28%g	41 22%	109 27%	173 28%	113 27%	132 28%	36 28%	69 21%	150 30%g	62 31%g	213 27%	4 13%
Mean		3.58d	3.61	3.61	3.56	3.46	3.65d	3.74d	3.53	3.58	3.69	3.60	3.56
Standard deviation		0.88	0.86	0.81	0.92	0.93	0.83	0.82	0.87	0.88	0.89	0.87	0.96

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		746 73%	364 73%	382 73%	83 74%	135 78%	103 67%	136 74%	122 75%	165 70%	205 73%	166 71%	147 72%	228 74%	371 72%	375 73%
Very positive impact	(5)	279 27%	137 27%	142 27%	48 43%	48 28%	36 23%	47 26%	42 26%	58 24%	71 25%	66 28%	65 32%	77 25%	137 27%	142 28%
Fairly positive impact	(4)	467 46%	227 45%	240 46%	36 32%	87 50%	67 44%	89 48%	80 49%	108 46%	134 48%	100 43%	82 40%	151 49%	234 46%	233 45%
Neither positive nor negative impact	(3)	133 13%	69 14%	65 12%	19 17%	15 9%	26 17%d	22 12%	18 11%	32 14%	36 13%	23 10%	27 13%	48 16%	59 11%	75 15%
Fairly negative impact	(2)	29 3%	15 3%	14 3%	4 3%	1 1%	6 4%	3 2%	8 5%xd	6 2%	7 3%	10 4%	4 2%	8 2%	17 3%	12 2%
Very negative impact	(1)	18 2%	7 1%	10 2%	3 3%	3 2%	2 1%	2 1%	4 2%	4 2%	4 2%	7 3%	1 1%	5 2%	11 2%	7 1%
NET: Negative impact		47 5%	22 4%	24 5%	7 6%	4 3%	8 5%	6 3%	12 7%x	10 4%	12 4%	17 7%x	5 3%	13 4%	28 6%	18 4%
Don't know		98 10%	47 9%	51 10%	3 3%	20 11%	16 10%	20 11%	12 7%	28 12%	28 10%	26 11%	24 12%	19 6%	54 11%	44 9%
Mean		4.04	4.04	4.04	4.11	4.14	3.94	4.07	3.98	4.00	4.03	4.01	4.15	4.00	4.02	4.05
Standard deviation		0.86	0.85	0.87	0.99	0.78	0.86	0.79	0.91	0.86	0.83	0.97	0.81	0.84	0.89	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		746 73%ci	146 79%	309 77%c	437 70%	296 70%	349 74%	101 78%	255 77%i	359 73%	132 66%	561 72%	27 88%
Very positive impact	(5)	279 27%	58 31%	114 29%	165 26%	111 26%	121 26%	47 36%xe	78 24%	145 29%	57 28%	224 29%	8 25%
Fairly positive impact	(4)	467 46%ij	88 48%	194 49%	272 44%	185 44%	228 48%	54 42%	177 54%xhi	214 43%	76 38%	337 43%	19 63%
Neither positive nor negative impact	(3)	133 13%	21 11%	44 11%	89 14%	69 16%	53 11%	11 9%	44 13%	61 12%	29 14%	113 15%	1 3%
Fairly negative impact	(2)	29 3%e	4 2%	11 3%	18 3%	19 5%e	7 2%	2 2%	9 3%	16 3%	3 2%	22 3%	1 2%
Very negative impact	(1)	18 2%e	- -	3 1%	14 2%	12 3%e	3 1%	3 2%	3 1%	9 2%	6 3%	10 1%	2 6%
NET: Negative impact		47 5%e	4 2%	14 4%	33 5%	31 7%xe	11 2%	5 4%	12 4%	26 5%	9 4%	32 4%	3 8%
Don't know		98 10%dg	13 7%	33 8%	64 10%	26 6%	60 13%xd	12 9%	18 6%	49 10%	31 15%xg	74 9%	- -
Mean		4.04d	4.18	4.10	3.99	3.92	4.11xd	4.20d	4.02	4.05	4.02	4.05	3.99
Standard deviation		0.86	0.72	0.79	0.90	0.96	0.74	0.86	0.77	0.89	0.94	0.85	0.99

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		657 64%b	341 68%b	317 61%	75 67%	108 62%	98 64%	119 65%	107 65%	151 64%	185 66%	155 67%	120 59%	197 64%	340 66%	317 62%
Very positive impact	(5)	194 19%	106 21%	89 17%	33 30%	25 14%	29 19%	37 20%	33 20%	37 16%	55 20%	45 19%	37 18%	57 19%	100 20%	94 18%
Fairly positive impact	(4)	463 45%	235 47%	228 44%	42 37%	83 48%	68 44%	82 45%	74 45%	114 48%	130 46%	110 48%	83 41%	140 45%	240 47%	223 44%
Neither positive nor negative impact	(3)	241 24%	110 22%	130 25%	22 20%	48 28%	38 25%	42 23%	40 24%	51 22%	63 23%	53 23%	47 23%	78 25%	116 23%	125 25%
Fairly negative impact	(2)	28 3%	15 3%	12 2%	- -	6 4%	6 4%	5 3%	5 3%	6 2%	9 3%	4 2%	8 4%	6 2%	13 3%	15 3%
Very negative impact	(1)	10 1%	4 1%	6 1%	3 3%	2 1%	- -	1 1%	2 1%	2 1%	1 1%	3 1%	2 1%	3 1%	4 1%	5 1%
NET: Negative impact		37 4%	19 4%	18 3%	3 3%	8 5%	6 4%	6 3%	6 4%	8 3%	10 4%	7 3%	11 5%	9 3%	17 3%	20 4%
Don't know		87 9%a	31 6%	56 11%xa	12 11%	10 6%	12 8%	17 9%	10 6%	26 11%	21 8%	17 7%	26 13%	23 7%	38 8%	49 10%
Mean		3.86	3.90	3.82	4.02	3.74	3.86	3.89	3.86	3.85	3.88	3.88	3.81	3.85	3.88	3.83
Standard deviation		0.81	0.81	0.81	0.91	0.80	0.79	0.80	0.83	0.78	0.80	0.80	0.87	0.80	0.80	0.82

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		657 64%c	132 72%c	288 72%xc	370 59%	263 62%	311 66%	84 65%	216 66%	322 65%	119 59%	490 63%	27 87%
Very positive impact	(5)	194 19%	44 24%	84 21%	110 18%	84 20%	82 17%	28 22%	68 21%	91 18%	35 18%	148 19%	13 42%
Fairly positive impact	(4)	463 45%c	88 48%	204 51%xc	259 42%	179 42%	229 49%	55 43%	148 45%	231 47%	84 42%	342 44%	14 45%
Neither positive nor negative impact	(3)	241 24%	41 22%	85 21%	156 25%	106 25%	111 23%	25 19%	76 23%	116 23%	49 25%	197 25%	1 2%
Fairly negative impact	(2)	28 3%	3 2%	7 2%	21 3%	15 3%	10 2%	3 2%	13 4%	12 2%	2 1%	20 3%	1 2%
Very negative impact	(1)	10 1%	- -	- -	10 2%xb	7 2%	2 1%	- -	2 1%	6 1%	1 1%	6 1%	2 6%
NET: Negative impact		37 4%b	3 2%	7 2%	31 5%xb	22 5%	13 3%	3 2%	15 5%	18 4%	4 2%	25 3%	3 8%
Don't know		87 9%b	7 4%	21 5%	66 11%xab	32 8%	38 8%	18 14%	22 7%	37 7%	29 14%xgh	67 9%	1 2%
Mean		3.86c	3.98c	3.96xc	3.79	3.81	3.87	3.99	3.87	3.85	3.87	3.85	4.17
Standard deviation		0.81	0.74	0.72	0.86	0.88	0.76	0.76	0.83	0.81	0.78	0.80	1.06

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Positive impact		702 69%	347 69%	354 68%	77 69%	127 73%	99 65%	127 69%	114 70%	157 67%	192 69%	157 68%	140 69%	212 69%	349 68%	353 69%
Very positive impact	(5)	235 23%e	107 21%	128 25%	42 37%	41 24%	26 17%	36 20%	40 24%	50 21%	75 27%x	47 20%	53 26%	60 20%	122 24%	113 22%
Fairly positive impact	(4)	467 46%	241 48%	226 43%	36 32%	85 49%	73 48%	91 50%	75 46%	107 45%	117 42%	110 48%	88 43%	152 49%	227 44%	240 47%
Neither positive nor negative impact	(3)	166 16%	73 14%	93 18%	21 19%	22 13%	29 19%	31 17%	26 16%	37 16%	55 20%	38 16%	27 13%	46 15%	92 18%	73 14%
Fairly negative impact	(2)	43 4%b	31 6%xb	12 2%	- -	6 4%	7 4%	8 4%	13 8%x	9 4%	11 4%	6 3%	13 6%	13 4%	17 3%	26 5%
Very negative impact	(1)	20 2%	9 2%	11 2%	7 6%	4 2%	- -	3 1%	2 1%	5 2%	2 1%	9 4%xik	1 1%	7 2%	12 2%	8 2%
NET: Negative impact		63 6%b	41 8%b	22 4%	7 6%	10 6%	7 4%	11 6%	15 9%	14 6%	13 5%	16 7%	14 7%	20 7%	29 6%	34 7%
Don't know		92 9%g	41 8%	52 10%	8 7%	15 8%	19 12%g	15 8%	9 6%	27 12%g	19 7%	22 9%	22 11%	29 9%	41 8%	52 10%
Mean		3.92	3.88	3.96	4.00	3.97	3.88	3.89	3.89	3.91	3.97	3.85	3.98	3.88	3.91	3.92
Standard deviation		0.90	0.91	0.88	1.09	0.89	0.77	0.85	0.92	0.89	0.87	0.95	0.88	0.89	0.91	0.89

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Usage (Q1) Frequent usage (a)	Usage (Q1) Wide usage (b)	Usage (Q1) Low usage (c)	Concerns (Q6) High concern (d)	Concerns (Q6) Medium concern (e)	Concerns (Q6) Low concern (f)	Protective Levels (Q9) Highly protective (g)	Protective Levels (Q9) Somewhat protective (h)	Protective Levels (Q9) Not protective (i)	Ethnicity White (j)	Ethnicity BAME (k)
Unweighted Base		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Positive impact		702 69%	134 73%	282 70%	420 67%	271 64%	338 72%d	93 72%	215 65%	355 72%	132 66%	519 67%	25 81%
Very positive impact	(5)	235 23%	47 26%	94 24%	140 23%	90 21%	105 22%	40 31%	72 22%	115 23%	47 24%	186 24%	9 29%
Fairly positive impact	(4)	467 46%j	87 47%	187 47%	280 45%	181 43%	233 49%x	53 42%	142 43%	240 49%	85 42%	333 43%	16 52%
Neither positive nor negative impact	(3)	166 16%	32 18%	66 17%	100 16%	77 18%	69 15%	19 15%	58 18%	71 14%	37 19%	140 18%x	2 7%
Fairly negative impact	(2)	43 4%ei	3 2%	19 5%a	24 4%	28 7%xe	12 3%	2 2%	23 7%xi	18 4%	2 1%	29 4%	1 3%
Very negative impact	(1)	20 2%b	1 1%	2 *	18 3%xb	13 3%	5 1%	2 2%	6 2%	11 2%	3 1%	16 2%	2 6%
NET: Negative impact		63 6%aei	4 2%	20 5%a	43 7%	41 10%xe	18 4%	5 4%	30 9%i	28 6%	5 2%	45 6%	3 10%
Don't know		92 9%	13 7%	32 8%	60 10%	34 8%	48 10%	11 9%	27 8%	39 8%	26 13%x	76 10%	1 2%
Mean		3.92d	4.04	3.96	3.89	3.79	3.99xd	4.08d	3.83	3.95	3.99	3.91	3.96
Standard deviation		0.90	0.77	0.82	0.94	0.99	0.80	0.87	0.95	0.88	0.83	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 243
Q15. Overall, would you say that the technology sector is regulated ...
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+	SEG AB	SEG C1	SEG C2	SEG DE	SEG II ABC1	SEG II C2DE
	(x)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Too much	8	5	3	-	-	4	2	-	3	1	1	1	6	1	7
	1%m	1%	1%	-	-	2%xg	1%	-	1%	*	*	1%	2%	*	1%
About the right amount	207	120	87	19	45	41	31	27	45	67	34	40	66	101	106
	20%bj	24%xb	17%	17%	26%	27%xfg	17%	16%	19%	24%j	15%	20%	21%	20%	21%
Too little	633	326	306	66	89	81	127	112	158	176	145	130	181	322	311
	62%de	65%	59%	59%	51%	53%	69%xde	69%xde	67%xde	63%	63%	64%	59%	63%	61%
Don't know	175	51	124	28	41	28	24	25	30	36	52	32	55	88	87
	17%ahi	10%	24%xa	24%	23%fh	18%	13%	15%	13%	13%	22%xi	16%	18%	17%	17%

