



Big Brother Watch – Online Privacy

METHODOLOGY NOTE

ComRes interviewed 1,000 adults online in Spain. Data were weighted for each country to be representative of that country by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules.

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Internet Privacy Survey - Spain

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Base: All respondents	
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Base: All respondents	
Q4 When people are using the internet, their online personal data (e.g. websites visited, products looked at or emails sent) is often gathered by websites and organisations (e.g. the company that runs an internet browser or email system). Which of the following types of personal data, if any, do you think it is acceptable to be collected by websites or organisations?	5
Base: All respondents	
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Base: All respondents	
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Base: All who would be willing to pay	
Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services. How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?	12
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Internet Privacy Survey - Spain

Q1 How concerned, if at all, are you about your privacy online?

Base: All respondents

	Total	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
		Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither	
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m	
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69	
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Very concerned	(4.00)	427	204	223	104	185	139	150	158	120	427	-	304	73	17
		43%	42%	44%	41%	46%	40%	42%	44%	43%	50%	-	47%	38%	25%
					e						J		LM	M	
Fairly concerned	(3.00)	430	216	214	108	169	153	158	149	124	430	-	279	90	25
		43%	44%	42%	43%	42%	44%	44%	41%	44%	50%	-	43%	47%	36%
											J				
Not very concerned	(2.00)	129	63	67	36	45	48	48	49	33	-	129	65	28	22
		13%	13%	13%	14%	11%	14%	13%	14%	12%	-	92%	10%	15%	31%
												l		k	KL
Not at all concerned	(1.00)	11	6	5	5	1	5	4	4	3	-	11	4	-	5
		1%	1%	1%	2%	*	2%	1%	1%	1%	-	8%	1%	-	7%
					D		d					l			KL
Don't know		2	1	1	-	-	2	1	-	1	-	-	1	-	-
		*	*	*	-	-	1%	*	-	*	-	-	*	-	-
NETS															
Net: Concerned		857	420	437	212	353	292	307	307	243	857	-	583	163	42
		86%	86%	86%	84%	88%	84%	85%	85%	87%	100%	-	89%	85%	61%
					ce						J		M	M	
Net: Not concerned		141	69	72	41	46	54	52	53	36	-	141	69	28	27
		14%	14%	14%	16%	12%	15%	14%	15%	13%	-	100%	11%	15%	39%
					d							l			KL
Mean score	3.28	3.26	3.29	3.23	3.34	3.23	3.26	3.28	3.29	3.50	1.92	3.35	3.24	2.79	
					CE					J		LM	M		
Standard deviation	.73	.72	.73	.76	.68	.74	.73	.74	.71	.50	.27	.68	.69	.91	
Standard error	.02	.03	.03	.05	.03	.04	.04	.04	.04	.02	.02	.03	.05	.11	

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q2 Which of the following statements comes closest to your view?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Consumers are being harmed by big companies gathering large amounts of their personal data for internal use	653	330	323	159	275	219	239	240	174	583	69	653	-	-
	65%	67%	63%	63%	69%	63%	66%	67%	62%	68%	49%	100%	-	-
				e						J		LM		
Consumer experiences are being enhanced by big companies gathering large amounts of their personal data for internal use	192	89	103	62	66	64	59	69	63	163	28	-	192	-
	19%	18%	20%	25%	16%	18%	17%	19%	23%	19%	20%	-	100%	-
				De					f				KM	
Neither	69	37	33	12	25	33	34	22	14	42	27	-	-	69
	7%	7%	6%	5%	6%	9%	9%	6%	5%	5%	19%	-	-	100%
						C	gH				I			KL
Don't know	86	35	51	20	33	32	28	29	29	68	16	-	-	-
	9%	7%	10%	8%	8%	9%	8%	8%	10%	8%	12%	-	-	-

