

# CCIA GB Poll

Firstly, what is your gender?  
Base: All Respondents

	Gender				Age							Region											
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)	
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80	
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86	
Male	484 48%	484b 100%	- -	- -	38 38%	66 38%	67 39%	68 49%	95abc 55%	111abc 60%	39abcd 68%	66 46%	47 52%	73g 54%	49 50%	30 40%	43 47%	33 39%	22 55%	46 41%	24 50%	52egi 60%	
Female	517 52%	- -	517a 100%	- -	63efg 62%	107efg 61%	105efg 61%	71g 51%	77 45%	75 40%	18 32%	76k 54%	43 48%	62 45%	49 50%	45k 60%	48 53%	51ck 61%	19 45%	67ck 59%	24 50%	34 39%	
Other	2 *%	- -	- -	2 100%	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Prefer not to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Significance tested to 5 percent

# CCIA GB Poll

And how old are you?  
Base: All Respondents

	Gender				Age							Region										
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
18-24	101 10%	38 8%	63a 12%	- -%	101bcdefg 100%	- -%	- -%	- -%	- -%	- -%	- -%	12 8%	10 11%	20f 15%	9 9%	7 9%	5 5%	9 10%	4 10%	14 12%	3 7%	10 11%
25-34	174 17%	66 14%	107a 21%	1 50%	- -%	174acdefg 100%	- -%	- -%	- -%	- -%	- -%	19 13%	15 17%	40abdghijk 30%	14 15%	16 21%	17 19%	13 15%	4 9%	19 17%	5 10%	14 16%
35-44	172 17%	67 14%	105a 20%	- -%	- -%	- -%	172abdefg 100%	- -%	- -%	- -%	- -%	23 16%	14 16%	29d 21%	10 11%	15 20%	18 19%	14 16%	6 13%	29djk 25%	5 10%	10 11%
45-54	139 14%	68 14%	71 14%	- -%	- -%	- -%	- -%	139abcefg 100%	- -%	- -%	- -%	18 13%	17j 19%	19 14%	17 17%	9 12%	8 9%	10 12%	11aefgij 26%	14 12%	2 5%	14 17%
55-64	173 17%	95 20%	77 15%	1 50%	- -%	- -%	- -%	- -%	173abcdfg 100%	- -%	- -%	25 18%	15 16%	13 9%	20c 21%	16c 21%	17c 19%	21ck 25%	6 14%	22c 20%	9 19%	10 11%
65-74	186 19%	111b 23%	75 14%	- -%	- -%	- -%	- -%	- -%	- -%	186abcdeg 100%	- -%	31ci 22%	13 14%	13 9%	24ci 25%	10 14%	18ci 20%	17ci 20%	9ci 23%	10 9%	18abcefgi 37%	23ci 26%
75+	58 6%	39b 8%	18 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	58abcdef 100%	13cg 9%	7c 8%	2 2%	3 3%	3 4%	8cg 9%	2 2%	2 5%	6 5%	6cdg 12%	7c 8%

Significance tested to 5 percent

# CCIA GB Poll

Which region of the UK do you live in?  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
South East	142	66	76	-	12	19	23	18	25	31	13b	142 bcdefghi jk	-	-	-	-	-	-	-	-	-	-
	14%	14%	15%	-%	11%	11%	14%	13%	15%	17%	23%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
South West	89	47	43	-	10	15	14	17	15	13	7	-	89 acdefghi jk	-	-	-	-	-	-	-	-	-
	9%	10%	8%	-%	10%	9%	8%	12%	8%	7%	12%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Greater London	135	73	62	1	20efg	40defg	29efg	19fg	13	13	2	-	-	135 abdefghi jk	-	-	-	-	-	-	-	-
	14%	15%	12%	50%	20%	23%	17%	14%	7%	7%	4%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%
East of England	97	49	49	-	9	14	10	17	20	24c	3	-	-	-	97 abcefghi jk	-	-	-	-	-	-	-
	10%	10%	9%	-%	9%	8%	6%	12%	12%	13%	5%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%
East Midlands	75	30	45	-	7	16	15	9	16	10	3	-	-	-	-	75 abcdefghi jk	-	-	-	-	-	-
	7%	6%	9%	-%	7%	9%	9%	6%	9%	6%	5%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%
West Midlands	90	43	48	-	5	17	18	8	17	18	8	-	-	-	-	-	90 abcdeghi jk	-	-	-	-	-
	9%	9%	9%	-%	5%	10%	10%	6%	10%	9%	14%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%
Yorkshire and the Humber	84	33	51	-	9	13	14	10	21	17	2	-	-	-	-	-	-	84 abcdefghi jk	-	-	-	-
	8%	7%	10%	-%	8%	7%	8%	7%	12%	9%	3%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%
North East	41	22	19	-	4	4	6	11b	6	9	2	-	-	-	-	-	-	-	41 abcdefgi jk	-	-	
	4%	5%	4%	-%	4%	2%	3%	8%	3%	5%	3%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%
North West	113	46	67	-	14f	19	29f	14	22f	10	6	-	-	-	-	-	-	-	-	113 abcdefgh jk	-	
	11%	10%	13%	-%	13%	11%	17%	10%	13%	5%	10%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%
Wales	48	24	24	-	3	5	5	2	9	18bcd	6bcd	-	-	-	-	-	-	-	-	-	48 abcdefgh ik	-
	5%	5%	5%	-%	3%	3%	3%	2%	5%	10%	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%
Scotland	86	52b	34	1	10	14	10	14	10	23ce	7	-	-	-	-	-	-	-	-	-	-	86abcdeghij
	9%	11%	6%	50%	9%	8%	6%	10%	6%	12%	11%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Significance tested to 5 percent

## CCIA GB Poll

What is the highest level of education that you have achieved?  
Base: All Respondents

	Gender				Age							Region										
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
No formal qualifications	33 3%	16 3%	17 3%	- -%	3 3%	2 1%	2 1%	2 2%	7 4%	12bcd 6%	4bc 7%	4 3%	4 5%	1 1%	4 4%	1 1%	7c 7%	3 4%	1 2%	4 3%	1 2%	3 4%
GCSE or equivalent	292 29%	131 27%	161 31%	- -%	22 22%	45 26%	40 24%	43 31%	67abc 39%	60 32%	14 25%	41 29%	24 27%	37 27%	30 31%	23 31%	23 25%	25 30%	13 33%	38 34%	18k 38%	18 21%
A-levels or equivalent	270 27%	127 26%	142 28%	1 50%	52bcdefg 51%	37 21%	38 22%	40 29%	44 26%	51 27%	9 16%	39 27%	28 31%	27 20%	34cei 34%	14 19%	32cei 35%	27 32%	8 19%	23 20%	13 27%	27 31%
Apprenticeship	44 4%	30b 6%	14 3%	- -%	3 3%	6 3%	5 3%	7 5%	5 3%	11 6%	7abce 12%	7 5%	2 3%	3 2%	4 5%	5 7%	1 2%	1 2%	3c 8%	3 2%	2 4%	11abcfgi 13%
Bachelors degree or equivalent	269 27%	126 26%	143 28%	- -%	17 17%	60aef 35%	65aef 38%	40f 28%	37 21%	35 19%	15 27%	37 26%	24 27%	49gk 36%	23 23%	21 27%	23 26%	18 22%	8 21%	36 32%	11 23%	18 21%
Masters' degree or another higher qualification	94 9%	54 11%	40 8%	1 50%	4 4%	24ad 14%	21ad 12%	8 5%	13 7%	17 9%	8a 14%	14d 10%	7 8%	18df 13%	2 2%	11df 15%	4 5%	9d 11%	7df 17%	10 8%	3 6%	9d 11%

Significance tested to 5 percent

# CCIA GB Poll

Which of the following best describes your current situation?  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Full-time employed	453	238b	214	1	47fg	113aefg	126adefg	82efg	63fg	21g	1	61	38	86 abdefghi jk	44	31	41	33	15	50	18	36
	45%	49%	41%	50%	47%	65%	74%	59%	36%	11%	2%	43%	43%	64%	45%	42%	45%	39%	37%	44%	38%	41%
Part-time employed	142	42	100a	-	18fg	28fg	21g	25fg	36cfg	13	2	18	11	19	11	14	13	10	8	19	8	10
	14%	9%	19%	-%	17%	16%	12%	18%	21%	7%	3%	13%	12%	14%	12%	14%	12%	12%	20%	17%	17%	12%
Unemployed	50	24	25	-	8f	14fg	6	12fg	8f	2	-	4	4	6	9ah	5	5	2	-	7	1	6
	5%	5%	5%	-%	8%	8%	4%	8%	5%	1%	-%	3%	4%	4%	10%	6%	6%	3%	-%	6%	2%	7%
Student	32	14	18	-	27bcdefg	3	1	1	-	-	-	3	6a	5	3	1	4	3	3	3	-	1
	3%	3%	4%	-%	27%	2%	1%	1%	-%	-%	-%	2%	7%	3%	3%	2%	4%	4%	7%	3%	-%	1%
Retired	240	145b	94	1	-	2	-	3	33abcd	148abcde	55abcdef	40c	20c	15	24c	16	21c	23c	12c	22	19bcei	28ci
	24%	30%	18%	50%	-%	1%	-%	2%	19%	80%	95%	28%	22%	11%	24%	21%	24%	27%	29%	39%	32%	
Looking after home or family	50	4	46a	-	2	10f	11f	12afg	15afg	1	-	11c	7c	2	2	5	3	9cdh	-	5	1	4
	5%	1%	9%	-%	1%	6%	6%	8%	9%	1%	-%	8%	8%	2%	2%	7%	3%	10%	-%	5%	2%	5%
Long-term sick or disabled	36	17	19	-	-	6f	5	6f	18abcfg	1	-	6	3	2	4	3	3	5	3	6	1	1
	4%	3%	4%	-%	-%	3%	3%	5%	10%	**	-%	4%	3%	2%	4%	4%	4%	5%	6%	5%	2%	1%

Significance tested to 5 percent

# CCIA GB Poll

Which industry or sector do you work in?  
Base: Those employed

	Gender				Age							Region											
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)	
Unweighted Base	608	283	324	1	44	150	163	111	105	32	3	89	52	93	54	45	63	45	26	75	23	43	
Weighted Base	595	280	314	1	65	140	148	106	99	34	3	79	49	105	55	45	53	43	24	70	26	46	
Aerospace and Defence	3 *%	1 *%	2 *%	- -%	3bc 4%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 3%
Asset and Wealth Management	3 *%	1 *%	2 1%	- -%	2 3%	- -%	- -%	- -%	- -%	1bc 3%	- -%	- -%	- -%	3 3%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Automotive	5 1%	3 1%	2 1%	- -%	- -%	- -%	2 1%	1 1%	- -%	1b 4%	- -%	- -%	1 2%	- -%	1 2%	- -%	- -%	1 2%	1 5%	- -%	- -%	- -%	
Banking and Capital Markets	12 2%	5 2%	8 2%	- -%	3 4%	3 2%	3 2%	2 2%	2 2%	- -%	- -%	4 5%	- -%	2 2%	1 1%	- -%	1 3%	2 4%	1 3%	1 1%	1 3%	- -%	
Business Services	26 4%	11 4%	14 5%	- -%	4 6%	6 4%	10e 7%	4 3%	1 1%	1 3%	- -%	4 6%	1 2%	5 4%	5 8%	1 2%	3 5%	1 2%	- -%	4 5%	1 4%	2 4%	
Capital Projects and Infrastructure	2 *%	- -%	2 1%	- -%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 2%	- -%	- -%	- -%	- -%	
Charities	9 2%	3 1%	7 2%	- -%	- -%	1 1%	4 3%	2 1%	1 1%	1 3%	- -%	1 1%	2 3%	2 2%	1 1%	2 4%	1 1%	1 2%	- -%	1 1%	- -%	- -%	
Chemicals	2 *%	1 *%	1 *%	- -%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	- -%	- -%	1 2%	- -%	- -%	
Education	57 10%	13 5%	44a 14%	1 100%	4 7%	9 7%	21b 14%	13 12%	7 7%	3 8%	- -%	9bc 12%	1 2%	3 3%	4 7%	13abcdfik 28%	6bc 12%	7bck 16%	6 23%	8bc 11%	1 3%	1 2%	
Engineering and Construction	42 7%	32b 11%	10 3%	- -%	- -%	13a 9%	11 7%	13ae 13%	4 5%	1 2%	- -%	6 7%	3 6%	8 8%	5 10%	1 2%	2 4%	3 8%	- -%	4 6%	2 9%	7e 14%	
Financial Services	34 6%	18 6%	16 5%	- -%	10cde 15%	13d 9%	6 4%	1 1%	4 4%	1 2%	- -%	1 1%	4 7%	12ade 11%	1 2%	- -%	2 5%	3 6%	1 3%	4 6%	3 12%	3 8%	
Forest, Paper and Packaging	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	
Government and Public Services	36 6%	12 4%	24 8%	- -%	3 5%	8 5%	12 8%	5 5%	8 8%	1 3%	- -%	2 3%	5f 9%	4 4%	2 3%	3f 7%	- -%	3 6%	3 12%	7f 10%	3 11%	6af 13%	
Healthcare	69 12%	24 8%	45a 14%	- -%	12 18%	16 12%	17 11%	13 12%	10 10%	1 3%	1 29%	9 12%	9c 19%	6 6%	3 6%	6 13%	8 15%	6 14%	5 22%	7 10%	4 15%	5 10%	
Hospitality and Leisure	29 5%	13 5%	16 5%	- -%	7 10%	4 3%	9 6%	3 3%	5 5%	2 7%	- -%	3 3%	6d 12%	6 5%	1 2%	1 3%	6 10%	1 2%	- -%	4 5%	1 5%	1 2%	
Insurance	2 *%	1 *%	1 *%	- -%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	

Significance tested to 5 percent

# CCIA GB Poll

Which industry or sector do you work in?  
Base: Those employed

	Gender				Age							Region										
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	608	283	324	1	44	150	163	111	105	32	3	89	52	93	54	45	63	45	26	75	23	43
Weighted Base	595	280	314	1	65	140	148	106	99	34	3	79	49	105	55	45	53	43	24	70	26	46
Marketing or Market Research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing	31 5%	21b 7%	10 3%	-	-	5 4%	4 2%	7 7%	7 7%	7abcde 20%	-	4 6%	4 9%	4 4%	3 5%	1 2%	4 7%	2 4%	1 3%	3 4%	3 10%	2 5%
Media and Entertainment	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mining and Metals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oil and Gas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pharmaceutical and Life Sciences	3 1%	2 1%	2 1%	-	-	-	1 1%	1 1%	2 2%	-	-	1 1%	-	1 1%	1 2%	-	1 1%	-	-	-	-	-
Politics	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Power and Utilities	3 **%	3 1%	-	-	-	1 1%	-	-	2 2%	-	-	-	-	-	3ac 5%	-	-	-	-	-	-	-
Private Equity	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Affairs or PR	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Real Estate	12 2%	9b 3%	3 1%	-	-	3 2%	4 2%	3 3%	2 2%	-	-	-	2 4%	2 2%	2 4%	-	-	1 2%	-	2 3%	1 5%	2 3%
Retail and Consumer	65 11%	25 9%	39 13%	-	7 11%	16 11%	14 9%	6 6%	15d 15%	6 16%	1 37%	11 14%	3 5%	11 10%	7 13%	8 17%	3 6%	8bfc 19%	-	10 14%	3 10%	2 4%
Sovereign Investment Funds	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technology	33 6%	26b 9%	7 2%	-	3 5%	12 9%	5 4%	7 6%	4 4%	1 4%	1 34%	6 7%	2 4%	11gi 10%	4 7%	2 4%	4gi 8%	-	3 11%	1 1%	-	2 3%
Telecommunications	7 1%	4 1%	3 1%	-	2 3%	1 1%	1 1%	2 2%	1 1%	-	-	1 1%	1 2%	3 3%	-	-	-	1 3%	-	2 3%	-	-
Transport and Logistics	29 5%	20b 7%	9 3%	-	2 3%	6 4%	3 2%	7c 7%	8c 8%	3c 9%	-	5 6%	2 4%	6 6%	3 5%	1 2%	5g 10%	-	1 3%	3 4%	-	3 7%
Other	82 14%	32 12%	50 16%	-	5 8%	20 14%	20 14%	16 16%	17 17%	4 11%	-	12 15%	5 10%	16 15%	8 15%	7 16%	5 9%	4 9%	3 14%	10 14%	3 12%	9 20%

Significance tested to 5 percent

# CCIA GB Poll

Q1. Out of the following options only, which THREE things do you find most important about your online experience (e.g. social media, search engines, online shopping, apps and other digital tools)?