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

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Table 244
Q15. Overall, would you say that the technology sector is regulated ...
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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Too much	8 1%	- -	3 1%	6 1%	4 1%	3 1%	1 1%	2 1%	2 *	4 2%xh	7 1%	1 2%
About the right amount	207 20%	54 30%xbc	91 23%	115 19%	72 17%	89 19%	45 35%xde	73 22%	96 19%	38 19%	151 19%	15 48%
Too little	633 62%fi	102 56%	235 59%	397 64%	296 70%xef	279 59%f	57 45%	218 66%i	314 64%i	101 50%	486 62%	12 39%
Don't know	175 17%dg	27 15%	71 18%	104 17%	50 12%	100 21%xd	25 19%	36 11%	82 17%	58 29%xgh	136 17%	3 11%

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

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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	1023	1023	1023	1023
Weighted Base	1023	1023	1023	1023
Technology companies' boards, shareholders and investors	462 45%bcd	186 18%d	161 16%d	115 11%
Technology companies' founders and leadership teams	410 40%bcd	165 16%d	145 14%d	101 10%
Individuals or teams directly involved in product development for technology companies	342 33%bcd	85 8%	148 14%bd	109 11%
The government	345 34%bcd	136 13%c	93 9%	116 11%
Independent regulators, such as Ofcom or Ofgem	434 42%bcd	159 16%	126 12%	150 15%
Industry standards bodies	298 29%bcd	63 6%	89 9%	146 14%bc
The general public	224 22%bcd	89 9%c	49 5%	87 8%c
Consumer watchdog groups, such as Which?	283 28%bcd	68 7%	117 11%b	98 10%
The Scottish Government	98 10%bcd	30 3%	37 4%	30 3%
None of these	42 4%	42 4%	58 6%ab	71 7%abc

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Technology companies' boards, shareholders and investors	462 45%ah	201 40%	261 50%xa	55 49%	99 57%xegh	63 41%	88 48%h	69 42%	89 38%	136 48%	113 49%	87 43%	127 41%	248 49%x	214 42%
Independent regulators, such as Ofcom or Ofgem	434 42%d	211 42%	224 43%	50 44%	52 30%	59 39%	72 39%	77 47%d	124 53%xdef	113 41%	93 40%	80 39%	148 48%	206 40%	228 45%
Technology companies' founders and leadership teams	410 40%h	196 39%	213 41%	32 29%	85 49%h	68 44%h	80 44%h	69 42%h	76 32%	123 44%l	96 42%	84 41%	106 34%	220 43%x	191 37%
The government	345 34%gh	181 36%	164 31%	68 61%	64 37%h	58 38%gh	57 31%	43 26%	55 23%	87 31%	77 33%	85 42%xi	96 31%	164 32%	181 35%
Individuals or teams directly involved in product development for technology companies	342 33%	167 33%	175 34%	12 11%	71 41%	53 35%	71 39%	60 37%	74 31%	95 34%	89 38%	65 32%	93 30%	184 36%x	158 31%
Industry standards bodies	298 29%	152 30%	146 28%	30 27%	44 25%	40 26%	57 31%	57 35%x	71 30%	81 29%	77 33%	47 23%	93 30%	158 31%	140 27%
Consumer watchdog groups, such as Which?	283 28%dfjm	136 27%	147 28%	25 22%	32 18%	34 22%	36 20%	51 31%def	105 44%xdefg	80 28%	49 21%	51 25%	104 34%xj	129 25%	155 30%
The general public	224 22%bh	125 25%	99 19%	45 40%	35 20%	30 19%	47 26%h	32 19%	36 15%	61 22%	47 20%	59 29%l	57 19%	108 21%	116 23%
The Scottish Government	98 10%	54 11%	44 8%	14 13%	15 8%	15 10%	16 9%	14 9%	24 10%	25 9%	23 10%	24 12%	25 8%	49 10%	49 10%
None of these	42 4%	21 4%	21 4%	- -	5 3%	10 7%	6 3%	6 4%	14 6%	8 3%	9 4%	9 4%	16 5%	17 3%	25 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Technology companies' boards, shareholders and investors	462 45%i	88 48%	178 45%	284 46%	182 43%	222 47%	58 45%	174 53%xhi	212 43%	77 38%	342 44%	20 66%
Independent regulators, such as Ofcom or Ofgem	434 42%	73 40%	165 41%	270 43%	185 44%	199 42%	50 39%	126 38%	212 43%	96 48%	340 44%	8 25%
Technology companies' founders and leadership teams	410 40%h	78 43%	170 42%	240 39%	150 35%	204 43%d	56 44%	158 48%xh	175 35%	78 39%	313 40%	12 40%
The government	345 34%c	85 47%xc	165 41%xc	181 29%	159 38%	148 31%	38 29%	118 36%	171 35%	57 28%	260 33%	13 44%
Individuals or teams directly involved in product development for technology companies	342 33%	53 29%	123 31%	220 35%	134 32%	167 35%	41 32%	114 35%	166 34%	62 31%	254 33%	12 40%
Industry standards bodies	298 29%a	38 21%	113 28%a	186 30%	121 29%	141 30%	36 28%	87 27%	144 29%	67 34%	228 29%	6 20%
Consumer watchdog groups, such as Which?	283 28%	46 25%	95 24%	188 30%x	130 31%	124 26%	29 23%	75 23%	136 28%	72 36%xgh	227 29%	1 3%
The general public	224 22%g	37 20%	90 22%	135 22%	89 21%	98 21%	37 29%	56 17%	132 27%xgi	37 18%	167 21%	13 42%
The Scottish Government	98 10%	17 9%	34 9%	63 10%	45 11%	41 9%	11 8%	39 12%	41 8%	18 9%	79 10%	1 2%
None of these	42 4%	5 3%	13 3%	29 5%	13 3%	20 4%	9 7%	8 2%	24 5%	10 5%	33 4%	- -

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Technology companies' boards, shareholders and investors	186 18%hn	81 16%	105 20%	9 8%	43 24%h	30 19%	44 24%xh	28 17%	33 14%	56 20%	55 24%xl	30 15%	44 14%	112 22%xn	74 14%
Technology companies' founders and leadership teams	165 16%	84 17%	80 15%	13 12%	28 16%	30 19%	30 16%	28 17%	36 15%	53 19%	38 16%	29 14%	44 14%	91 18%	73 14%
Independent regulators, such as Ofcom or Ofgem	159 16%d	79 16%	80 15%	24 21%	11 6%	22 14%d	23 12%	29 18%d	50 21%xdf	45 16%	33 14%	24 12%	57 18%	78 15%	80 16%
The government	136 13%hjm	73 15%	63 12%	27 24%	35 20%xefgh	17 11%	19 11%	17 10%	21 9%	37 13%	19 8%	36 18%j	43 14%	56 11%	80 16%
The general public	89 9%ghl	51 10%	38 7%	19 17%	19 11%gh	13 8%	22 12%gh	7 4%	10 4%	20 7%	25 11%l	28 14%xil	16 5%	45 9%	44 9%
Individuals or teams directly involved in product development for technology companies	85 8%	35 7%	50 10%	3 3%	12 7%	13 8%	14 7%	19 11%x	25 11%	21 7%	18 8%	21 10%	25 8%	39 8%	46 9%
Consumer watchdog groups, such as Which?	68 7%em	31 6%	38 7%	5 4%	7 4%	5 3%	8 4%	12 8%	31 13%xdef	17 6%	9 4%	10 5%	32 10%xj	26 5%	42 8%
Industry standards bodies	63 6%	32 6%	32 6%	10 9%	8 4%	8 5%	12 7%	14 9%	11 5%	13 5%	22 9%xi	7 4%	21 7%	35 7%	29 6%
The Scottish Government	30 3%j	15 3%	16 3%	4 3%	7 4%	6 4%	6 3%	3 2%	5 2%	10 4%	2 1%	9 4%	9 3%	12 2%	18 4%
None of these	42 4%	21 4%	21 4%	- -	5 3%	10 7%	6 3%	6 4%	14 6%	8 3%	9 4%	9 4%	16 5%	17 3%	25 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Technology companies' boards, shareholders and investors	186 18%	32 18%	71 18%	115 18%	78 18%	87 18%	21 16%	77 24%xh	77 16%	31 15%	139 18%	9 28%
Technology companies' founders and leadership teams	165 16%i	28 16%	66 16%	99 16%	55 13%	84 18%	25 19%	61 18%i	83 17%i	20 10%	122 16%	7 24%
Independent regulators, such as Ofcom or Ofgem	159 16%	25 14%	61 15%	97 16%	79 19%	67 14%	13 10%	51 16%	67 14%	40 20%	130 17%	2 8%
The government	136 13%cij	41 23%xc	79 20%xc	57 9%	64 15%	55 12%	17 13%	45 14%	75 15%i	16 8%	88 11%	11 38%
The general public	89 9%	12 7%	30 7%	60 10%	30 7%	46 10%	13 10%	20 6%	54 11%xg	15 8%	79 10%x	-
Individuals or teams directly involved in product development for technology companies	85 8%	16 9%	29 7%	56 9%	31 7%	46 10%	8 6%	23 7%	39 8%	24 12%	58 7%	-
Consumer watchdog groups, such as Which?	68 7%e	11 6%	19 5%	49 8%	37 9%e	22 5%	9 7%	15 5%	33 7%	20 10%xg	57 7%	-
Industry standards bodies	63 6%	5 3%	22 6%	41 7%	21 5%	34 7%	8 6%	18 5%	25 5%	20 10%xh	48 6%	-
The Scottish Government	30 3%	7 4%	11 3%	19 3%	13 3%	12 2%	6 5%	11 3%	15 3%	4 2%	26 3%	1 2%
None of these	42 4%	5 3%	13 3%	29 5%	13 3%	20 4%	9 7%	8 2%	24 5%	10 5%	33 4%	-

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Technology companies' boards, shareholders and investors	161 16%	73 14%	89 17%	28 25%	32 18%	18 12%	27 15%	22 14%	34 15%	49 18%	37 16%	29 14%	46 15%	87 17%	75 15%
Individuals or teams directly involved in product development for technology companies	148 14%	76 15%	72 14%	10 9%	29 17%	25 16%	33 18%	22 14%	28 12%	45 16%	35 15%	25 12%	43 14%	80 16%	68 13%
Technology companies' founders and leadership teams	145 14%h	74 15%	71 14%	9 8%	40 23%xgh	23 15%	27 15%	22 13%	24 10%	40 14%	42 18%l	30 15%	32 11%	82 16%	63 12%
Independent regulators, such as Ofcom or Ofgem	126 12%	56 11%	70 13%	5 4%	19 11%	15 10%	27 15%	23 14%	37 16%x	33 12%	27 12%	27 13%	39 13%	60 12%	66 13%
Consumer watchdog groups, such as Which?	117 11%dm	55 11%	62 12%	18 16%	9 5%	18 12%	16 9%	19 12%	37 16%xdf	28 10%	22 9%	21 10%	47 15%	50 10%	68 13%
The government	93 9%h	45 9%	48 9%	18 16%	16 9%	16 10%	14 7%	15 9%	14 6%	20 7%	25 11%	28 14%il	21 7%	45 9%	48 9%
Industry standards bodies	89 9%k	46 9%	43 8%	11 10%	8 5%	16 10%	15 8%	15 9%	24 10%	31 11%k	17 7%	8 4%	33 11%k	48 9%	41 8%
The general public	49 5%j	30 6%	19 4%	11 10%	4 2%	5 3%	9 5%	12 7%xd	8 4%	15 5%	5 2%	15 8%j	13 4%	20 4%	28 6%
The Scottish Government	37 4%	21 4%	16 3%	4 3%	6 3%	6 4%	5 3%	7 4%	10 4%	8 3%	11 5%	10 5%	9 3%	18 4%	19 4%
None of these	58 6%m	27 5%	31 6%	- -	11 6%	13 9%	10 6%	6 4%	17 7%	12 4%	10 4%	10 5%	26 8%	22 4%	36 7%

