

SPECIAL EUROBAROMETER 359

Attitudes on Data Protection and Electronic Identity in the European Union

REPORT

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http://ec.europa.eu/public_opinion/index_en.htm

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Special Eurobarometer 359

Attitudes on Data Protection and Electronic Identity in the European Union

Conducted by TNS Opinion & Social at the request of
Directorate-General Justice, Information Society &
Media and Joint Research Centre

Survey co-ordinated by Directorate-General
Communication

TNS Opinion & Social
Avenue Herrmann Debroux, 40
1160 Brussels

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EXECUTIVE SUMMARY

This report presents the results of the largest survey ever conducted regarding citizen's behaviours and attitudes concerning identity management, data protection and privacy. It represents the attitudes and behaviours of Europeans on this subject. The main findings of the survey are the following:

- ◆ 74% of the Europeans see *disclosing personal information* as an increasing part of modern life.
- ◆ Information considered as personal is, above all, financial information (75%), medical information (74%), and national identity numbers or cards and passports (73%).
- ◆ Social networking and sharing sites users are more likely to disclose their name (79%), photo (51%) and nationality (47%). Online shoppers' *actual online disclosure of personal information* mainly involves their names (90%), home addresses (89%), and mobile numbers (46%).
- ◆ The most important reason for disclosure is to access an online service, for both social networking and sharing site users (61%) and online shoppers (79%).
- ◆ 43% of Internet users say they have been asked for more personal information than necessary when they proposed to obtain access to or use an online service.
- ◆ A majority of Europeans are concerned about the recording of their behaviour via payment cards (54% vs. 38%), mobile phones (49% vs. 43%) or mobile Internet (40% vs. 35%).
- ◆ Almost six in ten Internet users usually read privacy statements (58%) and the majority of those who read them adapt their behaviour on the Internet (70%).
- ◆ Over half of Internet users are informed about the data collection conditions and the further uses of their data when joining a social networking site or registering for a service online (54%).
- ◆ Only one-third of Europeans are aware of the existence of a national public authority responsible for protecting their rights regarding their personal data (33%).

- ◆ Just over a quarter of social network users (26%) and even fewer online shoppers (18%) feel in *complete* control.
- ◆ Europeans use the following types of credentials: mostly credit cards and bank cards (74%), national identity cards or residence permits (68%), government entitlement cards (65%), or driving licences (63%). 34% of respondents have an account they use on the Internet, such as email, or for social networking or commercial services.
- ◆ To protect their identity in daily life, 62% of the Europeans give the minimum required information.
- ◆ To protect their identity on the Internet, the most usual strategies are technical or *procedural*, like tools and strategies to limit unwanted emails such as spam (42%), checking that the transaction is protected or the site has a safety logo or label (40%), and using anti-spy software (39%).
- ◆ Authorities and institutions – including the European Commission and the European Parliament (55%) – are trusted more than commercial companies.
- ◆ Less than one-third trust phone companies, mobile phone companies and Internet service providers (32%); and just over one-fifth trust Internet companies such as search engines, social networking sites and e-mail services (22%).
- ◆ 70% of Europeans are concerned that their personal data held by companies may be used for a purpose other than that for which it was collected.
- ◆ Turning to Europeans' *own data handling*, 28% are prepared to pay for access to their personal information stored by public or private entities.
- ◆ As regards the "right to be forgotten", a clear majority of Europeans (75 %) want to delete personal information on a website whenever they decide to do so.
- ◆ Even though a majority of European Internet users feel responsible themselves for the safe handling of their personal data, almost all Europeans are in favour of equal protection rights across the EU (90%).
- ◆ More than four in ten Europeans would prefer the European level of administration for enforcing regulation (44%), while a somewhat smaller number would prefer the national level (40%).

- ◆ When asked what type of regulation should be introduced to prevent companies from using people's personal data without their knowledge, most Europeans think that such companies should be fined (51%), banned from using such data in the future (40%), or compelled to compensate the victims (39%).
- ◆ A majority believe that their personal data would be better protected in large companies if these companies were obliged to have a Data Protection Officer (88%).
- ◆ Europeans' opinions are divided with respect to the circumstances under which the police should have access to personal data. In contrast, they almost all agree that minors should be protected from (95%) and warned against the disclosure of personal data (96%); and a vast majority are in favour of the special protection of genetic data (88%).

Tomorrow's citizens: digital natives

Two types of digital experts emerged from the survey. Firstly, 'digital natives': young persons born during or after the general introduction of digital technology. Secondly, 'digital initiates': they are not of a young age by definition, but have become experienced by interacting with digital technology e.g. through work or education, and have different viewpoints than digital natives.

Digital natives were born and raised with digital technology: they are the younger Europeans aged 15-24, and students. These groups appeared to stand out with respect to a large number of issues addressed in the survey reported here.

Around 94% of the 15-24 are using the Internet (EU 66%). 84% of them are using social networking sites (EU 52%) and 73% of them are using websites to share pictures, videos, movies (EU 44%). They are, nevertheless, less likely to purchase online (54%, EU 60%).

They are the most likely to agree that disclosing personal information is not a big issue for them (43%, EU 33%), that they do not mind disclosing personal information in return for free services online such as a free email address (48%, EU 29%), and that they feel obliged to disclose personal information on the Internet (41%, EU 28%). They are also most likely to disclose various types of personal information on social networking sites, and to disclose personal information on social networking sites 'for fun' (26%, EU 22%); they usually do *not* read privacy statements on the Internet (31%, EU 25%, see part 2 of this report), but they feel sufficiently informed about the conditions for data collection and the further uses of their data when joining a social networking site or registering for a service online (64%, EU 54%, see part 2 of this report); they are likely to have changed their personal profile from the default settings on a social networking site or sharing site (62%, EU 51%, see part 3 of this report); and they tend to hold the social networking or sharing sites responsible for the safe handling of data. They are also more likely to feel that they have control over the information disclosed on social networking or sharing sites (84%, EU 78%, see part 2 of this report) and over the information on online shopping websites (80%, EU 68%, see part 2 of this report).

Conversely, the care-free digitals are the *least* likely to mention the risk that their information may be used to send them unwanted commercial offers (24%, EU 28%, see part 2 of this report); to say that the websites will not honour the privacy statements (20%, EU 24%, see part 2 of this report); to protect their identity, either in daily life or on the Internet (see part 3 of this report); or to be concerned that the information about them held by companies may be used for a different purpose from that for which it was collected (63%, EU 70%, see part 3 of this report).

Digital initiates have become familiar with the Internet through their work or higher education rather than because of their age. Typically, they fall into the occupational category of managers; In contrast to digital natives, they are rather concerned, as reflected by their surprisingly different viewpoints on several issues.

They are the *least* likely to think that disclosing personal information is not a big issue for them (respondents who studied until the age of 20 or more 31%, managers 27%, EU 33%) and they are also *least* likely to feel in control of their personal data, e.g. the ability to change, delete or correct this information, when online shopping as well as when they are using social networking sites (see part 2 and 3 of this report)

In contrast, they are *most* likely to protect their identity in daily life *and* on the Internet, and in the widest variety of ways, and they are most often concerned with respect to information about them being held by companies (see part 3 of this report). Managers are most likely to be prepared to pay for access to their personal information stored by public or private entities (43%, EU 28%, see part 3 of this report), and to have changed the privacy settings of their personal profile from the default settings on a social networking or sharing site (57%, EU 51%, see part 3 of this report), though they also say more often than the average that it was difficult (22%, EU 18%, see part 3 of this report).

INTRODUCTION

Article 8 of the Charter of Fundamental Rights of the European Union expressly recognises the fundamental right to the protection of personal data. However, since the adoption of the Data Protection Directive in 1995, broad technological changes have taken place¹. The ability of organisations to collect, store and process personal data has increased. Not many digital technologies are designed to obtain detailed logs of their usage by individuals, which are then accessible for surveillance and marketing purposes. Identity management systems are information systems or technologies that can be used to support the management of identities: for example establishing an identity by linking a name or number to a person, or follow identity activity by recording and/or providing access to logs of identity activity, or destroy identities. These systems are now largely used on the Internet, and they increase the need to protect the user's identity.

Online activities are particularly closely monitored. Even where users are not required to provide personal data when accessing services on the Internet, individuals can be identified through the Internet Protocol (IP) address of their computer, and often through digital 'cookies' or electronic identifiers left on their browser by Web sites. Internet communication and browsing tends to leave logs of Web pages visited, e-mail and instant message senders and recipients, voice over IP callers, goods examined and purchased, advertisements viewed and searches.

What is more, this development is widespread, not only on the Internet. Cameras are used for surveillance. Mobile phones sending location information to the network providers enables contextual advertising and mapping. Debit and credit card payment systems record amounts spent and stores visited. Store loyalty cards enable databases of purchases to be compiled. Biometrics, measurements that uniquely identify individuals, such as fingerprints and photographs, nowadays also include DNA matching, and face and voice recognition. The rise of 'Web 2.0' technologies, allowing user-to-user contact, has resulted in sites for sharing pictures, videos and movies on Web logs (blogs), and last but not least, the nowadays enormous global social networks.