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q3 When online, how much control would you like to have over your personal data (e.g. the websites you visit or products that you look at)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Companies should never gather my personal data	209	92	117	48	79	81	85	61	63	179	28	158	15	14
	21%	19%	23%	19%	20%	23%	24%	17%	23%	21%	20%	24%	8%	20%
							G		g			L		L
Companies should never gather my personal data unless they explain why and I specifically give my permission each time	556	277	279	142	236	179	185	215	156	493	64	385	107	33
	56%	57%	55%	56%	59%	51%	51%	60%	56%	57%	45%	59%	56%	47%
					E			F		J		m		
Companies should be able to gather my personal data whenever they want, as long as I agree to it beforehand	201	109	92	53	75	74	77	74	50	164	37	99	66	19
	20%	22%	18%	21%	19%	21%	21%	21%	18%	19%	26%	15%	34%	27%
		b								I			K	K
Companies should be able to gather my personal data whenever they want	18	6	12	8	2	9	7	6	5	10	8	10	4	3
	2%	1%	2%	3%	1%	2%	2%	2%	2%	1%	6%	2%	2%	4%
				D		D				I				k
Don't know	16	6	10	3	7	6	7	4	5	12	3	2	-	1
	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	*	-	1%
NETS														
Net: High control	765	369	396	190	316	260	269	276	220	672	92	543	122	46
	76%	75%	78%	75%	79%	75%	75%	77%	78%	78%	66%	83%	64%	67%
										J		LM		

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q3 When online, how much control would you like to have over your personal data (e.g. the websites you visit or products that you look at)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Low control	219	115	104	61	77	82	84	80	55	174	45	109	70	22
	22%	23%	20%	24%	19%	24%	23%	22%	20%	20%	32%	17%	36%	32%
										I		K	K	
Net: Gather in some form	776	392	383	202	313	261	269	295	212	666	109	493	176	55
	78%	80%	75%	80%	78%	75%	75%	82%	76%	78%	78%	76%	92%	79%
		b						FH				KM		

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q4 When people are using the internet, their online personal data (e.g. websites visited, products looked at or emails sent) is often gathered by websites and organisations (e.g. the company that runs an internet browser or email system).

Which of the following types of personal data, if any, do you think it is acceptable to be collected by websites or organisations?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Purchase history (i.e. things bought online)	288	148	140	82	114	92	98	100	90	238	49	155	93	18
	29%	30%	28%	32%	29%	26%	27%	28%	32%	28%	35%	24%	49%	26%
											i		KM	
Search history (i.e. terms used in internet search engines)	232	115	117	77	96	58	72	82	78	202	29	134	71	14
	23%	23%	23%	30%	24%	17%	20%	23%	28%	24%	21%	20%	37%	20%
				dE	E				F				KM	
Browsing history (i.e. websites visited)	224	108	116	71	89	64	69	91	64	185	38	123	73	15
	22%	22%	23%	28%	22%	18%	19%	25%	23%	22%	27%	19%	38%	22%
				dE				F					KM	
Physical location (e.g. when using a smartphone or tablet)	136	84	53	46	52	38	55	46	36	111	25	71	45	11
	14%	17%	10%	18%	13%	11%	15%	13%	13%	13%	18%	11%	23%	15%
		B		dE									K	
Content of emails	71	39	32	22	24	25	24	30	17	57	14	39	23	7
	7%	8%	6%	9%	6%	7%	7%	8%	6%	7%	10%	6%	12%	10%
													K	
None of the above	435	201	234	91	165	178	176	153	105	387	47	321	37	31
	43%	41%	46%	36%	41%	51%	49%	43%	38%	45%	33%	49%	19%	45%
						CD	gH			J		L		L