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

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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Technology companies' boards, shareholders and investors	161 16%	31 17%	62 16%	99 16%	64 15%	81 17%	16 12%	61 19%	76 15%	25 12%	116 15%	7 23%
Individuals or teams directly involved in product development for technology companies	148 14%	25 14%	52 13%	96 15%	60 14%	65 14%	23 18%	50 15%	72 15%	26 13%	106 14%	11 36%
Technology companies' founders and leadership teams	145 14%h	23 13%	64 16%	80 13%	54 13%	73 15%	17 13%	56 17%	57 12%	31 16%	113 15%	2 8%
Independent regulators, such as Ofcom or Ofgem	126 12%g	26 14%	50 12%	76 12%	47 11%	60 13%	19 15%	28 9%	68 14%	29 15%	95 12%	1 2%
Consumer watchdog groups, such as Which?	117 11%	14 8%	34 9%	83 13%x	53 12%	55 12%	9 7%	30 9%	61 12%	26 13%	101 13%	- -
The government	93 9%	20 11%	35 9%	58 9%	48 11%	36 8%	10 8%	35 11%	42 9%	16 8%	74 10%	1 2%
Industry standards bodies	89 9%	16 9%	38 9%	51 8%	39 9%	37 8%	13 10%	28 9%	44 9%	17 8%	72 9%	- -
The general public	49 5%c	9 5%	26 7%	22 4%	19 5%	21 5%	8 6%	13 4%	28 6%	8 4%	34 4%	6 20%
The Scottish Government	37 4%	8 4%	16 4%	21 3%	14 3%	20 4%	4 3%	15 5%	13 3%	9 5%	26 3%	- -
None of these	58 6%	12 7%	23 6%	35 6%	25 6%	24 5%	9 7%	12 4%	32 6%	14 7%	43 6%	3 8%

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

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

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

| | Total | Gender | | Age | | | | | | SEG | | | | SEG II | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | ABC1 | C2DE |
	(x)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Independent regulators, such as Ofcom or Ofgem	150 15%	77 15%	73 14%	21 19%	23 13%	23 15%	22 12%	25 16%	37 16%	35 13%	33 14%	29 14%	53 17%	68 13%	82 16%
Industry standards bodies	146 14%	75 15%	71 14%	10 9%	28 16%	16 11%	29 16%	27 17%	35 15%	38 13%	38 16%	31 15%	39 13%	76 15%	70 14%
The government	116 11%g	63 13%	53 10%	23 21%	13 7%	26 17%xdgh	24 13%g	10 6%	20 8%	31 11%	32 14%	21 10%	32 10%	63 12%	53 10%
Technology companies' boards, shareholders and investors	115 11%	48 9%	67 13%	18 16%	24 14%	15 10%	17 9%	18 11%	22 9%	30 11%	20 9%	28 14%	38 12%	50 10%	65 13%
Individuals or teams directly involved in product development for technology companies	109 11%	56 11%	53 10%	- -	30 17%xh	16 10%	25 13%	19 12%	20 9%	29 10%	36 15%xl	20 10%	25 8%	65 13%x	45 9%
Technology companies' founders and leadership teams	101 10%h	39 8%	62 12%x	10 9%	17 10%	15 10%	23 13%h	19 12%	16 7%	31 11%	16 7%	25 12%	30 10%	47 9%	54 11%
Consumer watchdog groups, such as Which?	98 10%	50 10%	47 9%	3 3%	15 9%	11 7%	12 6%	20 12%f	37 16%xef	35 13%x	18 8%	20 10%	25 8%	53 10%	45 9%
The general public	87 8%	44 9%	43 8%	16 14%	12 7%	12 8%	16 9%	13 8%	17 7%	26 9%	17 7%	16 8%	28 9%	43 8%	43 8%
The Scottish Government	30 3%	18 4%	12 2%	7 6%	2 1%	3 2%	6 3%	4 3%	9 4%	8 3%	10 4%	4 2%	8 2%	18 4%	12 2%
None of these	71 7%g	32 6%	39 8%	5 4%	11 6%	16 11%xg	11 6%	6 4%	22 9%g	18 6%	12 5%	10 5%	31 10%	30 6%	41 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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Independent regulators, such as Ofcom or Ofgem	150 15%	21 12%	54 13%	96 15%	59 14%	73 15%	18 14%	47 14%	77 16%	26 13%	115 15%	5 15%
Industry standards bodies	146 14%	17 9%	53 13%	94 15%	61 14%	70 15%	15 12%	41 12%	75 15%	31 15%	109 14%	6 20%
The government	116 11%	24 13%	51 13%	65 10%	48 11%	58 12%	11 8%	38 12%	53 11%	25 12%	97 12%	1 4%
Technology companies' boards, shareholders and investors	115 11%	25 13%	45 11%	70 11%	40 9%	53 11%	22 17%	35 11%	59 12%	21 11%	87 11%	4 15%
Individuals or teams directly involved in product development for technology companies	109 11%i	12 7%	42 10%	68 11%	43 10%	57 12%	9 7%	41 13%i	55 11%	13 6%	91 12%	1 4%
Technology companies' founders and leadership teams	101 10%h	27 15%b	40 10%	62 10%	40 9%	47 10%	14 11%	41 12%h	34 7%	26 13%h	78 10%	2 7%
Consumer watchdog groups, such as Which?	98 10%	21 11%	42 10%	56 9%	40 9%	47 10%	11 8%	29 9%	43 9%	26 13%	69 9%	1 3%
The general public	87 8%ej	16 9%	34 8%	53 8%	39 9%	31 7%	16 13%e	23 7%	50 10%	14 7%	54 7%	7 22%
The Scottish Government	30 3%	3 1%	7 2%	23 4%	19 5%	10 2%	1 1%	13 4%	13 3%	4 2%	27 3%	- -
None of these	71 7%	18 10%	33 8%	38 6%	33 8%	25 5%	12 9%	20 6%	35 7%	15 8%	52 7%	3 10%

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

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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	1023	1023	1023	1023
Weighted Base	1023	1023	1023	1023
Technology companies' boards, shareholders and investors	383 37%bcd	133 13%	145 14%d	105 10%
Technology companies' founders and leadership teams	387 38%bcd	189 19%cd	95 9%	103 10%
Individuals or teams directly involved in product development for technology companies	253 25%bcd	61 6%	84 8%	108 11%b
The government	506 49%bcd	259 25%cd	140 14%	107 10%
Independent regulators, such as Ofcom or Ofgem	478 47%bcd	130 13%	170 17%	177 17%b
Industry standards bodies	343 34%bcd	66 6%	128 13%b	149 15%b
The general public	210 21%bcd	66 6%	57 6%	88 9%c
Consumer watchdog groups, such as Which?	162 16%bcd	21 2%	59 6%b	82 8%b
The Scottish Government	206 20%bcd	72 7%d	91 9%d	42 4%
None of these	25 2%	25 2%	54 5%ab	63 6%abc

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

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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

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
The government	506 49%b	276 55%xb	230 44%	60 53%	77 44%	76 50%	96 52%	79 48%	119 51%	140 50%	113 49%	98 48%	156 50%	253 49%	253 49%
Independent regulators, such as Ofcom or Ofgem	478 47%k	246 49%	232 44%	34 30%	70 40%	67 44%	83 45%	91 56%xdef	132 56%xdef	153 55%xjk	104 45%	72 35%	149 48%k	257 50%x	221 43%
Technology companies' founders and leadership teams	387 38%	175 35%	212 41%	42 37%	63 36%	69 45%xh	77 42%	58 35%	79 34%	98 35%	87 38%	85 42%	116 38%	185 36%	202 39%
Technology companies' boards, shareholders and investors	383 37%g	184 37%	199 38%	65 57%	68 39%	58 37%	64 35%	52 32%	77 33%	109 39%	96 42%	76 37%	101 33%	206 40%x	177 35%
Industry standards bodies	343 34%d	172 34%	172 33%	30 27%	43 25%	50 32%	61 33%	61 37%d	99 42%xde	101 36%	81 35%	61 30%	100 32%	182 36%	161 31%
Individuals or teams directly involved in product development for technology companies	253 25%	111 22%	142 27%	30 26%	48 28%	39 26%	45 24%	39 24%	53 22%	62 22%	64 28%	60 30%	67 22%	126 25%	127 25%
The general public	210 21%gh	98 19%	113 22%	31 27%	51 29%xgh	30 19%	39 21%	25 15%	35 15%	62 22%	43 18%	45 22%	61 20%	104 20%	106 21%
The Scottish Government	206 20%	110 22%	95 18%	27 24%	32 19%	25 16%	40 22%	38 23%	43 18%	58 21%	50 21%	39 19%	58 19%	108 21%	98 19%
Consumer watchdog groups, such as Which?	162 16%fim	78 16%	84 16%	19 17%	30 17%	22 14%	17 9%	34 21%xf	40 17%f	34 12%	31 14%	36 18%	60 19%i	66 13%	96 19%m
None of these	25 2%m	9 2%	16 3%	- -	5 3%	5 3%	4 2%	4 2%	7 3%	4 1%	3 1%	6 3%	11 4%	7 1%	18 3%

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

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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
The government	506 49%c	99 54%	217 54%c	289 46%	213 51%	237 50%	56 43%	166 50%	246 50%	94 47%	389 50%	18 58%
Independent regulators, such as Ofcom or Ofgem	478 47%a	69 38%	180 45%	298 48%	191 45%	232 49%	55 43%	153 47%	225 46%	99 49%	365 47%	14 48%
Technology companies' founders and leadership teams	387 38%	72 39%	152 38%	235 38%	153 36%	185 39%	48 37%	134 41%	185 37%	68 34%	298 38%	9 28%
Technology companies' boards, shareholders and investors	383 37%	70 38%	152 38%	231 37%	147 35%	185 39%	50 39%	123 37%	190 38%	70 35%	289 37%	10 32%
Industry standards bodies	343 34%b	53 29%	114 29%	229 37%xb	137 32%	161 34%	46 36%	98 30%	161 33%	84 42%xgh	262 34%	9 31%
Individuals or teams directly involved in product development for technology companies	253 25%	43 24%	94 23%	159 26%	111 26%	105 22%	37 29%	69 21%	127 26%	57 28%	182 23%	10 33%
The general public	210 21%ij	46 25%	91 23%	119 19%	88 21%	87 19%	35 27%	82 25%i	101 20%	28 14%	145 19%	15 49%
The Scottish Government	206 20%f	37 20%	85 21%	121 19%	92 22%f	99 21%f	15 12%	83 25%xi	90 18%	32 16%	155 20%	3 10%
Consumer watchdog groups, such as Which?	162 16%eh	31 17%	58 14%	104 17%	85 20%xe	58 12%	19 15%	59 18%	63 13%	40 20%h	130 17%	3 10%
None of these	25 2%g	3 2%	6 1%	19 3%	6 2%	12 3%	6 5%	1 *	18 4%xg	5 3%g	21 3%	- -

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

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
The government	259 25%b	143 28%	117 22%	32 28%	45 26%	35 23%	50 27%	40 24%	58 25%	72 26%	55 24%	52 26%	80 26%	127 25%	132 26%
Technology companies' founders and leadership teams	189 19%	78 16%	112 21%xa	24 21%	28 16%	34 22%	33 18%	25 16%	46 19%	48 17%	42 18%	34 17%	65 21%	90 18%	99 19%
Technology companies' boards, shareholders and investors	133 13%	68 13%	65 13%	24 21%	23 13%	17 11%	26 14%	16 10%	26 11%	42 15%	31 13%	31 15%	29 9%	73 14%	60 12%
Independent regulators, such as Ofcom or Ofgem	130 13%	72 14%	58 11%	5 4%	18 11%	18 12%	20 11%	28 17%x	41 17%x	34 12%	30 13%	27 13%	40 13%	64 12%	67 13%
The Scottish Government	72 7%	36 7%	36 7%	8 7%	11 6%	11 7%	12 7%	17 10%x	14 6%	20 7%	20 9%	13 6%	19 6%	40 8%	32 6%
Industry standards bodies	66 6%	34 7%	32 6%	3 3%	11 6%	11 7%	15 8%	10 6%	17 7%	18 7%	14 6%	13 7%	21 7%	32 6%	34 7%
The general public	66 6%	30 6%	36 7%	- -	20 11%xh	11 7%	13 7%	12 7%	10 4%	22 8%	14 6%	13 6%	17 6%	36 7%	30 6%
Individuals or teams directly involved in product development for technology companies	61 6%	24 5%	37 7%	12 11%	12 7%	9 6%	9 5%	9 6%	9 4%	14 5%	16 7%	11 5%	20 6%	30 6%	31 6%
Consumer watchdog groups, such as Which?	21 2%	9 2%	12 2%	6 5%	2 1%	2 1%	2 1%	3 2%	7 3%	5 2%	8 3%	2 1%	7 2%	12 2%	9 2%
None of these	25 2%m	9 2%	16 3%	- -	5 3%	5 3%	4 2%	4 2%	7 3%	4 1%	3 1%	6 3%	11 4%	7 1%	18 3%