Data mining tools have been developed to find patterns in large collections of personal data, to identify individuals and to attempt to predict their interests and preferences. Companies use these technologies to obtain large customer bases. Governments are increasingly analysing and exchanging information on their citizens. Individuals are shopping online and using social networking sites to share information about themselves and their family, friends and colleagues.

¹ Brown, I. (2010). *The challenges to European data protection laws and principles*. EC DG Justice, Freedom and Security
http://ec.europa.eu/justice/policies/privacy/docs/studies/new_privacy_challenges/final_report_en.pdf

Overall, collection, storage and usage of personal data have become a part of everyday life at all levels of society. The aim of this special Eurobarometer survey n°359 is to gain insight in Europeans' actual understanding and disclosure of personal information, their awareness that this information may be stored in databases for processing, their concerns regarding these further uses of their personal data, their ways of protecting these data and their expectations regarding the regulation of data protection.

Digital natives, Types of Internet-users, Internet-use index and other socio-demographic characteristics

In this report, the special focus will be on younger Europeans, who were born and raised with the Internet: '*digital natives*'. The reason for this focus is twofold. On the one hand, tomorrow's citizens may well have different views of and approaches to the disclosure of personal information; on the other hand, younger people appear to tend to be unaware of privacy issues, or to prefer the short-term gains from providing personal data. The ease with which one individual can make available personal information about another is a challenge for personal data protection legislation.

Besides age, other *socio-demographic characteristics* will also be addressed: gender, level of education, occupation, and socio-economic position.

Further, in this report a distinction is made between *two main types of Internet users*, based on the type of websites they use: e-commerce sites ("online shoppers") on the one hand and users of social networking sites and/or file-sharing sites on the other (together referred to in the report as "social networking site users"). E-commerce sites sell goods or services (e.g. travel, holiday, clothes, books, tickets, films, music, software, food). File-sharing sites are websites for sharing pictures, videos, movies, etc.

An *internet-use index* has been developed for this study, based on how many of three types of websites are used by the interviewees: shopping sites, social networking sites, and file-sharing sites. The internet-use index can take the following values: -- (uses internet but none of those sites), - (uses one type), + (uses two types), ++ (uses all three types).

Outline of the report

This report starts with an overview of respondents' *disclosure* of personal information: what information they consider to be personal, how necessary they believe it is to disclose personal information nowadays, their actual disclosure, the risks they associate with it, and their attitudes towards their behaviour being recorded in daily life and towards profiling on the Internet.

Chapter two focuses on how knowledgeable or aware Europeans are regarding disclosed personal information and their identity. It discusses their own identity management, i.e. the type of credentials they use, and identity protection, i.e. the strategies and actions used to protect one's identity; Their knowledge of the personal data they have disclosed possibly being stored in databases that are accessible to other parties, the control they think they have over these personal data, and their experiences with and thoughts about identity theft and the possible loss of their personal data.

Chapter three investigates Europeans' views regarding the *protection* of personal data. Furthermore, Europeans' expectations towards organisations that hold personal data, addressing their trust, concern, and wishes. The chapter ends by presenting Europeans' own handling of personal data, that is, their willingness to pay for checking, amending or deleting their personal data, the importance of the portability of personal data when changing providers, and their handling of privacy settings on social networking sites.

Chapter four discusses Europeans' wishes regarding the *regulation* of personal data protection: the entity responsible for the safe handling of data, equal protection rights across the EU, preferred level of regulation, Data Protection Officers in companies, special DNA protection, minors, and police access to personal data.

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This Eurobarometer survey has been commissioned by the Directorate-General JUSTICE, and the Directorate-General Information Society and Media (INFOS) and Directorate-General JRC. The questionnaire design, analysis and interpretation of the Special Eurobarometer n° 359 on "Attitudes on Data Protection and Electronic Identity in the European Union" were the result of the cooperation between TNS opinion and the eID team at the Institute for Prospective Technological Studies (IPTS) of the Joint Research Centre (JRC) in cooperation with DG JUST.

The survey was conducted by TNS Opinion & Social network in the 27 Member States of the EU between end of November and mid-December 2010. 26,574 Europeans aged 15 and over were interviewed by interviewers from TNS Opinion & Social network. All interviews were conducted face-to-face in people's homes and in the appropriate national languages. The methodology used is that of the Standard Eurobarometer surveys of the Directorate-General Communication ("Research and Speechwriting" Unit). A technical note concerning the interviews, carried out by the institutes within the TNS Opinion & Social network, is annexed to this report. This note specifies the interview method used, as well as the confidence intervals².

In this report, we analyse the results at three levels: the average for the 27 Member States, the national average, and when relevant, the differences according to the socio-demographic characteristics of the respondents. The general analysis and the socio-demographic analysis are based on the EU27 results, that is to say the average of the results for the 27 Member States. The average is weighted to reflect the actual population of each of the Member States.

The Eurobarometer web site can be consulted at the following address:

http://ec.europa.eu/public_opinion/index_en.htm

We would like to take the opportunity to thank all the respondents across Europe who have given their time to take part in this survey.

Without their active participation, this study would not have been possible.

² The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

In this report, the countries are referred to by their official abbreviation:

ABBREVIATIONS

EU27 European Union – 27 Member States

BE	Belgium
BG	Bulgaria
CZ	Czech Republic
DK	Denmark
DE	Germany
EE	Estonia
EL	Greece
ES	Spain
FR	France
IE	Ireland
IT	Italy
CY	Republic of Cyprus
LT	Lithuania
LV	Latvia
LU	Luxembourg
HU	Hungary
MT	Malta
NL	The Netherlands
AT	Austria
PL	Poland
PT	Portugal
RO	Romania
SI	Slovenia
SK	Slovakia
FI	Finland
SE	Sweden
UK	United Kingdom

* * *

1 PERSONAL DATA DISCLOSURE IN EVERYDAY LIFE

1.1 Introduction

The disclosure of personal information appears to have become an increasingly common part of everyday life. Such disclosure can be open and deliberate in some cases, such as on social networking sites or in exchange for services. However it can also be unintentional and hidden, for example when behaviour is being tracked through websites, mobile phones or credit cards.

This chapter examines Europeans' disclosure of personal information: what they consider to be personal information, how necessary they think it is to disclose such information on the Internet, how often they actually disclose various types of personal information and for what purposes. The chapter ends with a discussion of the risks of the disclosure of personal information as perceived by respondents and their opinions about having their behaviour recorded and about profiling on the Internet.

Throughout the chapter a distinction will be made between opinions of Europeans in general and opinions of European Internet users. Further refined distinction within the latter group will be made between users of social networking sites and file-sharing sites on the one hand and activities that involve purchasing or shopping on the other.

Internet use will be discussed later in this chapter in greater detail. Here, a concise description of Internet use may be helpful for the reader in providing a context for the survey results on disclosure of personal information. Almost two-thirds of respondents use the Internet, with majorities occurring in some northern EU Member States and smaller numbers in southern and central European countries.

For every ten European Internet users, six visit shopping sites to purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half use a social networking site; and more than four use websites to share pictures, videos, movies, and the like. Shopping online is most common in the northern and western countries, and least in the southern and central EU Member States. These countries instead show the highest rates of sharing site use.

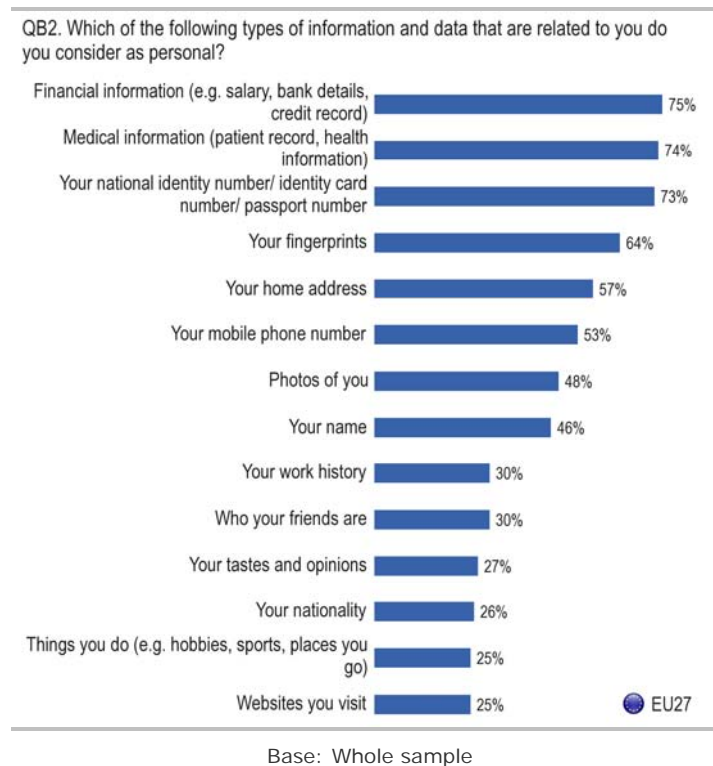
1.2 Disclosing personal information

1.2.1 Information considered as personal

– Medical information, financial information and identity numbers are regarded as personal information by more than seven Europeans in ten –

All respondents were asked which information and data they consider to be personal³. Around three-quarters of the European interviewees think that the following are personal: financial information, such as salary, bank details and credit record (75%), medical information such as patient records, health information (74%), and their national identity number and / or card number or passport number (73%). A majority say that fingerprints (64%), home address (57%) and mobile phone number (53%) are personal.

