

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 1  
**Q1. Which of the following best describes your experience with data protection (e.g. this could be in your work or from somewhere else)?**  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I have experience collecting, processing, and keeping people's personal information (e.g. contact details) secure (e.g. at work)	625	303	320	61	153	118	122	92	79	187	243	116	80	60	35	60	51	47	44	28	53	92	78	57	21	206	293	103
I have been provided training in data protection regulations	347	185	162	47	75	73	63	48	42	103	107	67	70	35	10	31	22	26	19	22	33	64	46	29	10	107	167	55
I am familiar with the topic, but have not had any formal training about data protection	569	297	272	70	82	87	88	79	163	158	142	120	150	47	27	62	44	44	48	28	55	68	81	49	18	47	217	40
I have had little to no exposure to this topic	525	224	301	45	46	51	87	97	200	97	104	131	193	35	13	76	55	60	38	19	51	49	76	43	10	35	151	9

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality  
[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 2  
**Q1. Which of the following best describes your experience with data protection (e.g. this could be in your work or from somewhere else)?**  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I have experience collecting, processing, and keeping people's personal information (e.g. contact details) secure (e.g. at work)	625	625	-	-	625	-	277	184	164	348	467	158	377	248
I have been provided training in data protection regulations	347	-	347	-	347	-	129	125	93	218	243	104	194	153
I am familiar with the topic, but have not had any formal training about data protection	569	-	-	569	569	-	146	208	216	424	365	204	282	287
I have had little to no exposure to this topic	525	-	-	-	-	525	44	176	306	482	226	299	126	399

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 3  
**Q2. On average, how much time do you spend on online platforms (such as social media, news or shopping websites, gaming or streaming platforms) in a week?**  
If you're not completely sure, please provide your best estimate from the list below.  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
0-2 hours (e.g. less than 30 mins a day)	345	191	154	11	26	41	57	75	136	90	93	75	88	31	12	44	26	32	24	10	36	41	45	32	11	55	126	13
3-5 hours (e.g. less than an hour a day)	420	202	218	33	74	60	80	51	121	108	114	98	100	40	18	43	29	49	27	18	33	63	51	35	12	81	173	52
6-10 hours (e.g. around an hour a day)	392	196	195	38	68	73	62	75	76	122	108	79	84	25	20	41	38	38	23	18	31	58	55	30	16	98	163	49
11-20 hours (e.g. 2+ hours a day)	418	200	218	50	83	74	78	50	84	93	135	90	99	33	13	40	39	33	32	24	48	48	67	36	7	84	172	44
21-30 hours (e.g. 3+ hours a day)	230	91	140	32	45	36	43	34	41	55	74	42	60	34	11	26	17	13	18	9	21	28	26	22	6	41	85	21
30+ hours (e.g. 4+ hours a day)	261	129	130	60	59	46	40	32	25	76	74	49	62	12	10	34	23	13	25	19	23	36	37	23	6	36	109	29

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality  
[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 4  
**Q2. On average, how much time do you spend on online platforms (such as social media, news or shopping websites, gaming or streaming platforms) in a week?**  
If you're not completely sure, please provide your best estimate from the list below.  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
0-2 hours (e.g. less than 30 mins a day)	345	81	57	79	217	129	61	118	166	284	188	157	124	221
3-5 hours (e.g. less than an hour a day)	420	112	78	112	302	118	120	138	161	300	241	179	193	227
6-10 hours (e.g. around an hour a day)	392	133	71	107	312	80	115	130	146	276	243	149	183	209
11-20 hours (e.g. 2+ hours a day)	418	137	77	109	322	96	138	143	137	280	279	139	217	202
21-30 hours (e.g. 3+ hours a day)	230	75	28	81	184	46	71	77	82	159	165	85	117	113
30+ hours (e.g. 4+ hours a day)	261	87	36	82	205	57	89	87	86	172	186	76	146	115

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 5  
Q3. Organisations and companies might use different types of data or information about people to help them provide services. Which of the following things in the list below would you think of as 'personal information' that companies or organisations might be interested in knowing about?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	192	289	288	164	64	379	822	201		
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	192	273	281	178	58*	395	828	208	
Contact details like email address or phone number	1720	801	917	160	262	265	316	287	431	455	503	364	397	151	76	189	145	134	124	85	166	212	242	149	48	298	683	131
	83%	79%	87%	72%	74%	80%	88%	91%	89%	84%	84%	84%	81%	86%	89%	82%	84%	76%	83%	88%	86%	78%	86%	84%	82%	76%	83%	63%
Personal details like your name, age and gender	1744	834	908	161	276	270	308	292	436	456	521	363	404	150	71	187	147	134	130	90	171	212	244	159	48	309	692	132
	84%	83%	86%	72%	78%	82%	86%	93%	90%	84%	87%	84%	82%	85%	84%	82%	85%	75%	87%	93%	89%	78%	87%	90%	83%	78%	84%	64%
Your address	1579	751	826	129	246	244	288	268	404	413	481	325	360	141	64	172	140	125	117	72	162	183	226	131	46	275	627	110
	76%	74%	78%	58%	69%	74%	80%	85%	84%	76%	81%	75%	73%	80%	75%	75%	82%	70%	79%	75%	84%	67%	84%	74%	80%	70%	76%	53%
Information about your financial circumstances	1486	734	750	127	227	219	287	252	375	395	458	297	337	130	58	146	138	119	104	70	158	185	210	130	38	272	595	112
	72%	73%	71%	57%	64%	67%	80%	80%	78%	73%	77%	69%	68%	74%	69%	64%	80%	67%	70%	72%	68%	75%	73%	66%	69%	72%	54%	
Your internet search history	1499	737	760	132	239	223	278	258	368	407	444	301	347	133	64	149	127	118	104	76	152	184	214	137	40	265	585	127
	73%	73%	72%	59%	67%	68%	77%	82%	76%	75%	74%	69%	70%	76%	75%	65%	74%	67%	70%	79%	68%	76%	77%	70%	67%	71%	61%	
The kinds of pages and accounts you like or share on social media (e.g. on Instagram, Facebook, TikTok etc.)	1340	655	684	144	207	208	238	230	313	374	407	275	284	120	56	136	109	103	97	64	145	159	192	122	37	237	531	126
	65%	65%	65%	64%	58%	63%	66%	73%	65%	69%	68%	64%	58%	68%	66%	59%	63%	58%	65%	66%	75%	58%	68%	68%	65%	60%	64%	61%
Your purchase history (e.g. all the things you have bought recently)	1564	754	808	142	235	230	293	262	402	410	473	313	368	145	66	158	133	117	111	77	154	188	221	149	46	267	607	120
	76%	75%	77%	63%	66%	70%	82%	83%	83%	75%	79%	72%	75%	82%	77%	69%	77%	66%	75%	79%	80%	69%	79%	84%	79%	68%	73%	58%
Biometric information (e.g. fingerprints, face (for facial recognition))	1097	545	549	105	200	173	203	178	237	312	337	213	235	97	43	118	95	82	76	55	114	144	150	94	28	213	451	119
	53%	54%	52%	47%	56%	53%	56%	56%	49%	57%	56%	49%	48%	55%	50%	52%	55%	46%	51%	56%	59%	53%	53%	53%	49%	54%	54%	57%

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Prepared by Revealing Reality

[Return to Index](#)

ICO Public Awareness Survey

Absolutes/col percents

Table 5  
Q3. Organisations and companies might use different types of data or information about people to help them provide services. Which of the following things in the list below would you think of as 'personal information' that companies or organisations might be interested in knowing about?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	192	273	281	178	58*	395	828	208	
Your political position (e.g. voting history)	1161	599	560	94	178	174	218	200	296	336	350	225	249	105	51	103	104	85	75	59	122	140	178	110	30	213	456	104
	56%	59%	53%	42%	50%	53%	61%	63%	61%	62%	59%	52%	51%	60%	60%	45%	61%	48%	50%	61%	63%	51%	63%	62%	52%	54%	55%	50%
None of these	49	22	27	6	16	8	1	6	11	12	6	6	24	3	3	6	3	11	2	1	2	7	8	3	1	7	20	-
	2%	2%	3%	3%	4%	3%	*	2%	2%	2%	1%	1%	5%	1%	4%	3%	2%	6%	2%	1%	1%	3%	3%	2%	2%	2%	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

ICO Public Awareness Survey  
ONLINE Fieldwork: 15th to 17th July 2022

Table 6  
Q3. Organisations and companies might use different types of data or information about people to help them provide services. Which of the following things in the list below would you think of as 'personal information' that companies or organisations might be interested in knowing about?  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Contact details like email address or phone number	1720	532	282	489	1304	416	478	601	641	1242	1099	621	800	919
	83%	85%	81%	86%	85%	79%	80%	87%	82%	84%	84%	81%	82%	85%
Personal details like your name, age and gender	1744	541	281	496	1318	426	492	607	645	1252	1111	633	810	934
	84%	87%	81%	87%	85%	81%	83%	88%	83%	85%	85%	83%	83%	86%
Your address	1579	485	255	465	1205	375	442	550	587	1137	1007	572	734	846
	76%	78%	73%	82%	78%	71%	74%	79%	75%	77%	77%	75%	75%	78%
Information about your financial circumstances	1486	479	239	415	1133	354	433	518	535	1054	991	496	712	774
	72%	77%	69%	73%	73%	67%	73%	75%	69%	72%	76%	65%	73%	71%
Your internet search history	1499	458	244	429	1131	368	429	519	551	1070	985	514	725	774
	73%	73%	70%	75%	73%	70%	72%	75%	71%	73%	76%	67%	74%	71%
The kinds of pages and accounts you like or share on social media (e.g. on Instagram, Facebook, TikTok etc.)	1340	437	213	400	1050	290	408	463	469	932	906	434	684	657
	65%	70%	61%	70%	68%	55%	68%	67%	60%	63%	70%	57%	70%	60%
Your purchase history (e.g. all the things you have bought recently)	1564	477	241	463	1181	382	436	530	598	1128	1025	539	749	815
	76%	76%	70%	81%	77%	73%	73%	76%	77%	77%	79%	70%	76%	75%
Biometric information (e.g. fingerprints, face (for facial recognition))	1097	376	202	304	881	215	356	374	367	741	747	349	555	541
	53%	60%	58%	53%	57%	41%	60%	54%	47%	50%	57%	46%	57%	50%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

ICO Public Awareness Survey  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Q3. Organisations and companies might use different types of data or information about people to help them provide services. Which of the following things in the list below would you think of as 'personal information' that companies or organisations might be interested in knowing about?  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Your political position (e.g. voting history)	1161	385	187	335	906	255	352	405	403	809	777	384	580	581
	56%	62%	54%	59%	59%	48%	59%	58%	52%	55%	60%	50%	59%	53%
None of these	49	10	3	10	22	27	4	10	35	45	13	36	15	34
	2%	2%	1%	2%	1%	5%	1%	1%	3%	5%	1%	5%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

ICO Public Awareness Survey

Table 7  
Summary  
Base: All respondents

	Healthcare providers (e.g. NHS, local GP)	Public sector organisations (e.g. the police, national government departments, local authorities)	Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)	Financial services (e.g. banks, building societies)	Online retailers - any company who sells physical goods/products online (e.g. Asos, eBay)	Mobile, broadband and utility providers	Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo Valve)	Search engines (e.g. Google, Bing, DuckDuckGo)	Providers of cloud data storage (e.g. OneDrive, Google Drive, Dropbox, iCloud)	Social media companies / platforms (e.g. Instagram, TikTok, Facebook)
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
I know exactly what personal information this type of company/ organisation would collect about me	545	352	223	464	292	245	146	205	165	223
	26%	17%	11%	22%	14%	12%	7%	10%	8%	11%
I have some idea what personal information this type of company/ organisation would collect about me	1196	1158	1217	1239	1334	1310	647	1152	892	1153
	58%	56%	59%	60%	65%	63%	31%	56%	43%	56%
Not sure / don't know what personal information this type of company/organisation would collect about me	290	493	576	335	412	488	489	658	773	493
	14%	24%	28%	16%	20%	24%	24%	32%	37%	24%
Not relevant to me	35	63	51	29	29	24	785	53	238	198
	2%	3%	2%	1%	1%	1%	38%	3%	12%	10%

Prepared by Revealing Reality

[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 8  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	545	250	294	73	100	76	75	79	143	149	163	113	121	55	24	45	49	45	39	25	51	78	79	45	11	120	186	72
	26%	25%	28%	33%	28%	23%	21%	25%	30%	27%	27%	26%	24%	31%	29%	20%	29%	25%	26%	25%	26%	29%	28%	25%	19%	30%	23%	35%
I have some idea what personal information this type of company/ organisation would collect about me	1196	576	620	112	200	200	217	191	276	319	354	244	279	92	55	143	95	99	89	53	119	147	160	106	36	225	505	100
	58%	57%	59%	50%	56%	61%	60%	61%	57%	59%	59%	56%	57%	53%	64%	62%	56%	56%	60%	55%	62%	54%	57%	60%	62%	57%	61%	48%
Not sure / don't know what personal information this type of company/organisation would collect about me	290	163	126	33	49	45	63	43	58	73	74	66	77	24	6	34	26	33	16	19	20	36	40	25	11	43	123	30
	14%	16%	12%	15%	14%	14%	17%	14%	12%	13%	12%	15%	16%	14%	7%	15%	15%	19%	11%	20%	10%	13%	14%	14%	18%	11%	15%	15%
Not relevant to me	35	20	15	6	6	9	5	3	6	4	6	9	16	5	-	7	1	1	5	-	2	11	1	2	1	7	14	5
	2%	2%	1%	3%	2%	3%	1%	1%	1%	1%	1%	2%	3%	3%	-	3%	1%	1%	3%	-	1%	4%	*	1%	1%	2%	2%	2%

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

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[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 9  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Healthcare providers (e.g. NHS, local GP)

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	545	199	97	146	442	103	212	161	173	334	360	185	300	245
	26%	32%	28%	26%	29%	20%	36%	23%	22%	23%	28%	24%	31%	23%
I have some idea what personal information this type of company/ organisation would collect about me	1196	360	211	342	913	283	330	443	423	868	763	433	551	645
	58%	58%	61%	60%	59%	54%	55%	64%	54%	59%	59%	57%	56%	59%
Not sure / don't know what personal information this type of company/organisation would collect about me	290	63	32	77	171	119	46	85	159	244	164	127	117	173
	14%	10%	9%	13%	11%	23%	8%	12%	20%	17%	13%	17%	12%	16%
Not relevant to me	35	3	8	4	15	20	8	5	23	28	15	20	11	24
	2%	1%	2%	1%	1%	4%	1%	1%	3%	2%	1%	3%	1%	2%

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

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[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 10  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Public sector organisations (e.g. the police, national governmental departments, local authorities)  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber (q)	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	352	194	158	58	64	61	52	54	63	90	114	80	68	25	16	26	36	28	21	22	26	65	46	31	10	112	125	67
	17%	19%	15%	26%	18%	19%	14%	17%	13%	17%	19%	18%	14%	14%	19%	12%	21%	16%	14%	22%	14%	24%	16%	17%	18%	28%	15%	32%
I have some idea what personal information this type of company/ organisation would collect about me	1158	539	618	101	199	190	195	195	279	311	343	235	269	109	53	142	84	93	82	52	110	142	161	97	34	219	460	98
	56%	53%	59%	45%	56%	58%	54%	62%	58%	57%	57%	54%	55%	62%	62%	62%	49%	52%	55%	53%	57%	52%	57%	54%	59%	56%	56%	47%
Not sure / don't know what personal information this type of company/organisation would collect about me	493	244	249	55	81	69	108	61	120	135	123	102	134	36	15	52	48	47	40	23	52	53	68	46	13	53	220	38
	24%	24%	24%	26%	23%	21%	30%	19%	25%	25%	21%	23%	27%	21%	18%	23%	28%	26%	27%	23%	27%	20%	24%	26%	22%	13%	27%	18%
Not relevant to me	63	32	31	9	12	9	5	6	21	8	16	17	22	6	1	9	3	10	6	1	4	13	6	4	1	10	23	6
	3%	3%	3%	4%	4%	3%	1%	2%	4%	2%	3%	4%	5%	3%	1%	4%	2%	5%	4%	1%	2%	5%	2%	2%	1%	3%	3%	3%

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

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[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 11  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Public sector organisations (e.g. the police, national governmental departments, local authorities)  
Base: All respondents

	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088



I know exactly what personal information this type of company/ organisation would collect about me	352 17%	151 24%	66 19%	77 13%	294 19%	58 11%	163 27%	100 14%	89 11%	189 13%	256 20%	95 12%	216 22%	136 12%
I have some idea what personal information this type of company/ organisation would collect about me	1158 56%	357 13%	209 60%	338 59%	904 59%	254 48%	345 58%	416 60%	397 51%	813 55%	740 57%	418 55%	557 57%	601 55%
Not sure / don't know what personal information this type of company/organisation would collect about me	493 24%	105 13%	65 8%	136 20%	305 20%	188 36%	79 13%	162 23%	252 32%	414 28%	271 21%	222 29%	182 19%	311 29%
Not relevant to me	63 3%	11 2%	7 2%	20 3%	38 2%	26 5%	9 1%	15 2%	40 5%	55 4%	34 3%	29 4%	24 2%	39 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 12  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	223 11%	135 13%	86 8%	45 20%	47 13%	49 15%	34 9%	18 6%	29 6%	80 15%	51 9%	58 13%	34 7%	15 8%	7 8%	20 9%	20 12%	22 12%	10 7%	12 13%	15 8%	56 21%	26 9%	18 10%	2 4%	67 17%	105 13%	63 30%
I have some idea what personal information this type of company/ organisation would collect about me	1217 59%	586 58%	630 60%	127 57%	229 64%	195 59%	204 57%	197 63%	265 55%	326 60%	382 64%	232 54%	276 56%	112 64%	55 65%	145 63%	91 53%	92 52%	87 58%	63 65%	119 62%	144 53%	171 61%	103 58%	35 60%	234 59%	510 62%	103 50%
Not sure / don't know what personal information this type of company/organisation would collect about me	578 28%	265 26%	310 29%	48 21%	77 22%	79 24%	117 33%	94 30%	161 33%	132 24%	153 26%	131 30%	161 33%	47 26%	20 24%	58 25%	60 35%	56 32%	47 31%	21 22%	52 27%	62 23%	77 26%	57 32%	20 34%	87 22%	199 24%	38 18%
Not relevant to me	51 2%	23 2%	28 3%	4 2%	2 1%	7 2%	4 1%	6 2%	28 6%	6 1%	11 2%	12 3%	22 4%	2 1%	2 3%	7 *	1 5%	8 4%	5 1%	1 4%	7 4%	11 4%	7 2%	1 1%	6 2%	13 2%	4 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 13  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	223 11%	99 16%	46 13%	43 8%	187 12%	36 7%	119 20%	59 8%	45 6%	104 7%	168 13%	55 7%	150 15%	73 7%
I have some idea what personal information this type of company/ organisation would collect about me	1217 59%	390 62%	230 66%	355 62%	975 63%	242 46%	380 64%	433 62%	404 52%	837 57%	804 62%	413 54%	607 62%	610 56%
Not sure / don't know what personal information this type of company/organisation would collect about me	576 28%	129 21%	67 19%	161 28%	357 23%	218 42%	94 16%	185 27%	297 38%	482 33%	311 24%	265 35%	214 22%	361 33%
Not relevant to me	51 2%	7 1%	5 1%	2 2%	1 1%	2 6%	3 *	17 2%	32 4%	49 3%	19 1%	32 4%	9 1%	43 4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 14  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Financial services (e.g. banks, building societies)  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	464 22%	231 23%	232 22%	59 26%	82 23%	70 21%	71 20%	59 19%	122 25%	142 26%	129 22%	106 24%	87 18%	37 21%	24 28%	41 18%	39 23%	48 27%	26 18%	18 19%	43 22%	87 32%	57 20%	34 19%	10 17%	105 26%	152 18%	72 35%
I have some idea what personal information this type of company/ organisation would collect about me	1239 60%	602 60%	636 60%	111 50%	210 59%	203 62%	221 62%	210 67%	282 58%	320 59%	372 62%	251 58%	296 60%	112 64%	54 64%	143 62%	98 57%	89 50%	94 63%	63 65%	120 62%	139 51%	179 64%	110 62%	37 64%	229 58%	535 65%	100 48%
Not sure / don't know what personal information this type of company/organisation would collect about me	335 16%	163 16%	172 16%	46 21%	59 17%	52 16%	67 19%	44 14%	67 14%	80 15%	91 15%	67 15%	97 20%	23 13%	6 6%	40 17%	32 19%	37 21%	28 19%	15 15%	28 14%	40 15%	43 15%	33 19%	10 17%	59 15%	131 16%	32 15%
Not relevant to me	29 1%	13 1%	16 2%	7 3%	4 1%	4 1%	1 *	2 1%	11 2%	2 *	5 1%	9 2%	14 3%	3 2%	1 1%	5 2%	2 1%	4 2%	1 *	1 1%	2 2%	7 2%	2 1%	1 *	3 1%	10 1%	3 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 15  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Financial services (e.g. banks, building societies)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	223 11%	99 16%	46 13%	43 8%	187 12%	36 7%	119 20%	59 8%	45 6%	104 7%	168 13%	55 7%	150 15%	73 7%
I have some idea what personal information this type of company/ organisation would collect about me	1239 60%	374 60%	224 65%	361 63%	959 62%	280 53%	345 58%	448 65%	447 57%	894 61%	793 61%	447 58%	571 58%	668 61%
Not sure / don't know what personal information this type of company/organisation would collect about me	335 16%	65 10%	40 12%	85 15%	190 12%	145 28%	50 8%	98 14%	187 24%	285 19%	177 14%	158 21%	120 12%	215 20%
Not relevant to me	29 1%	6 1%	3 2%	6 3%	15 1%	14 3%	6 1%	7 2%	17 3%	23 1%	17 1%	12 3%	10 1%	19 1%

1%	1%	1%	1%	1%	3%	1%	1%	2%	2%	1%	2%	1%	2%
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 16  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	292	172	118	55	68	47	44	22	56	103	72	58	59	26	11	22	33	29	17	14	19	62	39	18	3	66	126	75
I have some idea what personal information this type of company/ organisation would collect about me	1334	624	709	133	213	210	232	224	322	352	410	277	296	114	59	148	107	101	98	69	129	159	186	124	40	249	529	99
Not sure / don't know what personal information this type of company/organisation would collect about me	412	201	210	31	70	65	82	65	99	86	109	91	126	35	15	52	32	42	33	13	42	43	56	33	14	75	163	29
Not relevant to me	29	12	17	5	4	7	2	5	7	4	5	8	13	1	-	8	-	5	1	1	2	8	1	2	-	5	9	5
	1%	1%	2%	2%	1%	2%	*	2%	1%	1%	1%	2%	3%	1%	-	3%	-	3%	*	1%	1%	3%	*	1%	-	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 17  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	292	123	49	82	253	39	135	79	78	157	214	77	196	96
I have some idea what personal information this type of company/ organisation would collect about me	1334	412	239	377	1027	307	389	489	456	945	854	480	631	703
Not sure / don't know what personal information this type of company/organisation would collect about me	412	86	56	107	249	163	68	120	224	344	220	192	144	268
Not relevant to me	29	4	3	4	12	17	4	6	20	26	14	16	8	21
	1%	1%	1%	1%	1%	3%	1%	1%	3%	2%	1%	2%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 18  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Mobile, broadband and utility providers  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	245	138	107	38	50	47	46	21	43	82	69	41	52	22	9	19	21	27	13	14	18	53	33	16	1	69	100	58
I have some idea what personal information this type of company/ organisation would collect about me	1310	632	676	137	228	207	219	219	300	333	390	281	305	116	58	147	109	100	101	58	125	159	188	111	38	243	539	119
Not sure / don't know what personal information this type of company/organisation would collect about me	488	229	258	43	75	73	94	73	130	122	136	104	126	38	18	58	40	46	32	24	49	57	57	50	19	80	185	30
Not relevant to me	24	10	14	5	3	3	1	2	10	7	1	6	10	-	-	6	1	4	3	1	1	4	4	1	-	2	4	1
	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	*	1%	2%	-	-	2%	1%	2%	2%	1%	*	1%	1%	*	-	1%	1%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 19  
Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
Mobile, broadband and utility providers  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	245	100	47	55	202	43	114	70	61	131	161	84	148	97
I have some idea what personal information this type of company/ organisation would collect about me	1310	406	246	374	1025	285	395	465	451	915	857	453	642	668
Not sure / don't know what personal information this type of company/organisation would collect about me	488	116	53	136	305	183	84	156	248	404	272	216	186	302
Not relevant to me	24	3	2	5	10	14	3	3	18	21	11	13	4	20
	1%	*	1%	1%	1%	3%	1%	*	2%	1%	1%	2%	*	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 20

Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?

Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)

Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	146	117	29	40	44	31	19	8	4	52	37	33	24	9	4	20	15	18	4	7	9	36	11	12	1	50	73	50
	7%	12%	3%	18%	12%	10%	5%	2%	1%	10%	6%	8%	5%	5%	5%	9%	9%	10%	3%	7%	5%	13%	4%	7%	2%	13%	9%	24%
I have some idea what personal information this type of company/ organisation would collect about me	647	350	296	106	168	142	106	72	53	162	213	135	136	53	32	64	61	47	51	35	56	100	81	49	18	155	310	86
Not sure / don't know what personal information this type of company/organisation would collect about me	489	216	273	51	103	87	113	54	81	116	138	106	129	38	18	53	43	51	42	19	36	57	69	42	21	92	207	37
	24%	21%	26%	23%	29%	26%	31%	17%	17%	21%	23%	24%	26%	22%	21%	23%	25%	29%	28%	19%	18%	21%	25%	24%	37%	23%	25%	18%
Not relevant to me	785	326	458	26	41	69	122	182	344	214	208	159	204	75	31	92	53	62	52	37	92	79	120	75	18	98	238	34
	38%	32%	43%	12%	11%	21%	34%	58%	71%	39%	35%	37%	41%	42%	36%	40%	31%	35%	35%	38%	48%	29%	43%	42%	31%	25%	29%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 21

Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?

Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)

Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	146	60	36	34	130	17	92	27	27	55	109	37	100	47
	7%	10%	10%	8%	8%	3%	15%	4%	3%	4%	8%	5%	10%	4%
I have some idea what personal information this type of company/ organisation would collect about me	647	236	135	185	556	92	237	229	182	411	454	193	366	282
	31%	38%	39%	32%	36%	17%	40%	33%	23%	28%	35%	25%	37%	26%
Not sure / don't know what personal information this type of company/organisation would collect about me	489	216	273	51	103	87	113	54	81	116	138	106	129	38
	24%	24%	21%	23%	23%	25%	18%	25%	27%	26%	24%	22%	23%	24%
Not relevant to me	785	181	102	218	500	285	161	263	360	623	422	363	290	495
	38%	29%	29%	36%	32%	54%	27%	38%	46%	42%	32%	47%	30%	46%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 22

Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?

Search engines (e.g. Google, Bing, DuckDuckGo)

Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	205	133	71	46	47	38	32	20	21	71	52	45	37	14	8	18	23	19	12	7	10	58	22	12	2	65	89	64
	10%	13%	7%	21%	13%	12%	9%	6%	4%	13%	9%	10%	7%	8%	9%	8%	13%	11%	8%	7%	5%	21%	8%	7%	3%	17%	11%	31%
I have some idea what personal information this type of company/ organisation would collect about me	1152	570	580	131	207	178	197	186	253	302	369	227	254	99	49	140	87	84	77	62	112	147	166	99	31	205	503	105
	56%	57%	55%	59%	58%	54%	55%	59%	52%	56%	62%	52%	51%	56%	58%	61%	51%	47%	52%	63%	58%	54%	59%	56%	54%	52%	61%	51%
Not sure / don't know what personal information this type of company/organisation would collect about me	489	216	273	51	103	87	113	54	81	116	138	106	129	38	18	53	43	51	42	19	36	57	69	42	21	92	207	37
	32%	28%	35%	20%	27%	33%	35%	32%	38%	30%	28%	34%	37%	33%	33%	27%	35%	39%	38%	27%	34%	21%	31%	37%	42%	30%	27%	18%
Not relevant to me	53	22	31	2	8	4	5	7	27	8	10	14	21	5	-	9	1	7	3	2	4	11	7	1	1	6	12	-
	3%	2%	3%	1%	2%	1%	1%	2%	6%	1%	2%	3%	4%	3%	-	4%	1%	4%	2%	2%	2%	4%	3%	1%	2%	2%	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 23

Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?

Search engines (e.g. Google, Bing, DuckDuckGo)

Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	205	88	40	46	174	31	111	56	38	94	150	55	144	61
	10%	14%	11%	8%	11%	6%	19%	8%	5%	6%	11%	7%	15%	6%
I have some idea what personal information this type of company/ organisation would collect about me	1152	384	218	325	927	225	367	399	385	784	777	374	578	574
	56%	62%	63%	57%	60%	43%	62%	58%	49%	53%	60%	49%	59%	53%
Not sure / don't know what personal information this type of company/organisation would collect about me	489	216	273	51	103	87	113	54	81	116	138	106	129	38
	32%	24%	24%	32%	27%	46%	19%	32%	41%	37%	28%	39%	25%	38%
Not relevant to me	53	4	7	14	26	27	2	17	34	51	16	36	11	41
	3%	1%	2%	3%	2%	5%	*	2%	4%	3%	1%	5%	1%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 24

Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?

Providers of cloud data storage (e.g. products like OneDrive, Google Drive, Dropbox, iCloud)

Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	165	110	55	34	43	33	24	13	17	57	35	46	26	8	3	13	22	27	5	10	10	41	17	7	3	54	70	46



8%	11%	5%	15%	12%	10%	7%	4%	4%	11%	6%	11%	5%	5%	3%	6%	13%	15%	3%	10%	5%	15%	6%	4%	5%	14%	8%	22%
	b		ghi	ghi	hi	i			km		km					nopsuwk	nopsuwk		s		nopsuwk				B		
892	459	431	113	191	148	144	139	157	234	295	182	180	75	44	101	74	71	53	47	77	127	125	80	19	189	402	112
43%	45%	41%	51%	54%	45%	40%	44%	33%	43%	50%	42%	37%	43%	51%	44%	43%	40%	36%	49%	40%	47%	44%	45%	32%	48%	49%	54%
	b		gi	fghi	i	i	i		m	jlm				sy							sy						
773	339	433	70	112	120	166	121	184	200	217	156	199	76	32	85	56	62	71	34	72	80	99	78	27	134	293	41
	a					defhi							v					qrw				v	v				
238	101	137	6	10	29	25	43	125	53	49	49	87	17	6	31	20	18	20	6	33	25	40	13	9	18	63	9
12%	10%	13%	3%	3%	9%	7%	14%	26%	10%	8%	11%	18%	10%	7%	13%	11%	10%	13%	6%	17%	9%	14%	7%	16%	4%	8%	4%
					de	de	deg	defgh				jk								notvx		x		x			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 25  
 Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
 Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud)  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	165	75	26	39	141	24	80	46	39	85	122	43	116	49
8%	12%	8%	7%	9%	5%	5%	13%	7%	5%	6%	9%	6%	12%	4%
		boe		e			ghi				k		m	
I have some idea what personal information this type of company/ organisation would collect about me	892	315	186	239	740	152	342	305	245	550	624	268	478	414
43%	50%	54%	42%	48%	29%	29%	57%	44%	31%	37%	48%	35%	49%	38%
		ce	ce	e	ce		ghi	hi		h	k		m	
Not sure / don't know what personal information this type of company/organisation would collect about me	773	192	121	220	533	240	142	265	365	630	454	319	321	452
37%	31%	35%	39%	35%	46%	46%	24%	38%	47%	43%	35%	42%	33%	42%
		a		abcd			f	f	fg	f	j		i	
Not relevant to me	238	42	15	72	128	109	31	77	129	206	103	135	65	173
				abd	b	abcd		f	fg	f	j		i	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 26  
 Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
 Social media companies / platforms (e.g. Instagram, TikTok, Facebook)  
 Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberstone	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	163	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	64	395	828	208
I know exactly what personal information this type of company/ organisation would collect about me	223	140	83	56	54	43	33	19	18	88	62	42	31	13	6	24	21	27	11	11	14	57	25	12	2	57	106	63
11%	14%	8%	25%	15%	13%	9%	6%	4%		16%	10%	10%	6%	8%	7%	10%	12%	15%	8%	11%	7%	21%	9%	7%	3%	15%	13%	30%
		b		efghi	ghi	hi	i			km	m						nusy				nopsitwky							
I have some idea what personal information this type of company/ organisation would collect about me	1153	528	623	127	216	200	203	189	217	299	349	242	262	100	47	127	100	86	86	62	103	146	162	99	35	231	486	108
56%	52%	59%	57%	61%	61%	56%	60%	45%		55%	59%	56%	53%	57%	56%	55%	58%	48%	58%	64%	53%	54%	58%	56%	60%	59%	59%	52%
		a		i	i	i	i													r								
Not sure / don't know what personal information this type of company/organisation would collect about me	493	238	255	36	79	78	100	70	129	114	136	108	134	43	25	55	39	44	37	19	50	49	70	46	16	94	183	34
24%	24%	24%	16%	22%	24%	28%	22%	27%		21%	23%	25%	27%	24%	29%	24%	22%	25%	20%	26%	18%	25%	26%	27%	24%	24%	22%	17%
				d	d	d	d			44	49	41	65	19	6	24	12	21	15	5	26	20	24	20	5	13	52	2
Not relevant to me	198	104	94	4	6	8	24	38	119	44	49	41	65							tv						A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 27  
 Q4. For each of the organisations / companies below, how well do you feel you know what type of personal information they would be likely to collect and use?  
 Social media companies / platforms (e.g. Instagram, TikTok, Facebook)  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly what personal information this type of company/ organisation would collect about me	223	98	47	50	195	28	114	62	47	109	172	51	158	65
11%	16%	14%	9%	13%	5%	5%	19%	9%	6%	7%	13%	7%	16%	6%
		ce	ce	e	ce		ghi	h			k		m	
I have some idea what personal information this type of company/ organisation would collect about me	1153	373	224	325	922	230	360	413	379	792	774	379	578	575
56%	60%	65%	57%	60%	44%	44%	61%	60%	49%	54%	59%	50%	59%	53%
		e	ce	e	e		hi	hi	g	h	k		m	
Not sure / don't know what personal information this type of company/organisation would collect about me	493	120	61	137	318	175	84	153	255	408	254	239	186	307
24%	19%	17%	24%	21%	33%	34%	14%	22%	33%	28%	19%	31%	19%	28%
		b		abcd			6	6	fg	f	j		i	
Not relevant to me	198	35	15	57	106	92	36	64	98	182	102	96	58	140
10%	6%	4%	10%	7%	17%	17%	6%	9%	13%	11%	8%	13%	6%	13%
			abd	abcd			f	f	f	f	j		i	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 28  
 Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Summary  
 Base: All respondents

	providers	sector	smartphone	services	retailers	broadband	gaming	engines (e.g.)	cloud data	media
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
I know exactly how personal information would be used by this type of company/ organisation	443	306	170	312	214	183	135	170	133	189
21%	15%	8%	15%	10%	9%	7%	8%	6%	9%	
I have some idea how personal information would be used by this type of company/ organisation	1152	1121	1016	1191	1223	1165	601	980	784	999
56%	54%	49%	58%	59%	56%	29%	47%	38%	48%	
Not sure / don't know how personal information would be used by this type of company/organisation	450	600	827	534	600	693	578	844	899	675
22%	29%	40%	26%	29%	34%	28%	41%	44%	33%	
Not relevant to me	21	40	53	29	29	26	754	73	250	203
1%	2%	3%	1%	1%	1%	36%	4%	12%	10%	

Prepared by Revealing Reality

**ICO Public Awareness Survey**

Table 29  
**Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)**  
**Healthcare providers (e.g. NHS, local GP)**  
**Base: All respondents**

Absolutes/col percents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/ organisation	443	225	218	75	94	68	57	49	100	134	124	97	88	44	23	38	42	41	25	20	33	73	58	37	10	112	161	79
	21%	22%	21%	33%	26%	21%	16%	16%	21%	25%	21%	22%	18%	25%	27%	17%	24%	23%	17%	20%	17%	27%	21%	21%	18%	28%	19%	38%
				fghi	gh					m											psu				B			
I have some idea how personal information would be used by this type of company/ organisation	1152	546	606	100	190	192	201	192	278	303	363	225	261	93	47	134	95	88	89	52	118	139	157	108	32	215	465	91
	56%	54%	57%	45%	53%	58%	56%	61%	58%	56%	61%	52%	53%	53%	56%	58%	55%	49%	60%	54%	62%	51%	56%	61%	55%	54%	56%	44%
				d	d	d	d	d	d	lm											rv							
Not sure / don't know how personal information would be used by this type of company/organisation	450	228	220	47	68	61	100	73	101	105	105	105	135	39	15	52	33	47	31	25	37	56	66	33	15	65	195	36
	22%	23%	21%	21%	19%	19%	28%	23%	21%	19%	18%	24%	27%	22%	17%	23%	19%	27%	21%	26%	19%	21%	23%	18%	26%	16%	24%	17%
							efi			k			jk													A		
Not relevant to me	21	10	12	2	3	8	1	2	4	2	4	6	9	-	-	5	2	2	3	-	4	5	-	1	1	3	7	2
	1%	1%	1%	1%	1%	2%	*	1%	1%	*	1%	1%	2%	-	-	2%	1%	1%	2%	-	2%	2%	-	*	1%	1%	1%	1%
				g			g			j			j			w					w							

\* small base  
 Prepared by Revealing Reality

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 30  
**Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)**  
**Healthcare providers (e.g. NHS, local GP)**  
**Base: All respondents**

Absolutes/col percents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/ organisation	443	178	77	116	371	72	186	125	132	257	306	137	264	180
	21%	28%	22%	20%	24%	14%	31%	18%	17%	17%	23%	18%	27%	17%
		bcd	e	e	e	e	ghi			k			m	
I have some idea how personal information would be used by this type of company/ organisation	1152	349	206	336	892	260	338	412	402	814	722	430	541	611
	56%	56%	59%	59%	58%	49%	57%	59%	52%	55%	55%	56%	55%	56%
		e	e	e	e	e	h							
Not sure / don't know how personal information would be used by this type of company/organisation	450	93	62	114	270	180	67	151	232	383	263	187	169	281
	22%	15%	18%	20%	18%	34%	11%	22%	30%	26%	20%	24%	17%	26%
				a	abcd		f	fg	fg	j			i	
Not relevant to me	21	4	1	3	9	13	4	5	12	17	11	10	6	16
	1%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
				abcd		abcd								

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 31  
**Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)**  
**Public sector organisations (e.g. the police, national governmental departments, local authorities)**  
**Base: All respondents**

Absolutes/col percents

	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)		
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/ organisation	306	181	125	63	61	50	44	33	55	94	85	69	59	20	16	25	27	32	16	16	23	54	48	22	7	97	118	72
	15%	18%	12%	28%	17%	15%	12%	10%	11%	17%	14%	16%	12%	11%	18%	11%	16%	18%	11%	17%	12%	20%	17%	12%	12%	25%	14%	35%
		b		efghi	hi					m											psu				B			
I have some idea how personal information would be used by this type of company/ organisation	1121	545	574	106	196	180	189	185	265	308	355	223	237	105	53	137	82	90	89	50	100	149	136	99	30	221	450	102
	54%	54%	54%	47%	55%	55%	53%	59%	55%	56%	59%	52%	48%	60%	62%	60%	48%	50%	60%	52%	52%	54%	49%	56%	53%	56%	54%	49%
				d			d			m	lm			qw	qw	qw			w									
Not sure / don't know how personal information would be used by this type of company/organisation	600	267	332	48	90	96	122	95	148	136	148	131	185	48	15	60	62	51	41	28	64	62	92	55	20	75	247	32
	29%	26%	31%	22%	25%	29%	34%	30%	31%	25%	25%	30%	37%	28%	18%	26%	36%	29%	28%	33%	29%	33%	31%	35%	19%	30%	16%	
				a	de	d	d			jk			kl			ov				ov	ov	ov	o	ov		A		
Not relevant to me	40	16	24	6	8	4	4	3	15	8	9	11	13	2	1	7	1	5	3	3	5	8	5	1	2	12	1	
	2%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	2%	3%	1%	1%	3%	*	3%	2%	3%	2%	3%	2%	1%	-	*	1%	1%
				h			h																					

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

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 32  
**Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)**  
**Public sector organisations (e.g. the police, national governmental departments, local authorities)**  
**Base: All respondents**

Absolutes/col percents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/ organisation	306	123	61	71	254	52	143	83	80	164	223	84	196	110
	15%	20%	17%	12%	16%	10%	24%	12%	10%	11%	17%	11%	20%	10%
		ce	ce	ce	ce		ghi			k			m	
I have some idea how personal information would be used by this type of company/ organisation	1121	369	201	323	893	228	353	401	367	768	711	410	546	575
	54%	59%	58%	57%	58%	43%	59%	58%	47%	52%	55%	54%	56%	53%
		e	e	e	e		hi	hi	h					
Not sure / don't know how personal information would be used by this type of company/organisation	600	129	82	166	376	223	99	202	299	501	350	249	227	373
	29%	21%	24%	29%	24%	42%	17%	29%	38%	34%	27%	33%	23%	34%
				ad	abcd		f	fg	fg	j			i	
Not relevant to me	40	4	4	10	18	22	1	7	32	39	18	22	11	29
	2%	1%	1%	2%	1%	4%	*	1%	4%	3%	1%	3%	1%	3%
				abcd		abcd								



Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
I know exactly how personal information would be used by this type of company/organisation	170	105	66	42	47	30	28	10	14	60	42	39	29	9	6	16	17	23	10	7	5	43	24	7	4	61	79	54	
8%	10%	6%	19%	13%	9%	8%	3%	3%	3%	11%	7%	9%	6%	5%	7%	7%	10%	13%	6%	8%	3%	16%	9%	4%	7%	15%	10%	26%	
€		b		fghi	ghi	hi	hi			km							u	nux			rpsuwx	u			B				
I have some idea how personal information would be used by this type of company/organisation	1016	515	499	118	178	164	163	162	231	292	321	191	212	97	45	124	80	75	71	44	95	142	127	93	23	186	423	102	
49%	51%	47%	53%	50%	50%	45%	51%	48%	54%	54%	44%	43%	55%	53%	54%	47%	42%	48%	46%	49%	52%	45%	52%	39%	47%	51%	49%		
Not sure / don't know how personal information would be used by this type of company/organisation	827	366	460	81	126	128	167	136	208	185	227	185	230	66	34	82	73	70	64	45	84	78	126	74	31	144	312	50	
40%	36%	44%	27%	36%	39%	46%	43%	43%	34%	38%	43%	47%	37%	40%	36%	43%	39%	43%	47%	44%	28%	45%	42%	53%	37%	38%	24%		
Not relevant to me	53	23	30	2	5	7	2	7	30	7	7	18	22	5	-	8	2	10	4	-	7	10	4	4	1	3	13	1	
3%	2%	3%	1%	1%	2%	1%	2%	2%	6%	1%	1%	4%	5%	3%	-	3%	1%	6%	2%	-	4%	4%	1%	2%	1%	1%	2%	1%	
€									defgh			jk	jk																

