

Please find attached the tables with the ethnicity breakdowns for the Summer 2022 Public Awareness Survey. Please bear in mind the following when reading or using The data in these tables is unweighted (as opposed to the tables from the supplier which are unweighted), so the base size shown in these is slightly smaller. The percentages in the tables reflect column percentages i.e., the percentage of people within the two groups (white and BAME) who gave a particular answer. For example, in Table 1, 20% of those from BAME backgrounds said they had no The numbers in the tables, on the other hand, simply reflect the number of people in the sample who fall into each cross-break (i.e., pertain to their ethnic group category as well as gave the corresponding answer. For example, in Table 1, 51 respondents The red/blue arrows in the tables show if the differences between the White and BAME groups are statistically significant at 95% confidence interval – A red arrow

[Back to TOC](#)

Q1. Which of the following best describes your experience with data protection? by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I have experience collecting, processing, and keeping people's personal information (e.g. cc	29%	33%	20%
	515	86	2
I have been provided training in data protection regulations	16%	18%	30%
	296	47	3
I am familiar with the topic, but have not had any formal training about data protection	29%	30%	40%
	520	77	4
I have had little to no exposure to this topic	26%	20%	10%
	465	51	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

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? by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
0-2 hours (e.g. less than 30 mins a day)	18% ↑	8% ↓	20%
	322	20	2
3-5 hours (e.g. less than an hour a day)	20%	21%	30%
	356	56	3
6-10 hours (e.g. around an hour a day)	18%	19%	10%
	328	49	1
11-20 hours (e.g. 2+ hours a day)	21%	15%	40%
	372	38	4
21-30 hours (e.g. 3+ hours a day)	11%	13%	0%
	199	33	0
30+ hours (e.g. 4+ hours a day)	12% ↓	25% ↑	0%
	219	65	0

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Contact details like email address or phone number by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	86% ↑	70% ↓	60% ↓
	1551	183	6
No	14% ↓	30% ↑	40% ↑
	245	78	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Personal details like your name, age and gender by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	88% ↑	72% ↓	60% ↓
	1576	187	6
No	12% ↓	28% ↑	40% ↑
	220	74	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Your address by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	81% ↑	61% ↓	40% ↓
	1449	158	4
No	19% ↓	39% ↑	60% ↑
	347	103	6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Information about your financial circumstances by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	77% ↑ 1374	51% ↓ 132	40% ↓ 4
No	23% ↓ 422	49% ↑ 129	60% ↑ 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Your internet search history by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	76% ↑ 1357	59% ↓ 154	50% 5
No	24% ↓ 439	41% ↑ 107	50% 5

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. The kinds of pages and accounts you 'like' or share on social media by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	68% ↑ 1223	51% ↓ 134	30% ↓ 3
No	32% ↓ 573	49% ↑ 127	70% ↑ 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Your purchase history (e.g. all the things you have bought recently) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	79% ↑ 1419	62% ↓ 161	40% ↓ 4
No	21% ↓ 377	38% ↑ 100	60% ↑ 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Biometric information (e.g. fingerprints, face (for facial recognition)) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	55% ↑ 993	46% ↓ 119	40% 4
No	45% ↓ 803	54% ↑ 142	60% 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. Your political position (e.g. voting history) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	61% ↑ 1090	34% ↓ 89	30% 3
No	39% ↓ 706	66% ↑ 172	70% 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q3. None of these by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	2% ↓ 29	5% ↑ 12	20% ↑ 2
No	98% ↑	95% ↓	80% ↓

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Healthcare providers (e.g. NHS, local GP) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	26%	32%	50%
	464	83	5
I have some idea what personal information this type of company/organisation would colle	58%	52%	50%
	1049	137	5
Not sure / don't know what personal information this type of company/organisation would	14%	13%	0%
	259	34	0
Not relevant to me	1%	3%	0%
	24	7	0

