

Survey and qualitative research cited

<i>Publication</i>	<i>Organisation</i>	<i>Publication date</i>	<i>Agency</i>	<i>Fieldwork dates</i>	<i>Summary of methodology</i>
Online personal data: the consumer perspective	Communications Consumer Panel	May 2011	Accent	February 2011	<ul style="list-style-type: none"> • 1,000 telephone interviews with a representative sample of UK internet users aged 16+. • 10 in-depth telephone interviews, lasting approximately 30 minutes each.
Attitudes on Data Protection and Electronic Identity in the European Union	European Commission	June 2011	TNS Opinion & Social Network	November to December 2010	<ul style="list-style-type: none"> • Survey conducted in the 27 Member States of the EU, with 26,574 Europeans aged 15 and over, of which 1,291 were in the UK. • All interviews were conducted face-to-face in people's homes and in the appropriate national languages.
Consumer Focus Digital Behaviour Survey	Consumer Focus	March 2012	ICM	January 2012	<ul style="list-style-type: none"> • Online omnibus using a self-completion questionnaire, with 2,002 interviews of adults aged 18 and over, with data weighted to the Great Britain demographic profile in order to provide a representative sample.
Data Privacy: What the consumer really thinks	Direct Marketing Association	June 2012	Future Foundation	March 2012	<ul style="list-style-type: none"> • Online survey of 1,020 UK citizens.
Data Nation 2012: Our lives in data	Deloitte	July 2012	Ipsos MORI	March to April 2012	<ul style="list-style-type: none"> • A national survey conducted using face-to-face interviews of 1,036 UK citizens aged 15+. • 2 focus group sessions.
The Data Dialogue	Demos	September 2012	Populus	March to May 2012	<ul style="list-style-type: none"> • Online interviews of 5,010 UK adults 18+. • 4 focus groups (between 10 and 15 people) in London in May 2012.
The value of our digital identity	Boston Consulting Group	November 2012	Boston Consulting Group	Summer 2012	<ul style="list-style-type: none"> • A survey of 3,107 Europeans, comprising 1,026 individuals from the Netherlands, 1,041 from Germany and 1,040 from Poland. Participants were selected as a representative sample according to age, gender and region within their country. • Qualitative interviews were carried out prior to the survey.
Being online: an investigation of people's habits and attitudes	Ofcom	June 2013	Ipsos MORI	January to February 2013	<ul style="list-style-type: none"> • Mini-groups lasting 2 hours were held with 5 to 6 participants of different levels of digital literacy which were then combined into a 1-hour workshop with 10 to 12 participants for a joint discussion on matters relating to society and citizenship. • Discussion groups were conducted in 6 separate locations across the UK: St. Albans, Leamington Spa, Grimsby, Glasgow and Cardiff. The pilot workshop was conducted in the agency offices in London and incorporated into the final findings.

Annual Track 2013 Practitioners	ICO	June 2013	Opinion Leader	February to April 2013	<ul style="list-style-type: none"> • Telephone interviews with 971 practitioners, of which 561 were in the private sector, with 369 of these classified as 'small' (1 to 199 employees inclusive) and 192 as 'large' (200+ employees). • Sample acquired from an approved supplier of business contact details.
Summary Report of Qualitative Research into Public Attitudes to Personal Data and Linking Personal Data	Wellcome Trust	July 2013	CM Insight	April to May 2013	<ul style="list-style-type: none"> • Six 90-minute focus groups and six 45-minute telephone interviews with a total of 50 people in London, Midlands and Norfolk. The sample included men and woman, aged 18-70 from socio-economic groups ABC1 and C2DE. • Respondents were recruited as owners of products such as a loyalty store card, credit card, smartphone and driving licence; some shopped or banked online, and many used social media. Telephone interviewees were defined as the 'pro-privacy group'; they were recruited as especially cautious about releasing personal data and actively taking some measures to protect against doing so.
Price comparison websites: consumer perceptions and experiences	Consumer Futures	July 2013	RS Consulting	February to March 2013	<ul style="list-style-type: none"> • 2,000 telephone interviews designed to be a nationally representative sample of Great Britain's 18+ population. • Consumer usability exercise with pre-selected price comparison websites (PCWs) undertaken via 197 hall tests across Watford, Cardiff, Birmingham, Newcastle and Glasgow. • Qualitative 30-minute face-to-face interviews among 63 consumers (who also took part in the usability study).
Data Nation 2013: Balancing growth and responsibility	Deloitte	August 2013	Ipsos MORI	March to April 2013	<ul style="list-style-type: none"> • Face-to-face interviews with 2,006 UK citizens aged 15+ (with a sample size of 64 15- to 17-year-olds). • Survey supplemented by additional secondary research of 170 popular websites and Ofcom data.
Big Marketing - Executive Summary: The case for marketing to react to consumer opinions on personalisation	GfK NOP Limited	October 2013	GfK NOP Limited	July to September 2013	<ul style="list-style-type: none"> • 1,011 consumers surveyed online. • 157 marketers surveyed via the Guardian Media Network and online research panel.
ICO warns consumers about the need for caution when downloading mobile apps this Christmas	ICO	December 2013	YouGov	December 2013	<ul style="list-style-type: none"> • Online omnibus survey of 2,272 UK adults aged 18+.