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q5 Which of the following, if any, do you think it is acceptable for a company to do with online personal data (e.g. websites visited, products looked at or emails sent)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use personal data to tailor search results to people's interests	305 31%	153 31%	152 30%	90 35% E	126 32% e	90 26%	114 32%	103 29%	88 31%	257 30%	48 34%	168 26%	98 51% KM	19 27%
Use personal data to tailor online adverts to people's interests	220 22%	114 23%	106 21%	60 24%	89 22%	71 20%	73 20%	80 22%	67 24%	185 22%	35 25%	113 17%	76 40% KM	17 24%
Combine personal data from different services run by the same company to construct a profile of that user	155 15%	92 19% B	63 12%	41 16%	55 14%	59 17%	51 14%	54 15%	50 18%	138 16%	17 12%	84 13%	50 26% K	15 22% K
Share anonymised data with other companies	104 10%	52 11%	52 10%	41 16% DE	30 7%	33 9%	32 9%	47 13% f	25 9%	83 10%	21 15% i	59 9%	29 15% K	11 16% k
Store personal data indefinitely	50 5%	20 4%	30 6%	20 8% De	15 4%	15 4%	17 5%	22 6%	11 4%	41 5%	8 6%	29 4%	14 7%	3 4%
None of the above	425 42%	193 39%	231 45% a	83 33%	179 45% C	162 47% C	159 44%	150 42%	115 41%	376 44% J	46 33%	319 49% LM	30 16%	25 36% L

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q6 After investigating Google's Privacy Policy in 2012, data protection authorities reported that Google's Privacy Policy did not comply with European data protection laws, stating "The Privacy Policy allows Google to combine almost any data from any services for any purposes." In January 2015, Google agreed with UK regulators to make the wording of its privacy policy clearer, but not change how it uses consumers' data. Which of the following statements, if any, comes closest to your view about the agreement on Google's Privacy Policy?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK regulators should have been more strict	515 51%	257 52%	258 51%	136 54%	209 52%	169 49%	177 49%	195 54%	143 51%	459 54%	56 40%	390 60%	68 36%	33 47%
										J		LM		I
UK regulators made a suitable agreement	247 25%	133 27%	115 23%	60 24%	97 24%	91 26%	92 26%	92 25%	64 23%	201 23%	47 33%	143 22%	69 36%	20 28%
		b									I		K	
UK regulators should have been less strict	57 6%	31 6%	26 5%	21 8%	21 5%	15 4%	23 6%	18 5%	16 6%	47 5%	10 7%	33 5%	18 10%	5 7%
				E									K	
Don't know	181 18%	70 14%	111 22%	36 14%	72 18%	73 21%	68 19%	55 15%	58 21%	150 18%	29 20%	88 13%	36 19%	12 17%
			A			C			g				k	

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q7 And do you think that national regulators should be doing more or less to force Google to comply with existing European Directives on privacy and protection of personal data?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Should be doing more	738	351	387	173	301	265	266	275	197	650	87	538	101	47
	74%	72%	76%	68%	75%	76%	74%	76%	70%	76%	62%	82%	52%	68%
					C	C		h		J		LM		L
The current amount of action is about right	152	90	62	51	53	48	57	52	43	122	31	67	61	14
	15%	18%	12%	20%	13%	14%	16%	14%	15%	14%	22%	10%	32%	20%
		B		DE							I		Km	K
Should be doing less	34	15	20	14	13	7	14	8	13	26	8	19	15	1
	3%	3%	4%	6%	3%	2%	4%	2%	4%	3%	6%	3%	8%	2%
				E					g				Km	
Don't know	75	34	41	15	32	28	23	25	28	59	15	29	15	7
	8%	7%	8%	6%	8%	8%	6%	7%	10%	7%	11%	4%	8%	10%
								f			i		k	K