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Public sector organisations (e.g. the police, national governmental departments, local authorities) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	15% ↓	24% ↑	20%
	271	63	2
I have some idea what personal information this type of company/organisation would colle	58% ↑	46% ↓	20% ↓
	1045	121	2
Not sure / don't know what personal information this type of company/organisation would	24%	25%	40%
	437	66	4
Not relevant to me	2% ↓	4%	20% ↑
	43	11	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	8% ↓	21% ↑	20%
	151	56	2
I have some idea what personal information this type of company/organisation would colle	60%	54%	70%
	1071	142	7
Not sure / don't know what personal information this type of company/organisation would	30% ↑	22% ↓	0%
	534	57	0
Not relevant to me	2%	2%	10%
	40	6	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Financial services (e.g. banks, building societies) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	21% ↓	33% ↑	30%
	371	86	3
I have some idea what personal information this type of company/organisation would colle	62% ↑	48% ↓	40%
	1109	126	4
Not sure / don't know what personal information this type of company/organisation would	17%	17%	20%
	297	44	2
Not relevant to me	1%	2%	10% ↑
	19	5	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
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I know exactly what personal information this type of company/organisation would collect	12% ↓	25% ↑	20%
	215	66	2
I have some idea what personal information this type of company/organisation would colle	66% ↑	56% ↓	60%
	1192	146	6
Not sure / don't know what personal information this type of company/organisation would	21%	16%	10%
	373	41	1
Not relevant to me	1% ↓	3% ↑	10% ↑
	16	8	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Mobile, broadband and utility providers by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	10% ↓	23% ↑	20%
	176	60	2
I have some idea what personal information this type of company/organisation would colle	64%	58%	50%
	1157	152	5
Not sure / don't know what personal information this type of company/organisation would	25% ↑	17% ↓	20%
	446	45	2
Not relevant to me	1%	2%	10% ↑
	17	4	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	5% ↓	17% ↑	20%
	89	45	2
I have some idea what personal information this type of company/organisation would colle	30% ↓	42% ↑	40%
	531	109	4
Not sure / don't know what personal information this type of company/organisation would	24%	26%	10%
	437	69	1
Not relevant to me	41% ↑	15% ↓	30%
	739	38	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Search engines (e.g. Google, Bing, DuckDuckGo) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	8% ↓	20% ↑	10%
	144	53	1
I have some idea what personal information this type of company/organisation would colle	56%	51%	40%
	1006	132	4
Not sure / don't know what personal information this type of company/organisation would	34%	27%	30%
	607	70	3
Not relevant to me	2%	2%	20% ↑
	39	6	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	6% ↓	14% ↑	20%
	115	37	2
I have some idea what personal information this type of company/organisation would colle	42%	50% ↑	30%
	758	130	3
Not sure / don't know what personal information this type of company/organisation would	39%	33%	30%
	706	85	3
Not relevant to me	12% ↑	3% ↓	20%
	217	9	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q4. Social media companies / platforms (e.g. Instagram, TikTok, Facebook) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly what personal information this type of company/organisation would collect	9% ↓ 155	25% ↑ 66	20% 2
I have some idea what personal information this type of company/organisation would collect	56% 1012	53% 138	40% 4
Not sure / don't know what personal information this type of company/organisation would collect	25% 452	19% 49	20% 2
Not relevant to me	10% ↑ 177	3% ↓ 8	20% 2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Healthcare providers (e.g. NHS, local GP) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisation	19% ↓ 346	33% ↑ 85	40% 4
I have some idea how personal information would be used by this type of company/organisation	57% ↑ 1023	46% ↓ 121	60% 6
Not sure / don't know how personal information would be used by this type of company/organisation	23% 413	19% 50	0% 0
Not relevant to me	1% 14	2% 5	0% 0

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Public sector organisations (e.g. the police, national governmental departments, local authorities) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisation	13% ↓ 225	25% ↑ 66	20% 2
I have some idea how personal information would be used by this type of company/organisation	56% ↑ 999	48% ↓ 124	40% 4
Not sure / don't know how personal information would be used by this type of company/organisation	30% 543	24% 63	30% 3
Not relevant to me	2% 29	3% 8	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisation	6% ↓ 108	18% ↑ 47	10% 1
I have some idea how personal information would be used by this type of company/organisation	50% 891	48% 126	50% 5
Not sure / don't know how personal information would be used by this type of company/organisation	42% ↑ 759	31% ↓ 81	30% 3
Not relevant to me	2% 38	3% 7	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Financial services (e.g. banks, building societies) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisation	13% ↓ 226	27% ↑ 70	10% 1
I have some idea how personal information would be used by this type of company/organisation	60% ↑ 1075	44% ↓ 116	60% 6
Not sure / don't know how personal information would be used by this type of company/organisation	27% 477	26% 69	20% 2
Not relevant to me	1% 17	2% 8	10% ↑ 2

