



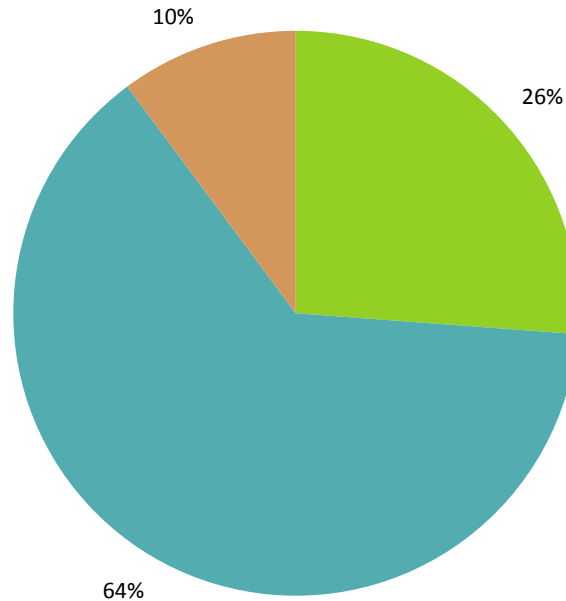
# Data Collection

Fieldwork: 1<sup>st</sup> – 2<sup>nd</sup> December



# Data Collection

*ABD\_q1. Which ONE, if either, of the following statements MOST closely reflects your view of companies' data policies and practices today?*