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Free to use	357 36%	174 36%	183 35%	- -%	32 31%	52 30%	49 28%	56c 40%	65 38%	78bc 42%	25c 43%	45 31%	36 40%	40 30%	34 35%	31 41%	31 34%	24 29%	16 40%	48cg 43%	22 46%	30 35%
Variety	119 12%	50 10%	68 13%	1 50%	10 10%	28f 16%	26f 15%	15 10%	20 12%	14 8%	7 12%	17 12%	10 11%	20d 15%	6 6%	10 14%	12 13%	12 15%	6 16%	9 8%	5 11%	11 12%
Quality	298 30%	165b 34%	133 26%	- -%	35 35%	62eg 36%	54 31%	42 30%	41 24%	53 28%	12 21%	50dj 35%	31dj 35%	43 32%	21 22%	22 30%	23 26%	27 33%	13 30%	36 32%	8 17%	22 25%
Relevance	176 17%	83 17%	92 18%	1 50%	17 16%	27 15%	32 19%	29 21%	30 17%	33 18%	8 14%	20 14%	21 23%	27 20%	19 20%	13 17%	19 21%	17 20%	5 12%	16 15%	7 15%	12 14%
Speed	242 24%	123 25%	118 23%	1 50%	29 29%	45 26%	56defg 33%	31 22%	40 23%	32 17%	9 15%	36 25%	22 24%	42dfh 31%	18 19%	14 18%	17 19%	18 22%	6 14%	31 27%	14 30%	23 27%
Convenience	259 26%	128 26%	132 26%	- -%	17 16%	38 22%	55ab 32%	37 26%	56abg 33%	46 25%	11 19%	39 27%	23 26%	27 20%	30 31%	22 29%	28 31%	24 28%	7 18%	30 27%	11 24%	18 21%
Simplicity	195 19%	84 17%	110 21%	- -%	20 20%	32 18%	35 21%	28 20%	36 21%	34 18%	10 17%	23 16%	19 21%	19 14%	29acgi 30%	17 22%	21 23%	14 17%	8 18%	20 18%	7 15%	18 21%
Accuracy	167 17%	97b 20%	69 13%	1 50%	9 9%	20 12%	19 11%	23 17%	34abc 19%	48abcd 26%	13abc 23%	30bc 21%	10 11%	15 11%	16 17%	10 14%	14 15%	17 20%	9 23%	16 14%	10 21%	19bc 23%
Diversity	53 5%	15 3%	39a 7%	- -%	15cdef 15%	15def 9%	11f 6%	4f 3%	4f 2%	- -%	5f 8%	4 3%	- -%	14abj 11%	6b 6%	5b 6%	6b 7%	3 4%	2b 4%	7b 6%	- -%	6b 7%
Personalisation	43 4%	17 4%	25 5%	- -%	11defg 11%	13defg 8%	10ef 6%	3 2%	3 1%	2 1%	- -%	5 4%	3 3%	6 4%	4 4%	2 2%	7k 7%	4k 5%	10j 4%	8k 7%	- -%	- -%
Accessibility	157 16%	68 14%	88 17%	- -%	18 17%	35d 20%	23 13%	15 11%	22 13%	30 16%	15cde 26%	27d 19%	11 12%	21 16%	8 9%	11 14%	15 17%	15 18%	5 13%	19 17%	8 16%	15 17%
Security	424 42%	199 41%	224 43%	- -%	31 31%	58 33%	69 40%	61 44%	77b 44%	101abc 54%	27 46%	60 42%	33 37%	60 44%	49 50%	32 42%	39 43%	33 39%	21 51%	42 37%	21 43%	34 39%
Ad Intrusiveness	56 6%	26 5%	30 6%	1 50%	9g 9%	13g 8%	10 6%	10g 7%	6 4%	7 4%	- -%	7 5%	5 5%	8 6%	6 6%	4 5%	4 4%	3 4%	2 6%	8 7%	4 8%	6 7%
Impartiality	65 6%	31 6%	32 6%	1 50%	4 4%	14c 8%	5 3%	11c 8%	12 7%	14 7%	4 7%	5 4%	6 7%	8 6%	7 7%	3 3%	5 5%	5 6%	3 8%	9 8%	3 7%	11ae 13%
Clarity	78 8%	43 9%	35 7%	- -%	9 9%	14 8%	11 7%	8 6%	10 6%	11 6%	14abcdef 24%	13 9%	5 5%	15i 11%	6 6%	7 10%	5 6%	5 6%	5 12%	4 4%	5 11%	8 9%
Value for money	276 28%	133 27%	143 28%	- -%	38fg 37%	53fg 30%	46g 27%	39g 28%	55fg 32%	39 21%	6 11%	35 25%	24 27%	32 24%	22 23%	24 32%	25 28%	27 32%	10 26%	36 32%	14 30%	25 29%
None of the above	8 1%	3 1%	5 1%	- -%	- -%	1 *	- -%	2 2%	1 1%	3 2%	1 2%	1 1%	2 2%	2 2%	2 2%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%
Don't know	3 **	1 **	2 **	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	2bce 3%	1 1%	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

Significance tested to 5 percent



## CCIA GB Poll

Q2. SUMMARY TABLE.  
Base: All Respondents

	Statements							
	Make the information you find online less accurate (a)	Make the websites and apps you use less reliable (b)	Make the information you get when you look online less relevant (c)	Make the websites and apps you use slower (d)	Make it more difficult to navigate the internet (e)	Reduce the variety of search results and other information that are available online (f)	Make the internet harder to use (g)	Restrict people's access to the technology products they use online (h)
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Weighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Very concerned	536 53% bcdefhijklmnopq	490 49% cdfhijklmnopq	324 32% ko	383 38% cknoq	451 45% cdfhiklmnoq	356 36% ko	497 50% cdfhijklmnopq	399 40% cknoq
Fairly concerned	271 27% stu	304 30% stuv	384 38% abdeghijmorstuv	336 34% agorstuv	321 32% aorstuv	377 38% abegijmorstuv	288 29% stuv	338 34% agorstuv
A little bit concerned	126 13% uv	150 15% suv	199 20% abegjprstuv	198 20% abegjprstuv	158 16% arstuv	180 18% agrstuv	133 13% suv	183 18% agrstuv
Not concerned at all	56 6% v	45 4% v	70 7% bv	71 7% bv	61 6% v	70 7% bv	77 8% buv	58 6% v
Don't know	14 1% v	14 1% v	26 3% egstuv	15 1% v	12 1% v	20 2% v	10 1% v	27 3% aegstuv
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	807 80% cdfhijklmnopq	794 79% cdfhiklmnoq	708 71% knoq	719 72% kmnoq	772 77% cdiklmnoq	733 73% kmnoq	784 78% cdfhiklmnoq	736 73% kmnoq
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	182 18% uv	195 19% suv	269 27% abegjprstuv	269 27% abegjprstuv	220 22% asuv	250 25% abgrsuv	209 21% suv	240 24% absuv

Significance tested to 5 percent

## CCIA GB Poll

Q2. SUMMARY TABLE.  
Base: All Respondents

	Statements							
	Make it harder to access news content online (i)	Reduce the amount of information that is available online (j)	Restrict companies' ability to innovate and create new products (k)	Negatively impact the quality of tools like online maps (l)	Risk technology companies choosing to move operations out of Britain (m)	Risk technology companies contributing less to Britain's economy (n)	Make social media feeds show less relevant content (o)	Reduce the availability of free apps and digital tools (p)
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Weighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Very concerned	405cfkmnoq 40%	434cdfklmnoq 43%	282 28%	372cknoq 37%	355ko 35%	314o 31%	248 25%	421cfklmnoq 42%
Fairly concerned	309ostuv 31%	321aorstuv 32%	363abgimorstuv 36%	340agorstuv 34%	312orstuv 31%	349abgorstuv 35%	265stu 26%	344agorstuv 34%
A little bit concerned	167agrstuv 17%	159arstuv 16%	226abefghijprstuv 22%	175agrstuv 17%	194abegjprstuv 19%	192abgprstuv 19%	222abefghijprstuv 22%	156rstuv 16%
Not concerned at all	108abcdefgijprstuv 11%	65v 6%	94abehjpsuv 9%	83abhuv 8%	91abehjpsuv 9%	90abehjpsuv 9%	231abcdefgijklmnpqrstuv 23%	62 6%
Don't know	14 1%	24egsv 2%	39abdefgijprstuv 4%	33abdegirstuv 3%	51abcdefgijprstuv 5%	58abcdefgijloprstuv 6%	37abdefgijprstuv 4%	20 2%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	714kmnoq 71%	756ciklmnoq 75%	645o 64%	712kmnoq 71%	667o 66%	663o 66%	513 51%	765cdiklmnoq 76%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	275abegjprstuv 27%	223asuv 22%	319abcdefgijprstuv 32%	258abgprstuv 26%	285abegjprstuv 28%	282abegjprstuv 28%	453abcdefgijklmnpqrstuv 45%	218suv 22%