18 6 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	9% ↓ 155	20% ↑ 53	0% 0
I have some idea how personal information would be used by this type of company/organisi	60% 1074	54% 140	80% 8
Not sure / don't know how personal information would be used by this type of company/o	31% ↑ 552	23% ↓ 61	10% 1
Not relevant to me	1% ↓ 15	3% ↑ 7	10% ↑ 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Mobile, broadband and utility providers by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	7% ↓ 126	17% ↑ 45	10% 1
I have some idea how personal information would be used by this type of company/organisi	57% 1017	51% 134	70% 7
Not sure / don't know how personal information would be used by this type of company/o	35% ↑ 637	29% 75	10% 1
Not relevant to me	1% ↓ 16	3% ↑ 7	10% ↑ 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	5% ↓ 82	15% ↑ 38	0% 0
I have some idea how personal information would be used by this type of company/organisi	28% ↓ 499	39% ↑ 101	60% 6
Not sure / don't know how personal information would be used by this type of company/o	28% 504	33% 85	20% 2
Not relevant to me	40% ↑ 711	14% ↓ 37	20% 2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Search engines (e.g. Google, Bing, DuckDuckGo) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	6% ↓ 109	17% ↑ 45	0% 0
I have some idea how personal information would be used by this type of company/organisi	48% 863	48% 125	40% 4
Not sure / don't know how personal information would be used by this type of company/o	43% ↑ 766	33% ↓ 85	40% 4
Not relevant to me	3% 58	2% 6	20% ↑ 2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	4% ↓ 79	16% ↑ 42	10% 1
I have some idea how personal information would be used by this type of company/organisi	38% 766	37% 740	30% 6

	683	96	3
Not sure / don't know how personal information would be used by this type of company/oi	45%	42%	50%
	812	109	5
Not relevant to me	12% ↑	5% ↓	10%
	222	14	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q5. Social media companies / platforms (e.g. Instagram, TikTok, Facebook) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I know exactly how personal information would be used by this type of company/organisat	7% ↓	22% ↑	10%
	119	57	1
I have some idea how personal information would be used by this type of company/organi:	49%	49%	50%
	880	127	5
Not sure / don't know how personal information would be used by this type of company/oi	34% ↑	26% ↓	20%
	614	68	2
Not relevant to me	10% ↑	3% ↓	20%
	183	9	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Healthcare providers (e.g. NHS, local GP) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	25%	25%	20%
	447	66	2
Fairly confident	47%	47%	30%
	836	123	3
Neither	15%	15%	40%
	264	38	4
Not particularly confident	8%	7%	0%
	152	19	0
Not at all confident	5%	4%	10%
	89	11	1
Not relevant to me	0%	2%	0%
	8	4	0

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Public sector organisations (e.g. the police, national governmental departments, local authorities) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	15%	19%	0%
	271	49	0
Fairly confident	45%	41%	30%
	804	108	3
Neither	18%	19%	50%
	329	50	5
Not particularly confident	13%	10%	0%
	240	27	0
Not at all confident	7%	9%	10%
	134	23	1
Not relevant to me	1%	2%	10%
	18	4	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Providers of smartphone / computer operating systems (e.g. Microsoft Windows, Google Android, Apple iOS) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	4% ↓	9% ↑	0%
	65	23	0
Fairly confident	29% ↓	41% ↑	20%
	518	107	2
Neither	28%	25%	40%
	504	64	4

Not particularly confident	27% ↑	13% ↓	20%
	479	33	2
Not at all confident	11%	11%	10%
	202	30	1
Not relevant to me	2%	2%	10%
	28	4	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Financial services (e.g. banks, building societies) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	19%	25%	0%
	335	65	0
Fairly confident	46%	43%	40%
	826	112	4
Neither	18%	14%	20%
	329	36	2
Not particularly confident	11%	9%	10%
	196	24	1
Not at all confident	6%	8%	20%
	102	20	2
Not relevant to me	0%	2%	10% ↑
	8	4	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Online retailers - any company who sells physical goods/ products online (e.g. Amazon, Asos, eBay) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	3% ↓	10% ↑	0%
	61	26	0
Fairly confident	28%	31%	30%
	511	81	3
Neither	28%	28%	30%
	506	72	3
Not particularly confident	27% ↑	17% ↓	10%
	493	44	1
Not at all confident	12%	13%	20%
	217	33	2
Not relevant to me	0% ↓	2% ↑	10% ↑
	8	5	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Mobile, broadband and utility providers by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	4% ↓	11% ↑	0%
	75	29	0
Fairly confident	36%	39%	30%
	649	102	3
Neither	28%	23%	40%
	494	61	4
Not particularly confident	23% ↑	13% ↓	10%
	405	34	1
Not at all confident	9%	11%	10%
	167	28	1
Not relevant to me	0% ↓	3% ↑	10% ↑
	6	7	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Video gaming services (e.g. Xbox Live, PlayStation Network, Nintendo, Valve) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	2% ↓	11% ↑	0%
	44	30	0
Fairly confident	15% ↓	28% ↑	0%
	274	72	0