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

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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
The government	259 25%	53 29%	116 29%	144 23%	121 29%	114 24%	24 19%	83 25%	131 27%	45 22%	196 25%	14 47%
Technology companies' founders and leadership teams	189 19%	40 22%	75 19%	114 18%	75 18%	89 19%	25 19%	78 24%xh	79 16%	33 17%	143 18%	6 21%
Technology companies' boards, shareholders and investors	133 13%	15 8%	42 10%	91 15%	44 10%	69 15%	20 15%	42 13%	67 14%	24 12%	100 13%	2 8%
Independent regulators, such as Ofcom or Ofgem	130 13%	20 11%	43 11%	87 14%	51 12%	62 13%	17 13%	43 13%	56 11%	31 15%	103 13%	2 7%
The Scottish Government	72 7%	11 6%	28 7%	44 7%	36 8%	32 7%	5 4%	25 7%	39 8%	9 4%	47 6%	3 10%
Industry standards bodies	66 6%	12 6%	23 6%	43 7%	23 5%	36 8%	8 6%	19 6%	30 6%	17 9%	50 6%	1 3%
The general public	66 6%	7 4%	24 6%	41 7%	25 6%	27 6%	14 11%	22 7%	33 7%	10 5%	49 6%	1 3%
Individuals or teams directly involved in product development for technology companies	61 6%g	17 9%	31 8%	30 5%	28 7%	27 6%	6 4%	7 2%	37 8%g	17 8%g	49 6%	-
Consumer watchdog groups, such as Which?	21 2%eh	6 3%	12 3%	9 1%	13 3%e	4 1%	4 3%	9 3%	3 1%	9 5%xh	19 2%	-
None of these	25 2%g	3 2%	6 1%	19 3%	6 2%	12 3%	6 5%	1 *	18 4%xg	5 3%g	21 3%	-

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Independent regulators, such as Ofcom or Ofgem	170 17%	91 18%	80 15%	9 8%	30 17%	27 17%	28 15%	30 18%	47 20%	54 19%	40 17%	27 13%	50 16%	93 18%	77 15%
Technology companies' boards, shareholders and investors	145 14%h	63 13%	82 16%	27 24%	26 15%	21 14%	25 14%	21 13%	25 10%	36 13%	36 16%	26 13%	46 15%	72 14%	73 14%
The government	140 14%	69 14%	71 14%	13 12%	16 9%	25 16%	24 13%	21 13%	40 17%	34 12%	30 13%	26 13%	49 16%	65 13%	75 15%
Industry standards bodies	128 13%	61 12%	67 13%	16 14%	17 10%	18 12%	24 13%	19 12%	34 14%	38 14%	31 13%	24 12%	35 11%	69 13%	59 12%
Technology companies' founders and leadership teams	95 9%	45 9%	50 10%	3 3%	20 12%	12 8%	18 10%	21 13%x	21 9%	29 10%	26 11%	19 9%	21 7%	56 11%x	39 8%
The Scottish Government	91 9%b	55 11%	36 7%	15 13%	15 8%	9 6%	21 12%e	15 9%	17 7%	28 10%	23 10%	16 8%	24 8%	51 10%	40 8%
Individuals or teams directly involved in product development for technology companies	84 8%	36 7%	48 9%	12 11%	11 6%	14 9%	13 7%	14 9%	20 9%	19 7%	19 8%	27 13%xil	20 6%	37 7%	47 9%
Consumer watchdog groups, such as Which?	59 6%f	29 6%	30 6%	3 3%	13 8%	9 6%	5 3%	13 8%f	16 7%	17 6%	8 3%	14 7%	21 7%	25 5%	35 7%
The general public	57 6%gh	31 6%	25 5%	15 13%	9 5%	11 7%h	13 7%h	5 3%	4 2%	18 6%	8 3%	11 5%	20 7%	26 5%	31 6%
None of these	54 5%im	20 4%	33 6%	- -	17 10%xg	9 6%	12 7%	5 3%	10 4%	8 3%	11 5%	14 7%	22 7%i	18 4%	35 7%m

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

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

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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Independent regulators, such as Ofcom or Ofgem	170 17%	21 11%	64 16%	107 17%	67 16%	81 17%	23 18%	41 12%	92 19%	38 19%	133 17%	3 8%
Technology companies' boards, shareholders and investors	145 14%c	38 21%xc	69 17%	76 12%	71 17%	60 13%	14 11%	43 13%	80 16%	22 11%	108 14%	7 24%
The government	140 14%	25 14%	55 14%	85 14%	56 13%	67 14%	17 13%	50 15%	64 13%	26 13%	109 14%	3 11%
Industry standards bodies	128 13%	19 10%	44 11%	84 14%	48 11%	65 14%	15 11%	41 12%	56 11%	31 16%	101 13%	3 12%
Technology companies' founders and leadership teams	95 9%d	15 8%	33 8%	62 10%	25 6%	54 12%xd	16 12%d	30 9%	44 9%	21 10%	65 8%	2 7%
The Scottish Government	91 9%	17 10%	41 10%	50 8%	37 9%	49 10%	5 4%	38 12%	38 8%	15 7%	75 10%	- -
Individuals or teams directly involved in product development for technology companies	84 8%be	9 5%	22 6%	62 10%xb	41 10%	28 6%	15 12%	26 8%	38 8%	20 10%	63 8%	2 6%
Consumer watchdog groups, such as Which?	59 6%e	8 5%	16 4%	43 7%	31 7%	19 4%	9 7%	20 6%	27 5%	13 6%	48 6%	3 10%
The general public	57 6%chij	19 10%xc	32 8%xc	24 4%	28 7%	23 5%	6 5%	32 10%xhi	19 4%	5 3%	31 4%	7 23%
None of these	54 5%g	13 7%	25 6%	29 5%	19 5%	25 5%	9 7%	8 2%	36 7%xg	10 5%	47 6%	- -

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

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
Independent regulators, such as Ofcom or Ofgem	177 17%k	83 17%	94 18%	21 18%	22 12%	23 15%	35 19%	33 20%	45 19%	66 23%xjk	35 15%	18 9%	59 19%k	100 20%x	77 15%
Industry standards bodies	149 15%	77 15%	72 14%	11 10%	15 9%	20 13%	22 12%	32 20%xdf	48 20%xdf	45 16%	37 16%	23 11%	44 14%	81 16%	68 13%
Individuals or teams directly involved in product development for technology companies	108 11%	51 10%	57 11%	6 5%	25 14%	16 10%	22 12%	16 10%	23 10%	29 10%	29 13%	23 11%	27 9%	58 11%	50 10%
The government	107 10%b	64 13%b	43 8%	15 13%	15 9%	16 11%	21 11%	18 11%	21 9%	33 12%	28 12%	19 9%	27 9%	61 12%	45 9%
Technology companies' boards, shareholders and investors	105 10%	53 11%	52 10%	13 12%	19 11%	19 13%	13 7%	15 9%	26 11%	32 11%	29 13%	18 9%	26 8%	61 12%	44 9%
Technology companies' founders and leadership teams	103 10%hm	52 10%	50 10%	15 13%	14 8%	24 15%xgh	26 14%xgh	11 7%	12 5%	21 7%	19 8%	32 16%xij	31 10%	39 8%	63 12%m
The general public	88 9%g	36 7%	52 10%	16 14%	22 13%eg	8 5%	13 7%	8 5%	20 9%	22 8%	21 9%	22 11%	23 8%	43 8%	45 9%
Consumer watchdog groups, such as Which?	82 8%im	40 8%	42 8%	11 10%	15 9%	12 8%	10 5%	18 11%xf	16 7%	13 5%	16 7%	21 10%	32 10%i	29 6%	53 10%m
The Scottish Government	42 4%	20 4%	23 4%	5 4%	7 4%	5 3%	6 3%	7 4%	12 5%	10 4%	6 3%	11 5%	15 5%	17 3%	25 5%
None of these	63 6%gim	25 5%	37 7%	- -	19 11%xg	11 7%	15 8%g	5 3%	13 5%	10 3%	12 5%	17 8%	24 8%	22 4%	41 8%m

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

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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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
Independent regulators, such as Ofcom or Ofgem	177 17%	29 16%	73 18%	105 17%	73 17%	89 19%	16 12%	69 21%	78 16%	31 15%	129 17%	10 32%
Industry standards bodies	149 15%	23 13%	48 12%	101 16%	66 16%	60 13%	24 19%	38 12%	75 15%	35 18%	110 14%	5 17%
Individuals or teams directly involved in product development for technology companies	108 11%j	17 9%	40 10%	67 11%	41 10%	51 11%	16 12%	36 11%	52 11%	20 10%	71 9%	8 27%
The government	107 10%	20 11%	47 12%	60 10%	37 9%	55 12%	14 11%	32 10%	51 10%	23 12%	83 11%	- -
Technology companies' boards, shareholders and investors	105 10%	17 9%	41 10%	64 10%	33 8%	56 12%	16 12%	38 12%	43 9%	24 12%	80 10%	- -
Technology companies' founders and leadership teams	103 10%	17 9%	44 11%	58 9%	53 13%	42 9%	8 6%	26 8%	63 13%xi	14 7%	89 11%x	- -
The general public	88 9%	20 11%	35 9%	53 9%	36 8%	37 8%	15 12%	27 8%	48 10%	12 6%	65 8%	7 23%
Consumer watchdog groups, such as Which?	82 8%	17 9%	30 7%	52 8%	42 10%	35 7%	5 4%	30 9%	33 7%	18 9%	63 8%	- -
The Scottish Government	42 4%h	8 5%	16 4%	26 4%	19 5%	18 4%	5 4%	20 6%h	13 3%	9 4%	33 4%	- -
None of these	63 6%g	14 7%	27 7%	35 6%	24 6%	28 6%	10 8%	11 3%	38 8%g	14 7%	55 7%	1 2%

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

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

Table 263
Q18. Had you heard about any of the following before today?
- Summary
Base: All respondents

		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		1023	1023	1023	1023	1023	1023
Weighted Base		1023	1023	1023	1023	1023	1023
NET: Yes		833 81%bcdf	465 45%cf	375 37%	763 75%bcf	935 91%abcdf	402 39%
Yes, I had definitely heard of this before today	(4)	608 59%bcdf	262 26%cf	97 10%	533 52%bcf	759 74%abcdf	208 20%c
Yes, I think I had heard of this before today	(3)	225 22%e	203 20%	277 27%abdef	230 22%e	176 17%	194 19%
No, I don't think I had heard of this before today	(2)	88 9%e	258 25%ade	354 35%abdef	128 13%ae	21 2%	261 25%ade
No, I definitely hadn't heard about this before today	(1)	77 7%e	253 25%ade	231 23%ade	101 10%e	53 5%	314 31%abcde
NET: No		165 16%e	512 50%ade	585 57%abde	229 22%ae	74 7%	575 56%abde
Don't know		25 2%	46 5%ae	63 6%ade	31 3%e	14 1%	46 4%ae
Mean		3.37bcdf	2.49cf	2.25	3.20bcf	3.63abcdf	2.30
Standard deviation		0.93	1.14	0.93	1.02	0.77	1.13

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		833 81%hn	402 80%	430 83%	93 82%	147 85%h	134 87%xh	159 86%xh	137 84%h	163 69%	245 88%xkl	192 83%	158 78%	238 77%	437 85%xn	396 77%
Yes, I had definitely heard of this before today	(4)	608 59%hkn	299 60%	308 59%	70 62%	103 59%h	104 68%xh	129 70%xh	100 61%h	102 43%	201 72%xjkl	146 63%k	97 48%	164 53%	347 68%xn	261 51%
Yes, I think I had heard of this before today	(3)	225 22%fim	103 21%	122 23%	22 20%	44 26%	30 19%	30 16%	38 23%	62 26%f	44 16%	46 20%	61 30%xij	74 24%i	90 18%	135 26%xm
No, I don't think I had heard of this before today	(2)	88 9%	39 8%	49 9%	9 8%	10 6%	10 7%	15 8%	12 7%	33 14%xdefg	21 8%	16 7%	17 8%	34 11%	37 7%	51 10%
No, I definitely hadn't heard about this before today	(1)	77 7%eim	46 9%	31 6%	11 10%	8 4%	4 3%	9 5%	10 6%	34 15%xdefg	12 4%	19 8%	19 9%	27 9%	31 6%	46 9%
NET: No		165 16%eim	85 17%	80 15%	20 18%	17 10%	15 10%	24 13%	22 13%	68 29%xdefg	33 12%	35 15%	36 18%	61 20%i	68 13%	97 19%m
Don't know		25 2%im	14 3%	11 2%	- -	9 5%f	5 3%	2 1%	4 3%	4 2%	1 *	5 2%	9 5%i	9 3%	6 1%	19 4%m
Mean		3.37hn	3.34	3.39	3.34	3.47h	3.57xh	3.53xh	3.43h	3.00	3.56xkl	3.40	3.22	3.25	3.49xn	3.24
Standard deviation		0.93	0.98	0.89	1.00	0.81	0.75	0.84	0.88	1.09	0.81	0.94	0.97	0.98	0.88	0.97

