

Key ↑ Statistically significant increase since 2021  
↓ Statistically significant decrease since 2021

## Public concerns about data

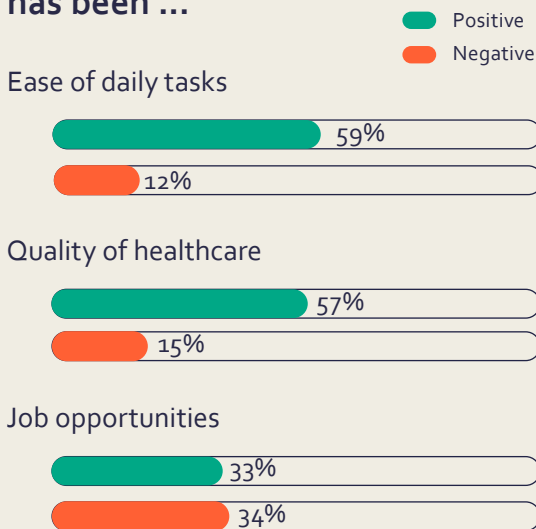
- 28% ↑ are concerned that their data could be hacked or stolen
- 24% ↑ worry that their data will be sold for profit
- 41% believe that when organisations misuse data they are held accountable
- 53% say that the news stories about data they can recall were mainly negative



## Data use presents the greatest opportunity for improvements in ...



## The impact of AI on the following has been ...



## The public would be comfortable sharing personal information with ...

- 83% ↑ The NHS so that they can deliver new treatments
- 69% Researchers and scientists so they can address societal issues
- 56% ↓ The Government, so that they can deliver public services
- 69% ↓ The Government, to inform their policies

## To ensure algorithms or data are used fairly ...