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 34

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)  
 Base: All respondents

Absolutes/col percents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	with PI (a)	Training (b)	Some familiarity (c)	Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/organisation	170	84	30	31	145	95	35	40	75	120	50	122	49
8%	13%	9%	9%	5%	5%	16%	5%	5%	5%	9%	7%	12%	4%
€		b	c	d	e	f	g	h	i	j	k	l	m
I have some idea how personal information would be used by this type of company/organisation	1016	331	186	305	822	341	358	317	675	670	346	515	501
49%	53%	54%	54%	53%	37%	57%	52%	41%	46%	51%	45%	53%	46%
Not sure / don't know how personal information would be used by this type of company/organisation	827	204	127	221	553	158	282	388	670	494	333	333	495
40%	33%	37%	39%	36%	52%	26%	41%	50%	46%	38%	44%	34%	45%
Not relevant to me	53	6	4	12	22	1	19	33	52	18	36	10	43
3%	1%	1%	2%	1%	6%	*	3%	4%	4%	1%	5%	1%	4%
€					abcd		f	f	f	j	j	l	l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**

Table 35

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Financial services (e.g. banks, building societies)  
 Base: All respondents

Absolutes/col percents

	Gender		Age						Social Grade				Region											Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer		
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
I know exactly how personal information would be used by this type of company/organisation	312	173	139	55	69	51	37	30	72	101	88	75	48	25	16	32	28	39	14	11	18	64	40	19	7	90	112	63	
15%	17%	13%	24%	19%	16%	10%	9%	15%	h	19%	15%	17%	10%	15%	19%	14%	16%	22%	10%	11%	9%	24%	14%	11%	12%	23%	14%	30%	
€		b		fghi	ghi	gh			h	m	m	m			u		stux				rpsuwx				B				
I have some idea how personal information would be used by this type of company/organisation	1191	580	611	107	194	191	204	208	288	312	373	231	276	103	56	138	87	84	97	56	115	151	159	111	35	221	478	105	
58%	57%	58%	48%	55%	58%	57%	66%	deg	d	57%	62%	53%	56%	58%	66%	60%	51%	47%	65%	58%	60%	55%	56%	62%	60%	56%	58%	51%	
Not sure / don't know how personal information would be used by this type of company/organisation	534	246	287	56	88	84	116	75	115	127	130	120	156	48	12	54	55	49	37	31	57	52	78	46	16	81	230	39	
26%	24%	27%	25%	25%	25%	32%	24%	24%	e	23%	22%	28%	32%	27%	14%	24%	32%	28%	25%	31%	30%	19%	28%	26%	27%	21%	28%	19%	
Not relevant to me	29	10	19	6	5	4	3	3	9	4	6	7	13	o	1	6	1	5	-	-	2	6	5	2	1	2	7	1	
1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	3%	-	1%	2%	1%	3%	-	-	1%	2%	2%	1%	1%	1%	1%	*	
€						ehi			jk			k	jk			ov	ov		ov	ov	ov	o				A			
									fg			fg	jk			ns													

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**

Table 36

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Financial services (e.g. banks, building societies)  
 Base: All respondents

Absolutes/col percents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/organisation	312	139	48	77	264	149	80	83	163	217	96	198	117
15%	22%	14%	14%	17%	9%	25%	12%	11%	11%	17%	12%	20%	11%
€		b	c	d	e	f	g	h	i	j	k	l	m
I have some idea how personal information would be used by this type of company/organisation	1191	370	213	345	928	362	428	401	829	761	430	574	617
58%	59%	61%	61%	60%	50%	61%	62%	52%	56%	58%	56%	59%	57%
Not sure / don't know how personal information would be used by this type of company/organisation	534	113	82	141	336	82	178	275	453	308	226	199	335
26%	18%	24%	25%	22%	38%	14%	26%	35%	31%	24%	30%	20%	31%
Not relevant to me	29	3	4	6	13	2	7	20	27	16	13	10	19
1%	*	1%	1%	1%	3%	*	1%	3%	2%	1%	2%	1%	2%
€					acd		g	g	g	m	m	m	q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
 Base: All respondents

Absolutes/col percents

	Gender		Age						Social Grade				Region											Employment Sector				
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/organisation	214	137	78	52	49	36	33	14	31	71	64	38	41	14	7	20	26	20	13	9	8	47	36	10	4	64	89	48
10%	14%	7%	23%	14%	11%	9%	4%	6%	13%	11%	9%	8																

29	12	17	3	5	5	-	5	11	3	1	11	14	2	-	7	-	6	1	-	2	7	1	2	-	2	10	1
1%	1%	2%	1%	1%	2%	-	2%	2%	*	*	2%	3%	1%	-	3%	-	4%	1%	-	1%	3%	*	1%	-	*	1%	1%
			g	g	g		g	g			jk	jk			qw		qw					w					

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 38

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/ organisation	214	87	37	50	173	41	103	61	50	111	150	64	149	65
	10%	14%	11%	9%	11%	8%	17%	9%	6%	8%	12%	8%	15%	6%
		ce		e		gh					k		m	
I have some idea how personal information would be used by this type of company/ organisation	1223	403	218	365	986	238	389	438	397	834	801	423	591	632
	59%	64%	63%	64%	64%	45%	65%	63%	51%	57%	62%	55%	60%	58%
		e	e	e	e		hi	hi		h	k			
Not sure / don't know how personal information would be used by this type of company/organisation	600	133	89	150	371	229	101	188	312	500	337	263	230	370
	29%	21%	26%	26%	24%	44%	17%	27%	40%	34%	26%	34%	23%	34%
				abcd		f	fg	fg		j			i	
Not relevant to me	29	3	4	4	11	18	3	7	20	26	14	15	9	20
	1%	*	1%	1%	1%	3%	*	1%	3%	2%	1%	2%	1%	2%
					acd		fg	fg		f				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 39

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/ organisation	183	113	70	39	42	37	30	16	19	71	49	39	24	15	8	23	18	23	7	5	9	43	24	7	2	66	79	58
	9%	11%	7%	18%	12%	11%	8%	5%	4%	13%	8%	9%	5%	8%	9%	10%	11%	13%	5%	5%	5%	16%	8%	4%	4%	17%	10%	28%
		b		ghi	hi	hi	i			km	m	m				x	x	sux				rstuwxy				B		
I have some idea how personal information would be used by this type of company/ organisation	1165	577	587	119	214	195	189	179	269	301	368	235	262	105	49	127	93	87	90	49	109	151	160	109	36	224	475	110
	56%	57%	56%	53%	60%	59%	53%	57%	56%	55%	62%	54%	53%	60%	58%	55%	54%	49%	61%	51%	57%	57%	61%	62%	57%	57%	57%	53%
		a		gh	hi	hi	i			jm						r			r			rs				A		
Not sure / don't know how personal information would be used by this type of company/organisation	693	308	383	60	96	92	140	119	186	168	175	151	198	55	28	74	60	62	50	43	71	76	95	59	19	101	269	40
	34%	31%	36%	27%	27%	28%	30%	30%	30%	31%	29%	35%	40%	31%	32%	32%	35%	35%	34%	44%	37%	28%	34%	33%	34%	28%	32%	19%
		a		gh	hi	hi	i			jk						nv			nv			rstuwxy				A		
Not relevant to me	26	11	15	5	4	6	*	2	9	4	5	8	9	1	*	6	-	6	1	-	3	3	2	2	1	3	5	-
	1%	1%	1%	2%	1%	2%	*	1%	2%	1%	1%	2%	2%	1%	*	3%	-	3%	1%	-	2%	1%	1%	1%	1%	1%	1%	-
				g		g			g							q			q									

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 40

Mobile, broadband and utility providers  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/ organisation	183	87	35	32	154	29	98	42	42	85	129	53	117	66
	9%	14%	10%	6%	10%	6%	16%	6%	5%	6%	10%	7%	12%	6%
		cde	ce	ce	ce		ghi				k		m	
I have some idea how personal information would be used by this type of company/ organisation	1165	375	210	344	928	237	373	423	370	793	762	403	589	577
	56%	60%	60%	60%	60%	45%	63%	61%	48%	54%	59%	53%	60%	53%
		e	e	e	e		hi	hi		h	k		m	
Not sure / don't know how personal information would be used by this type of company/organisation	693	161	99	187	448	245	122	225	346	570	396	296	268	425
	34%	26%	29%	33%	29%	47%	21%	32%	44%	39%	30%	39%	27%	39%
		a		abcd		f	fg	fg		j			i	
Not relevant to me	26	2	3	7	12	14	3	3	20	24	14	12	6	20
	1%	*	1%	1%	1%	3%	*	1%	3%	2%	1%	2%	1%	2%
					ad		fg	fg		fg			i	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 41

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
 Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/ organisation	135	95	40	42	41	26	21	2	2	46	37	28	23	8	5	16	15	20	4	8	5	33	13	5	2	54	57	46
	7%	9%	4%	19%	12%	8%	6%	1%	1%	8%	6%	7%	5%	4%	6%	7%	9%	11%	3%	8%	2%	12%	5%	3%	3%	14%	7%	22%
		b		efghi	ghi	hi	hi			m						u	sux	rstuwxy		u		rstuwxy				B		
I have some idea how personal information would be used by this type of company/ organisation	601	336	264	93	154	134	91	65	65	173	201	108	119	54	31	69	52	43	47	24	57	91	69	46	17	140	281	89
	29%	33%	25%	42%	43%	41%	25%	21%	13%	32%	34%	25%	24%	31%	37%	30%	30%	24%	31%	25%	30%	33%	25%	26%	29%	36%	34%	43%
		b		gh	gh	gh	i			lm					w							w				A		
Not sure / don't know how personal information would be used by this type of company/organisation	578	259	317	70	121	102	137	70	78	128	156	137	157	44	19	58	50	56	47	29	43	71	85	54	22	111	264	41
	28%	26%	30%	31%	34%	31%	38%	22%	16%	23%	26%	32%	32%	25%	23%	25%	29%	32%	32%	30%	22%	26%	30%	30%	38%	28%	32%	20%
		a		hi	hi	hi	i			j						v						rstuwxy				u		

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)

Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	803	348	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/organisation	135	61	28	27	116	19	81	29	25	54	93	42	95	40
	7%	10%	8%	5%	8%	4%	14%	4%	3%	4%	7%	5%	10%	4%
I have some idea how personal information would be used by this type of company/organisation	601	223	126	170	518	83	238	210	153	362	425	176	336	265
	29%	36%	36%	30%	34%	16%	40%	30%	20%	25%	33%	23%	34%	24%
Not sure / don't know how personal information would be used by this type of company/organisation	578	168	95	159	423	155	111	206	261	466	379	199	269	309
	28%	27%	27%	28%	27%	29%	19%	30%	34%	32%	29%	26%	27%	28%
Not relevant to me	754	173	98	213	485	269	165	249	340	589	405	349	280	473
	36%	28%	28%	37%	31%	51%	28%	36%	44%	40%	31%	46%	29%	44%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 43

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)

Search engines (e.g. Google, Bing, DuckDuckGo)

Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	338	330	387	322	483	568	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/organisation	170	113	57	40	46	31	29	11	13	54	50	39	28	11	3	19	22	17	12	6	6	42	21	9	2	58	76	50
	8%	11%	5%	18%	13%	9%	8%	4%	3%	10%	8%	9%	6%	6%	4%	8%	13%	10%	8%	6%	3%	15%	7%	5%	4%	15%	9%	24%
I have some idea how personal information would be used by this type of company/organisation	980	506	473	119	182	173	158	151	197	269	327	183	201	85	48	118	80	83	61	40	94	140	122	84	24	186	423	102
	47%	50%	45%	53%	51%	53%	44%	48%	41%	49%	55%	42%	41%	48%	56%	51%	47%	47%	41%	41%	49%	51%	44%	47%	42%	47%	51%	49%
Not sure / don't know how personal information would be used by this type of company/organisation	844	361	481	61	120	119	168	144	232	206	208	192	238	68	32	82	69	69	70	50	85	81	126	80	29	143	310	52
	41%	36%	46%	27%	34%	36%	47%	46%	48%	38%	35%	44%	48%	39%	38%	36%	40%	39%	47%	52%	44%	30%	45%	45%	51%	36%	37%	25%
Not relevant to me	73	30	44	3	8	6	5	10	41	15	13	19	26	12	1	10	-	8	6	1	7	10	12	4	2	8	19	3
	4%	3%	4%	1%	2%	2%	1%	3%	9%	3%	2%	4%	5%	7%	1%	4%	-	5%	4%	1%	3%	4%	4%	2%	4%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 44

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)

Search engines (e.g. Google, Bing, DuckDuckGo)

Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	803	348	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/organisation	170	84	24	40	148	22	90	40	40	80	117	53	126	44
	8%	13%	7%	7%	10%	4%	15%	6%	5%	5%	9%	7%	13%	4%
I have some idea how personal information would be used by this type of company/organisation	980	327	194	283	804	176	340	349	291	640	671	309	501	479
	47%	52%	56%	50%	52%	33%	57%	50%	37%	43%	52%	40%	51%	44%
Not sure / don't know how personal information would be used by this type of company/organisation	844	202	120	230	552	292	158	281	405	686	484	360	336	508
	41%	32%	35%	40%	36%	56%	27%	40%	52%	47%	37%	47%	34%	47%
Not relevant to me	73	11	10	16	38	36	7	24	42	66	30	44	17	56
	4%	2%	3%	3%	2%	7%	1%	3%	5%	5%	2%	6%	2%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 45

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)

Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud)

Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
I know exactly how personal information would be used by this type of company/organisation	133	81	52	34	44	19	21	8	8	44	40	33	16	3	2	15	17	17	5	6	7	35	18	5	2	49	59	40
	6%	8%	5%	15%	12%	6%	6%	2%	2%	8%	7%	8%	3%	2%	3%	6%	10%	10%	3%	6%	4%	13%	6%	3%	4%	12%	7%	19%
I have some idea how personal information would be used by this type of company/organisation	784	413	370	103	162	142	121	116	139	234	254	152	145	70	36	93	64	68	49	35	66	109	102	70	22	165	348	98
	38%	41%	35%	46%	46%	43%	34%	37%	29%	43%	43%	35%	29%	40%	43%	41%	38%	38%	33%	36%	34%	40%	36%	39%	38%	42%	42%	47%
Not sure / don't know how personal information would be used by this type of company/organisation	899	410	488	82	136	141	190	147	204	213	241	198	247	85	38	93	69	70	76	50	88	103	120	84	25	162	346	60
	44%	41%	46%	37%	38%	43%	53%	47%	42%	39%	40%	46%	50%	48%	45%	41%	40%	39%	51%	51%	46%	38%	43%	47%	43%	41%	42%	29%
Not relevant to me	250	104	146	5	14	27	28	45	131	54	62	50	85	18	8	28	21	23	19	6	32	26	41	20	8	19	74	9
	12%	10%	14%	2%	4%	8%	8%	14%	22%	10%	10%	12%	17%	10%	9%	12%	12%	13%	13%	6%	16%	9%	15%	11%	14%	5%	9%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 46

Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)

Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud)

Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I know exactly how personal information would be used by this type of company/organisation	133	72	21	23	115	17	81	26	26	52	93	39	99	34



	6%	11%	6%	4%	7%	3%	14%	4%	3%	4%	7%	5%	10%	3%
		bode			oe		ghi						m	
I have some idea how personal information would be used by this type of company/organisation	784	272	151	235	658	126	299	272	214	486	541	244	410	374
	38%	44%	44%	41%	43%	24%	50%	39%	27%	33%	42%	32%	42%	34%
		e	e	e	e		ghi	hi		h	k		m	
Not sure / don't know how personal information would be used by this type of company/organisation	899	230	157	244	632	268	179	316	404	720	551	349	397	502
	44%	37%	45%	43%	41%	51%	30%	46%	52%	49%	42%	46%	41%	46%
		a	a	a	acd		f	fg	f	fg	f		l	
Not relevant to me	250	51	18	67	136	114	37	80	134	213	117	133	72	178
	12%	8%	5%	12%	9%	22%	6%	11%	17%	14%	9%	17%	7%	16%
				abd		abcd		f	fg	f		j		l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 47  
Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
Social media companies / platforms (e.g. Instagram, TikTok, Facebook)  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	463	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I know exactly how personal information would be used by this type of company/organisation	189	120	69	53	54	39	27	9	7	65	51	38	35	8	8	17	25	27	13	6	4	45	28	8	*	61	87	59
		b		efghi	ghi	hi	hi			m				uy	u	npuy	rptuwy	uy				rpetuwy	ruy			B		
I have some idea how personal information would be used by this type of company/organisation	999	471	527	122	194	175	174	159	176	284	311	194	211	92	41	118	75	71	74	45	99	140	137	80	28	198	441	113
	48%	47%	50%	54%	55%	53%	48%	50%	36%	52%	52%	45%	43%	53%	48%	51%	44%	40%	50%	47%	51%	51%	49%	45%	48%	50%	53%	54%
				i	i	i	i	i		lm	lm			r		r					r	r						
Not sure / don't know how personal information would be used by this type of company/organisation	675	313	362	44	101	105	138	110	177	150	182	157	186	60	28	68	60	57	48	40	65	64	95	67	24	118	251	35
	33%	31%	34%	20%	28%	32%	38%	35%	37%	27%	31%	36%	38%	34%	33%	30%	35%	32%	32%	41%	34%	24%	34%	38%	41%	30%	30%	17%
				d	d	de	d	de		j	jk			v		v				v	v	v	v	v	v			
Not relevant to me	203	105	98	4	7	11	21	37	123	46	53	43	61	15	8	27	12	23	14	6	25	24	21	22	6	18	48	1
	10%	10%	9%	2%	2%	3%	6%	12%	25%	8%	9%	10%	12%	9%	10%	12%	7%	13%	9%	6%	13%	9%	8%	12%	10%	4%	6%	1%
							de	defg	defgh																			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 48  
Q5. And for this same list of organisations/companies, how well do you feel you know how they would use personal information? (i.e. what they would do with different types of information)  
Social media companies / platforms (e.g. Instagram, TikTok, Facebook)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	933	349	601	1550	517	581	702	774	1476	1317	750	981	1066
I know exactly how personal information would be used by this type of company/organisation	189	93	35	36	165	24	103	47	39	86	136	53	143	46
	9%	15%	10%	6%	11%	5%	17%	7%	5%	6%	10%	7%	15%	4%
		ode	ce	ce			ghi				k		m	
I have some idea how personal information would be used by this type of company/organisation	999	332	192	293	817	183	334	351	315	666	682	318	526	473
	48%	53%	55%	51%	53%	35%	56%	51%	40%	45%	52%	42%	54%	44%
		e	e	e	e		hi	hi		h	k		m	
Not sure / don't know how personal information would be used by this type of company/organisation	675	164	105	165	453	222	120	230	325	555	384	292	254	421
	33%	26%	30%	32%	29%	42%	20%	33%	42%	38%	29%	38%	26%	39%
		a		a	abcd		f	fg	f	fg	j		l	
Not relevant to me	203	36	15	55	106	97	39	65	100	165	100	103	56	147
	10%	6%	4%	10%	7%	16%	6%	9%	11%	11%	8%	13%	6%	14%
				abcd		abcd		f	f	f	j		l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 49  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Summary  
Base: All respondents

	providers	sector	smartphone	services	retailers -	broadband	gaming	engines (e.g)	cloud data	media
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
NET: Confident	1488	1245	744	1359	710	865	444	523	628	398
Very confident (+2)	519	332	101	407	102	120	91	75	93	73
	25%	16%	5%	20%	5%	6%	4%	4%	5%	4%
Neither (0)	47%	44%	31%	46%	29%	37%	17%	22%	26%	16%
Not particularly confident (-1)	300	385	568	362	582	557	367	573	563	448
	15%	19%	27%	18%	28%	27%	18%	28%	27%	22%
Not at all confident (-2)	168	258	491	211	513	421	332	577	444	562
	8%	12%	24%	10%	25%	20%	16%	28%	22%	27%
NET: Not confident	266	411	716	331	758	608	515	911	661	1047
	13%	20%	35%	16%	37%	29%	25%	44%	32%	51%
Not relevant to me	12	26	39	15	17	18	740	60	215	174
	1%	1%	2%	1%	1%	1%	36%	3%	10%	8%
Mean	0.8	0.5	-0.05	0.64	-0.09	0.1	-0.12	-0.32	-0.08	-0.56
Standard deviation	1.06	1.13	1.1	1.09	1.1	1.08	1.15	1.11	1.09	1.16
Standard error	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03

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[Return to Index](#)

**ICU Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 50  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Healthcare providers (e.g. NHS, local GP)  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
NET: Confident	1488	702	785	167	238	244	251	223	365	396	436	320	336	134	66	165	130	132	105	67	136	189	201	122	41	301	575	151
	72%	70%	74%	75%	67%	74%	70%	71%	76%	73%	73%	74%	68%	76%	77%	72%	76%	74%	71%	69%	71%	69%	71%	69%	70%	76%	70%	73%
				e						e																B		
Very confident (+2)	519	269	250	79	83	89	81	65	122	139	159	110	110	44	23	68	52	47	34	24	41	61	67	46	11	121	195	66
	25%	27%	24%	35%	23%	27%	22%	21%	25%	26%	27%	25%	22%	25%	27%	30%	31%	26%	23%	25%	21%	22%	24%	26%	19%	31%	24%	32%
				eghi																						B		
Fairly confident (+1)	969	433	535	88	155	154	170	158	244	257	277	209	226	90	43	97	78	85	72	43	95	128	133	76	30	180	381	85
	47%	43%	51%	39%	44%	47%	47%	50%	50%	47%	46%	48%	46%	51%	50%	42%	45%	48%	48%	44%	49%	47%	47%</					

NET: Not confident	266	143	122	25	54	37	47	47	56	62	82	52	71	15	7	35	18	21	19	13	25	31	45	30	7	41	111	24
	13%	14%	12%	11%	15%	11%	13%	15%	12%	11%	14%	12%	14%	9%	9%	15%	11%	12%	13%	13%	13%	11%	16%	17%	11%	10%	13%	12%
Not relevant to me	12	6	7	3	3	-	1	1	4	2	2	3	6	2	-	2	1	-	2	-	1	4	1	-	-	2	5	2
	1%	1%	1%	1%	1%	-	*	*	1%	*	*	1%	1%	1%	-	1%	*	-	2%	-	*	1%	*	-	-	1%	1%	1%
Mean	0.8	0.76	0.84	0.97	0.7	0.85	0.76	0.71	0.85	0.83	0.82	0.82	0.72	0.91	0.93	0.82	0.92	0.84	0.76	0.74	0.76	0.76	0.74	0.73	0.75	0.94	0.75	0.88
€				egh																								
Standard deviation Standard error	1.06	1.12	0.99	1.03	1.12	1.05	1.02	1.07	1.03	1.04	1.06	1.06	1.07	0.94	0.94	1.14	1.04	1.05	1.07	1.12	1.03	1.04	1.1	1.12	0.94	1.01	1.07	1.11
	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.07	0.1	0.08	0.08	0.08	0.08	0.11	0.07	0.06	0.07	0.09	0.12	0.05	0.04	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 51  
 Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Healthcare providers (e.g. NHS, local GP)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1086
NET: Confident	1488	471	265	396	1132	356	435	507	545	1053	921	567	705	783
	72%	75%	76%	70%	73%	68%	73%	73%	70%	72%	71%	74%	72%	72%
		ce		e										
Very confident (+2)	519	179	93	143	414	105	167	162	189	351	321	198	251	267
	25%	29%	27%	25%	27%	20%	28%	23%	24%	24%	25%	26%	26%	25%
		e		e										
Fairly confident (+1)	969	292	173	253	718	252	268	345	357	701	601	369	454	516
	47%	47%	50%	44%	47%	48%	45%	50%	46%	48%	46%	48%	46%	47%
Neither (0)	300	68	51	91	210	90	89	100	111	211	178	122	136	164
	15%	11%	15%	16%	14%	17%	15%	14%	14%	14%	14%	16%	14%	15%
				a		a								
Not particularly confident (-1)	168	53	25	54	131	37	37	60	71	131	121	47	82	86
	8%	8%	7%	9%	9%	7%	6%	9%	9%	9%	9%	6%	8%	8%
Not at all confident (-2)	98	32	6	26	64	34	31	26	42	67	78	20	54	45
	5%	5%	2%	5%	4%	7%	5%	4%	5%	5%	6%	3%	5%	4%
				b		b								
NET: Not confident	266	85	30	80	195	71	68	86	112	198	199	67	136	131
	13%	14%	9%	14%	13%	14%	11%	12%	14%	13%	15%	9%	14%	12%
				b		b								
Not relevant to me	12	2	1	3	5	8	3	-	9	9	3	9	3	10
	1%	*	*	*	*	1%	1%	-	1%	1%	*	1%	*	1%
Mean	0.8	0.85	0.93	0.76	0.84	0.69	0.85	0.81	0.75	0.78	0.74	0.9	0.79	0.81
		e	ce	e										
Standard deviation Standard error	1.06	1.09	0.92	1.07	1.05	1.08	1.06	1.01	1.09	1.05	1.11	0.95	1.09	1.03
	0.02	0.04	0.05	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

ICO Public Awareness Survey  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Public sector organisations (e.g. the police, national governmental departments, local authorities)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberstone	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Confident	1245	589	656	138	211	198	214	185	300	340	369	262	275	117	55	142	100	102	88	59	112	165	166	109	29	281	472	146	
	60%	58%	62%	62%	59%	60%	59%	59%	62%	62%	62%	60%	56%	67%	65%	62%	58%	57%	59%	61%	58%	61%	59%	62%	50%	71%	57%	70%	
										m																B			
Very confident (+2)	332	168	164	49	50	62	57	50	63	94	105	73	60	24	17	45	31	25	16	17	30	41	47	31	6	99	120	48	
	16%	17%	16%	22%	14%	19%	16%	16%	13%	17%	16%	17%	12%	14%	21%	20%	18%	14%	11%	17%	16%	15%	17%	18%	11%	25%	14%	23%	
				ei		i				m																B			
Fairly confident (+1)	913	421	492	89	160	136	157	135	237	246	263	189	215	93	38	97	69	76	72	42	82	124	119	78	23	182	352	98	
	44%	42%	47%	40%	45%	41%	43%	43%	49%	45%	44%	44%	44%	53%	44%	42%	40%	43%	48%	43%	43%	46%	42%	44%	39%	46%	43%	47%	
				a		df																				B			
Neither (0)	385	200	184	39	85	67	62	54	78	102	110	78	95	24	17	37	40	38	24	18	31	55	56	28	16	60	168	26	
	19%	20%	17%	17%	24%	20%	17%	17%	16%	19%	18%	18%	19%	14%	20%	16%	24%	21%	16%	19%	16%	20%	20%	16%	28%	15%	20%	13%	
				ghi																							rpux		
€																													
Not particularly confident (-1)	258	129	128	29	32	36	55	45	61	69	65	50	73	25	9	27	18	21	20	10	27	28	38	29	7	33	111	22	
	12%	13%	12%	13%	9%	11%	15%	14%	13%	13%	11%	12%	15%	14%	11%	12%	10%	12%	13%	10%	14%	10%	14%	10%	14%	8%	13%	10%	
				e		e																					A		
Not at all confident (-2)	154	83	70	15	22	27	26	29	35	29	47	40	39	8	2	22	13	9	13	10	21	20	11	5	17	70	12		
	7%	8%	7%	7%	6%	8%	7%	9%	7%	5%	8%	9%	8%	4%	3%	9%	7%	5%	9%	11%	11%	7%	6%	9%	4%	9%	6%		
																											A		
NET: Not confident	411	213	197	44	54	64	80	74	95	98	112	90	112	33	11	48	30	30	33	20	48	48	58	40	12	49	182	33	
	20%	21%	19%	20%	15%	19%	22%	23%	20%	18%	19%	21%	23%	19%	13%	21%	18%	17%	22%	21%	25%	18%	20%	23%	20%	12%	22%	16%	
				e		e																					A		
Not relevant to me	26	8	18	3	6	1	4	3	9	4	6	3	12	2	2	2	1	8	4	-	1	5	1	-	1	4	7	3	
	1%	1%	2%	1%	2%	*	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	*	4%	3%	-	*	2%	*	-	1%	1%	1%	1%	

Not relevant to me	26	3	2	9	14	12	2	1	22	24	13	13	7	18
1%	*	*	2%	1%	2%	*	*	3%	2%	1%	2%	1%	2%	
Mean	0.5	0.63	0.66	0.42	0.56	0.31	0.7	0.46	0.37	0.41	0.45	0.57	0.47	0.52
Standard deviation	1.13	1.12	1.06	1.15	1.12	1.14	1.06	1.1	1.19	1.15	1.18	1.05	1.19	1.07
Standard error	0.03	0.05	0.06	0.05	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 54  
Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)  
Base: All respondents

Absolutes/col percents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	744	387	356	100	149	142	131	95	128	217	213	157	157	68	37	82	64	68	42	34	48	122	97	63	18	182	317	126
36%	38%	34%	45%	42%	43%	36%	30%	26%	40%	36%	36%	32%	39%	43%	36%	37%	38%	28%	35%	25%	45%	35%	35%	31%	46%	38%	61%	
Very confident (+2)	101	61	40	23	19	22	17	10	10	37	28	22	14	7	4	8	12	13	2	2	8	23	12	7	2	35	40	32
5%	6%	4%	10%	5%	7%	5%	3%	2%	7%	5%	5%	3%	4%	5%	3%	7%	8%	1%	3%	4%	9%	4%	4%	4%	9%	5%	15%	
Fairly confident (+1)	644	327	316	77	131	120	114	85	117	180	185	136	143	61	33	75	53	55	40	31	40	99	85	56	16	147	277	94
31%	32%	30%	35%	37%	36%	32%	27%	24%	33%	31%	31%	29%	35%	39%	33%	31%	31%	27%	32%	21%	36%	30%	32%	27%	37%	33%	45%	
Neither (0)	568	263	305	56	99	84	117	87	126	152	157	130	128	36	26	61	51	54	46	27	58	58	90	46	17	91	243	34
27%	26%	29%	25%	28%	25%	32%	27%	26%	28%	26%	30%	26%	21%	30%	26%	29%	30%	31%	28%	30%	21%	32%	26%	29%	23%	29%	16%	
Not particularly confident (-1)	491	220	271	47	72	64	74	89	145	115	148	92	136	52	14	55	39	35	39	22	54	59	60	46	16	86	173	27
24%	22%	26%	21%	20%	19%	20%	28%	30%	21%	25%	21%	28%	21%	30%	17%	24%	22%	20%	26%	22%	28%	22%	21%	26%	28%	22%	21%	13%
Not at all confident (-2)	225	120	104	20	33	37	37	38	61	55	70	46	53	16	6	24	17	13	19	15	28	28	29	21	7	32	85	19
11%	12%	10%	9%	9%	11%	10%	12%	13%	10%	12%	11%	11%	9%	8%	10%	10%	7%	13%	15%	14%	10%	10%	12%	12%	8%	10%	9%	
NET: Not confident	716	339	375	67	104	101	110	127	206	170	218	138	190	68	21	79	56	48	58	36	82	88	89	67	23	118	258	46
35%	34%	36%	30%	29%	31%	31%	40%	43%	31%	37%	32%	38%	39%	24%	34%	33%	27%	39%	37%	43%	32%	32%	38%	40%	30%	31%	22%	
Not relevant to me	39	20	20	1	3	3	3	8	23	4	8	7	19	3	2	7	1	8	3	-	4	5	5	1	-	4	10	2
2%	2%	2%	*	1%	1%	1%	2%	5%	1%	1%	2%	4%	2%	2%	3%	*	5%	2%	-	2%	2%	2%	1%	-	1%	1%	1%	
Mean	-0.05	-0.01	-0.08	0.16	0.09	0.08	*h	-0.2	-0.28	0.05	-0.08	-0.01	-0.15	-0.05	0.16	-0.06u	0.01	0.12	-0.24	-0.15	-0.28	0.11	-0.03u	-0.11	-0.18	0.17	0.02	0.45
Standard deviation	1.1	1.13	1.06	1.14	1.07	1.13	1.06	1.07	1.05	1.11	1.11	1.08	1.07	1.09	1.03	1.08	1.11	1.07	1.04	1.11	1.09	1.17	1.06	1.1	1.09	1.12	1.08	1.17
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.05	0.05	0.08	0.11	0.07	0.09	0.08	0.08	0.11	0.08	0.07	0.06	0.09	0.14	0.06	0.04	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 55  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)  
Base: All respondents

Absolutes/col percents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	744	259	150	192	602	142	294	227	223	450	469	275	387	358
36%	42%	43%	34%	39%	27%	49%	33%	29%	31%	36%	36%	39%	39%	33%
Very confident (+2)	101	42	22	22	86	15	51	26	23	50	58	43	58	42
5%	7%	6%	4%	6%	3%	9%	4%	3%	3%	4%	6%	6%	6%	4%
Fairly confident (+1)	644	218	128	170	516	128	243	201	200	400	411	233	328	315
31%	35%	37%	30%	33%	24%	41%	29%	26%	27%	32%	30%	34%	29%	
Neither (0)	568	145	88	171	404	163	135	205	228	433	325	243	239	328
27%	23%	25%	30%	26%	31%	23%	30%	29%	29%	25%	32%	24%	30%	
Not particularly confident (-1)	491	148	83	124	355	136	115	176	199	375	334	156	225	266
24%	24%	24%	22%	23%	26%	19%	25%	26%	26%	26%	20%	23%	24%	
Not at all confident (-2)	225	66	25	67	158	67	49	73	103	176	157	68	118	107
11%	11%	7%	12%	10%	13%	8%	11%	13%	12%	12%	9%	12%	10%	
NET: Not confident	716	214	108	191	513	202	164	249	302	552	492	224	343	373
35%	34%	31%	34%	33%	38%	28%	36%	39%	37%	38%	29%	35%	34%	
Not relevant to me	39	7	1	15	22	17	3	12	25	37	16	23	10	29
2%	1%	*	3%	1%	3%	*	2%	3%	3%	1%	3%	1%	3%	
Mean	-0.05	0.03	0.12	b-0.08e	abd	0.01	-0.22	0.22	-0.1	-0.21	-0.16	-0.09	0.04	-0.02
Standard deviation	1.1	1.14	1.07	1.08	1.1	1.05	1.11	1.06	1.08	1.07	1.11	1.06	1.14	1.05
Standard error	0.02	0.05	0.06	0.04	0.03	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 56  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Base: All respondents

Absolutes/col percents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	744	387	356	100	149	142	131	95	128	217	213	157	157	68	37	82	64	68	42	34	48	122	97	63	18	182	317	126
66%	64%	68%	64%	64%	66%	63%	64%	63%	70%	69%	65%	64%	65%	68%	70%	66%	67%	68%	64%	65%	66%	66%	67%	66%	60%	71%	62%	69%
Very confident (+2)	407	207	200	56	73	75	58	62	82	120	105	96	85	33	16	45	38	35	17	20	38	68	56	33	7	90	160	59
20%	20%	19%	25%	21%	23%	16%	20%	17%	22%	18%	22%	17%	19%	19%	19%	22%	20%	12%	20%	20%	25%	20%	18%	13%	23%	19%	29%	
Fairly confident (+1)																												



Not relevant to me	15	5	10	3	1	-	3	2	6	1	2	3	9	-	-	1	1	3	2	-	2	4	3	-	-	2	2	2
	1%	1%	1%	1%	*	-	1%	1%	1%	*	*	1%	2%	-	-	*	*	2%	1%	-	1%	2%	1%	-	-	1%	*	1%
Mean	0.64	0.59	0.69	0.66	0.62	0.67	0.61	0.59	0.68	0.72	0.61	0.63	0.6	0.67	0.74	0.61	0.67	0.67	0.47	0.57	0.65	0.67	0.69	0.61	0.52	0.77	0.58	0.76
Standard deviation	1.09	1.15	1.02	1.16	1.12	1.12	1.03	1.12	1.03	1.06	1.07	1.14	1.09	1.05	1	1.11	1.12	1.07	1.04	1.2	1.07	1.18	1.04	1.08	1.02	1.04	1.11	1.16
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.08	0.11	0.08	0.09	0.08	0.08	0.12	0.08	0.07	0.06	0.08	0.13	0.05	0.04	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 57

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	1359	441	246	364	1050	308	431	447	480	927	847	512	654	705
	66%	71%	71%	64%	68%	59%	72%	65%	62%	63%	65%	67%	67%	65%
Very confident (+2)	407	154	74	109	336	70	164	113	130	243	259	148	217	189
	20%	25%	21%	19%	22%	13%	27%	16%	17%	17%	20%	19%	22%	17%
Fairly confident (+1)	952	287	172	255	714	238	268	334	350	684	588	364	437	515
	46%	46%	50%	45%	46%	45%	45%	48%	45%	47%	45%	48%	45%	47%
Neither (0)	362	88	51	109	248	114	95	124	143	266	213	149	156	205
	18%	14%	15%	19%	16%	22%	16%	18%	18%	18%	16%	19%	16%	19%
Not particularly confident (-1)	211	57	38	60	155	55	40	86	84	171	144	67	102	108
	10%	9%	11%	10%	10%	11%	7%	12%	11%	12%	11%	9%	10%	10%
Not at all confident (-2)	120	37	12	31	80	41	26	36	58	94	89	32	63	58
	6%	6%	3%	5%	5%	8%	4%	5%	7%	6%	7%	4%	6%	5%
NET: Not confident	331	95	50	90	235	96	66	122	142	265	233	98	165	166
	16%	15%	14%	16%	15%	18%	11%	18%	18%	18%	18%	13%	17%	15%
Not relevant to me	15	2	1	6	8	7	2	-	13	13	10	6	4	12
	1%	*	*	1%	1%	1%	*	-	2%	1%	1%	1%	*	1%
Mean	0.64	0.74	0.74	0.62	0.7	0.47	0.85	0.58	0.54	0.56	0.61	0.7	0.66	0.62
Standard deviation	1.09	1.11	1.02	1.08	1.08	1.1	1.04	1.06	1.13	1.1	1.13	1.01	1.13	1.05
Standard error	0.02	0.05	0.06	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 58

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	A	B	C	D	London	East of England	East Midlands	East of Scotland	East of Wales	East of Yorkshire	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland	East of Northern Ireland
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Confident	710	385	324	86	130	140	125	92	135	181	206	151	172	59	39	88	62	67	44	32	46	103	100	53	18	180	283	114	
	34%	38%	31%	38%	37%	43%	35%	29%	28%	33%	35%	35%	35%	33%	40%	38%	36%	38%	29%	33%	24%	38%	35%	30%	30%	46%	34%	55%	
Very confident (+2)	102	66	36	28	21	26	15	5	8	30	27	26	18	6	3	8	12	18	6	1	6	24	13	4	1	41	37	36	
	5%	7%	3%	12%	6%	8%	4%	1%	2%	5%	5%	6%	4%	3%	4%	4%	7%	10%	4%	1%	3%	9%	5%	2%	2%	10%	5%	17%	
Fairly confident (+1)	608	320	288	59	109	114	111	88	127	151	179	125	153	53	36	79	50	49	38	32	40	80	87	49	16	138	246	78	
	29%	32%	27%	26%	31%	35%	31%	28%	26%	28%	30%	29%	31%	30%	42%	35%	29%	28%	25%	33%	21%	29%	31%	27%	28%	35%	30%	38%	
Neither (0)	582	271	311	60	120	76	107	87	131	157	165	121	140	46	21	60	54	51	37	27	63	71	81	54	16	92	259	42	
	28%	27%	29%	27%	34%	23%	30%	28%	27%	29%	28%	28%	28%	26%	25%	28%	32%	29%	25%	28%	33%	26%	29%	30%	28%	23%	31%	20%	
Not particularly confident (-1)	513	225	288	50	65	73	86	89	150	141	149	102	121	55	18	51	36	39	44	20	60	57	69	49	14	80	180	25	
	25%	22%	27%	22%	18%	22%	24%	28%	31%	26%	25%	23%	25%	31%	21%	22%	21%	22%	30%	21%	31%	21%	25%	28%	25%	20%	22%	12%	
Not at all confident (-2)	245	122	122	25	37	40	39	42	62	63	77	57	48	16	6	29	19	16	22	17	22	35	30	22	9	40	100	26	
	12%	12%	12%	11%	10%	12%	11%	13%	13%	12%	13%	13%	10%	9%	8%	13%	11%	9%	14%	18%	12%	13%	11%	12%	16%	10%	12%	12%	
NET: Not confident	758	347	409	75	102	113	126	130	212	204	226	159	170	71	24	80	55	55	66	38	82	93	100	72	24	121	279	51	
	37%	34%	39%	34%	29%	34%	35%	41%	44%	38%	38%	37%	34%	40%	29%	35%	32%	31%	44%	39%	43%	34%	35%	40%	41%	31%	34%	24%	
Not relevant to me	17	6	11	2	3	-	2	6	5	2	*	3	12	-	-	2	1	4	2	-	1	6	1	-	-	2	6	1	
	1%	1%	1%	1%	1%	-	*	2%	1%	*	*	1%	2%	-	-	1%	*	3%	1%	-	*	2%	*	-	-	1%	1%	*	
Mean	-0.09	-0.02b	-0.16	0.06	0.03	0.04	-0.07h	f	-0.24	-0.27	-0.1	-0.12	-0.09	-0.06	-0.13	0.13	-0.06	*u	0.09	-0.26	-0.23	-0.27	*s	-0.06	-0.21	-0.25	0.15	-0.07	0.36
Standard deviation	1.1	1.14	1.06	1.2	1.08	1.17	1.07	1.05	1.04	1.1	1.11	1.14	1.06	1.05	1.04	1.11	1.11	1.13	1.12	1.11	1.03	1.18	1.08	1.05	1.1	1.17	1.09	1.25	
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.06	0.05	0.08	0.11	0.07	0.09	0.09	0.09	0.11	0.07	0.07	0.06	0.08	0.14	0.06	0.04	0.09	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay)  
 Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	710	253	136	171	560	150	266	222	222	444	431	279	344	366
	34%	40%	39%	30%	36%	28%	45%	32%	29%	30%	33%	36%	35%	34%
Very confident (+2)	102	52	17	86	16	56	20	26	46	63	39	58	44	44
	5%	8%	5%	3%	6%	3%	9%	3%	3%	5%	5%	6%	4%	4%
Fairly confident (+1)	608	201	119	154	474	134	209	202	197	399				