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

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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes	833 81%ci	152 83%	341 85%xc	492 79%	340 80%	387 82%	107 83%	278 84%i	419 85%xi	136 68%	626 80%	28 94%
Yes, I had (4) definitely heard of this before today	608 59%cij	114 62%	258 65%xc	349 56%	249 59%	285 60%	74 57%	213 65%i	306 62%i	89 44%	444 57%	23 76%
Yes, I think I had (3) heard of this before today	225 22%	38 21%	83 21%	143 23%	91 21%	102 22%	33 26%	65 20%	113 23%	47 24%	183 23%	5 17%
No, I don't think I (2) had heard of this before today	88 9%	18 10%	33 8%	56 9%	38 9%	40 8%	11 8%	30 9%	35 7%	24 12%	67 9%	-
No, I definitely (1) hadn't heard about this before today	77 7%b	10 5%	14 4%	63 10%xb	40 9%	30 6%	7 6%	16 5%	35 7%	26 13%xgh	68 9%x	2 6%
NET: No	165 16%b	28 15%	47 12%	118 19%xb	78 18%	70 15%	18 14%	46 14%	69 14%	50 25%xgh	135 17%	2 6%
Don't know	25 2%h	3 2%	12 3%	13 2%	5 1%	16 3%	4 3%	5 1%	5 1%	15 7%xgh	18 2%	-
Mean	3.37cij	3.42	3.51xc	3.28	3.32	3.41	3.39	3.46i	3.41i	3.07	3.32	3.64
Standard deviation	0.93	0.88	0.80	1.00	0.98	0.90	0.88	0.86	0.90	1.08	0.96	0.80

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

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Table 266
Q18. Had you heard about any of the following before today?
- The Information Commissioner's Office (ICO)
Base: All respondents

		Total (x)	Gender		Age						SEG				SEG II	
			Male (a)	Female (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)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		465	266	199	34	63	74	103	80	110	165	108	76	116	273	193
		45%bln	53%xb	38%	30%	37%	48%	56%xdh	49%d	47%	59%xjkl	47%	37%	38%	53%xn	38%
Yes, I had definitely heard of this before today	(4)	262	159	102	17	33	40	65	48	59	105	65	35	57	170	92
		26%bkln	32%xb	20%	15%	19%	26%	36%xdh	29%d	25%	38%xjkl	28%kl	17%	19%	33%xn	18%
Yes, I think I had heard of this before today	(3)	203	106	97	17	31	34	38	32	51	60	43	41	59	103	101
		20%	21%	19%	16%	18%	22%	21%	20%	22%	21%	19%	20%	19%	20%	20%
No, I don't think I had heard of this before today	(2)	258	100	159	19	54	46	37	44	58	59	60	51	88	119	140
		25%ai	20%	30%xa	17%	31%f	30%f	20%	27%	24%	21%	26%	25%	29%	23%	27%
No, I definitely hadn't heard about this before today	(1)	253	122	131	51	44	25	38	34	61	52	51	65	85	103	150
		25%eim	24%	25%	45%	26%	16%	21%	21%	26%e	19%	22%	32%i	27%i	20%	29%xm
NET: No		512	221	290	70	99	71	75	78	119	111	111	116	173	222	289
		50%afim	44%	56%xa	62%	57%f	46%	41%	48%	50%f	40%	48%	57%i	56%i	43%	57%xm
Don't know		46	14	32	9	12	8	5	6	7	4	13	11	18	17	30
		5%aim	3%	6%xa	8%	7%	5%	3%	3%	3%	1%	6%i	5%i	6%i	3%	6%
Mean		2.49bkln	2.62xb	2.35	2.00	2.32	2.62d	2.73xdh	2.60d	2.47	2.79xjkl	2.55kl	2.24	2.31	2.68xn	2.28
Standard deviation		1.14	1.18	1.09	1.14	1.09	1.07	1.17	1.13	1.14	1.15	1.14	1.11	1.09	1.15	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes	465	86	209	256	203	208	54	188	213	64	333	13
	45%cij	47%	52%xc	41%	48%	44%	42%	57%xhi	43%i	32%	43%	44%
Yes, I had definitely heard of this before today (4)	262	51	122	140	110	123	30	104	124	33	188	4
	26%ci	28%	30%xc	22%	26%	26%	23%	32%xi	25%i	17%	24%	12%
Yes, I think I had heard of this before today (3)	203	36	87	116	94	85	24	84	88	31	145	10
	20%	19%	22%	19%	22%	18%	19%	26%xhi	18%	15%	19%	31%
No, I don't think I had heard of this before today (2)	258	47	95	164	101	122	35	84	127	47	195	11
	25%	26%	24%	26%	24%	26%	27%	26%	26%	23%	25%	35%
No, I definitely hadn't heard about this before today (1)	253	42	75	178	104	114	35	49	139	65	213	4
	25%bg	23%	19%	29%xb	25%	24%	27%	15%	28%xg	32%xg	27%x	13%
NET: No	512	89	170	342	205	236	71	133	267	112	408	15
	50%bg	49%	42%	55%xb	48%	50%	55%	40%	54%xg	56%g	52%x	48%
Don't know	46	8	22	24	14	28	4	8	14	24	39	3
	5%h	4%	6%	4%	3%	6%	3%	2%	3%	12%xgh	5%	8%
Mean	2.49cij	2.54	2.68xc	2.36	2.51	2.49	2.38	2.76xhi	2.41i	2.19	2.42	2.46
Standard deviation	1.14	1.15	1.12	1.14	1.14	1.15	1.14	1.07	1.16	1.13	1.15	0.91

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

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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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		375 37%b	200 40%	174 33%	56 50%	61 35%	53 35%	67 37%	56 34%	80 34%	115 41%j	74 32%	68 33%	118 38%	189 37%	186 36%
Yes, I had definitely heard of this before today	(4)	97 10%jm	54 11%	44 8%	20 18%	13 7%	11 7%	22 12%	12 8%	19 8%	27 10%	13 6%	18 9%	39 13%j	40 8%	57 11%
Yes, I think I had heard of this before today	(3)	277 27%	147 29%	130 25%	37 33%	49 28%	42 28%	45 25%	43 27%	61 26%	88 31%x	61 26%	50 24%	79 26%	149 29%	129 25%
No, I don't think I had heard of this before today	(2)	354 35%	171 34%	183 35%	34 30%	56 32%	51 34%	75 40%x	62 38%	76 32%	101 36%	89 38%	75 37%	89 29%	190 37%x	164 32%
No, I definitely hadn't heard about this before today	(1)	231 23%im	108 22%	123 24%	14 12%	42 24%	37 24%	35 19%	34 21%	69 29%xfg	51 18%	50 22%	47 23%	83 27%i	101 20%	130 25%
NET: No		585 57%	279 56%	306 59%	47 42%	99 57%	89 58%	110 59%	96 59%	145 61%	152 54%	139 60%	122 60%	172 56%	291 57%	294 57%
Don't know		63 6%a	22 4%	42 8%xa	9 8%	14 8%	11 7%	7 4%	12 7%	10 4%	13 5%	19 8%	14 7%	17 6%	32 6%	32 6%
Mean		2.25h	2.30	2.20	2.60	2.20	2.19	2.31	2.22	2.14	2.34xj	2.17	2.20	2.26	2.27	2.24
Standard deviation		0.93	0.94	0.92	0.94	0.92	0.92	0.93	0.89	0.95	0.90	0.86	0.92	1.02	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Doteveryone - People, Power, Tech 2020 - Scotland Sample
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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes	375 37%ci	87 47%xc	171 43%xc	203 33%	167 39%	163 35%	45 35%	158 48%xhi	171 35%i	45 23%	270 35%	22 73%
Yes, I had definitely heard of this before today (4)	97 10%ci	23 13%	52 13%xc	45 7%	50 12%	37 8%	11 8%	42 13%i	48 10%i	7 4%	68 9%	9 29%
Yes, I think I had heard of this before today (3)	277 27%i	64 35%c	119 30%	159 25%	117 28%	127 27%	34 26%	116 35%xhi	124 25%	38 19%	203 26%	13 44%
No, I don't think I had heard of this before today (2)	354 35%	60 33%	138 34%	216 35%	142 34%	171 36%	42 32%	115 35%	168 34%	71 35%	265 34%	6 19%
No, I definitely hadn't heard about this before today (1)	231 23%bg	31 17%	67 17%	164 26%xab	94 22%	101 21%	35 27%	45 14%	131 26%xg	56 28%g	191 24%x	2 8%
NET: No	585 57%bg	91 50%	204 51%	381 61%xab	236 56%	272 58%	77 60%	159 48%	299 61%g	127 63%g	456 59%	8 27%
Don't know	63 6%g	5 3%	25 6%a	39 6%	20 5%	37 8%	7 5%	11 3%	23 5%	28 14%xgh	53 7%	- -
Mean	2.25cij	2.44xc	2.42xc	2.14	2.30	2.23	2.17	2.49xhi	2.19i	1.98	2.20	2.95
Standard deviation	0.93	0.93	0.94	0.92	0.96	0.90	0.95	0.90	0.95	0.85	0.94	0.90

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

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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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		763 75%	370 74%	393 75%	86 76%	141 81%gh	112 73%	143 78%	115 70%	166 71%	216 77%	176 76%	138 68%	232 75%	393 77%	370 72%
Yes, I had definitely heard of this before today	(4)	533 52%h	261 52%	272 52%	75 67%	101 58%h	76 49%	105 57%h	78 48%	98 42%	156 56%	131 56%	97 48%	149 48%	287 56%xn	246 48%
Yes, I think I had heard of this before today	(3)	230 22%	108 22%	121 23%	10 9%	39 22%	37 24%	39 21%	36 22%	68 29%x	60 21%	46 20%	41 20%	83 27%	106 21%	124 24%
No, I don't think I had heard of this before today	(2)	128 13%dl	59 12%	68 13%	21 18%	11 6%	21 14%d	20 11%	22 14%d	33 14%d	40 14%l	36 16%l	28 14%	24 8%	76 15%x	52 10%
No, I definitely hadn't heard about this before today	(1)	101 10%jm	57 11%	44 8%	6 5%	15 9%	14 9%	15 8%	18 11%	33 14%x	21 7%	14 6%	27 13%j	40 13%j	35 7%	67 13%xm
NET: No		229 22%d	117 23%	112 22%	27 24%	26 15%	36 23%	36 19%	40 25%d	65 28%xdf	60 22%	50 22%	55 27%	64 21%	110 22%	119 23%
Don't know		31 3%im	15 3%	16 3%	-	8 4%	5 4%	5 3%	9 5%xh	4 2%	3 1%	5 2%	11 5%i	12 4%	8 2%	23 4%m
Mean		3.20h	3.18	3.23	3.38	3.36h	3.18	3.30h	3.13	3.00	3.27	3.29	3.08	3.15	3.28xn	3.12
Standard deviation		1.02	1.05	0.98	0.97	0.95	1.01	0.98	1.05	1.06	0.97	0.95	1.10	1.05	0.96	1.07

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

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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

		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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes		763 75%i	148 81%	310 77%	453 73%	306 73%	358 76%	98 76%	269 82%xi	381 77%i	113 56%	578 74%	28 92%
Yes, I had definitely heard of this before today	(4)	533 52%i	100 54%	220 55%	313 50%	206 49%	252 53%	74 58%	200 61%xi	262 53%i	71 35%	404 52%	20 65%
Yes, I think I had heard of this before today	(3)	230 22%	48 26%	90 22%	140 22%	100 24%	106 22%	24 18%	69 21%	119 24%	42 21%	175 22%	8 27%
No, I don't think I had heard of this before today	(2)	128 13%	21 11%	53 13%	75 12%	56 13%	54 12%	18 14%	38 11%	52 11%	38 19%xgh	95 12%	1 2%
No, I definitely hadn't heard about this before today	(1)	101 10%bg	11 6%	28 7%	73 12%xb	51 12%	42 9%	8 6%	18 5%	49 10%	34 17%xgh	84 11%	2 6%
NET: No		229 22%g	32 18%	81 20%	148 24%	107 25%	97 20%	26 20%	55 17%	102 21%	73 36%xgh	178 23%	3 8%
Don't know		31 3%	3 2%	9 2%	22 4%	9 2%	17 4%	5 4%	5 1%	11 2%	15 8%xgh	23 3%	- -
Mean		3.20i	3.31	3.28	3.15	3.12	3.25	3.33	3.39xi	3.23i	2.80	3.19	3.50
Standard deviation		1.02	0.91	0.95	1.05	1.06	0.99	0.95	0.89	1.00	1.14	1.03	0.84