Almost half of the Europeans surveyed consider photos of them (48%), and their name (46%) as personal. Close to a third think so of their work history (30%) and who their friends are (30%). Around a quarter of respondents also think that information about their tastes and opinions (27%), their nationality (26%), things they do, such as hobbies, sports, places they go (25%), and the websites they visit (25%) is personal.



³ QB2 Which of the following types of information and data that are related to you do you consider as personal?

1.2.1.1 Financial information

- Financial information is more likely to be considered as personal by Internet users who shop online -

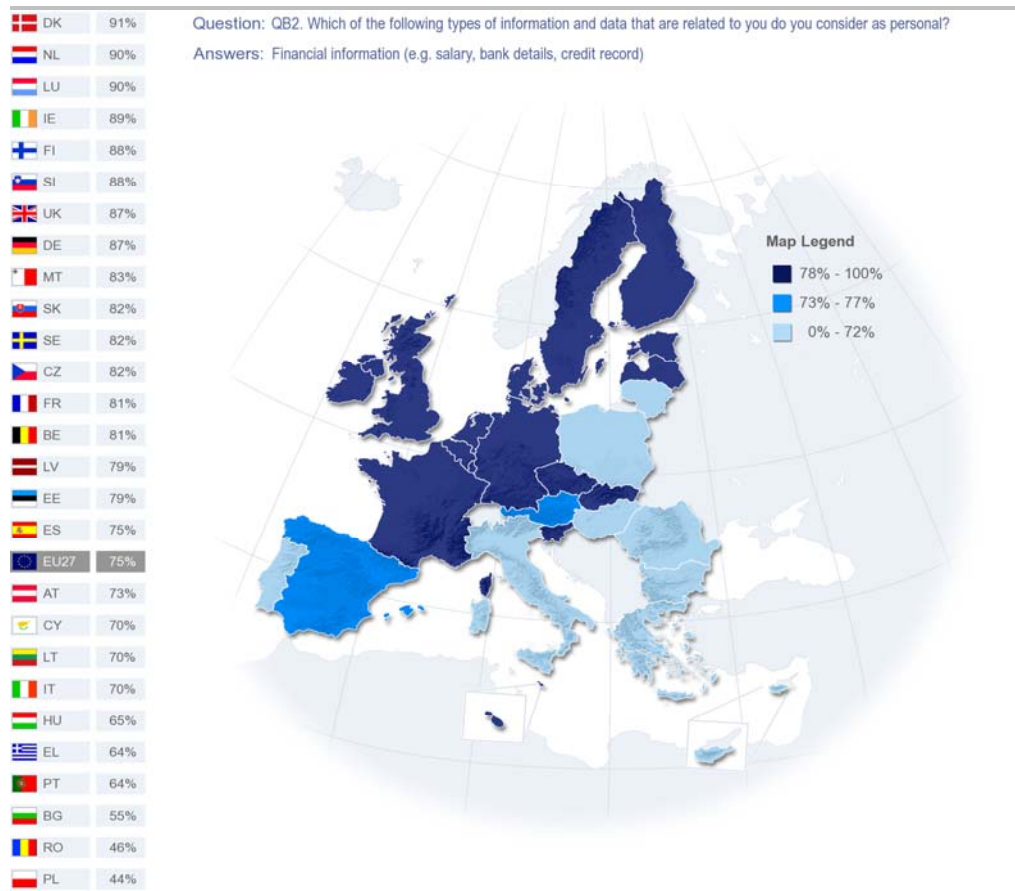
Three-quarters of European respondents consider financial information, such as salary, bank details, and credit record, to be personal. This was the most cited item in eight Member States: Denmark (91%), the Netherlands, Luxembourg (both 90%), Finland (88%), the United Kingdom (87%), Malta (83%), Spain (75%) and Italy (70%). It was also the first mentioned item in Germany (87%), equal with medical information, and in Cyprus (70%), where it was equal with fingerprints.

Countries which also have large majorities for this opinion are Ireland (89%), Finland, Slovenia (88%), Slovakia, Sweden, the Czech Republic, (each 82%), France, Belgium (each 81%), and Latvia and Estonia (both 79%).

In contrast, in Poland (44%) and Romania (46%) fewer than half of the respondents think that financial information is personal.

In general, countries from north-west Europe are more likely to consider financial information to be personal.

It is also interesting to note that the countries where Internet users are more likely to consider that financial information is personal also have higher proportions of respondents who shop online. For instance, 81% of Internet users in Denmark purchase online and 91% of Danish respondents considered financial information as personal. Conversely, only 21% of the Internet users in Bulgaria shop online and 55% say that financial information is personal. The understanding and perception of what is personal information seems to vary, to a certain extent, according to the online activities that are more frequently pursued in each Member State.



Base: Whole sample

Socio-demographic analysis reveals that the highest proportions of respondents who consider financial information as personal are found among the better educated, i.e. till the age of 20 or beyond (81%), managers (84%), and other white collar workers (80%).

The proportion is lowest among the youngest respondents aged 15-24 (71%), interviewees whose education ended at the age of 15 or younger (70%), the unemployed (68%), students (70%), respondents who have difficulties paying their bills most of the time (69%), and people low on the social scale (70%).

Internet users are more likely than non-users Internet to consider financial information to be personal: 81% of those using the Internet every day compared to 70% of non-users.

There is also a clear correlation between online purchasing and regarding financial information as personal. 85% of those who shop online say this information is personal, compared with 73% of those who do not purchase online.

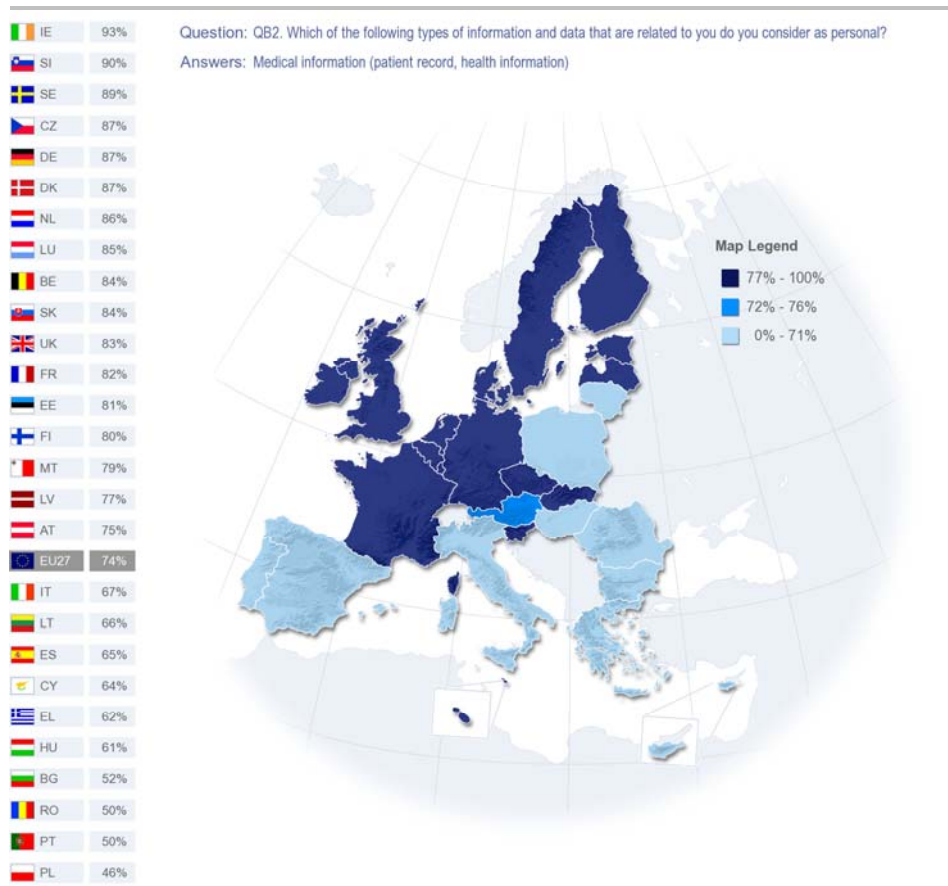
1.2.1.2 Medical information

A large majority of the European interviewees also see medical information, such as patient records and health information, as personal. This answer comes first in five Member States: Ireland (93%), Slovenia (90%), Sweden (89%), Belgium (84%), and France (82%). In Austria, the same number of respondents considered medical information and home address as personal (75%).

Vast majorities of respondents who believe that medical information is personal are also found in the Czech Republic, Germany, Denmark (each 87%), the Netherlands (86%), Slovakia (84%), the United Kingdom (83%), Estonia (81%), Finland (80%), Malta (79%) and Latvia (77%).