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would not be willing to pay anything	734	354	380	186	297	252	265	264	206	622	110	498	137	45
	73%	72%	75%	73%	74%	72%	74%	73%	74%	73%	78%	76%	71%	65%
												M		
£0.01-4.99	61	32	29	22	24	16	21	22	19	53	9	37	15	6
	6%	7%	6%	9%	6%	5%	6%	6%	7%	6%	6%	6%	8%	9%
				E										
£5-9.99	22	10	12	8	7	8	7	12	3	20	2	15	6	1
	2%	2%	2%	3%	2%	2%	2%	3%	1%	2%	1%	2%	3%	1%
								h						
£10+	19	16	3	6	8	5	6	7	6	19	-	15	3	-
	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	-
		B								j				
Don't know	164	78	86	33	64	67	62	56	46	144	20	90	32	18
	16%	16%	17%	13%	16%	19%	17%	16%	16%	17%	14%	14%	17%	25%
						C								K
NETS														
Net: ANY	102	58	44	35	38	29	34	40	28	91	11	66	23	7
	10%	12%	9%	14%	10%	8%	9%	11%	10%	11%	8%	10%	12%	10%
		b		dE										
Net: £0.01-5.99	62	32	30	22	25	16	22	22	19	53	9	38	15	6
	6%	7%	6%	9%	6%	5%	6%	6%	7%	6%	6%	6%	8%	9%
				E										
Net: £6+	40	26	14	13	14	13	12	18	9	38	2	28	9	1
	4%	5%	3%	5%	3%	4%	3%	5%	3%	4%	1%	4%	5%	1%
		B								j				
Median	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

* Currency transaction 1 GBP=1.36 Euros

Internet Privacy Survey - Spain

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	.69	.94	.45	.81	.67	.63	.58	.81	.69	.76	.29	.73	.73	.51
Standard deviation	2.60	3.16	1.87	2.55	2.67	2.57	2.21	2.84	2.74	2.77	1.17	2.79	2.40	1.47
Standard error	.09	.16	.09	.17	.14	.16	.13	.16	.18	.10	.11	.12	.19	.20

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

* Currency transaction 1 GBP=1.36 Euros

Internet Privacy Survey - Spain

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All who would be willing to pay

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	*e	f	g	*h	i	*j	k	*l	*m
Significance Level: 95%		A	B	C	D	*E	F	G	*H	I	*J	K	*L	*M
Unweighted Total	104	59	45	37	39	28	35	42	27	93	11	67	24	7
Weighted Total	102	58	44	35	38	29	34	40	28	91	11	66	23	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0.01-4.99	61	32	29	22	24	16	21	22	19	53	9	37	15	6
	60%	55%	67%	62%	62%	55%	61%	54%	67%	57%	82%	56%	63%	87%
£5-9.99	22	10	12	8	7	8	7	12	3	20	2	15	6	1
	22%	18%	27%	22%	18%	27%	22%	29%	11%	22%	18%	22%	24%	13%
£10+	19	16	3	6	8	5	6	7	6	19	-	15	3	-
	18%	27%	7%	16%	21%	18%	17%	17%	22%	20%	-	22%	13%	-
		B												
NETS														
Net: ANY	102	58	44	35	38	29	34	40	28	91	11	66	23	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: £0.01-5.99	62	32	30	22	25	16	22	22	19	53	9	38	15	6
	61%	55%	69%	62%	64%	55%	64%	54%	67%	58%	82%	57%	63%	87%
Net: £6+	40	26	14	13	14	13	12	18	9	38	2	28	9	1
	39%	45%	31%	38%	36%	45%	36%	46%	33%	42%	18%	43%	37%	13%
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Mean score	5.68	6.66	4.38	5.15	5.86	6.09	5.13	6.09	5.74	5.97	3.25	6.24	4.99	3.77
		B												
Standard deviation	5.22	5.76	4.13	4.39	5.71	5.59	4.52	5.41	5.82	5.39	2.45	5.69	4.32	1.94
Standard error	.51	.75	.62	.72	.91	1.06	.76	.84	1.12	.56	.74	.70	.88	.73

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

* Currency transaction 1 GBP=1.36 Euros

Internet Privacy Survey - Spain

Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services.

How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?