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

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Absolutes/col percents

Table 272
Q18. Had you heard about any of the following before today?
- Ofcom
Base: All respondents

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		935 91%d	466 93%	468 90%	86 77%	139 80%	143 93%d	181 98%xde	160 98%xde	226 96%xd	259 93%	210 90%	183 90%	284 92%	468 92%	467 91%
Yes, I had definitely heard of this before today	(4)	759 74%bdn	394 79%xb	365 70%	67 59%	110 63%	118 77%d	149 81%xd	132 81%xd	183 78%d	231 83%xkl	175 75%	140 69%	213 69%	406 79%xn	354 69%
Yes, I think I had heard of this before today	(3)	176 17%im	72 14%	103 20%x	19 17%	29 17%	25 16%	31 17%	29 17%	42 18%	28 10%	35 15%	42 21%i	71 23%xi	63 12%	113 22%xm
No, I don't think I had heard of this before today	(2)	21 2%ah	3 1%	18 3%xa	3 3%	8 4%h	5 3%h	3 2%	2 1%	1 *	7 3%	4 2%	3 1%	7 2%	12 2%	10 2%
No, I definitely hadn't heard about this before today	(1)	53 5%fg	26 5%	27 5%	20 18%	20 12%xefgh	4 3%f	- -	* *	8 3%fg	13 5%	11 5%	16 8%	13 4%	24 5%	28 6%
NET: No		74 7%fgh	29 6%	45 9%	23 21%	28 16%xefgh	9 6%g	3 2%	3 2%	8 4%	21 7%	15 7%	19 9%	20 6%	36 7%	38 7%
Don't know		14 1%	5 1%	8 2%	3 3%	7 4%xfgh	2 1%	- -	* *	1 *	- -	7 3%xi	2 1%	5 1%	7 1%	7 1%
Mean		3.63bd	3.68	3.57	3.21	3.37	3.70d	3.79xd	3.79xd	3.71xd	3.70xk	3.66	3.53	3.60	3.68xn	3.57
Standard deviation		0.77	0.74	0.79	1.16	1.03	0.66	0.45	0.46	0.64	0.74	0.75	0.86	0.74	0.74	0.79

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

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Absolutes/col percents

Table 273
Q18. Had you heard about any of the following before today?
- Ofcom
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		1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base		1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes		935 91%	160 87%	367 92%a	568 91%	383 91%	437 93%	115 89%	303 92%	450 91%	182 91%	710 91%	24 80%
Yes, I had definitely heard of this before today	(4)	759 74%	125 68%	295 74%	465 75%	308 73%	365 77%xf	86 67%	243 74%	378 77%	138 69%	574 74%	18 58%
Yes, I think I had heard of this before today	(3)	176 17%	35 19%	72 18%	103 17%	75 18%	72 15%	29 22%	60 18%	71 14%	44 22%h	136 17%	7 22%
No, I don't think I had heard of this before today	(2)	21 2%	7 4%	11 3%	10 2%	6 1%	6 1%	9 7%xde	8 3%	8 2%	5 2%	16 2%	1 5%
No, I definitely hadn't heard about this before today	(1)	53 5%	11 6%	14 4%	38 6%	26 6%	23 5%	3 3%	13 4%	32 6%	8 4%	45 6%	2 6%
NET: No		74 7%	18 10%	26 6%	49 8%	32 8%	30 6%	12 10%	22 7%	40 8%	12 6%	60 8%	3 11%
Don't know		14 1%	5 3%	8 2%	6 1%	7 2%	5 1%	1 1%	4 1%	4 1%	6 3%xh	9 1%	3 8%
Mean		3.63	3.54	3.65	3.61	3.60	3.67	3.55	3.64	3.63	3.61	3.61	3.45
Standard deviation		0.77	0.83	0.71	0.80	0.81	0.74	0.75	0.73	0.81	0.73	0.79	0.89

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

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Table 274
Q18. Had you heard about any of the following before today?
- The Competition and Markets Authority (CMA)
Base: All respondents

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base		1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
NET: Yes		402 39%bn	251 50%xb	150 29%	35 31%	53 30%	51 33%	81 44%de	76 46%xde	106 45%xde	143 51%xjkl	87 38%	67 33%	105 34%	230 45%xn	173 34%
Yes, I had definitely heard of this before today	(4)	208 20%bd	149 30%xb	60 11%	22 19%	21 12%	23 15%	51 28%xde	39 24%de	52 22%d	73 26%xk	45 19%	33 16%	58 19%	117 23%x	91 18%
Yes, I think I had heard of this before today	(3)	194 19%	103 20%	91 17%	13 12%	32 18%	28 18%	30 16%	36 22%	54 23%	70 25%xl	43 18%	34 17%	47 15%	113 22%xn	81 16%
No, I don't think I had heard of this before today	(2)	261 25%a	98 20%	163 31%xa	23 20%	49 28%	40 26%	56 30%	39 24%	55 23%	68 24%	65 28%	53 26%	75 24%	133 26%	128 25%
No, I definitely hadn't heard about this before today	(1)	314 31%fim	137 27%	177 34%x	46 41%	58 33%	53 35%f	44 24%	45 28%	68 29%	65 23%	64 28%	70 35%i	114 37%xi	130 25%	184 36%xm
NET: No		575 56%aim	235 47%	340 65%xa	69 61%	107 62%	93 60%	99 54%	84 51%	123 52%	134 48%	129 56%	123 61%i	189 61%i	263 51%	312 61%xm
Don't know		46 4%fhi	15 3%	31 6%	9 8%	14 8%fgh	10 6%f	4 2%	4 2%	6 2%	3 1%	15 7%i	13 6%i	14 4%i	19 4%	27 5%
Mean		2.30ben	2.54xb	2.07	2.11	2.10	2.15	2.49xde	2.43xde	2.39de	2.54xjkl	2.31	2.16	2.17	2.44xn	2.16
Standard deviation		1.13	1.19	1.01	1.19	1.04	1.09	1.14	1.15	1.14	1.12	1.11	1.11	1.15	1.12	1.13

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

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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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
NET: Yes	402 39%ij	74 40%	165 41%	238 38%	168 40%	185 39%	49 38%	171 52%xhi	177 36%	55 27%	278 36%	17 55%
Yes, I had definitely heard of this before today (4)	208 20%i	35 19%	91 23%	117 19%	82 19%	98 21%	28 22%	82 25%i	100 20%i	26 13%	146 19%	14 46%
Yes, I think I had heard of this before today (3)	194 19%hj	39 21%	74 18%	120 19%	86 20%	87 18%	21 16%	89 27%xhi	76 15%	29 14%	133 17%	3 9%
No, I don't think I had heard of this before today (2)	261 25%	44 24%	106 26%	155 25%	116 28%	110 23%	34 27%	86 26%	122 25%	52 26%	202 26%	6 20%
No, I definitely hadn't heard about this before today (1)	314 31%g	57 31%	107 27%	207 33%x	123 29%	150 32%	41 32%	62 19%	174 35%xg	78 39%xg	264 34%x	5 16%
NET: No	575 56%g	101 55%	213 53%	362 58%	240 57%	260 55%	76 59%	148 45%	297 60%xg	130 65%xg	465 60%x	11 36%
Don't know	46 4%	8 5%	23 6%	22 4%	15 3%	27 6%	4 3%	10 3%	20 4%	16 8%xg	35 5%	3 8%
Mean	2.30hij	2.30	2.39	2.25	2.31	2.30	2.29	2.60xhi	2.22	2.02	2.22	2.93
Standard deviation	1.13	1.13	1.14	1.13	1.11	1.15	1.15	1.07	1.15	1.07	1.13	1.21

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

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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

		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		846	502	361	761	964	421
Weighted Base		833	465	375	763	935	402
NET: Effective		506 61%bcdef	200 43%	157 42%	404 53%bcf	515 55%bcf	160 40%
Very effective	(4)	150 18%bcdef	29 6%	29 8%	105 14%bcf	105 11%b	38 9%b
Fairly effective	(3)	356 43%bcf	171 37%f	128 34%	299 39%f	410 44%bcf	122 30%
Not very effective	(2)	118 14%	90 19%a	111 30%abdef	175 23%a	184 20%a	87 22%a
Not at all effective	(1)	27 3%	18 4%	30 8%abe	60 8%abe	41 4%	22 5%
NET: Not effective		145 17%	107 23%a	141 38%abdef	235 31%abe	225 24%a	109 27%a
Don't know		182 22%d	158 34%acde	76 20%	124 16%	195 21%d	134 33%acde
Mean		2.97bcdef	2.69c	2.52	2.70c	2.78bcf	2.66
Standard deviation		0.76	0.72	0.81	0.85	0.75	0.82

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

Prepared by BritainThinks

Doteveryone - People, Power, Tech 2020 - Scotland Sample

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		846	377	468	23	92	166	187	193	185	315	227	120	184	542	304
Weighted Base		833	402	430	93**	147*	134	159	137	163	245	192	158*	238	437	396
NET: Effective		506 61%hk	246 61%	260 60%	64 69%	98 67%	81 60%	92 58%	82 60%	89 54%	158 64%k	127 66%k	80 51%	141 59%	285 65%xn	221 56%
Very effective	(4)	150 18%fg	69 17%	81 19%	34 37%	33 22%g	23 17%	21 13%	17 12%	22 14%	43 17%	40 21%	18 11%	50 21%	82 19%	67 17%
Fairly effective	(3)	356 43%	177 44%	179 42%	30 33%	65 44%	58 43%	71 45%	65 48%	67 41%	115 47%	87 46%	62 39%	91 38%	203 46%x	154 39%
Not very effective	(2)	118 14%	58 14%	61 14%	8 8%	22 15%	16 12%	24 15%	20 15%	29 18%	36 15%	25 13%	31 20%	26 11%	61 14%	57 14%
Not at all effective	(1)	27 3%m	18 4%	9 2%	- -	- -	9 7%xdh	9 6%xd	6 4%d	3 2%	7 3%	2 1%	7 4%	11 5%	9 2%	17 4%
NET: Not effective		145 17%	76 19%	69 16%	8 8%	22 15%	26 19%	32 20%	26 19%	32 19%	43 17%	28 14%	38 24%	37 16%	70 16%	75 19%
Don't know		182 22%m	81 20%	101 24%	21 23%	27 18%	28 21%	34 22%	29 21%	43 26%	45 18%	37 19%	41 26%	60 25%	82 19%	100 25%
Mean		2.97fk	2.92	3.01	3.37	3.09fg	2.89	2.84	2.87	2.90	2.96	3.06k	2.77	3.01	3.01	2.92
Standard deviation		0.76	0.78	0.73	0.67	0.67	0.84	0.79	0.74	0.72	0.73	0.69	0.77	0.82	0.71	0.81

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

Prepared by BritainThinks

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

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

		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		846	141	330	516	326	413	107	258	442	146	604	18
Weighted Base		833	152*	341	492	340	387	107*	278	419	136	626	28**
NET: Effective		506 61%ci	109 72%xc	236 69%xc	270 55%	210 62%	227 59%	68 64%	180 65%i	254 61%	72 53%	371 59%	20 70%
Very effective	(4)	150 18%i	30 20%	70 20%	80 16%	73 21%	62 16%	15 14%	55 20%i	85 20%i	10 8%	110 18%	7 26%
Fairly effective	(3)	356 43%c	80 52%xc	167 49%xc	190 39%	137 40%	166 43%	53 50%	126 45%	169 40%	61 45%	261 42%	13 45%
Not very effective	(2)	118 14%i	22 15%	47 14%	71 14%	56 16%	49 13%	13 12%	44 16%i	64 15%i	10 8%	94 15%	2 7%
Not at all effective	(1)	27 3%	1 1%	6 2%	21 4%	14 4%	8 2%	5 4%	8 3%	14 3%	4 3%	23 4%	1 4%
NET: Not effective		145 17%i	23 15%	53 16%	92 19%	70 21%	57 15%	18 17%	52 19%	78 19%	15 11%	117 19%	3 11%
Don't know		182 22%abg	20 13%	52 15%	130 27%xab	59 18%	102 26%xd	21 19%	46 16%	87 21%	50 37%xgh	138 22%	5 19%
Mean		2.97c	3.05	3.04	2.91	2.96	2.99	2.91	2.98	2.98	2.90	2.94	3.14
Standard deviation		0.76	0.65	0.70	0.80	0.81	0.71	0.74	0.75	0.79	0.66	0.78	0.77