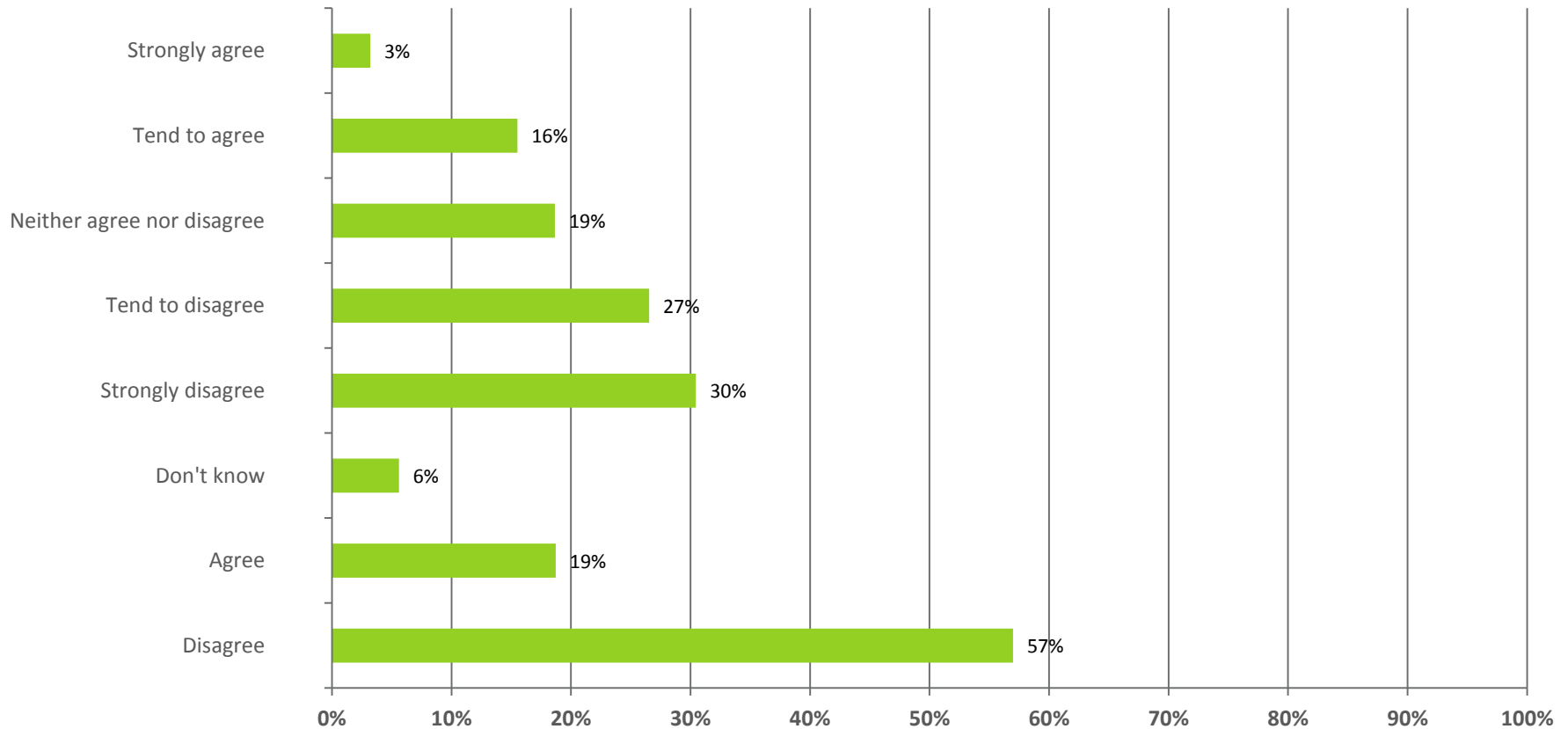


- I understand that companies need to collect data about me in order to provide me with services, and overall I'm happy with how it works
- I'm not really happy with the ways companies collect and use data about me, but I don't feel there's much I can do about it
- Neither of these

Base: All GB Adults (2092)

# Data Collection

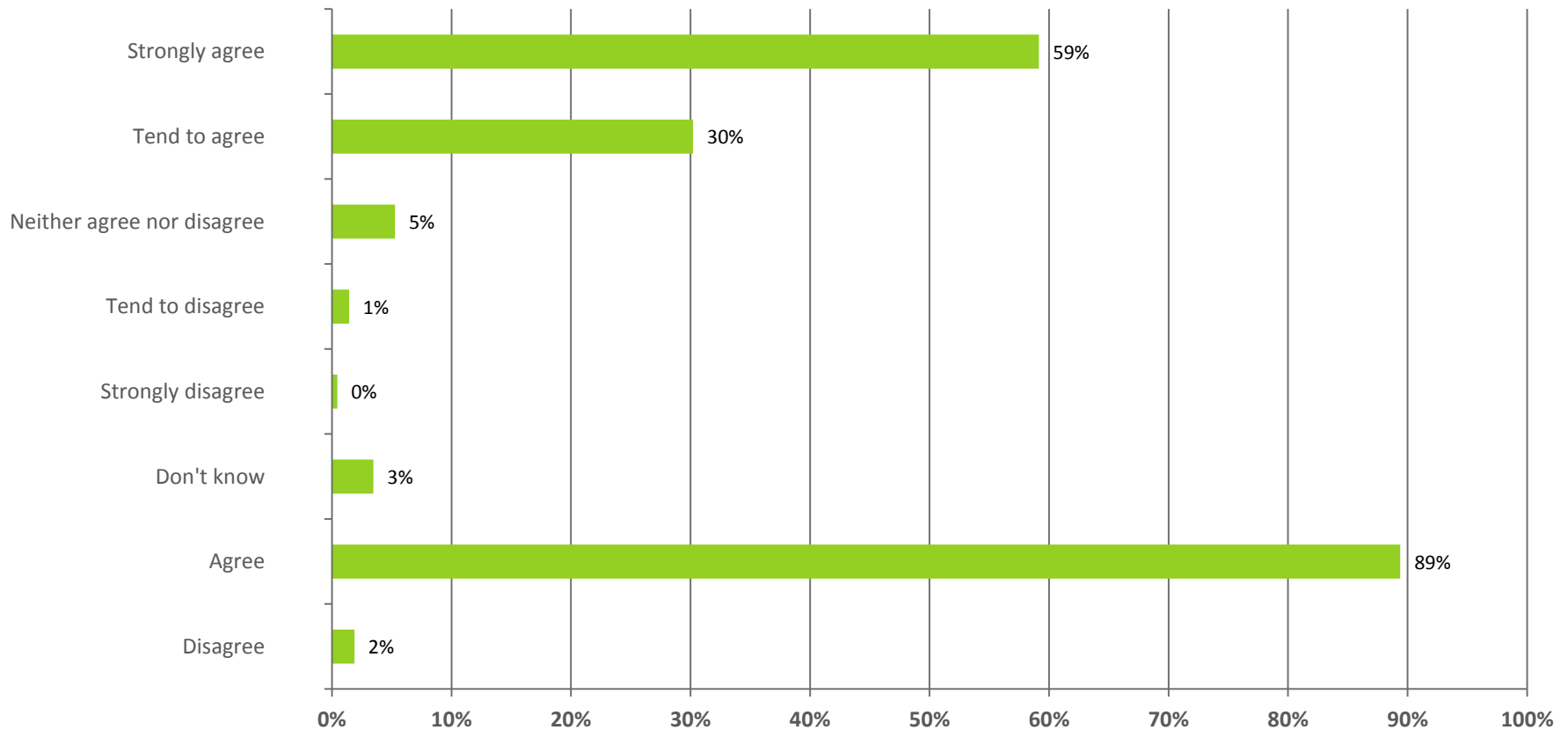
*ABD\_q2. To what extent do you agree or disagree with the following statement about how companies use your personal data (e.g. name, address, date of birth, purchases made etc.)? "If companies give me a discount or a more personalised service (e.g. recommendations of products based on previous purchases), I think it is fair for them to collect personal data about me without my full knowledge of what they are collecting or how they are using it"*