1%	-	*	1%	*	2%	*	-	2%	1%	1%	*	1%		
€ Mean	-0.09	0.01	0.02	-0.17	-0.05ce	-0.22	0.14	-0.15	-0.22	-0.19	-0.15	*j	-0.11	-0.08
€ Standard deviation	1.1	1.17	1.06	1.06	1.11	1.08	1.15	1.05	1.08	1.07	1.12	1.06	1.15	1.06
Standard error	0.02	0.05	0.06	0.04	0.03	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICU PUBLIC AWARENESS SURVEY**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 60  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Mobile, broadband and utility providers  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Midlands (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Up/influencer (C)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	885	440	444	107	181	160	148	115	174	248	255	187	195	79	43	101	77	88	52	40	62	138	116	69	19	213	359	135
€	43%	44%	42%	48%	51%	49%	41%	36%	36%	46%	43%	43%	40%	45%	50%	44%	45%	50%	35%	41%	32%	50%	41%	39%	33%	54%	43%	65%
Very confident (+2)	120	73	47	25	25	30	21	7	11	32	35	29	25	5	6	11	12	19	4	2	9	30	15	6	3	40	50	42
€	6%	7%	4%	11%	7%	9%	6%	2%	2%	6%	6%	7%	5%	3%	7%	5%	7%	10%	2%	2%	5%	11%	5%	4%	5%	10%	6%	20%
Fairly confident (+1)	764	367	396	81	156	129	127	107	164	215	220	158	171	74	37	90	65	69	49	38	53	108	101	63	16	173	309	93
€	37%	36%	38%	36%	44%	39%	35%	34%	34%	40%	37%	36%	35%	42%	43%	39%	38%	39%	33%	39%	28%	40%	36%	35%	28%	44%	37%	45%
Neither (0)	557	254	303	63	89	82	103	85	135	143	162	114	137	38	24	57	48	47	38	25	55	63	90	53	18	84	236	31
€	27%	25%	29%	28%	25%	25%	29%	27%	28%	26%	27%	26%	28%	22%	28%	25%	28%	26%	26%	26%	29%	23%	32%	30%	32%	21%	29%	15%
Not particularly confident (-1)	421	199	222	38	54	51	80	82	116	107	117	88	110	48	13	42	31	26	38	18	53	43	53	41	14	70	157	27
€	20%	20%	21%	17%	15%	15%	22%	26%	24%	20%	20%	20%	22%	27%	16%	18%	18%	15%	26%	19%	28%	16%	19%	23%	24%	18%	19%	13%
Not at all confident (-2)	187	109	77	13	27	35	27	32	52	45	62	39	41	11	5	26	15	13	18	14	20	23	21	14	7	25	69	13
€	9%	11%	7%	6%	8%	11%	8%	10%	11%	8%	10%	9%	8%	6%	6%	11%	9%	8%	12%	14%	11%	9%	7%	8%	12%	6%	8%	6%
NET: Not confident	608	308	299	51	81	86	107	114	168	151	179	128	150	58	18	69	46	40	56	32	73	66	74	56	20	95	226	41
€	29%	30%	28%	23%	23%	26%	30%	36%	35%	28%	30%	30%	30%	33%	21%	30%	27%	22%	38%	33%	38%	24%	26%	31%	35%	24%	27%	20%
Not relevant to me	18	7	10	3	4	1	2	2	5	2	*	4	11	-	-	2	1	3	2	-	2	6	1	-	-	3	7	1
€	1%	1%	1%	1%	1%	*	*	1%	1%	*	*	2%	2%	-	-	1%	*	2%	1%	-	1%	2%	*	-	-	1%	1%	*
Mean	0.1	0.1	0.11	0.31	0.28	0.21	0.1	-0.08	-0.07	0.16	0.08	0.11	0.06	0.09	0.3	0.08	0.16	0.31	-0.12	-0.03	-0.12	0.29	0.13	0.03	-0.1	0.34	0.14	0.6
€ Standard deviation	1.08	1.13	1.03	1.07	1.06	1.14	1.05	1.05	1.05	1.07	1.1	1.1	1.06	1.02	1.01	1.11	1.08	1.09	1.08	1.12	1.08	1.13	1.02	1.03	1.09	1.08	1.06	1.14
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.11	0.08	0.09	0.09	0.09	0.11	0.08	0.07	0.06	0.08	0.14	0.06	0.04	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICU PUBLIC AWARENESS SURVEY**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 61  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	813	346	911	1260	517	591	702	774	1476	1317	760	981	1085
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	885	309	167	232	708	177	322	286	277	563	555	329	454	430
€	43%	49%	48%	41%	46%	34%	54%	41%	36%	38%	43%	43%	46%	40%
Very confident (+2)	120	47	28	28	103	17	61	26	33	59	72	48	60	60
€	6%	7%	8%	5%	7%	3%	10%	4%	4%	4%	6%	6%	6%	6%
Fairly confident (+1)	764	263	139	203	605	159	261	260	244	504	483	281	394	370
€	37%	42%	40%	36%	39%	30%	44%	37%	31%	34%	37%	37%	40%	34%
Neither (0)	557	140	89	168	396	160	143	196	218	414	323	233	236	321
€	27%	22%	25%	29%	26%	31%	24%	28%	28%	28%	25%	31%	24%	30%
Not particularly confident (-1)	421	123	72	111	307	114	91	150	181	330	283	138	191	230
€	20%	20%	21%	20%	20%	22%	15%	22%	23%	22%	22%	18%	19%	21%
Not at all confident (-2)	187	52	15	55	122	64	37	62	88	150	131	56	95	92
€	9%	8%	4%	10%	8%	12%	6%	9%	11%	10%	10%	7%	10%	8%
NET: Not confident	608	176	88	166	429	179	128	212	269	480	414	194	285	323
€	29%	28%	25%	29%	28%	34%	21%	31%	35%	33%	32%	25%	29%	30%
Not relevant to me	18	-	4	4	8	10	4	-	14	14	9	9	4	14
€	1%	-	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	*	1%
Mean	0.1	0.21	0.27	0.07	0.17	-0.1	0.37	0.06	-0.06	-0.01	0.06	0.17	0.14	0.07
€ Standard deviation	1.08	1.1	1.03	1.07	1.07	1.08	1.06	1.05	1.09	1.07	1.1	1.04	1.1	1.06
Standard error	0.02	0.04	0.06	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICU PUBLIC AWARENESS SURVEY**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 62  
Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)  
Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector			Up/influencer (C)	
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Midlands (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	885	440	444	107	181	160	148	115	174	248	255	187	195	79	43	101	77	88	52	40	62	138	116	69	19	213	359	135
€	43%	44%	42%	48%	51%	49%	41%	36%	36%	46%	43%	43%	40%	45%	50%	44%	45%	50%	35%	41%	32%	50%	41%	39%	33%	54%	43%	65%
Very confident (+2)	91	63	27	26	27	24	10	3	1	29	24	22	15	5	4	8	12	17	5	2	5	23	7	4	-	44	33	43
€	4%	6%	3%	11%	8%	7%	3%	1%	*	5%	4%	5%	3%	3%	5%	3%	7%	10%	3%	2%	2%	9%	2%	2%	-	11%	4%	21%
Fairly confident (+1)	353	199	153	68																								

Not relevant to me	740	311	429	20	46	60	112	175	326	193	203	154	190	70	31	81	56	58	51	35	91	73	114	63	17	91	222	31
	36%	31%	41%	9%	13%	18%	31%	55%	68%	36%	34%	36%	39%	40%	37%	36%	33%	32%	34%	36%	47%	27%	41%	35%	30%	23%	27%	15%
€ Mean	-0.12	-0.01b	-0.25	0.24	0.09	0.09	0.19	0.09	-0.83	*k	-0.17	-0.16	-0.18	-0.07y	-0.11	-0.18	0.04	0.06	-0.21	-0.29	-0.32	0.08	-0.16	-0.29	-0.51	0.14	-0.05	0.57
€ Standard deviation	1.15	1.18	1.11	1.12	1.09	1.18	1.09	1.06	1.07	1.17	1.16	1.14	1.12	1.09	1.12	1.17	1.18	1.23	1.18	1.11	1.1	1.24	1.06	1.06	1.05	1.22	1.1	1.2
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.09	0.09	0.06	0.06	0.07	0.07	0.1	0.15	0.1	0.12	0.12	0.11	0.14	0.11	0.09	0.08	0.1	0.15	0.07	0.05	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 63  
 Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	444	165	111	102	378	86	202	124	119	242	285	159	256	188
€ Mean	21%	26%	32%	18%	24%	13%	34%	18%	15%	16%	22%	21%	26%	17%
Very confident (+2)	91	35	27	13	76	15	54	20	17	37	60	30	52	39
€ Mean	4%	6%	8%	2%	5%	3%	9%	3%	2%	2%	5%	4%	5%	4%
Fairly confident (+1)	353	130	84	88	302	51	148	104	102	206	225	128	204	150
€ Mean	17%	21%	24%	16%	20%	10%	25%	15%	13%	14%	17%	17%	21%	14%
Neither (0)	367	117	59	109	285	83	106	141	121	261	243	124	178	189
€ Mean	18%	19%	17%	19%	18%	16%	18%	20%	15%	18%	19%	16%	18%	17%
Not particularly confident (-1)	332	111	64	96	271	61	84	131	117	248	243	89	163	170
€ Mean	16%	18%	18%	17%	18%	12%	14%	19%	15%	17%	19%	12%	17%	16%
Not at all confident (-2)	183	54	22	52	128	56	46	50	88	138	136	48	99	85
€ Mean	9%	9%	6%	9%	8%	11%	8%	7%	11%	9%	10%	6%	10%	8%
NET: Not confident	515	165	86	148	398	117	130	181	205	385	379	137	261	254
€ Mean	25%	26%	25%	26%	26%	22%	22%	26%	26%	26%	29%	18%	27%	23%
Not relevant to me	740	179	91	211	481	260	158	249	334	563	395	345	285	456
€ Mean	36%	29%	26%	37%	31%	49%	26%	36%	43%	40%	30%	45%	29%	42%
Standard deviation	1.15	1.16	1.16	1.09	1.14	1.17	1.19	1.06	1.15	1.1	1.16	1.13	1.18	1.12
Standard error	0.03	0.06	0.07	0.06	0.03	0.07	0.06	0.05	0.05	0.04	0.04	0.06	0.05	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 64  
 Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Search engines (e.g. Google, Bing, DuckDuckGo)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Upinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
NET: Confident	523	281	241	80	107	103	83	81	89	140	161	102	120	47	25	66	39	55	20	31	97	97	72	45	10	140	215	105
€ Mean	b	gh	gh	gh						su	su	stu	s	stuy							qstuwxy	su	s		B			
Very confident (+2)	75	54	21	16	24	13	12	6	4	20	17	24	14	3	3	8	11	14	2	1	5	19	8	2	1	35	28	26
€ Mean	4%	5%	2%	7%	7%	4%	3%	2%	1%	4%	3%	5%	3%	2%	3%	3%	6%	8%	1%	1%	3%	7%	3%	1%	1%	9%	3%	12%
Fairly confident (+1)	448	227	221	64	83	90	71	55	85	119	144	78	106	44	22	59	29	41	18	16	26	78	64	43	9	104	187	79
€ Mean	22%	22%	21%	29%	23%	27%	20%	17%	18%	22%	24%	18%	22%	25%	27%	26%	17%	23%	12%	16%	13%	29%	23%	24%	15%	26%	23%	38%
Neither (0)	573	274	298	56	110	82	115	91	118	152	158	125	137	37	30	55	62	46	45	35	51	57	92	43	20	90	255	41
€ Mean	28%	27%	28%	25%	31%	25%	32%	29%	24%	28%	26%	29%	28%	21%	36%	24%	36%	26%	30%	36%	26%	21%	33%	24%	34%	23%	31%	20%
Not particularly confident (-1)	577	267	310	55	84	85	108	96	148	147	171	124	135	61	20	65	37	48	53	27	66	62	66	58	15	104	215	37
€ Mean	28%	26%	29%	25%	24%	26%	30%	31%	31%	27%	29%	29%	27%	35%	23%	28%	21%	27%	36%	27%	34%	23%	23%	33%	27%	26%	26%	18%
Not at all confident (-2)	335	169	164	32	48	58	49	57	91	89	100	67	79	22	8	36	31	23	26	19	36	52	42	27	13	56	126	23
€ Mean	16%	17%	16%	14%	13%	18%	14%	18%	19%	16%	17%	16%	16%	12%	10%	16%	18%	13%	18%	19%	19%	15%	15%	22%	14%	15%	11%	
NET: Not confident	911	436	474	87	131	143	157	154	239	236	270	191	214	83	28	101	68	71	79	45	102	114	107	85	28	160	341	80
€ Mean	44%	43%	45%	39%	37%	43%	44%	49%	50%	43%	45%	44%	43%	47%	33%	44%	40%	40%	53%	47%	53%	42%	38%	48%	48%	40%	41%	29%
Not relevant to me	60	18	42	1	6	2	4	10	37	16	7	14	22	9	1	7	2	6	5	-	9	5	10	5	1	6	17	2
€ Mean	3%	2%	4%	2%	1%	1%	3%	8%	3%	3%	1%	3%	4%	5%	1%	3%	1%	3%	3%	-	4%	2%	4%	3%	1%	1%	2%	1%
Standard deviation	1.11	1.15	1.06	1.18	1.13	1.15	1.05	1.05	1.05	1.11	1.11	1.12	1.09	1.06	1.01	1.13	1.14	1.17	0.98	1	1.05	1.25	1.07	1.06	1.04	1.21	1.09	1.21

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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 64  
 Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Search engines (e.g. Google, Bing, DuckDuckGo)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Upinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 65  
 Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Search engines (e.g. Google, Bing, DuckDuckGo)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088



NET: Confident	523	191	103	136	430	92	230	146	147	293	321	202	267	256
	25%	31%	30%	24%	28%	18%	39%	21%	19%	20%	25%	26%	27%	24%
		ce	e	e	e		ghi							
Very confident (+2)	75	32	18	13	62	13	51	11	13	24	45	30	39	36
	4%	5%	5%	2%	4%	2%	9%	2%	2%	2%	3%	4%	4%	3%
		ce	c				ghi							
Fairly confident (+1)	448	159	86	123	368	79	179	135	134	268	276	172	228	220
	22%	26%	25%	22%	24%	15%	30%	19%	17%	18%	21%	22%	23%	20%
		e	e	e	e		ghi							
Neither (0)	573	141	99	176	416	157	147	212	214	426	339	233	246	327
	28%	22%	29%	31%	27%	30%	25%	31%	28%	29%	26%	31%	25%	30%
		a	a	a	a		f				j		i	
Not particularly confident (-1)	577	187	92	151	430	147	136	211	230	441	381	196	272	304
	28%	30%	27%	27%	28%	28%	23%	30%	30%	30%	29%	26%	28%	28%
							f	f	f					
Not at all confident (-2)	335	98	45	91	235	100	78	104	153	257	238	97	180	154
	16%	16%	13%	16%	15%	19%	13%	15%	20%	17%	18%	13%	18%	14%
							b	fg	f	k			m	
NET: Not confident	911	285	138	242	665	246	214	315	383	698	619	293	453	459
	44%	46%	40%	43%	43%	47%	36%	45%	49%	47%	48%	38%	46%	42%
							f	f	f	k				
Not relevant to me	60	8	7	15	30	30	5	20	35	55	23	37	13	46
	3%	1%	2%	3%	2%	6%	1%	3%	4%	4%	2%	5%	1%	4%
		-0.26e	-0.18e	-0.33e	-0.27e	abcd	-0.02gh	f	f	f	j-0.22j		i	
€ Mean	-0.32							-0.39	-0.51	-0.45	-0.38		-0.34	-0.31
							i							
Standard deviation Standard error	1.11	1.16	1.11	1.07	1.11	1.06	1.19	1.02	1.06	1.05	1.12	1.08	1.15	1.07
	0.02	0.05	0.06	0.04	0.03	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.03

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

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 66

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?

Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud)

Base: All respondents

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Confident	628	328	299	91	138	120	112	75	93	182	189	131	127	53	25	72	56	63	35	23	40	108	81	61	12	168	274	110	
	30%	33%	28%	41%	39%	36%	31%	24%	19%	33%	32%	30%	26%	30%	30%	31%	32%	36%	23%	23%	21%	40%	29%	34%	20%	43%	33%	53%	
				ghi	ghi	hi	hi			m						u	u	stuy				rstuwxy		stuy		B			
€		5%	6%	3%	10%	6%	5%	6%	2%	5%	4%	5%	4%	2%	4%	3%	7%	11%	*	1%	4%	9%	2%	4%	4%	10%	4%	14%	
				b	fhi	hi	hi									s	rstw	npstuw				npstuw				B			
Fairly confident (+1)	535	265	269	68	115	103	91	69	88	155	165	108	108	49	22	65	44	43	34	22	33	84	75	55	9	129	239	81	
	26%	26%	26%	30%	32%	31%	25%	22%	18%	28%	28%	25%	22%	28%	25%	28%	26%	24%	23%	23%	17%	31%	27%	31%	16%	33%	29%	38%	
				hi	hi	hi	i			m	m			u		u						uy	u	uy					
Neither (0)	563	282	281	69	103	87	114	89	100	163	163	118	119	45	28	60	49	49	41	36	48	64	84	46	16	88	259	51	
	27%	28%	27%	31%	29%	26%	32%	28%	21%	30%	27%	27%	24%	26%	33%	26%	28%	28%	27%	37%	25%	23%	30%	26%	27%	22%	31%	25%	
				i	i	i	i			m										v						A			
Not particularly confident (-1)	444	198	246	43	66	62	79	72	121	102	130	93	119	42	19	53	33	35	37	18	50	45	57	36	19	85	151	22	
	22%	20%	23%	19%	19%	19%	22%	23%	25%	19%	22%	22%	24%	24%	22%	23%	19%	20%	25%	19%	26%	16%	20%	34%	22%	18%	18%	10%	
							e			j									v			qtrwx							
€		21%	23%	8%	9%	12%	9%	13%	11%	9%	11%	12%	10%	9%	5%	10%	8%	8%	11%	15%	13%	14%	9%	12%	8%	10%	10%	8%	
							d													o									
NET: Not confident	661	308	351	60	98	101	112	115	175	153	196	143	169	57	23	77	47	50	53	32	75	83	81	58	24	124	233	39	
	32%	30%	33%	27%	28%	31%	31%	36%	36%	28%	33%	33%	34%	33%	28%	33%	27%	28%	35%	33%	39%	30%	29%	32%	42%	31%	28%	19%	
				de	de	de	de			q											qrw								
Not relevant to me	215	91	124	3	16	22	22	37	115	46	49	42	78	21	8	21	20	16	21	7	29	17	35	14	6	15	62	8	
	10%	9%	12%	1%	4%	7%	6%	12%	24%	8%	8%	10%	16%	12%	10%	9%	12%	9%	14%	7%	15%	6%	12%	8%	11%	4%	8%	4%	
				d	d	defg	defgh			kl									v		vx		v			A			
€ Mean	-0.08		-0.14	0.17	0.09		-0.03hi		-0.28	-0.36	0.01	-0.09	-0.1	-0.17	-0.11	0.02	-0.1	0.04	0.12	-0.26	-0.26	-0.33	0.04	-0.07	-0.3	0.12	-0.01	0.41	
				ghi	hi					m					u		su	stuy				su	-0.08u						
Standard deviation Standard error	1.09	1.12	1.06	1.1	1.08	1.12	1.07	1.06	1.04	1.07	1.09	1.12	1.09	1.04	0.99	1.07	1.09	1.16	1	1.02	1.09	1.22	1.02	1.11	1.01	1.17	1.06	1.13	
	0.03	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.08	0.11	0.08	0.09	0.09	0.08	0.11	0.09	0.07	0.06	0.09	0.13	0.06	0.04	0.08	

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

\* small base

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 67

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?

Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud)

Base: All respondents

	Familiarity with data protection						Familiarity with ICO				Experience of data breach		Past action on PI	
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	681	702	774	1476	1317	750	881	1086
Weighted base	2067	626	347	569	1542	526	596	693	778	1471	1302	765	979	1088
	30%	36%	40%	28%	34%	20%	44%	27%	23%	25%	30%	33%	28%	
		ce	ce	e	ce		ghi					m		
Very confident (+2)	93	43	23	14	81	13	54	20	19	39	57	37	51	42
	5%	7%	7%	2%	5%	2%	9%	3%	2%	3%	4%	5%	5%	4%
		ce	ce				ghi							
Fairly confident (+1)	535	182	115	145	442	93	209	165	161	326	342	193	275	260
	26%	29%	33%	25%	29%	18%	35%	24%	2					

NET: Confident	398	209	190	66	102	76	64	42	48	127	116	69	87	36	17	44	39	37	18	11	22	75	53	35	12	110	175	90
	19%	21%	18%	gh	29%	20%	23%	18%	13%	10%	23%	19%	16%	18%	20%	21%	19%	23%	21%	12%	11%	27%	19%	20%	20%	28%	21%	43%
Very confident (+2)	73	48	24	17	25	16	10	2	2	29	18	15	11	3	4	5	11	13	1	-	6	20	6	4	1	27	34	30
	4%	5%	2%	8%	7%	5%	3%	1%	1%	5%	3%	3%	2%	2%	4%	2%	6%	7%	1%	-	3%	7%	2%	2%	7%	4%	14%	
Fairly confident (+1)	326	160	165	49	77	61	54	40	45	98	98	54	76	33	14	39	28	24	18	11	16	55	47	31	10	83	141	60
	16%	16%	16%	22%	22%	18%	15%	13%	9%	18%	16%	13%	15%	19%	16%	17%	16%	14%	12%	11%	8%	20%	17%	17%	18%	21%	17%	29%
Neither (0)	448	218	229	53	81	90	83	67	74	105	125	112	105	35	19	58	42	40	30	29	32	54	63	36	10	84	208	44
	22%	22%	22%	24%	23%	27%	23%	21%	15%	19%	21%	26%	21%	20%	23%	25%	24%	22%	20%	30%	17%	20%	22%	20%	17%	21%	25%	21%
Not particularly confident (-1)	562	240	322	61	85	78	117	91	131	139	152	123	149	54	26	64	38	49	47	24	59	62	82	45	13	109	216	36
	27%	24%	30%	27%	24%	24%	32%	29%	27%	25%	25%	28%	30%	31%	30%	28%	22%	27%	31%	25%	31%	23%	29%	25%	22%	28%	26%	17%
Not at all confident (-2)	485	256	228	40	80	84	78	82	123	133	158	97	96	37	16	41	42	34	43	27	54	64	63	44	20	82	183	37
	23%	25%	22%	18%	22%	25%	22%	26%	25%	25%	27%	22%	20%	21%	19%	18%	25%	19%	29%	28%	28%	23%	23%	25%	20%	21%	22%	18%
NET: Not confident	1047	497	549	101	164	161	194	173	254	272	310	220	246	91	41	106	81	83	89	52	114	125	145	88	32	191	398	73
	51%	49%	52%	45%	46%	49%	54%	55%	53%	50%	52%	51%	50%	52%	49%	46%	47%	47%	40%	53%	59%	46%	52%	50%	56%	48%	48%	35%
Not relevant to me	174	86	87	4	8	2	18	34	107	40	46	32	55	14	6	22	10	18	11	6	24	19	20	18	4	10	46	1
	8%	9%	8%	2%	2%	1%	5%	11%	22%	7%	8%	7%	11%	8%	8%	10%	6%	10%	8%	6%	13%	7%	7%	10%	7%	2%	6%	*
Mean	-0.56	-0.54	-0.58	-0.26ghi	-0.34ghi	-0.47hi	-0.58i	-0.75	-0.87	-0.49	-0.61	-0.58	-0.56	-0.55su	-0.46su	-0.47su	-0.45su	-0.43su	-0.82	-0.74	-0.84	-0.37stu	-0.57su	-0.58	-0.73	-0.35	-0.48	0.05
Standard deviation Standard error	1.16	1.21	1.1	1.21	1.25	1.19	1.1	1.05	1.02	1.23	1.17	1.1	1.09	1.11	1.14	1.08	1.24	1.21	1.03	1.01	1.09	1.28	1.11	1.16	1.21	1.23	1.16	1.33
	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.13	0.08	0.1	0.1	0.08	0.11	0.08	0.08	0.07	0.1	0.16	0.06	0.04	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICU Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 69

Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?  
 Social media companies / platforms (e.g. Instagram, TikTok, Facebook)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	803	348	301	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	398	149	86	95	330	68	174	114	111	225	236	163	200	198
		ce	ce	ce	ce		ghi							
Very confident (+2)	73	34	16	10	59	13	51	13	9	22	46	27	42	31
	4%	5%	4%	2%	4%	3%	9%	2%	1%	1%	4%	4%	4%	3%
Fairly confident (+1)	326	115	70	86	271	55	123	101	102	203	190	136	158	167
	16%	18%	20%	15%	18%	10%	21%	15%	13%	14%	15%	18%	16%	15%
Neither (0)	448	120	75	136	332	116	132	153	163	316	269	178	206	241
	22%	19%	22%	24%	22%	22%	22%	21%	21%	21%	21%	23%	21%	22%
Not particularly confident (-1)	562	174	100	142	417	146	136	212	214	426	365	197	270	292
	27%	28%	29%	25%	27%	28%	23%	31%	28%	29%	28%	26%	28%	27%
Not at all confident (-2)	485	154	73	143	371	115	121	162	202	364	352	134	258	227
	23%	25%	21%	25%	24%	22%	20%	23%	26%	25%	27%	17%	26%	21%
NET: Not confident	1047	328	174	285	787	260	257	374	416	790	717	331	528	519
	51%	53%	50%	50%	51%	50%	43%	54%	53%	54%	55%	43%	54%	48%
Not relevant to me	174	27	13	53	92	81	33	53	88	141	80	94	45	129
	8%	4%	4%	9%	6%	15%	6%	8%	11%	10%	6%	12%	5%	12%
		-0.50e	-0.44ce	abd	abcd	-0.27gh	f	fg	f	i	j-0.41j			
Mean	-0.56	-0.63	-0.53	-0.66										
Standard deviation Standard error	1.16	1.22	1.18	1.11	1.18	1.08	1.27	1.08	1.08	1.08	1.16	1.13	1.19	1.12
	0.03	0.05	0.06	0.05	0.03	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.04

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICU Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 70

Q7. Thinking about what you know about how companies/ organisations use personal information, generally where would you say you have learnt most about this before?  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Newspapers and magazines	549	297	252	27	70	79	85	89	200	153	171	107	119	55	18	59	44	45	39	17	51	80	87	44	10	76	215	69
	27%	29%	24%	12%	20%	24%	24%	28%	41%	28%	29%	25%	24%	32%	22%	26%	25%	25%	26%	17%	26%	29%	31%	25%	18%	19%	26%	33%
		b		d	d	d	de	defgh						ty							t	ty					A	
Website news sources	794	440	353	79	148	122	142	122	182	228	227	158	181	67	34	74	69	73	61	34	92	103	93	74	21	131	317	83
	38%	44%	33%	35%	42%	37%	39%	39%	38%	42%	38%	37%	37%	38%	41%	32%	40%	41%	41%	35%	48%	38%	33%	41%	36%	33%	38%	40%
		b																			ptvw							
Radio and podcasts	245	141	104	11	41	44	42	37	70	71	68	57	49	26	4	18	15	26	15	5	22	39	43	28	4	37	116	47
	12%	14%	10%	5%	12%	13%	12%	14%	14%	13%	11%	13%	10%	15%	5%	8%	9%	14%	10%	6%	12%	14%	15%	16%	6%	9%	14%	22%
Social media	532	267	263	110	126	89	81	61	66	144	150	115	124	45	15	64	44	56	43	24	42	80	64	39	8	123	218	83
	26%	26%	25%	49%	35%	27%	23%	19%	14%	26%	25%	27%	25%	26%	18%	28%	26%	32%	29%	25%	22%	33%	23%	22%	14%	31%	26%	40%
				efghi	ghi	hi	i	i								y	oy	y			ouwxy							
Word of mouth	648	302	346	61	126	109	101	92	159	180	163	134	171	60	26	64	67	47	41	30	64	83	95	53	19	107	264	66
	31%	30%	33%	27%	35%	33%	28%	29%	33%	33%	27%</																	

Nowhere, I don't know about how personal information is used

224	97	127	15	37	29	37	31	75	40	56	34	94	12	11	28	23	20	22	10	16	24	33	17	8	21	81	2
11%	10%	12%	7%	10%	9%	10%	10%	16%	7%	9%	8%	19%	7%	13%	12%	14%	12%	15%	10%	9%	9%	12%	10%	13%	5%	10%	1%

\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 71  
Q7. Thinking about what you know about how companies/ organisations use personal information, generally where would you say you have learnt most about this before?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Newspapers and magazines	549	155	78	171	404	145	173	220	157	376	368	182	296	254
27%	25%	23%	30%	26%	28%	29%	32%	20%	26%	28%	24%	30%	23%	
Website news sources	794	235	126	262	623	172	263	291	240	532	567	228	421	374
38%	38%	36%	46%	40%	33%	44%	42%	31%	36%	44%	30%	43%	34%	
Radio and podcasts	245	82	44	70	196	49	102	85	58	143	182	63	148	97
12%	13%	13%	12%	13%	9%	17%	12%	7%	10%	14%	8%	15%	9%	
Social media	532	158	103	152	412	121	176	174	182	356	374	158	295	237
26%	25%	30%	27%	27%	23%	30%	25%	23%	24%	29%	21%	30%	22%	
Word of mouth	648	166	97	216	479	170	155	242	252	494	406	242	307	341
31%	27%	28%	38%	31%	32%	26%	35%	32%	34%	31%	32%	31%	31%	
The Information Commissioner's Office (ICO)	117	61	18	29	108	9	97	14	6	20	100	17	86	32
6%	10%	5%	5%	7%	2%	16%	2%	1%	1%	8%	2%	9%	3%	
Official government sources	336	126	59	106	292	44	147	119	70	189	245	91	213	123
16%	20%	17%	19%	19%	8%	25%	17%	9%	13%	19%	12%	22%	11%	
School or university	180	72	49	44	165	15	73	63	45	108	148	33	134	47
9%	12%	14%	8%	11%	3%	12%	9%	6%	7%	11%	4%	14%	4%	
Through my job/area of work	609	338	177	76	591	17	260	189	160	349	449	160	359	249
29%	54%	51%	13%	38%	3%	44%	27%	21%	24%	34%	21%	37%	23%	
Somewhere else (Please specify)	89	26	9	31	66	23	17	30	42	72	62	28	56	34
4%	4%	3%	5%	4%	4%	3%	4%	5%	5%	5%	4%	6%	3%	
Nowhere, I don't know about how personal information is used	224	28	17	48	93	131	16	67	141	208	80	144	45	179
11%	5%	5%	8%	6%	25%	3%	10%	18%	14%	6%	19%	5%	16%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 72  
Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Summary  
Base: All respondents

	Using data in ways required by the government	Research done for the public good	Improving personal support as a result of personal conditions or circumstances	Preventing children seeing inappropriate content online	Using biometric information to confirm your identity or age	Personalising your experience while using a site	Suggesting adverts you might be interested in	Using your location to make recommendations
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067
NET: Happy	1021	1143	959	1449	771	541	405	604
49%	55%	46%	70%	37%	26%	20%	29%	
Very happy for my information/data to be used for this	327	400	268	850	245	96	91	128
16%	19%	13%	41%	12%	5%	4%	6%	
Fairly happy	694	743	692	599	526	445	314	476
34%	36%	33%	29%	25%	22%	15%	23%	
Don't mind	511	526	522	264	457	648	539	653
25%	25%	25%	13%	22%	31%	29%	32%	
Not particularly happy	266	184	264	80	405	474	594	437
Not at all happy for my information/data to be used for this	139	111	176	106	307	294	440	286
7%	5%	8%	5%	15%	14%	21%	14%	
NET: Not happy	405	295	439	186	713	788	1034	723
20%	14%	21%	9%	34%	37%	50%	35%	
Don't know	130	102	146	168	126	110	88	87
6%	5%	7%	8%	6%	5%	4%	4%	

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 73  
Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Using data in ways required by the government (e.g. for working out taxes)  
Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber/derby	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
NET: Happy	1021	524	497	119	172	182	174	149	225	302	313	209	197	89	43	108	77	88	69	45	91	152	137	94	28	237	394	126
49%	52%	47%	53%	48%	55%	48%	47%	47%	56%	52%	48%	40%	40%	50%	51%	47%	45%	50%	47%	47%	48%	56%	49%	53%	48%	60%	48%	61%
Very happy for my information/data to be used for this	327	171	156	52	47	51	58	44	75	96	113	65	53	25	18	34	23	38	16	15	28	46	41	34	9	95	109	54
16%	17%	15%	23%	13%	16%	16%	14%	16%	18%	19%	15%	11%	11%	14%	22%	15%	13%	21%	11%	15%	15%	17%	14%	19%	16%	24%	13%	26%
Fairly happy	694	353	341	67	125	131	115	106	150	207	199	143	144	63	25	74	54	50	54	31	63	105	96	61	19	142	285	72
34%	35%	32%	30%	35%	40%	32%	33%	31%	38%	33%	33%	29%	29%	36%	29%	32%	31%	28%	36%	32%	33%	39%	34%	34%	32%	36%	34%	35%
Don't mind	511	226	285	51	83	78	79	76	144	128	151	97	135	53	29	55	58	43	39	15	45	54	68	38	14	66	221	38
25%	22%	27%	23%	23%	24%	22%	24%	30%	24%	24%	25%	22%	27%	30%	34%	24%	34%	24%	26%	15%	24%	20%	24%	21%	25%	17%	27%	18%
Not particularly happy	266	134	131	22	37	32	54	55	67	60	68	63	76	16	9	34	21	19	19	19	33	28	40	21	7	47	101	24
13%	13%	12%	10%	10%	10%	15%	17%	14%	11%	11%	14%	15%	15%	9%	10%	15%	12%	11%	13%	20%	17%	10%	14%	12%	12%	12%	12%	12%
Not at all happy for my information/data to be used for this	139	83	56	16	38	21	24	17	24	36	39	32	32	6	3	17	13	13	11	9	14	22	13	13	7	26	63	15
7%	8%	5%	7%	11%	6%	7%	5%	5%	7%	7%	7%	7%	7%	3%	3%	7%	7%	7%	7%	9%	7%	8%	5%	7%	11%	7%	8%	7%
NET: Not happy	405	216	187	37	75	52	78	72	91	95	107	94	108	22	12	50	34	32	30	28	47	49	54	33	13	73	164	39
20%	21%	18%	17%	21%	16%	22%	23%	19%	18%	18%	18%	22%	22%	13%	14%	22%	20%	18%	20%	29%	25%	18%	19%	19%	23%	19%	20%	19%
Don't know	130	43	86	16	26	16	29	19	23	19	26	33	53	12	1	16	3	14	11	10	8	18	23	12	2	18	48	4
6%	4%	8%	7%	7%	5%	8%	6%	5%	3%	4%	8%	11%	8%	3%	15%	7%	2%	8%	7%	7%	10%	4%	6%	8%	7%	5%	6%	2%

\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 74



**Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?**  
**Using data in ways required by the government (e.g. for working out taxes)**  
**Base: All respondents**

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	1021	375	180	272	827	194	374	330	317	647	684	337	531	490
	49%	60%	52%	48%	54%	37%	63%	48%	41%	44%	53%	44%	54%	45%
		bcde	e	e	ce		ghi	h			k		m	
Very happy for my information/data to be used for this	327	139	55	79	274	54	137	97	92	190	229	98	183	145
	16%	22%	16%	14%	18%	10%	23%	14%	12%	13%	18%	13%	19%	13%
		bcde	e	ce			ghi				k		m	
Fairly happy	694	236	125	192	553	141	237	233	224	457	455	239	349	345
	34%	38%	36%	34%	36%	27%	40%	34%	29%	31%	35%	31%	36%	32%
		e	e	e	e		ghi							
Don't mind	511	130	80	149	359	152	117	194	200	394	292	219	217	295
	25%	21%	23%	26%	23%	29%	20%	28%	26%	27%	22%	29%	22%	27%
		a	a	a	a		f	f	f	f	j		l	
Not particularly happy	266	58	49	69	176	90	56	96	114	210	165	101	116	150
	13%	9%	14%	12%	11%	17%	9%	14%	15%	14%	13%	13%	12%	14%
		a	a	a	acd		f	f	f	f	k			
	7%	6%	5%	7%	6%	7%	6%	6%	8%	7%	8%	5%	8%	6%
							g							
NET: Not happy	405	97	68	110	275	129	91	134	180	314	264	141	191	214
	20%	16%	20%	19%	18%	25%	15%	19%	23%	21%	20%	18%	20%	20%
		acd					f	f	f	f				
Don't know	130	22	19	39	81	49	13	34	82	117	62	67	40	89
	6%	4%	6%	7%	5%	9%	2%	5%	11%	8%	5%	9%	4%	8%
					a	ad	f	fg	fg		j		l	

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m**  
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[Return to Index](#)

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Absolutes/col percents

Table 75

**Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?**  
**Research done for the public good (e.g. medical, scientific, historical research)**  
**Base: All respondents**

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberstide	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Happy	1143	590	551	129	199	186	190	167	272	322	346	235	240	105	45	125	97	101	70	52	103	161	155	97	33	239	456	137
	55%	58%	52%	58%	56%	56%	53%	53%	56%	59%	58%	54%	49%	60%	53%	55%	56%	57%	47%	53%	53%	55%	55%	55%	58%	60%	55%	66%
		b					m	m		m	m	m		s							s							
Very happy for my information/data to be used for this	400	208	192	52	67	66	60	51	104	117	112	75	96	38	22	41	32	40	21	12	35	55	53	43	9	86	143	57
	19%	21%	18%	23%	19%	20%	17%	16%	21%	21%	19%	17%	19%	22%	26%	18%	19%	22%	14%	13%	18%	20%	19%	24%	15%	22%	17%	28%
										st													st					
Fairly happy	743	383	359	77	132	120	130	116	168	205	234	160	144	67	23	84	65	61	49	39	67	106	102	55	25	153	313	80
	36%	38%	34%	34%	37%	36%	36%	37%	35%	38%	39%	37%	29%	38%	27%	36%	38%	34%	33%	40%	35%	39%	36%	31%	43%	39%	38%	38%
							m	m	m	m	m	m																
Don't mind	526	249	277	56	85	75	99	84	126	141	139	100	146	48	29	53	41	42	45	19	50	64	79	41	15	82	219	41
	25%	25%	26%	25%	24%	23%	27%	27%	26%	26%	23%	23%	30%	27%	35%	23%	24%	23%	30%	20%	26%	23%	28%	23%	26%	21%	26%	20%
							kl	kl		kl	kl	kl														A		
Not particularly happy	184	87	97	10	26	31	40	33	44	32	60	47	45	10	7	20	15	17	19	12	20	18	26	17	3	33	68	12
	9%	9%	9%	4%	7%	9%	11%	10%	9%	6%	10%	11%	9%	6%	8%	9%	9%	9%	13%	12%	10%	7%	9%	10%	6%	8%	8%	6%
							d	d	d	d	j	j																
Not at all happy for my information/data to be used for this	111	43	68	8	25	23	10	20	25	28	29	26	28	5	2	14	14	6	10	6	12	20	6	11	4	24	44	11
	5%	4%	6%	4%	7%	7%	3%	6%	5%	5%	5%	6%	6%	3%	2%	6%	8%	4%	6%	6%	7%	2%	6%	8%	6%	6%	5%	5%
		a	a	a	g	g	g	g		g	g	g																
NET: Not happy	295	130	165	18	51	53	50	53	69	59	90	72	74	15	8	35	30	23	29	18	32	38	32	28	8	58	111	23
					d	d	d	d		j	j					n	n	n	n	n	n	n	n	n	n	n		
Don't know	102	40	62	20	19	15	21	11	16	22	21	26	33	8	2	17	4	12	4	9	7	11	16	11	2	16	42	6
	5%	4%	6%	9%	5%	5%	6%	3%	3%	4%	4%	6%	7%	5%	2%	7%	2%	7%	3%	9%	4%	4%	6%	6%	3%	4%	5%	3%
				ht						k						q					q							

**Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B**  
**\* small base**  
**Prepared by Revealing Reality**

[Return to Index](#)

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Absolutes/col percents

Table 76

**Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?**  
**Research done for the public good (e.g. medical, scientific, historical research)**  
**Base: All respondents**

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	1143	387	212	307	907	237	388	383	372	755	762	381	557	586
	55%	62%	61%	54%	59%	45%	65%	55%	48%	51%	59%	50%	57%	54%
		ce	ce	e	e		ghi	h			k			
Very happy for my information/data to be used for this	400	144	67	104	315	86	142	128	130	258	279	121	194	206
	19%	23%	19%	18%	20%	16%	24%	19%	17%	18%	21%	16%	20%	19%
		e					ghi				k			
Fairly happy	743	243	146	203	592	151	246	255	242	496	483	260	363	380
	36%	39%	42%	36%	38%	29%	41%	37%	31%	34%	37%	34%	37%	35%
		e	e	e	e		hi	h						
Don't mind	526	140	85	147	372	154	124	206	196	402	306	220	245	281
	25%	22%	25%	26%	24%	29%	21%	30%	25%	27%	24%	29%	25%	26%
					ad		f	f	f	f	j			
Not particularly happy	184	49	21	51	122	62	35	58	90	149	112	72	84	100
	9%	8%	6%	9%	8%	12%	6%	8%	12%	10%	9%	9%	9%	9%
					abd		f	f	f	f				
Not at all happy for my information/data to be used for this	111	28	14	35	77	34	29							