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		502	270	231	8	42	92	121	115	124	217	134	64	87	351	151
Weighted Base		465	266	199	34**	63*	74*	103	80	110	165	108	76*	116*	273	193
NET: Effective		200 43%jm	116 44%	83 42%	24 72%	23 36%	32 43%	39 38%	35 43%	47 42%	70 42%	37 34%	32 41%	62 53%j	107 39%	93 48%
Very effective	(4)	29 6%ijm	19 7%	9 5%	6 18%	2 3%	4 5%	10 10%	3 3%	4 4%	6 3%	1 1%	8 11%ij	13 11%ij	7 3%	21 11%xm
Fairly effective	(3)	171 37%f	97 37%	74 37%	18 54%	21 33%	29 39%	29 28%	32 40%	42 38%	64 39%	35 33%	23 31%	48 41%	99 36%	72 37%
Not very effective	(2)	90 19%be	62 23%xb	28 14%	3 8%	10 16%	8 11%	24 23%e	16 20%	28 26%xe	37 23%	23 21%	14 18%	15 13%	60 22%x	29 15%
Not at all effective	(1)	18 4%b	15 6%b	3 2%	- -	3 4%	5 7%	5 5%	2 2%	3 3%	6 4%	2 2%	5 6%	5 4%	8 3%	10 5%
NET: Not effective		107 23%b	77 29%xb	31 15%	3 8%	13 20%	13 18%	29 28%	18 22%	32 29%	44 27%	25 23%	19 25%	20 17%	69 25%	39 20%
Don't know		158 34%a	73 27%	85 43%xa	7 20%	28 44%	29 39%	35 34%	28 35%	32 29%	51 31%	46 43%xi	26 34%	35 30%	97 36%	61 32%
Mean		2.69im	2.63	2.79	3.12	2.62	2.68	2.65	2.68	2.61	2.61	2.59	2.69	2.86	2.60	2.80
Standard deviation		0.72	0.77	0.62	0.57	0.71	0.79	0.82	0.63	0.66	0.67	0.59	0.86	0.76	0.64	0.80

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

Prepared by BritainThinks

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

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

		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		502	87	215	287	205	244	53	185	247	70	346	6
Weighted Base		465	86*	209	256	203	208	54*	188	213	64*	333	13**
NET: Effective		200 43%ce	54 63%xbc	100 48%	100 39%	103 51%xe	75 36%	21 40%	87 46%	84 40%	29 45%	144 43%	9 68%
Very effective	(4)	29 6%ce	7 8%	18 9%	11 4%	19 10%e	6 3%	3 5%	10 5%	15 7%	4 6%	25 7%	- -
Fairly effective	(3)	171 37%	47 54%xbc	82 39%	89 35%	83 41%	69 33%	19 35%	77 41%	69 33%	25 39%	120 36%	9 68%
Not very effective	(2)	90 19%	10 11%	32 15%	58 22%xa	40 20%	45 21%	5 9%	39 21%	43 20%	8 12%	64 19%	1 10%
Not at all effective	(1)	18 4%	2 2%	7 4%	10 4%	7 3%	7 4%	3 6%	7 4%	10 4%	2 3%	15 4%	- -
NET: Not effective		107 23%	12 14%	39 19%	68 27%xa	47 23%	52 25%	8 16%	45 24%	53 25%	9 14%	79 24%	1 10%
Don't know		158 34%d	21 24%	70 33%a	89 35%	53 26%	81 39%xd	24 45%d	56 30%	76 36%	26 41%	109 33%	3 22%
Mean		2.69ce	2.90xc	2.79c	2.60	2.77	2.58	2.70	2.68	2.65	2.82	2.69	2.87
Standard deviation		0.72	0.61	0.73	0.70	0.73	0.68	0.81	0.68	0.77	0.68	0.75	0.36

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		361	178	182	14	35	62	79	80	91	147	82	51	81	229	132
Weighted Base		375	200	174	56**	61*	53*	67*	56*	80*	115	74*	68*	118*	189	186*
NET: Effective		157 42%gjm	74 37%	83 48%	27 49%	36 59%xg	20 37%	26 38%	15 27%	33 41%	47 41%	20 28%	24 35%	66 56%xjk	68 36%	89 48%
Very effective	(4)	29 8%beghm	25 13%xb	4 2%	16 28%	5 7%	1 1%	6 9%gh	1 1%	1 2%	5 4%	1 2%	4 6%	19 16%xij	6 3%	23 12%m
Fairly effective	(3)	128 34%a	49 25%	78 45%xa	11 20%	31 51%xfg	19 36%	20 29%	14 25%	32 39%	42 37%	19 26%	20 29%	47 39%	61 32%	66 36%
Not very effective	(2)	111 30%b	71 35%b	40 23%	12 21%	17 27%	11 21%	22 33%	24 42%xe	25 32%	34 30%	24 33%	23 35%	29 24%	59 31%	52 28%
Not at all effective	(1)	30 8%	21 10%	9 5%	4 7%	2 3%	7 12%	7 10%	7 12%	5 6%	12 10%	7 10%	5 8%	6 5%	19 10%	11 6%
NET: Not effective		141 38%b	92 46%xb	49 28%	16 28%	19 30%	18 33%	29 43%	30 54%xdeh	30 38%	46 40%	32 43%	29 42%	35 29%	78 41%	63 34%
Don't know		76 20%	34 17%	42 24%	13 24%	7 11%	16 29%d	13 19%	11 19%	17 21%	22 19%	22 29%	16 23%	18 15%	43 23%	33 18%
Mean		2.52gjm	2.47	2.59	2.92	2.71	2.37	2.47	2.20	2.47g	2.43	2.27	2.43	2.78xij	2.38	2.66m
Standard deviation		0.81	0.90	0.67	1.01	0.67	0.80	0.85	0.70	0.67	0.78	0.74	0.77	0.82	0.77	0.82

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

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

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

		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		361	76	157	204	146	170	45	137	176	48	251	10
Weighted Base		375	87*	171*	203	167*	163	45*	158*	171	45*	270	22**
NET: Effective		157 42%ce	45 52%c	87 51%xc	70 35%	89 54%xe	48 29%	20 44%	65 41%	70 41%	22 49%	113 42%	12 53%
Very effective	(4)	29 8%ce	10 11%c	23 13%xc	6 3%	21 13%e	7 4%	2 4%	13 8%	14 8%	2 5%	16 6%	9 39%
Fairly effective	(3)	128 34%e	36 41%	64 37%	64 31%	69 41%e	41 25%	18 40%	51 33%	56 33%	20 44%	97 36%	3 14%
Not very effective	(2)	111 30%b	17 19%	33 19%	78 38%xab	38 23%	59 36%xd	14 31%	47 30%	53 31%	10 23%	86 32%	6 25%
Not at all effective	(1)	30 8%e	2 2%	14 8%a	16 8%	19 11%	8 5%	3 8%	15 9%	14 8%	2 4%	22 8%	1 3%
NET: Not effective		141 38%ab	19 22%	47 28%	94 46%xab	57 34%	68 41%	17 38%	62 39%	67 39%	12 27%	109 40%	6 28%
Don't know		76 20%d	23 26%	37 22%	39 19%	20 12%	48 29%xd	8 17%	31 20%	34 20%	11 24%	49 18%	4 19%
Mean		2.52ce	2.83xc	2.71xc	2.37	2.63	2.40	2.49	2.50	2.51	2.66	2.48	3.10
Standard deviation		0.81	0.72	0.87	0.72	0.88	0.71	0.74	0.84	0.81	0.69	0.77	0.98

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

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

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

		Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base		761	346	415	22	86	136	166	164	187	275	206	102	178	481	280
Weighted Base		763	370	393	86**	141*	112	143	115	166	216	176	138*	232	393	370
NET: Effective		404 53%jm	202 55%	202 51%	58 68%	69 49%	53 47%	70 49%	61 53%	93 56%	113 52%j	71 40%	78 56%j	142 61%xj	184 47%	220 59%xm
Very effective	(4)	105 14%ehm	56 15%	49 13%	26 30%	27 19%eh	8 7%	21 14%h	11 10%	12 7%	24 11%	17 10%	20 14%	43 19%j	41 11%	63 17%m
Fairly effective	(3)	299 39%jm	147 40%	152 39%	33 38%	42 30%	45 40%	50 35%	50 43%d	81 49%xdf	89 41%j	54 30%	58 42%	99 43%j	142 36%	157 42%
Not very effective	(2)	175 23%n	94 25%	82 21%	11 13%	31 22%	22 19%	39 27%	28 25%	44 27%	54 25%	55 31%xl	27 20%	40 17%	108 28%xn	67 18%
Not at all effective	(1)	60 8%	35 9%	25 6%	- -	12 8%	16 14%xh	15 10%	9 8%	8 5%	23 10%	12 7%	10 7%	16 7%	34 9%	26 7%
NET: Not effective		235 31%bln	129 35%	107 27%	11 13%	43 30%	38 33%	53 37%x	38 33%	53 32%	76 35%l	66 38%xl	37 27%	55 24%	143 36%xn	93 25%
Don't know		124 16%a	39 11%	85 22%xa	16 19%	29 20%	22 20%	20 14%	16 14%	21 13%	27 13%	39 22%xi	23 17%	35 15%	66 17%	58 16%
Mean		2.70eijm	2.67	2.73	3.21	2.76	2.50	2.62	2.64	2.66	2.60	2.56	2.76	2.86xij	2.59	2.82xm
Standard deviation		0.85	0.88	0.82	0.70	0.94	0.89	0.90	0.81	0.71	0.86	0.82	0.84	0.85	0.84	0.85

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

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

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

		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		761	129	293	468	295	370	96	245	397	119	550	17
Weighted Base		763	148*	310	453	306	358	98*	269	381	113	578	28**
NET: Effective		404 53%	84 57%	170 55%	234 52%	177 58%	182 51%	45 46%	145 54%	195 51%	64 57%	303 52%	22 78%
Very effective	(4)	105 14%e	21 14%	48 15%	57 13%	57 19%xe	36 10%	12 12%	37 14%	54 14%	14 12%	73 13%	15 54%
Fairly effective	(3)	299 39%	63 42%	122 39%	177 39%	120 39%	146 41%	33 34%	108 40%	141 37%	50 44%	230 40%	7 24%
Not very effective	(2)	175 23%	31 21%	64 21%	111 24%	76 25%	79 22%	19 20%	67 25%	88 23%	20 18%	140 24%	2 8%
Not at all effective	(1)	60 8%	5 4%	20 6%	40 9%	23 7%	21 6%	16 16%xde	23 9%	33 9%	4 4%	47 8%	1 4%
NET: Not effective		235 31%i	36 24%	84 27%	151 33%	99 32%	101 28%	35 36%	90 34%i	120 32%	24 22%	187 32%	3 12%
Don't know		124 16%d	28 19%	56 18%	68 15%	30 10%	75 21%xd	18 18%	34 13%	66 17%	24 22%g	89 15%	3 10%
Mean		2.70f	2.83	2.78	2.65	2.76	2.70	2.50	2.67	2.69	2.83	2.67	3.43
Standard deviation		0.85	0.77	0.84	0.86	0.87	0.79	0.98	0.86	0.88	0.74	0.84	0.84

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

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

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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		964	449	514	22	85	172	209	223	253	338	256	142	228	594	370
Weighted Base		935	466	468	86**	139*	143	181	160	226	259	210	183	284	468	467
NET: Effective		515 55%im	243 52%	272 58%	58 67%	80 58%	81 57%	96 53%	84 53%	115 51%	125 48%	108 52%	105 58%	177 62%xij	233 50%	282 60%xm
Very effective	(4)	105 11%im	43 9%	61 13%	15 17%	19 14%	16 11%	22 12%	13 8%	19 9%	17 7%	28 13%i	24 13%	36 13%i	45 10%	60 13%
Fairly effective	(3)	410 44%m	200 43%	210 45%	43 50%	61 44%	65 45%	74 41%	71 44%	96 42%	107 42%	80 38%	82 45%	141 49%j	188 40%	222 48%m
Not very effective	(2)	184 20%bel	124 27%xb	60 13%	15 17%	21 15%	18 13%	44 24%e	34 21%e	52 23%e	67 26%xl	42 20%	34 19%	41 14%	109 23%xn	75 16%
Not at all effective	(1)	41 4%b	31 7%xb	10 2%	- -	4 3%	6 4%	9 5%	10 6%	13 6%	12 5%	12 6%	7 4%	9 3%	25 5%	17 4%
NET: Not effective		225 24%beln	155 33%xb	70 15%	15 17%	25 18%	24 17%	53 29%de	44 27%e	65 29%xe	79 31%xl	54 26%	41 23%	50 18%	134 29%xn	92 20%
Don't know		195 21%a	68 15%	127 27%xa	13 15%	34 25%	38 26%f	32 18%	32 20%	46 20%	55 21%	47 23%	36 20%	57 20%	102 22%	93 20%
Mean		2.78ahim	2.64	2.95xa	3.00	2.91h	2.86h	2.73	2.69	2.68	2.63	2.76	2.83i	2.90xi	2.69	2.87xm
Standard deviation		0.75	0.78	0.69	0.64	0.72	0.74	0.79	0.76	0.76	0.72	0.83	0.75	0.70	0.77	0.72

