

TOPLINE FIGURES:

**UK CITIZENS' ATTITUDES TOWARDS THE GENERAL
DATA PROTECTION REGULATION**

Fieldwork Date: 06.11.2017

Interview Method: Online

Population Sampled: All UK adults aged 18+

Sample Size: 1015

Table 1: Normal Weights

Q1: On a scale of 0-10, how concerned are you about the use of your personal data by companies?

10 is "very concerned" and 0 is "not concerned at all".

Base: All Respondents (1015)

- **10 - very concerned 19.9%**
- 9 7.7%
- 8 18%
- 7 16.5%
- 6 10.3%
- 5 15.1%
- 4 5.3%
- 3 2.2%
- 2 2.1%
- 1 0.8%
- 0 - not concerned at all 2.2%

Table 2: Normal Weights

Q2: Do you want to have more control over what personal data companies hold about you?

Base: All Respondents (1015)

- **I want more control over the personal data companies hold about me 43.1%**
- I want full control of the personal data companies hold about me 40.7%
- I am happy with the way things currently are 11.4%
- Don't know 4.1%
- I don't want any control at all over the personal data companies hold about me 0.7%

Table 3: Normal Weights

Q3: Have you heard about the General Data Protection Regulation (GDPR)?

Base: All Respondents (1015)

- **No, I have not heard about the GDPR 57.6%**
- Yes, I have heard of the GDPR 32.5%
- Don't know 10%

Table 4: Normal Weights

Q4: Do you know what your data protection rights under the GDPR are?

Base: Those that have heard of the General Data Protection Regulation

- **No, I do not know what my data protection rights are under the GDPR 51%**
- Yes, I know what my data protection rights are under the GDPR 42.1%
- Don't know 6.9%

Table 5: Normal Weights

Q5: How likely are you to use your data protection rights to protect access to your data?

Base: All Respondents (1015)

- **I might use my data protection rights 51.9%**
- Yes, I will use my data protection rights 28.2%
- Don't know 14.7%
- No, I will not use my data protection rights 5.3%

Table 6: Normal Weights

Q6: If you thought your personal data had been used incorrectly by someone/an organisation, how likely are you to complain?

Base: All Respondents (1015)

- **Yes, I would complain 80.3%**
- Don't know 13.6%
- No. I wouldn't complain 6.1%

Q7: Please state who or what organisation you would complain to if your personal data had been inappropriately used by someone/ an organisation?

Verbatim response

Top three answers:

- **Don't know 53%**
- Ombudsman 6%
- ICO 4%

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