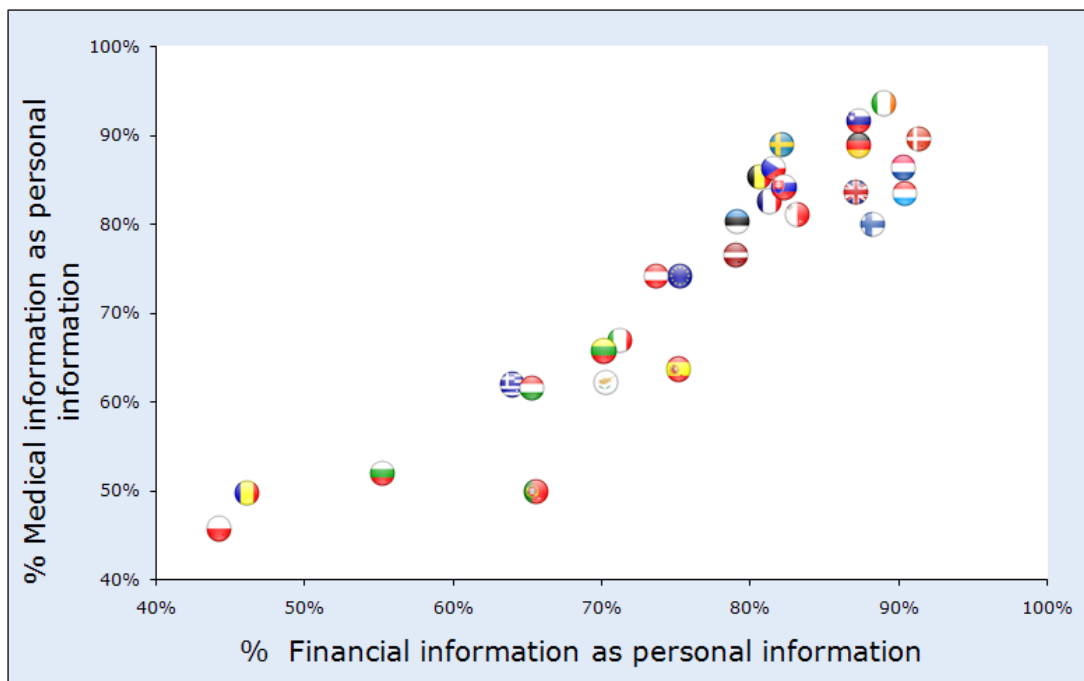
Countries where only around half of the respondents think so are Poland (46%), Portugal and Romania (each 50%) and Bulgaria (52%).

Again, the respondents located in the north and west of the European Union are most likely to regard medical information as personal.



Base: Whole sample

The graphs below show that there is a clear correlation between the beliefs that financial and medical information are personal⁴:



Base: Whole sample

From a **socio-demographic** point of view, the highest percentages of interviewees who feel that medical information is personal are found among those who were educated until the age of 20 or beyond (81%), managers (83%) and other white collar workers (78%).

The lowest percentages are recorded among interviewees whose education ended at fifteen or earlier (67%), house persons (68%), respondents who have difficulties with paying bills most of the time (69%) and people low on the social scale (70%).

Respondents who use the Internet are again more likely to consider medical information to be personal: 80% compared with only 68% of non-Internet users.

⁴ We note a Pearson correlation of 0.94

1.2.1.3 National identity number, identity card number or passport number

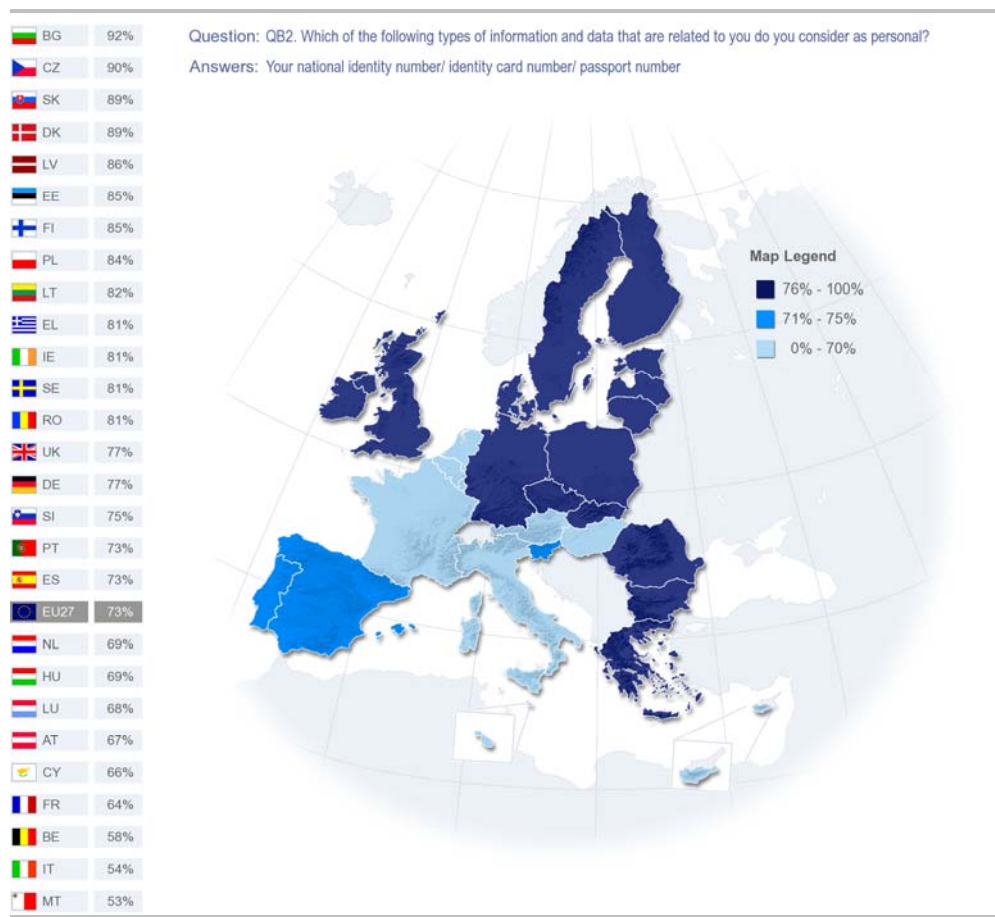
Almost three-quarters of the European interviewees, and a majority in each single Member State, consider their national identity number, identity card number or passport number as personal information.

This answer comes first in ten Member States: Bulgaria (92%), the Czech Republic (90%), Slovakia (89%), Latvia (86%), Estonia (85%), Lithuania (82%), Greece, Romania (both 81%), Portugal (73%) and Hungary (69%).

Denmark (89%), Finland (85%), Poland (84%), Ireland and Sweden (each 81%) also have high proportions of respondents citing this item.

The lowest percentages – though still representing a majority – are recorded in Malta (53%), France (54%), and Belgium (58%).

Respondents in countries in the north and the east of the European Union are more likely to say that national identity documents/ numbers are personal information than those in the west and the south.



Base: Whole sample

Socio-demographic analysis reveals that some groups are less likely to consider their national identity number, identity card number or passport number as personal: those who left school at fifteen or younger (68%), retired respondents (67%), and those who never use the Internet (67%).

Conversely, groups that are more likely to consider this information as personal are the respondents aged 25-39, interviewees with highest education, managers (each 77%) and other white collar workers (76%).

Respondents who have almost never difficulties in paying their bills and for respondents who position themselves higher on the social scale are also more likely to consider financial and medical information personal information.

QB2 Which of the following types of information and data that are related to you do you consider as personal?

	Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your national identity number/ identity card number/ passport number
EU27	75%	74%	73%
Sex			
Male	75%	72%	72%
Female	75%	75%	73%
Age			
15-24	71%	71%	72%
25-39	77%	75%	77%
40-54	78%	76%	74%
55 +	73%	72%	69%
Education (End of)			
15-	70%	67%	68%
16-19	76%	74%	73%
20+	81%	81%	77%
Still studying	70%	71%	72%
Respondent occupation scale			
Self-employed	79%	74%	73%
Managers	84%	83%	77%
Other white collars	80%	78%	76%
Manual workers	79%	75%	76%
House persons	71%	68%	73%
Unemployed	68%	70%	73%
Retired	72%	71%	67%
Students	70%	71%	72%
Use of the Internet			
Everyday	81%	80%	75%
Often/ Sometimes	77%	74%	74%
Never	70%	68%	67%
Difficulties paying bills			
Most of the time	69%	69%	73%
From time to time	72%	70%	72%
Almost never	78%	76%	73%
Self-positioning on the social staircase			
Low (1-4)	70%	70%	73%
Medium (5-6)	77%	74%	73%
High (7-10)	77%	76%	73%

Base: Whole sample

Other information

When we consider other items listed, considerable differences between countries and between socio-demographic profiles emerge:

Your fingerprints

This answer comes first in only one country, Cyprus (70%), equal with financial information. This answer is also given by high proportion of respondents in Greece (77%), Germany (76%), and Bulgaria and the UK (both 73%). In only two countries do fewer than half of respondents regard this as personal information: Italy (49%) and Finland (46%).

Your home address

In Austria, this item was chosen in joint first place with medical information (75%). More than seven out of ten respondents in the UK and in Poland also select this answer.

In five countries, fewer than 40% of the respondents give this answer: Sweden (39%), Denmark (36%), Romania (35%), Cyprus (34%) and Finland (32%).

Your name

There are considerable differences between Member States for this item. In Poland, where this is the first answer selected, 84% of respondents say that their name is personal information. In all other Member States fewer than 70% of the respondents consider names as personal. Nevertheless, a high proportion of respondents in Austria (66%), the UK (58%) and Ireland (57%) cite this item. Proportions are much lower in Denmark, Cyprus (both 23%), in Finland and in Malta (both 22%).