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

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

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		964	150	359	605	381	471	112	283	486	195	700	15
Weighted Base		935	160*	367	568	383	437	115*	303	450	182	710	24**
NET: Effective		515 55%cf	109 68%xbc	221 60%xc	293 52%	225 59%f	239 55%	51 44%	165 55%	248 55%	101 56%	399 56%	16 67%
Very effective	(4)	105 11%g	18 11%	45 12%	60 11%	45 12%	52 12%	8 7%	23 7%	62 14%xg	20 11%	81 11%	1 5%
Fairly effective	(3)	410 44%c	91 57%xbc	176 48%	233 41%	180 47%	187 43%	43 37%	143 47%	186 41%	81 45%	318 45%	15 62%
Not very effective	(2)	184 20%i	22 13%	64 18%	119 21%	72 19%	84 19%	28 24%	78 26%xi	90 20%i	16 9%	135 19%	5 21%
Not at all effective	(1)	41 4%	3 2%	13 4%	28 5%	24 6%	14 3%	3 3%	15 5%	18 4%	8 4%	32 5%	- -
NET: Not effective		225 24%ai	24 15%	77 21%	148 26%a	96 25%	98 22%	31 27%	93 31%xi	109 24%i	24 13%	168 24%	5 21%
Don't know		195 21%dg	27 17%	68 19%	127 22%	62 16%	100 23%d	33 29%d	45 15%	93 21%	57 31%xgh	143 20%	3 12%
Mean		2.78g	2.93xc	2.85	2.74	2.77	2.82	2.68	2.67	2.82g	2.91xg	2.79	2.82
Standard deviation		0.75	0.61	0.72	0.77	0.78	0.74	0.70	0.72	0.78	0.73	0.75	0.52

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

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Doteveryone - People, Power, Tech 2020 - Scotland 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

		Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base		421	251	169	9	32	61	94	105	120	181	107	55	78	288	133
Weighted Base		402	251	150	35**	53**	51*	81*	76*	106	143	87*	67*	105*	230	173*
NET: Effective		160 40%gjm	103 41%	57 38%	23 65%	19 35%	23 45%	32 39%	23 31%	41 38%	55 39%j	21 24%	25 37%	59 56%xij	76 33%	84 49%xm
Very effective	(4)	38 9%ghim	29 11%	10 6%	12 35%	4 7%	4 9%	10 13%gh	3 4%	5 4%	5 3%	4 4%	6 9%	23 22%xij	9 4%	29 17%xm
Fairly effective	(3)	122 30%j	74 29%	48 32%	10 30%	15 28%	18 36%	21 26%	21 27%	36 34%	50 35%j	17 19%	19 28%	36 34%	67 29%	55 32%
Not very effective	(2)	87 22%be	69 27%xb	18 12%	4 11%	9 16%	5 10%	21 26%e	21 28%e	28 26%e	29 20%	27 31%xl	18 27%	13 12%	56 24%x	31 18%
Not at all effective	(1)	22 5%	18 7%	4 3%	- -	- -	3 7%	7 8%	3 4%	9 8%	12 9%x	5 5%	2 3%	3 2%	17 7%x	5 3%
NET: Not effective		109 27%bel	87 35%xb	22 14%	4 11%	9 16%	8 16%	27 34%e	24 32%e	37 35%xe	41 29%l	32 36%xl	20 30%	15 15%	73 32%xn	36 21%
Don't know		134 33%a	62 25%	71 47%xa	9 25%	26 49%	20 39%	22 27%	28 37%	29 27%	46 33%	35 40%	22 32%	31 30%	81 35%	53 31%
Mean		2.66ghijm	2.60	2.80	3.32	2.82	2.76	2.60	2.49	2.47	2.49	2.38	2.64	3.07xijk	2.45	2.91xm
Standard deviation		0.82	0.86	0.71	0.72	0.66	0.84	0.91	0.71	0.77	0.79	0.75	0.78	0.79	0.77	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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

		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	421	71	160	261	172	202	47	161	202	58	285	8
Weighted Base	402	74*	165	238	168	185	49*	171	177	55*	278	17**
NET: Effective	160 40%c	40 54%xc	77 46%	83 35%	73 43%	66 36%	21 42%	74 43%	65 37%	21 38%	119 43%	9 53%
Very effective (4)	38 9%ce	6 8%	24 14%xc	14 6%	22 13%	12 6%	4 8%	14 8%	20 11%	4 7%	28 10%	6 37%
Fairly effective (3)	122 30%	34 46%xbc	53 32%	69 29%	50 30%	55 30%	16 33%	60 35%	45 25%	17 31%	91 33%	3 17%
Not very effective (2)	87 22%ab	7 9%	25 15%	62 26%xab	40 24%	36 19%	11 23%	36 21%	42 24%	9 17%	68 24%	2 12%
Not at all effective (1)	22 5%	4 5%	11 7%	11 5%	11 7%	9 5%	1 3%	10 6%	9 5%	3 5%	13 5%	- -
NET: Not effective	109 27%a	10 14%	36 22%a	73 31%xa	51 31%	45 24%	13 26%	46 27%	51 29%	12 22%	81 29%	2 12%
Don't know	134 33%dj	24 32%	52 32%	82 34%	44 26%	74 40%xd	16 33%	51 30%	61 34%	22 39%	79 28%	6 34%
Mean	2.66c	2.84c	2.80	2.55	2.68	2.62	2.70	2.66	2.65	2.67	2.67	3.37
Standard deviation	0.82	0.72	0.89	0.76	0.88	0.79	0.75	0.79	0.86	0.82	0.80	0.81

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

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

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

	Total (x)	Gender Male (a)	Gender Female (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)
											SEG			SEG II	
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	293 29%gh	144 29%	149 29%	44 39%	83 48%xefgh	53 35%fgh	44 24%	29 18%	41 17%	75 27%	67 29%	59 29%	93 30%	141 28%	152 30%
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	730 71%d	357 71%	372 71%	69 61%	91 52%	100 65%d	140 76%de	135 82%xde	194 83%xde	205 73%	165 71%	145 71%	215 70%	370 72%	359 70%

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

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

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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	293 29%c	68 37%xc	138 34%xc	155 25%	104 25%	128 27%	61 47%xde	90 27%	144 29%	59 29%	228 29%	14 45%
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	730 71%abf	115 63%	263 66%	467 75%xab	318 75%f	344 73%f	68 53%	239 73%	349 71%	142 71%	552 71%	17 55%

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

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

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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	567 55%ak	233 46%	334 64%xa	55 49%	95 54%	80 52%	93 50%	95 58%	149 63%xef	166 59%k	131 57%k	89 43%	182 59%k	297 58%	270 53%
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	456 45%bh	269 54%xb	187 36%	57 51%	79 46%	73 48%h	91 50%h	68 42%	86 37%	114 41%	101 43%	115 57%xijl	126 41%	215 42%	241 47%

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

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

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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	567 55%f	96 53%	226 57%	341 55%	269 64%xef	251 53%f	47 37%	174 53%	267 54%	126 63%xg	429 55%	11 35%
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	456 45%di	87 47%	174 43%	282 45%	153 36%	221 47%d	82 63%xde	155 47%i	226 46%	74 37%	350 45%	20 65%

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

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

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

	Total (x)	Gender Male (a)	Female (b)	Age 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	SEG AB (i)	C1 (j)	C2 (k)	DE (l)	SEG II ABC1 (m)	C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	446 44%im	230 46%	217 42%	24 21%	89 51%	73 48%	80 43%	80 49%	100 43%	104 37%	93 40%	96 47%	153 50%i	198 39%	249 49%xm
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	577 56%n	272 54%	304 58%	89 79%	85 49%	80 52%	104 57%	83 51%	135 57%	175 63%xl	138 60%	108 53%	155 50%	314 61%xn	263 51%

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

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

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

	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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	446 44%d	70 38%	162 41%	284 46%	153 36%	210 45%d	83 65%xde	127 39%	217 44%	102 51%xg	338 43%	9 31%
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	577 56%fi	114 62%	238 59%	338 54%	269 64%xef	262 55%f	45 35%	201 61%i	276 56%	99 49%	441 57%	21 69%

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

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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

	Total (x)	Gender		Age						AB (i)	C1 (j)	C2 (k)	DE (l)	ABC1 (m)	C2DE (n)
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)						
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	351 34%bhim	194 39%xb	158 30%	38 34%	76 44%xgh	65 43%xgh	62 34%h	51 31%	59 25%	79 28%	82 35%	78 38%	112 36%	161 32%	190 37%
I'd rather share less information about myself online, even if it means I might have to pay more for products and services	672 66%ade	308 61%	364 70%xa	75 66%	98 56%	88 57%	122 66%	113 69%de	177 75%xdef	201 72%x	150 65%	126 62%	196 64%	350 68%x	322 63%

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

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

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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	351 34%dg	66 36%	144 36%	207 33%	94 22%	178 38%xd	79 61%xde	94 29%	176 36%	81 40%xg	273 35%	9 30%
I'd rather share less information about myself online, even if it means I might have to pay more for products and services	672 66%efi	118 64%	256 64%	416 67%	328 78%xef	294 62%f	50 39%	235 71%xi	318 64%	119 60%	506 65%	21 70%

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

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

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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	677 66%dk	330 66%	347 67%	67 60%	84 49%	97 63%d	124 67%d	127 77%xdef	178 76%xde	196 70%k	162 70%k	117 58%	202 66%	358 70%xn	319 62%
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	346 34%ghm	172 34%	174 33%	45 40%	89 51%xefgh	57 37%gh	60 33%g	37 23%	57 24%	83 30%	70 30%	86 42%xij	106 34%	153 30%	192 38%m

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

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

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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	677 66%a	105 57%	250 62%	427 69%a	295 70%	305 65%	78 60%	216 66%	328 66%	133 66%	520 67%	15 50%
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	346 34%	79 43%xc	150 38%	195 31%	128 30%	167 35%	51 40%	113 34%	166 34%	67 34%	259 33%	15 50%

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

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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

	Total (x)	Gender		Age						SEG				SEG II	
		Male (a)	Female (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)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	573 56%b	308 62%xb	265 51%	57 50%	109 63%	87 56%	97 53%	87 53%	136 58%	158 56%	132 57%	101 50%	183 59%	290 57%	283 55%
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	450 44%a	193 38%	256 49%xa	56 50%	65 37%	67 44%	87 47%	76 47%	99 42%	122 44%	100 43%	103 50%	125 41%	222 43%	228 45%

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

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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

	Total (x)	Usage (Q1) Frequent usage (a)	Wide usage (b)	Low usage (c)	Concerns (Q6) High concern (d)	Medium concern (e)	Low concern (f)	Protective Levels (Q9) Highly protective (g)	Somewhat protective (h)	Not protective (i)	Ethnicity White (j)	BAME (k)
Unweighted Base	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	573 56%c	121 66%xc	252 63%xc	321 52%	216 51%	275 58%	82 64%d	192 58%	269 55%	112 56%	446 57%	14 45%
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	450 44%ab	62 34%	149 37%	301 48%xab	206 49%f	197 42%	47 36%	137 42%	224 45%	89 44%	333 43%	17 55%

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

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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

	Total (x)	Gender Male (a)	Gender Female (b)	Age 18-24 (c)	Age 25-34 (d)	Age 35-44 (e)	Age 45-54 (f)	Age 55-64 (g)	Age 65+ (h)	SEG AB (i)	SEG C1 (j)	SEG C2 (k)	SEG DE (l)	SEG II ABC1 (m)	SEG II C2DE (n)
Unweighted Base	1023	466	556	29	106	185	213	228	262	354	272	153	244	626	397
Weighted Base	1023	501	521	113**	174*	153	184	164	235	280	232	203	308	512	512
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	427 42%fm	207 41%	220 42%	55 49%	72 41%	60 39%	60 32%	66 40%	114 48%xf	110 39%	89 38%	90 44%	138 45%	199 39%	228 45%
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	596 58%h	294 59%	302 58%	58 51%	102 59%	93 61%	124 68%xh	98 60%	121 52%	170 61%	143 62%	113 56%	170 55%	313 61%x	284 55%

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

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

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	1023	163	381	642	407	493	123	299	513	211	743	19
Weighted Base	1023	183	400	623	422	472	129*	329	494	201	779	30**
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	427 42%	74 40%	162 40%	265 43%	168 40%	192 41%	66 52%x	122 37%	213 43%	92 46%	321 41%	15 51%
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	596 58%f	109 60%	238 60%	358 57%	254 60%	279 59%	62 48%	207 63%	281 57%	108 54%	458 59%	15 49%

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

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