Significance tested to 5 percent

## CCIA GB Poll

Q2. SUMMARY TABLE.  
Base: All Respondents

	Statements					
	Delay new or improved Internet services being launched in the UK (q)	Make it easier for the UK Government to access customer data collected by technology companies (r)	Give the UK Government easier access to your online information like messages, pictures and emails (s)	Give the UK Government easier access to your location data collected on your phone (t)	Give the UK Government the power to access your online accounts (u)	Make your online experience more expensive (v)
Unweighted Base	1003	1003	1003	1003	1003	1003
Weighted Base	1003	1003	1003	1003	1003	1003
Very concerned	316o 32%	511cdefhijklmnopq 51%	643abcdefhijklmnopqrt 64%	556bcdefhijklmnopq 55%	669abcdefhijklmnopqrtv 67%	621abcdefhijklmnopqrt 62%
Fairly concerned	349abgorstuv 35%	270stu 27%	184 18%	220 22%	186 19%	241su 24%
A little bit concerned	208abegijprstuv 21%	124uv 12%	103 10%	123uv 12%	81 8%	88 9%
Not concerned at all	96abcefhjpsuv 10%	79abuv 8%	63 6%	93abehjpsuv 9%	54 5%	43 4%
Don't know	34abdegirstuv 3%	18 2%	10 1%	12 1%	13 1%	10 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	666o 66%	781cdfhiklmnoq 78%	827cdefhijklmnopqrt 82%	776cdfhiklmnoq 77%	855abcdefhijklmnopqrt 85%	862abcdefhijklmnopqrst 86%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	303abefghjprstuv 30%	203suv 20%	166v 17%	215suv 21%	135 13%	131 13%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make the information you find online less accurate.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	536 53%	245 51%	289 56%	2 100%	52 52%	82 47%	85 49%	68 49%	104bcd 60%	109b 58%	37b 63%	78i 55%	49 54%	67 49%	56i 58%	40 53%	48 53%	52i 61%	26i 63%	48 42%	24 50%	49 57%
Fairly concerned	271 27%	143 30%	127 25%	- -%	25 24%	51 29%	52 30%	48efg 35%	41 24%	43 23%	11 18%	36 25%	16 18%	42b 31%	27 27%	21 28%	23 25%	19 23%	8 20%	41bh 36%	12 25%	25 29%
A little bit concerned	126 13%	62 13%	64 12%	- -%	16 15%	23 13%	23 13%	15 11%	19 11%	24 13%	6 10%	19 13%	13 15%	17 13%	11 11%	9 12%	12 13%	11 14%	5 12%	18k 16%	5 11%	5 6%
Not concerned at all	56 6%	30 6%	26 5%	- -%	9 9%	14 8%	10 6%	8 6%	6 3%	7 4%	3 5%	9 6%	8g 9%	7 5%	3 3%	5 7%	5 6%	2 2%	1 4%	6 5%	4 7%	7 8%
Don't know	14 1%	4 1%	10 2%	- -%	- -%	4 2%	2 1%	- -%	3 2%	3 2%	2d 4%	1 1%	3 3%	2 2%	1 1%	- -%	2 2%	- -%	1 2%	1 1%	3aegik 7%	- -%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	807 80%	389 80%	416 81%	2 100%	77 76%	133 76%	137 80%	117 84%	145 84%	151 81%	47 82%	114 80%	65 73%	109 80%	83b 85%	61 81%	71 79%	71 85%	34 83%	89 79%	36 75%	74b 86%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	182 18%	92 19%	90 17%	- -%	24 24%	37 21%	33 19%	23 16%	25 14%	32 17%	8 14%	28 20%	22 24%	24 18%	13 14%	14 19%	17 19%	13 15%	6 15%	23 21%	9 18%	12 14%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make the websites and apps you use less reliable.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	490 49%	226 47%	263 51%	1 50%	48 47%	63 36%	85b 49%	72b 51%	91b 52%	96b 52%	36b 62%	71 50%	37 41%	70 51%	47 49%	44bi 58%	48 53%	40 47%	19 46%	48 42%	21 44%	45 53%
Fairly concerned	304 30%	158 33%	144 28%	1 50%	24 24%	67af 38%	51 30%	45 32%	52 30%	51 27%	15 27%	38 27%	26 30%	41 30%	34 35%	21 28%	27 30%	28 33%	13 32%	38 33%	13 28%	25 28%
A little bit concerned	150 15%	70 15%	80 15%	- -	22dg 21%	32d 19%	26 15%	12 8%	25 15%	28 15%	4 8%	22 15%	17 19%	19 14%	10 10%	7 9%	12 13%	15 18%	6 14%	22 20%	9 19%	12 14%
Not concerned at all	45 4%	24 5%	21 4%	- -	6 6%	7 4%	6 4%	10 7%	5 3%	9 5%	2 4%	10g 7%	6g 7%	5 4%	3 4%	4g 5%	4 4%	- -	2g 5%	3 3%	3g 7%	4 4%
Don't know	14 1%	5 1%	9 2%	- -	1 1%	5 3%	3 2%	2 1%	1 1%	2 1%	- -	1 1%	3 3%	1 1%	3 3%	- -	- -	2 2%	1 2%	2 2%	1 3%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	794 79%	385 79%	407 79%	2 100%	72 71%	130 75%	135 79%	116a 83%	142 82%	147 79%	51ab 89%	109 77%	63 71%	110 82%	81 83%	65b 86%	75b 83%	68 81%	32 78%	86 76%	35 72%	70 81%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	195 19%	94 19%	101 19%	- -	28dg 27%	40 23%	33 19%	21 15%	30 17%	38 20%	7 11%	32 23%	23d 26%	24 18%	14 14%	10 14%	15 17%	15 18%	8 20%	25 22%	12 26%	16 18%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Make the information you get when you look online less relevant.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	324 32%	162 33%	161 31%	1 50%	27 27%	53 30%	57 33%	53 38%	62 36%	51 28%	22 38%	42 30%	28 31%	51 37%	33 34%	29 38%	28 31%	26 31%	12 30%	33 29%	15 31%	28 33%
Fairly concerned	384 38%	187 39%	195 38%	1 50%	40 39%	69 39%	71 42%	47 33%	69 40%	67 36%	21 37%	52 36%	28 32%	52 39%	34 35%	25 34%	38 42%	40b 48%	20 48%	42 37%	20 41%	32 37%
A little bit concerned	199 20%	84 17%	115 22%	- -%	24 23%	37 21%	27 16%	27 20%	30 18%	45c 24%	8 14%	31 22%	19 21%	28 20%	20 21%	16 21%	20 22%	13 15%	6 14%	26j 23%	4 9%	17 20%
Not concerned at all	70 7%	41 9%	28 6%	- -%	10 9%	8 4%	11 6%	11 8%	10 6%	17 9%	4 6%	11 8%	11c 12%	4 3%	6 6%	3 5%	4 5%	3 4%	2 6%	10 9%	6c 12%	8 9%
Don't know	26 3%	10 2%	16 3%	- -%	2 2%	8e 5%	5 3%	2 1%	1 1%	5 3%	3e 5%	5 4%	4 4%	1 1%	4 4%	2 3%	1 1%	2 2%	1 2%	2 2%	3c 7%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	708 71%	349 72%	357 69%	2 100%	67 66%	121 70%	128f 75%	99 71%	131f 76%	118 64%	43 75%	94 66%	56 62%	103b 76%	68 69%	54 72%	65 72%	67ab 79%	32 78%	75 66%	35 72%	60 69%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	269 27%	126 26%	143 28%	- -%	33 33%	45 26%	38 22%	38 27%	41 24%	63ce 34%	12 20%	43 30%	30g 33%	31 23%	26 27%	19 25%	24 27%	16 19%	8 20%	36g 32%	10 21%	25 29%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make the websites and apps you use slower.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	383 38%	190 39%	192 37%	1 50%	30 30%	74fg 42%	65 38%	51 37%	89acd <sup>fg</sup> 52%	60 32%	14 24%	54 38%	31 34%	62d 46%	28 29%	30 40%	35 39%	41di 49%	14 34%	39 34%	16 32%	34 39%
Fairly concerned	336 34%	161 33%	176 34%	- -%	48bef 47%	51 30%	71bef 41%	55ef 40%	38 22%	52 28%	22e 37%	43 30%	31 35%	41 30%	43acg 44%	31g 41%	32g 36%	18 22%	17g 42%	39 35%	14 29%	27 32%
A little bit concerned	198 20%	93 19%	105 20%	- -%	18 17%	32 19%	24 14%	23 16%	30 18%	57abcde 31%	13 23%	33e 24%	16 18%	28 21%	17 17%	8 11%	18 20%	17 20%	7 16%	24 21%	12 25%	18 21%
Not concerned at all	71 7%	37 8%	33 6%	1 50%	6 6%	12 7%	8 5%	9 6%	12 7%	15 8%	9c 15%	10 7%	8 9%	5 4%	8 8%	6 8%	4 4%	8 9%	3 8%	7 7%	6 12%	6 7%
Don't know	15 1%	3 1%	11 2%	- -%	- -%	4 2%	4 2%	1 1%	3 2%	3 2%	- -%	2 1%	4c 4%	- -%	2 2%	- -%	1 1%	- -%	- -%	4c 3%	1 3%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	719 72%	351 72%	367 71%	1 50%	78f 77%	125f 72%	135fg 79%	107fg 77%	127f 74%	111 60%	36 61%	97 68%	62 69%	102 76%	70 72%	61j 81%	67 74%	60 71%	31 75%	78 69%	29 61%	61 71%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	269 27%	130 27%	138 27%	1 50%	24 23%	45 26%	33 19%	32 23%	43 25%	72abcde 39%	22cde 39%	44 31%	24 27%	33 24%	25 26%	14 19%	22 24%	24 29%	10 25%	32 28%	18e 36%	24 28%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Make it more difficult to navigate the internet.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	451 45%	236b 49%	213 41%	1 50%	41 41%	62 36%	76 45%	66b 48%	89b 52%	80 43%	35abf 60%	67 47%	34 38%	61 45%	42 43%	38 50%	42 47%	43 51%	20 47%	42 37%	21 43%	42 48%
Fairly concerned	321 32%	130 27%	190a 37%	1 50%	33 33%	68eg 39%	59 34%	45 32%	48 28%	56 30%	13 23%	40 28%	31 35%	39 29%	31 32%	27 36%	34 37%	20 24%	19acgk 46%	39 35%	16 34%	24 28%
A little bit concerned	158 16%	82 17%	77 15%	- -%	19 19%	24 14%	23 14%	17 12%	28 16%	38d 20%	9 16%	24h 17%	11 13%	27eh 20%	17h 18%	5 7%	13 14%	18eh 21%	2 4%	21eh 18%	9h 18%	11 13%
Not concerned at all	61 6%	32 7%	30 6%	- -%	5 5%	16 9%	11 7%	11 8%	8 4%	10 5%	1 1%	10 7%	9fg 11%	9 6%	4 4%	5 6%	2 2%	2 3%	1 2%	9 8%	1 3%	9fg 11%
Don't know	12 1%	4 1%	7 1%	- -%	3 3%	4e 2%	2 1%	1 1%	- -%	2 1%	- -%	1 1%	3c 4%	- -%	3 3%	- -%	- -%	1 1%	- -%	2 2%	1 3%	- -%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	772 77%	367 76%	403 78%	2 100%	75 74%	130 74%	135 79%	111 80%	137 79%	136 73%	48 83%	108 76%	65 73%	100 74%	73 75%	65bci 87%	76i 84%	63 75%	39abcdgijk 94%	82 72%	37 76%	65 76%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	220 22%	114 23%	106 21%	- -%	24 23%	41 23%	35 20%	28 20%	35 21%	48 26%	10 17%	34h 24%	21h 23%	36eh 26%	22h 22%	10 13%	15 16%	20h 24%	3 6%	30eh 26%	10 21%	21h 24%