Base: All respondents

	Total	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES		
		Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned (4.00)	252	117	135	56	103	93	96	86	70	240	11	204	18	10
	25%	24%	26%	22%	26%	27%	27%	24%	25%	28%	8%	31%	9%	15%
										J		LM		
Fairly concerned (3.00)	444	225	219	107	184	153	151	172	121	397	46	294	99	27
	44%	46%	43%	42%	46%	44%	42%	48%	43%	46%	33%	45%	52%	38%
										J			m	
Not very concerned (2.00)	240	118	123	76	89	75	91	81	68	169	72	133	58	26
	24%	24%	24%	30%	22%	22%	25%	22%	24%	20%	51%	20%	30%	38%
				DE							I		K	K
Not at all concerned (1.00)	23	9	14	8	9	6	9	6	9	17	6	9	8	2
	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	4%	1%	4%	3%
											i		K	
Don't know	41	21	20	7	14	20	12	15	13	34	6	13	8	4
	4%	4%	4%	3%	3%	6%	3%	4%	5%	4%	4%	2%	4%	6%
						c							k	K
NETS														
Net: Concerned	696	342	354	163	287	246	248	258	190	638	57	498	117	37
	70%	70%	69%	64%	72%	71%	69%	72%	68%	74%	41%	76%	61%	53%
					C					J		LM		
Net: Not concerned	263	127	137	83	98	82	100	87	77	186	78	142	66	28
	26%	26%	27%	33%	25%	23%	28%	24%	27%	22%	55%	22%	35%	41%
				DE							I		K	K
Mean score	2.96	2.96	2.97	2.86	2.99	3.01	2.96	2.98	2.94	3.05	2.46	3.08	2.69	2.69
					C	C				J		LM		

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services.

How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.78	.76	.80	.80	.77	.77	.80	.74	.80	.76	.71	.76	.71	.78
Standard error	.03	.04	.04	.05	.04	.04	.04	.04	.05	.03	.06	.03	.05	.10

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

D1 Gender

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	490	490	-	123	185	182	175	177	138	420	69	330	89	37
	49%	100%	-	48%	46%	52%	48%	49%	49%	49%	49%	50%	46%	53%
		B				d								
Female	510	-	510	130	214	165	185	183	142	437	72	323	103	33
	51%	-	100%	52%	54%	48%	52%	51%	51%	51%	51%	50%	54%	47%
		A			e									

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

D2 Age

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 - 24	85 9%	40 8%	45 9%	85 34%	- -	- -	29 8%	28 8%	27 10%	69 8%	16 11%	48 7%	24 13%	6 8%
				DE									K	
25 - 34	168 17%	83 17%	85 17%	168 66%	- -	- -	67 19%	59 16%	42 15%	143 17%	25 18%	111 17%	38 20%	6 9%
				DE								m	M	
35 - 44	215 21%	89 18%	126 25%	- -	215 54%	- -	75 21%	78 22%	61 22%	189 22%	26 19%	143 22%	38 20%	17 25%
					CE									
45 - 54	184 18%	96 20%	88 17%	- -	184 46%	- -	58 16%	65 18%	60 22%	164 19%	20 14%	132 20%	28 14%	8 11%
					CE				f			lm		
55 - 64	138 14%	70 14%	68 13%	- -	- -	138 40%	59 16%	44 12%	35 12%	123 14%	13 9%	84 13%	28 15%	13 19%
						CD				j				
65+	210 21%	113 23%	97 19%	- -	- -	210 60%	71 20%	85 24%	54 19%	169 20%	41 29%	136 21%	35 19%	19 28%
						CD					l			l
NETS														
Net: 18-34	253 25%	123 25%	130 26%	253 100%	- -	- -	96 27%	87 24%	70 25%	212 25%	41 29%	159 24%	62 33%	12 17%
				DE									KM	
Net: 35-54	399 40%	185 38%	214 42%	- -	399 100%	- -	134 37%	144 40%	122 43%	353 41%	46 33%	275 42%	66 34%	25 36%
					CE					j		l		
Net: 55+	348 35%	182 37%	165 32%	- -	- -	348 100%	130 36%	129 36%	88 32%	292 34%	54 38%	219 34%	64 33%	33 47%
						CD								KL