Neither	17%	21%	50% ↑
	310	55	5
Not particularly confident	17%	15%	10%
	303	38	1
Not at all confident	9%	11%	10%
	163	30	1
Not relevant to me	39% ↑	14% ↓	30%
	702	36	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Search engines (e.g. Google, Bing, DuckDuckGo) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	3% ↓	6% ↑	0%
	50	16	0
Fairly confident	19% ↓	29% ↑	20%
	350	75	2
Neither	28%	24%	30%
	502	62	3
Not particularly confident	30%	24%	20%
	534	63	2
Not at all confident	17%	16%	10%
	311	41	1
Not relevant to me	3%	2%	20% ↑
	49	4	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Providers of cloud data storage (e.g. products like OneDrive, Google Drive, DropBox, iCloud) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	3% ↓	7% ↑	0%
	58	19	0
Fairly confident	24% ↓	33% ↑	20%
	439	85	2
Neither	27%	28%	40%
	489	74	4
Not particularly confident	23% ↑	16% ↓	10%
	422	42	1
Not at all confident	11%	11%	20%
	196	30	2
Not relevant to me	11% ↑	4% ↓	10%
	192	11	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q6. Social media companies / platforms (e.g. Instagram, TikTok, Facebook) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	3% ↓	7% ↑	0%
	45	18	0
Fairly confident	14% ↓	23% ↑	0%
	253	61	0
Neither	21%	24%	50%
	370	63	5
Not particularly confident	29% ↑	21% ↓	20%
	518	54	2
Not at all confident	25%	22%	10%
	454	57	1
Not relevant to me	9% ↑	3% ↓	20%
	156	8	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Newspapers and magazines by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	28% ↑	21% ↓	20%
	495	55	2

No	72% ↓	79% ↑	80%
	1301	206	8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Website news sources by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	39%	41%	40%
	693	106	4
No	61%	59%	60%
	1103	155	6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Radio and podcasts by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	12%	12%	10%
	211	31	1
No	88%	88%	90%
	1585	230	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Social media by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	23% ↓	51% ↑	30%
	407	132	3
No	77% ↑	49% ↓	70%
	1389	129	7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Word of mouth by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	32%	32%	10%
	571	84	1
No	68%	68%	90%
	1225	177	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. The Information Commissioner's Office (ICO) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	5%	7%	20%
	92	18	2
No	95%	93%	80%
	1704	243	8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Official government sources by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	16%	19%	10%
	279	49	1
No	84%	81%	90%
	1517	212	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. School or university by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	7% ↓ 118	23% ↑ 59	30% ↑ 3
No	93% ↑ 1678	77% ↓ 202	70% ↓ 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Through my job/area of work by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	30% 539	28% 72	30% 3
No	70% 1257	72% 189	70% 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Somewhere else (Please specify) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	5% ↑ 83	2% ↓ 4	0% 0
No	95% ↓ 1713	98% ↑ 257	100% 10

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q7. Nowhere, I don't know about how personal information is used by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	11% 200	6% ↓ 16	40% ↑ 4
No	89% 1596	94% ↑ 245	60% ↓ 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Using data in ways required by the government (e.g. for working out taxes) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Very happy for my information/data to be used for this	16% 296	12% 32	0% 0
Fairly happy	33% 601	38% 98	10% 1
Don't mind	25% 452	23% 61	40% 4
Not particularly happy	13% 240	11% 30	10% 1
Not at all happy for my information/data to be used for this	6% 109	9% 24	20% 2
Don't know	5% 98	6% 16	20% 2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Research done for the public good (e.g. medical, scientific, historical research) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Very happy for my information/data to be used for this	19% 343	19% 49	0% 0
Fairly happy	37% 671	33% 85	10% 1

Don't mind	25%	28%	40%
	452	72	4
Not particularly happy	9%	7%	10%
	166	17	1
Not at all happy for my information/data to be used for this	4% ↓	9% ↑	20%
	80	23	2
Don't know	5%	6%	20%
	84	15	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Providing personal support as a result of personal conditions or circumstances by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	12%	17%	0%
	222	45	0
Fairly happy	34%	37%	20%
	604	97	2
Don't mind	25%	25%	20%
	448	66	2
Not particularly happy	14% ↑	8% ↓	20%
	254	20	2
Not at all happy for my information/data to be used for this	8%	6%	10%
	151	15	1
Don't know	7%	7%	30% ↑
	117	18	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Preventing children seeing inappropriate content online by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	43% ↑	32% ↓	0% ↓
	773	83	0
Fairly happy	29%	33%	20%
	515	86	2
Don't mind	12% ↓	19% ↑	20%
	219	49	2
Not particularly happy	4%	3%	0%
	70	9	0
Not at all happy for my information/data to be used for this	4%	7%	20%
	78	17	2
Don't know	8%	7%	40% ↑
	141	17	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Using biometric information to confirm your identity or age by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	11%	14%	0%
	201	37	0
Fairly happy	25%	28%	20%
	454	73	2
Don't mind	22%	22%	20%
	404	57	2
Not particularly happy	20%	16%	20%
	362	43	2
Not at all happy for my information/data to be used for this	15%	15%	20%
	269	38	2
Don't know	6%	5%	20%
	106	13	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Personalising your experience while using a site by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	3% ↓	9% ↑	0%
	55	24	0
Fairly happy	20% ↓	31% ↑	0%