It is interesting to note that there is a correlation between names and home addresses: respondents who say that their names are personal information are more likely to believe that their home addresses are too.

Your mobile phone number

A high proportion of respondents in Germany, the UK and Austria (all 65%) say that mobile numbers are personal information. This is less the case in Romania (28%) and in Finland (33%).

Photos of you

Respondents in northern and western Member States are much more inclined to consider photos as personal information than those in eastern Member States. This item was cited by 67% respondents in Germany, 58% in Austria, 57% in Ireland and 55% in the UK, but by only 19% of respondents in Romania and 28% in Bulgaria.

An analysis of socio-demographic variables shows that in general the more educated respondents and respondents who have a higher occupational status are more likely to regard photos as personal information.

It is also interesting to note that the Internet users who use social networking sites or file-sharing sites are less likely to consider photos as personal information. Indeed, 51% of social networking site users and 50% of file-sharing site users say that they are personal information compared with 57% of non-users in both cases. Conversely, online shoppers are more likely than non-online shoppers to believe that photos are personal information (58% vs. 48%).

The same pattern as for photos emerges for nationality, tastes and opinions, the identity of friends and the things they do; It appears that file-sharing site users and social networking site users are less likely to find that information personal than internet users who do not use those sites.

QB2 Which of the following types of information and data that are related to you do you consider as personal?															
		Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your national identity number/ identity card number/ passport number	Your fingerprints	Your home address	Your mobile phone number	Photos of you	Your name	Your work history	Who your friends are	Your tastes and opinions	Your nationality	Things you do (e.g. hobbies, sports, places you go)	Websites you visit
EU27		75%	74%	73%	64%	57%	53%	48%	46%	30%	30%	27%	26%	25%	25%
BE		81%	84%	58%	55%	44%	48%	43%	35%	18%	25%	25%	18%	19%	18%
BG		55%	52%	92%	73%	43%	38%	28%	36%	11%	7%	6%	8%	9%	6%
CZ		82%	87%	90%	64%	45%	64%	43%	35%	26%	27%	19%	17%	21%	22%
DK		91%	87%	89%	69%	36%	43%	46%	23%	21%	33%	30%	15%	25%	40%
DE		87%	87%	77%	76%	69%	65%	67%	53%	50%	52%	50%	37%	46%	42%
EE		79%	81%	85%	66%	58%	54%	41%	44%	19%	22%	19%	22%	18%	18%
IE		89%	93%	81%	75%	66%	62%	57%	57%	48%	37%	25%	31%	24%	32%
EL		64%	62%	81%	77%	47%	50%	41%	41%	19%	19%	24%	10%	15%	16%
ES		75%	65%	73%	61%	52%	41%	41%	41%	36%	26%	27%	27%	27%	18%
FR		81%	82%	64%	60%	44%	50%	51%	33%	19%	33%	33%	20%	18%	24%
IT		70%	67%	54%	49%	53%	50%	40%	33%	16%	16%	15%	12%	18%	11%
CY		70%	64%	66%	70%	34%	46%	32%	23%	15%	11%	10%	11%	8%	9%
LV		79%	77%	86%	66%	55%	57%	45%	34%	18%	24%	16%	20%	18%	16%
LT		70%	66%	82%	59%	45%	52%	39%	49%	21%	20%	10%	21%	11%	12%
LU		90%	85%	68%	62%	49%	57%	51%	29%	25%	32%	24%	21%	21%	29%
HU		65%	61%	69%	63%	59%	43%	42%	54%	17%	22%	15%	25%	14%	12%
MT		83%	79%	53%	58%	42%	52%	54%	22%	26%	14%	10%	14%	11%	13%
NL		90%	86%	69%	69%	51%	56%	56%	34%	35%	42%	29%	24%	32%	40%
AT		73%	75%	67%	70%	75%	65%	58%	66%	43%	40%	41%	51%	40%	33%
PL		44%	46%	84%	52%	82%	49%	38%	84%	24%	13%	11%	33%	12%	10%
PT		64%	50%	73%	64%	49%	48%	41%	54%	24%	15%	16%	20%	14%	9%
RO		46%	50%	81%	57%	35%	28%	19%	32%	11%	9%	9%	11%	9%	5%
SI		88%	90%	75%	71%	51%	49%	46%	44%	29%	26%	19%	26%	22%	17%
SK		82%	84%	89%	58%	49%	53%	41%	35%	19%	18%	15%	18%	15%	18%
FI		88%	80%	85%	46%	32%	33%	38%	22%	19%	27%	20%	9%	13%	26%
SE		82%	89%	81%	65%	39%	40%	50%	28%	23%	38%	43%	19%	35%	44%
UK		87%	83%	77%	73%	71%	65%	55%	58%	44%	43%	32%	44%	32%	41%
Highest percentage per country										Lowest percentage per country					
Highest percentage per item										Lowest percentage per item					

Base: Whole sample

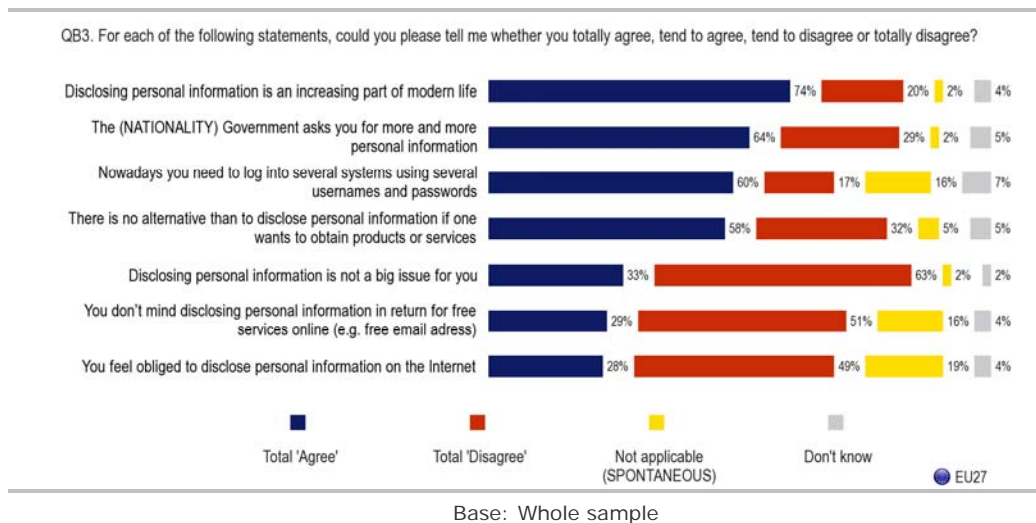
1.2.2 Perception of the necessity of disclosing personal information

- Disclosing personal information is an increasing part of Europeans' lives and a subject of concern for most -

Turning now to public perceptions of the necessity of disclosing personal information, respondents were asked to what extent they agree or disagree with seven statements addressing this issue⁵. The general finding is that while disclosing personal information has become a frequent activity in Europeans' lives, it remains a big issue for most of them.

Three-quarters of the Europeans interviewed agree that disclosing personal information is an increasing part of modern life (74%); around six out of ten respondents say they agree that the government of their country of residence asks them for more and more personal information (64%), that nowadays one needs to log into several systems using several usernames and passwords (60%), and that there is no alternative than to disclose personal information if one wants to obtain products or services (58%).

Interestingly, around a third of the interviewees indicate that disclosing personal information is not a big issue for them (33%), that they do not mind disclosing personal information in return for free services online, such as a free email address (29%), or that they feel obliged to disclose personal information on the Internet (28%).