Significance tested to 5 percent



## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Reduce the variety of search results and other information that are available online.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	356 36%	186 38%	170 33%	- -%	32 31%	59 34%	62 36%	60f 43%	64 37%	54 29%	26f 45%	48 34%	32 36%	53 39%	29 29%	28 38%	32 36%	30 36%	16 38%	39 35%	15 32%	33 38%
Fairly concerned	377 38%	169 35%	206 40%	2 100%	49d 48%	67 38%	63 37%	46 33%	65 38%	67 36%	20 34%	48 33%	25 28%	58b 43%	33 34%	34b 46%	38b 43%	35 41%	14 33%	44 39%	17 36%	31 36%
A little bit concerned	180 18%	86 18%	94 18%	- -%	15 14%	27 15%	37 21%	24 17%	27 16%	45bg 24%	6 10%	28e 20%	21e 23%	20 15%	23e 24%	6 8%	12 14%	16 19%	9e 22%	22e 20%	8 18%	14 16%
Not concerned at all	70 7%	37 8%	33 6%	- -%	5 5%	16c 9%	6 4%	8 6%	14 8%	15 8%	6 10%	13c 9%	11c 12%	3 2%	8c 9%	6 7%	6 7%	3 4%	2 5%	6 5%	5c 10%	7c 8%
Don't know	20 2%	7 1%	13 3%	- -%	1 1%	7 4%	3 2%	1 1%	2 1%	5 3%	1 1%	5 4%	1 1%	2 1%	4 4%	1 1%	1 1%	- -%	1 2%	1 1%	2 5%	1 2%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	733 73%	355 73%	376 73%	2 100%	80f 79%	125 72%	125 73%	107f 77%	129f 75%	121 65%	46 79%	96 67%	57 63%	111abd 82%	62 64%	63abd 83%	71bd 78%	65 77%	29 72%	83 74%	33 68%	64 74%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	250 25%	123 25%	127 25%	- -%	19 19%	42 24%	43 25%	32 23%	42 24%	60a 32%	11 20%	41ce 29%	31cef 35%	23 17%	31ce 32%	12 16%	19 21%	19 23%	11 27%	28 25%	13 28%	21 24%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make the internet harder to use.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	497 50%	249 51%	248 48%	- -%	41 40%	80 46%	87 51%	70 50%	104abf 60%	80 43%	34a 58%	69 48%	42 47%	67 49%	51 52%	42 56%	41 46%	45 53%	22 54%	49 43%	20 41%	49 57%
Fairly concerned	288 29%	130 27%	156 30%	2 100%	37e 36%	49e 28%	50e 29%	43e 31%	33 19%	62e 33%	14 25%	42 30%	19 22%	39 29%	27 28%	23 31%	35bk 38%	26 31%	10 24%	31 27%	15 31%	20 23%
A little bit concerned	133 13%	66 14%	66 13%	- -%	16 15%	23 13%	22 13%	14 10%	23 13%	29 15%	6 10%	19 14%	11 12%	16 12%	11 12%	6 8%	12 13%	6 7%	9eg 22%	23eg 20%	9 18%	11 13%
Not concerned at all	77 8%	37 8%	40 8%	- -%	9 8%	19 11%	11 6%	9 7%	12 7%	13 7%	4 7%	11f 8%	16adefhk 17%	14fh 10%	6 6%	4 6%	2 2%	6 7%	- -%	10fh 9%	3 7%	4 5%
Don't know	10 1%	3 1%	7 1%	- -%	- -%	3 2%	1 1%	3 2%	1 *	2 1%	- -%	1 1%	2 2%	- -%	2 2%	- -%	1 1%	1 1%	- -%	- -%	1 3%	2 2%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	784 78%	379 78%	403 78%	2 100%	77 76%	129 74%	137 80%	113 81%	137 79%	143 77%	48 83%	111 78%	61 69%	106 78%	78 80%	65bi 87%	76bi 84%	71bi 84%	32 78%	80 71%	35 73%	69 80%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	209 21%	103 21%	106 21%	- -%	24 24%	42 24%	33 19%	23 17%	35 20%	42 22%	10 17%	31 22%	26efg 29%	29 22%	18 18%	10 13%	14 15%	12 14%	9 22%	33efg 29%	12 25%	15 18%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Restrict people's access to the technology products they use online.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	399 40%	206 43%	191 37%	1 50%	35 35%	63 36%	69 40%	63 45%	78 45%	66 35%	24 42%	59 41%	36 40%	54 40%	33 34%	36 48%	31 34%	33 40%	16 38%	48 43%	15 31%	38 44%
Fairly concerned	338 34%	154 32%	183 35%	1 50%	42 41%	58 33%	62 36%	41 29%	51 29%	63 34%	21 36%	43 30%	22 25%	58abik 43%	35 36%	22 29%	44abegik 48%	25 30%	16 38%	29 25%	19 40%	25 29%
A little bit concerned	183 18%	86 18%	97 19%	- -%	22g 21%	36g 20%	28 16%	24 17%	33g 19%	35g 19%	4 7%	21 15%	18 21%	18 13%	22 23%	13 17%	11 12%	24acf 29%	6 15%	26f 23%	6 13%	16 19%
Not concerned at all	58 6%	30 6%	27 5%	- -%	2 2%	9 5%	9 5%	8 6%	8 4%	15 8%	7a 11%	11g 8%	10cg 12%	4 3%	5g 5%	5g 6%	4g 5%	- -%	2g 6%	7g 6%	5g 10%	4 4%
Don't know	27 3%	8 2%	19 4%	- -%	1 1%	8 5%	3 2%	3 2%	3 2%	7 4%	2 3%	8ce 6%	2 3%	1 1%	2 2%	- -%	1 1%	2 2%	2 4%	3 3%	2 5%	3 4%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	736 73%	360 74%	374 72%	2 100%	77 76%	121 69%	131 76%	104 75%	129 75%	129 69%	45 79%	102 72%	58 65%	112abdgi 83%	68 70%	58 77%	74bgi 82%	59 70%	31 76%	77 68%	34 72%	63 73%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	240 24%	116 24%	124 24%	- -%	23 23%	45 26%	37 22%	32 23%	41 24%	50 27%	11 19%	32 23%	29cf 32%	22 16%	27c 28%	17 23%	15 17%	24c 29%	8 20%	33cf 29%	11 23%	20 23%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make it harder to access news content online.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	405 40%	205 42%	200 39%	1 50%	31 30%	68 39%	67 39%	62 44%	73 42%	78 42%	27 47%	60 42%	32 36%	58 43%	40 42%	29 39%	33 36%	39 47%	16 39%	42 37%	18 37%	36 42%
Fairly concerned	309 31%	153 32%	155 30%	1 50%	48bcdefg 47%	57 33%	54 31%	32 23%	48 28%	54 29%	16 27%	32 22%	26 29%	44 33%	34a 35%	26 35%	35ag 38%	19 23%	11 27%	37 32%	17 34%	29 34%
A little bit concerned	167 17%	61 13%	106a 21%	- -%	17 17%	30 17%	32 19%	26 19%	32 18%	24 13%	7 12%	27 19%	17 20%	23 17%	13 13%	9 12%	12 13%	16 20%	9 22%	23 20%	7 15%	10 11%
Not concerned at all	108 11%	60 12%	48 9%	- -%	6 6%	18 10%	17 10%	15 11%	18 11%	27 14%	7 12%	20 14%	11 12%	9 7%	7 7%	11 15%	10 12%	9 10%	3 8%	12 10%	5 11%	11 13%
Don't know	14 1%	6 1%	8 2%	- -%	- -%	2 1%	2 1%	4 3%	1 1%	3 2%	2 3%	3 2%	3 3%	1 1%	3 3%	- -%	1 1%	1 1%	2i 4%	- -%	1 2%	- -
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	714 71%	358 74%	354 69%	2 100%	78 77%	125 71%	121 70%	94 68%	122 70%	132 71%	43 74%	92 65%	58 65%	102 76%	75 77%	55 74%	67 75%	58 69%	27 66%	79 70%	35 72%	65 76%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	275 27%	121 25%	154 30%	- -%	23 23%	48 27%	48 28%	42 30%	50 29%	51 27%	13 23%	47d 33%	28 32%	32 24%	20 20%	20 26%	22 24%	25 30%	12 30%	34 30%	13 26%	21 24%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Reduce the amount of information that is available online.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	434 43%	240b 50%	194 38%	- -%	39 39%	68 39%	75 44%	71bf 51%	80f 46%	67 36%	34abf 59%	59 42%	35 39%	68i 50%	44 45%	32 42%	35 39%	39 47%	15 37%	41 36%	26i 55%	40 47%
Fairly concerned	321 32%	135 28%	185a 36%	2 100%	38g 37%	64g 37%	55g 32%	45g 32%	52 30%	58g 31%	10 17%	35 25%	29 32%	41 30%	28 28%	29a 39%	33 36%	23 27%	17a 40%	45a 40%	14 29%	28 33%
A little bit concerned	159 16%	72 15%	87 17%	- -%	19 19%	26 15%	28 16%	17 12%	26 15%	37 20%	6 10%	32ej 22%	14j 16%	18j 13%	17j 18%	7 9%	12j 13%	16j 19%	8j 20%	20j 18%	1 2%	13j 15%
Not concerned at all	65 6%	31 6%	33 6%	- -%	2 2%	12 7%	10 6%	5 4%	12 7%	19ad 10%	6a 10%	12 8%	9 10%	9 6%	3 3%	7 9%	7 8%	5 5%	1 2%	5 4%	5 10%	3 4%
Don't know	24 2%	6 1%	17a 3%	- -%	4 4%	5 3%	4 2%	1 1%	2 1%	6 3%	3 5%	4c 3%	3 3%	- -%	5c 6%	1 1%	3c 3%	2 2%	- -%	2 2%	2c 5%	1 2%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	756 75%	375 77%	379 73%	2 100%	77 76%	132 76%	130 76%	116f 83%	132f 77%	124 67%	44 76%	94 66%	64 71%	109a 81%	71 73%	61a 81%	68 75%	62 73%	32 77%	86 76%	40a 84%	68a 79%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	223 22%	103 21%	120 23%	- -%	20 20%	38 22%	38 22%	22 16%	38 22%	56d 30%	11 20%	43cej 31%	23 25%	26 19%	21 21%	13 18%	20 22%	21 24%	9 23%	25 22%	6 12%	16 19%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Restrict companies' ability to innovate and create new products.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	282 28%	159b 33%	122 24%	1 50%	17 16%	51a 29%	53af 31%	44af 32%	61af 35%	39 21%	18 31%	36 25%	25 29%	41 30%	24 25%	24 31%	29 32%	28 33%	14 33%	25 22%	15 32%	22 25%
Fairly concerned	363 36%	161 33%	203 39%	- -%	45 44%	60 34%	61 35%	52 37%	57 33%	68 37%	21 36%	54 38%	25 28%	61bdg 45%	25 26%	31d 42%	34 38%	25 30%	16 40%	43 38%	18 37%	30 35%
A little bit concerned	226 22%	104 21%	122 24%	- -%	30g 30%	34 20%	34 20%	27 20%	38 22%	54bcg 29%	8 13%	26 18%	20 22%	24 18%	31acj 32%	15 19%	22 25%	26acj 30%	8 20%	27 24%	5 11%	21 25%
Not concerned at all	94 9%	52 11%	42 8%	- -%	7 7%	18 10%	19 11%	12 9%	11 7%	17 9%	9 15%	18g 13%	13eg 15%	10 7%	9 10%	3 5%	5 6%	4 4%	2 4%	13 12%	6 12%	10 12%
Don't know	39 4%	8 2%	29a 6%	1 50%	3 3%	11 7%	4 2%	4 3%	6 3%	8 4%	3 5%	8cf 6%	5cf 6%	- -%	7cf 7%	2 3%	- -%	2 2%	1 2%	5cf 5%	4cf 9%	3 3%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	645 64%	320 66%	324 63%	1 50%	61 61%	110 63%	114 66%	96f 69%	118f 68%	107 58%	39 67%	90 63%	51 57%	101abdik 75%	50 51%	55bd 73%	63d 69%	53 63%	30d 73%	68 60%	33 68%	52 60%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	319 32%	156 32%	163 32%	- -%	37 36%	53 30%	53 31%	39 28%	49 29%	71 38%	16 28%	44 31%	33 37%	34 25%	41cej 42%	18 24%	28 31%	29 35%	10 24%	40 35%	11 23%	31 36%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Negatively impact the quality of tools like online maps.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	372 37%	195b 40%	175 34%	1 50%	31 31%	63 36%	65 38%	55 39%	68 39%	63 34%	27 47%	57 40%	33 37%	57 42%	33 34%	23 31%	35 38%	30 36%	15 37%	34 30%	20 42%	33 39%
Fairly concerned	340 34%	151 31%	189 37%	- -%	44 44%	59 34%	60 35%	46 33%	52 30%	62 33%	17 29%	47 33%	25 28%	45 33%	33 34%	32bj 43%	36j 40%	29 34%	12 29%	41 36%	10 21%	31 35%
A little bit concerned	175 17%	84 17%	90 17%	- -%	14 14%	33g 19%	30g 18%	23 17%	37g 21%	33g 18%	4 6%	23 16%	15 16%	22 17%	21 21%	14 18%	12 13%	16 19%	11 26%	22 20%	8 16%	12 14%
Not concerned at all	83 8%	44 9%	39 8%	- -%	10 10%	13 7%	12 7%	8 6%	11 7%	20 11%	9d 15%	12 8%	11 13%	9 7%	8 8%	6 8%	5 6%	7 8%	2 5%	10 8%	7 14%	7 9%
Don't know	33 3%	9 2%	22a 4%	1 50%	1 1%	7 4%	4 2%	7 5%	4 2%	8 4%	2 3%	3 2%	6e 6%	2 2%	3 3%	- -%	3 3%	2 2%	2 4%	7e 6%	3e 7%	3 3%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	712 71%	347 72%	365 71%	1 50%	76 75%	122 70%	125 73%	101 72%	121 70%	124 67%	44 76%	104 73%	58 65%	102 75%	66 68%	55 74%	71bi 78%	59 71%	27 66%	75 66%	30 63%	64 74%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	258 26%	128 27%	129 25%	- -%	24 24%	46 26%	42 25%	31 23%	48 28%	54 29%	12 21%	35 24%	26 29%	31 23%	28 29%	20 26%	17 18%	23 27%	12 30%	32 28%	15 30%	20 23%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Risk technology companies choosing to move operations out of Britain.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	355 35%	178 37%	177 34%	- -%	32 32%	55 32%	53 31%	51 37%	72c 41%	66 35%	27c 46%	51 36%	30 34%	47 34%	37 38%	25 33%	31 34%	36 42%	16 39%	34 30%	22 45%	27 31%
Fairly concerned	312 31%	152 31%	159 31%	1 50%	35g 35%	59g 34%	59g 34%	48g 34%	44 26%	59g 31%	8 14%	37 26%	24 27%	50g 37%	29 30%	30ag 40%	37abg 41%	19 23%	15 36%	33 29%	12 25%	25 29%
A little bit concerned	194 19%	84 17%	110 21%	- -%	21 21%	32 18%	38 22%	25 18%	31 18%	38 20%	8 14%	30 21%	15 16%	22 17%	18 18%	11 15%	15 17%	22 26%	6 14%	29 26%	10 20%	17 19%
Not concerned at all	91 9%	60b 12%	30 6%	- -%	6 6%	15 9%	16 9%	9 6%	16 9%	16 9%	13abcdef 22%	15 10%	14dg 16%	12 9%	5 6%	7 9%	6 7%	4 5%	3 6%	12 10%	3 5%	11 13%
Don't know	51 5%	11 2%	40a 8%	1 50%	7 7%	13 7%	7 4%	6 4%	9 5%	8 4%	2 3%	9f 6%	6f 7%	5 4%	8f 8%	2 3%	1 1%	3 4%	2 4%	6 5%	2 5%	6f 7%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	667 66%	330 68%	336 65%	1 50%	67 66%	114 66%	111 65%	99 71%	116 67%	124 67%	35 60%	88 62%	54 61%	96 71%	66 68%	55 73%	68abik 75%	55 65%	31 75%	67 59%	34 70%	52 61%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	285 28%	144 30%	141 27%	- -%	27 26%	47 27%	53 31%	34 25%	48 28%	54 29%	21 37%	45 31%	29 32%	34 25%	23 24%	18 24%	22 24%	26 31%	8 20%	41 36%	12 25%	28 32%