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

D3 Where do you live?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Andalucía	142	65	77	36	61	45	-	-	142	119	22	94	31	5
	14%	13%	15%	14%	15%	13%	-	-	51% FG	14%	16%	14%	16%	8% m
Aragón	21	9	12	7	10	4	21	-	-	17	4	14	2	2
	2%	2%	2%	3%	3%	1%	6% GH	-	-	2%	3%	2%	1%	3%
Asturias	35	20	15	10	15	10	35	-	-	30	5	25	9	1
	4%	4%	3%	4%	4%	3%	10% GH	-	-	4%	4%	4%	4%	1%
Cantabria	9	6	4	4	4	2	9	-	-	6	4	7	1	1
	1%	1%	1%	1%	1%	1%	3% GH	-	-	1%	3% I	1%	*	1%
Castilla-La Mancha	18	11	7	6	6	7	-	18	-	14	4	11	3	2
	2%	2%	1%	2%	1%	2%	-	5% FH	-	2%	3%	2%	2%	3%
Castilla-León	43	18	26	12	21	10	-	43	-	36	7	31	11	-
	4%	4%	5%	5%	5%	3%	-	12% FH	-	4%	5%	5%	5%	-
Cataluña	168	76	93	42	59	67	168	-	-	143	25	103	30	18
	17%	15%	18%	17%	15%	19%	47% GH	-	-	17%	18%	16%	16%	26% KI
Ceuta	3	1	2	1	2	-	-	-	3	3	-	2	-	1
	*	*	*	*	1%	-	-	-	1% FG	*	-	*	-	1% I
Comunidad Valenciana	95	45	50	21	33	42	-	95	-	78	17	58	18	9
	10%	9%	10%	8%	8%	12%	-	26% FH	-	9%	12%	9%	10%	13%

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

D3 Where do you live?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Extremadura	13 1%	4 1%	10 2%	3 1%	8 2%	3 1%	- -	13 4% FH	- -	12 1%	1 1%	8 1%	6 3% k	- -
Galicia	64 6%	32 6%	32 6%	20 8%	24 6%	20 6%	64 18% GH	- -	- -	58 7%	7 5%	45 7%	9 5%	7 11% l
Islas Baleares	9 1%	5 1%	4 1%	2 1%	4 1%	3 1%	- -	9 2% FH	- -	8 1%	1 1%	6 1%	- -	1 1%
Islas Canarias	110 11%	62 13% b	48 9%	30 12%	49 12%	31 9%	- -	- -	110 39% FG	98 11%	12 8%	65 10%	27 14%	5 8%
Madrid	181 18%	95 19%	86 17%	44 17%	73 18%	65 19%	- -	181 50% FH	- -	159 19%	23 16%	126 19%	32 16%	10 14%
Melilla	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	1 *	- -	- -
Murcia	24 2%	9 2%	15 3%	3 1%	10 2%	11 3%	- -	- -	24 9% FG	22 3%	2 2%	12 2%	5 3%	2 3%
Navarra	12 1%	5 1%	7 1%	5 2%	4 1%	3 1%	12 3% GH	- -	- -	11 1%	1 1%	8 1%	2 1%	- -
País Vasco	43 4%	23 5%	20 4%	6 2%	16 4%	22 6% C	43 12% GH	- -	- -	37 4%	6 4%	33 5%	5 2%	4 6%
Rioja	7 1%	4 1%	3 1%	4 1%	1 *	2 1%	7 2% GH	- -	- -	6 1%	1 1%	4 1%	3 1%	- -

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - Spain

D3 Where do you live?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	489	511	264	409	327	371	367	262	859	139	654	192	69
Weighted Total	1000	490	510	253	399	348	360	360	280	857	141	653	192	69
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NETS														
North	360	175	185	96	134	130	360	-	-	307	52	239	59	34
	36%	36%	36%	38%	33%	37%	100%	-	-	36%	37%	37%	31%	49%
							GH							kL
Centre	360	177	183	87	144	129	-	360	-	307	53	240	69	22
	36%	36%	36%	34%	36%	37%	-	100%	-	36%	38%	37%	36%	31%
								FH						
South & Extn	280	138	142	70	122	88	-	-	280	243	36	174	63	14
	28%	28%	28%	28%	31%	25%	-	-	100%	28%	26%	27%	33%	20%
									FG				kM	

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M