	360	82	0
Don't mind	33% ↑	24% ↓	20%
	599	62	2
Not particularly happy	24%	20%	20%
	435	51	2
Not at all happy for my information/data to be used for this	15%	11%	40% ↑
	261	29	4
Don't know	5%	5%	20%
	86	13	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.8 Suggesting adverts you might be interested in (e.g. for products that might be relevant to you) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	3% ↓	7% ↑	0%
	58	19	0
Fairly happy	13% ↓	26% ↑	10%
	239	67	1
Don't mind	27%	27%	10%
	476	70	1
Not particularly happy	31% ↑	23% ↓	10%
	549	59	1
Not at all happy for my information/data to be used for this	23% ↑	12% ↓	50% ↑
	412	31	5
Don't know	3% ↓	6%	20% ↑
	62	15	2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q8. Using your location to make recommendations (e.g. suggest places nearby you might want to visit) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very happy for my information/data to be used for this	5%	9%	0%
	96	23	0
Fairly happy	21% ↓	32% ↑	0%
	382	83	0
Don't mind	32%	30%	20%
	583	79	2
Not particularly happy	23% ↑	14% ↓	10%
	415	36	1
Not at all happy for my information/data to be used for this	14%	11%	40%
	255	30	4
Don't know	4%	4%	30% ↑
	65	10	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q9. How confident are you that they...? ...keep your personal information securely so that others cannot access it by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	5% ↓	10% ↑	0%
	86	25	0
Fairly confident	37%	39%	40%
	656	102	4
Neither	24%	26%	10%
	438	68	1
Not particularly confident	26% ↑	18% ↓	20%
	468	48	2
Not at all confident	8%	7%	30% ↑
	148	18	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q9. 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) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	4% ↓ 71	8% ↑ 21	0% 0
Fairly confident	36% 644	41% 106	50% 5
Neither	26% 459	22% 58	10% 1
Not particularly confident	27% 482	22% 58	30% 3
Not at all confident	8% 140	7% 18	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q9. How confident are you that they...? ...only collect the personal information they need to run their business / provide their services by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	4% ↓ 75	10% ↑ 25	0% 0
Fairly confident	29% 515	34% 90	30% 3
Neither	25% 451	25% 66	20% 2
Not particularly confident	32% ↑ 576	23% ↓ 61	30% 3
Not at all confident	10% 179	7% 19	20% 2

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q9. How confident are you that they...? ...abide by the laws and regulations in place to protect people's personal information by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very confident	5% ↓ 91	14% ↑ 36	0% 0
Fairly confident	39% 697	40% 104	30% 3
Neither	26% 461	25% 66	20% 2
Not particularly confident	24% 424	16% ↓ 42	40% 4
Not at all confident	7% 123	5% 13	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. A company/organisation losing personal information they hold about you by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	51% 912	52% 135	60% 6
Slightly concerned about this	37% 668	31% 81	30% 3
Not personally concerned about this	8% 138	13% 33	0% 0
Not really thought about this before	4% 78	5% 12	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Organisations/companies using your personal information without your permission by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	57% 1017	55% 143	60% 6
Slightly concerned about this	34% 668	32% 81	30% 3