Significance tested to 5 percent



## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Risk technology companies contributing less to Britain's economy.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	314 31%	155 32%	158 31%	- -%	35 34%	44 25%	61bf 35%	48 34%	56 33%	46 25%	24bf 42%	43 30%	30 34%	44 32%	28 29%	30 40%	25 27%	27 32%	14 33%	30 26%	13 28%	31 35%
Fairly concerned	349 35%	175 36%	173 34%	1 50%	37 37%	62 36%	59 34%	47 34%	57 33%	73 39%	15 25%	46 33%	21 23%	65abdeik 48%	28 28%	20 27%	42abdek 46%	30 35%	17b 41%	37 33%	18 37%	26 31%
A little bit concerned	192 19%	86 18%	106 21%	- -%	16 16%	39 22%	29 17%	24 17%	33 19%	38 20%	13 23%	26 18%	21c 23%	14 11%	27c 27%	14 19%	15 17%	20c 23%	8 19%	28c 25%	6 13%	14 16%
Not concerned at all	90 9%	53b 11%	37 7%	- -%	8 8%	14 8%	14 8%	13 9%	18 11%	17 9%	5 9%	16 11%	10 11%	8 6%	5 5%	8 11%	8 9%	5 6%	3 7%	11 10%	7 15%	11 12%
Don't know	58 6%	15 3%	42a 8%	1 50%	5 4%	15 9%	9 5%	8 6%	8 5%	12 7%	1 2%	12f 8%	8fh 9%	4 3%	10cfh 10%	3 4%	1 1%	3 4%	- -%	7f 6%	4f 8%	5 6%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	663 66%	330 68%	332 64%	1 50%	72 71%	106 61%	120 70%	95 68%	113 66%	119 64%	39 67%	89 62%	51 57%	109abdegijk 80%	56 58%	50 66%	66bdi 73%	56 67%	31 75%	67 59%	31 65%	57 66%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	282 28%	139 29%	143 28%	- -%	25 24%	53 30%	43 25%	37 26%	51 30%	55 30%	18 32%	42c 29%	30c 34%	22 17%	31c 32%	22c 29%	23 26%	24c 29%	10 25%	39c 34%	13 27%	25 28%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make social media feeds show less relevant content.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	248 25%	124 26%	124 24%	- -%	26f 26%	50f 28%	46f 27%	45f 32%	43f 25%	27 14%	11 20%	33 23%	17 19%	41 30%	20 21%	22 29%	21 23%	25 29%	12 29%	30 26%	10 21%	19 22%
Fairly concerned	265 26%	115 24%	149 29%	1 50%	37efg 36%	43 25%	62befg 36%	42f 30%	38 22%	33 18%	10 18%	32 22%	19 22%	50abdh 37%	22 22%	23 30%	27 29%	21 25%	8 20%	29 25%	15 31%	20 23%
A little bit concerned	222 22%	99 20%	123 24%	- -%	29 28%	43 25%	31 18%	26 19%	42 24%	42 22%	10 17%	38e 27%	22 24%	23 17%	29ce 29%	11 15%	21 23%	17 20%	11 26%	23 20%	10 21%	18 21%
Not concerned at all	231 23%	134b 28%	96 19%	- -%	10 10%	31 18%	29 17%	21 15%	45acd 26%	74abcde 40%	21abcd 37%	33c 23%	30cg 33%	18 13%	22 23%	20c 26%	19 21%	16 19%	10 24%	28c 25%	10 20%	25c 29%
Don't know	37 4%	12 2%	24 5%	1 50%	- -%	8 4%	4 2%	6 4%	5 3%	11a 6%	4a 8%	6 4%	2 2%	4 3%	5 5%	- -%	4 4%	5e 6%	1 2%	4 3%	3e 7%	4 5%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	513 51%	239 49%	273 53%	1 50%	63efg 62%	93fg 53%	108efg 63%	87efg 62%	81f 47%	60 32%	22 38%	65 45%	36 41%	90abdfhik 67%	42 43%	45bd 59%	47 52%	46 54%	20 48%	58 51%	25 52%	39 46%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	453 45%	233 48%	220 42%	- -%	38 38%	74 42%	60 35%	47 34%	87cd 51%	115abcde 62%	32cd 55%	71c 50%	51ceg 57%	41 30%	51c 52%	31 41%	39c 44%	34 40%	21c 50%	51c 45%	20 42%	43c 50%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Reduce the availability of free apps and digital tools.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	421 42%	207 43%	213 41%	1 50%	35 35%	71 41%	71 41%	63 45%	92abcf 53%	66 36%	24 41%	55 39%	33 37%	60 44%	45 46%	36 49%	36 40%	36 43%	17 41%	47 42%	22 47%	33 38%
Fairly concerned	344 34%	158 33%	185 36%	1 50%	48e 47%	60e 35%	62e 36%	48e 34%	40 23%	68e 36%	18 30%	49 35%	29 33%	52j 38%	28 28%	29j 39%	36j 40%	29 34%	15 36%	37 33%	10 21%	30 35%
A little bit concerned	156 16%	79 16%	77 15%	- -%	15 15%	28 16%	25 15%	17 12%	26 15%	35 19%	10 17%	25e 18%	18e 20%	16 11%	16 17%	6 7%	14 16%	13 15%	7 17%	17 15%	12ce 26%	12 14%
Not concerned at all	62 6%	34 7%	28 5%	- -%	3 3%	10 6%	9 6%	9 7%	9 5%	16 8%	5 9%	9 6%	7 8%	8 6%	6 6%	4 5%	4 4%	5 6%	2 5%	7 7%	1 2%	8 10%
Don't know	20 2%	6 1%	14 3%	- -%	- -%	5 3%	4 2%	3 2%	5 3%	2 1%	2 3%	3 2%	2 3%	- -%	3 3%	- -%	- -%	2 2%	- -%	5cf 4%	2cf 5%	3c 4%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	765 76%	365 75%	397 77%	2 100%	83 82%	131 75%	133 78%	110 79%	132 76%	134 72%	41 71%	105 73%	62 69%	112bj 82%	72 74%	66abdijk 87%	72 80%	65 77%	32 77%	84 74%	32 67%	63 73%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	218 22%	113 23%	105 20%	- -%	18 18%	38 22%	35 20%	26 19%	36 21%	50 27%	15 26%	35 24%	25e 28%	24 18%	22 23%	10 13%	18 20%	18 21%	9 23%	24 22%	13e 28%	20 24%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Delay new or improved Internet services being launched in the UK.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	316 32%	170b 35%	146 28%	- -%	29 29%	53 30%	50 29%	43 31%	61 35%	56 30%	25c 43%	48 34%	22 25%	44 32%	29 29%	26 34%	29 32%	29 34%	17j 41%	35 31%	10 21%	29 33%
Fairly concerned	349 35%	164 34%	184 36%	1 50%	39 39%	62 36%	68 39%	51 36%	55 32%	58 31%	17 29%	39 27%	27 30%	55a 41%	34 35%	31a 41%	35 38%	26 31%	12 30%	40 35%	24abgk 50%	27 32%
A little bit concerned	208 21%	89 18%	118 23%	- -%	28 27%	30 17%	32 19%	25 18%	38 22%	47 25%	8 14%	29 20%	31acdefijk 35%	29 21%	18 19%	11 14%	20 22%	21 25%	8 18%	17 15%	6 13%	18 21%
Not concerned at all	96 10%	48 10%	47 9%	- -%	6 6%	18 11%	15 9%	15 11%	16 9%	18 10%	7 12%	19c 13%	8 9%	5 4%	11c 11%	6 8%	7 8%	6 7%	4 9%	16c 14%	4 9%	9 10%
Don't know	34 3%	13 3%	21 4%	1 50%	- -%	11ae 6%	7 4%	6 4%	3 2%	6 3%	1 1%	8f 6%	1 1%	3 2%	6f 6%	2 3%	- -%	2 2%	1 2%	5f 5%	3f 7%	3 4%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	666 66%	334 69%	330 64%	1 50%	68 67%	115 66%	117 68%	94 67%	116 67%	114 61%	42 73%	87 61%	49 55%	99ab 73%	63 64%	56ab 75%	64b 70%	55 66%	29 70%	75 66%	34 71%	56 65%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	303 30%	138 28%	165 32%	- -%	33 33%	48 28%	47 28%	40 29%	54 31%	65 35%	15 26%	48 33%	40cdefij 44%	34 25%	29 30%	17 22%	27 30%	27 32%	11 28%	33 29%	11 22%	27 31%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Make it easier for the UK Government to access customer data collected by technology companies.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	511 51%	249 51%	261 51%	1 50%	47 46%	91 52%	79 46%	76 55%	95 55%	91 49%	32 55%	61 43%	46 52%	78af 58%	48 50%	41 55%	37 41%	37 44%	24 59%	58 51%	29af 61%	50af 58%
Fairly concerned	270 27%	120 25%	150 29%	- -%	32 31%	50 29%	53 31%	37 26%	41 24%	46 25%	12 21%	40 28%	19 21%	38 28%	27 27%	20 26%	31bj 34%	27 33%	11 27%	30 26%	8 18%	20 23%
A little bit concerned	124 12%	65 13%	58 11%	1 50%	18 17%	18 10%	23 14%	13 9%	20 11%	25 14%	7 12%	21 15%	10 11%	15 11%	13 13%	6 8%	15 17%	11 14%	4 10%	16 14%	3 7%	9 11%
Not concerned at all	79 8%	44 9%	35 7%	- -%	5 5%	10 6%	11 6%	11 8%	14 8%	22 12%	7 12%	15c 10%	11c 12%	5 3%	9 10%	7 10%	5 5%	7 8%	1 2%	9 8%	6c 12%	4 4%
Don't know	18 2%	5 1%	13 3%	- -%	- -%	6 3%	5 3%	2 2%	3 2%	2 1%	- -%	5c 3%	3c 4%	- -%	- -%	1 2%	2 2%	2 2%	1 2%	1 1%	1 3%	3 3%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	781 78%	369 76%	411 80%	1 50%	79 78%	141 81%	132 77%	113 81%	136 79%	137 74%	44 76%	101 71%	65 73%	116ab 86%	75 77%	61 81%	68 76%	64 76%	35 86%	87 77%	38 79%	70 82%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	203 20%	110 23%	93 18%	1 50%	23 22%	28 16%	34 20%	24 17%	34 19%	47b 25%	14 24%	36c 26%	21 24%	20 14%	23 23%	13 18%	20 22%	18 22%	5 12%	25 22%	9 19%	13 15%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Give the UK Government easier access to your online information like messages, pictures and emails.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	643 64%	301 62%	340 66%	1 50%	61 60%	112 64%	112 65%	92 66%	117 68%	112 60%	38 66%	92 64%	54 61%	83 62%	62 64%	49 65%	54 59%	55 65%	25 60%	76 67%	36 75%	57 66%
Fairly concerned	184 18%	88 18%	96 19%	- -%	19 19%	40e 23%	31 18%	30 21%	23 13%	30 16%	11 20%	24j 17%	12 13%	32j 24%	15 16%	14j 18%	26abdgjk 29%	13 15%	14abdgijk 33%	20j 18%	2 4%	12 14%
A little bit concerned	103 10%	59 12%	43 8%	1 50%	11 10%	18 10%	16 9%	11 8%	21 12%	22 12%	4 7%	13 9%	10 11%	16 12%	11 11%	9 12%	10 11%	9 11%	2 5%	11 10%	4 9%	9 11%
Not concerned at all	63 6%	34 7%	28 5%	- -%	9b 9%	2 1%	11b 6%	5 4%	11b 6%	20bd 11%	4b 7%	12ef 8%	13cefhi 14%	4 3%	10cef 10%	1 1%	1 1%	5 6%	1 2%	5 5%	5ef 10%	7f 8%
Don't know	10 1%	2 *%	8a 2%	- -%	2 1%	2 1%	2 1%	2 1%	1 *%	2 1%	- -%	2 1%	1 1%	- -%	- -%	2c 3%	- -%	2 3%	- -%	1 1%	1 2%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	827 82%	389 80%	437 85%	1 50%	80 79%	152f 87%	143 83%	122f 87%	140 81%	141 76%	50 86%	116 82%	66 74%	116b 85%	77 79%	63 83%	80b 89%	68 80%	38b 93%	96 85%	38 79%	69 80%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	166 17%	94b 19%	72 14%	1 50%	20 20%	21 12%	27 16%	16 12%	32 19%	42bd 23%	8 14%	24 17%	22fh 25%	20 15%	20 21%	10 14%	10 11%	14 17%	3 7%	16 14%	9 19%	16 19%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Give the UK Government easier access to your location data collected on your phone.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	556 55%	268 55%	287 56%	1 50%	56 55%	101f 58%	95 55%	86f 62%	104f 60%	85 46%	30 52%	72 51%	49 55%	80 59%	59 61%	45 60%	47 52%	42 49%	27 65%	57 50%	28 57%	51 59%
Fairly concerned	220 22%	98 20%	122 24%	- -%	26 26%	43 25%	44de 26%	23 17%	29 17%	41 22%	12 21%	33b 23%	9 10%	38b 28%	20 20%	12 16%	19b 22%	22b 26%	8 20%	33b 29%	8 16%	19b 21%
A little bit concerned	123 12%	66 14%	56 11%	1 50%	12 12%	19 11%	17 10%	16 12%	24 14%	29 16%	6 10%	17 12%	18chij 20%	12 9%	10 10%	9 12%	19cdhij 21%	12 14%	3 6%	11 10%	2 5%	10 12%
Not concerned at all	93 9%	49 10%	43 8%	- -%	7 7%	8 5%	13 8%	11 8%	14 8%	30bcde 16%	9b 15%	18c 12%	12c 13%	5 3%	9 9%	8 10%	4 5%	8 10%	4 9%	12c 10%	9cf 19%	6 7%
Don't know	12 1%	4 1%	8 2%	- -%	- -%	3 2%	2 1%	3 2%	1 *	1 *	1 2%	3 2%	2 2%	- -%	- -%	1 2%	1 1%	2 2%	- -%	1 1%	1 3%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	776 77%	366 75%	409 79%	1 50%	82f 81%	144f 82%	139f 81%	109f 78%	134f 78%	126 68%	42 73%	105 73%	58 65%	119abefgj 88%	79b 81%	57 76%	66 73%	63 75%	35b 85%	90b 79%	36 74%	69b 80%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	215 21%	115 24%	99 19%	1 50%	19 19%	27 16%	30 18%	27 19%	38 22%	59abcde 32%	15 25%	34c 24%	30cdhik 33%	17 12%	19 19%	17 22%	23c 26%	20c 23%	6 15%	23 20%	11 24%	16 19%

Significance tested to 5 percent

## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). How concerned would you be about regulation that might... - Give the UK Government the power to access your online accounts.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	669 67%	324 67%	344 67%	1 50%	61 60%	108 62%	113 66%	96 69%	127ab 73%	123 66%	42 72%	94 66%	54 61%	85 63%	62 64%	54 72%	60 66%	55 66%	29 71%	75 66%	37 76%	64 74%
Fairly concerned	186 19%	87 18%	99 19%	- -%	26e 26%	43de 24%	33e 19%	20 14%	20 12%	37e 20%	7 12%	23j 16%	17j 19%	35djk 26%	13j 14%	13j 17%	23djk 25%	20j 24%	9j 23%	23j 20%	- -%	11j 13%
A little bit concerned	81 8%	40 8%	40 8%	1 50%	10f 10%	17f 10%	14f 8%	15f 11%	14 8%	6 3%	5 9%	12 8%	9 11%	14 10%	14e 14%	2 3%	7 8%	4 5%	2 4%	7 6%	5 11%	5 6%
Not concerned at all	54 5%	32 7%	22 4%	- -%	3 3%	4 2%	9 5%	6 5%	10 6%	17b 9%	4 7%	11cf 8%	8cf 9%	1 1%	6cf 6%	4cf 6%	- -%	5cf 5%	1 2%	7cf 6%	5cf 10%	6cf 7%
Don't know	13 1%	2 *%	11a 2%	- -%	1 1%	3 2%	2 1%	2 1%	2 1%	3 2%	- -%	2 1%	1 1%	1 1%	3 3%	2 3%	- -%	- -%	- -%	2 2%	1 2%	1 1%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	855 85%	411 85%	443 86%	1 50%	87 85%	151 86%	146 85%	116 83%	147 85%	160 86%	49 85%	117 82%	71 79%	120d 89%	75 77%	67 89%	83abdj 92%	75d 90%	38bdj 94%	97 86%	37 76%	74 86%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	135 13%	72 15%	62 12%	1 50%	13 13%	21 12%	23 14%	22 16%	24 14%	23 12%	9 15%	23 16%	18efh 20%	15 11%	19f 20%	6 8%	7 8%	9 10%	3 6%	14 12%	10f 21%	11 13%

Significance tested to 5 percent



## CCIA GB Poll

Q2. The Government is considering introducing regulation that may impact people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools).  
How concerned would you be about regulation that might... - Make your online experience more expensive.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Very concerned	621 62%	304 63%	316 61%	1 50%	54 54%	95 54%	100 58%	95ab 68%	123abc 71%	115 62%	38 66%	96 67%	52 58%	86 64%	59 61%	50 66%	56 62%	54 64%	26 63%	65 57%	27 56%	52 61%
Fairly concerned	241 24%	107 22%	134 26%	- -%	31e 31%	45e 26%	50de 29%	26 18%	26 15%	46e 25%	16e 29%	28 19%	19 21%	32 24%	27 28%	15 20%	28a 31%	22 26%	9 22%	30 26%	14 28%	18 21%
A little bit concerned	88 9%	47 10%	41 8%	- -%	11 11%	20 11%	14 8%	13 9%	15 9%	13 7%	2 4%	13 9%	8 9%	13 10%	5 5%	10 13%	5 6%	5 6%	4 10%	13 12%	2 5%	10 12%
Not concerned at all	43 4%	26 5%	17 3%	- -%	5 4%	11 6%	6 3%	5 3%	7 4%	8 4%	1 2%	6 4%	9cef 10%	3 2%	6 6%	1 1%	1 2%	4 4%	2 6%	5 5%	2 4%	4 4%
Don't know	10 1%	- -%	9a 2%	1 50%	- -%	4 2%	2 1%	1 1%	1 1%	3 2%	- -%	1 1%	1 2%	1 1%	1 1%	- -%	- -%	- -%	- -%	1 1%	3acefgi 7%	2 2%
<b>VERY CONCERNED/ FAIRLY CONCERNED (NET)</b>	862 86%	412 85%	449 87%	1 50%	85 84%	140 80%	150 88%	121 87%	149 87%	162 87%	55b 95%	123 86%	71 79%	118 87%	86 88%	64 86%	84bik 93%	76 90%	35 85%	94 83%	40 84%	71 82%
<b>A LITTLE BIT CONCERNED/ NOT CONCERNED AT ALL (NET)</b>	131 13%	73 15%	58 11%	- -%	16 16%	31g 18%	20 11%	18 13%	22 13%	21 11%	3 5%	18 13%	17f 19%	16 12%	11 11%	11 14%	7 7%	8 10%	6 15%	18 16%	4 9%	14 16%