	33%	35%	32%	34%	33%	36%	36%	34%	30%	34%	36%	28%	33%	35%	37%	33%	35%	36%	26%	28%	26%	39%	37%	31%	29%	37%	34%	39%
Don't mind	522	257	265	50	80	84	93	80	135	130	142	128	122	44	26	55	40	48	44	29	47	52	66	53	20	70	225	40
	25%	25%	25%	22%	23%	26%	26%	25%	28%	24%	24%	30%	25%	25%	31%	24%	23%	27%	30%	30%	24%	19%	23%	30%	35%	18%	27%	19%
Not particularly happy	264	137	126	19	41	39	55	37	73	64	86	53	61	30	9	30	18	13	24	11	42	21	39	20	8	51	97	15
	13%	14%	12%	8%	12%	12%	15%	12%	15%	12%	14%	12%	12%	17%	10%	13%	10%	7%	16%	11%	22%	8%	14%	11%	14%	13%	12%	7%
Not at all happy for my information/data to be used for this	176	77	98	13	28	25	22	38	50	47	43	46	40	10	-	24	19	15	12	7	22	22	23	14	7	34	67	14
	8%	8%	9%	6%	8%	8%	6%	12%	10%	9%	7%	11%	10%	6%	-	10%	11%	8%	8%	7%	11%	8%	8%	8%	12%	9%	8%	7%
NET: Not happy	439	215	225	32	68	64	77	75	123	111	129	99	100	40	9	54	37	28	36	18	64	43	61	34	15	85	164	29
	21%	21%	21%	14%	19%	19%	21%	24%	26%	20%	22%	23%	20%	23%	10%	23%	21%	16%	24%	19%	33%	16%	22%	19%	26%	22%	20%	14%
Don't know	146	52	94	16	33	22	29	18	29	32	38	24	51	11	7	18	8	11	12	11	13	19	23	12	-	20	59	8
	7%	5%	9%	7%	9%	7%	8%	6%	6%	6%	6%	6%	10%	6%	9%	8%	5%	6%	8%	12%	7%	7%	8%	7%	-	5%	7%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 78  
 Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
 Providing personal support as a result of personal conditions or circumstances (e.g. telling an organisation about a health condition, so they can adjust their services so it works better for you)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	959	329	173	252	754	206	336	314	309	623	629	330	496	463
	46%	53%	50%	44%	49%	39%	56%	45%	40%	42%	48%	43%	51%	43%
Very happy for my information/data to be used for this	268	108	32	74	215	53	113	73	82	155	184	84	140	128
	13%	17%	9%	13%	14%	10%	19%	11%	10%	11%	14%	11%	14%	12%
Fairly happy	692	220	141	177	539	153	223	241	228	468	445	246	356	336
	33%	35%	41%	31%	35%	29%	38%	35%	29%	32%	34%	32%	36%	31%
Don't mind	522	136	83	151	369	153	114	208	201	409	316	206	226	296
	25%	22%	24%	26%	24%	29%	19%	30%	26%	28%	24%	27%	23%	27%
Not particularly happy	264	84	40	74	198	66	79	86	98	184	169	95	116	147
	13%	13%	12%	13%	13%	12%	13%	12%	13%	13%	13%	12%	12%	14%
Not at all happy for my information/data to be used for this	176	44	25	55	124	52	41	52	83	135	109	66	94	81
	8%	7%	7%	8%	8%	7%	6%	6%	7%	8%	7%	6%	7%	6%
NET: Not happy	439	128	65	129	322	117	120	138	181	319	278	161	211	229
	21%	20%	19%	23%	21%	22%	20%	20%	23%	22%	21%	21%	22%	21%
Don't know	146	33	25	38	97	49	26	33	67	120	78	66	46	99
	7%	5%	7%	7%	6%	9%	4%	5%	11%	8%	6%	9%	5%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 79  
 Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
 Preventing children seeing inappropriate content online  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber (q)	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Happy	1449	704	744	148	233	228	268	231	341	402	434	290	323	129	61	160	122	127	109	68	129	187	190	127	39	291	570	148
	70%	70%	71%	66%	66%	69%	74%	73%	71%	74%	73%	67%	65%	74%	72%	70%	71%	72%	73%	70%	67%	69%	68%	71%	68%	74%	69%	71%
Very happy for my information/data to be used for this	850	403	446	87	115	120	161	150	217	224	250	166	210	74	36	94	74	83	57	36	84	105	109	77	21	165	325	82
	41%	40%	42%	39%	32%	36%	45%	47%	45%	41%	42%	38%	43%	42%	42%	41%	43%	47%	38%	37%	44%	39%	39%	44%	37%	42%	39%	40%
Fairly happy	599	301	298	60	118	108	106	82	124	178	184	123	113	55	26	66	49	44	52	31	45	82	81	50	18	127	245	66
	29%	30%	28%	27%	33%	33%	30%	26%	26%	33%	31%	29%	23%	31%	30%	29%	29%	25%	35%	32%	24%	30%	29%	28%	31%	32%	30%	32%
Don't mind	264	145	119	39	65	45	48	35	32	65	85	54	60	25	17	19	25	22	21	6	30	29	38	22	10	49	135	31
	13%	14%	11%	17%	18%	14%	13%	11%	7%	12%	14%	12%	12%	14%	21%	8%	15%	12%	14%	7%	15%	11%	14%	12%	17%	12%	16%	15%
Not particularly happy	80	38	42	7	12	17	15	17	13	14	21	21	24	7	2	12	2	8	6	4	11	10	12	4	2	21	22	7
	4%	4%	4%	3%	3%	5%	4%	5%	3%	3%	4%	5%	5%	4%	2%	5%	1%	4%	4%	4%	5%	4%	4%	2%	4%	5%	3%	3%
Not at all happy for my information/data to be used for this	106	51	55	16	23	14	11	10	32	22	18	35	31	7	2	18	13	7	8	5	7	19	10	7	3	19	41	15
	5%	5%	5%	7%	6%	4%	3%	3%	7%	4%	3%	8%	6%	4%	2%	8%	8%	4%	5%	5%	4%	7%	4%	4%	6%	5%	5%	7%
NET: Not happy	186	89	97	23	35	31	26	27	44	36	39	56	55	15	4	30	15	15	14	9	18	30	22	11	6	40	63	22
	9%	9%	9%	10%	10%	9%	7%	9%	9%	7%	7%	13%	11%	8%	4%	13%	9%	8%	9%	9%	11%	8%	6%	10%	10%	10%	8%	11%
Don't know	168	72	95	14	22	25	18	22	66	42	38	33	55	7	2	20	9	14	6	14	15	27	32	18	3	14	59	7
	8%	7%	9%	6%	6%	6%	5%	7%	14%	8%	6%	6%	11%	4%	3%	9%	5%	8%	4%	15%	8%	11%	10%	6%	3%	7%	7%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 80  
 Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
 Preventing children seeing inappropriate content online  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	1449	479	248	375	1102	347	435	507	507	1013	941	508	712	737
	70%	77%	72%	66%	71%	66%	73%	73%	65%	69%	72%	66%	73%	68%
Very happy for my information/data to be used for this	850	295	134	216	644	206	263	284	303	587	551	299	413	437
	41%	47%	39%	38%	42%	39%	44%	41%	39%	40%	42%	39%	42%	40%
Fairly happy	599	184	115	159	457	141	172	223	204	427	389	209	299	299

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 81  
Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Using biometric information to confirm your identity or age (e.g. facial recognition, voice/iris identification, fingerprints)  
Base: All respondents

Absolutes/col percents

	Gender		Age					Social Grade				Region										Employment Sector							
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Happy	771	417	354	93	149	133	132	110	154	216	237	156	163	56	34	80	74	73	52	28	63	117	111	63	20	190	316	108	
	37%	41%	34%	42%	42%	40%	37%	35%	32%	40%	40%	36%	33%	32%	40%	35%	43%	41%	35%	29%	33%	43%	40%	35%	34%	48%	38%	52%	
		b	i	i	i					m	m										ntu					B			
Very happy for my information/data to be used for this	245	139	106	31	50	42	41	42	39	60	59	58	60	14	14	25	35	29	11	10	18	35	29	18	7	66	97	41	
	12%	14%	10%	14%	14%	13%	11%	13%	8%	13%	10%	13%	12%	8%	16%	11%	20%	16%	8%	11%	9%	13%	10%	10%	11%	17%	12%	20%	
		b	i	i	i												rpsuxw	ns								B			
Fairly happy	526	278	248	62	99	91	91	67	116	147	178	98	103	42	20	55	39	44	41	18	45	82	83	45	13	124	220	68	
	25%	28%	23%	28%	28%	21%	24%	24%	24%	27%	30%	23%	21%	24%	24%	24%	23%	25%	27%	18%	23%	30%	29%	25%	23%	31%	27%	33%	
		b								m	lm										t								
Don't mind	457	227	229	55	79	72	79	74	98	121	135	90	111	48	23	40	39	45	43	16	46	50	53	38	15	68	204	50	
	22%	23%	22%	25%	22%	22%	22%	23%	20%	22%	23%	21%	23%	28%	27%	18%	23%	25%	29%	16%	24%	18%	19%	21%	26%	17%	25%	24%	
														ptw												A			
Not particularly happy	405	188	216	33	56	72	73	60	111	101	114	89	101	38	18	55	24	23	27	25	41	47	56	39	12	74	151	26	
	20%	19%	20%	15%	16%	22%	20%	19%	23%	19%	19%	20%	21%	22%	22%	24%	14%	13%	18%	26%	21%	17%	20%	22%	20%	19%	18%	12%	
										de				r							qr								
Not at all happy for my information/data to be used for this	307	135	171	29	46	38	52	53	89	83	81	71	72	21	7	41	28	17	21	16	30	46	42	28	10	49	113	19	
	15%	13%	16%	13%	13%	12%	14%	17%	18%	15%	14%	16%	15%	12%	8%	18%	16%	9%	14%	17%	15%	17%	15%	16%	17%	13%	14%	9%	
										f				r															
NET: Not happy	713	323	387	62	102	110	125	113	200	185	195	159	173	60	25	96	52	40	48	41	70	93	96	68	22	123	264	44	
	34%	32%	37%	28%	29%	33%	35%	36%	41%	34%	33%	37%	35%	34%	30%	42%	30%	22%	32%	43%	36%	34%	35%	38%	37%	31%	32%	21%	
		a	b						def					r		qr				r	r	r	r	r	r				
Don't know	126	41	85	13	25	14	25	19	30	23	30	28	46	12	2	13	7	19	6	12	13	12	18	9	2	14	44	5	
	6%	4%	8%	6%	7%	4%	7%	6%	6%	4%	5%	6%	9%	7%	3%	6%	4%	11%	4%	12%	7%	4%	7%	5%	3%	4%	5%	2%	
										fg																			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 82  
Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Using biometric information to confirm your identity or age (e.g. facial recognition, voice/iris identification, fingerprints)  
Base: All respondents

Absolutes/col percents

	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI			
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	803	346	801	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	771	289	144	198	631	141	287	253	232	484	516	256	406	366
	37%	46%	41%	35%	41%	27%	48%	36%	30%	33%	40%	33%	41%	34%
		ode	e	ce	ce		ghi	h			k		m	
Very happy for my information/data to be used for this	245	106	37	63	206	39	104	69	73	141	171	74	130	115
	12%	17%	11%	11%	13%	8%	17%	10%	9%	10%	13%	10%	13%	11%
		bode		e			ghi				k			
Fairly happy	526	162	107	136	425	101	183	184	159	343	344	182	275	251
	25%	29%	31%	24%	28%	19%	31%	27%	20%	23%	26%	24%	28%	23%
		ce	ce	e			hi	h			m			
Don't mind	457	116	89	125	329	128	116	170	170	341	273	184	194	263
	22%	19%	25%	22%	21%	24%	20%	25%	22%	23%	21%	24%	20%	24%
		a		a			f	f			i			
Not particularly happy	405	112	63	113	289	116	102	141	163	304	265	140	192	213
	20%	18%	18%	20%	19%	22%	17%	20%	21%	21%	20%	18%	20%	20%
Not at all happy for my information/data to be used for this	307	83	33	102	218	89	64	99	145	244	187	121	158	149
	15%	13%	10%	18%	14%	17%	11%	14%	19%	17%	14%	16%	16%	14%
		abd	b	b			fg	f						
NET: Not happy	713	195	96	216	507	208	165	240	307	547	452	260	350	363
	34%	31%	28%	33%	33%	39%	28%	35%	39%	37%	35%	34%	36%	33%
				abd	abd		f	f	f					
Don't know	126	25	19	31	75	51	27	30	69	99	61	65	30	96
	6%	4%	5%	5%	5%	10%	5%	4%	9%	7%	5%	8%	3%	9%
				abcd			fg	g						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 83  
Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Personalising your experience while using a site (e.g. so you see different things to other users based on what you have looked at before)  
Base: All respondents

Absolutes/col percents

	Gender		Age					Social Grade				Region										Employment Sector						
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Happy	541	305	236	98	116	118	75	61	73	157	163	97	124	45	27	58	54	63	30	20	34	96	65	35	14	133	230	103
	26%	30%	22%	44%	33%	36%	21%	19%	15%	29%	27%	22%	28%	26%	32%	25%	31%	35%	20%	17%	35%	23%	20%	24%	34%	28%	50%	
		b		eghi	ghi	ghi	i			i						uk	sux	pstuxw			rpsstuxw							
Very happy for my information/data to be used for this	96	62	34	22	23	26	11	7	9	31	22	20	23	6	8	9	7	14	3									



Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	541	193	109	151	452	89	218	160	162	323	358	183	276	265
	26%	31%	31%	26%	29%	17%	37%	23%	21%	22%	27%	24%	28%	24%
		e	e	e	e		ghi							
Very happy for my information/data to be used for this	96	43	17	22	82	14	53	20	24	44	67	30	55	41
	5%	7%	5%	4%	5%	3%	9%	3%	3%	3%	5%	4%	6%	4%
		ce			e		ghi							
Fairly happy	445	150	92	128	370	74	166	141	138	279	291	154	221	224
	22%	24%	26%	23%	24%	14%	28%	20%	18%	19%	22%	20%	23%	21%
		e	e	e	e		ghi							
Don't mind	648	181	102	192	474	174	162	248	238	486	395	253	288	360
	31%	29%	29%	34%	31%	33%	27%	36%	31%	33%	30%	33%	29%	33%
							fh			f				
Not particularly happy	474	150	76	118	344	131	116	164	195	359	316	199	227	248
	23%	24%	22%	21%	22%	25%	19%	24%	25%	24%	24%	21%	23%	23%
							f			f				
Not at all happy for my information/data to be used for this	294	85	40	86	211	83	84	92	118	210	187	107	165	129
	14%	14%	12%	15%	14%	16%	14%	13%	15%	14%	14%	14%	17%	12%
													m	
NET: Not happy	768	234	117	204	555	213	200	255	313	568	503	285	392	377
	37%	37%	34%	36%	36%	41%	34%	37%	40%	39%	39%	35%	40%	35%
							f			f			m	
Don't know	110	17	20	23	60	50	15	30	65	95	46	63	24	86
		a			acd		fg			f			j	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICU PUBLIC AWARENESS SURVEY**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 85

Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Suggesting adverts you might be interested in (e.g. for products that might be relevant to you)

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer		
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Happy	405	237	168	82	102	82	59	33	48	114	140	74	77	33	15	49	35	39	22	14	28	82	49	29	11	122	179	95	
	20%	23%	16%	36%	29%	25%	16%	11%	10%	21%	24%	17%	16%	19%	18%	21%	20%	22%	15%	14%	14%	30%	17%	16%	19%	31%	22%	46%	
		b		fg	ghi	ghi	hi			m	lm										nopqstuw					B			
Very happy for my information/data to be used for this	91	58	33	27	26	14	10	4	10	34	28	15	14	5	4	9	7	14	2	3	7	21	9	8	2	34	36	34	
	4%	6%	3%	12%	7%	4%	3%	1%	2%	6%	5%	3%	3%	3%	5%	4%	4%	8%	1%	3%	4%	8%	3%	4%	3%	9%	4%	16%	
		b		fg	ghi	h				m								sw								B			
Fairly happy	314	179	135	55	76	68	49	29	38	80	112	59	63	28	11	41	28	25	20	11	21	61	40	21	9	88	144	62	
	15%	18%	13%	25%	21%	21%	13%	9%	8%	15%	19%	14%	13%	16%	13%	18%	16%	14%	13%	11%	11%	22%	14%	12%	16%	22%	17%	30%	
		b		ghi	ghi	ghi	i			lm																			
Don't mind	539	255	284	58	90	81	102	82	127	142	145	119	133	53	33	57	56	57	37	16	47	72	73	28	10	82	231	41	
	26%	25%	27%	26%	25%	24%	28%	26%	26%	26%	24%	28%	27%	30%	38%	25%	33%	32%	25%	16%	24%	26%	26%	16%	18%	21%	28%	20%	
										tx	psluwxy						by	by				x	x			A			
Not particularly happy	594	266	326	42	78	96	121	101	156	133	166	142	153	49	23	62	42	42	43	34	68	56	82	69	23	96	219	34	
	29%	26%	31%	19%	22%	29%	34%	32%	32%	25%	28%	33%	31%	28%	27%	27%	24%	24%	29%	35%	35%	21%	29%	39%	40%	24%	26%	16%	
		a			d	de	de	de	de				j						v		qv	v	ppqrw	qv					
Not at all happy for my information/data to be used for this	440	219	221	28	62	61	63	92	134	134	128	82	96	32	14	49	32	28	43	25	45	51	63	45	14	84	159	33	
	21%	22%	21%	13%	17%	18%	18%	29%	28%	25%	21%	19%	20%	18%	16%	21%	19%	16%	29%	26%	23%	19%	22%	25%	24%	21%	19%	16%	
							defg	defg											noqrv							r			
NET: Not happy	1034	485	547	70	140	156	184	193	290	267	293	224	249	81	37	111	74	70	86	59	113	107	145	114	37	180	378	67	
	50%	48%	52%	31%	40%	47%	51%	61%	60%	49%	49%	52%	51%	46%	43%	49%	43%	39%	58%	61%	59%	39%	52%	64%	63%	45%	46%	32%	
					d	de	de	defg	defg										noqrv	noqrv	noqrv	rv	noqrv	noqrv	noqrv				
Don't know	88	32	56	14	23	11	15	7	18	22	18	16	33	8	-	12	7	12	3	9	5	11	14	7	-	11	40	5	
	4%	3%	5%	6%	6%	3%	4%	2%	4%	4%	3%	4%	7%	4%	-	5%	4%	7%	2%	9%	3%	4%	5%	4%	-	3%	5%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICU PUBLIC AWARENESS SURVEY**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 86

Q8. There are lots of different ways that organisations use personal information. Thinking generally, how do you feel about your personal information being used for the following kinds of things?  
Suggesting adverts you might be interested in (e.g. for products that might be relevant to you)

Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Happy	405	150	89	98	337	69	183	128	94	222	270	136	218	188
	20%	24%	26%	17%	22%	13%	31%	18%	12%	15%	21%	18%	22%	17%
		ce	ce		ce		ghi		h				m	
Very happy for my information/data to be used for this	91	44	20	15	79	12	45	28	19	46	68	23	58	33
	4%	7%	6%	3%	5%	2%	7%	4%	2%	3%	5%	3%	6%	3%
		ce			ce		ghi						k	
Fairly happy	314	106	69	83	258	57	139	100	76	176	201	113	160	154
	15%	17%	20%	15%	17%	11%	23%	14%	10%	12%	15%	15%	16%	14%
		e	e		ghi		h							
Don't mind	539	167	89	147	402	137	127	203	209	412	327	212	239	301
	26%	27%	26%	26%	26%	26%	21%	29%	27%	28%	25%	28%	24%	28%
							f	f	f					
Not particularly happy	594	159	91	179	429	165	144	203	248	450	372	222	272	322
	29%	25%	26%	32%	28%	31%	24%	29%	32%	31%	29%	29%	28%	30%
		a			a		f		f					
Not at all happy for my information/data to be used for this	440													



[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 91  
Q9. Thinking about organisations and companies operating in the UK generally, how confident are you that they...  
...keep your personal information securely so that others cannot access it  
Base: All respondents

	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	893	304	166	225	694	199	332	287	274	561	530	363	418	475
	43%	49%	48%	39%	45%	38%	56%	41%	35%	38%	41%	47%	43%	44%
		ce	ce		ce		ghi	h				j		
Very confident (+2)	132	55	28	31	113	18	60	32	40	72	84	48	75	56
	6%	9%	8%	5%	7%	3%	10%	5%	5%	5%	6%	6%	8%	5%
		ce	e		ghi							m		
Fairly confident (+1)	761	249	137	194	581	180	272	255	234	489	446	315	343	418
	37%	40%	40%	34%	38%	34%	46%	37%	30%	33%	34%	41%	35%	38%
		ce	e		ghi		h					j		
Neither (0)	520	138	86	152	376	144	125	194	201	394	303	216	220	300
	25%	22%	25%	27%	24%	27%	21%	28%	26%	27%	23%	28%	22%	28%
		f			f		f							
Not particularly confident (-1)	494	141	76	142	359	135	103	168	223	390	354	140	261	233
	24%	23%	22%	25%	23%	26%	17%	24%	29%	27%	27%	18%	27%	21%
		f			f		f							
Not at all confident (-2)	161	42	20	51	112	48	35	45	80	126	115	46	80	80
	8%	7%	6%	9%	7%	9%	6%	7%	10%	9%	9%	6%	8%	7%
		fg			fg									
NET: Not confident	655	183	96	193	472	183	138	213	303	516	468	186	341	313
	32%	29%	28%	34%	31%	35%	23%	31%	39%	35%	36%	24%	35%	29%
		b			b		f		fg				m	
Mean	0.1	0.21	0.23	0.02	0.15	-0.03	0.37	0.09	-0.09	-0.01	0.02	0.23	0.07	0.13
		ce	ce		ce		ghi	h				j		
Standard deviation	1.08	1.09	1.06	1.08	1.08	1.05	1.07	1.02	1.1	1.07	1.11	1.02	1.12	1.04
Standard error	0.02	0.04	0.06	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 92  
Q9. Thinking about organisations and companies operating in the UK generally, how confident are you that they...  
...only use your personal information in the ways they have explained they will (e.g. in their terms and conditions / data policies)  
Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector						
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Confident	865	424	441	107	141	148	148	117	203	248	261	178	180	82	40	101	75	81	46	37	66	123	121	72	21	199	354	130	
	42%	42%	42%	48%	40%	45%	41%	37%	42%	45%	44%	41%	37%	47%	47%	44%	44%	45%	31%	38%	34%	45%	43%	40%	37%	50%	43%	62%	
		h			h		h		h	m	m			su	s	s	su	su		su	s				B				
Very confident (+2)	107	61	46	21	22	27	12	10	14	32	34	16	25	7	4	12	7	22	2	3	8	24	12	5	1	39	40	27	
	5%	6%	4%	10%	6%	8%	3%	3%	3%	6%	6%	4%	5%	4%	4%	5%	4%	12%	2%	3%	4%	9%	4%	3%	2%	10%	5%	13%	
		ghi		ghi		ghi				m				v			ppqstuwxy				newx				B				
Fairly confident (+1)	758	363	394	86	119	121	136	107	189	214	226	162	155	75	37	89	68	59	44	34	58	99	109	67	20	159	314	102	
	37%	36%	37%	38%	34%	37%	38%	34%	39%	39%	38%	37%	31%	43%	43%	39%	40%	33%	29%	35%	30%	36%	39%	37%	35%	40%	38%	49%	
		m			m		m		m	su	s			su	s											B			
Neither (0)	516	243	272	54	82	82	95	80	123	136	140	109	132	39	27	58	47	45	45	29	43	54	76	41	13	82	197	26	
	25%	24%	26%	24%	23%	25%	26%	25%	25%	25%	23%	25%	27%	22%	32%	25%	27%	26%	30%	30%	22%	20%	27%	23%	22%	21%	24%	12%	
		v			v		v		v	v				v															
Not particularly confident (-1)	536	265	270	47	96	69	94	95	135	129	155	111	140	46	13	52	38	42	47	21	59	77	66	55	19	89	212	35	
	26%	26%	26%	21%	27%	21%	26%	30%	28%	24%	26%	26%	28%	26%	16%	23%	22%	23%	31%	21%	31%	28%	24%	31%	33%	22%	26%	17%	
		df			f		df		f	o				o							o	o			o	o			
Not at all confident (-2)	150	76	73	15	36	30	24	23	23	33	41	35	41	8	4	18	12	10	11	11	25	19	17	10	5	25	65	17	
	7%	8%	7%	7%	10%	9%	7%	7%	5%	6%	7%	8%	8%	5%	4%	8%	7%	6%	8%	11%	13%	7%	6%	6%	8%	6%	8%	8%	
		i		i		i				o				o							nrwx					o	o		
NET: Not confident	686	342	343	62	132	99	117	116	158	162	196	146	181	55	17	70	50	52	56	31	84	97	84	65	24	114	276	52	
	33%	34%	32%	26%	37%	30%	33%	37%	33%	30%	33%	34%	37%	31%	20%	31%	29%	29%	39%	32%	44%	35%	30%	37%	41%	29%	33%	25%	
		d			d		d		d	o				o							ppqqrw	o	o	o	o	o			
Mean	0.07	0.07	0.07	0.23	-0.01	0.14	0.05	-0.04	0.07	0.15	0.1	0.03	-0.03	0.14	0.27	0.11	0.12	0.23	-0.14	-0.01	-0.18	0.11	0.12	0.01	-0.1	0.25	0.06	0.42	
		eh		eh		h			m	su	su			su	su	su	su	su			su	su			B				
Standard deviation	1.06	1.08	1.04	1.09	1.12	1.12	1.02	1.03	0.98	1.04	1.07	1.05	1.07	1.01	0.94	1.07	1.02	1.11	0.98	1.07	1.12	1.13	1.02	1.02	1.04	1.11	1.07	1.16	
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.07	0.1	0.07	0.08	0.09	0.08	0.11	0.08	0.07	0.06	0.08	0.13	0.06	0.04	0.08	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 93  
Q9. Thinking about organisations and companies operating in the UK generally, how confident are you that they...  
...only use your personal information in the ways they have explained they will (e.g. in their terms and conditions / data policies)  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	865	294	168	219	681	184	316	273	276	549	527	338	402	463
	42%	47%	48%	38%	44%	35%	53%	39%	36%	37%	40%	44%	41%	43%
		ce	ce		ce		ghi							
Very confident (+2)	107	40	24	21	85	22	52	25	30	55	61	47	54	53
	5%	6%	7%	4%	6%	4%	9%	4%	4%	4%	5%	6%	5%	5%
		c			ghi									
Fairly confident (+1)	758	253	144	198	596	162	264	247	246	494	466	29		



	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	738	374	364	86	142	129	119	103	160	204	221	155	158	56	32	85	66	79	43	31	60	116	95	58	18	180	304	120
	36%	37%	34%	38%	40%	39%	33%	33%	33%	38%	37%	36%	32%	32%	38%	37%	39%	44%	44%	32%	31%	42%	34%	33%	30%	46%	37%	58%
																	nsuwk				nsuw					B		
€																												
Very confident (+2)	120	84	36	23	32	33	11	9	11	34	35	32	18	7	3	9	10	21	2	3	8	40	9	7	1	54	48	43
	6%	8%	3%	10%	9%	10%	3%	3%	2%	6%	6%	7%	4%	4%	3%	4%	6%	12%	2%	3%	4%	15%	3%	4%	2%	14%	6%	21%
		b		gh	gh	gh						m					nopstuwv			nopstuwv						B		
€																												
Fairly confident (+1)	618	290	328	63	110	95	107	94	149	170	186	123	139	49	29	76	56	40	28	52	76	86	51	16	126	256	77	
	30%	29%	31%	28%	31%	29%	30%	30%	31%	31%	31%	28%	28%	28%	35%	33%	33%	33%	27%	29%	27%	28%	31%	29%	28%	32%	31%	37%
Neither (0)	520	245	274	59	80	76	98	78	129	129	145	106	140	49	28	60	41	37	38	27	43	58	79	46	15	85	208	36
	25%	24%	26%	26%	23%	23%	27%	25%	27%	24%	24%	25%	28%	28%	34%	28%	24%	21%	25%	27%	22%	21%	28%	26%	25%	21%	25%	18%
Not particularly confident (-1)	618	291	326	63	91	89	111	109	155	166	169	137	145	61	22	65	47	46	55	29	62	73	81	60	17	100	235	34
	30%	29%	31%	28%	26%	27%	31%	34%	32%	30%	28%	32%	29%	35%	26%	28%	27%	26%	37%	30%	32%	27%	29%	34%	29%	25%	28%	16%
Not at all confident (-2)	191	100	91	16	42	35	32	26	39	45	62	34	50	10	2	20	17	16	14	11	27	26	26	14	9	29	81	18
	9%	10%	9%	7%	12%	11%	9%	8%	8%	8%	10%	8%	10%	6%	3%	9%	10%	9%	9%	11%	14%	9%	9%	8%	16%	7%	10%	9%
NET: Not confident	809	390	417	79	133	125	143	135	194	211	231	172	196	71	24	84	64	62	69	40	89	99	106	74	26	130	315	51
	39%	39%	40%	35%	37%	38%	40%	43%	40%	39%	39%	40%	40%	41%	29%	37%	37%	35%	46%	41%	46%	36%	38%	42%	44%	33%	38%	25%
Mean	-0.07	-0.03	-0.1	0.06	*	*	-0.13	-0.15	-0.13	-0.03	-0.06	-0.05	-0.14	-0.1	0.09	-0.04	-0.03	0.12	-0.25	-0.17	-0.25	0.12	-0.1	-0.13	-0.28	0.19	-0.05	0.45
				hi																								
€																												
Standard deviation	1.09	1.14	1.04	1.13	1.18	1.18	1.04	1.04	1.01	1.1	1.12	1.1	1.06	1	0.91	1.06	1.11	1.18	1.01	1.06	1.12	1.23	1.04	1.05	1.1	1.18	1.1	1.23
Standard error	0.02	0.04	0.03	0.07	0.06	0.07	0.05	0.06	0.05	0.05	0.04	0.06	0.05	0.07	0.1	0.07	0.09	0.09	0.08	0.11	0.08	0.07	0.06	0.08	0.14	0.06	0.04	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Q9. Thinking about organisations and companies operating in the UK generally, how confident are you that they...  
 ...only collect the personal information they need to run their business / provide their services  
 Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Confident	738	262	135	177	574	164	279	226	232	459	435	303	334	404
	36%	42%	39%	31%	37%	31%	47%	33%	30%	31%	33%	40%	34%	37%
		ce	ce		ce	gh					j			
Very confident (+2)	120	59	25	16	100	20	67	24	29	53	83	37	73	47
	6%	9%	7%	3%	6%	4%	11%	3%	4%	4%	6%	5%	7%	4%
		cde	ce		gh						m			
Fairly confident (+1)	618	204	109	161	474	144	213	202	203	405	352	266	262	357
	30%	33%	32%	28%	31%	27%	36%	29%	26%	28%	27%	35%	27%	33%
					gh						j			
Neither (0)	520	133	80	157	371	149	116	197	208	405	292	228	214	306
	25%	21%	23%	28%	24%	28%	19%	28%	27%	27%	22%	30%	22%	28%
					a						f			
Not particularly confident (-1)	618	173	102	180	456	162	152	214	252	466	422	195	321	296
	30%	28%	29%	32%	30%	31%	26%	31%	32%	32%	32%	26%	33%	27%
					f						k			
Not at all confident (-2)	191	56	29	56	141	50	49	56	87	143	153	38	110	81
	9%	9%	8%	10%	9%	10%	8%	8%	11%	10%	12%	5%	11%	7%
											k			
NET: Not confident	809	229	132	235	597	212	200	270	338	608	575	233	431	378
	39%	37%	38%	41%	39%	40%	34%	39%	43%	41%	44%	31%	44%	35%
					-0.04c						f			
€											k			
Mean	-0.07	0.06	*c	-0.17	-0.15	0.16	-0.11	-0.21	-0.16	-0.16	0.09	-0.14	-0.14	
					gh						j			
€														
Standard deviation	1.09	1.16	1.12	1.04	1.11	1.05	1.17	1.03	1.07	1.05	1.14	0.99	1.15	
Standard error	0.02	0.05	0.06	0.04	0.03	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.03	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Q9. Thinking about organisations and companies operating in the UK generally, how confident are you that they...  
 ...abide by the laws and regulations in place to protect people's personal information  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Confident	953	476	476	114	158	170	157	127	226	259	277	190	227	83	47	103	84	91	51	40	78	133	129	92	21	214	387	134
	46%	47%	45%	51%	44%	52%	44%	40%	47%	48%	46%	44%	46%	47%	55%	45%												

	7%	11%	8%	4%	8%	5%	12%	5%	5%	5%	7%	7%	9%	6%
Fairly confident (+1)	805	263	144	220	627	178	271	268	267	535	484	321	364	442
	39%	42%	42%	39%	41%	34%	45%	39%	34%	36%	37%	42%	37%	41%
Neither (0)	531	137	83	162	382	150	122	201	208	409	318	214	235	296
	26%	22%	24%	28%	25%	28%	20%	29%	27%	28%	24%	28%	24%	27%
Not particularly confident (-1)	450	122	71	127	320	130	98	153	198	351	309	141	216	233
	22%	19%	21%	22%	21%	25%	17%	22%	25%	24%	24%	18%	22%	21%
Not at all confident (-2)	133	35	20	35	90	43	31	39	63	102	100	33	77	56
	6%	6%	6%	6%	6%	8%	5%	6%	8%	7%	8%	4%	8%	5%
NET: Not confident	583	157	91	163	410	172	129	192	261	454	409	174	293	290
	28%	25%	26%	29%	27%	33%	22%	28%	34%	31%	31%	23%	30%	27%
Mean	0.19	0.33	0.26	0.13	0.24	0.03	0.43	0.14	0.03	0.09	0.12	0.3	0.17	0.2
Standard deviation	1.06	1.08	1.06	1.01	1.05	1.05	1.07	1	1.07	1.04	1.09	0.99	1.11	1
Standard error	0.02	0.04	0.06	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 98

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
Summary  
Base: All respondents

	A company/organisation losing personal information they hold about you	Organisation/s/ companies using your personal information without your permission	s/ companies using personal information about you to influence your behaviour (e.g. to try and encourage you to buy certain products)	Having your personal information/data sold to other companies without your consent	Identity theft (e.g. someone else pretending to be you)	Rising energy bills	Poor quality water in your area	Delays or declining quality of healthcare in your area	Seeing upsetting, inappropriate or harmful content online (e.g. in your social media feed, on websites you use)	Your personal information being used to make a decision (e.g. what kind of loan you can take out) automatically, without being reviewed by a human?
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Very concerned about this	1047	1152	673	1277	1221	1462	619	1012	725	758
	51%	56%	33%	62%	59%	71%	30%	49%	35%	37%
Slightly concerned about this	748	702	922	591	604	459	504	723	708	812
	36%	34%	45%	29%	29%	22%	24%	35%	34%	39%
Not personally concerned about this	172	124	386	123	165	78	619	204	481	345
	8%	6%	19%	6%	8%	4%	30%	10%	23%	17%
Not really thought about this before	100	89	86	77	76	68	325	128	153	154
	5%	4%	4%	4%	4%	3%	16%	6%	7%	7%
NET: Concerned	1795	1854	1595	1867	1825	1921	1123	1735	1433	1568
	87%	90%	77%	90%	88%	93%	54%	84%	69%	76%

Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 99

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
A company/organisation losing personal information they hold about you  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very concerned about this	1047	490	557	91	128	148	168	205	308	263	293	230	262	89	47	125	85	74	89	52	107	135	130	83	30	174	387	96
	51%	49%	53%	41%	36%	45%	47%	65%	64%	48%	49%	53%	53%	51%	56%	54%	50%	42%	60%	53%	56%	49%	46%	47%	53%	44%	47%	46%
Slightly concerned about this	748	380	367	80	153	137	151	87	141	210	230	154	154	59	25	73	66	62	46	28	68	101	122	75	21	158	324	83
	36%	38%	35%	36%	43%	41%	42%	27%	29%	39%	39%	36%	31%	34%	30%	32%	39%	35%	31%	29%	35%	44%	42%	37%	40%	39%	40%	40%
Not personally concerned about this	172	98	72	33	49	32	27	15	15	47	50	28	46	16	8	20	15	19	9	7	12	23	21	15	6	39	81	22
	8%	10%	7%	15%	14%	10%	8%	5%	3%	9%	8%	7%	9%	9%	10%	9%	9%	11%	6%	7%	6%	8%	8%	8%	11%	10%	10%	10%
Not really thought about this before	100	41	59	9*	19	26	14	13	10	24	24	21	31	11	4	12	5	22	4	10	5	14	7	5	-	24	35	7
	5%	4%	6%	9%	7%	4%	4%	3%	4%	4%	4%	5%	6%	6%	4%	5%	3%	13%	3%	10%	3%	5%	3%	3%	-	6%	4%	3%
NET: Concerned	1795	870	924	171	280	284	319	292	449	473	523	384	416	149	73	198	152	136	136	80	175	236	253	158	52	332	711	179
	87%	86%	88%	76%	79%	86%	89%	92%	93%	87%	88%	89%	84%	85%	86%	86%	88%	77%	91%	83%	91%	86%	90%	89%	89%	84%	86%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 100

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
A company/organisation losing personal information they hold about you  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)	
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	1047	313	155	294	762	285	299	349	400	749	689	358	531	516
	51%	50%	45%	52%	49%	54%	50%	50%	51%	51%	53%	47%	54%	47%
Slightly concerned about this	748	241	146	205	593	155	223	267	258	526	483	265	356	392
	36%	39%	42%	36%	38%	30%	37%	39%	33%	36%	37%	35%	36%	36%
Not personally concerned about this	172	51	30	49	129	42	48	62	61	124	92	80	68	103
	8%	8%	9%	9%	8%	8%	8%	9%	8%	8%	7%	10%	7%	9%
Not really thought about this before	100	20	16	22	57	43	27	14	59	73	38	62	24	75
	5%	3%	5%	4%	4%	8%	4%	2%	8%	5%	3%	8%	2%	7%
NET: Concerned	1795	554	301	499	1355	441	521	617	658	1274	1172	624	887	909
	87%	89%	87%	88%	88%	84%	87%	89%	85%	87%	90%	82%	91%	84%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 101

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
Organisations/companies using your personal information without your permission  
Base: All respondents

Gender	Age	Social Grade	Region	Employment Sector
--------	-----	--------------	--------	-------------------

	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very concerned about this	1152	528	622	107	153	149	184	215	345	309	314	245	283	100	44	131	81	93	95	65	115	145	94	38	182	422	102	
	56%	52%	59%	48%	43%	45%	51%	68%	71%	57%	53%	57%	57%	57%	52%	57%	47%	52%	64%	67%	60%	56%	52%	53%	65%	46%	51%	49%
€ Slightly concerned about this	702	365	337	82	151	126	146	82	116	175	233	149	146	50	33	77	69	58	42	22	67	93	107	69	14	164	298	81
€	34%	36%	32%	37%	43%	38%	40%	26%	24%	32%	39%	34%	30%	29%	39%	34%	40%	33%	28%	22%	35%	34%	38%	39%	24%	42%	36%	39%
€ Not personally concerned about this	124	70	54	19	28	35	18	12	11	36	33	23	32	15	5	10	15	8	9	6	6	19	17	10	5	28	69	14
€	6%	7%	5%	8%	8%	11%	5%	4%	2%	7%	5%	5%	6%	9%	5%	4%	9%	5%	6%	6%	3%	7%	6%	5%	8%	7%	8%	7%
€ Not really thought about this before	89	46	43	16	23	19	12	7	11	24	17	15	32	11	3	12	6	19	3	5	4	9	13	5	1	21	38	11
€	4%	5%	3%	6%	6%	4%	4%	2%	6%	4%	3%	6%	2%	3%	6%	2%	6%	2%	6%	2%	6%	2%	6%	2%	6%	2%	6%	2%
€ NET: Concerned	1854	893	959	189	304	275	330	296	460	484	547	394	429	150	77	208	150	151	137	86	183	245	252	163	52	346	720	183
€	90%	88%	91%	84%	86%	84%	92%	94%	95%	89%	92%	91%	87%	85%	91%	91%	88%	85%	92%	89%	90%	90%	92%	90%	88%	88%	87%	88%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 102

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Organisations/companies using your personal information without your permission  
 Base: All respondents

Absolutes/col percents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	1152	326	182	329	837	315	316	396	439	835	736	416	584	568
	56%	52%	52%	58%	54%	60%	53%	57%	56%	57%	57%	54%	60%	52%
€ Slightly concerned about this	702	234	133	186	554	149	216	235	251	486	456	246	329	373
€	34%	38%	38%	33%	36%	28%	36%	34%	32%	33%	35%	32%	34%	34%
€ Not personally concerned about this	124	36	22	37	96	28	37	46	41	87	66	58	47	77
€	6%	6%	6%	7%	6%	5%	6%	7%	5%	6%	5%	8%	5%	7%
€ Not really thought about this before	89	28	10	17	55	34	26	15	47	63	44	45	19	70
€	4%	5%	3%	3%	4%	6%	4%	2%	6%	4%	3%	6%	2%	6%
€ NET: Concerned	1854	561	315	515	1391	463	533	632	690	1322	1192	662	914	941
€														

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO PUBLIC AWARENESS SURVEY**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 103

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Organisations/companies using personal information about you to influence your behaviour (e.g. to try and encourage you to buy certain products)  
 Base: All respondents

Absolutes/col percents

	Total	Gender		Age					Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very concerned about this	673	322	350	63	93	93	98	126	200	178	197	123	175	56	20	91	59	49	51	27	72	99	79	51	19	112	251	77
	33%	32%	33%	28%	26%	28%	27%	40%	41%	33%	33%	28%	36%	32%	24%	40%	34%	28%	34%	28%	37%	28%	29%	33%	28%	30%	37%	
€ Slightly concerned about this	922	459	463	112	164	150	173	126	197	243	260	214	204	72	38	89	67	75	66	52	81	116	147	86	33	187	366	87
€	45%	45%	44%	50%	46%	45%	48%	40%	41%	45%	44%	50%	41%	41%	45%	39%	39%	42%	44%	42%	43%	52%	48%	57%	47%	44%	42%	
€ Not personally concerned about this	386	196	190	34	78	73	71	59	70	103	119	81	83	39	22	39	40	36	25	13	36	48	47	35	6	75	181	41
€	19%	19%	18%	15%	22%	22%	20%	19%	15%	19%	20%	19%	17%	22%	25%	17%	24%	20%	17%	14%	19%	18%	17%	20%	11%	19%	22%	20%
€ Not really thought about this before	86	33	53	14	20	14	18	5	15	20	20	15	30	9	5	10	6	18	7	5	4	10	7	6	-	20	31	3
€	4%	3%	5%	6%	6%	4%	5%	2%	3%	4%	3%	3%	6%	5%	6%	5%	4%	10%	4%	5%	2%	4%	3%	3%	-	5%	4%	1%
€ NET: Concerned	1595	781	813	175	257	243	271	252	397	420	457	337	380	128	58	180	125	124	117	79	152	215	226	137	52	299	616	164
€	77%	77%	77%	78%	72%	74%	75%	80%	82%	77%	77%	78%	77%	73%	69%	79%	73%	70%	79%	82%	79%	79%	80%	77%	89%	76%	74%	79%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 104

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Organisations/companies using personal information about you to influence your behaviour (e.g. to try and encourage you to buy certain products)  
 Base: All respondents

Absolutes/col percents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	673	194	97	192	484	190	215	217	242	459	438	235	357	316
	33%	31%	28%	34%	31%	36%	36%	31%	31%	31%	34%	31%	36%	29%
€ Slightly concerned about this	922	282	184	252	717	204	260	316	345	662	607	315	444	478
€	45%	45%	53%	44%	47%	39%	44%	46%	44%	45%	47%	41%	45%	44%
€ Not personally concerned about this	386	124	59	106	290	96	100	143	143	286	226	180	165	221
€	19%	20%	17%	19%	19%	18%	17%	21%	18%	19%	17%	21%	17%	20%
€ Not really thought about this before	86	25	7	19	51	35	21	17	48	65	30	56	14	72
€	4%	4%	2%	3%	3%	7%	4%	2%	6%	4%	2%	7%	1%	7%
€ NET: Concerned	1595	476	281	444	1201	394	475	533	587	1120	1045	550	800	794
€	77%	76%	81%	78%	78%	75%	80%	77%	75%	76%	77%	72%	82%	73%

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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 105

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Having your personal information/data sold to other companies without your consent  
 Base: All respondents

Absolutes/col percents

	Total	Gender		Age					Social Grade				Region										Employment Sector		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)						



€ Slightly concerned about this	591	293	297	82	125	118	126	71	69	157	179	138	119	59	14	73	61	53	26	27	55	73	81	54	15	138	261	77
	29%	29%	28%	37%	35%	36%	35%	22%	14%	29%	30%	31%	24%	34%	17%	32%	36%	30%	18%	27%	29%	27%	29%	30%	25%	35%	31%	37%
Not personally concerned about this	123	81	42	25	30	28	17	12	11	26	35	24	38	9	11	13	10	12	7	3	6	22	14	15	2	31	61	12
	6%	8%	4%	11%	8%	9%	5%	4%	2%	5%	6%	6%	8%	5%	13%	6%	6%	7%	4%	3%	3%	8%	5%	8%	3%	8%	7%	6%
€ Not really thought about this before	77	28	49	13	19	15	12	6	11	25	14	13	25	6	3	6	6	19	4	6	4	10	7	6	1	18	27	8
	4%	3%	5%	6%	5%	5%	3%	2%	2%	5%	2%	3%	5%	4%	3%	3%	3%	11%	3%	6%	2%	4%	2%	3%	2%	5%	3%	4%
€ NET: Concerned	1867	900	965	186	307	286	330	297	462	493	548	396	430	160	71	211	156	147	138	89	182	241	261	157	55	346	739	188
	90%	89%	91%	83%	86%	87%	92%	94%	96%	91%	92%	91%	87%	91%	84%	92%	91%	83%	93%	91%	95%	88%	93%	88%	95%	88%	89%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 106  
 Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Having your personal information/data sold to other companies without your consent  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	1277	380	195	369	943	333	354	439	483	923	838	438	645	631
€ Slightly concerned about this	591	190	121	152	463	128	187	190	214	404	365	225	278	313
	29%	30%	35%	27%	30%	24%	31%	27%	28%	27%	28%	29%	28%	29%
Not personally concerned about this	123	37	21	31	88	35	38	47	37	85	66	57	41	82
	6%	6%	6%	5%	6%	7%	6%	7%	5%	6%	5%	7%	4%	8%
Not really thought about this before	77	18	11	18	47	29	17	17	43	60	32	45	16	61
	4%	3%	3%	3%	3%	6%	3%	2%	6%	4%	2%	6%	2%	6%
NET: Concerned	1867	570	315	521	1406	461	541	629	697	1327	1204	664	923	944
	90%	91%	91%	91%	91%	88%	91%	91%	90%	90%	92%	87%	94%	87%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 107  
 Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Identity theft (e.g. someone else pretending to be you)  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very concerned about this	1221	573	647	107	181	162	199	220	352	317	347	266	291	103	56	144	96	90	86	64	117	166	162	99	37	211	450	118
€ Slightly concerned about this	604	316	287	72	116	118	128	78	93	170	190	120	124	43	18	66	51	50	46	20	67	70	93	62	17	133	275	67
	29%	31%	27%	32%	33%	36%	35%	25%	19%	31%	32%	28%	25%	25%	21%	29%	30%	28%	31%	21%	35%	26%	33%	35%	30%	34%	33%	32%
Not personally concerned about this	166	92	75	27	38	37	22	14	29	40	45	34	47	23	6	10	22	19	14	7	6	26	17	13	3	30	80	15
	8%	9%	7%	12%	11%	11%	6%	4%	6%	7%	8%	8%	10%	13%	7%	5%	13%	11%	9%	8%	3%	9%	6%	7%	5%	8%	10%	7%
Not really thought about this before	76	29	48	18	21	13	11	4	10	17	14	14	31	7	4	9	3	19	3	6	2	11	9	4	-	21	23	8
	4%	3%	5%	8%	6%	4%	3%	1%	2%	3%	2%	3%	6%	4%	5%	4%	2%	11%	2%	6%	1%	4%	3%	2%	-	5%	3%	4%
€ NET: Concerned	1825	889	933	179	296	280	327	298	444	487	537	385	416	146	74	210	147	139	133	84	184	236	255	161	55	344	725	185
	88%	88%	88%	80%	83%	85%	91%	94%	92%	89%	90%	89%	84%	83%	87%	92%	86%	78%	89%	87%	96%	87%	91%	91%	95%	87%	88%	89%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 108  
 Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Identity theft (e.g. someone else pretending to be you)  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	1221	374	186	341	902	319	338	427	457	883	799	422	611	610
€ Slightly concerned about this	604	183	119	172	474	130	197	198	208	406	380	223	278	326
	29%	29%	34%	30%	31%	25%	33%	29%	27%	28%	29%	29%	28%	30%
Not personally concerned about this	166	52	31	38	120	46	45	56	65	121	88	78	70	96
	8%	8%	9%	7%	8%	9%	8%	8%	8%	8%	7%	10%	7%	9%
Not really thought about this before	76	16	11	19	46	30	15	12	48	61	34	42	21	56
	4%	3%	3%	3%	3%	6%	3%	2%	6%	4%	3%	6%	2%	5%
NET: Concerned	1825	557	305	513	1375	449	535	625	665	1290	1180	645	889	936
	88%	89%	88%	80%	83%	85%	90%	90%	85%	88%	91%	84%	91%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
 Prepared by Revealing Reality

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 109  
 Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.  
 Rising energy bills  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very concerned about this	1462	691	769	122	229	229	259	253	370	371	419	304	367	124	57	170	126	113	111	81	139	170	193	137	40	269	564	116
€ Slightly concerned about this	459	238	221	71	98	76	79	45	89	128	136	99	96	41	17	46	33	44	29	11	43	84	66	31	13	91	210	78
	22%	24%	21%	32%	28%	23%	22%	14%	18%	24%	23%	23%	19%	23%	20%	20%	20%	25%	19%	12%	22%	31%	23%	18%	22%	23%	25%	38%

€	Not personally concerned about this	78	48	30	15	11	16	11	13	12	22	25	17	13	6	4	8	9	5	4	2	8	11	14	4	4	18	33	9
		4%	5%	3%	7%	3%	5%	3%	4%	2%	4%	4%	4%	3%	3%	4%	4%	5%	3%	2%	2%	4%	4%	5%	2%	6%	5%	4%	4%
	Not really thought about this before	68	31	37	15	17	8	11	5	12	22	17	12	17	6	7	5	3	15	5	2	3	8	7	5	1	16	20	5
		3%	3%	3%	7%	5%	2%	3%	2%	3%	4%	3%	3%	3%	3%	8%	2%	2%	9%	4%	3%	1%	3%	3%	3%	2%	4%	2%	2%
€	NET: Concerned	1921	929	989	193	327	305	339	298	459	500	555	403	463	165	74	216	159	157	140	93	182	254	260	168	53	360	775	194
		93%	92%	94%	86%	92%	93%	94%	94%	95%	92%	93%	93%	94%	94%	88%	94%	93%	88%	94%	96%	95%	93%	92%	95%	91%	91%	94%	93%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 110

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.