	616	84	3
Not personally concerned about this	6%	7%	0%
	101	19	0
Not really thought about this before	3%	6%	10%
	62	15	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Organisations/companies using personal information about you to influence your behaviour (e.g. to try and encourage you to buy certain products) by demogs_ ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	32%	38%	30%
	583	98	3
Slightly concerned about this	45%	40%	60%
	812	104	6
Not personally concerned about this	19%	18%	0%
	335	46	0
Not really thought about this before	4%	5%	10%
	66	13	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Having your personal information/data sold to other companies without your consent by demogs_ ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	63%	59%	70%
	1130	154	7
Slightly concerned about this	29%	27%	20%
	523	71	2
Not personally concerned about this	5% ↓	10% ↑	0%
	86	26	0
Not really thought about this before	3%	4%	10%
	57	10	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Identity theft (e.g. someone else pretending to be you) by demogs_ ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	59%	62%	60%
	1055	161	6
Slightly concerned about this	30%	23%	30%
	545	60	3
Not personally concerned about this	8%	10%	0%
	144	26	0
Not really thought about this before	3%	5%	10%
	52	14	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Rising energy bills by demogs_ ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	74% ↑	61% ↓	70%
	1325	159	7
Slightly concerned about this	20% ↓	28% ↑	20%
	364	74	2
Not personally concerned about this	3%	6%	0%
	61	16	0
Not really thought about this before	3%	5%	10%
	46	12	1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Poor quality drinking water in your area by demogs_ ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	27% ↓ 480	49% ↑ 127	40% 4
Slightly concerned about this	25% 445	23% 61	40% 4
Not personally concerned about this	32% ↑ 573	19% ↓ 50	10% 1
Not really thought about this before	17% ↑ 298	9% ↓ 23	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Delays or declining quality of healthcare in your area by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	50% 893	51% 132	50% 5
Slightly concerned about this	36% 638	29% 75	30% 3
Not personally concerned about this	9% ↓ 164	15% ↑ 39	10% 1
Not really thought about this before	6% 101	6% 15	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. Seeing upsetting, inappropriate or harmful content online (e.g. in your social media feed, on websites you use) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	33% ↓ 599	43% ↑ 113	50% 5
Slightly concerned about this	34% 609	36% 94	30% 3
Not personally concerned about this	26% ↑ 459	14% ↓ 37	10% 1
Not really thought about this before	7% 129	7% 17	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q10. 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? by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very concerned about this	35% ↓ 630	44% ↑ 115	60% 6
Slightly concerned about this	41% 730	36% 93	20% 2
Not personally concerned about this	17% 314	13% 33	10% 1
Not really thought about this before	7% 122	8% 20	10% 1

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q11. Been told by a company/organisation you have an account with that your personal details may have been lost or stolen by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
In the past 12 months	8% ↓ 145	15% ↑ 38	0% 0
Happened before, but not in the past 12 months	26% 475	25% 66	20% 2
Never happened (to the best of my knowledge)	65% 1176	60% 157	80% 8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q11. 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 by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
In the past 12 months	12% ↓ 212	20% ↑ 51	0% 0
Happened before, but not in the past 12 months	30% 538	26% 69	40% 4
Never happened (to the best of my knowledge)	58% 1046	54% 141	60% 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q11. Had personal details stolen and used to commit fraud by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
In the past 12 months	4% ↓ 66	13% ↑ 33	0% 0
Happened before, but not in the past 12 months	16% ↓ 285	24% ↑ 63	40% 4
Never happened (to the best of my knowledge)	80% ↑ 1445	63% ↓ 165	60% 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q11. Had an online account accessed or used fraudulently by someone else by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
In the past 12 months	6% ↓ 111	21% ↑ 54	20% 2
Happened before, but not in the past 12 months	23% 418	29% 76	30% 3
Never happened (to the best of my knowledge)	71% ↑ 1267	50% ↓ 131	50% 5

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Nothing by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	7% 132	9% 23	20% 2
No	93% 1664	91% 238	80% 8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Get in touch with the organisation to find out exactly what information... by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	64% 1146	60% 156	40% 4
No	36% 650	40% 105	60% 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Get in touch with the regulator to find out what you can do / what your rights by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	44%	45%	40%

	787	118	4
No	56%	55%	60%
	1009	143	6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Report this incident to the police by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	23%	26%	30%
	422	69	3
No	77%	74%	70%
	1374	192	7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Something else (Please specify) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	6% ↑	2% ↓	0%
	99	4	0
No	94% ↓	98% ↑	100%
	1697	257	10

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12. Not sure by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	14%	13%	10%
	254	33	1
No	86%	87%	90%
	1542	228	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q12b. You said that you would get in touch with the regulator. Would you know how to do this? by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	10% ↓	18% ↑	25%
	81	21	1
No, but I would search online	79% ↑	64% ↓	75%
	622	76	3
No, but I would ask someone for help	8% ↓	15% ↑	0%
	62	18	0
No, and I'm not sure how I would find out	3%	3%	0%
	22	3	0

Total sample; Unweighted; base n = 909; total n = 2067; 1158 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q13. Information Commissioner's Office (ICO) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very familiar - I know a lot about this organisation	6% ↓	12% ↑	0%
	110	31	0
Quite familiar - I know a little about what they do	21%	26%	30%
	379	68	3
I have heard of them, but am not sure exactly what they do	35%	30%	30%
	620	79	3
I have not heard of them before today	38%	32%	40%
	687	83	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q14. Information Commissioner's Office (ICO) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Very good	5% ↓ 94	11% ↑ 30	10% 1
Quite good	21% ↓ 382	30% ↑ 79	10% 1
Not particularly good	6% ↓ 108	10% ↑ 27	20% 2
Not good at all	2% 28	3% 8	0% 0
I don't know enough about them to say	66% ↑ 1184	45% ↓ 117	60% 6