Base: All GB Adults (2092)

# Data Collection

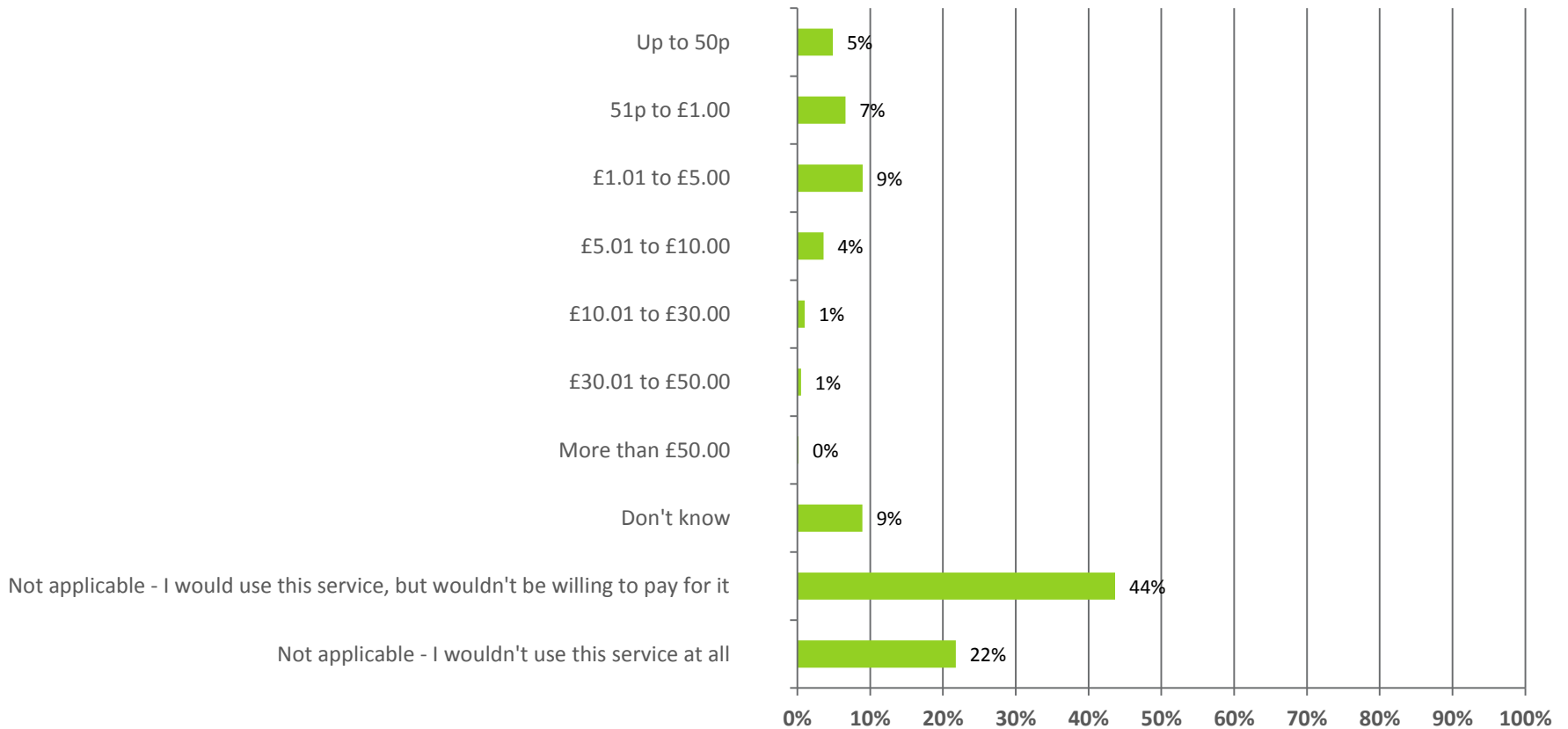
*ABD\_q3. To what extent do you agree or disagree with the following statement about how companies use your personal data (e.g. name, address, date of birth, purchases made etc.)? "I should be able to control what data a company collects about me online, and what it uses this data for"*



Base: All GB Adults online (2092)

# Data Collection

ABD\_q4. Please imagine a service existed whereby the provider could guarantee the safety and security of all the personal data about you and your online activities (e.g. name, address, date of birth, purchases made etc.), and give you control over who has access to it and how it is used. What is the MAXIMUM amount you would be willing to pay for this service on a monthly basis? (Please select the option that best applies)



Base: All GB Adults (2092)

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