Rising energy bills  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	1462	451	229	416	1096	365	383	515	564	1078	941	521	692	770
	71%	72%	66%	73%	71%	70%	64%	74%	72%	73%	72%	68%	71%	71%
				b				f	f	f				
Slightly concerned about this	459	134	97	122	353	106	170	134	155	289	286	173	230	229
	22%	21%	28%	21%	23%	20%	29%	19%	20%	20%	22%	23%	23%	21%
				ace				gh						
Not personally concerned about this	78	23	14	16	53	25	25	30	23	53	45	33	36	43
	4%	4%	4%	3%	3%	5%	4%	4%	3%	4%	3%	4%	4%	4%
Not really thought about this before	68	16	8	15	40	28	17	15	37	51	31	37	22	46
	3%	3%	2%	3%	3%	5%	3%	2%	5%	3%	2%	5%	2%	4%
				abcd				g						i
NET: Concerned	1921	586	326	538	1449	472	553	649	719	1367	1227	694	922	999
	93%	94%	94%	94%	94%	90%	93%	94%	92%	93%	94%	91%	94%	92%
				e						k				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 111

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.

Poor quality drinking water in your area  
 Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector						
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
Very concerned about this	619	294	325	70	112	78	106	103	151	156	175	120	168	32	26	73	51	45	42	30	66	107	90	43	13	107	251	74	
	30%	29%	31%	31%	32%	24%	29%	33%	31%	29%	29%	28%	34%	18%	30%	32%	30%	25%	28%	31%	34%	39%	32%	24%	23%	27%	30%	36%	
				f			f	f							n	n	n		n	n	n	n	n	n	n	n	n	n	
Slightly concerned about this	504	269	234	57	103	85	94	76	90	136	140	107	122	39	17	55	35	42	42	17	53	75	65	52	15	98	214	66	
	24%	27%	22%	25%	29%	26%	26%	24%	19%	25%	23%	25%	25%	22%	20%	24%	20%	23%	28%	17%	28%	24%	27%	29%	25%	25%	26%	32%	
				b			i	i	i																				t
Not personally concerned about this	619	324	295	64	87	110	101	90	168	174	190	135	120	79	28	65	59	51	44	34	47	59	79	53	21	123	245	46	
	30%	32%	28%	29%	24%	33%	28%	28%	35%	32%	32%	31%	24%	45%	32%	28%	35%	29%	30%	35%	24%	21%	28%	30%	37%	31%	30%	22%	
				e			e	eg		m	m	m		prsuwx		v			v						v				
Not really thought about this before	325	123	202	34	53	57	60	47	75	79	92	71	84	26	14	37	26	41	21	16	26	32	48	29	8	66	118	20	
	16%	12%	19%	15%	15%	17%	17%	15%	15%	14%	15%	16%	17%	15%	17%	16%	15%	23%	14%	17%	14%	12%	17%	17%	14%	17%	14%	10%	
				a														uw											
NET: Concerned	1123	562	559	126	215	163	199	179	241	292	315	227	289	71	43	128	86	86	84	46	119	182	155	96	28	205	465	141	
	54%	56%	53%	56%	61%	49%	55%	57%	50%	54%	53%	52%	59%	40%	50%	56%	50%	49%	56%	48%	62%	67%	55%	54%	49%	52%	56%	68%	
				f												n		n		n	n	n	n	n	n	n	n	n	
																													y

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 112

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.

Poor quality drinking water in your area  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	619	190	93	174	457	162	184	183	252	435	395	224	311	308
	30%	30%	27%	31%	30%	31%	31%	26%	32%	30%	30%	29%	32%	28%
									g					
Slightly concerned about this	504	142	99	138	380	124	150	178	176	354	332	172	249	255
	24%	23%	29%	24%	25%	24%	25%	26%	23%	24%	25%	23%	25%	23%
Not personally concerned about this	619	195	99	189	484	135	183	239	197	435	382	236	295	324
	30%	31%	29%	33%	31%	26%	31%	34%	25%	30%	29%	31%	30%	30%
				e			h	hi		h				
Not really thought about this before	325	97	55	69	221	104	79	93	154	247	193	132	125	200
	16%	16%	16%	12%	14%	20%	13%	13%	20%	17%	15%	17%	13%	18%
				cd				fg						i
NET: Concerned	1123	333	193	312	837	286	334	361	428	789	726	397	559	564
	54%	53%	56%	55%	54%	54%	56%	52%	55%	54%	56%	52%	57%	52%
				a				defg	defg					m

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's something you don't give much thought to or are simply not concerned about.

Delays or declining quality of healthcare in your area  
 Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(	





NET: Concerned	1568	761	805	167	255	244	266	248	388	408	449	341	370	136	55	174	131	127	112	76	151	216	206	145	40	299	625	178	
	76%	75%	76%	75%	72%	74%	74%	79%	80%	eg	75%	75%	79%	75%	78%	65%	76%	76%	71%	75%	78%	79%	79%	73%	81%	69%	76%	76%	86%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 118  
 Q10. Below are some things that people tell us they have been concerned about at different times. For each of these things, please say whether this is something you are worried about, or if it's your personal information being used to make a decision (e.g. what kind of loan you can take out) automatically, without being reviewed by a human?  
 Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Very concerned about this	756	226	115	202	544	212	213	251	292	544	477	279	373	383
	37%	36%	33%	35%	35%	40%	36%	36%	38%	37%	37%	36%	38%	35%
Slightly concerned about this	812	252	157	225	634	178	248	286	277	564	534	277	415	397
	39%	40%	45%	40%	41%	34%	42%	41%	36%	38%	41%	36%	42%	36%
Not personally concerned about this	345	114	53	98	265	80	111	118	116	234	219	125	147	198
	17%	18%	15%	17%	17%	15%	19%	17%	15%	16%	17%	16%	15%	18%
Not really thought about this before	154	33	21	44	98	56	24	37	93	130	71	83	45	110
	7%	5%	6%	8%	6%	11%	4%	5%	12%	9%	5%	11%	5%	10%
NET: Concerned	1568	478	273	427	1178	390	461	538	570	1107	1012	556	788	780
	76%	78%	79%	75%	76%	74%	77%	78%	73%	75%	78%	73%	80%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 119  
 Q11. Which of the following have happened to you before?  
 Summary  
 Base: All respondents

	Heard a news story about a company/organisation you have an account with losing or having personal details stolen, but not been personally told by this organisation	Had personal details stolen and used to commit fraud	Had an online account accessed or used fraudulently by someone else
Unweighted base	2067	2067	2067
In the past 12 months	184	258	104
	9%	13%	5%
Happened before, but not in the past 12 months	539	596	359
	26%	29%	17%
Never happened (to the best of my knowledge)	1344	1212	1604
	65%	59%	78%

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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 120  
 Q11. Which of the following have happened to you before?  
 Summary table - NET: In the past 12 months/ Happen before not in the past 12 months  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Any	1302	683	618	148	255	233	233	185	249	370	406	250	276	110	51	130	99	104	99	62	121	192	185	115	33	275	551	184
	63%	68%	59%	66%	72%	71%	65%	59%	51%	68%	68%	58%	56%	62%	60%	57%	58%	58%	67%	64%	63%	70%	66%	65%	57%	70%	67%	88%
Been told by a company/organisation you have an account with that your personal details may have been lost or stolen	723	408	313	71	162	144	135	103	108	207	232	142	141	55	31	87	50	54	52	31	61	125	107	67	21	168	317	126
	35%	40%	30%	32%	46%	44%	37%	33%	22%	38%	39%	33%	29%	32%	37%	29%	29%	31%	35%	32%	32%	38%	38%	37%	43%	38%	60%	
Heard a news story about a company/organisation you have an account with losing or having personal details stolen, but not been personally told by this organisation	855	484	369	104	178	159	152	119	144	259	269	152	175	79	33	82	62	70	63	34	81	133	132	63	23	201	363	139
	41%	48%	35%	46%	50%	48%	42%	38%	30%	48%	45%	35%	35%	45%	40%	36%	36%	39%	42%	35%	42%	49%	47%	36%	40%	51%	44%	67%
Had personal details stolen and used to commit fraud	22%	27%	18%	30%	32%	24%	23%	18%	13%	26%	23%	20%	20%	20%	27%	14%	21%	20%	16%	18%	22%	36%	23%	24%	17%	29%	24%	51%
Had an online account accessed or used fraudulently by someone else	672	361	310	97	160	120	117	79	99	203	195	135	140	50	26	61	54	59	53	38	58	112	86	58	17	154	297	130
	33%	36%	29%	43%	45%	36%	33%	25%	20%	37%	33%	31%	28%	28%	31%	27%	31%	33%	36%	39%	30%	41%	30%	33%	29%	39%	36%	63%
None of these	765	327	438	75	101	96	127	131	234	174	191	183	217	66	34	99	72	74	50	35	71	81	96	63	25	120	277	24
	37%	32%	41%	34%	28%	29%	35%	41%	49%	32%	32%	42%	44%	38%	40%	43%	42%	42%	33%	36%	37%	30%	34%	35%	43%	30%	33%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 121  
 Q11. Which of the following have happened to you before?  
 Summary table - NET: In the past 12 months/ Happen before not in the past 12 months  
 Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Any	1302	467	243	365	1076	226	458	443	401	844	1302	-	785	517
	63%	75%	70%	64%	70%	43%	77%	64%	52%	57%	100%	-	80%	48%
Been told by a company/organisation you have an account with that your personal details may have been lost or stolen	723	295	148	183	626	96	310	240	172	412	723	-	499	223
	35%	47%	43%	32%	41%	18%	52%	35%	22%	28%	55%	-	51%	21%
Had personal details stolen and used to commit fraud	463	193	100	110	403	60	195	144	124	268	463	-	316	147
	22%	31%	29%	19%	26%	11%	33%	21%	16%	18%	36%	-	32%	13%
Had an online account accessed or used fraudulently by someone else	672	244	137	177	558	114	239	231	202	433	672	-	443	229

33%	39%	39%	31%	36%	22%	40%	33%	26%	29%	52%	-	45%	21%
None of these	ce	ce	e	ce		gh	h			k		m	
765	158	104	204	466	299	137	250	377	628	-	765	194	571
37%	25%	30%	36%	30%	57%	23%	36%	48%	43%	-	100%	20%	52%
			ad	a	abcd		f	fgi	fg		j		l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 122

Q11. Which of the following have happened to you before?  
Been told by a company/organisation you have an account with that your personal details may have been lost or stolen  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
In the past 12 months	184	106	77	26	48	40	36	15	19	54	68	29	33	11	9	22	17	13	5	15	47	17	9	6	51	87	45	
	9%	11%	7%	11%	13%	12%	10%	5%	4%	10%	11%	7%	7%	6%	11%	10%	10%	7%	8%	5%	8%	17%	6%	5%	11%	13%	10%	21%
		b		hi	hi	hi	hi			lm											rprstuxw							
	26%	30%	22%	20%	32%	31%	27%	28%	18%	28%	28%	26%	22%	25%	26%	19%	19%	23%	27%	27%	24%	29%	32%	33%	26%	30%	28%	39%
		b		di	di	di	i			m											pq	pq	pq					
Never happened (to the best of my knowledge)	1344	601	742	153	193	186	225	212	375	337	364	292	352	120	53	163	121	123	97	66	131	148	175	111	36	226	511	82
	65%	60%	70%	54%	56%	56%	63%	67%	78%	62%	61%	67%	71%	68%	63%	71%	71%	69%	65%	68%	54%	62%	62%	63%	57%	62%	57%	40%
		a		ef	ef	ef	e	ef	degh	jk				v	v	v	v	v	v	v	v	v	v					

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 123

Q11. Which of the following have happened to you before?  
Been told by a company/organisation you have an account with that your personal details may have been lost or stolen  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
In the past 12 months	184	86	40	36	162	22	91	49	44	92	184	-	140	44
	9%	14%	11%	6%	11%	4%	15%	7%	6%	6%	14%	-	14%	4%
		ce	ce	ce	ce		gh			k			m	
Happened before, but not in the past 12 months	539	210	108	147	464	75	219	191	128	320	539	-	359	180
	26%	34%	31%	26%	30%	14%	37%	28%	17%	22%	41%	-	37%	17%
		ce	e	e	e		gh	hi		h	k		m	
Never happened (to the best of my knowledge)	1344	330	199	386	915	429	285	453	606	1059	579	765	480	864
	65%	53%	57%	68%	59%	82%	48%	65%	78%	72%	45%	100%	49%	79%
		a		abcd	abcd		f	fgi	fg		j		l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 124

Q11. Which of the following have happened to you before?  
Heard a news story about a company/organisation you have an account with losing or having personal details stolen, but not been personally told by this organisation  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector			Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
In the past 12 months	258	156	102	49	78	49	35	25	22	87	79	48	45	13	10	21	31	22	15	12	23	52	34	16	9	63	129	62
	13%	15%	10%	22%	22%	15%	10%	8%	5%	16%	13%	11%	9%	7%	12%	9%	18%	12%	10%	12%	12%	19%	12%	9%	16%	16%	16%	30%
		b		gh	ghi	hi	i			lm	m						npq				rpswx			n				
Happened before, but not in the past 12 months	596	329	267	55	100	110	116	94	122	172	190	105	130	66	23	61	30	48	48	22	59	81	98	47	13	138	234	77
	29%	33%	25%	24%	28%	33%	30%	25%	25%	32%	32%	24%	26%	37%	28%	27%	18%	27%	32%	30%	30%	35%	27%	23%	B	35%	28%	37%
		b		d	i		i			l	l			ppqx				q		q	q	q	qt					
Never happened (to the best of my knowledge)	1212	525	687	120	178	170	208	197	339	285	328	281	318	97	51	148	110	108	86	64	111	139	149	114	35	194	465	68
	59%	52%	65%	54%	50%	52%	58%	62%	70%	52%	55%	65%	65%	55%	60%	64%	64%	61%	58%	65%	58%	51%	53%	64%	60%	49%	56%	33%
		a		abcd	abcd		ef	efgh	efgh	jk				vw	vw	vw	vw		v	v	v	v	vw			A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 125

Q11. Which of the following have happened to you before?  
Heard a news story about a company/organisation you have an account with losing or having personal details stolen, but not been personally told by this organisation  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
In the past 12 months	258	99	67	65	232	27	114	80	65	144	258	-	187	71
	13%	16%	19%	11%	15%	5%	19%	11%	8%	10%	20%	-	19%	7%
		ce	ce	e	e		gh			k			m	
Happened before, but not in the past 12 months	596	213	108	182	503	93	226	207	163	370	596	-	374	223
	29%	34%	31%	32%	33%	18%	38%	30%	21%	25%	46%	-	38%	20%
		e	e	e	e		gh	hi		h	k		m	
Never happened (to the best of my knowledge)	1212	312	172	322	807	406	255	407	550	957	447	765	418	794
	59%	50%	50%	57%	52%	77%	43%	59%	71%	65%	34%	100%	43%	73%
		a		abcd	abcd		f	fgi	fg		j		l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 126

Q11. Which of the following have happened to you before?  
Had personal details stolen and used to commit fraud

	Gender		Age					Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208

78%	73%	82%	70%	68%	76%	77%	82%	87%	74%	77%	80%	80%	80%	73%	86%	79%	80%	84%	82%	78%	64%	77%	76%	83%	71%	76%	49%
		a				e	de	defgh				j	v		ouvw	v	v	v	v	v	v	v	v	v	v	v	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 127  
 Q11. Which of the following have happened to you before?  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	603	346	601	1550	591	702	774	1476	1317	750	981	1086	
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
In the past 12 months	104	52	20	18	90	14	53	20	31	50	104	-	78	26
5%	8%	6%	3%	6%	3%	9%	3%	4%	3%	8%	-	8%	2%	
Happened before, but not in the past 12 months	359	141	80	92	313	46	141	124	93	218	359	-	239	120
17%	23%	23%	16%	20%	9%	24%	18%	12%	15%	28%	-	24%	11%	
Never happened (to the best of my knowledge)	1604	432	247	460	1139	466	401	549	654	1203	839	765	663	941
78%	69%	71%	81%	74%	89%	67%	79%	84%	82%	64%	100%	68%	87%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 128  
 Q11. Which of the following have happened to you before?  
 Had an online account accessed or used fraudulently by someone else

	Gender		Age						Social Grade				Region											Employment Sector				
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber (q)	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	463	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
In the past 12 months	171	100	72	41	45	24	26	18	17	51	50	26	44	6	9	11	15	14	12	9	13	42	21	14	4	47	65	59
8%	10%	7%	18%	13%	7%	7%	6%	3%	9%	8%	6%	9%	4%	11%	5%	9%	8%	8%	9%	7%	16%	7%	8%	7%	12%	8%	28%	
Happened before, but not in the past 12 months	501	261	239	56	115	96	91	61	82	151	145	108	96	44	17	50	38	45	41	29	45	70	65	44	13	106	232	71
24%	26%	23%	25%	32%	29%	25%	19%	17%	28%	24%	25%	20%	25%	20%	22%	22%	25%	28%	29%	24%	26%	23%	25%	23%	27%	28%	34%	
Never happened (to the best of my knowledge)	1395	648	745	127	195	209	243	237	384	342	402	298	353	126	59	168	118	118	96	60	134	161	195	119	41	241	531	78
67%	64%	71%	57%	55%	64%	67%	75%	80%	63%	67%	69%	72%	63%	72%	69%	73%	69%	67%	64%	61%	70%	59%	70%	67%	71%	61%	64%	37%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 129  
 Q11. Which of the following have happened to you before?  
 Had an online account accessed or used fraudulently by someone else  
 Base: All respondents

	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
	Unweighted base	2067	603	346	601	1550	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
In the past 12 months	171	81	41	43	146	25	78	40	53	94	171	-	124	47
8%	10%	12%	8%	9%	5%	13%	6%	7%	6%	13%	-	13%	4%	
Happened before, but not in the past 12 months	501	183	96	134	412	89	161	191	149	340	501	-	319	182
24%	29%	28%	24%	27%	17%	27%	28%	19%	23%	38%	-	33%	17%	
Never happened (to the best of my knowledge)	1395	381	210	392	964	411	357	462	576	1038	630	765	536	858
67%	61%	61%	69%	64%	78%	60%	67%	74%	71%	48%	100%	55%	79%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 130  
 Q12. If you found out that an organisation had lost your personal information, or this information had been stolen, which of the following, if any, do you think you would do?  
 Base: All respondents

	Gender		Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)		
Unweighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
Weighted base	160	91	69	28	54	32	18	18	10	49	51	29	32	7	9	21	28	20	11	4	12	13	15	16	5	41	77	18
Nothing	8%	9%	7%	13%	15%	10%	5%	6%	2%	9%	8%	7%	6%	4%	11%	9%	16%	11%	8%	4%	6%	5%	9%	9%	10%	9%	9%	
Get in touch with the organisation to find out exactly what information had been lost	1304	626	677	135	210	182	213	209	356	360	386	280	278	116	48	141	94	111	95	67	135	181	178	106	32	242	506	138
63%	62%	64%	60%	59%	55%	59%	66%	74%	66%	65%	65%	56%	66%	56%	62%	55%	62%	64%	69%	70%	66%	63%	60%	56%	61%	61%	67%	
can do / what your rights are	910	435	473	82	137	147	139	133	272	255	239	204	212	79	27	99	73	73	51	54	98	130	116	83	28	167	350	110
44%	43%	45%	37%	39%	45%	39%	42%	56%	47%	40%	47%	43%	45%	32%	43%	43%	41%	34%	56%	51%	48%	41%	47%	48%	42%	42%	53%	
Report this incident to the police	492	203	290	50	67	52	62	72	189	154	115	98	126	40	22	60	47	41	33	27	44	73	60	34	13	79	161	51
24%	20%	27%	23%	19%	16%	17%	23%	39%	28%	19%	23%	26%	23%	23%	26%	27%	23%	22%	27%	23%	27%	21%	19%	22%	20%	19%	24%	
Something else (Please specify)	97	57	40	6	7	19	20	14	31	28	31	15	24	9	2	7	10	4	6	6	8	10	28	6	2	12	38	7
5%	6%	4%	3%	2%	6%	6%	4%	6%	5%	5%	5%	3%	5%	5%	2%	3%	6%	2%	4%	4%	4%	10%	3%	3%	3%	5%	3%	
Not sure	281	132	148	27	41	55	61	49	47	57	79	56	89	23	14	34	23	25	22	10	18	41	38	25	8	44	106	7
14%	13%	14%	12%	11%	17%	17%	16%	10%	11%	13%	13%	8%	7%	13%	16%	15%	13%	14%	15%	11%	10%	15%	14%	14%	11%	13%	4%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/efg/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**

Absolutes/col percents

Table 131  
 Q12. If you found out that an organisation had lost your personal information, or this information had been stolen, which of the following, if any, do you think you would do?  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)	
Unweighted base	2067	603	346	601	1550	591	702	774	1476	1317	750	981	1086	
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Nothing	160	58	29	28	115	45	56	44	60	104	120	40	74	86
8%	9%	8%	5%	7%	9%	9%	6%	8%	7%	9%	5%	8%	8%	



		c	c		c					k				
Get in touch with the organisation to find out exactly what information had been lost	1304	417	224	370	1011	294	386	459	459	918	826	479	652	652
	63%	67%	64%	65%	66%	56%	65%	66%	59%	62%	63%	63%	67%	60%
Get in touch with the regulator to find out what you can do / what your rights are	910	286	161	265	713	198	299	301	310	611	530	381	471	439
	44%	46%	46%	47%	46%	38%	50%	43%	40%	42%	41%	50%	48%	40%
Report this incident to the police	492	147	70	141	358	134	137	157	198	355	269	223	236	256
	24%	24%	20%	25%	23%	26%	23%	23%	25%	24%	21%	29%	24%	24%
Something else (Please specify)	97	31	13	36	80	17	29	41	27	68	79	18	68	29
	5%	5%	4%	6%	5%	3%	5%	6%	3%	5%	6%	2%	7%	3%
Not sure	281	80	34	72	167	114	51	82	148	230	160	121	85	196
	14%	10%	10%	13%	11%	22%	9%	12%	19%	16%	12%	16%	9%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 132  
Q12b. You said that you would get in touch with the regulator. Would you know how to do this?  
Base: All who would contact regulator

	Total	Gender		Age					Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	909	452	455	88	130	147	147	135	262	269	256	182	202	88	30	97	64	71	57	51	95	137	115	73	31	163	346	104
Weighted base	910	435	473	82*	137	147	139	133	272	255	239	204	212	79*	27**	99*	73*	73*	51*	54*	98*	130	116*	83*	28**	167	350	110*
Yes	109	71	37	9	28	24	17	14	17	42	28	19	19	6	5	13	7	4	6	7	29	16	7	3	32	52	42	
	12%	16%	8%	10%	20%	17%	12%	10%	6%	16%	12%	9%	9%	8%	17%	13%	10%	6%	11%	11%	7%	22%	14%	8%	11%	19%	15%	38%
		b		n	i	i				lm												nqux						
No, but I would search online	689	318	370	57	96	101	111	102	224	187	186	163	153	64	21	71	56	60	40	45	79	85	79	69	112	260	51	
	76%	73%	78%	70%	70%	68%	80%	76%	82%	74%	78%	80%	72%	80%	77%	72%	77%	83%	78%	82%	81%	65%	68%	83%	80%	67%	74%	46%
					f		f		def	v				v			vw		v		v			vw				
No, but I would ask someone for help	86	35	51	12	11	17	10	11	25	16	21	17	32	6	-	11	10	8	5	1	10	11	14	7	17	33	13	
	9%	8%	11%	14%	8%	11%	7%	9%	9%	6%	9%	8%	15%	8%	-	11%	13%	11%	10%	3%	11%	8%	13%	8%	9%	10%	9%	12%
										jk																		
No, and I'm not sure how I would find out	26	11	15	4	2	6	1	7	6	10	4	5	7	3	2	4	-	1	-	2	1	5	6	1	-	5	6	4
	3%	3%	3%	5%	2%	4%	1%	5%	2%	4%	2%	3%	3%	4%	6%	4%	-	1%	-	4%	2%	4%	5%	1%	-	3%	2%	3%
										g																		

\* small base; \*\* very small base (under 30) ineligible for sig testing  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 133  
Q12b. You said that you would get in touch with the regulator. Would you know how to do this?  
Base: All who would contact regulator

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	909	276	158	282	716	193	294	308	307	615	534	375	472	437
Weighted base	910	286	161	265	713	198	299	301	310	611	530	381	471	439
Yes	109	57	22	24	103	6	87	21	1	22	82	27	79	30
	12%	20%	14%	9%	14%	3%	29%	7%	*	4%	15%	7%	17%	7%
		ce	e	e	ce		ghi	hi		h	k		m	
No, but I would search online	689	208	120	212	540	150	194	239	257	496	390	300	337	352
	76%	73%	75%	80%	76%	76%	65%	79%	83%	81%	74%	79%	72%	80%
							f	f		f			l	
No, but I would ask someone for help	86	15	14	24	53	33	13	34	39	73	45	41	42	44
	9%	5%	9%	9%	7%	17%	4%	11%	13%	12%	8%	11%	9%	10%
					acd		f	f		f				
No, and I'm not sure how I would find out	26	6	5	6	17	9	5	8	13	21	13	13	14	12
	3%	2%	3%	2%	2%	5%	2%	3%	4%	3%	3%	3%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 134  
Table 135  
Q13. Below are some different regulatory bodies who work in the UK. How familiar are you with each one?  
Information Commissioner's Office (ICO)  
Base: All respondents

	Total	Gender		Age					Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	367	322	463	569	628	400	470	199	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	463	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Very familiar - I know a lot about this organisation	150	97	53	28	35	27	24	22	14	56	43	35	16	9	6	17	11	11	6	9	9	38	18	10	4	52	69	46
	7%	10%	5%	13%	10%	8%	7%	7%	3%	10%	7%	8%	3%	5%	7%	7%	7%	6%	4%	10%	5%	14%	6%	6%	7%	13%	8%	22%
		b		ghi	i	i	i	i		m	m	m										nprqsuwx				B		
Quite familiar - I know a little about what they do	446	259	186	35	110	93	67	61	79	139	137	87	83	39	17	45	36	32	26	14	40	77	61	46	13	121	196	83
	22%	26%	18%	16%	31%	26%	19%	19%	16%	26%	23%	20%	17%	22%	20%	20%	21%	18%	18%	15%	21%	26%	22%	26%	22%	31%	24%	40%
		b		dghi	dghi					m	m											prst				B		
I have not heard of them before today	693	356	336	68	99	100	124	116	187	180	224	135	154	73	34	76	57	52	51	36	65	62	106	59	21	110	278	54
	34%	35%	32%	30%	28%	30%	34%	37%	39%	33%	38%	31%	31%	41%	41%	33%	33%	29%	34%	37%	34%	23%	38%	33%	37%	28%	34%	26%
					e		e		def	lm				rv	v	v	v	v	v	v	v	v	v	v	v	v		
NET: Familiar	778	298	480	93	112	109	145	116	203	169	192	177	240	55	27	91	67	83	66	37	78	95	96	63	20	112	285	24
	38%	30%	46%	42%	32%	33%	40%	37%	42%	31%	32%	41%	49%	31%	32%	40%	39%	47%	45%	38%	41%	35%	34%	35%	34%	28%	34%	12%
		a		e			e		ef	jk		kl					novw	nw										
NET: Unfamiliar	596	356	239	63	144	120	91	84	93	195	181	121	98	48	23	62	47	43	32	24	49	116	79	56	17	173	265	129
	29%	35%	23%	28%	41%	37%	25%	26%	19%	36%	30%	28%	20%	27%	28%	27%	27%	24%	21%	25%	26%	42%	28%	32%	29%	44%	32%	62%
		b		i	dghi	ghi	i	i		lm	m	m										nppqstuw				B		
NET: Unfamiliar	1471	654	817	161	211	209	269	232	390	349	416	312	395	128	61	168	125	135	117	73	143	x 157	202	122	41	222	563	79
		a		e			ef	ef	defgh				kl	v	v	v	v	v	v	v	v	v	v	v	v	v	A	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r



NET: Not good	179	63	45	44	152	27	79	71	29	100	150	30	136	44
	23%	20%	25%	24%	22%	30%	16%	33%	41%	35%	15%	26%	28%	15%
							f	f	f	f	k		m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 185  
 Q15. To the best of your knowledge, which of the following do you know to be part of the ICO's role?  
 Please select up to three you think are most important to the ICO  
 Base: All familiar with the ICO

	Gender		Age						Social Grade				Region											Employment Sector				
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	591	357	232	63	126	119	107	82	94	199	187	110	95	53	21	57	40	41	39	24	51	121	79	48	17	163	261	119
Weighted base	596	356	239	63*	144	120	91*	84*	93*	195	181	121*	98*	48*	23**	62*	47*	43*	32*	24**	49*	116	79*	56*	17**	173	265	129
Promote economic growth	44	30	14	14	15	7	6	1	1	17	13	5	9	2	2	6	6	5	2	-	4	12	2	2	2	20	16	19
	7%	9%	6%	23%	11%	6%	7%	1%	1%	8%	7%	4%	10%	4%	8%	10%	14%	13%	6%	-	8%	10%	3%	3%	9%	12%	6%	15%
				efgh	h		i									w	w											
Help companies/ organisations use data in new ways to create and improve products and services	64	43	21	9	17	20	4	10	4	19	15	16	13	7	1	10	7	7	4	-	4	10	10	4	-	27	29	22
	11%	12%	9%	15%	12%	16%	4%	12%	5%	10%	9%	13%	13%	15%	4%	16%	15%	17%	12%	-	9%	9%	12%	7%	-	15%	11%	17%
				g	g	g																						
Educate and inform companies/ organisations about how to use personal information responsibly	201	107	94	14	43	40	37	25	42	62	63	45	31	17	10	20	14	14	12	8	15	33	30	21	7	53	86	34
	34%	30%	39%	22%	30%	33%	40%	30%	45%	32%	35%	37%	31%	36%	44%	32%	30%	33%	39%	34%	31%	28%	37%	38%	39%	31%	33%	27%
				a		d		deh																				
Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product)	111	68	43	11	30	22	18	13	18	30	29	22	30	8	5	11	13	5	4	4	9	29	11	11	3	36	47	28
	19%	19%	18%	18%	21%	18%	19%	15%	19%	16%	16%	18%	30%	16%	19%	18%	27%	11%	11%	18%	18%	25%	13%	19%	15%	21%	18%	22%
												jk																
Ensure public information held by public bodies is transparent and accessible to the public (e.g. 3to ensure the public can access information under the Freedom of Information Act)	220	129	90	17	46	46	30	37	43	73	65	54	28	17	11	24	14	11	14	14	21	39	32	18	6	61	95	36
	37%	36%	38%	27%	32%	38%	33%	45%	47%	38%	36%	44%	29%	35%	47%	38%	30%	25%	44%	58%	42%	34%	40%	32%	37%	36%	36%	28%

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

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 185  
 Q15. To the best of your knowledge, which of the following do you know to be part of the ICO's role?  
 Please select up to three you think are most important to the ICO  
 Base: All familiar with the ICO

	Gender		Age						Social Grade				Region											Employment Sector				
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Weighted base	596	356	239	63*	144	120	91*	84*	93*	195	181	121*	98*	48*	23**	62*	47*	43*	32*	24**	49*	116	79*	56*	17**	173	265	129
Educate the public about how companies/ organisations use personal information	132	76	56	9	42	26	14	18	22	45	38	28	22	13	6	14	11	10	4	1	8	30	19	13	6	38	63	30
	22%	21%	24%	14%	29%	22%	16%	22%	24%	23%	21%	23%	22%	26%	24%	23%	23%	23%	11%	3%	16%	26%	24%	23%	33%	22%	24%	23%
				dg																								
Protecting vulnerable/ disadvantaged people from having their personal information misused	114	74	39	18	31	23	20	13	9	46	26	20	22	8	6	9	6	8	8	3	13	31	15	5	1	39	52	39
	19%	21%	16%	28%	21%	19%	22%	16%	9%	23%	14%	17%	22%	18%	24%	14%	13%	19%	24%	13%	26%	27%	19%	10%	8%	23%	19%	30%
				i	i	i				k												x						
Investigate complaints related to misuse of personal information	314	186	127	18	64	56	55	55	65	106	105	55	47	28	15	28	21	23	14	14	27	50	46	36	11	77	138	47
	53%	52%	53%	28%	44%	47%	60%	66%	70%	54%	58%	45%	48%	58%	65%	46%	45%	54%	45%	58%	55%	43%	59%	64%	63%	45%	52%	36%
				d	de	def	def			l												v	v					
Impose fines or penalties on companies/ organisations that break data protection laws	312	186	125	17	66	62	57	55	56	110	97	60	45	27	10	27	26	24	20	16	26	48	42	36	10	83	134	49
	52%	52%	52%	27%	45%	52%	62%	66%	60%	56%	54%	50%	45%	57%	44%	43%	56%	55%	61%	66%	53%	41%	53%	64%	61%	48%	50%	38%
				d	d	de	de	de														v	v					
Help children have an age-appropriate online experience	46	24	21	11	12	12	8	1	3	15	10	12	9	2	2	6	5	4	5	1	4	10	3	2	-	7	29	16
	8%	7%	9%	17%	8%	10%	8%	1%	3%	7%	5%	10%	9%	5%	8%	10%	11%	10%	17%	4%	8%	9%	4%	3%	-	4%	11%	12%
				h	h	h																				A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 186  
 Q15. To the best of your knowledge, which of the following do you know to be part of the ICO's role?  
 Please select up to three you think are most important to the ICO  
 Base: All familiar with the ICO

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	PI Breach experience (j)	No PI Breach experience (k)	Some past action (l)	No past action (m)
Unweighted base	591	262	134	151	547	44	591	-	-	455	136	376	215
Weighted base	596	277	129	146	552	44*	596	**	**	458	137	380	215
Promote economic growth	44	21	10	13	43	1	44	-	-	28	16	27	18
	7%	7%	8%	9%	8%	2%	7%	-	-	6%	12%	7%	8%
											j		
Help companies/ organisations use data in new ways to create and improve products and services	64	28	18	15	61	4	64	-	-	46	19	37	27
	11%	10%	14%	10%	11%	8%	11%	-	-	10%	13%	10%	12%
Educate and inform companies/ organisations about how to use personal information responsibly	201	103	38	47	188	13	201	-	-	158	43	139	62
	34%	37%	30%	33%	34%	29%	34%	-	-	35%	31%	37%	29%
Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product)	111	52	22	26	99	12	111	-	-	85	27	69	42
	19%	19%	17%	18%	18%	27%	19%	-	-	18%	19%	18%	20%
Ensure public information held by public bodies is transparent and accessible to the public (e.g. 3to ensure the public can access information under the Freedom of Information Act)	220	104	48	53	205	15	220	-	-	174	46	128	92
	37%	37%	37%	37%	37%	34%	37%	-	-	38%	33%	34%	43%
													l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 186  
 Q15. To the best of your knowledge, which of the following do you know to be part of the ICO's role?  
 Please select up to three you think are most important to the ICO  
 Base: All familiar with the ICO

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	PI Breach experience (j)	No PI Breach experience (k)	Some past action (l)	No past action (m)
Weighted base	596	277	129	146	552	44*	596	**	**	458	137	380	215
Educate the public about how companies/ organisations use personal information	132	55	29	38	122	11	132	-	-	98	34	87	46
	22%	20%	22%	26%	22%	25%	22%	-	-	21%	25%	23%	21%
Protecting vulnerable/ disadvantaged people from having their personal information misused	114	60	27	20	107	7	114	-	-	97	17	86	27
	19%	22%	21%	14%	19%	16%	19%	-	-	21%	12%	2	



Help children have an age-appropriate online experience	52%	55%	46%	53%	53%	50%	52%	-	-	-	54%	48%	53%	51%
	46	15	14	14	43	2	46	-	-	-	28	18	31	15
	8%	5%	11%	10%	8%	5%	8%	-	-	-	6%	13%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 187

Q16. Which of the following would you expect to be the responsibilities of the regulator responsible for upholding information or data rights in the UK - this organisation is called the Information Commissioner's Office (ICO)? Please select up to three you think are most important  
 Base: All unfamiliar with ICO

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Weighted base	1471	654	817	161	211	209	269	232	390	349	416	312	395	128	61*	168	125*	135	117	73*	143	157	202	122	41*	222	563	79*
Promote economic growth	54	27	28	10	18	9	6	9	4	18	8	13	15	4	2	7	3	6	4	3	2	7	7	6	2	13	27	6
	4%	4%	3%	6%	8%	4%	2%	4%	1%	5%	2%	4%	4%	3%	4%	4%	3%	5%	3%	4%	1%	5%	3%	5%	6%	6%	5%	8%
Help companies/ organisations use data in new ways to create and improve products and services	166	77	88	29	40	25	25	15	32	45	38	40	43	11	10	20	16	23	18	7	8	16	21	10	4	24	78	15
	11%	12%	11%	18%	19%	12%	9%	6%	8%	13%	9%	13%	11%	9%	16%	12%	13%	17%	15%	10%	6%	10%	11%	8%	11%	11%	14%	19%
Educate and inform companies/ organisations about how to use personal information responsibly	412	167	245	46	57	65	78	67	99	95	123	80	115	40	19	44	32	37	40	23	34	45	56	30	13	62	167	21
	28%	26%	30%	29%	27%	31%	29%	29%	25%	27%	29%	26%	29%	31%	30%	26%	25%	27%	34%	31%	24%	29%	28%	25%	31%	28%	30%	27%
Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product)	373	171	202	33	33	57	59	66	124	78	94	92	109	39	13	40	32	28	30	15	36	40	58	32	10	48	132	16
	25%	26%	25%	21%	16%	27%	22%	29%	32%	22%	23%	30%	28%	30%	22%	24%	26%	20%	26%	21%	25%	25%	29%	27%	25%	21%	24%	21%
Ensure public information held by public bodies is transparent and accessible to the public (e.g. 3to ensure the public can access information under the Freedom of Information Act)	473	216	255	56	60	54	91	77	134	128	147	88	110	49	21	53	31	42	38	25	46	44	66	42	15	66	167	25
	32%	33%	31%	35%	28%	26%	34%	33%	34%	37%	35%	28%	28%	38%	34%	31%	25%	31%	33%	34%	33%	28%	33%	35%	37%	30%	30%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