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Promote economic growth by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	6% 29	12% 12	0% 0
No	94% 460	88% 87	100% 3

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Help companies/ organisations use data in new ways to create and improve products and services by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	8% ↓ 38	18% ↑ 18	0% 0
No	92% ↑ 451	82% ↓ 81	100% 3

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Educate and inform companies/ organisations about how to use personal information responsibly by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	35% 170	27% 27	33% 1
No	65% 319	73% 72	67% 2

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	18% 86	23% 23	33% 1
No	82% 403	77% 76	67% 2

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Ensure public information held by public bodies is transparent and accessible to the public by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	39%	30%	0%
	193	30	0
No	61%	70%	100%
	296	69	3

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Educate the public about how companies/ organisations use personal information by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	21%	19%	33%
	104	19	1
No	79%	81%	67%
	385	80	2

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Protecting vulnerable/ disadvantaged people from having their personal information misused by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	18%	26%	33%
	87	26	1
No	82%	74%	67%
	402	73	2

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Investigate complaints related to misuse of personal information by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	58% ↑	32% ↓	67%
	284	32	2
No	42% ↓	68% ↑	33%
	205	67	1

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Impose fines or penalties on companies/ organisations that break data protection laws by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	57% ↑	38% ↓	33%
	281	38	1
No	43% ↓	62% ↑	67%
	208	61	2

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q15. Help children have an age-appropriate online experience by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	7% ↓	14% ↑	0%
	32	14	0
No	93% ↑	86% ↓	100%
	457	85	3

Total sample; Unweighted; base n = 591; total n = 2067; 1476 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Promote economic growth by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	3%	5%	14%
	44	8	1

No	97%	95%	86%
	1263	154	6

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Help companies/ organisations use data in new ways to create and improve products and services by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	9% ↓	20% ↑	43% ↑
	124	32	3
No	91% ↑	80% ↓	57% ↓
	1183	130	4

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Educate and inform companies/ organisations about how to use personal information responsibly by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	27%	29%	0%
	358	47	0
No	73%	71%	100%
	949	115	7

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Investigate complaints of nuisance marketing (i.e. unwanted or spam calls to promote a service or product by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	27%	19%	29%
	352	31	2
No	73%	81%	71%
	955	131	5

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Ensure public information held by public bodies is transparent and accessible to the public by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	32%	35%	29%
	414	56	2
No	68%	65%	71%
	893	106	5

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Educate the public about how companies/ organisations use personal information by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	21%	25%	14%
	279	40	1
No	79%	75%	86%
	1028	122	6

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Protecting vulnerable/ disadvantaged people from having their personal information misused by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	31%	28%	14%

	410	46	1
No	69%	72%	86%
	897	116	6

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Investigate complaints related to misuse of personal information by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	51% ↑	40% ↓	14%
	673	65	1
No	49% ↓	60% ↑	86%
	634	97	6

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Impose fines or penalties on companies/ organisations that break data protection laws by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	54% ↑	35% ↓	29%
	710	57	2
No	46% ↓	65% ↑	71%
	597	105	5

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q16. Help children have an age-appropriate online experience by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	13%	19%	0%
	170	30	0
No	87%	81%	100%
	1137	132	7

Total sample; Unweighted; base n = 1476; total n = 2067; 591 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Asked to see the privacy policy/information of a company or organisation that holds your personal information/data by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
I have done this in the past 12 months	5% ↓	16% ↑	10%
	84	41	1
I have done this, but more than 12 months ago	9% ↓	16% ↑	10%
	162	43	1
I have never done this	86% ↑	68% ↓	80%
	1550	177	8

Total sample; Unweighted; base n = 2067
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Asked a company or organisation to provide you with a copy of all the personal information / data they hold about you by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
I have done this in the past 12 months	5% ↓	16% ↑	0%
	81	43	0
I have done this, but more than 12 months ago	13%	16%	20%
	227	43	2
I have never done this	83% ↑	67% ↓	80%
	1488	175	8