Smart and clear - Customer attitudes to communicating rights and choices on energy data privacy and access	Consumer Futures	January 2014	Consumer Futures	March 2012	<ul style="list-style-type: none"> • Pre-participation tasks for all participants to complete in advance of the research to provide examples of good and poor communications and to introduce the concept of smart meters and data. • Group workshops lasting 2.5 hours in 8 locations across Great Britain, involving a demographically and geographically representative sample of 8 energy bill payers, and including 1 group who identified themselves as being particularly concerned with data privacy. • In-depth 1-hour in-home interviews with 3 vulnerable and disadvantaged consumer groups, identified as: mild learning difficulties; difficulty reading English; and over-70s.
The Future of Digital Trust: A European study on the nature of consumer trust and personal data	Orange	February 2014	Loudhouse	December 2013 to January 2014	<ul style="list-style-type: none"> • Online survey of 2,028 mobile phone owners in the UK, France, Spain and Poland aged 13+. • In the UK, the survey comprised 503 people.
Dialogue on data: Exploring the public's views on using administrative data for research purposes	Economic and Social Research Council (ESRC) and the Office for National Statistics (ONS)	March 2014	Ipsos MORI	October to November 2013	<ul style="list-style-type: none"> • 6-hour public dialogue workshops, each involving 16 to 20 participants, conducted in London, Manchester, King's Lynn, Cardiff, Wrexham, Stirling and Belfast. • A total of 129 participants attended the 7 workshops.
Public Attitudes to Science (PAS) 2014	Department for Business Innovation and Skills and the Economic and Social Research Council	March 2014	Ipsos MORI	July to November 2013	<ul style="list-style-type: none"> • A survey of 1,749 UK adults aged 16+ and a booster survey of 315 16- to 24-year-olds. • Face-to-face qualitative research with a general public audience to explore survey data. • Online qualitative research and social listening.
Marketing Week - People Power, March 2014	GfK NOP Limited	March 2014	GfK NOP Limited	February 2014	<ul style="list-style-type: none"> • 1,019 interviews with a representative sample of online consumers.
Adults' Media Use and Attitudes Report 2014	Ofcom	April 2014	Saville Rossiter-Base	October to November 2013	<ul style="list-style-type: none"> • 2013 media literacy tracker: in-home interviews with 1,642 adults aged 16+. • 2013 adult internet users' survey: in-home interviews with 1,032 adults aged 16+.
Public attitudes to the use and sharing of their data	Royal Statistical Society (RSS)	July 2014	Ipsos MORI	June 2014	<ul style="list-style-type: none"> • An online omnibus survey of 2,019 UK adults aged 16-75.
The Future of Digital Trust: A European study on the nature of consumer trust and personal data	Orange	September 2014	Loudhouse	December 2013 to January 2014	<ul style="list-style-type: none"> • Online survey of 2,028 mobile phone owners in the UK, France, Spain and Poland aged 13+. • In the UK, the survey comprised 503 people.

ICO Annual Track 2014	ICO	September 2014	ComRes	August 2014	<ul style="list-style-type: none"> • Online interviews with a total of 2,997 UK adults. • 1,575 respondents answered questions relating to the Data Protection Act and 1,422 respondents answered questions relating to the Freedom of Information Act.
Global survey finds 85% of mobile apps fail to provide basic privacy information	ICO / Global Privacy Enforcement Network (GPEN)	September 2014	Websweep - Global Privacy Enforcement Network (GPEN)	May 2014	<ul style="list-style-type: none"> • A web sweep survey of 1,211 mobile apps by 26 privacy enforcement authorities in 19 countries. • As a member of GPEN, the UK's Information Commissioner's Office examined 50 of the top apps released by UK developers.
Data Nation 2014: Putting customers first	Deloitte	November 2014	Ipsos MORI	April 2014	<ul style="list-style-type: none"> • Face-to-face interviews with 2,025 citizens in England, Wales and Scotland aged 15+.
The EU Advertising Consumer Research Index 2014	European Interactive Digital Advertising Alliance (EDAA) and TRUSTe	December 2014	Ipsos MORI	October to November 2014	<ul style="list-style-type: none"> • Online omnibus survey interviews with over 10,000 consumers across 10 different European markets. • For each country, quotas were set according to age, gender and region. In Great Britain, adults aged 16-75 were interviewed.
TRUSTe Privacy and IOT 2015	TRUSTe	January 2015	Ipsos MORI	November to December 2014	<ul style="list-style-type: none"> • Online survey of 1,000 UK adults aged 16-75. Survey data was weighted by age, gender, region, working status and social grade to known population proportions.
2015 TRUSTe UK Consumer Confidence Index	TRUSTe	January 2015	Ipsos MORI	November 2014 to January 2015	<ul style="list-style-type: none"> • Online survey of 1,000 adults aged 16-75 in Great Britain between November and December 2014. An additional online survey among a representative quota sample of 1,000 adults aged 16-75 in Great Britain in January. Survey data for both studies were weighted by age, gender, region, working status and social grade to known population proportions
Private Lives? Putting the consumer at the heart of the privacy debate	MRS	March 2015	YouGov	February 2015	<ul style="list-style-type: none"> • Online omnibus survey of 2,168 UK adults aged 18+.
Big Brother Watch Online Privacy Survey	Big Brother Watch	March 2015	ComRes	February 2015	<ul style="list-style-type: none"> • Online survey of 1,000 UK adults online in the UK aged 18+.
Landline Nuisance Calls Panel Wave 3 (January to February 2015)	Ofcom	April 2015	GfK NOP Limited	January to February 2015	<ul style="list-style-type: none"> • UK nationally representative sample of 1,085 people with home landline phones to undertake a diary study to record all unwanted calls personally received on their home landline phones across a 4-week period. The number of actual completions was 860. • Final data was weighted back to the UK nationally representative landline-owning population by demographics and internet access.
Adults' media use and attitudes Report 2015	Ofcom	May 2015	Saville Rossiter-Base	October to November 2014	<ul style="list-style-type: none"> • Latest wave of the Adults' Media Literacy Tracker with 1,890 adults aged 16+ participating in in-home interviews.