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Table 187

Q16. Which of the following would you expect to be the responsibilities of the regulator responsible for upholding information or data rights in the UK - this organisation is called the Information Commissioner's Office (ICO)? Please select up to three you think are most important  
 Base: All unfamiliar with ICO

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Weighted base	1471	654	817	161	211	209	269	232	390	349	416	312	395	128	61*	168	125*	135	117	73*	143	157	202	122	41*	222	563	79*
Educate the public about how companies/ organisations use personal information	321	146	175	34	57	53	51	55	70	80	95	60	85	34	13	42	32	26	24	15	29	44	30	23	9	54	129	26
	22%	22%	21%	21%	27%	25%	19%	24%	18%	23%	23%	19%	22%	26%	21%	25%	25%	20%	21%	20%	20%	28%	15%	19%	23%	24%	23%	33%
Protecting vulnerable/ disadvantaged people from having their personal information misused	442	178	264	43	54	53	70	85	137	83	133	99	128	41	15	45	49	44	27	24	47	40	63	34	15	56	148	13
	30%	27%	32%	27%	26%	25%	26%	37%	35%	24%	32%	32%	32%	32%	24%	27%	39%	33%	23%	33%	33%	25%	31%	28%	38%	25%	26%	16%
Investigate complaints related to misuse of personal information	727	319	409	56	77	94	141	122	236	181	218	151	178	53	31	84	49	56	58	34	87	74	115	64	22	96	257	24
	49%	49%	50%	35%	37%	45%	53%	52%	61%	52%	52%	46%	45%	41%	50%	50%	39%	42%	50%	47%	61%	47%	57%	52%	53%	43%	46%	30%
Impose fines or penalties on companies/ organisations that break data protection laws	759	343	415	66	86	100	149	133	225	181	227	166	185	65	34	81	61	66	60	43	84	75	102	74	16	108	289	29
	52%	53%	51%	41%	41%	48%	56%	57%	58%	52%	55%	53%	47%	51%	55%	48%	49%	49%	51%	58%	59%	48%	50%	61%	39%	49%	51%	37%
Help children have an age-appropriate online experience	194	74	120	31	28	43	34	20	39	47	46	56	45	17	4	21	23	23	14	12	25	13	20	16	6	39	72	17
	13%	11%	15%	19%	13%	21%	13%	9%	10%	14%	11%	18%	11%	13%	7%	13%	18%	17%	12%	17%	17%	9%	10%	13%	14%	17%	13%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 188

Q16. Which of the following would you expect to be the responsibilities of the regulator responsible for upholding information or data rights in the UK - this organisation is called the Information Commissioner's Office (ICO)? Please select up to three you think are most important  
 Base: All unfamiliar with ICO

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	1476	341	212	450	1003	473	-	702	774	1476	652	614	605	371
Weighted base	1471	348	218	424	990	482	**	693	778	1471	644	628	599	872
Promote economic growth	54	17	7	12	37	18	-	20	34	54	29	26	22	33
Help companies/ organisations use data in new ways to create and improve products and services	166	35	22	55	112	54	-	66	100	166	91	75	70	96
	11%	10%	10%	13%	11%	11%	-	10%	13%	11%	11%	12%	12%	11%
Educate and inform companies/ organisations about how to use personal information responsibly	412	111	66	121	298	114	-	213	199	412	245	167	185	227
	28%	32%	30%	29%	30%	24%	-	31%	26%	28%	29%	27%	31%	26%
Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product)	373	75	39	132	247	126	-	174	199	373	213	160	148	225
	25%	22%	18%	31%	25%	26%	-	25%	26%	25%	25%	26%	25%	26%
Ensure public information held by public bodies is transparent and accessible to the public (e.g. 3to ensure the public can access information under the Freedom of Information Act)	473	115	74	147	336	137	-	248	225	473	277	196	194	279
	32%	33%	34%	35%	34%	28%	-	36%	29%	32%	33%	31%	32%	32%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 \*\* very small base (under 30) ineligible for sig testing  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 188

Q16. Which of the following would you expect to be the responsibilities of the regulator responsible for upholding information or data rights in the UK - this organisation is called the Information Commissioner's Office (ICO)? Please select up to three you think are most important  
 Base: All unfamiliar with ICO

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Weighted base	1471	348	218	424	990	482	**	693	778	1471	644	628	599	872
Educate the public about how companies/ organisations use personal information	321	81	51	88	221	100	-	161	159	321	193	128	146	175
	22%	23%	24%	21%	22%	21%	-	23%	20%	22%	23%	20%	24%	20%
Investigate complaints related to misuse of personal information	727	173	112	208	494	234	-	372	355	727	441	286	302	425
	49%	50%	52%	49%	50%	49%	-	54%	46%	49%	52%	46%	50%	49%

Impose fines or penalties on companies/ organisations that break data protection laws	759	193	107	216	516	244	-	380	379	759	454	305	318	442
	52%	55%	49%	51%	52%	51%	-	55%	49%	52%	54%	49%	53%	51%
experience	194	47	35	59	141	54	-	77	117	194	113	81	71	123
	13%	14%	16%	14%	14%	11%	-	11%	15%	13%	13%	13%	12%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 \*\* very small base (under 30) ineligible for sig testing  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 189  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Summary  
 Base: All respondents

	see the privacy policy/ information of a company or organisation that holds your personal information/ data	Asked a company/ organisation to provide you with a copy of all the personal information/ data they hold about you	Asked a company/ organisation to delete any personal information/ data they had collected about you	Asked for a company/ organisation to restrict or limit how they use any personal information/ data they hold about you	Asked a company/ organisation to stop using your personal information/ data altogether (e.g. direct marketing purposes)	Refused to provide a company/ organisation with biometric data (e.g. fingerprint, facial recognition)
Unweighted base	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067
I have done this in the past 12 months	135	132	227	178	392	217
I have done this, but more than 12 months ago	204	277	290	218	296	176
I have never done this	1728	1659	1549	1671	1379	1674
	84%	80%	75%	81%	67%	81%

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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 190  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Summary table - NET: Done this in the past 12 months/ Done before but not in the past 12 months  
 Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	569	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Any	979	511	467	134	220	171	169	134	151	302	289	186	201	87	43	98	72	76	73	41	81	167	132	83	26	220	427	172	
	47%	51%	44%	60%	62%	52%	47%	43%	31%	56%	49%	43%	41%	50%	50%	43%	42%	43%	49%	42%	42%	61%	47%	47%	45%	56%	52%	83%	
		b		fgh	ghi	hi	i	i		km	m											ppqrstwx							
Asked to see the privacy policy/ information of a company or organisation that holds your personal information/ data	339	201	137	59	108	59	55	32	27	123	96	58	62	25	11	35	31	32	20	13	22	83	37	21	8	98	160	112	
	16%	20%	13%	26%	30%	18%	15%	10%	6%	23%	16%	13%	13%	14%	13%	15%	18%	18%	14%	13%	11%	30%	13%	12%	15%	25%	19%	54%	
		b		fgh	fghi	hi	i	i		km												ppqrstuw				B			
Asked a company/ organisation to delete any personal information/data they had collected about you	20%	24%	16%	31%	30%	25%	17%	13%	9%	23%	19%	18%	18%	18%	25%	20%	19%	17%	14%	14%	18%	32%	20%	14%	19%	28%	21%	60%	
		b		ghi	ghi	ghi	i			m					sx							ppqrstwx				B			
Asked for a company/ organisation to restrict or limit how they use any personal information/data they hold about you	518	284	233	82	126	107	84	67	51	158	142	116	102	41	26	49	48	34	36	17	39	110	63	44	10	130	241	119	
	25%	28%	22%	37%	36%	33%	23%	21%	11%	29%	24%	27%	21%	23%	31%	22%	28%	19%	24%	18%	20%	40%	22%	25%	17%	33%	29%	57%	
		b		ghi	ghi	ghi	i	i		km												ppqrstwx							
Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition)	396	236	158	73	103	76	57	44	41	129	116	81	69	34	15	36	30	33	21	15	30	94	50	29	9	115	175	107	
	19%	23%	15%	33%	29%	23%	16%	14%	9%	24%	19%	19%	14%	19%	17%	16%	18%	18%	14%	15%	16%	35%	18%	16%	15%	29%	21%	52%	
		b		fghi	ghi	ghi	i	i		m	m											ppqrstuw				B			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 190  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Summary table - NET: Done this in the past 12 months/ Done before but not in the past 12 months  
 Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		Northern Ireland (y)	Public (A)	Private (B)
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Asked a company/ organisation to stop using your personal information/data altogether (e.g. direct marketing purposes)	688	358	328	90	163	137	121	94	83	220	212	126	130	58	29	69	55	52	49	26	61	123	91	61	15	169	313	127
				hi	ghi	ghi	i	i		lm	lm											ppqrstwx						
Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition)	393	242	151	79	112	70	50	36	45	124	115	82	72	38	13	42	30	31	28	19	26	81	50	25	9	108	184	100
	19%	24%	14%	35%	31%	21%	14%	11%	9%	23%	19%	19%	15%	22%	16%	18%	18%	17%	19%	20%	14%	30%	18%	14%	16%	27%	22%	48%
		b		fghi	fghi	ghi	i			m				u								opqrswxy						
None of these	1088	499	588	90	136	158	191	181	332	242	307	247	292	88	42	131	100	101	75	57	111	106	149	95	32	175	401	35
	53%	49%	56%	40%	38%	48%	53%	57%	69%	44%	51%	57%	59%	50%	50%	57%	58%	57%	51%	58%	58%	39%	53%	53%	55%	44%	48%	17%
		a		e	ce	e	de	def	efgh	j	j	jk		v	v	v	v	v	v	v	v	v	v	v	v	v	v	v

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 191  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Summary table - NET: Done this in the past 12 months/ Done before but not in the past 12 months  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	785	979	1088
NET: Any	979	377	194	282	853	126	380	322	277	599	785	194	979	-
company or organisation that holds your personal information/ data they hold about you	339	148	88	65	301	28	gh	hi	hi	hi	k	-	339	-
	16%	24%	25%	11%	19%	7%	29%	13%	10%	11%	22%	6%	35%	-
		cde	cde	e	ce	gh	gh	hi	hi	hi	k		m	
Asked a company/ organisation to provide you with a copy of all the personal information / data they hold about you	408	173	96	101	370	38	213	108	88	196	350	59	408	-

20%	28%	28%	18%	24%	7%	36%	16%	11%	13%	27%	8%	42%	-
	ce	ce	e	ce		ghi	h			k		m	
518	233	99	135	467	51	236	146	136	282	433	85	518	-
25%	37%	29%	24%	30%	10%	40%	21%	17%	19%	33%	11%	53%	-
	bcd	e	e	ce		ghi				k		m	
396	164	100	94	358	37	198	109	89	198	351	45	396	-
19%	26%	29%	17%	23%	7%	33%	16%	11%	13%	27%	6%	40%	-
	ce	cde	e	ce		ghi	h			k		m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 191  
Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
Summary table - NET: Done this in the past 12 months/ Done before but not in the past 12 months  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Asked a company/organisation to stop using your personal information/data altogether (e.g. direct marketing purposes)	688	294	140	184	618	69	286	223	179	402	574	114	688	-
Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition)	393	146	92	105	343	50	176	115	102	217	323	70	393	-
None of these	1088	248	153	287	688	399	215	371	501	872	517	571	-	1088
	53%	40%	44%	50%	45%	76%	36%	54%	64%	59%	40%	75%	-	100%
				ad	a	abcd		f	fgi	fg		j		l

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 192  
Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
Asked to see the privacy policy/information of a company or organisation that holds your personal information/data (this should show detailed information on things like why it is using your personal information, how long it will be kept, how to contact the organisation, who they will transfer your personal information to etc.)  
Base: All respondents

	Gender		Age						Social Grade				Region												Employment Sector			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Uninfluenced (C)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I have done this in the past 12 months	135	77	57	29	44	19	25	9	7	52	35	26	21	8	4	14	13	13	7	4	10	40	13	5	4	36	68	51
	7%	8%	5%	13%	12%	6%	7%	3%	2%	10%	6%	6%	4%	5%	4%	6%	7%	7%	5%	5%	5%	15%	5%	3%	7%	9%	8%	25%
				fg	ghi	i	hi			km												nopqrstuvw						
I have done this, but more than 12 months ago	204	124	80	29	64	39	29	22	19	71	60	33	41	17	7	21	18	19	13	8	11	43	24	17	4	62	93	61
	10%	12%	8%	13%	18%	12%	8%	7%	4%	13%	10%	8%	8%	10%	9%	9%	11%	11%	9%	9%	6%	16%	9%	9%	8%	16%	11%	29%
		b		hi	ghi	hi	i			lm												psuw				B		
I have never done this	1728	808	919	165	247	270	305	284	456	421	501	375	431	150	74	194	141	145	129	84	171	190	244	157	49	297	667	96
	84%	80%	87%	74%	70%	82%	85%	90%	94%	77%	84%	87%	87%	86%	87%	85%	82%	86%	87%	89%	70%	87%	88%	85%	75%	81%	46%	
		a		de	de	de	def	def	defgh	j	j	j	j	v	v	v	v	v	v	v	v	v	v	v	v	A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 193  
Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
Asked to see the privacy policy/information of a company or organisation that holds your personal information/data (this should show detailed information on things like why it is using your personal information, how long it will be kept, how to contact the organisation, who they will transfer your personal information to etc.)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I have done this in the past 12 months	135	71	25	26	122	12	70	27	37	65	117	17	135	-
	7%	11%	7%	5%	8%	2%	12%	4%	5%	4%	9%	2%	14%	-
		cde	e				ghi				k		m	
I have done this, but more than 12 months ago	204	77	63	39	178	26	105	61	38	99	172	32	204	-
	10%	12%	18%	7%	12%	5%	18%	9%	5%	7%	13%	4%	21%	-
		ce	acde		ce		ghi	h			k		m	
I have never done this	1728	477	259	504	1241	487	420	605	702	1308	1013	716	641	1088
	84%	76%	75%	89%	81%	93%	71%	87%	90%	89%	78%	94%	65%	100%
		abd		ab	abcd		f	f	f		j		l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 194  
Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
Asked a company or organisation to provide you with a copy of all the personal information / data they hold about you (e.g., asked for your personal information held by your GP surgery)  
Base: All respondents

	Gender		Age						Social Grade				Region												Employment Sector			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Uninfluenced (C)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I have done this in the past 12 months	132	74	57	36	35	25	16	9	12	44	44	24	21	7	2	10	13	6	9	6	9	38	25	5	3	34	65	55
	6%	7%	5%	16%	10%	7%	4%	3%	2%	8%	7%	5%	4%	4%	2%	4%	7%	4%	6%	6%	5%	14%	9%	3%	5%	9%	8%	26%
				efghi	ghi	hi				m	m											noprstux						
I have done this, but more than 12 months ago	277	169	108	34	73	57	45	34	34	82	72	55	67	26	19	36	21	23	12	8	25	48	32	19	8	77	109	70
	13%	17%	10%	15%	21%	17%	12%	11%	7%	15%	12%	13%	14%	15%	23%	16%	12%	13%	8%	8%	13%	18%	11%	11%	14%	19%	13%	34%
		b		i	ghi	hi	i			qstwx						s						stw				B		
I have never done this	1659	766	890	154	247	247	299	273	437	418	481	354	405	143	64	184	138	148	128	84	158	187	225	154	47	284	653	82
	80%	76%	84%	69%	70%	75%	83%	87%	91%	77%	81%	82%	82%	82%	75%	80%	81%	83%	86%	86%	82%	68%	80%	86%	81%	72%	79%	40%
		a		def	def	def	def	def	def	j	j	j	j	v	v	v	v	v	v	v	v	v	v	v	v	A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 195  
Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
Asked a company or organisation to provide you with a copy of all the personal information / data they hold about you (e.g., asked for your personal information held by your GP surgery)



Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	803	348	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I have done this in the past 12 months	132	60	25	28	114	18	74	28	30	58	114	18	132	-
6%	10%	7%	5%	7%	3%	12%	4%	4%	4%	4%	9%	2%	13%	-
	ce	e	e	e		ghi					k		m	
I have done this, but more than 12 months ago	277	113	71	73	257	20	139	81	57	138	236	41	277	-
13%	18%	20%	13%	17%	4%	23%	12%	7%	9%	18%	5%	28%	-	
	ce	ce	e	ce		ghi	h			k		m		
I have never done this	1659	452	251	468	1171	487	383	585	691	1276	952	707	571	1088
80%	72%	72%	82%	76%	93%	64%	84%	84%	89%	87%	73%	92%	58%	100%
		abd	abd	abcd		f	fg	f	f	j			l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Page 206

Table 196

Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
I have done this in the past 12 months	227	126	101	42	60	46	34	28	18	73	63	51	41	20	11	21	25	11	10	6	25	47	30	19	2	57	116	51
11%	12%	10%	19%	17%	14%	9%	9%	4%	4%	13%	11%	12%	8%	11%	13%	9%	15%	6%	7%	6%	13%	17%	11%	11%	4%	14%	14%	25%
		b	ghi	ghi	i	i				m						rsy					prstwy							
I have done this, but more than 12 months ago	290	158	132	40	67	61	50	39	34	85	79	65	61	21	15	29	23	23	26	11	15	63	33	25	8	72	125	68
14%	16%	13%	18%	19%	19%	14%	12%	7%	7%	16%	13%	15%	12%	12%	18%	13%	13%	13%	17%	11%	8%	23%	12%	14%	13%	18%	15%	33%
		i	hi	hi	i	i									u				u		ppqrstwx							
I have never done this	1549	725	822	141	229	222	276	249	432	386	455	317	391	135	59	180	123	144	113	80	153	163	218	134	48	265	587	89
75%	72%	78%	63%	64%	67%	77%	79%	89%	81%	71%	76%	73%	79%	77%	69%	78%	72%	81%	76%	82%	80%	60%	78%	75%	83%	67%	71%	43%
		a			def	def	def	defgh		j			j	v	v	v	v	v	v	v	v	v	v	v	v	v		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

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[Return to Index](#)

Page 207

**ICO Public Awareness Survey**

Table 197

Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?

Asked a company/organisation to delete any personal information/data they had collected about you

Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I have done this in the past 12 months	227	112	41	55	207	21	106	64	57	122	183	44	227	-
11%	18%	12%	10%	13%	4%	18%	9%	7%	8%	14%	6%	23%	-	
	bcde	e	e	ce		ghi				k		m		
I have done this, but more than 12 months ago	290	121	58	80	260	30	130	82	78	161	249	41	290	-
14%	19%	17%	14%	17%	6%	22%	12%	10%	11%	19%	5%	30%	-	
	ce	e	e	e		ghi				k		m		
I have never done this	1549	392	248	434	1074	475	360	547	642	1189	869	680	461	1088
75%	63%	71%	76%	70%	90%	60%	79%	83%	81%	67%	89%	47%	100%	
		a	ad	a	abcd		f	f	f	f	j		l	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Page 208

Table 198

Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?

Asked for a company/organisation to restrict or limit how they use any personal information/data they hold about you (e.g., if you are unhappy or unclear with how they will use it)

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
I have done this in the past 12 months	178	107	70	38	52	33	26	17	11	60	56	31	30	12	6	19	13	8	7	7	15	50	25	11	5	60	77	55
9%	11%	7%	17%	15%	10%	7%	6%	2%	2%	11%	9%	7%	6%	7%	7%	8%	7%	5%	5%	7%	8%	18%	9%	6%	8%	15%	9%	26%
		b	ghi	ghi	hi	i	i			m											ppqrstuvw					B		
I have done this, but more than 12 months ago	218	129	88	35	51	43	31	27	31	69	60	50	39	22	9	16	18	24	14	8	15	44	25	18	4	55	98	52
11%	13%	8%	15%	14%	13%	9%	9%	6%	6%	13%	10%	12%	8%	12%	10%	7%	10%	14%	9%	8%	16%	9%	10%	6%	14%	12%	25%	
		b	ghi	ghi	i	i				m								p			puw							
I have never done this	1671	773	897	151	252	253	303	271	442	416	481	352	424	142	70	194	141	145	128	82	162	179	231	149	49	279	652	101
81%	77%	85%	67%	71%	77%	84%	86%	91%	79%	70%	81%	81%	86%	81%	83%	84%	82%	82%	86%	85%	84%	69%	82%	84%	85%	71%	79%	48%
		a			d	def	def	defgh		jk			jk	v	v	v	v	v	v	v	v	v	v	v	v	v	A	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Page 209

Table 199

Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?

they will use it)

Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1088
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I have done this in the past 12 months	178	81	45	35	162	16	92	46	39	85	159	18	178	-
9%	13%	13%	6%	10%	3%	15%	7%	5%	6%	12%	2%	18%	-	
	ce	ce	e	ce		ghi				k		m		
I have done this, but more than 12 months ago	218	82	55	59	197	21	106	63	49	112	192	26	218	-
11%	13%	16%	10%	13%	4%	18%	9%	6%	8%	15%	3%	22%	-	
	ce	ce	e	e		ghi				k		m		
I have never done this	1671	461	247	475	1183	488	308	584	690	1274	951	720	584	1088
81%	74%	71%	83%	77%	93%	67%	84%	89%	87%	73				

I have done this in the past 12 months	392	204	187	59	101	77	66	45	43	130	133	59	69	34	16	36	31	30	26	14	35	72	54	35	9	98	184	70
	19%	20%	18%	26%	28%	23%	18%	14%	9%	24%	22%	14%	14%	20%	19%	16%	18%	17%	16%	14%	18%	27%	19%	20%	15%	25%	22%	34%
				ghi	ghi	hi	i	i		lm	lm											prstuw						
I have done this, but more than 12 months ago	296	153	142	31	62	60	55	48	40	89	79	67	61	23	13	34	24	22	22	12	26	50	38	26	6	71	129	57
	14%	15%	13%	14%	17%	18%	15%	15%	8%	16%	13%	15%	12%	13%	15%	15%	14%	13%	15%	12%	14%	18%	13%	15%	10%	18%	16%	28%
				i	i	i	i	i																				
I have never done this	1379	651	727	134	192	192	239	222	400	324	385	307	363	118	56	160	116	126	100	72	132	150	190	117	43	226	515	80
	67%	65%	69%	60%	54%	58%	66%	70%	83%	60%	64%	71%	74%	67%	66%	70%	68%	71%	67%	74%	68%	55%	67%	66%	75%	57%	62%	39%
				ef	def	defgh				jk	jk			v	v	v	v	v	v	v	v	v	v	v	v	v	v	v

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 201  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Asked a company/organisation to stop using your personal information/data altogether (e.g. direct marketing purposes)  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	2067	603	346	601	1550	517 <th>591</th> <th>702</th> <th>774</th> <th>1476</th> <th>1317</th> <th>750</th> <th>981</th> <th>1086</th>	591	702	774	1476	1317	750	981	1086
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
I have done this in the past 12 months	392	173	81	102	356	35	172	130	90	220	324	68	362	-
	19%	28%	23%	18%	23%	7%	29%	19%	12%	15%	25%	9%	40%	-
		cde	e	e	ce		ghi	hi		h	k		m	
I have done this, but more than 12 months ago	296	120	59	82	262	34	114	93	89	182	250	46	296	-
	14%	19%	17%	14%	17%	6%	19%	13%	11%	12%	19%	6%	30%	-
		ce	e	e	e		ghi			k			m	
I have never done this	1379	331	207	385	923	456	309	470	599	1070	728	651	292	1088
	67%	53%	60%	68%	60%	87%	52%	68%	77%	73%	56%	85%	30%	100%
		abc		abcd		ef	fg	fg		ij			kl	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO PUBLIC AWARENESS SURVEY**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 202  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition)  
 Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberstide	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I have done this in the past 12 months	217	118	98	43	60	33	37	22	22	73	57	44	44	20	7	20	19	16	18	13	14	42	30	12	6	61	97	53
	11%	12%	9%	19%	17%	10%	7%	5%		13%	9%	10%	9%	12%	8%	9%	10%	9%	12%	13%	7%	15%	11%	7%	10%	15%	12%	25%
				-	-	-	-	-	-																			
I have done this, but more than 12 months ago	176	124	52	36	52	37	13	15	23	51	59	39	28	18	7	22	11	15	10	6	13	39	19	13	3	47	87	47
	9%	12%	5%	16%	15%	11%	4%	5%	5%	9%	10%	9%	6%	10%	8%	10%	6%	8%	7%	6%	7%	14%	7%	7%	6%	12%	11%	23%
		b		ghi	ghi	ghi				m	m											quwx						
I have never done this	1674	767	905	144	244	259	310	279	438	420	481	351	422	137	71	187	141	147	120	78	166	192	232	153	49	286	644	108
	81%	76%	86%	65%	69%	79%	86%	89%	91%	77%	81%	81%	85%	78%	84%	82%	82%	83%	81%	80%	86%	70%	82%	86%	84%	73%	78%	52%
		a		de	def	def	defg			j				v	v	v	v	v	v	rw	v	v	v	v	v	v	v	v

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO PUBLIC AWARENESS SURVEY**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 203  
 Q17. Have you ever contacted organisations or companies for any of the following things related to personal information that they might hold about you?  
 Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition)  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
I have done this in the past 12 months	217	85	36	62	183	34	90	66	61	127	173	44	217	-
	11%	14%	10%	11%	12%	7%	15%	10%	8%	9%	13%	6%	22%	-
		e		e	e		ghi			k			m	
I have done this, but more than 12 months ago	176	61	56	42	160	16	86	49	41	90	150	27	176	-
	9%	10%	16%	7%	10%	3%	14%	7%	5%	6%	11%	3%	18%	-
		e	acde	e	e		ghi			k			m	
I have never done this	1674	479	255	465	1199	475	419	578	676	1255	979	695	586	1088
	81%	77%	73%	82%	78%	90%	70%	83%	87%	85%	75%	91%	60%	100%
		ab		abcd		f	f	f		j			kl	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO PUBLIC AWARENESS SURVEY**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 204  
 Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?  
 Summary  
 Base: All respondents

	company or way a	information	whenever an	company or
Unweighted base	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067
I was aware that this was a legal 'right' I have	824	637	634	677
	40%	31%	31%	33%
I thought you should be able to do this, but I didn't know it was a legal 'right'	696	826	714	739
	34%	40%	35%	36%
I wasn't aware of this before now	548	604	719	649
				657

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[Return to Index](#)

**ICO PUBLIC AWARENESS SURVEY**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 205  
 Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?  
 Ask a company or organisation to delete personal information that it holds about you  
 Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberstide	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I was aware that this was a legal 'right' I have	824	439	383	115	155	150	157	106	141	254	262	155	152	69	30	87	68	69	57	37	74	114	120	73	25	192	367	112
	40%	43%	36%	51%	44%	45%	44%	34%	29%	47%	44%	36%	31%	39%	35%	38%	40%	39%	38%	38%	39%	42%	43%	41%	43%	49%	44%	54%
		b		hi	hi	hi	hi			lm	lm																	
I thought you should be able to do this, but I didn't know it was a legal 'right'	696	337	358	63	109	95	106	130	193	172	212	156	155	59	31	63	56	54	52	37	68	87	105	59	25	119	261	63
	34%	33%	34%	28%	31%	29%	29%	41%																				

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 206

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?**  
Ask a company or organisation to delete personal information that it holds about you  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	801	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I was aware that this was a legal 'right' I have	824	346	159	214	719	105	353	278	193	471	616	208	517	306
40%	56%	46%	37%	47%	20%	59%	40%	25%	32%	47%	27%	53%	28%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	696	188	120	201	509	187	174	263	259	521	427	269	318	378
34%	30%	34%	35%	33%	36%	29%	38%	33%	35%	33%	35%	32%	35%	
I wasn't aware of this before now	548	91	68	155	314	234	68	153	327	479	259	289	144	403
26%	15%	20%	27%	20%	45%	11%	22%	42%	33%	20%	38%	15%	37%	

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

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 207

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?**  
Limit the way a company or organisation uses your personal information (e.g. prevent its use for some purposes, ask to completely stop its use)  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I was aware that this was a legal 'right' I have	637	358	280	87	130	115	116	84	105	206	195	124	111	51	23	68	45	57	37	32	57	104	96	53	13	160	272	97
31%	35%	26%	39%	36%	35%	32%	27%	22%	38%	33%	29%	23%	29%	27%	30%	26%	32%	25%	33%	30%	38%	34%	30%	23%	40%	33%	47%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	826	409	415	84	126	125	136	145	210	223	247	164	192	71	34	77	72	59	68	41	74	99	125	79	28	136	342	77
40%	41%	39%	38%	35%	38%	38%	46%	43%	41%	41%	38%	39%	40%	40%	34%	42%	33%	45%	43%	38%	36%	44%	45%	48%	34%	41%	37%	
I wasn't aware of this before now	604	244	360	52	100	90	108	86	168	115	155	145	190	54	28	84	54	62	44	23	62	70	61	46	17	99	214	33
29%	24%	34%	23%	28%	27%	30%	27%	35%	21%	26%	33%	39%	31%	34%	37%	32%	35%	29%	24%	32%	26%	22%	26%	29%	25%	26%	16%	

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

\* small base

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 208

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?**  
Limit the way a company or organisation uses your personal information (e.g. prevent its use for some purposes, ask to completely stop its use)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Unweighted base	2067	803	346	801	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I was aware that this was a legal 'right' I have	634	322	311	72	124	111	315	188	135	322	456	181	415	223
31%	45%	36%	28%	37%	13%	53%	27%	17%	22%	35%	24%	42%	20%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	826	230	159	236	624	201	208	323	295	618	561	264	413	412
40%	37%	46%	41%	40%	38%	35%	47%	38%	42%	43%	35%	42%	38%	
I wasn't aware of this before now	604	113	64	173	351	254	73	182	349	531	285	320	152	453
29%	18%	19%	30%	23%	48%	12%	26%	26%	45%	36%	22%	42%	15%	42%

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

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 209

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?**  
Request information that is not routinely made public from public sector bodies (e.g., a government department, local council, or state school)  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber (q)	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I was aware that this was a legal 'right' I have	634	322	311	72	124	111	128	96	101	210	208	115	100	59	30	62	46	53	47	32	50	83	98	52	22	171	259	92
31%	32%	30%	32%	35%	34%	36%	31%	21%	39%	35%	27%	20%	33%	35%	27%	27%	30%	32%	33%	26%	31%	35%	29%	39%	43%	31%	45%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	714	388	326	80	127	106	114	115	172	187	213	153	163	62	27	75	61	59	51	38	64	94	92	73	19	118	311	84
35%	38%	31%	36%	36%	32%	32%	36%	36%	34%	36%	36%	35%	33%	35%	31%	33%	36%	33%	34%	39%	33%	34%	33%	41%	32%	30%	38%	41%
I wasn't aware of this before now	719	300	418	72	104	112	118	104	210	148	176	165	230	55	28	93	64	66	51	28	78	96	91	52	17	106	258	31
35%	30%	40%	32%	29%	34%	33%	33%	43%	27%	29%	38%	47%	31%	33%	40%	37%	37%	34%	29%	41%	35%	32%	29%	29%	27%	31%	15%	

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

\* small base

**ICO Public Awareness Survey**

Table 210

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law?**  
Request information that is not routinely made public from public sector bodies (e.g., a government department, local council, or state school)  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	801	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	825	347	569	1542	525	596	693	778	1471	1302	765	979	1088
I was aware that this was a legal 'right' I have	634	283	121	150	555	79	305	195	134	329	473	161	405	229
31%	45%	35%	26%	36%	15%	51%	28%	17%	22%	36%	21%	41%	21%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	714	200	135	211	547	167	191	285	238	523	463	251	365	349
35%	32%	39%	37%	35%	32%	32%	41%	31%	36%	36%	33%	37%	32%	
I wasn't aware of this before now	719	142	90	208	440	279	99	213	407	620	366	353	210	509
35%	23%	26%	36%	29%	53%	17%	31%	52%	42%	28%	46%	21%	47%	

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

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022



Table 211

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law? Be informed whenever an organisation is [collecting and/or] using your data**  
**Base: All respondents**

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I was aware that this was a legal 'right' I have	677	351	324	98	137	118	126	100	86	211	223	125	118	63	27	78	53	55	46	28	49	101	100	60	17	168	292	102
33%	33%	35%	31%	44%	39%	36%	35%	32%	20%	39%	37%	29%	24%	36%	32%	34%	31%	31%	31%	29%	26%	37%	36%	34%	29%	43%	35%	49%
I thought you should be able to do this, but I didn't know it was a legal 'right'	741	369	372	73	129	113	127	115	184	194	218	167	162	59	29	69	55	55	59	43	77	96	113	61	23	129	304	75
36%	37%	35%	33%	36%	34%	35%	36%	38%	38%	36%	37%	33%	33%	34%	35%	30%	32%	40%	44%	40%	35%	40%	35%	40%	33%	37%	37%	36%
I wasn't aware of this before now	649	290	359	51	89	98	107	101	203	139	156	141	214	54	29	83	63	68	44	26	66	75	69	56	17	96	232	31
31%	29%	34%	23%	25%	30%	30%	32%	42%	25%	26%	33%	43%	31%	34%	36%	37%	38%	29%	27%	34%	28%	24%	32%	30%	24%	28%	15%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B \* small base Prepared by Revealing Reality

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 212

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law? Be informed whenever an organisation is [collecting and/or] using your data**  
**Base: All respondents**

	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI	
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Very familiar (e)	Somewhat familiar (f)	Not familiar at all (g)	NET: Not familiar (h)	Prior experience (i)	No prior experience (j)	Some past action (k)	No past action (l)
Unweighted base	2067	803	348	601	1550	517	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765
I was aware that this was a legal 'right' I have	677	291	133	169	594	84	299	220	159	378	497	180
33%	47%	38%	30%	39%	16%	50%	32%	20%	26%	38%	24%	44%
I thought you should be able to do this, but I didn't know it was a legal 'right'	741	209	135	226	569	171	194	288	259	547	481	260
36%	33%	39%	40%	37%	33%	32%	42%	33%	37%	37%	34%	37%
I wasn't aware of this before now	649	125	80	174	379	271	103	186	360	546	324	325
31%	20%	23%	31%	25%	51%	17%	27%	46%	37%	25%	42%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 213

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law? Find out if a company or organisation is using or storing your personal information and ask to get copies of it (This may be any information you typed in or has been collected by monitoring your activity)**  
**Base: All respondents**

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
I was aware that this was a legal 'right' I have	671	365	304	96	131	121	125	98	100	206	222	124	119	52	26	67	59	50	48	33	60	103	90	65	18	158	296	91
32%	36%	29%	43%	37%	37%	35%	31%	21%	38%	37%	29%	24%	30%	30%	29%	34%	28%	33%	34%	31%	38%	32%	37%	31%	40%	36%	44%	
I thought you should be able to do this, but I didn't know it was a legal 'right'	739	383	356	78	116	105	127	116	197	203	214	158	164	75	29	71	50	63	48	39	72	96	112	65	20	123	301	90
36%	38%	34%	35%	33%	32%	35%	37%	41%	37%	36%	37%	33%	33%	43%	34%	31%	29%	35%	32%	41%	38%	35%	40%	37%	35%	31%	36%	43%
I wasn't aware of this before now	657	262	395	50	109	103	108	101	186	135	161	151	210	49	30	92	63	65	53	25	60	74	79	48	20	113	231	26
32%	26%	37%	22%	31%	31%	30%	32%	38%	25%	27%	35%	43%	28%	35%	40%	37%	36%	35%	26%	31%	27%	28%	27%	34%	29%	28%	13%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B \* small base Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 214

**Q18. For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that was protected by law? Find out if a company or organisation is using or storing your personal information and ask to get copies of it (This may be any information you typed in or has been collected by monitoring your activity)**  
**Base: All respondents**

	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI	
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Very familiar (e)	Somewhat familiar (f)	Not familiar at all (g)	NET: Not familiar (h)	Prior experience (i)	No prior experience (j)	Some past action (k)	No past action (l)
Unweighted base	2067	803	348	601	1550	517	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765
I was aware that this was a legal 'right' I have	671	303	132	166	602	69	315	216	140	356	504	167
32%	49%	38%	29%	39%	13%	53%	31%	18%	24%	39%	22%	43%
I thought you should be able to do this, but I didn't know it was a legal 'right'	739	202	138	223	564	176	201	284	255	538	485	255
36%	32%	40%	39%	37%	33%	34%	41%	33%	37%	37%	33%	38%
I wasn't aware of this before now	657	119	76	180	376	281	80	194	383	577	313	343
32%	19%	22%	32%	24%	53%	13%	28%	49%	39%	24%	45%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 215

**Q19. Which of the following have you done in the past 12 months? If you have done any of these things, but more than 12 months ago please just leave them unticked.**  
**Base: All respondents**

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Reject/decline cookies when prompted when I'm online (e.g. when you see a pop-up asking about cookies)	1145	567	576	121	192	181	214	190	247	311	349	245	240	99	47	124	82	81	82	66	122	157	151	104	30	216	475	116
55%	56%	55%	54%	54%	55%	60%	60%	51%	51%	57%	58%	57%	49%	56%	56%	54%	48%	46%	55%	68%	63%	57%	54%	59%	51%	55%	57%	56%
Asked a company/organisation to be removed from their contact list or marketing emails	987	456	530	96	181	150	175	159	225	203	294	208	192	86	42	99	79	67	81	38	100	131	140	93	29	207	396	110
48%	45%	50%	43%	51%	46%	49%	50%	47%	54%	49%	48%	39%	39%	49%	50%	43%	46%	38%	55%	39%	52%	48%	50%	52%	50%	52%	48%	53%
Complained to a company/organisation about your dissatisfaction in the way they have been handling your personal information	121	83	39	21	39	31	14	8	9	42	30	25	24	9	4	7	17	7	6	3	8	41	12	3	5	37	62	42
6%	8%	4%	10%	11%	9%	4%	2%	2%	8%	5%	6%	5%	5%	5%	5%	3%	10%	4%	4%	3%	4%	15%	4%	2%	8%	9%	7%	20%
Formally complained to the ICO about the way a company/organisation has handled your personal information	56	38	17	10	22	11	7	2	2	22	13	14	7	3	-	5	4	6	3	2	4	17	7	1	5	24	27	23
3%	4%	2%	5%	6%	3%	2%	1%	*	4%	2%	3%	2%	2%	2%	-	2%	2%	3%	2%	2%	2%	6%	2%	1%	9%	6%	3%	11%



**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 216  
**Q19. Which of the following have you done in the past 12 months? If you have done any of these things, but more than 12 months ago please just leave them unticked.**  
**Base: All respondents**

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088	
Weighted base	311	56	34	72	162	149	44	87	161	268	114	198	47	265
None of these	15%	9%	10%	13%	11%	28%	7%	13%	23%	18%	9%	2%	5%	24%
					abcd		f	ghi	fg		j		l	

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

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 217  
**Gender**  
**Base: All respondents**

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Male	1009	1009	-	108	177	158	189	161	216	291	310	207	201	83	42	108	85	83	73	51	90	142	139	89	24	194	488	145
49%	49%	100%	-	48%	50%	48%	53%	51%	45%	54%	52%	48%	41%	47%	49%	47%	50%	47%	49%	53%	47%	52%	49%	50%	41%	49%	59%	70%
		b					i			m	m															A		
Female	1055	-	1055	115	177	172	171	154	267	252	287	225	291	92	43	120	87	95	75	45	102	131	142	89	34	201	338	62
51%	-	100%	51%	50%	52%	47%	49%	55%	48%	48%	52%	59%	59%	53%	51%	52%	50%	53%	50%	47%	53%	48%	50%	50%	59%	51%	41%	30%
		a					g			j																B		
Other	2	-	-	1	1	-	-	-	1	*	-	1	1	-	-	1	-	-	1	*	-	-	1	-	-	-	1	1
	*	-	-	*	*	-	-	-	*	-	-	*	*	-	-	*	-	-	*	-	-	*	-	-	-	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 218  
**Gender**  
**Base: All respondents**

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Male	1009	303	185	297	785	224	356	396	298	654	683	327	511	499
49%	49%	53%	52%	51%	43%	60%	51%	38%	44%	52%	43%	52%	49%	
		e	e	e	e	gh	hi			h	k		m	
Female	1055	320	162	272	754	301	239	336	480	817	618	438	467	588
51%	51%	47%	48%	49%	57%	40%	40%	48%	62%	56%	47%	57%	48%	54%
						bcd		f	ghi	fg		j		
Other	2	1	1	*	2	-	1	1	-	1	2	1	2	1
	*	*	*	*	*	*	*	*	*	*	*	*	*	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 219  
**Age**  
**Base: All respondents**

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	483	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
18-24	224	108	115	224	-	-	-	-	-	83	73	37	31	11	8	37	17	22	15	12	18	48	19	14	1	43	88	51	
11%	11%	11%	100%	-	-	-	-	-	-	15%	12%	9%	6%	6%	10%	16%	10%	12%	10%	10%	17%	7%	8%	2%	11%	11%	24%		
			efghi							lm	m					nxy		y		y		nxyw							
25-34	355	177	177	-	355	-	-	-	-	93	112	93	57	19	11	26	33	40	23	16	25	73	41	33	14	115	189	58	
17%	18%	17%	-	100%	-	-	-	-	-	17%	19%	21%	12%	11%	13%	12%	19%	23%	16%	17%	13%	27%	15%	18%	24%	23%	23%	28%	
			dfghi							m	m	m				n	npq	rs	st	uv	vw	xy	z		B				
35-44	329	158	172	-	-	329	-	-	-	79	101	68	81	36	12	32	40	26	32	11	28	34	36	28	14	99	167	40	
			deghi							vw						ptuvw		vw							ptw				
45-54	380	189	171	-	-	-	380	-	-	80	107	62	111	37	16	40	24	29	29	20	34	37	62	30	5	84	195	28	
17%	19%	16%	-	-	-	100%	-	-	-	15%	16%	14%	23%	15%	18%	17%	14%	16%	19%	20%	17%	13%	22%	17%	8%	21%	24%	14%	
			defhi							j						vy		y				vy							
55-64	316	161	154	-	-	-	-	316	-	75	80	79	81	30	19	47	20	17	18	18	26	35	45	29	13	50	128	15	
15%	16%	15%	-	-	-	-	100%	-	-	14%	13%	18%	16%	17%	22%	21%	12%	9%	12%	19%	13%	13%	16%	17%	22%	13%	15%	7%	
			defgi							k						qr	qrs		r										
65+	483	216	267	-	-	-	-	483	-	134	124	94	132	42	19	47	37	44	32	20	62	46	78	44	12	5	61	15	
23%	21%	25%	-	-	-	-	100%	-	-	25%	21%	22%	27%	24%	23%	21%	22%	25%	21%	21%	32%	17%	28%	25%	20%	1%	7%	7%	
			defgh							k											pqsv		v				A		
NET: 18-34	579	285	292	224	355	-	-	-	-	176	185	130	88	31	19	63	51	62	39	28	43	121	61	47	15	158	277	109	
28%	28%	28%	100%	100%	-	-	-	-	-	32%	31%	30%	18%	17%	23%	28%	29%	35%	26%	23%	44%	22%	26%	26%	26%	40%	34%	52%	
			fghi	fghi						m	m	m				n	n	nvw		n		noqrstuvw				B			
NET: 35-54	689	347	342	-	-	329	360	-	-	159	208	130	192	73	28	71	64	55	61	31	61	71	97	58	19	182	362	68	
			dehi	dehi						j						pv	v	v	v	v		y	v						

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base

**ICO Public Awareness Survey**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Table 219  
**Age**  
**Base: All respondents**