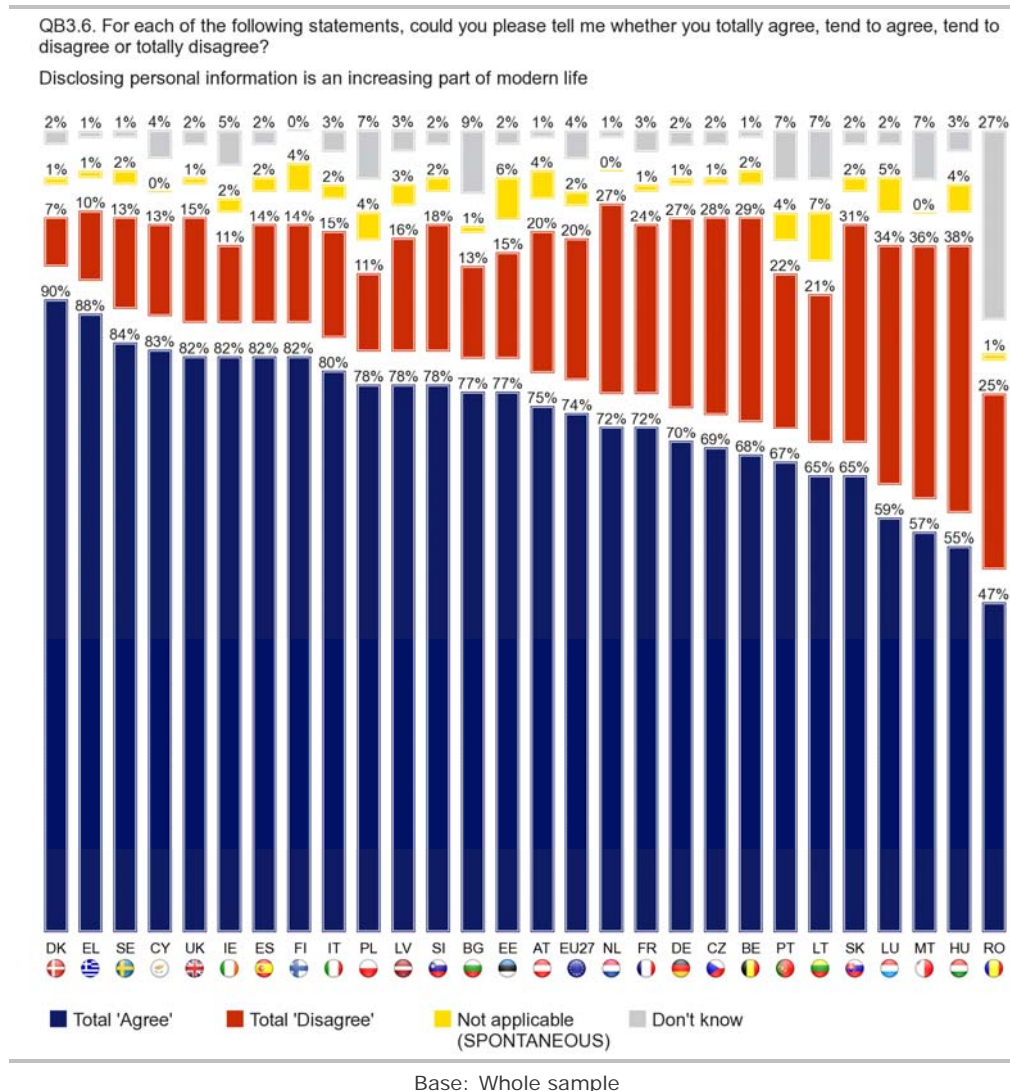
⁵ QB3 For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

1.2.2.1 Disclosing personal information is an increasing part of modern life

Close to three-quarters of the Europeans interviewed agree ('totally' or 'tend to' agree) that disclosing personal information is an increasing part of modern life. This view is supported most strongly in Denmark (90%), Greece (88%), Sweden (84%), Cyprus 83%), the United Kingdom, Spain, Finland, Ireland (all 82%), and Italy (80%).

Considerably lower percentages of respondents agreeing with this statement are found in Romania (47%), Hungary (55%), Malta (57%), and Luxembourg (59%).

However, a majority of respondents in every Member States agree with the statement.

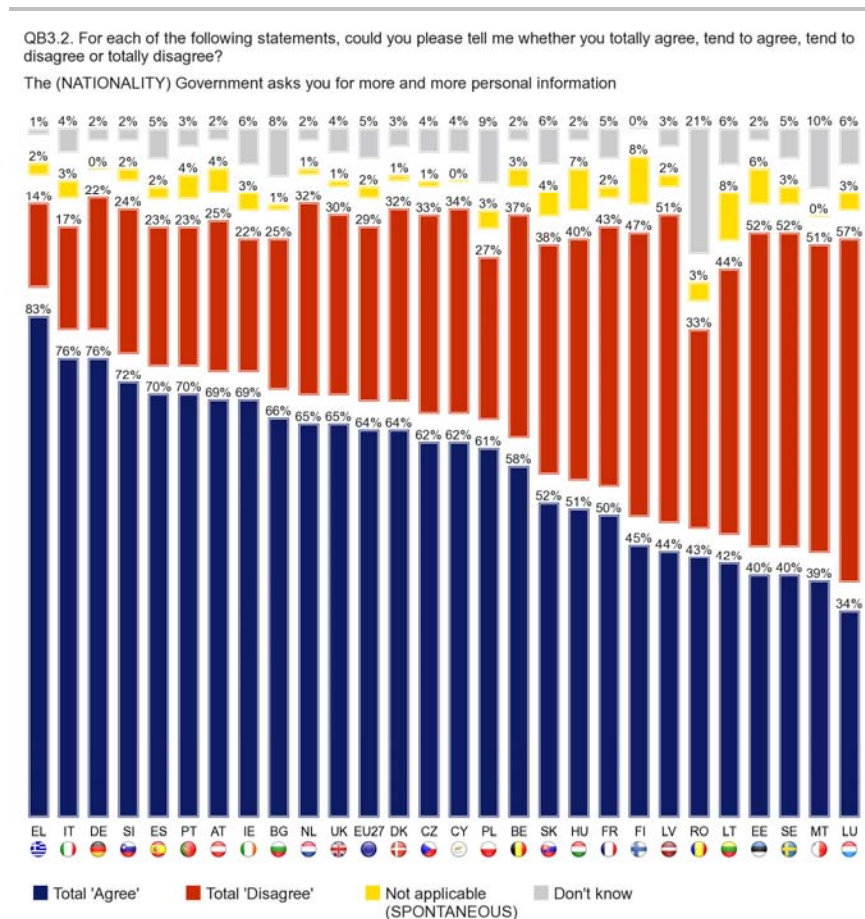


A **socio-demographic** breakdown shows that the highest percentages of respondents agreeing with this statement are generally found in the younger age groups aged 15-24 (82%) and 25-39 (80%), the better educated (79%), students (83%), managers (81%), other white collar workers (79%), interviewees living in households with three persons or more (both 79%), and respondents with Internet-use index '++' (85%).

Everyday Internet users (81%) are much more likely to believe that this is an increasing part of modern life than those who never use the Internet (68%).

1.2.2.2 The government asks for more and more personal information

More than six Europeans out of ten interviewed agree ('totally' or 'tend to' agree) that the government of their country of residence asks them for more and more personal information (64%). Member States where most respondents agreed with this statement are Greece (83%), and Germany and Italy (both 76%). Conversely, the lowest numbers of respondents who agree were recorded in Luxembourg (34%), Malta (39%), Sweden, Estonia (both 40%), Lithuania (42%), Romania (43%), Latvia (44%) and Finland (45%).

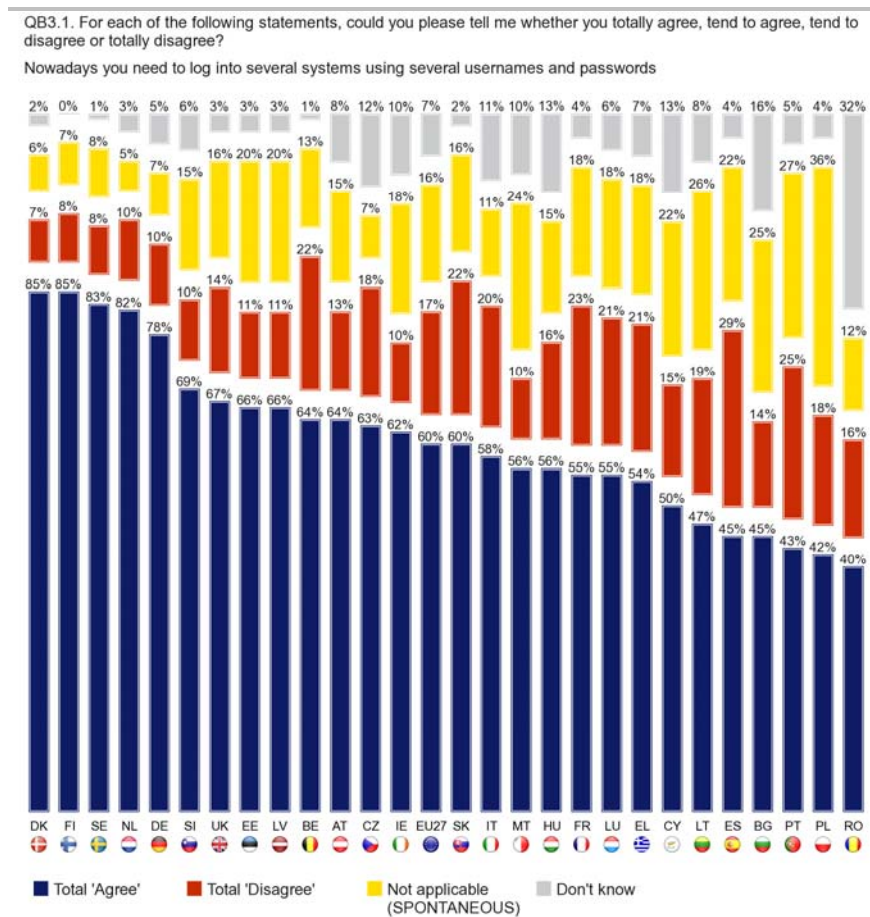


A **socio-demographic** analysis shows that agreement with this statement is most likely among the self-employed (71%), white collar workers, respondents who have difficulties paying their bills from time to time (both 69%), and respondents with Internet-use index ‘++’ (70%).

1.2.2.3 Nowadays one needs to log into several systems using several usernames and passwords

Six in ten of the Europeans interviewed (60%) agree with the statement that nowadays one needs to log into several systems using several usernames and passwords. A high proportion of respondents answered that it was not applicable to them (16%). If we exclude those respondents, the proportion who agrees rises to 71%.