Significance tested to 5 percent

## CCIA GB Poll

Q3. SUMMARY TABLE.  
Base: All Respondents

	Statements							
	The UK should be a world leader in new technological advancements (a)	The UK should have first access to new or improved digital technologies (b)	UK businesses should have access to the best technology available globally (c)	British people should have access to the best technology available globally (d)	The UK Government should not stifle technological innovation (e)	The UK Government should do everything it can to support businesses in developing and deploying new technology here in the UK (f)	The UK Government should support the creation of new jobs by helping the UK technology sector to grow (g)	The UK Government should ensure that UK businesses can access the best new technology so they can keep pace with global competitors (h)
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Weighted Base	1003	1003	1003	1003	1003	1003	1003	1003
Strongly agree	437bmnop 44%	324mnop 32%	521abekmnop 52%	530abefkmnop 53%	461bmnop 46%	484abkmnop 48%	549abefjklmnop 55%	504abkmnop 50%
Somewhat agree	334o 33%	356lnop 35%	343no 34%	317o 32%	353lno 35%	374dglmnop 37%	330o 33%	352lno 35%
Neutral	181cdefghijkl 18%	252acdefghijklm 25%	113 11%	124i 12%	142fgi 14%	109 11%	98 10%	121i 12%
Somewhat disagree	22h 2%	43acdefghij 4%	15 2%	22h 2%	18 2%	20 2%	19 2%	10 1%
Strongly disagree	6 1%	12efghj 1%	5 1%	4 *%	2 *%	3 *%	2 *%	2 *%
Don't know	22cdgij 2%	17cdg 2%	6 1%	7 1%	27cdfghij 3%	13 1%	5 *%	13 1%
<b>AGREE (NET)</b>	771bmnop 77%	680mnop 68%	864abeklmnop 86%	846abklmnop 84%	814abmnop 81%	858abeklmnop 86%	879abdeklmnop 88%	857abeklmnop 85%
<b>DISAGREE (NET)</b>	29h 3%	54acdefghij 5%	20 2%	26h 3%	20 2%	23 2%	21 2%	12 1%

Significance tested to 5 percent

## CCIA GB Poll

Q3. SUMMARY TABLE.  
Base: All Respondents

	Statements								
	British people should have access to new technology that improves their quality of life (i)	UK businesses should be supported to develop new technology, so they can compete on the world stage (j)	The British Government should avoid creating obstacles to investments in new and improved internet services (k)	Privacy and end-to-end encryption is an important factor when deciding which messaging service to use (l)	Internet companies should be required to share my data (messages, pictures and location) for law enforcement purposes such as police investigations (m)	Companies should not be able to minimise data collected on me (location and messages) if it stops law enforcement being able to access it (n)	Technology companies should be obligated to break my message encryption for law enforcement or surveillance purposes (o)		(p)
Unweighted Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
Weighted Base	1003	1003	1003	1003	1003	1003	1003	1003	1003
Strongly agree	521abekmnop 52%	490abkmnop 49%	422bmnop 42%	501abkmnop 50%	191 19%	182 18%	160 16%	170 17%	
Somewhat agree	361dlnop 36%	370dlmnop 37%	363dlmnop 36%	301 30%	319o 32%	295 29%	265 26%	313o 31%	
Neutral	90 9%	118 12%	147cfgi 15%	128gi 13%	183cdefghijkl 18%	287acdefghijklm 29%	250acdefghijklm 25%	266acdefghijklm 27%	
Somewhat disagree	17 2%	14 1%	37cefghij 4%	26h 3%	119abcdefghijkln 12%	67abcdefghijkl 7%	143abcdefghijkln 14%	129abcdefghijkln 13%	
Strongly disagree	4 *%	1 *%	7 1%	7j 1%	153abcdefghijklnp 15%	51abcdefghijkl 5%	125abcdefghijklnp 12%	78abcdefghijkln 8%	
Don't know	10 1%	10 1%	27cdfghij 3%	40abcdcfghij 4%	37abcdcfghij 4%	121abcdefghijklmop 12%	59abcdcfghijkm 6%	47abcdcfghij 5%	
<b>AGREE (NET)</b>	882abdeklmnop 88%	860abeklmnop 86%	785bmnop 78%	802bmnop 80%	511o 51%	477o 48%	425 42%	483o 48%	
<b>DISAGREE (NET)</b>	21 2%	15 2%	43cdefghij 4%	33hj 3%	272abcdefghijklp 27%	118abcdefghijkl 12%	268abcdefghijklp 27%	207abcdefghijkln 21%	

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -

The UK should be a world leader in new technological advancements.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	437 44%	262b 54%	176 34%	- -%	22 21%	60a 35%	68a 39%	62a 44%	90abc 52%	95abc 51%	40abcdef 70%	58 41%	48i 53%	56 41%	43 44%	30 40%	41 46%	40 48%	20 49%	44 39%	18 37%	39 46%
Somewhat agree	334 33%	142 29%	191a 37%	1 50%	36 36%	55 32%	65g 38%	53g 38%	53 31%	59 32%	12 22%	52bg 37%	16 18%	48bg 35%	35bg 36%	29bg 39%	31bg 34%	17 20%	17bg 40%	34 30%	22bg 46%	32bg 37%
Neutral	181 18%	68 14%	113a 22%	1 50%	32defg 31%	39g 22%	33g 19%	20 15%	27g 16%	27 14%	3 5%	21 15%	13 15%	28 21%	13 13%	13 18%	15 16%	23abdhk 28%	4 11%	32abdfhk 28%	7 14%	11 13%
Somewhat disagree	22 2%	7 1%	15 3%	- -%	7cdef 7%	11cdef 6%	2 1%	1 1%	- -%	- -%	1ef 2%	4 3%	6cei 7%	2 1%	5 5%	- -%	1 2%	1 1%	- -%	1 1%	- -%	2 3%
Strongly disagree	6 1%	2 *%	4 1%	- -%	2 2%	1 1%	2 1%	- -%	- -%	1 1%	- -%	1 1%	1 1%	1 1%	- -%	2 2%	1 1%	- -%	- -%	- -%	- -%	1 1%
Don't know	22 2%	3 1%	18a 4%	- -%	3 3%	7 4%	2 1%	3 2%	2 1%	4 2%	1 1%	6 4%	5ck 6%	1 1%	2 2%	1 1%	1 1%	3 3%	- -%	2 2%	1 3%	- -%
<b>AGREE (NET)</b>	771 77%	404b 83%	367 71%	1 50%	58 57%	116 66%	133ab 77%	115ab 82%	143ab 83%	154ab 83%	53abc 92%	110 77%	64 72%	103 76%	78 81%	59 79%	72 80%	57 68%	37bgi 89%	78 69%	40 84%	72gi 83%
<b>DISAGREE (NET)</b>	29 3%	10 2%	19 4%	- -%	9cdef 9%	12cdef 7%	3 2%	1 1%	- -%	1 1%	1e 2%	5 4%	7i 7%	3 2%	5 5%	2 2%	2 2%	1 1%	- -%	1 1%	- -%	3 4%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The UK should have first access to new or improved digital technologies.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	324 32%	200b 41%	124 24%	1 50%	23 23%	43 24%	54 32%	35 25%	68abd 39%	71abd 38%	30abcd 52%	38 27%	33 37%	52a 38%	37 38%	22 29%	28 31%	30 35%	14 33%	34 30%	14 28%	23 27%
Somewhat agree	356 35%	161 33%	195 38%	- -%	33 33%	64g 37%	63g 37%	60g 43%	58 34%	65 35%	12 21%	53 37%	24 27%	43 32%	27 28%	33bd 45%	38bd 43%	25 30%	15 37%	43 38%	18 38%	36b 42%
Neutral	252 25%	97 20%	153a 30%	1 50%	29 29%	43 25%	44 26%	39 28%	38 22%	46 25%	13 22%	41 29%	25 28%	29 21%	27 28%	16 22%	19 21%	23 28%	9 21%	29 26%	13 26%	21 24%
Somewhat disagree	43 4%	15 3%	28 5%	- -%	13cdef 12%	14cdef 8%	5 3%	3 2%	4 2%	2 1%	2 4%	3 2%	3 4%	10 7%	5 5%	2 3%	4 4%	3 4%	1 3%	4 4%	2 5%	5 6%
Strongly disagree	12 1%	7 1%	4 1%	- -%	3f 3%	6df 3%	1 1%	- -%	2 1%	- -%	- -%	2 1%	1 2%	2 1%	1 1%	2 2%	1 1%	1 2%	1 2%	1 1%	- -%	- -%
Don't know	17 2%	4 1%	13 2%	- -%	- -%	5 3%	4 2%	2 1%	3 2%	2 1%	1 1%	5c 4%	3 3%	- -%	1 1%	- -%	- -%	2 2%	2c 4%	3 2%	1 3%	1 1%
<b>AGREE (NET)</b>	680 68%	361b 74%	318 62%	1 50%	56 56%	107 61%	117 68%	95 68%	126ab 73%	136ab 73%	42 73%	91 64%	57 64%	95 70%	64 66%	55 74%	67 74%	55 65%	29 70%	76 67%	32 66%	59 68%
<b>DISAGREE (NET)</b>	54 5%	22 5%	32 6%	- -%	16cdefg 15%	19cdef 11%	6 4%	3 2%	6 3%	2 1%	2 4%	5 3%	5 5%	12 9%	6 6%	4 5%	4 5%	5 5%	2 5%	5 5%	2 5%	5 6%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - UK businesses should have access to the best technology available globally.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	521 52%	289b 60%	230 45%	2 100%	34 33%	64 37%	85ab 50%	78ab 56%	104abc 60%	112abc 60%	43abcd 75%	78 54%	49 55%	68 51%	49 50%	37 49%	49 54%	43 51%	23 56%	54 47%	25 52%	48 55%
Somewhat agree	343 34%	139 29%	203a 39%	- -%	38 37%	74efg 42%	63g 37%	45 32%	52 30%	58 31%	12 21%	46 32%	23 26%	51 38%	32 33%	28 38%	27 30%	26 30%	13 32%	48b 42%	19 40%	30 34%
Neutral	113 11%	45 9%	69a 13%	- -%	21defg 21%	26fg 15%	21 12%	14 10%	15 9%	13 7%	2 4%	15 10%	12 13%	14 10%	14 14%	8 10%	13 14%	15j 18%	5 12%	10 9%	2 4%	7 8%
Somewhat disagree	15 2%	9 2%	7 1%	- -%	4 4%	5 3%	3 2%	1 1%	1 1%	1 *%	- -%	3 2%	2 3%	2 1%	3 3%	- -%	2 2%	- -%	- -%	1 1%	1 3%	1 1%
Strongly disagree	5 1%	1 *%	4 1%	- -%	4cdef 4%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	- -%	- -%	3ac 3%	- -%	- -%	- -%	- -%	- -%	1 1%
Don't know	6 1%	2 *%	4 1%	- -%	- -%	4ce 2%	- -%	- -%	- -%	2 1%	- -%	1 1%	1 1%	- -%	- -%	- -%	1 1%	1 1%	- -%	1 1%	1 2%	- -%
<b>AGREE (NET)</b>	864 86%	428b 88%	433 84%	2 100%	71 70%	138 79%	148a 86%	124ab 89%	156ab 91%	171ab 92%	56abc 96%	124 87%	72 81%	120 88%	81 83%	65 86%	75 83%	69 81%	36 88%	101 89%	44 91%	77 90%
<b>DISAGREE (NET)</b>	20 2%	10 2%	10 2%	- -%	8cdefg 8%	6ef 4%	3 2%	1 1%	1 1%	1 *%	- -%	3 2%	4 4%	2 1%	3 3%	3 3%	2 2%	- -%	- -%	1 1%	1 3%	2 3%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - British people should have access to the best technology available globally.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	530 53%	286b 59%	242 47%	2 100%	36 35%	78 45%	86a 50%	78a 56%	99ab 57%	110ab 59%	43abcdef 75%	73 51%	51 57%	71 53%	44 45%	37 49%	52 57%	50 60%	26 63%	55 49%	21 44%	49 57%
Somewhat agree	317 32%	142 29%	175 34%	- -%	33 33%	55 32%	58 34%	43 31%	56 32%	60 32%	12 21%	46 32%	18 21%	40 30%	36bg 37%	30bgh 41%	29 32%	17 21%	8 20%	41bg 36%	23bcgh 47%	28 32%
Neutral	124 12%	45 9%	79a 15%	- -%	20fg 19%	30fg 17%	23 14%	17 12%	18 10%	14 7%	2 4%	17 12%	16ek 18%	19 14%	14 15%	5 7%	8 9%	15e 18%	7 16%	13 12%	3 6%	6 8%
Somewhat disagree	22 2%	9 2%	13 2%	- -%	9defg 9%	7def 4%	5df 3%	- -%	1 *%	- -%	- -%	4 3%	2 2%	4 3%	2 2%	1 1%	1 2%	1 2%	- -%	2 2%	1 2%	3 4%
Strongly disagree	4 *%	1 *%	3 1%	- -%	2 2%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	1 2%	1 1%	- -%	2 2%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	7 1%	1 *%	5 1%	- -%	3 3%	2 1%	- -%	1 1%	- -%	1 1%	- -%	3 2%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	3 2%	- -%	- -%
<b>AGREE (NET)</b>	846 84%	428b 88%	417 81%	2 100%	69 68%	134 77%	143a 84%	121ab 87%	154ab 89%	170abc 91%	56abc 96%	119 83%	69 78%	111 82%	80 83%	68b 90%	80b 89%	68 81%	34 84%	96 85%	44 91%	77 89%
<b>DISAGREE (NET)</b>	26 3%	11 2%	16 3%	- -%	10cdefg 10%	9def 5%	5d 3%	- -%	1 *%	1 1%	- -%	4 3%	4 4%	5 4%	2 2%	3 3%	1 2%	1 2%	- -%	2 2%	1 2%	3 4%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The UK Government should not stifle technological innovation.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	461 46%	275b 57%	185 36%	1 50%	25 24%	72a 41%	70a 41%	74abc 53%	94abc 55%	91a 49%	36abc 62%	68 48%	44 50%	60 44%	43 45%	33 44%	44 49%	39 47%	23 57%	47 41%	20 41%	39 45%
Somewhat agree	353 35%	137 28%	215a 42%	1 50%	45de 45%	55 31%	75bde 43%	41 29%	54 31%	67 36%	17 30%	45 32%	32 36%	48 35%	30 31%	28 37%	31 35%	28 33%	13 31%	47 41%	18 37%	33 38%
Neutral	142 14%	53 11%	89a 17%	- -%	21g 21%	34eg 20%	21 12%	20 14%	20 12%	23 12%	3 5%	23 16%	10 11%	22 16%	17 18%	9 12%	9 10%	13 16%	5 13%	13 11%	9 19%	12 14%
Somewhat disagree	18 2%	11 2%	7 1%	- -%	3 3%	6 3%	2 1%	2 1%	3 2%	3 2%	- -%	1 1%	2 2%	5 4%	4 4%	2 3%	3 3%	- -%	- -%	1 1%	1 2%	- -%
Strongly disagree	2 *%	1 *%	1 *%	- -%	- -%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%
Don't know	27 3%	7 1%	20a 4%	- -%	7ef 7%	7 4%	4 2%	3 2%	2 1%	2 1%	2 3%	5 4%	1 1%	1 1%	2 2%	2 3%	3 3%	4 5%	- -%	5 4%	1 2%	2 3%
<b>AGREE (NET)</b>	814 81%	412b 85%	400 77%	2 100%	70 69%	126 73%	144ab 84%	115ab 82%	148ab 86%	158ab 85%	53ab 92%	113 80%	77 86%	108 80%	74 76%	61 81%	76 84%	67 79%	36 87%	94 83%	37 78%	72 84%
<b>DISAGREE (NET)</b>	20 2%	12 2%	8 2%	- -%	3 3%	6 4%	2 1%	2 1%	3 2%	3 2%	- -%	1 1%	2 2%	5 4%	5g 5%	2 3%	3 3%	- -%	- -%	2 1%	1 2%	- -%