Table 220

**Age**  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Total	2067	803	348	601	1550	591	702	774	1476	1317	750	881	1088
Unweighted base	2067	803	348	601	1550	591	702	774	1476	1317	750	881	1088
Weighted base	224	61	47	70	179	63	68	93	161	148	75	134	90
18-24	11%	10%	13%	12%	12%	9%	11%	10%	12%	11%	10%	14%	8%
25-34	355	153	75	82	310	144	99	112	211	255	101	220	136
17%	24%	21%	14%	20%	9%	24%	14%	14%	14%	20%	13%	22%	12%
35-44	329	118	73	87	279	120	100	109	209	233	96	171	158
16%	19%	21%	15%	18%	10%	20%	14%	14%	14%	18%	13%	17%	15%
45-54	360	122	63	88	273	91	124	145	269	233	127	169	191
17%	20%	18%	15%	18%	17%	15%	18%	19%	18%	18%	17%	17%	18%
55-64	316	92	48	79	218	84	116	116	232	185	131	134	181
15%	15%	14%	14%	14%	19%	14%	17%	15%	18%	14%	17%	14%	17%
65+	483	79	42	163	283	93	187	203	390	249	234	151	332
23%	13%	12%	29%	18%	38%	16%	27%	26%	27%	19%	31%	15%	31%
NET: 18-34	579	214	121	153	488	207	166	205	372	403	176	353	226
28%	34%	35%	27%	32%	17%	35%	24%	26%	25%	31%	23%	36%	21%
NET: 35-54	689	241	136	175	552	212	223	255	478	466	224	341	349
33%	38%	39%	31%	36%	26%	38%	32%	33%	32%	36%	29%	35%	32%
39%	27%	26%	42%	33%	57%	30%	44%	41%	42%	33%	48%	29%	47%
Average age	48.5	44.5	43.33	49.73	46.17	55.33	44.9	50.71	49.28	49.95	46.53	51.84	52.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 221

**Social Grade**  
Base: All respondents

	Gender			Age					Social Grade				Region										Employment Sector					
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(aa)	(ab)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85	229	172	178	149	97	192	273	281	178	58	395	828	208
A	140	80	60	25	19	21	21	20	34	140	-	-	-	5	4	18	9	16	8	9	12	26	17	5	12	28	60	29
7%	8%	6%	11%	5%	6%	6%	6%	6%	7%	26%	-	-	-	3%	5%	8%	5%	9%	6%	9%	6%	10%	6%	3%	21%	7%	7%	14%
B	404	211	192	58	74	59	59	55	99	404	-	-	-	35	14	39	30	36	25	16	39	67	53	35	16	93	163	60
20%	21%	18%	26%	21%	18%	16%	17%	21%	12%	74%	-	-	-	20%	16%	17%	18%	20%	17%	16%	20%	25%	19%	20%	27%	24%	20%	29%
C1	597	310	287	73	112	101	107	80	124	-	597	-	-	50	31	57	51	43	46	18	54	79	92	59	17	157	237	54
29%	31%	27%	33%	31%	31%	30%	25%	26%	26%	-	100%	-	-	28%	36%	25%	30%	24%	31%	19%	28%	29%	33%	33%	29%	40%	29%	26%
C2	433	207	225	37	93	68	62	79	94	-	-	433	-	36	19	46	40	38	33	29	48	52	49	39	5	80	213	41
21%	21%	21%	17%	26%	21%	17%	25%	19%	19%	-	-	100%	-	20%	22%	20%	23%	21%	22%	30%	25%	19%	17%	22%	9%	20%	26%	20%
D	257	118	138	24	39	52	60	31	52	-	-	-	257	22	6	39	27	24	20	9	22	17	42	24	5	32	145	19
12%	12%	13%	11%	11%	16%	17%	10%	11%	11%	-	-	-	52%	12%	7%	17%	16%	14%	13%	9%	12%	6%	15%	14%	8%	8%	18%	9%
E	236	82	153	7	18	30	52	50	79	-	-	-	236	28	11	31	15	21	16	16	17	31	29	16	3	4	9	6
11%	8%	14%	3%	5%	9%	14%	16%	16%	16%	-	-	-	48%	16%	13%	13%	9%	12%	11%	17%	9%	11%	10%	9%	6%	1%	1%	3%
NET: AB	544	291	252	83	93	79	80	75	134	544	-	-	-	40	18	56	39	52	33	25	50	93	70	40	28	122	223	88
26%	29%	24%	29%	26%	24%	22%	24%	28%	28%	100%	-	-	-	23%	21%	25%	23%	29%	22%	26%	26%	34%	25%	22%	48%	31%	27%	42%
NET: ABC1	1141	601	539	156	205	180	187	155	257	544	597	-	-	90	49	113	89	95	79	43	105	172	162	98	45	278	460	142
55%	60%	51%	70%	58%	55%	52%	49%	53%	53%	100%	100%	-	-	51%	58%	49%	52%	53%	53%	45%	54%	63%	58%	55%	77%	70%	56%	68%
NET: C2DE	926	408	517	68	150	149	173	161	226	-	-	433	493	86	36	116	82	83	69	54	88	101	119	79	13	116	367	66
45%	40%	49%	30%	42%	45%	48%	51%	47%	47%	-	-	100%	100%	49%	42%	51%	48%	47%	47%	55%	46%	37%	42%	45%	23%	30%	44%	32%
NET: DE	493	201	291	31	57	81	111	81	132	-	-	-	493	50	17	70	42	45	38	25	39	49	71	41	8	36	154	25
24%	20%	28%	14%	16%	25%	31%	29%	27%	27%	-	-	-	100%	29%	20%	30%	25%	26%	24%	26%	21%	18%	25%	23%	14%	9%	19%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 222

**Social Grade**  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Total	2067	803	348	601	1550	591	702	774	1476	1317	750	881	1088
Unweighted base	2067	803	348	601	1550	591	702	774	1476	1317	750	881	1088
Weighted base	140	45	30	44	119	21	48	38	54	92	42	88	52
A	7%	7%	9%	8%	8%	4%	8%	5%	7%	6%	8%	6%	9%
B	404	142	73	114	329	75	147	142	115	257	272	132	215
20%	23%	21%	20%	21%	14%	25%	20%	15%	17%	21%	17%	22%	17%
C1	597	243	107	142	492	104	181	224	192	416	406	191	289
29%	39%	31%	25%	32%	20%	30%	32%	25%	28%	31%	25%	30%	28%
C2	433	116	67	120	302	131	121	135	177	312	250	183	186
21%	18%	19%	21%	20%	25%	20%	19%	23%	21%	19%	24%	19%	23%
D	257	53	48	77	179	78	60	79	118	197	148	109	108
12%	8%	14%	14%	12%	15%	10%	11%	15%	13%	11%	14%	11%	14%
E	236	27	22	73	121	115	38	76	122	198	128	108	93
11%	4%	6%	13%	8%	22%	6%	11%	16%	13%	10%	14%	10%	13%
NET: AB	544	187	103	158	448	97	195	180	169	349	370	174	302
26%	30%	30%	28%	29%	18%	33%	26%	22%	24%	28%	23%	31%	22%
NET: ABC1	1141	430	210	300	940	201	376	404	361	765	776	365	592
55%	69%	61%	53%	61%	38%	63%	58%	46%	52%	60%	48%	60%	50%
NET: C2DE	926	195	137	270	602	324	220	289	418	707	526	400	388
45%	31%	39%	47%	39%	62%	37%	42%	54%	48%	40%	52%	40%	50%
NET: DE	493	80	70	150	300	193	98	154	240	395	276	217	201
24%	13%	20%	26%	19%	37%	16%	22%	31%	27%	21%	28%	21%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 223

	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Scotland	176	83	92	11	19	de	de	30	42	40	50	36	50	-	-	-	-	-	-	-	-	-	-	-	-	41	64	10
North East	85	42	43	8	11	12	16	19	19	18	31	19	17	-	85	-	-	-	-	-	-	-	-	-	-	19	27	10
North West	229	108	120	37	26	32	40	47	47	56	57	46	70	-	-	229	-	-	-	-	-	-	-	-	-	37	99	22
Yorkshire & Humberside	172	85	87	17	33	40	24	20	37	39	51	40	42	-	-	-	172	-	-	-	-	-	-	-	-	26	78	17
West Midlands	178	83	95	22	40	26	29	17	44	52	43	38	45	-	-	-	178	-	-	-	-	-	-	-	-	39	57	14
East Midlands	149	73	75	15	23	32	29	18	32	33	46	33	36	-	-	-	-	149	-	-	-	-	-	-	-	20	68	8
Wales	97	51	45	12	16	11	20	18	20	25	18	29	25	-	-	-	-	-	-	97	-	-	-	-	-	14	39	8
Eastern	192	90	102	18	25	28	34	26	62	50	54	48	39	-	-	-	-	-	-	-	192	-	-	-	-	27	73	11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 223  
**GO Region**  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector					
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberside	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
London	273	142	131	48	73	34	37	35	46	93	79	52	49	-	-	-	-	-	-	-	-	273	-	-	-	-	72	114	62
South East	281	139	142	19	41	36	62	45	78	70	92	49	71	-	-	-	-	-	-	-	-	-	281	-	-	50	115	23	
South West	178	89	89	14	33	28	30	29	44	40	59	39	41	-	-	-	-	-	-	-	-	-	-	178	-	34	74	19	
Northern Ireland	58	24	34	1	14	14	5	13	12	28	17	5	8	-	-	-	-	-	-	-	-	-	-	-	58	16	20	4	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**

Absolutes/col percents

Table 224  
**GO Region**  
 Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Scotland	176	80	35	47	141	35	48	73	55	128	110	66	87	88
North East	85	35	10	27	71	13	23	34	27	61	51	34	43	42
North West	229	60	31	62	153	76	62	76	91	168	130	99	98	131
Yorkshire & Humberside	172	51	22	44	117	55	47	57	67	125	99	72	72	100
West Midlands	178	47	26	44	117	60	43	52	83	135	104	74	76	101
East Midlands	149	44	19	48	111	38	32	51	66	117	99	50	73	75
Wales	97	28	22	28	78	19	24	36	37	73	62	35	41	57
Eastern	192	53	33	55	141	51	49	65	78	143	121	71	81	111
London	273	92	64	68	224	49	116	62	95	157	192	81	167	106
South East	281	78	46	81	205	76	79	106	96	202	185	96	132	149
South West	178	57	29	49	135	43	56	59	63	122	115	63	83	95
Northern Ireland	58	21	10	18	48	10	17	21	20	41	33	25	26	32

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 225  
 Have you taken a foreign holiday in the last 3 years?  
 Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)	
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Yes	865	443	421	135	197	127	129	113	167	277	251	195	142	68	32	92	71	66	53	37	70	156	119	67	35	204	379	136
No	1202	566	634	89	158	203	232	203	316	267	345	238	351	108	53	138	101	96	60	60	122	117	162	111	23	191	450	72

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**

ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 226  
Have you taken a foreign holiday in the last 3 years?  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Yes	865	311	166	222	698	167	291	294	261	574	589	276	473	392
42%	50%	48%	39%	45%	32%	49%	42%	36%	39%	45%	36%	48%	36%	
	ce	ce	e	ce		ghi	h			k		m		
No	1202	314	181	348	843	358	305	399	498	897	712	489	507	695
58%	50%	52%	61%	55%	68%	51%	58%	64%	61%	55%	64%	52%	64%	
	abd			abcd		f	fg	f		j		i		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

ICU PUBLIC AWARENESS SURVEY  
ONLINE Fieldwork: 15th to 17th July 2022

Page 243

Table 227  
Opinion Influencer  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Yes	208	145	62	51	58	40	28	15	15	88	54	41	25	10	10	22	17	14	8	8	11	62	23	19	4	68	105	208
10%	14%	6%	23%	16%	12%	8%	5%	3%	3%	16%	9%	9%	5%	6%	11%	10%	10%	8%	6%	8%	6%	23%	8%	11%	7%	17%	13%	100%
	b		ghi	ghi	hi	i				km	m	m										nopqrstuwxy						
No	1859	865	994	173	297	290	332	300	468	456	543	392	468	165	75	207	155	164	140	90	181	211	258	158	54	327	722	-
90%	86%	94%	77%	84%	88%	92%	95%	97%	97%	84%	91%	91%	95%	94%	89%	90%	90%	92%	94%	92%	94%	77%	92%	89%	93%	83%	87%	-
	a		d	de	def	defg				j	j	kl		v	v	v	v	v	v	v	v	v	v	v	v	v	v	v

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

ICU PUBLIC AWARENESS SURVEY  
ONLINE Fieldwork: 15th to 17th July 2022

Page 244

Table 228  
Opinion Influencer  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Yes	208	103	55	40	198	9	129	54	24	79	184	24	172	35
10%	16%	16%	7%	13%	2%	22%	8%	3%	5%	5%	14%	3%	18%	3%
	cde	ce	e	ce		ghi	hi			h	k		m	
No	1859	522	292	530	1343	516	467	639	754	1393	1118	741	807	1052
90%	84%	84%	93%	87%	98%	78%	92%	97%	95%	86%	97%	82%	97%	
	abd		a	abcd		f	fgi	fg		j		i		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

ICU PUBLIC AWARENESS SURVEY  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 229  
Tenure  
Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
NET: Homeowners	1402	710	692	116	214	201	247	241	383	423	411	320	248	106	55	152	106	117	108	73	135	159	207	134	50	273	573	146
68%	70%	66%	52%	60%	61%	69%	76%	79%	78%	69%	74%	50%	50%	60%	65%	66%	62%	66%	72%	75%	70%	58%	74%	75%	87%	69%	69%	70%
	b		def	defg	defg	defg	defg	defg	km	m	m								rv	rv	v	nqv	nqv	nopqrstuwxy				
Owned outright without mortgage	816	405	411	54	67	51	113	175	356	246	227	177	167	55	30	83	65	60	60	48	93	96	118	82	26	80	264	79
40%	40%	39%	24%	19%	15%	31%	55%	74%	45%	38%	41%	34%	34%	31%	35%	36%	38%	34%	41%	49%	48%	35%	42%	46%	45%	20%	32%	38%
	f		ef	defg	defgh	km			km										rprv	rprv	n	rvv				A		
Owned with a mortgage or loan	586	304	281	62	147	150	134	66	27	177	184	143	81	51	25	70	41	57	47	24	42	63	88	52	24	193	310	67
28%	30%	27%	28%	41%	46%	37%	21%	6%	33%	31%	33%	16%	16%	29%	30%	30%	24%	32%	32%	25%	22%	23%	31%	29%	42%	49%	37%	32%
	i		dghi	dhi	dghi	dhi	i		m	m	m						uv	u	u	25%	22%	23%	31%	29%	42%	49%	37%	32%
NET: Renters	644	288	355	99	138	125	111	74	96	114	161	109	240	68	30	74	64	59	41	24	55	110	73	40	7	118	246	59
31%	29%	34%	44%	39%	38%	31%	23%	20%	21%	30%	25%	49%	49%	39%	35%	32%	37%	33%	27%	25%	28%	40%	26%	23%	13%	30%	30%	29%
	a		ghi	ghi	hi	hi			j	j	kl			stuwxy	y	y	wxy	y	y	25%	28%	40%	26%	23%	13%	30%	30%	29%
NET: Rent from Council Housing Association	393	175	218	62	53	72	73	55	77	55	93	65	179	47	19	49	33	41	25	15	33	62	46	19	4	63	117	35
19%	17%	21%	28%	15%	22%	20%	17%	16%	10%	16%	15%	36%	36%	27%	23%	21%	19%	23%	17%	16%	17%	23%	16%	11%	6%	16%	14%	17%
	eh		ehi	ei					j	j	kl			stuwxy	xy	xy	xy	xy	y	y	xy	xy	y					
Rented from the council	247	110	138	27	35	48	50	36	51	33	53	42	119	35	11	23	24	28	18	12	22	37	27	9	1	42	66	21
12%	11%	13%	12%	10%	15%	14%	11%	11%	6%	9%	10%	24%	24%	20%	13%	10%	14%	16%	12%	12%	13%	9%	5%	2%	11%	8%	10%	
	j		kl						j	kl				pqrwxy	xy	y	xy	xy	xy	y	xy	xy	y					
Rented from a housing association	145	65	80	34	18	24	24	19	26	22	41	23	60	12	8	26	8	12	7	3	10	26	20	10	3	21	50	14
7%	6%	8%	15%	5%	7%	7%	6%	5%	4%	7%	5%	12%	12%	7%	10%	11%	5%	7%	5%	3%	5%	9%	7%	5%	5%	5%	6%	7%
	efghi		efghi						j		kl			qstu														
Rented from someone else	252	113	137	38	85	53	38	19	19	59	87	44	61	21	10	26	31	19	15	9	22	48	26	22	4	55	130	25
12%	11%	13%	17%	24%	16%	10%	6%	4%	11%	15%	10%	12%	12%	12%	12%	11%	18%	10%	10%	9%	11%	18%	9%	12%	7%	14%	16%	12%
	ghi		dghi	dhi	ghi	hi			i					12%	12%	11%	18%	10%	10%	9%	11%	18%	9%	12%	7%	14%	16%	12%
Rent free	21	12	9	8	3	3	2	1	3	7	5	4	4	2	-	3	1	1	*	1	3	4	2	3	-	3	8	2
	efgh		efgh						efgh																			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/ghi - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
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[Return to Index](#)

ICU PUBLIC AWARENESS SURVEY  
ONLINE Fieldwork: 15th to 17th July 2022



NET: Rent from Council/ Housing Association	393	102	47	120	268	124	94	111	188	299	245	147	177	216
	19%	16%	14%	21%	17%	24%	16%	16%	24%	20%	19%	19%	18%	20%
				ab		abd			fg	fg				
Rented from the council	247	70	28	69	167	81	60	66	121	187	150	98	106	141
	12%	11%	8%	12%	11%	15%	10%	9%	16%	13%	11%	13%	11%	13%
						bd			fg	g				
Rented from a housing association	145	32	19	51	102	43	34	46	66	112	96	50	71	75
	7%	5%	6%	9%	7%	8%	6%	7%	9%	8%	7%	7%	7%	7%
				a		a								
Rented from someone else	252	88	46	72	206	46	75	76	101	177	160	92	125	127
	12%	14%	13%	13%	13%	9%	13%	11%	13%	12%	12%	12%	13%	12%
		e	e	e	e									
Rent free	21	3	3	8	14	6	7	7	6	13	15	6	10	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m

[Return to Index](#)

### ICO Public Awareness Survey ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 231  
What is the highest educational level that you have achieved to date?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)		
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
No formal education	14	6	7	-	3	1	1	3	6	1	2	7	5	2	-	3	3	1	1	-	-	1	3	-	-	1	5	-	
	1%	1%	1%	-	1%	*	*	1%	1%	*	*	2%	1%	1%	-	1%	2%	1%	1%	-	-	1%	-	-	*	1%	-	-	
Primary	12	7	4	-	2	-	4	3	4	-	1	5	6	1	1	2	-	-	1	-	-	1	4	1	1	2	3	-	
	1%	1%	*	-	*	-	1%	1%	1%	-	*	1%	1%	1%	2%	1%	-	-	1%	-	-	1%	1%	1%	1%	*	*	-	
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1021	473	547	88	133	153	186	168	293	180	269	248	325	72	40	125	91	109	81	57	107	98	150	75	16	139	395	40	
	49%	47%	52%	39%	37%	47%	52%	53%	61%	33%	45%	57%	66%	41%	48%	55%	53%	61%	54%	58%	56%	36%	53%	42%	29%	35%	48%	19%	
				a		e	de	de	defg	j	k	kl		y	noxy	noxy	noxy	noxy	noxy	noxy	noxy	noxy	noxy	noxy	noxy		A		
University degree or equivalent professional qualification, NVQ level 4, etc.	695	360	335	65	136	120	126	116	131	216	236	128	116	72	28	59	54	54	48	27	57	99	97	74	27	174	288	91	
	34%	36%	32%	29%	38%	37%	35%	37%	27%	40%	40%	29%	23%	41%	33%	28%	32%	30%	32%	27%	29%	36%	34%	42%	47%	44%	35%	44%	
				di	i	i	i	i	lm	lm	lm	lm	lm	ptu	ptu	ptu	ptu	ptu	ptu	ptu	ptu	p	p	ptu	ptu	B			
Higher university degree, doctorate, MBA, NVQ level 5, etc.	279	142	136	35	78	53	44	24	45	134	71	38	35	26	10	34	21	13	16	12	21	65	24	24	13	79	134	66	
	13%	14%	13%	16%	22%	16%	12%	8%	9%	25%	12%	9%	7%	15%	12%	15%	12%	8%	11%	12%	11%	24%	9%	14%	22%	20%	16%	32%	
				hi	ghi	hi				km	m			rw		rw						noqrstuvw			rsuw				
Still in full time education	37	15	23	34	4	-	-	-	-	12	16	3	6	2	4	6	2	1	2	2	5	8	3	4	1	1	1	11	
	2%	1%	2%	15%	1%	-	-	-	-	2%	3%	1%	1%	1%	4%	3%	1%	*	1%	2%	2%	3%	1%	2%	1%	*	*	5%	
				efghi	i					i				r															
Don't know	2	2	-	-	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	
	*	*	-	-	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	
Prefer not to answer	7	4	4	2	1	1	-	1	2	1	1	3	2	1	1	-	-	-	-	-	3	1	1	-	-	-	2	-	
	*	*	*	1%	*	*	-	*	1%	*	*	1%	*	1%	1%	-	-	-	-	-	2%	*	*	-	-	-	*	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B

\* small base  
Prepared by Revealing Reality

[Return to Index](#)

### ICO Public Awareness Survey ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 232  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
No formal education	14	4	1	4	9	5	1	6	7	13	4	9	4	10
	1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%
Primary	12	1	-	3	5	7	2	5	4	10	3	9	6	6
	1%	*	-	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%
						abd								
Secondary school, high school, 6th form/ college, GCSE's, ALevels, BTEC, NVQ levels 1 to 3, etc.	1021	231	144	292	667	353	208	339	474	812	561	460	390	631
	49%	37%	42%	51%	43%	67%	35%	49%	61%	55%	43%	60%	40%	58%
				abd	a	abcd		f	fgi	fg		j		i
University degree or equivalent professional qualification, NVQ level 4, etc.	695	272	129	180	581	114	248	245	202	447	499	197	369	326
	34%	44%	37%	32%	38%	22%	42%	35%	26%	30%	38%	26%	38%	30%
		cde	e	e	ce		ghi	hi		h	k		m	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	279	111	67	71	249	30	127	85	67	152	205	74	188	91
	13%	18%	19%	12%	16%	6%	21%	12%	9%	10%	16%	10%	19%	8%
		ce	ce	e	ce		ghi	h		k		m		
Still in full time education	37	6	6	19	31	7	9	11	18	29	26	12	22	16
	2%	1%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%
		ae			2		2	1	1	2	1	1	1	1
Don't know	2	-	-	-	-	-	-	-	1	2	1	1	1	1
	*	-	-	-	-	-	-	-	1	2	1	1	1	1
					gd			*	*	*	*	*	*	*
					abcd			1%	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m

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[Return to Index](#)

### ICO Public Awareness Survey ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 233  
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Influencer			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Yes - responsible for half or more of the items bought	1911	897	1012	168	342	314	349	292	446	505	548	391	467	165	81	211	159	164	132	87	173	261	256					

No - not responsible for most of the items bought	156	42	24	54	120	37	38	55	63	118	104	53	81	76
	8%	7%	7%	9%	8%	7%	6%	8%	8%	8%	8%	7%	8%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 235  
How many cars are there in your household?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
No cars in the household	368	168	200	54	75	55	63	49	72	73	100	53	142	39	18	52	32	33	15	12	20	95	32	20	2	65	118	37
	18%	17%	19%	24%	21%	17%	17%	16%	15%	13%	17%	12%	29%	22%	22%	23%	19%	18%	10%	12%	10%	35%	11%	11%	3%	17%	14%	18%
				fhi	i								jd	suwxy	suwxy	suwxy	suy	suy		y		nopqrstuv	y					
NET: Any	1699	841	856	169	280	274	297	267	411	471	497	380	351	137	66	178	140	145	134	85	172	178	249	157	56	330	710	171
	82%	83%	81%	76%	79%	83%	83%	84%	85%	87%	83%	88%	71%	78%	78%	77%	81%	82%	90%	88%	90%	65%	89%	89%	97%	83%	86%	82%
				d	de	d	de	d	de	m	m	m	z	v	v	v	v	v	nopqrstv	v	nopqrstv		nopqrstv	nopqrstv	nopqrstv			
1	1092	528	563	70	146	187	191	170	328	282	328	209	273	96	49	127	95	94	82	52	104	109	152	107	25	187	416	80
	53%	52%	53%	31%	41%	57%	53%	54%	68%	52%	55%	48%	55%	55%	57%	55%	55%	53%	55%	54%	40%	54%	60%	43%	47%	50%	38%	
				d	de	de	de	defghi		v	v	v	v	v	v	v	v	v	v	v	v	v	v	v	v	v		
2	489	256	233	65	116	80	82	79	68	149	145	132	63	35	18	44	40	43	40	22	56	56	71	38	27	124	225	73
	24%	25%	22%	29%	33%	24%	23%	25%	14%	27%	24%	30%	13%	20%	21%	19%	24%	24%	27%	22%	29%	21%	25%	22%	46%	32%	27%	35%
				i	fghi	i	i	i		m	m	km									npv				nopqrstuv			
3+	118	57	60	35	18	7	25	18	15	39	24	40	15	6	-	7	4	9	13	11	12	13	26	12	5	18	69	18
	6%	6%	6%	16%	5%	2%	7%	6%	3%	7%	4%	9%	3%	3%	-	3%	3%	5%	9%	11%	6%	5%	9%	7%	8%	5%	8%	9%
				efghi			fi	f		km		km													wx	A		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 236  
How many cars are there in your household?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (j)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
No cars in the household	368	102	49	107	258	110	90	107	171	278	222	146	165	203
	18%	16%	14%	19%	17%	21%	15%	15%	22%	19%	17%	19%	17%	19%
				bd					fg					
NET: Any	1699	523	298	462	1283	415	505	586	607	1194	1080	619	814	885
	82%	84%	86%	81%	83%	79%	85%	85%	78%	81%	83%	81%	83%	81%
				e	e	e	h	h						
1	1092	313	175	289	776	316	292	386	414	800	652	440	490	601
	53%	50%	50%	51%	50%	60%	49%	56%	53%	54%	50%	57%	50%	55%
				abcd			f	j						
2	489	171	98	136	405	84	178	152	159	311	339	151	257	232
	24%	27%	28%	24%	26%	16%	30%	22%	20%	21%	26%	20%	26%	21%
				efghi			h							
3+	118	39	26	37	103	15	35	48	34	82	89	28	66	51
	6%	6%	6%	7%	3%	6%	6%	7%	4%	6%	7%	4%	7%	5%
				e	e	e	e	h		k				

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 237  
To which of the following ethnic groups do you consider you belong?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector						
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer		
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
White	1780	856	922	137	270	274	326	302	471	455	524	382	419	163	73	195	149	147	131	88	183	171	259	164	57	329	693	131	
	86%	85%	87%	61%	76%	83%	91%	96%	98%	84%	88%	88%	85%	93%	86%	85%	87%	83%	88%	91%	95%	63%	92%	92%	99%	83%	84%	63%	
				d	de	de	def	defg	defg	j	j			prv	v	v	v	v	v	v	opqrstv	prv	rv	opqrstv					
NET: Ethnic minority	266	141	125	83	77	52	34	13	7	84	69	44	69	11	10	34	22	27	18	5	9	94	22	12	1	60	126	74	
	13%	14%	12%	37%	22%	16%	9%	4%	1%	15%	12%	10%	14%	7%	12%	15%	13%	15%	12%	5%	5%	34%	8%	7%	1%	15%	15%	36%	
				efghi	ghi	ghi	hi	i		l				uy	rtuwx	uy	rtuwx	uy	uy		nopqrstuv								
Mixed	43	32	11	12	11	11	7	1	-	13	9	7	14	1	-	5	5	3	4	1	4	13	5	1	1	5	29	12	
	2%	3%	1%	6%	3%	3%	2%	*	-	2%	2%	2%	3%	1%	-	2%	3%	2%	2%	1%	2%	5%	2%	*	1%	1%	3%	6%	
				b	ghi	hi	hi	i													nx						A		
Asian	114	62	52	31	33	25	17	6	1	38	24	23	28	5	3	17	6	19	6	2	3	39	10	3	-	30	53	32	
	5%	6%	5%	14%	9%	8%	5%	2%	*	7%	4%	5%	6%	3%	4%	7%	4%	11%	4%	2%	2%	14%	4%	2%	-	8%	6%	16%	
				fghi	ghi	hi	hi	i		k						uay		nqstuwxy			nopqrstuv								
Black	62	30	32	16	17	10	7	6	5	21	14	11	15	1	3	8	8	3	3	2	2	31	2	-	-	18	28	20	
	3%	3%	3%	7%	5%	3%	2%	2%	1%	4%	2%	3%	3%	*	3%	3%	4%	2%	2%	2%	1%	11%	1%	-	-	5%	3%	9%	
				fghi	i										x	wx	nwx				nopqrstuv								
Chinese	38	11	27	23	11	1	2	1	-	12	15	2	9	5	3	5	1	1	5	-	1	9	3	5	-	4	9	5	
	2%	1%	3%	11%	3%	*	1%	*	-	2%	3%	*	2%	3%	4%	2%	1%	1%	4%	-	*	3%	1%	3%	-	1%	1%	3%	
				efghi	fghi					l					u				u			u							
Other ethnic group	10	7	4	-	5	4	1																						

Asian	114	35	25	27	87	27	41	38	35	72	72	41	63	51
Black	62	25	13	15	53	9	26	11	25	36	44	18	41	21
Chinese	38	10	3	17	30	7	11	16	11	27	33	5	30	8
Prefer not to answer	21	4	6	9	19	2	4	8	8	16	17	4	7	14

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 239  
To which of the following religious groups do you consider yourself to be a member of?  
Base: All respondents

Absolutes/col percents

	Gender		Age						Social Grade				Region										Employment Sector		Upson Influencer (C)			
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Christian	945	432	513	50	112	118	156	172	337	242	260	198	245	80	39	112	84	73	64	47	82	122	118	87	38	166	333	94
€	46%	43%	49%	23%	31%	36%	43%	54%	70%	44%	44%	46%	50%	45%	46%	49%	49%	41%	43%	48%	42%	45%	42%	49%	66%	42%	40%	45%
NET: Other	171	104	66	34	43	36	29	16	13	41	46	42	43	5	6	24	12	21	10	4	12	58	12	7	-	49	71	48
€	8%	10%	6%	15%	12%	11%	8%	5%	3%	7%	8%	10%	9%	3%	7%	10%	7%	12%	7%	4%	6%	21%	4%	4%	-	12%	9%	23%
Muslim	80	46	34	21	28	19	8	5	-	23	16	23	18	-	1	17	7	14	1	1	4	30	5	1	-	20	39	29
€	4%	5%	3%	9%	8%	6%	2%	2%	-	4%	3%	5%	4%	-	1%	7%	4%	8%	1%	1%	2%	11%	2%	-	-	5%	5%	14%
Hindu	16	13	3	4	4	3	3	2	-	6	7	2	1	1	1	-	-	1	2	-	-	6	4	1	-	6	8	6
€	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	-	-	1%	-	-	-	2%	1%	1%	-	1%	1%	3%
Jewish	14	11	3	2	2	1	4	1	5	4	3	4	2	-	-	3	-	-	-	-	1	8	-	2	-	3	6	4
€	1%	1%	-	1%	-	-	1%	-	1%	1%	1%	-	-	-	-	1%	-	-	-	-	-	3%	-	1%	-	1%	1%	2%
Sikh	13	13	-	3	6	1	2	2	-	2	1	4	6	1	-	2	2	2	1	-	-	4	2	-	-	6	4	2
€	1%	1%	-	1%	2%	-	-	-	-	-	-	1%	1%	1%	-	1%	1%	1%	1%	-	-	1%	1%	-	-	2%	-	1%
Buddhist	12	5	6	2	1	-	2	3	4	2	5	1	5	-	-	1	2	-	1	-	1	6	-	1	-	3	4	1
€	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	-	1%	-	-	2%	-	-	-	1%	1%	1%
Other	36	16	20	2	3	12	11	4	5	4	13	7	12	2	4	1	2	5	5	2	6	5	2	2	-	12	11	6
€	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
None	903	452	449	128	185	168	170	126	127	246	282	182	193	90	37	92	74	76	73	43	96	77	148	77	20	169	401	62
€	44%	45%	43%	57%	52%	51%	47%	40%	26%	45%	47%	42%	39%	51%	44%	40%	43%	43%	49%	44%	50%	28%	53%	43%	34%	43%	48%	30%
Prefer not to say	48	22	27	12	15	8	5	2	6	15	9	12	12	1	2	2	2	7	2	4	3	16	2	7	-	11	23	4
€	2%	2%	3%	5%	4%	2%	1%	1%	1%	3%	2%	3%	3%	1%	2%	1%	1%	4%	1%	4%	2%	6%	1%	4%	-	3%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 240  
To which of the following religious groups do you consider yourself to be a member of?  
Base: All respondents

Absolutes/col percents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Christian	945	267	146	262	675	269	264	324	358	681	568	377	416	529
€	46%	43%	42%	46%	44%	51%	44%	47%	46%	46%	44%	49%	42%	49%
NET: Other	171	60	34	40	134	37	74	44	52	97	122	49	101	70
€	8%	10%	10%	7%	9%	7%	12%	6%	7%	7%	9%	6%	10%	6%
Muslim	80	27	15	18	60	20	34	23	23	46	51	29	47	33
€	4%	4%	4%	3%	4%	4%	6%	3%	3%	3%	4%	4%	5%	3%
Hindu	16	6	6	4	15	-	10	4	2	6	12	4	10	6
€	1%	1%	2%	1%	1%	-	2%	1%	-	1%	1%	-	1%	1%
Jewish	14	3	3	2	7	7	6	4	4	7	8	6	7	6
€	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Sikh	13	5	3	2	10	3	6	3	4	7	11	2	7	6
€	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%
Other	36	14	7	10	31	5	15	9	12	21	29	7	22	14
€	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
None	903	290	154	251	695	208	252	303	347	651	585	318	445	458
€	44%	46%	44%	44%	45%	40%	42%	44%	45%	44%	45%	42%	45%	42%
Prefer not to say	48	8	13	17	37	11	6	22	21	43	28	21	17	31
€	2%	1%	4%	3%	2%	2%	1%	3%	3%	3%	2%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 241  
Which of the following best describes where you live?  
Base: All respondents

Absolutes/col percents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Influencer		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber (q)	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Urban	1649	842	805	198	304	282	280	235	349	449	481	339	379	139	75	200	135	159	110	59	120	268	224	120	42	338	670	186
€	80%	83%	76%	89%	86%	86%	78%	74%	72%	83%	81%	78%	77%	79%	88%	87%	78%	89%	74%	60%	63%	98%	80%	67%	72%	85%	81%	89%
Urban - Population over 10,000	971	528	442	142	211	166	164	122	165	288	301	173	210	92	36	106	84	100	48	24	49	240	103	61	28	227	396	139
€	47%	52%	42%	64%	59%	51%	46%	39%	34%	53%	50%	40%	42%	52%	43%	46%	49%	56%	32%	24%	26%	88%	37%	35%	49%	58%	48%	67%
Town and Fringe	677	314	363	56	93	116	116	112	184	161	180	167	170	46	38	94	51	59	61	35	71	28	121	59	13	110	274	46
€	33%	31%	34%	25%	26%	35%	32%	36%	38%	30%	30%	38%	34%	26%	45%	41%	30%	33%	41%	36%	37%	10%	43%	33%	23%	28%	33%	22%
NET: Rural	418	167	251	25	51	47	80	81	134	95	116	94	114	37	10	30	37	19	39	38	72	5	57	58	16	57	158	22
€	20%	17%	24%	11%	14%	14%	22%	26%	28%	17%	19%	22%	23%	21														



Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 242  
 Which of the following best describes where you live?  
 Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Total	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience (j)	experience (k)	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
NET: Urban	1649	504	285	459	1248	401	495	542	612	1154	1054	595	806	842
	80%	81%	82%	81%	81%	76%	83%	78%	79%	78%	81%	78%	82%	77%
Urban - Population over 10,000	971	322	177	257	756	215	318	292	362	653	640	331	485	476
	47%	52%	51%	45%	49%	41%	53%	42%	46%	44%	49%	43%	51%	44%
Town and Fringe	677	181	109	202	492	186	177	250	250	500	414	263	311	366
	33%	29%	31%	35%	32%	35%	30%	36%	32%	34%	32%	34%	32%	34%
NET: Rural	418	121	62	111	294	125	101	151	167	318	248	170	173	245
	20%	19%	18%	19%	19%	24%	17%	22%	21%	22%	19%	22%	18%	23%
Village	366	105	52	99	255	110	83	137	146	283	214	152	144	222
	18%	17%	15%	17%	17%	21%	14%	20%	19%	19%	16%	20%	15%	20%
Hamlet & isolated Dwelling	53	17	10	11	38	14	18	15	20	35	34	18	29	23
	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 243  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
NET: Working	1223	682	539	132	304	266	279	178	65	345	394	294	190	105	46	135	104	96	88	53	100	186	164	109	36	395	828	173
	59%	68%	51%	59%	85%	81%	77%	56%	13%	63%	66%	68%	39%	60%	55%	59%	60%	54%	59%	54%	52%	68%	58%	61%	63%	100%	100%	83%
NET: Employed	1108	625	483	126	284	247	245	159	46	326	358	258	169	94	40	126	90	90	77	48	93	172	149	95	33	393	715	159
	54%	62%	46%	57%	80%	75%	68%	50%	9%	60%	60%	59%	34%	54%	48%	55%	52%	51%	52%	50%	46%	63%	53%	53%	57%	100%	86%	77%
Working full time working 30 hours per week or more	921	564	357	104	249	218	209	123	18	291	309	201	120	81	34	106	70	79	61	41	78	148	118	77	30	335	586	137
	45%	56%	34%	47%	70%	66%	58%	39%	4%	54%	52%	46%	24%	46%	40%	46%	41%	44%	41%	42%	40%	54%	42%	44%	52%	85%	71%	66%
Working part-time working between 8 and 29 hours per week	187	61	125	22	35	30	37	36	27	35	49	54	49	14	7	20	20	11	17	8	16	24	31	18	3	58	129	23
	9%	6%	12%	10%	10%	9%	10%	11%	6%	6%	8%	13%	10%	8%	8%	9%	12%	6%	11%	8%	8%	9%	11%	10%	5%	15%	16%	11%
	6%	6%	5%	2%	6%	6%	9%	6%	4%	3%	6%	9%	4%	6%	7%	4%	8%	3%	7%	4%	4%	5%	5%	8%	5%	*	14%	7%
Self-employed - working 30 hours per week or more	64	38	26	4	10	11	24	7	7	11	20	23	10	7	2	3	11	4	8	3	3	7	9	6	1	-	64	5
	3%	4%	2%	2%	3%	3%	7%	2%	1%	2%	3%	5%	2%	4%	2%	1%	6%	2%	5%	3%	1%	3%	3%	2%	2%	-	8%	3%
Self-employed - working between 8 and 29 hours per week	50	19	30	1	9	7	10	11	13	7	17	15	11	3	4	7	3	2	3	1	4	7	6	8	2	1	49	8
	2%	2%	3%	*	3%	2%	3%	3%	3%	1%	3%	4%	2%	2%	5%	3%	2%	1%	2%	1%	2%	3%	2%	4%	3%	*	6%	4%
NET: Not working	844	327	516	92	52	64	81	138	418	199	203	139	303	71	38	94	68	82	61	44	92	87	117	69	22	-	-	35
	41%	32%	49%	41%	15%	19%	23%	44%	87%	37%	34%	32%	61%	40%	45%	41%	40%	46%	41%	46%	46%	32%	42%	39%	37%	-	-	17%
Not working but seeking work or temporarily unemployed or sick	73	33	40	10	13	12	16	21	2	8	8	5	52	8	3	9	6	9	8	1	5	11	7	4	2	-	-	2
	4%	3%	4%	4%	4%	4%	4%	7%	*	2%	1%	1%	11%	4%	4%	4%	4%	5%	5%	1%	3%	4%	3%	2%	3%	-	-	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 243  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

	Gender		Age					Social Grade				Region										Employment Sector						
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Not working and not seeking work	95	27	68	6	7	16	27	32	7	9	6	9	72	10	4	16	9	7	5	5	9	13	5	7	3	-	-	1
	5%	3%	6%	3%	2%	5%	7%	10%	1%	2%	1%	2%	15%	6%	5%	7%	5%	4%	4%	5%	5%	5%	2%	4%	5%	-	-	*
Student	86	35	50	74	9	-	2	-	-	23	42	11	10	8	5	11	7	6	5	5	7	15	10	6	1	-	-	16
	4%	3%	5%	33%	3%	-	1%	-	-	4%	7%	2%	2%	5%	6%	5%	4%	3%	4%	5%	4%	5%	3%	3%	2%	-	-	8%
Retired on a state pension only	122	35	87	-	-	-	-	1	122	11	12	17	82	19	3	12	3	10	4	9	18	16	21	6	1	-	-	1
	6%	4%	8%	-	-	-	-	*	25%	2%	2%	4%	17%	11%	3%	5%	2%	6%	3%	9%	10%	6%	7%	3%	1%	-	-	*
Retired with a private pension	346	181	164	-	1	-	3	59	282	136	120	64	26	21	17	36	31	27	30	14	36	27	58	38	12	-	-	15
	17%	18%	16%	-	*	-	1%	19%	58%	25%	20%	15%	5%	12%	20%	18%	15%	20%	15%	19%	10%	21%	21%	20%	-			

Working full time working 30 hours per week or more	921	406	224	170	800	121	349	294	279	572	633	289	505	416
45%	65%	64%	30%	52%	23%	59%	42%	36%	39%	49%	38%	52%	38%	
	cde	cde	e	ce		ghi	h			k		m		
Working part-time working between 8 and 29 hours per week	187	54	41	53	147	40	60	61	66	127	111	76	81	107
9%	9%	12%	9%	10%	8%	10%	9%	8%	9%	9%	10%	8%	10%	
NET: Self-employed	114	39	10	42	90	24	29	34	52	85	82	33	61	53
6%	6%	3%	7%	6%	5%	5%	5%	7%	6%	6%	4%	6%	5%	
	b	b	b	b										
Self-employed - working 30 hours per week or more	64	24	3	23	50	14	16	15	33	48	42	22	37	27
3%	4%	1%	4%	3%	3%	3%	3%	2%	4%	3%	3%	3%	4%	2%
	b	b	b	b					g					
Self-employed - working between 8 and 29 hours per week	50	16	6	18	40	10	13	19	19	38	40	10	24	26
2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	3%	3%	1%	2%	2%
										k				
NET: Not working	844	126	73	305	504	340	158	305	382	687	477	368	332	512
41%	20%	21%	54%	33%	65%	26%	44%	49%	47%	37%	48%	34%	47%	
			abd	ab	abcd		f	f	f		j		l	
unemployed or sick	73	18	11	24	53	20	15	22	36	58	48	25	36	37
4%	3%	3%	4%	3%	4%	3%	3%	3%	5%	4%	4%	3%	4%	3%
NET: Not working and not seeking work	95	9	4	31	43	52	18	35	42	77	63	32	38	59
5%	1%	1%	5%	3%	10%	3%	3%	5%	5%	5%	4%	4%	5%	
			abd	abcd		f	f							