Member States where the vast majority of respondents agree with this statement are Finland, Denmark (both 85%), Sweden (83%), the Netherlands (82%) and Germany (78%). In contrast, only relative majorities supporting this view are found in Romania (40%), Poland (42%), Portugal (43%), Bulgaria, Spain (both 45%), and Lithuania (47%).



Base: Whole sample








A **socio-demographic** analysis reveals striking differences regarding this statement between several groups in terms of age, education, and Internet-use index.

The younger the respondents are, the more they are likely to agree with the statement: 80% of the 15-24 aged group compared with 39% of those who are 55 and over. 75% of the respondents who studied until the age of 20 or later agree with the statement, compared with only 34% of those who finished their education before the age of 16.

Nearly nine out of ten respondents who can be classified as '++' on the Internet-use index say that they need to log into several systems using several usernames and passwords, compared with only 34% of those who are classified as '--', i.e. those who neither shop online nor use social networking sites or sharing websites.

QB3.1 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Nowadays you need to log into several systems using several usernames and passwords

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	60%	17%	16%	7%
 Sex				
Male	64%	17%	14%	5%
Female	57%	18%	17%	8%
 Age				
15-24	80%	14%	3%	3%
25-39	74%	17%	6%	3%
40-54	65%	17%	13%	5%
55 +	39%	19%	30%	12%
 Education (End of)				
15-	34%	20%	34%	12%
16-19	61%	18%	14%	7%
20+	75%	16%	6%	3%
Still studying	83%	12%	2%	3%
 Household composition				
1	49%	17%	25%	9%
2	56%	17%	19%	8%
3	67%	18%	10%	5%
4+	70%	17%	9%	4%
 Respondent occupation scale				
Self-employed	70%	17%	8%	5%
Managers	86%	12%	1%	1%
Other white collars	76%	16%	5%	3%
Manual workers	65%	18%	12%	5%
House persons	49%	22%	20%	9%
Unemployed	55%	22%	17%	6%
Retired	36%	17%	34%	13%
Students	83%	12%	2%	3%
 Use of the Internet				
Everyday	83%	15%	1%	1%
Often/ Sometimes	69%	22%	5%	4%
Never	25%	21%	40%	14%
Self-positioning on the social staircase				
Low (1-4)	49%	17%	24%	10%
Medium (5-6)	61%	18%	15%	6%
High (7-10)	72%	16%	8%	4%
 Internet-use index				
++	88%	11%	-	1%
+	84%	15%	-	1%
-	79%	18%	1%	2%
--	34%	20%	33%	13%

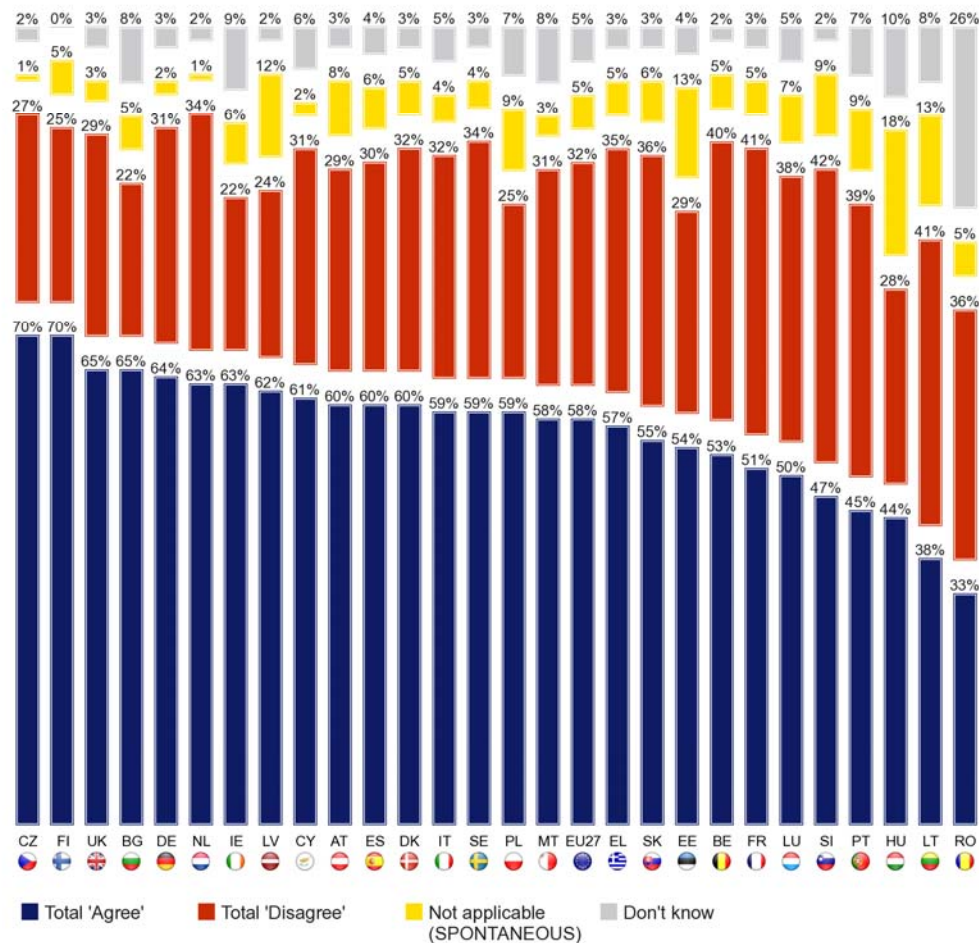
Base: Whole sample

1.2.2.3 There is no alternative than to disclose personal information if one wants to obtain products or services

Close to six in ten of the Europeans interviewed (58%) agree ('totally' or 'tend to agree') that there is no alternative than to disclose personal information if one wants to obtain products or services. This opinion is shared by most respondents in the Czech Republic and Finland (both 70%); the proportions are lowest in Romania (33%), Lithuania (38%), Hungary (44%), Portugal (45%), Slovenia (47%). In Romania (36%) and in Lithuania (41%), a relative majority of respondents even think that there is alternative to disclosing personal information.

QB3.4. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

There is no alternative than to disclose personal information if one wants to obtain products or services



Base: Whole sample

A **socio-demographic** analysis of this statement shows that agreement is strongest among the youngest respondents aged 15-24 (69%), students (67%), managers (66%) and other white collar workers (65%).

Education is also a discriminating factor: 63% of the respondents who studied until the age of 20 or later agreed with the statement, compared with only 47% of those who finished school before the age of 16.

The use of the Internet has also a significant impact on the data. Everyday Internet users are more likely to think that there is no alternative than to disclose personal information than non-Internet users (67% vs. 45%).

Among Internet users, those who shop online or use social networking and sharing sites tend to agree with the statement more than those who do not. For instance, 71% of online shoppers think that there is no alternative compared with only 59% of those who do not buy online.

QB3.4 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

There is no alternative than to disclose personal information if one wants to obtain products or services

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	58%	32%	5%	5%

Sex

Male	60%	32%	4%	4%
Female	57%	32%	5%	6%

Age

15-24	69%	26%	1%	4%
25-39	66%	29%	2%	3%
40-54	59%	33%	4%	4%
55 +	47%	36%	9%	8%

Education (End of)

15-	47%	34%	10%	9%
16-19	59%	32%	4%	5%
20+	63%	33%	2%	2%
Still studying	67%	28%	1%	4%

Respondent occupation scale

Self-employed	61%	33%	2%	4%
Managers	66%	31%	1%	2%
Other white collars	65%	31%	2%	2%
Manual workers	62%	31%	3%	4%
House persons	58%	30%	5%	7%
Unemployed	59%	31%	5%	5%
Retired	46%	35%	11%	8%
Students	67%	28%	1%	4%

Use of the Internet

Everyday	67%	30%	1%	2%
Often/ Sometimes	62%	33%	2%	3%
Never	45%	36%	11%	8%

Base: Whole sample

QB3.4 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

There is no alternative than to disclose personal information if one wants to obtain products or services