Significance tested to 5 percent



## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The UK Government should do everything it can to support businesses in developing and deploying new technology here in the UK.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	484 48%	268b 55%	214 42%	1 50%	30 30%	69 39%	64 38%	73abc 52%	104abc 60%	102abc 55%	42abcdf 73%	67 47%	47 53%	65 48%	44 45%	31 41%	46 51%	43 52%	20 48%	54 47%	22 46%	45 52%
Somewhat agree	374 37%	158 33%	216a 42%	- -%	41 40%	63 36%	86bdefg 50%	51 36%	55 32%	66 35%	13 23%	53 37%	24 27%	50 37%	35 36%	39bfgk 51%	29 32%	26 30%	17 41%	49b 43%	22b 46%	30 34%
Neutral	109 11%	42 9%	67a 13%	1 50%	28cdefg 27%	28efg 16%	18 11%	14 10%	10 6%	10 5%	2 4%	14 10%	14e 16%	16 12%	15e 15%	4 5%	13 14%	9 11%	4 11%	9 8%	3 5%	10 11%
Somewhat disagree	20 2%	10 2%	10 2%	- -%	3 3%	7 4%	2 1%	1 1%	3 2%	4 2%	- -%	3 2%	2 2%	3 3%	2 2%	1 1%	1 2%	5 6%	- -%	2 2%	- -%	2 2%
Strongly disagree	3 *%	3 1%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1%	1 1%	- -%	1 *%	- -%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	13 1%	3 1%	10 2%	- -%	- -%	8ce 4%	1 *%	1 1%	- -%	3 1%	- -%	4c 3%	2 3%	- -%	1 1%	1 2%	1 1%	2 2%	- -%	- -%	1 3%	- -%
<b>AGREE (NET)</b>	858 86%	427b 88%	430 83%	1 50%	71 70%	131 75%	150ab 88%	123ab 88%	159ab 92%	168ab 90%	56ab 96%	121 85%	71 80%	115 85%	79 81%	69b 92%	75 83%	69 82%	37 89%	103b 91%	44 92%	74 86%
<b>DISAGREE (NET)</b>	23 2%	13 3%	10 2%	- -%	3 3%	7d 4%	2 1%	1 1%	4 2%	6 3%	- -%	4 3%	2 2%	5 3%	2 3%	1 1%	1 2%	5 6%	- -%	2 2%	- -%	2 2%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The UK Government should support the creation of new jobs by helping the UK technology sector to grow.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	549 55%	287b 59%	262 51%	-	37 36%	87 50%	85 50%	79a 57%	107abc 62%	110a 59%	44abcdf 76%	75 53%	52 59%	74 55%	56 57%	45 59%	51 57%	44 52%	26 63%	58 51%	27 57%	42 48%
Somewhat agree	330 33%	144 30%	184 36%	2 100%	33 33%	60 34%	68fg 40%	48 34%	55 32%	54 29%	12 21%	45 32%	22 25%	43 32%	32 33%	26 34%	29 33%	20 24%	12 30%	47bg 41%	17 36%	35bg 41%
Neutral	98 10%	42 9%	56 11%	-	22bcdefg 22%	20g 11%	18 10%	11 8%	10 6%	16 8%	1 2%	20i 14%	9 10%	13 10%	8 8%	5 7%	10 11%	15ehi 18%	2 4%	7 6%	3 5%	7 9%
Somewhat disagree	19 2%	9 2%	10 2%	-	9bcdefg 9%	5c 3%	-	1 1%	1 1%	3 2%	-	1 1%	4 4%	3 2%	2 2%	-	-	4f 5%	1 3%	1 1%	-	2 2%
Strongly disagree	2 *%	1 *%	1 *%	-	-	-	-	-	-	2 1%	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-
Don't know	5 *%	2 *%	3 1%	-	-	3 2%	1 *%	-	-	1 1%	-	1 1%	1 1%	-	-	-	-	1 1%	-	1 1%	1 2%	-
<b>AGREE (NET)</b>	879 88%	431 89%	446 86%	2 100%	70 69%	147a 84%	153a 89%	127a 91%	162ab 94%	164a 88%	56abf 98%	120 84%	75 84%	117 87%	88g 90%	70g 93%	81g 89%	64 76%	38g 93%	104g 92%	45g 93%	77g 89%
<b>DISAGREE (NET)</b>	21 2%	10 2%	11 2%	-	9bcdefg 9%	5c 3%	-	1 1%	1 1%	5c 3%	-	1 1%	5f 5%	5 3%	2 2%	-	-	4f 5%	1 3%	1 1%	-	2 2%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The UK Government should ensure that UK businesses can access the best new technology so they can keep pace with global competitors.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	504 50%	265b 55%	238 46%	1 50%	28 27%	64 36%	83ab 48%	71ab 51%	102abc 59%	115abc 62%	42abcd 73%	69 48%	42 47%	68 51%	51 52%	36 48%	45 50%	41 49%	27ab 66%	57 50%	25 52%	42 49%
Somewhat agree	352 35%	155 32%	196 38%	1 50%	37 37%	71g 41%	68g 40%	47 34%	59 34%	57 31%	12 22%	57h 40%	31 35%	44 32%	27 28%	26 34%	28 31%	28 33%	9 23%	47h 41%	18 37%	37dh 43%
Neutral	121 12%	55 11%	67 13%	- -%	32bcdefg 32%	28efg 16%	18 11%	19ef 14%	11 6%	10 5%	2 4%	15 11%	11 12%	21k 16%	15k 16%	12k 16%	14k 16%	12k 15%	4 11%	9 8%	3 6%	4 4%
Somewhat disagree	10 1%	4 1%	6 1%	- -%	3 2%	5ce 3%	- -%	1 1%	- -%	1 1%	- -%	1 1%	1 1%	2 2%	1 1%	1 1%	- -%	- -%	- -%	- -%	- -%	3i 4%
Strongly disagree	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 3%	- -%	- -%	- -%	- -%
Don't know	13 1%	3 1%	11 2%	- -%	2 2%	5 3%	1 *%	1 1%	1 1%	3 2%	1 1%	1 1%	4ac 4%	- -%	3 3%	- -%	2 2%	1 1%	- -%	1 1%	2c 5%	- -%
<b>AGREE (NET)</b>	857 85%	421 87%	434 84%	2 100%	65 64%	135a 77%	151ab 88%	118a 85%	161abd 93%	172abd 92%	55ab 95%	126 88%	73 82%	112 83%	78 80%	62 83%	74 81%	69 82%	37 89%	103df 91%	43 89%	79df 92%
<b>DISAGREE (NET)</b>	12 1%	6 1%	6 1%	- -%	3 2%	6e 4%	1 1%	1 1%	- -%	1 1%	- -%	1 *%	1 1%	2 2%	1 1%	1 2%	1 1%	2 3%	- -%	- -%	- -%	3i 4%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - British people should have access to new technology that improves their quality of life.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	521 52%	278b 57%	242 47%	1 50%	40 39%	77 44%	85 50%	86abc 62%	96ab 55%	101a 54%	36ab 63%	73 51%	44 50%	77 57%	47 48%	40 54%	52 58%	48 57%	25 60%	53 47%	23 49%	39 45%
Somewhat agree	361 36%	155 32%	205a 40%	1 50%	34 33%	64 37%	71 41%	46 33%	59 34%	68 37%	20 35%	52g 36%	30 34%	44 33%	39g 40%	28 37%	30 33%	20 23%	14 35%	50g 44%	14 30%	40g 47%
Neutral	90 9%	41 8%	49 10%	- -%	18cdfg 18%	21dg 12%	13 8%	8 5%	16 9%	14 8%	1 2%	15 11%	12ei 14%	11 8%	9 9%	3 4%	5 6%	15efik 17%	2 5%	6 5%	7ei 15%	5 6%
Somewhat disagree	17 2%	7 1%	10 2%	- -%	7cdef 7%	7def 4%	2 1%	- -%	1 1%	- -%	- -%	- -%	1 1%	2 2%	3a 3%	1 1%	3a 3%	- -%	- -%	3 2%	2a 4%	2 2%
Strongly disagree	4 *%	2 *%	2 *%	- -%	2 2%	- -%	- -%	- -%	1 1%	1 1%	- -%	- -%	- -%	1 1%	- -%	2 2%	- -%	1 1%	- -%	- -%	- -%	- -%
Don't know	10 1%	2 *%	8 2%	- -%	1 1%	6cde 4%	- -%	- -%	1 *%	2 1%	- -%	3 2%	2 2%	- -%	- -%	1 2%	- -%	1 1%	- -%	2 2%	1 3%	- -%
<b>AGREE (NET)</b>	882 88%	433 89%	447 87%	2 100%	73 72%	141 81%	156ab 91%	132ab 95%	154ab 89%	169ab 91%	57abe 98%	125 87%	75 83%	121 89%	85 87%	68 91%	82gj 91%	68 80%	39gj 95%	103gj 91%	38 78%	79gj 92%
<b>DISAGREE (NET)</b>	21 2%	9 2%	12 2%	- -%	8cdefg 8%	7df 4%	2 1%	- -%	2 1%	1 1%	- -%	- -%	1 1%	3 2%	3a 3%	3a 3%	3a 3%	1 1%	- -%	3 2%	2a 4%	2 2%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - UK businesses should be supported to develop new technology, so they can compete on the world stage.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	490 49%	272b 56%	217 42%	1 50%	31 30%	73 42%	71 41%	73ac 53%	102abc 59%	103abc 55%	37abc 64%	70 49%	45 51%	63 47%	42 43%	34 45%	50 56%	44 52%	18 43%	54 47%	25 53%	45 53%
Somewhat agree	370 37%	158 33%	211a 41%	1 50%	44 43%	54 31%	75b 43%	54 38%	60 35%	65 35%	19 33%	56 39%	28 31%	44 32%	40 42%	33 43%	27 29%	24 29%	21bcfg 51%	44 39%	19 40%	34 40%
Neutral	118 12%	43 9%	74a 14%	- -%	23defg 23%	34defg 20%	22eg 13%	12g 8%	9 5%	17g 9%	- -%	12 8%	13 14%	23ahj 17%	13 13%	8 10%	12 13%	14 16%	2 4%	14 12%	2 5%	6 7%
Somewhat disagree	14 1%	8 2%	6 1%	- -%	3 3%	6df 3%	3 2%	- -%	2 1%	- -%	1f 2%	4 3%	2 3%	4 3%	- -%	- -%	1 1%	1 1%	1 2%	1 1%	- -%	- -%
Strongly disagree	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	10 1%	2 *%	8 2%	- -%	2 2%	7cef 4%	1 *%	1 1%	- -%	- -%	- -%	- -%	1 1%	- -%	3 3%	1 2%	1 1%	2 2%	- -%	1 1%	1 3%	- -%
<b>AGREE (NET)</b>	860 86%	430b 89%	428 83%	2 100%	74 73%	128 73%	146ab 85%	127ab 91%	161abc 93%	168ab 90%	56abc 98%	126c 89%	73 82%	107 79%	82 84%	66 88%	77 85%	68 81%	39c 94%	97 86%	45c 93%	80bcg 93%
<b>DISAGREE (NET)</b>	15 2%	9 2%	6 1%	- -%	3 3%	6d 3%	3 2%	- -%	2 1%	1 1%	1 2%	4 3%	2 3%	5 4%	- -%	- -%	1 1%	1 1%	1 2%	1 1%	- -%	- -%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -  
The British Government should avoid creating obstacles to investments in new and improved internet services.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	422 42%	244b 50%	178 34%	- -%	30 29%	60 34%	59 35%	69abc 50%	91abc 53%	81a 44%	32abc 56%	54 38%	40 45%	57 42%	43 44%	27 36%	39 43%	38 45%	17 41%	47 42%	20 41%	41 47%
Somewhat agree	363 36%	147 30%	215a 42%	1 50%	36 35%	61 35%	75deg 44%	46 33%	56 32%	73 39%	16 28%	55 39%	29 32%	45 33%	33 34%	34 45%	34 38%	31 37%	16 40%	43 38%	17 36%	26 31%
Neutral	147 15%	66 14%	80 16%	1 50%	24ef 24%	25 14%	29 17%	19 14%	22 13%	20 11%	7 12%	18 13%	14 16%	22 16%	17 18%	11 15%	13 14%	12 14%	5 12%	14 12%	8 17%	13 15%
Somewhat disagree	37 4%	17 3%	20 4%	- -%	9cdef 9%	15cdef 9%	4 2%	2 1%	1 1%	5 2%	1 2%	5 4%	4 5%	11fi 8%	3 3%	3 4%	1 1%	2 3%	1 3%	2 2%	1 2%	3 4%
Strongly disagree	7 1%	5 1%	1 *%	- -%	1 1%	4 2%	- -%	- -%	1 *%	1 *%	- -%	2 1%	- -%	1 1%	2 2%	- -%	2 2%	- -%	- -%	1 1%	- -%	- -%
Don't know	27 3%	5 1%	22a 4%	- -%	1 1%	10e 6%	4 2%	4 3%	2 1%	6 3%	1 1%	7cd 5%	2 2%	- -%	- -%	- -%	3c 3%	2 2%	2c 4%	6cde 6%	2cd 5%	3c 4%
<b>AGREE (NET)</b>	785 78%	392 81%	393 76%	1 50%	66 65%	121 69%	135ab 79%	115ab 83%	147ab 85%	154ab 83%	48ab 84%	110 77%	69 77%	102 75%	76 78%	61 81%	73 80%	69 81%	33 81%	90 79%	37 77%	67 78%
<b>DISAGREE (NET)</b>	43 4%	22 5%	21 4%	- -%	10cdef 10%	19cdef 11%	4 2%	2 1%	2 1%	5 3%	1 2%	7 5%	4 5%	11 8%	4 4%	3 4%	2 3%	2 3%	1 3%	3 2%	1 2%	3 4%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -

Privacy and end-to-end encryption is an important factor when deciding which messaging service to use.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	501 50%	243 50%	256 50%	1 50%	39 39%	87 50%	86 50%	80a 57%	92a 53%	89 48%	27 46%	71 50%	44 50%	70 52%	46 47%	38 51%	40 45%	42 50%	22 53%	60 53%	23 48%	43 50%
Somewhat agree	301 30%	144 30%	156 30%	1 50%	32 32%	46 26%	55 32%	41 29%	49 28%	62 33%	16 28%	37 26%	22 25%	40 29%	31 32%	28 37%	36abg 40%	20 24%	11 26%	31 28%	15 30%	30 35%
Neutral	128 13%	63 13%	65 13%	- -%	23bcd 23%	21 12%	20 11%	13 9%	23 13%	20 11%	9 16%	18 13%	16 18%	21 15%	12 13%	6 8%	10 12%	11 13%	7 17%	11 10%	7 15%	8 9%
Somewhat disagree	26 3%	17 3%	9 2%	- -%	4 4%	9cd 5%	1 1%	1 1%	3 1%	6 3%	2 4%	6i 4%	1 1%	4 3%	4i 4%	2 2%	3 3%	4i 5%	- -%	- -%	1 3%	2 2%
Strongly disagree	7 1%	3 1%	4 1%	- -%	- -%	3 2%	2 1%	1 1%	1 1%	1 *	- -%	2 1%	2 2%	- -%	- -%	- -%	- -%	2 2%	- -%	1 1%	- -%	1 1%
Don't know	40 4%	14 3%	26 5%	- -%	3 3%	9 5%	7 4%	5 3%	5 3%	8 4%	4 6%	8c 6%	4 4%	1 1%	4 4%	2 2%	1 1%	5c 6%	2 4%	10cf 8%	2 4%	2 3%
<b>AGREE (NET)</b>	802 80%	388 80%	412 80%	2 100%	72 71%	133 76%	142a 83%	120abg 86%	141 82%	151 81%	43 74%	108 76%	67 75%	110 81%	77 79%	66abg 88%	76 84%	63 74%	33 79%	92 81%	38 79%	73 85%
<b>DISAGREE (NET)</b>	33 3%	20 4%	14 3%	- -%	4 4%	11cde 6%	3 2%	2 1%	4 2%	7 4%	2 4%	8i 5%	3 3%	4 3%	4 4%	2 2%	3 3%	6i 7%	- -%	1 1%	1 3%	3 3%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - Internet companies should be required to share my data (messages, pictures and location) for law enforcement purposes such as police investigations.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	191 19%	105 22%	87 17%	- -%	20 19%	30 17%	26 15%	26 19%	32 18%	45c 24%	12 21%	23 16%	21 23%	25 19%	23 23%	19 25%	14 16%	17 20%	7 18%	20 18%	7 14%	16 19%
Somewhat agree	319 32%	146 30%	171 33%	2 100%	33 32%	53 31%	52 30%	49 35%	50 29%	61 33%	22 38%	48 34%	22 24%	45 33%	37 38%	18 24%	33 36%	22 26%	14 34%	35 31%	20b 41%	26 30%
Neutral	183 18%	95 20%	89 17%	- -%	21 20%	23 13%	36d 21%	16 12%	39bd 23%	36 20%	12 21%	24 17%	21d 23%	27 20%	11 12%	13 17%	19 21%	15 18%	7 16%	22 20%	10 20%	14 16%
Somewhat disagree	119 12%	54 11%	64 12%	- -%	11 11%	28 16%	20 12%	13 9%	22 13%	19 10%	6 11%	21 14%	8 9%	16 12%	8 8%	10 14%	10 11%	12 14%	8d 20%	14 12%	5 10%	8 9%
Strongly disagree	153 15%	77 16%	76 15%	- -%	14 14%	30 17%	31f 18%	31efg 22%	23 13%	19 10%	5 8%	18 13%	14 16%	20 14%	15 16%	12 16%	12 13%	15 18%	4 9%	18 16%	7 15%	18 21%
Don't know	37 4%	7 1%	30a 6%	- -%	3 3%	11 6%	7 4%	4 3%	7 4%	6 3%	- -%	9c 6%	4 4%	2 1%	3 4%	3 4%	3 3%	4 4%	2 4%	4 3%	- -%	4 5%
<b>AGREE (NET)</b>	511 51%	251 52%	258 50%	2 100%	52 52%	83 48%	78 46%	75 54%	82 47%	106c 57%	35 60%	70 49%	42 47%	70 52%	60g 61%	37 49%	47 52%	38 46%	21 51%	56 49%	27 55%	43 49%
<b>DISAGREE (NET)</b>	272 27%	132 27%	140 27%	- -%	25 25%	58fg 33%	51f 30%	44f 32%	44 26%	38 21%	11 19%	39 27%	23 25%	36 27%	23 24%	22 29%	22 24%	27 32%	12 29%	31 28%	12 25%	25 30%

Significance tested to 5 percent



## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -

Companies should not be able to minimise data collected on me (location and messages) if it stops law enforcement being able to access it.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	182 18%	101b 21%	81 16%	- -%	21 21%	33 19%	31 18%	23 16%	29 17%	29 16%	16 28%	24 17%	15 17%	24 18%	20e 20%	7 9%	22ek 25%	18e 21%	9 22%	23e 21%	9 19%	11 13%
Somewhat agree	295 29%	150 31%	144 28%	1 50%	28 27%	44 25%	53 31%	37 26%	54 31%	61 33%	19 32%	40 28%	25 28%	37 27%	33 34%	28i 37%	33i 36%	20 23%	9 22%	25 22%	14 28%	32i 38%
Neutral	287 29%	135 28%	152 29%	- -%	31 30%	51 29%	48 28%	40 29%	50 29%	55 29%	13 23%	43 30%	27 31%	45 33%	23 24%	23 31%	21 23%	31fk 37%	9 21%	30 26%	17 36%	18 20%
Somewhat disagree	67 7%	32 7%	34 7%	- -%	10 10%	11 6%	13 8%	6 5%	10 6%	13 7%	3 5%	7 5%	3 4%	8 6%	7 7%	4 6%	8 9%	4 5%	5 11%	9 8%	3 7%	8 9%
Strongly disagree	51 5%	31 6%	21 4%	- -%	4 4%	12 7%	7 4%	13f 10%	7 4%	5 3%	2 3%	6 4%	6 7%	7 5%	6 6%	3 3%	2 2%	4 5%	3 7%	6 5%	1 2%	7 8%
Don't know	121 12%	35 7%	85a 16%	1 50%	8 8%	24 14%	19 11%	19 14%	23 13%	22 12%	5 9%	23f 16%	13f 14%	14 10%	8 9%	10f 14%	4 5%	7 9%	7f 17%	20f 18%	4 9%	10 12%
<b>AGREE (NET)</b>	477 48%	251b 52%	225 44%	1 50%	48 48%	77 44%	84 49%	60 43%	83 48%	91 49%	35bd 60%	64 45%	40 45%	61 45%	53 55%	35 46%	55abcgi 61%	37 44%	18 44%	48 43%	23 47%	43 50%
<b>DISAGREE (NET)</b>	118 12%	63 13%	55 11%	- -%	15 15%	23 13%	20 12%	20 14%	18 10%	18 10%	5 8%	13 9%	9 11%	16 11%	13 13%	7 9%	10 11%	8 10%	7 18%	15 13%	4 9%	15 17%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? - Technology companies should be obligated to break my message encryption for law enforcement or surveillance purposes.  
Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	160 16%	90b 18%	69 13%	1 50%	9 9%	27 15%	21 12%	21 15%	30 17%	39ac 21%	12 22%	18 13%	19 21%	18 13%	17 17%	14 18%	17 19%	16 19%	11aik 26%	13 12%	8 17%	9 10%
Somewhat agree	265 26%	115 24%	150 29%	- -%	37e 37%	47 27%	47 27%	39 28%	34 20%	46 25%	15 27%	43 30%	27 31%	34 25%	29 30%	16 21%	20 23%	23 27%	8 20%	35 31%	10 21%	20 23%
Neutral	250 25%	122 25%	129 25%	- -%	26 25%	29 16%	48b 28%	30 22%	53b 31%	51b 27%	13 23%	32 23%	19 21%	35 26%	17 18%	23 30%	22 25%	25 30%	8 20%	29 25%	17d 34%	23 27%
Somewhat disagree	143 14%	69 14%	74 14%	- -%	12 12%	31 18%	28 16%	18 13%	22 12%	23 12%	10 17%	22 16%	11 12%	27dgj 20%	9 10%	9 13%	19dgj 21%	7 8%	7 17%	13 11%	3 6%	16 18%
Strongly disagree	125 12%	74b 15%	51 10%	- -%	10 10%	27g 16%	22 13%	26fg 18%	20 12%	17 9%	2 4%	15 10%	12 13%	16 12%	17g 17%	10 13%	9 10%	6 7%	5 13%	15 13%	6 13%	13 16%
Don't know	59 6%	15 3%	44a 8%	1 50%	7 7%	13 8%	5 3%	5 4%	14 8%	10 5%	5 8%	12 8%	2 2%	5 4%	8 8%	4 5%	3 3%	7 8%	2 4%	8 7%	4 8%	5 6%
<b>AGREE (NET)</b>	425 42%	205 42%	219 42%	1 50%	46 46%	74 42%	68 40%	60 43%	64 37%	86 46%	28 48%	61 43%	46k 52%	52 38%	46 47%	30 39%	38 42%	39 46%	19 46%	49 43%	18 38%	29 33%
<b>DISAGREE (NET)</b>	268 27%	144 30%	125 24%	- -%	22 22%	59f 34%	50 29%	44f 31%	42 24%	40 21%	12 21%	37 26%	23 25%	44g 32%	26 27%	20 26%	28g 31%	13 15%	12 30%	28 25%	9 19%	29g 34%

Significance tested to 5 percent

## CCIA GB Poll

Q3. Listed below are some statements about people's online experience (their experience using things like social media, search engines, online shopping, apps and other digital tools). To what extent do you agree or disagree with each statement? -

Technology companies should be required to run new product ideas and launches by the British Government for approval.

Base: All Respondents

	Total	Gender			Age							Region										
		Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Strongly agree	170 17%	86 18%	84 16%	- -%	14 14%	29 17%	28 16%	25 18%	30 17%	34 18%	11 19%	26k 19%	14 16%	31k 23%	22k 22%	10 14%	14 15%	14 17%	9k 23%	16 14%	6 12%	7 8%
Somewhat agree	313 31%	148 31%	165 32%	- -%	28 28%	58 34%	53 31%	45 32%	54 31%	56 30%	18 32%	43 30%	17 19%	42 31%	26 26%	33abdi 44%	34b 38%	25 30%	16b 39%	33 30%	17 35%	27 31%
Neutral	266 27%	124 26%	140 27%	1 50%	29 29%	42 24%	49 29%	35 25%	40 23%	55 30%	16 27%	37 26%	24 27%	35 26%	25 25%	16 21%	25 27%	21 24%	7 16%	38h 34%	13 28%	26 30%
Somewhat disagree	129 13%	60 12%	69 13%	- -%	21dg 21%	22 12%	22 13%	13 9%	23 13%	25 14%	3 6%	16 11%	21acfi 23%	13 10%	12 12%	9 13%	11 12%	12 15%	4 10%	11 9%	4 8%	15 18%
Strongly disagree	78 8%	53b 11%	24 5%	1 50%	4 4%	9 5%	15 9%	15 11%	20bf 11%	10 5%	5 8%	10 7%	8 9%	11 8%	9 9%	6 8%	3 4%	10 11%	3 7%	5 5%	5 11%	7 8%
Don't know	47 5%	13 3%	34a 7%	- -%	4 4%	14f 8%	6 3%	7 5%	7 4%	5 3%	5 9%	10e 7%	5 5%	3 2%	5 5%	- -%	3 4%	2 3%	2 4%	9ce 8%	3e 6%	5e 6%
<b>AGREE (NET)</b>	483 48%	234 48%	249 48%	- -%	42 42%	88 50%	80 47%	69 50%	84 49%	90 49%	29 51%	69 49%	32 36%	73bk 54%	47 49%	44bk 58%	48b 53%	39 47%	25bik 62%	50 44%	23 47%	34 39%
<b>DISAGREE (NET)</b>	207 21%	113b 23%	93 18%	1 50%	26 25%	31 18%	37 21%	28 20%	43 25%	35 19%	8 14%	27 19%	28acfi 32%	25 18%	21 21%	16 21%	14 16%	22i 26%	7 18%	16 14%	9 19%	22i 26%

Significance tested to 5 percent

## CCIA GB Poll

Q4. Which of the following comes closest to your views?

Base: All Respondents

	Gender			Age							Region											
	Total	Male (a)	Female (b)	Other (c)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65-74 (f)	75+ (g)	South East (a)	South West (b)	Greater London (c)	East of England (d)	East Mids (e)	West Mids (f)	Yorks and the Humber (g)	North East (h)	North West (i)	Wales (j)	Scotland (k)
Unweighted Base	1003	479	522	2	68	185	188	147	183	177	55	154	90	118	95	72	101	85	44	120	44	80
Weighted Base	1003	484	517	2	101	174	172	139	173	186	58	142	89	135	97	75	90	84	41	113	48	86
Technology companies should primarily develop their products to provide the best experience for their users	788 79%	394b 81%	392 76%	2 100%	81 80%	137 79%	139 81%	108 78%	139 81%	140 75%	43 74%	110 77%	68 76%	118dhi 87%	68 70%	63h 83%	69 77%	70dh 83%	28 67%	81 71%	39 80%	75dhi 87%
Technology companies should primarily develop their products to enable the Government and security services to analyse user data for national security purposes, even if that means users have a worse service	128 13%	63 13%	65 13%	- -%	16 16%	27 16%	21 12%	19 14%	16 9%	21 11%	9 15%	16 11%	15 16%	12 9%	17g 17%	7 9%	13 14%	6 7%	7 18%	21cgk 19%	8 16%	7 8%
Don't know	87 9%	27 6%	60a 12%	- -%	4 4%	10 6%	12 7%	12 8%	18 10%	25ab 13%	6 11%	16c 11%	6 7%	6 4%	12c 13%	6 8%	8 9%	9 10%	6ck 15%	11 10%	2 4%	4 5%

Significance tested to 5 percent