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICU Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 244  
 Please indicate which of the following best describes your current working status.  
 Base: All respondents

Absolutes/col percents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)	
Weighted base	2007	626	347	569	1542	596	693	778	1411	1302	765	919	1068	
Student	86	15	8	43	66	20	14	29	43	72	56	30	52	34
4%	2%	2%	7%	4%	4%	2%	4%	6%	5%	4%	4%	5%	3%	
			abde					f	f			m		
Retired on a state pension only	122	15	5	37	57	65	14	40	68	108	44	79	30	92
6%	2%	1%	7%	4%	12%	2%	6%	9%	7%	3%	10%	3%	8%	
			abd	b	abcd		f	fg	f		j		l	
Retired with a private pension	346	59	36	119	215	131	82	147	117	264	200	145	129	217
17%	9%	10%	21%	14%	25%	14%	21%	15%	18%	15%	19%	13%	20%	
			abd	a	abd		fh	f	f		j		l	
House person, housewife, househusband, etc.	123	11	9	51	71	52	15	32	76	108	66	57	50	72
6%	2%	3%	9%	5%	10%	2%	5%	10%	7%	5%	7%	5%	7%	
			abd	a	abd		fg	fg	fg		j			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
 Prepared by Revealing Reality  
[Return to Index](#)

**ICU Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 245  
 Do you work in any of the following occupations?  
 Base: All respondents who work

Absolutes/col percents

	Gender		Age						Social Grade				Region											Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humberide	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer		
Unweighted base	1201	662	537	122	278	262	296	176	67	353	404	268	176	117	46	129	89	85	95	49	96	167	97	38	379	822	160		
Weighted base	1223	682	539	132	304	266	279	178	65*	345	394	294	190	105	46*	135	104*	96*	88*	53*	100*	186	164	109*	36*	395	828	173	
NET: Public Sector	395	194	201	43	115	99	84	50	5	122	157	80	36	41	19	37	26	39	20	14	27	72	50	34	16	395	-	68	
32%	28%	37%	33%	38%	37%	30%	28%	7%		35%	40%	27%	19%	39%	42%	27%	25%	41%	22%	26%	39%	30%	31%	45%	100%	-	39%		
		a	i	i	i	i	i			m	lm			s	s	ps	ps	ps			ps			ps	B				
A nationalised industry/state corporation	50	32	18	7	22	14	7	-	-	16	19	9	6	5	1	1	1	5	4	1	*	17	7	4	3	50	-	16	
4%	4%	4%	h	gh	h	h				27	11	5	3	4	4	8	2	8	*	3	-	9	3	4	2	46	-	11	
service and Bank of England)	46	27	19	14	7	3	14	8	-																				
4%	4%	4%	11%	2%	1%	5%	4%	-	-	8%	3%	2%	2%	3%	9%	6%	2%	8%	*	6%	-	5%	2%	3%	5%	12%	-	6%	
			efi	f	f	f				km				p	suw	u	suw			u		u		u	B				
Local government or council (including fire services, police and local authority controlled schools/colleges)	138	72	66	5	32	44	36	20	2	37	70	22	9	15	5	16	12	16	7	6	14	14	19	10	5	138	-	17	
11%	11%	12%	3%	11%	17%	13%	11%	2%		11%	18%	8%	5%	14%	10%	12%	12%	16%	8%	11%	14%	8%	11%	9%	15%	35%	-	10%	
			d	di	di	di				m	jm			v												B			
A university, or other grant funded establishment (include opted-out schools)	48	17	30	8	10	16	8	3	3	17	19	12	1	6	-	1	2	7	1	1	4	10	6	7	2	48	-	14	
4%	3%	6%	6%	3%	6%	3%	2%	4%		5%	5%	4%	*	5%	-	1%	2%	7%	1%	1%	4%	6%	4%	7%	7%	12%	-	8%	
		a	a							m	m			p		ps	ps							p	p	B			
A health authority or NHS Trust	77	26	51	4	32	14	13	14	1	17	31	19	10	9	6	5	8	3	4	3	7	11	11	9	2	77	-	6	
6%	4%	9%	3%	10%	5%	8%	1%			5%	8%	6%	1%	8%	13%	4%	7%	3%	4%	3%	7%	6%	7%	8%	5%	19%	-	4%	
		a	dfgi							pr																B			
The armed forces	4	3	1	1	1	1	-	-	-	1	1	2	-	1	-	-	-	-	1	-	-	1	1	-	-	4	-	-	
*	*	*	1%	*	*	*	-	-	-	*	*	1%	-	1%	-	-	-	-	1%	-	-	*	1%	-	-	1%	-	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
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[Return to Index](#)

**ICU Public Awareness Survey**  
 ONLINE Fieldwork: 15th to 17th July 2022

Table 245  
 Do you work in any of the following occupations?  
 Base: All respondents who work

Absolutes/col percents

	Gender		Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)		
Weighted base	1223	682	539	132	304	266	279	178	65*	345	394	294	190	105	46*	135	104*	96*	88*	53*	100*	186	164	109*	36*	395	828	173
Other public sector occupation (Please specify as m)	32	17	15	5	10	7	4	6	-	8	6	11	7	2	2	5	1	1	4	-	2	9	3	1	2	32	-	4
NET: Private Sector	828	488	338	88	189	167	195	128	61	223	237	213	154	64	27	99	78	57	68	39	73	114	115	74	20	-	828	105
66%	72%	63%	67%	62%	63%	70%	72%	93%	defgh	65%	60%	73%	81%	61%	58%	73%	75%	59%	78%	74%	73%	61%	70%	69%	55%	-	100%	61%
		b								k	jk					rvy	rvy	novy								A		
A charity, voluntary organisation or trust	53	23	30	3	17	7	13	9	4	13	21	8	11	6	3	7	4	2	3	4	3	8	3	8	1	-	53	3
4%	3%	6%	2%	5%	3%	5%	5%	7%		4%	5%	3%	6%	5%	6%	5%	4%	2%	4%	7%	3%	5%	2%	7%	4%	-	6%	2%
																										A		
Self-employed (Private sector)	165	96	69	11	33	26	44	23	27	36	49	53	27	13	6	15	21	11	14	6	10	28	18	17	6	-	165	31
13%	14%	13%	8%	11%	10%</																							

	32%	41%	39%	18%	35%	19%	39%	28%	28%	28%	33%	30%	34%	30%
A nationalised industry/state corporation	50	17	16	8	41	10	26	9	15	25	41	9	32	19
Central government or civil service (including Courts service and Bank of England)	46	31	12	1	44	2	24	12	10	22	38	8	27	19
Local government or council (including fire services, police and local authority controlled schools/colleges)	138	77	32	17	127	11	54	42	42	84	94	45	70	69
A university, or other grant funded establishment (include opted-out schools)	48	28	15	5	48	-	24	16	8	24	35	13	31	16
The armed forces	4	2	1	-	3	1	2	1	1	2	3	1	2	2
Other public sector occupation (Please specify as m)	32	15	3	8	26	6	11	8	13	21	19	13	19	13

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 246  
Do you work in any of the following occupations?  
Base: All respondents who work

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Weighted base	1223	499	274	265	1037	185	438	388	397	785	825	397	647	575
NET: Private Sector	828	293	167	217	677	151	265	278	285	563	551	277	427	401
A charity, voluntary organisation or trust	53	29	14	9	53	-	26	15	12	27	35	18	30	22
Self-employed (Private sector)	165	60	23	54	137	28	52	55	58	113	120	45	100	65
None of the above/ I work in the Private sector	610	204	130	154	488	122	188	208	214	422	396	214	296	314

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

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 247  
Do you have any children aged 18 or under? If so, how old are they?  
Base: All respondents

	Total	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)		
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)		Public (A)	Private (B)
Unweighted base	2067	1031	1033	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
No children aged 18 or under	1456	691	762	183	188	122	207	282	474	371	432	295	358	131	56	168	112	105	105	77	144	170	215	136	38	200	523	94
NET: Yes	604	312	291	39	164	208	151	34	9	170	163	138	132	45	27	60	59	73	44	21	46	101	65	42	20	191	301	110
NET: Any 5-18	497	247	250	13	106	194	144	33	9	131	141	108	117	36	25	46	53	49	39	19	43	75	57	36	18	145	247	80
NET: Any 11-18	317	151	166	5	32	113	129	29	9	92	87	54	84	24	19	30	33	32	27	12	26	39	37	28	10	96	150	48
Yes - children aged under 5 years old	203	109	94	30	99	57	14	2	-	60	49	61	33	12	7	21	12	35	13	10	15	41	17	10	10	69	103	46
Yes - children aged 5 to 10 years old	268	138	130	7	90	120	43	8	1	68	74	69	57	18	12	23	34	26	17	10	22	49	31	17	10	70	139	50
Yes - children aged 11 to 15 years old	220	107	113	5	28	82	87	16	2	66	58	39	57	17	11	22	23	26	17	6	16	30	23	18	10	70	108	36
Yes - children aged 16 to 18 years old	163	70	93	3	8	57	67	22	7	42	47	27	47	12	12	16	18	14	17	5	15	19	20	13	1	48	78	24
Refused	7	5	2	2	3	-	2	-	-	3	1	-	3	-	1	1	-	-	-	-	2	2	1	-	-	3	3	4

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Table 248  
Do you have any children aged 18 or under? If so, how old are they?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
No children aged 18 or under	1456	414	217	413	1044	412	362	521	573	1094	908	548	660	796
NET: Yes	604	211	126	155	491	112	232	172	200	372	390	214	314	290
NET: Any 5-18	497	167	107	132	407	90	187	141	169	310	327	170	257	240
NET: Any 11-18	317	98	67	87	252	64	108	97	111	208	201	116	156	161
Yes - children aged under 5 years old	203	78	36	50	163	39	93	48	61	109	128	74	107	96
Yes - children aged 5 to 10 years old	268	95	56	64	215	53	112	69	87	156	187	81	147	121
Yes - children aged 11 to 15 years old	220	66	49	59	175	45	79	67	74	140	141	79	110	110
Yes - children aged 16 to 18 years old	163	50	38	39	127	36	52	49	62	111	95	68	77	86
Refused	7	1	4	2	6	1	2	*	5	5	4	3	6	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)



**ICO PUBLIC AWARENESS SURVEY**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Absolutes/col percents

Table 249  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	(y)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	224	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
Anglia	198	89	109	22	24	33	39	23	56	47	57	50	44	-	-	-	-	1	17	-	167	1	12	1	-	27	83	14	
	10%	9%	10%	10%	7%	10%	11%	7%	12%	9%	10%	11%	9%	-	-	-	-	1%	11%	-	87%	-	4%	-	-	7%	10%	7%	
								e																					
Border	24	9	15	4	2	3	2	4	9	5	4	5	10	10	1	14	-	-	-	-	-	-	-	-	-	1	12	3	
	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	6%	1%	6%	-	-	-	-	-	-	-	-	-	-	-	1%	1%
Central	267	121	146	29	49	47	46	33	63	74	70	57	66	1	-	1	-	152	105	-	1	1	1	3	-	54	91	13	
	13%	12%	14%	13%	14%	14%	13%	10%	13%	14%	12%	13%	13%	1%	-	1%	-	86%	71%	-	1%	-	-	2%	-	14%	11%	6%	
Granada	211	100	110	30	27	28	36	44	45	53	53	44	61	-	1	202	-	1	1	1	1	-	-	2	3	37	86	21	
	10%	10%	10%	14%	8%	9%	10%	14%	9%	10%	9%	10%	12%	-	1%	88%	-	1%	1%	1%	-	-	-	1%	5%	9%	10%	10%	
				e				efi																					
London	384	197	187	63	87	46	57	51	79	120	109	70	85	-	-	3	2	8	3	-	23	270	74	1	-	94	153	73	
	19%	19%	18%	28%	24%	14%	16%	16%	16%	22%	18%	16%	17%	-	-	1%	1%	4%	2%	-	12%	99%	26%	-	-	24%	18%	35%	
				fgh	fgh					i																			
Meridian	216	111	105	9	31	33	50	35	59	56	74	38	48	-	-	-	-	2	-	-	-	1	192	22	-	35	92	17	
	10%	11%	10%	4%	9%	10%	14%	11%	12%	10%	12%	9%	10%	-	-	-	-	1%	-	-	-	-	68%	12%	-	9%	11%	8%	
				d	d	de	d	d																					
STV	162	78	84	8	19	34	37	26	39	40	44	35	43	160	-	-	-	-	-	-	-	-	2	-	-	40	61	10	
	8%	8%	8%	3%	5%	10%	10%	8%	8%	7%	7%	8%	9%	91%	-	-	-	-	-	-	-	-	1%	-	-	10%	7%	5%	
				de	de	d	d							opqrstuwx															
Tyne Tees	86	44	42	7	12	12	16	19	20	19	30	18	19	-	82	-	3	1	-	-	-	-	-	-	-	19	27	10	
	4%	4%	4%	3%	3%	4%	5%	6%	4%	3%	5%	4%	4%	-	97%	-	2%	-	-	-	-	-	-	-	-	5%	3%	5%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

**ICO PUBLIC AWARENESS SURVEY**  
**ONLINE Fieldwork: 15th to 17th July 2022**

Absolutes/col percents

Table 249  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Opinion Influencer (C)	
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
Wales	96	51	44	12	16	11	18	18	20	25	18	29	24	-	-	-	-	-	-	96	-	-	-	-	-	14	38	8	
	5%	5%	4%	5%	5%	3%	5%	6%	4%	5%	3%	7%	5%	-	-	-	-	-	-	98%	-	-	-	-	-	4%	5%	4%	
West	68	38	30	10	22	12	10	3	12	26	19	12	11	1	-	6	-	11	-	1	-	-	-	49	-	11	32	13	
	3%	4%	3%	4%	6%	4%	3%	1%	2%	5%	3%	3%	2%	1%	-	3%	-	6%	-	1%	-	-	-	28%	-	3%	4%	6%	
				h	ghi	h				m						uvw		noqsuv						noqrstuwx					
Westcountry	103	52	51	6	21	10	16	21	29	14	38	25	26	-	-	1	1	1	-	-	-	-	-	100	-	23	42	8	
	5%	5%	5%	3%	6%	3%	4%	7%	6%	3%	6%	6%	5%	-	-	-	1%	1%	-	-	-	-	-	56%	-	6%	5%	4%	
										j	j	j																	
Yorkshire	196	96	100	22	34	46	28	25	42	39	63	46	47	2	1	3	166	1	23	-	1	-	-	-	-	26	92	16	
	9%	9%	9%	10%	10%	14%	8%	8%	9%	7%	11%	11%	10%	1%	1%	1%	97%	-	15%	-	-	-	-	-	-	7%	11%	8%	
						ghi																							
UTV	56	24	32	2	11	14	5	13	12	25	18	5	8	1	-	-	-	-	1	-	-	-	-	-	55	14	20	4	
	3%	2%	3%	1%	3%	4%	1%	4%	2%	5%	3%	1%	2%	-	-	-	-	-	-	-	-	-	-	-	95%	4%	2%	2%	
						dg		g		lm																			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
 \* small base  
 Prepared by Revealing Reality

**ONLINE Fieldwork: 15th to 17th July 2022**

Absolutes/col percents

Table 250  
**Which of the following ITV regions do you live in?**  
**Base: All respondents**

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	785	979	1088
Anglia	198	59	32	57	148	50	50	65	82	148	128	70	87	111
	10%	9%	9%	10%	10%	10%	8%	9%	11%	10%	10%	9%	9%	10%
Border	24	4	1	7	11	14	3	15	7	22	12	12	10	15
	1%	1%	-	1%	1%	3%	-	2%	1%	1%	1%	2%	1%	1%
						abd			f					
Central	267	73	39	66	178	90	59	78	130	208	160	107	111	157
	13%	12%	11%	12%	12%	17%	10%	11%	17%	14%	12%	14%	11%	14%
						abcd			fg					i
Granada	211	56	29	62	147	63	60	70	81	151	126	85	90	120
	10%	9%	8%	11%	10%	12%	10%	10%	10%	10%	10%	11%	9%	11%
London	384	118	81	106	306	78	147	100	137	237	270	113	223	160
	19%	19%	23%	19%	20%	15%	25%	14%	18%	16%	21%	15%	23%	15%
				e	e	ghi			k				m	
Meridian	216	55	42	61	158	58	61	88	67	155	134	83	95	121
	10%	9%	12%	11%	10%									

Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Total	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Weighted base	2067	1032	1032	229	336	330	387	322	463	569	628	400	470
UTV	56	21	10	16	46	10	20	20	40	31	25	24	32
	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 251  
Marital Status  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Male (a)	Female (b)		18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Single	655	325	328	169	158	106	110	63	49	177	211	94	172	56	26	69	65	45	53	27	60	110	80	54	11	125	300	74
	32%	32%	31%	76%	44%	32%	30%	20%	10%	33%	35%	22%	35%	32%	31%	30%	38%	25%	35%	28%	31%	40%	29%	30%	18%	32%	36%	35%
NET: Married/ Civil partnership/ co habiting	1115	601	514	53	188	201	203	191	279	300	310	297	208	90	47	129	80	103	79	59	110	127	164	88	38	231	452	126
	54%	60%	49%	24%	53%	61%	56%	61%	58%	55%	52%	69%	42%	51%	55%	56%	47%	58%	53%	61%	57%	46%	58%	50%	65%	59%	55%	61%
Married	835	456	379	24	107	141	155	159	248	238	226	223	147	70	33	99	53	77	51	46	75	101	123	69	36	164	322	100
	40%	45%	36%	11%	30%	43%	43%	50%	51%	44%	38%	52%	30%	40%	39%	43%	31%	43%	34%	47%	39%	37%	44%	39%	62%	41%	39%	48%
€		b		d	de	de	de	de	defg	km	m	km				q	q	q	q		q				nopqrstuw			
Civil Partnership	23	16	7	6	6	4	4	2	1	9	5	6	3	-	-	2	3	2	2	1	1	5	5	1	x	6	14	4
	1%	2%	1%	3%	2%	1%	1%	*	*	2%	1%	1%	1%	-	-	1%	2%	1%	2%	1%	*	2%	2%	*	-	2%	2%	2%
Co Habiting	258	129	128	23	74	56	43	31	30	53	79	68	57	20	13	27	24	24	26	12	34	20	36	18	2	62	116	22
	12%	13%	12%	10%	21%	17%	12%	10%	6%	10%	13%	16%	12%	11%	16%	12%	14%	13%	17%	13%	18%	7%	13%	10%	3%	16%	14%	10%
€				dgh	dhi	i				10%	13%	16%	12%	11%	16%	12%	14%	13%	17%	13%	18%	7%	13%	10%	3%	16%	14%	10%
NET: Widowed/ separated/ divorced	287	80	206	1	7	19	44	61	155	65	74	40	107	29	11	29	25	29	16	11	22	35	36	35	9	35	73	5
	14%	8%	20%	*	2%	6%	12%	19%	32%	12%	12%	9%	22%	16%	12%	13%	15%	16%	11%	11%	11%	13%	13%	20%	16%	9%	9%	3%
€		a		de	def	defg	defgh			kl															su			
Widowed	95	16	78	-	-	3	3	21	67	19	28	9	39	12	6	15	9	9	1	2	6	12	16	8	-	7	10	1
	5%	2%	7%	-	-	1%	1%	7%	14%	3%	5%	2%	8%	7%	7%	7%	5%	5%	*	2%	3%	4%	6%	4%	-	2%	1%	*
€		a		defg	defgh			defgh		ij				sy	sy	sy	s	s				s	s	s				
Separated	33	17	17	1	3	4	9	7	10	5	6	9	13	2	1	5	1	2	3	1	5	4	2	4	2	7	14	2
	2%	2%	2%	*	1%	1%	3%	2%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	4%	2%	2%	2%	1%
Divorced	159	47	111	-	5	11	32	33	78	41	40	22	55	15	4	8	15	17	12	8	11	20	18	23	7	21	49	3
	8%	5%	11%	-	1%	3%	9%	11%	16%	8%	7%	5%	11%	9%	4%	4%	9%	10%	8%	8%	6%	7%	6%	13%	13%	5%	6%	1%
€		a		d	def	def	defgh			kl				p											opq	p		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 251  
Marital Status  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Male (a)	Female (b)		18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer
Weighted base	11	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Prefer not to answer	1%	3	7	1	3	3	3	1	-	2	2	2	5	1	1	2	1	2	1	2	2	1	2	1	-	3	3	3
	1%	*	1%	*	1%	1%	1%	*	-	*	*	*	1%	*	2%	1%	1%	*	1%	-	-	1%	*	-	-	1%	*	1%
€				i																								

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
Prepared by Revealing Reality

[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 252  
Marital Status  
Base: All respondents

	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI		
	with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)	
Unweighted base	2067	803	346	801	1590	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Single	655	207	118	161	506	148	169	232	253	465	450	205	342	313
	32%	33%	34%	32%	33%	28%	28%	33%	33%	33%	35%	27%	35%	29%
NET: Married/ Civil partnership/ co habiting	1115	351	191	298	840	274	369	357	389	746	682	433	518	597
	54%	56%	55%	52%	55%	52%	62%	52%	50%	51%	52%	57%	53%	55%
Married	835	252	124	241	618	217	275	283	276	559	505	329	369	465
	40%	40%	36%	42%	40%	41%	46%	41%	35%	38%	39%	43%	38%	43%
Civil Partnership	23	11	5	2	18	5	8	7	8	15	15	8	16	7
	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Co Habiting	258	88	62	54	204	53	85	67	105	172	161	96	133	125
	12%	14%	18%	10%	13%	10%	14%	10%	14%	12%	12%	13%	14%	11%
NET: Widowed/ separated/ divorced	287	84	36	87	187	100	55	104	128	232	164	123	112	175
	14%	10%	10%	15%	12%	19%	9%	15%	16%	16%	13%	16%	11%	16%
Widowed	95	15	8	28	51	44	8	40	46	86	43	52	25	70
	5%	2%	2%	5%	3%	8%	1%	6%	6%	6%	3%	7%	3%	6%
Separated	33	3	9	5	17	16	8	13	12	25	18	16	14	19
	2%	1%	3%	1%	1%	3%	1%	2%	2%	2%	1%	2%	1%	2%
Divorced	159	45	20	54	119	40	38	51	69	121	104	55	73	86
	8%	7%	6%	9%	8%	8%	6%	7%	9%	8%	8%	7%	7%	8%
Prefer not to answer	11	3	1	4	8	3	3	-	8	8	7	4	8	3
	1%	*	*	1%	1%	1%	*	-	1%	1%	*	1%	*	*
€														

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents





Manchester	157	41	20	b	104	53	50	44	63	107	91	66	66	90
	8%	7%	6%	7%	7%	10%	8%	6%	8%	7%	7%	9%	7%	8%
Liverpool	69	18	12	26	55	14	15	29	25	54	40	29	28	42
	3%	3%	3%	5%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%
Nottingham	96	32	13	23	68	28	24	32	41	72	68	28	51	45
	5%	5%	4%	4%	4%	5%	4%	5%	5%	5%	5%	4%	5%	4%
Birmingham	164	45	28	40	113	51	42	45	77	122	95	69	66	98
	8%	7%	8%	7%	10%	10%	7%	6%	10%	8%	7%	9%	7%	9%
Norwich	83	24	11	22	57	26	18	25	39	64	50	33	37	46
	4%	4%	3%	4%	4%	5%	3%	4%	5%	4%	4%	4%	4%	4%
Milton Keynes	53	14	11	21	45	7	14	21	18	38	38	15	24	29

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 254  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Weighted base	2067	625	347	569	1542	525	696	693	778	1471	1302	765	979	1068
Brighton	61	17	10	17	44	16	15	22	24	46	39	22	32	29
	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%
Oxford	23	6	7	6	19	3	11	6	6	12	13	10	11	12
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
London	459	146	95	117	358	101	171	126	162	288	321	138	255	204
	22%	23%	27%	21%	23%	19%	29%	18%	21%	20%	25%	18%	26%	19%
Southampton	78	21	12	29	62	16	18	35	25	60	45	33	33	45
	4%	3%	3%	5%	4%	3%	3%	5%	3%	4%	3%	4%	3%	4%
Bristol	68	22	10	17	50	17	26	22	19	41	50	18	33	35
	3%	4%	3%	3%	3%	3%	4%	3%	2%	3%	4%	2%	3%	3%
Plymouth	70	26	11	15	53	17	17	24	28	53	40	30	30	40
	3%	4%	3%	3%	3%	3%	3%	4%	4%	4%	3%	4%	3%	4%
Cardiff	68	22	17	14	53	15	18	25	26	50	48	20	26	43
	3%	3%	5%	3%	3%	3%	3%	4%	3%	3%	4%	3%	3%	4%
Belfast	58	21	10	18	48	10	17	21	20	41	33	25	26	32
	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%
None of these	124	25	15	40	81	43	25	49	51	100	65	59	60	65
	6%	4%	4%	7%	5%	8%	4%	7%	7%	7%	5%	8%	6%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

	Total	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Up to £7,000 (3.5)	83	37	45	15	12	10	16	22	8	7	19	4	53	6	4	10	8	8	8	1	5	14	9	8	2	6	12	12
	4%	4%	4%	7%	3%	3%	4%	7%	2%	1%	3%	1%	11%	3%	4%	5%	5%	5%	6%	1%	3%	5%	3%	4%	3%	1%	1%	6%
£7,001 to (10.5) £14,000	218	66	152	16	14	24	45	48	72	23	36	17	143	26	9	22	16	24	14	13	21	27	26	17	3	12	44	8
	11%	6%	14%	7%	4%	7%	13%	15%	15%	4%	6%	4%	29%	15%	11%	9%	9%	13%	9%	13%	11%	10%	9%	10%	6%	3%	5%	4%
£14,001 to (17.5) £21,000	308	131	176	15	49	49	52	93	40	103	69	95	95	19	18	44	30	21	28	14	28	37	33	34	4	49	100	25
	15%	13%	17%	7%	14%	15%	14%	16%	19%	7%	17%	16%	19%	11%	22%	19%	17%	12%	18%	14%	14%	13%	12%	19%	6%	12%	12%	12%
£21,001 to (24.5) £28,000	371	176	194	26	47	53	65	57	123	91	122	87	71	32	19	53	39	39	24	21	30	34	37	33	9	68	136	23
	18%	17%	18%	12%	13%	16%	18%	18%	25%	17%	20%	20%	14%	18%	23%	23%	23%	22%	16%	21%	16%	12%	13%	18%	16%	17%	16%	11%
£28,001 to (31) £34,000	300	140	160	18	61	54	40	50	78	89	104	58	50	23	9	31	21	29	21	16	33	34	47	31	6	70	124	26
	15%	14%	15%	8%	17%	16%	11%	16%	16%	16%	17%	13%	10%	13%	10%	14%	12%	16%	14%	17%	17%	12%	17%	17%	11%	18%	15%	13%
£34,001 to (37.5) £41,000	161	94	67	20	34	30	29	17	31	49	53	43	17	18	5	14	13	13	16	7	12	24	21	16	4	44	71	12
	8%	9%	6%	9%	10%	9%	8%	5%	6%	9%	9%	10%	3%	10%	6%	6%	7%	7%	11%	7%	6%	9%	7%	9%	6%	11%	9%	6%
£41,001 to (44.5) £48,000	132	82	49	28	32	19	17	12	23	47	32	46	8	11	5	11	12	20	8	5	17	17	20	3	3	32	72	19
	6%	8%	5%	13%	9%	6%	5%	4%	5%	9%	5%	11%	2%	6%	6%	5%	7%	11%	6%	5%	9%	6%	7%	2%	5%	8%	9%	9%
£48,001 to (51.5) £55,000	101	55	47	20	24	17	19	13	8	46	26	20	9	6	5	8	4	7	10	7	6	21	12	6	9	23	64	16
	5%	5%	4%	9%	7%	5%	5%	4%	2%	8%	4%	5%	2%	4%	6%	3%	3%	4%	7%	7%	3%	8%	4%	3%	15%	6%	8%	8%
£55,001 to (58.5) £62,000	69	45	24	4	19	19	19	4	4	30	21	13	5	3	2	2	6	7	5	-	6	7	16	8	7	25	39	21
	3%	4%	2%	2%	5%	6%	5%	1%	1%	6%	3%	3%	1%	2%	3%	1%	4%	4%	3%	-	3%	3%	6%	4%	12%	6%	5%	10%
£62,001 to (65.5) £69,000	51	34	17	7	9	14	12	7	2	22	14	14	1	6	-	7	7	-	4	2	5	7	9	2	3	17	29	3
	2%	3%	2%	3%	2%	4%	3%	2%	*	4%	2%	3%	*	4%	-	3%	4%	-	3%	2%	2%	2%	3%	1%	5%	4%	4%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

	Total	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)	
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)		Private (B)
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
£69,001 to (72.5) £76,000	38	30	8	3	12	6	14	2	1	16	15	4	3	4	2	3	-	3	1	1	3	8	7	5	1	14	21	8
	2%	3%	1%	2%	3%	2%	4%	1%	*	3%	3%	1%	1%	3%	2%	1%	-	2%	*	1%	2%	3%	2%	3%	2%	3%	3%	4%
£76,001 to (79.5) £83,000	29	23	6	5	6	5	3	1	1	13	7	7	2	3	-	1	-	-	-	1	2	9	9	1	2	11	17	13
	1%	2%	1%	2%	3%	2%	2%	1%	*	2%	1%	2%	*	2%	-	-	-	-	-	1%	1%	3%	3%	1%	4%	3%	2%	6%
£83,001 or more (86)	60	39	21	12	8	16	12	9	3	39	14	7	1	6	-	2	5	1	1	2	9	16	11	4	4	12	37	17

ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 256  
What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Unweighted base	2067	803	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Up to £7,000 (3.5)	83	22	8	24	54	28	18	26	38	64	52	30	36	47
	4%	4%	2%	4%	4%	5%	3%	4%	5%	4%	4%	4%	4%	4%
£7,001 to (10.5) £14,000	218	32	28	70	130	89	35	64	119	183	119	100	81	137
	11%	5%	8%	12%	8%	17%	6%	9%	15%	12%	9%	13%	8%	13%
£14,001 to (17.5) £21,000	308	74	39	85	198	110	82	104	122	226	187	121	141	167
	15%	12%	11%	15%	13%	21%	14%	15%	16%	15%	14%	16%	14%	15%
£21,001 to (24.5) £28,000	371	121	41	112	274	97	81	138	152	290	224	147	150	221
	18%	19%	12%	20%	18%	18%	14%	20%	20%	20%	17%	19%	15%	20%
£28,001 to (31) £34,000	300	103	55	75	233	68	92	103	105	209	182	118	142	159
	15%	17%	16%	13%	15%	13%	15%	15%	14%	14%	14%	15%	14%	15%
£34,001 to (37.5) £41,000	161	54	40	39	134	27	50	59	52	112	106	55	83	78
	8%	9%	12%	7%	9%	5%	8%	9%	7%	8%	8%	7%	8%	7%
£41,001 to (44.5) £48,000	132	41	37	29	107	25	46	41	45	86	82	50	67	65
	6%	7%	11%	5%	7%	5%	8%	6%	6%	6%	6%	6%	7%	6%
£48,001 to (51.5) £55,000	101	43	17	29	89	12	41	35	25	60	66	36	51	50
	5%	7%	5%	5%	6%	2%	7%	5%	3%	4%	5%	5%	5%	5%
£55,001 to (58.5) £62,000	69	27	24	13	63	5	31	19	18	38	53	16	39	29
	3%	4%	7%	2%	4%	1%	5%	3%	2%	3%	4%	2%	4%	3%
£62,001 to (65.5) £69,000	51	20	8	15	43	8	23	11	17	28	40	11	29	22
	2%	3%	2%	3%	3%	2%	4%	2%	2%	2%	3%	1%	3%	2%
£69,001 to (72.5) £76,000	38	13	10	11	34	4	17	13	8	21	34	4	27	11
	2%	2%	3%	2%	2%	1%	3%	2%	1%	1%	3%	1%	3%	1%
£76,001 to (79.5) £83,000	29	14	6	8	29	1	21	7	1	8	27	2	22	8
	1%	2%	2%	1%	2%	*	4%	1%	*	1%	2%	*	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

ICO Public Awareness Survey  
ONLINE Fieldwork: 15th to 17th July 2022

Page 284

Absolutes/col percents

Table 256  
What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

	Total	Familiarity with data protection					Familiarity with ICO				Experience of data breach		Past action on PI	
		with PI (a)	Training (b)	familiarity (c)	Familiar (d)	(e)	(f)	familiar (g)	at all (h)	familiar (i)	experience	experience	action (l)	action (m)
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
£83,001 or more (86)	60	29	11	17	57	4	31	15	15	30	48	12	40	20
	3%	5%	3%	3%	4%	1%	5%	2%	2%	2%	4%	2%	4%	2%
Prefer not to answer	145	31	23	43	97	48	28	56	60	117	81	64	71	73
	7%	5%	7%	8%	6%	9%	5%	8%	8%	8%	6%	8%	7%	7%
Average income (£000's)	31.81	36	36.44	30.92	34.25	24.41	38.03	30.89	27.7	29.2	33.86	28.22	34.77	29.15
£		ce	ce	e	ce		ghi	h			k		m	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - fg/h/i - j/k - l/m  
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[Return to Index](#)

ICO Public Awareness Survey  
ONLINE Fieldwork: 15th to 17th July 2022

Page 285

Absolutes/col percents

Table 257  
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?  
Base: All respondents

	Total	Gender		Age						Social Grade				Region											Employment Sector				
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (s)	Midlands (t)	Wales (u)	Eastern (v)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201	
Weighted base	2067	1009	1055	224	355	329	360	316	463	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208	
NET: Yes	496	209	285	31	61	76	94	94	139	93	129	91	163	43	19	62	43	48	37	32	52	37	70	41	11	69	124	28	
	24%	21%	27%	14%	17%	23%	26%	30%	29%	17%	22%	21%	37%	25%	23%	27%	25%	27%	25%	33%	27%	14%	25%	23%	19%	17%	15%	14%	
Yes - mental condition	224	86	137	20	45	50	53	42	14	37	59	36	91	19	15	23	23	24	22	12	17	18	31	15	5	43	62	12	
	11%	9%	13%	9%	13%	15%	15%	13%	3%	7%	10%	8%	18%	11%	17%	10%	14%	14%	14%	12%	9%	7%	11%	9%	9%	11%	7%	6%	
Yes - physical condition	320	134	185	8	23	38	63	70	118	62	75	66	118	26	15	47	25	28	26	19	36	23	39	30	6	34	69	19	
	16%	13%	17%	3%	7%	12%	17%	22%	24%	11%	13%	15%	24%	15%	18%	21%	15%	16%	17%	20%	19%	9%	14%	17%	11%	9%	8%	9%	
Yes - disability	147	62	84	6	12	27	30	31	41	28	30	24	65	19	5	18	14	7	6	16	14	8	20	14	6	14	31	6	
	7%	6%	8%	3%	3%	8%	8%	10%	8%	5%	5%	6%	13%	11%	6%	8%	8%	4%	4%	16%	7%	3%	7%	8%	11%	4%	4%	3%	
Yes - other	12	5	7	3	1	-	3	2	4	*	4	1	8	2	1	-	-	1	-	*	3	1	3	1	1	1	4	-	
	1%	1%	1%	1%	*	-	1%	1%	1%	*	1%	*	2%	1%	1%	-	-	1%	-	*	2%	*	1%	*	1%	*	*	-	
No	1526	784	742	181	284	246	263	217	333	442	461	331	292	130	63	164	127	126	110	58	136	225	205	135	47	316	692	176	
	74%	78%	70%	81%	80%	75%	73%	69%	69%	81%	77%	76%	59%	74%	74%	72%	74%	71%	74%	60%	71%	83%	73%	76%	81%	80%	84%	85%	
Prefer not to say	45	16	29	11	10	7	3	4	10	9	7	11	19	2	3	3	2	4	2	7	4	10	6	2	-	10	12	3	
	2%	2%	3%	5%	3%	2%	1%	1%	2%	2%	1%	3%	4%	1%	3%	1%	1%	2%	1%	7%	2%	4%	2%	1%	-	2%	1%	2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/gh/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B \* small base  
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[Return to Index](#)

ICO Public Awareness Survey  
ONLINE Fieldwork: 15th to 17th July 2022

Page 286

Absolutes/col percents

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Table 259

Which of the following options best describes how you think of yourself?  
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector					
	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	(o)	(p)	Humber-side	Midlands (r)	Midlands (s)	Wales (t)	Eastern (u)	London (v)	(w)	(x)	Ireland (y)	Public (A)	Private (B)	Influencer	
Unweighted base	2067	1031	1032	229	336	330	387	322	463	569	628	400	470	189	83	222	153	164	163	96	192	289	288	164	64	379	822	201
Weighted base	2067	1009	1055	224	355	329	360	316	483	544	597	433	493	176	85*	229	172	178	149	97*	192	273	281	178	58*	395	828	208
Heterosexual/ straight	1831	902	929	179	297	287	322	296	450	474	538	389	430	159	76	206	153	158	127	84	178	233	249	158	51	341	737	171
	89%	89%	88%	80%	84%	87%	89%	94%	93%	87%	90%	90%	87%	91%	90%	90%	89%	89%	85%	86%	93%	85%	89%	89%	89%	86%	89%	82%
Lesbian/ gay woman	15	-	15	3	4	2	1	5	-	4	4	3	4	2	2	-	2	-	-	-	1	1	2	4	-	4	5	1
	1%	-	1%	2%	1%	1%	*	2%	-	1%	1%	1%	1%	1%	2%	-	1%	-	-	-	1%	*	1%	2%	-	1%	1%	*
Gay man	46	46	-	6	8	11	12	6	3	14	20	5	8	1	-	8	3	2	3	2	4	13	7	3	1	13	20	8
	2%	5%	-	3%	2%	3%	3%	2%	1%	2%	3%	1%	2%	1%	-	3%	2%	1%	2%	2%	5%	2%	1%	1%	3%	2%	4%	
Bisexual	87	34	51	27	27	13	11	2	6	28	19	16	23	9	4	6	9	10	9	4	3	11	8	12	2	21	37	21
	4%	3%	5%	12%	8%	4%	3%	1%	1%	5%	3%	4%	5%	5%	5%	3%	6%	6%	6%	4%	1%	4%	3%	7%	3%	5%	4%	10%
Prefer to self-describe	9	5	3	-	4	2	2	-	2	3	2	2	2	1	1	1	3	-	-	1	1	-	2	-	-	2	3	2
	*	*	*	-	1%	1%	1%	-	*	1%	*	1%	*	*	1%	*	1%	-	-	1%	*	-	1%	-	-	*	*	1%
Prefer not to say	78	22	57	8	15	14	12	6	22	21	14	17	27	4	2	8	1	8	10	6	6	15	13	2	4	14	26	5
	4%	2%	5%	3%	4%	4%	3%	2%	5%	4%	2%	4%	5%	2%	2%	4%	1%	5%	7%	6%	3%	6%	5%	1%	7%	4%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/ef/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B  
\* small base  
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[Return to Index](#)

**ICO Public Awareness Survey**  
ONLINE Fieldwork: 15th to 17th July 2022

Absolutes/col percents

Which of the following options best describes how you think of yourself?  
Base: All respondents

	Total	Familiarity with data protection				Familiarity with ICO				Experience of data breach		Past action on PI		
		Experience with PI (a)	Training (b)	Some familiarity (c)	NET: Familiar (d)	Not familiar (e)	Very familiar (f)	Somewhat familiar (g)	Not familiar at all (h)	NET: Not familiar (i)	Prior experience (j)	No prior experience (k)	Some past action (l)	No past action (m)
Unweighted base	2067	603	346	601	1550	517	591	702	774	1476	1317	750	981	1086
Weighted base	2067	625	347	569	1542	525	596	693	778	1471	1302	765	979	1088
Heterosexual/ straight	1831	550	308	498	1356	475	525	614	692	1306	1132	699	846	985
	89%	88%	89%	87%	88%	90%	88%	89%	89%	89%	87%	91%	86%	91%
Lesbian/ gay woman	15	4	3	4	11	3	2	7	6	12	6	8	8	7
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	
Gay man	46	19	9	11	39	7	16	20	10	30	36	10	29	17
	2%	3%	3%	2%	3%	1%	3%	3%	1%	2%	3%	1%	3%	2%
Bisexual	87	33	11	23	68	19	30	23	34	57	65	22	46	41
	4%	5%	3%	4%	4%	4%	5%	3%	4%	4%	5%	3%	5%	4%
Prefer to self-describe	9	4	2	3	9	-	3	6	-	6	7	2	8	1
	*	1%	1%	*	1%	-	1%	1%	-	*	1%	*	1%	*
Prefer not to say	78	15	13	30	58	20	18	24	37	60	56	23	43	36
	4%	2%	4%	5%	4%	4%	3%	3%	5%	4%	4%	3%	4%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i - j/k - l/m  
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[Return to Index](#)



**Q6. And how sure are you that these types of companies/organisations would use and store your personal information responsibly (i.e. using it for the correct purposes and keeping it safe)?**

**Summary**

**Base: All respondents**

	Healthcare providers (e.g. NHS, local GP)	Public sector organisations (e.g. the police, national governmental departments, local authorities)	Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS)	Financial services (e.g. banks, building societies)	Online retailers - any company who sells physical goods/products online (e.g. Amazon, Asos, eBay)	Mobile, broadband and utility providers	Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve)	Search engines (e.g. Google, Bing, DuckDuckGo)	Providers of cloud data storage (e.g. OneDrive, Google Drive, DropBox, iCloud)	Social media companies / platforms (e.g. Instagram, TikTok, Facebook)
Unweighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Weighted base	2067	2067	2067	2067	2067	2067	2067	2067	2067	2067
Re-based	2055	2041	2028	2052	2050	2049	1327	2007	1852	1893
NET: Confident	1488	1245	744	1359	710	885	444	523	628	398
very confident (+2)	72%	61%	37%	66%	35%	43%	33%	26%	34%	21%
fairly confident (+1)	519	332	101	407	102	120	91	75	93	73
Neither (0)	25%	16%	5%	20%	5%	6%	7%	4%	5%	4%
Not particularly confident (-1)	969	913	644	952	608	764	353	448	535	326
Not at all confident (-2)	47%	45%	32%	46%	30%	37%	27%	22%	29%	17%
NET: Not confident	300	385	568	362	582	557	367	573	563	448
Not relevant to me	15%	19%	28%	18%	28%	27%	28%	29%	30%	24%
Mean	168	258	491	211	513	421	332	577	444	562
Standard deviation	8%	13%	24%	10%	25%	21%	25%	29%	24%	30%
Standard error	98	154	225	120	245	187	183	335	216	485
	5%	8%	11%	6%	12%	9%	14%	17%	12%	26%
	266	411	716	331	758	608	515	911	661	1047
	13%	20%	35%	16%	37%	30%	39%	45%	36%	55%
	12	26	39	15	17	18	740	60	215	174
	1%	1%	2%	1%	1%	1%	36%	3%	10%	8%
	0.8	0.5	-0.05	0.64	-0.09	0.1	-0.12	-0.32	-0.08	-0.56
	1.06	1.13	1.1	1.09	1.1	1.08	1.15	1.11	1.09	1.16
	0.02	0.03	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.03