Total sample; Unweighted; base n = 2067
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Asked a company/organisation to delete any personal information/data they had collected about you by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I have done this in the past 12 months	10% ↓ 175	17% ↑ 45	0% 0
I have done this, but more than 12 months ago	14% ↓ 243	20% ↑ 52	10% 1
I have never done this	77% ↑ 1378	63% ↓ 164	90% 9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Asked for a company/organisation to restrict or limit how they use any personal information/data they hold about you by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I have done this in the past 12 months	7% ↓ 125	15% ↑ 39	10% 1
I have done this, but more than 12 months ago	10% ↓ 176	19% ↑ 49	10% 1
I have never done this	83% ↑ 1495	66% ↓ 173	80% 8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Asked a company/organisation to stop using your personal information/data altogether (e.g. direct marketing purposes) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I have done this in the past 12 months	18% ↓ 320	25% ↑ 64	10% 1
I have done this, but more than 12 months ago	14% ↓ 253	17% ↓ 44	20% 2
I have never done this	68% ↑ 1223	59% ↓ 153	70% 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q17. Refused to provide a company/organisation with biometric data (e.g. fingerprint, facial recognition) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I have done this in the past 12 months	9% ↓ 164	17% ↑ 45	0% 0
I have done this, but more than 12 months ago	7% ↓ 131	14% ↑ 37	20% 2
I have never done this	84% ↑ 1501	69% ↓ 179	80% 8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q18. Ask a company or organisation to delete personal information that it holds about you by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I was aware that this was a legal 'right' I have	40% 715	46% 119	30% 3
I thought you should be able to do this, but I didn't know it was a legal 'right'	34% 618	29% 75	30% 3
I wasn't aware of this before now	26% 463	26% 67	40% 4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q18. 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) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I was aware that this was a legal 'right' I have	30% 539	37% 96	20% 2
I thought you should be able to do this, but I didn't know it was a legal 'right'	41% 715	36% 96	50% 2

	742	94	5
I wasn't aware of this before now	29%	27%	30%
	515	71	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q18. Request information that is not routinely made public from public sector bodies (e.g., a government department, local council, or state school) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I was aware that this was a legal 'right' I have	31%	33%	30%
	556	85	3
I thought you should be able to do this, but I didn't know it was a legal 'right'	34%	34%	30%
	616	90	3
I wasn't aware of this before now	35%	33%	40%
	624	86	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q18. Be informed whenever an organisation is [collecting and/or] using your data by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I was aware that this was a legal 'right' I have	32% ↓	43% ↑	20%
	569	112	2
I thought you should be able to do this, but I didn't know it was a legal 'right'	37%	29%	50%
	658	76	5
I wasn't aware of this before now	32%	28%	30%
	569	73	3

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q18. Find out if a company or organisation is using or storing your personal information and ask to get copies of it by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
I was aware that this was a legal 'right' I have	33%	37%	30%
	586	96	3
I thought you should be able to do this, but I didn't know it was a legal 'right'	36%	34%	30%
	638	89	3
I wasn't aware of this before now	32%	29%	40%
	572	76	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Reject/decline cookies when prompted when I'm online (e.g. when you see a pop-up asking about cookies) by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	57%	54%	60%
	1028	142	6
No	43%	46%	40%
	768	119	4

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Asked a company/organisation to be removed from their contact list or marketing emails by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
Yes	49%	44%	30%
	886	114	3
No	51%	56%	70%
	910	147	7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Complained to a company/organisation about your dissatisfaction in the way they have been handling your personal information by demogs_ethnicity

Column % n	White	NET: BAME	Prefer not to say
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	White	NET: BAME	Prefer not to say
Yes	5% ↓	13% ↑	10%
	82	34	1
No	95% ↑	87% ↓	90%
	1714	227	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Formally complained to the ICO about the way a company/organisation has handled your personal information by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	2% ↓	6% ↑	0%
	35	15	0
No	98% ↑	94% ↓	100%
	1761	246	10

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Asked a company/organisation (verbally or in writing) to delete all personal information they hold about you by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	7%	10%	0%
	126	27	0
No	93%	90%	100%
	1670	234	10

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q. 19 Shared personal information about a vulnerability or your personal circumstances so an organisation could better support you (e.g. a health condition you have) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	9%	11%	10%
	157	28	1
No	91%	89%	90%
	1639	233	9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 Used ad blockers on websites by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	40%	43%	20%
	722	113	2
No	60%	57%	80%
	1074	148	8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 Blocked apps from collecting and sharing data about your activity by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	32%	34%	30%
	571	88	3
No	68%	66%	70%
	1225	173	7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 Decided not to use a service as it asked for your personal information (e.g. not read an article or because you did not want to register) by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
Yes	41% ↑	24% ↓	30%
	732	62	3
No	59% ↓	76% ↑	70%
	1064	199	7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 Used a VPN to protect your IP address or location by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	19% ↓ 339	26% ↑ 67	20% 2
No	81% ↑ 1457	74% ↓ 194	80% 8

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 Chose not to use facial recognition or fingerprints as a method of confirming your identity to access an app, service, or account by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	19% 345	18% 48	30% 3
No	81% 1451	82% 213	70% 7

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

[Back to TOC](#)

Q.19 None of these by demogs_ethnicity

Column %	White	NET: BAME	Prefer not to say
n			
Yes	14% 257	14% 36	10% 1
No	86% 1539	86% 225	90% 9

Total sample; Unweighted; base n = 2067

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)