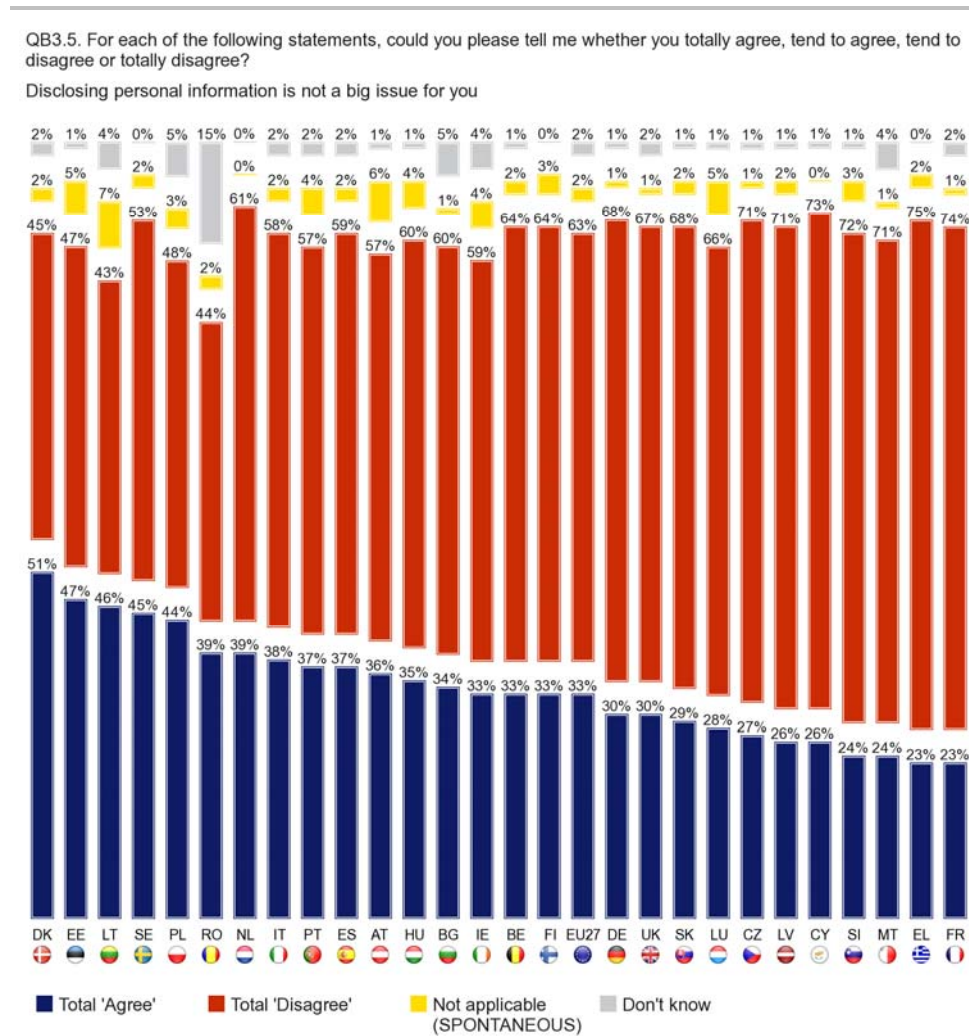
	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	71%	27%	-	2%
No	63%	34%	1%	2%
Use a social networking site				
Yes	71%	27%	-	2%
No	61%	34%	2%	3%
Purchase goods or services online				
Yes	71%	28%	-	1%
No	59%	35%	2%	4%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.2.2.4 Disclosing personal information is not a big issue

More than six respondents out of ten (63%) say that disclosing personal information is a big issue for them. Only one third of respondents (33%) say that disclosing personal information is not a big issue for them.

The highest percentages of respondents saying that it is not a big issue are found in Denmark (51%), Estonia (47%), Lithuania (46%), Sweden (45%) and Poland (44%). Conversely, the lowest percentages are found in France, Greece (both 23%), Malta and Slovenia (both 24%).



Base: Whole sample

A **socio-demographic** breakdown again reveals significantly more frequent agreement with this statement among the youngest respondents, those aged 15-24 (43%), and students (42%).

Once more, there is an interesting divide on this question among Internet users. Internet users who use social networking (38%) or sharing sites (40%) are more likely to say that disclosing personal information is not a big issue than Internet users who do not use those sites (29% and 30% respectively).

There are no differences between those who shop online and those who do not.

QB3.5 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is not a big issue for you

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	33%	63%	2%	2%



Sex

Male	36%	60%	2%	2%
Female	31%	64%	2%	3%



Age

15-24	43%	55%	-	2%
25-39	34%	63%	1%	2%
40-54	30%	66%	2%	2%
55 +	31%	62%	4%	3%



Education (End of)

15-	32%	60%	4%	4%
16-19	33%	63%	2%	2%
20+	31%	67%	1%	1%
Still studying	42%	56%	-	2%



Respondent occupation scale

Self-employed	33%	65%	1%	1%
Managers	27%	71%	-	2%
Other white collars	36%	62%	1%	1%
Manual workers	34%	63%	1%	2%
House persons	30%	65%	2%	3%
Unemployed	35%	60%	2%	3%
Retired	32%	60%	4%	4%
Students	42%	56%	-	2%



Use of the Internet

Everyday	35%	64%	-	1%
Often/ Sometimes	32%	66%	1%	1%
Never	32%	60%	4%	4%

Base: Whole sample

QB3.5 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

Disclosing personal information is not a big issue for you

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	40%	59%	-	1%
No	30%	69%	-	1%
Use a social networking site				
Yes	38%	61%	-	1%
No	29%	69%	1%	1%
Purchase goods or services online				
Yes	34%	65%	-	1%
No	34%	64%	1%	1%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

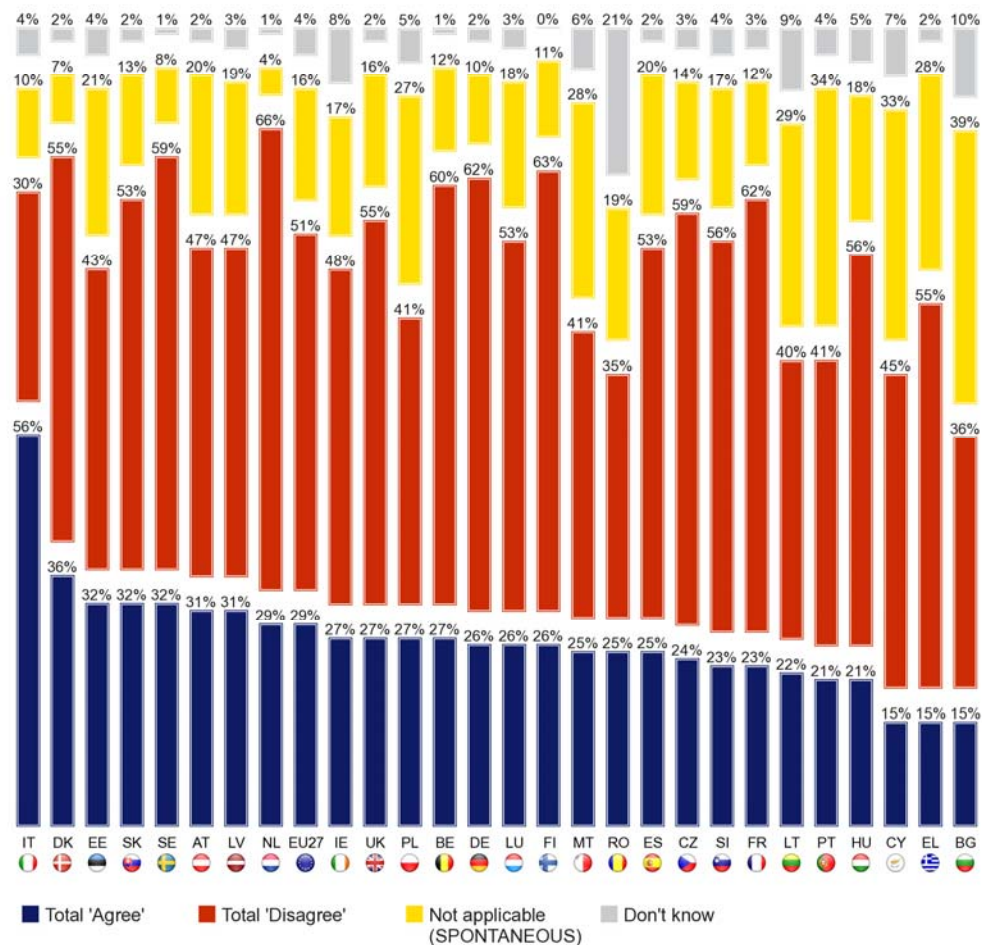
1.2.2.5 Disclosing personal information in return for free services online, such as a free email address

A majority of Europeans do not want to disclose personal information in return for free services online, such as a free email address. Nevertheless, less than three out of ten European respondents (29%) do not mind disclosing

Italy (56%) stands out with the highest percentage of respondents who take this view, followed at some distance by Denmark (36%). Conversely, the lowest percentages are recorded in Bulgaria, Cyprus, and Greece (each 15%).

QB3.7. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

You don't mind disclosing personal information in return for free services online (e.g. free email address)



Base: Whole sample






A **socio-demographic** breakdown again shows that younger respondents (in the 15-24 (48%) and 25-39 (35%) age groups) and students (49%) are more likely to agree with this statement.

Social networking and sharing site users are again much more inclined to say that they do not mind disclosing personal information.

Quite logically, a relative majority of respondents who think that disclosing personal information is not a big issue say that they do not mind disclosing personal information in return for free services (48%) compared with 21% of those who have reservations about these disclosures.

QB3.7 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You don't mind disclosing personal information in return for free services online (e.g. free email address)

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	29%	51%	16%	4%
 Sex				
Male	32%	51%	14%	3%
Female	26%	52%	18%	4%
 Age				
15-24	48%	46%	3%	3%
25-39	35%	56%	6%	3%
40-54	28%	57%	12%	3%
55 +	18%	47%	30%	5%
 Education (End of)				
15-	20%	40%	34%	6%
16-19	30%	52%	14%	4%
20+	30%	62%	6%	2%
Still studying	49%	46%	2%	3%
 Respondent occupation scale				
Self-employed	33%	56%	8%	3%
Managers	30%	67%	2%	1%
Other white collars	36%	57%	5%	2%
Manual workers	32%	53%	12%	3%
House persons	27%	49%	19%	5%
Unemployed	30%	50%	16%	4%
Retired	16%	43%	35%	6%
Students	49%	46%	2%	3%
 Use of the Internet				
Everyday	38%	60%	1%	1%
Often/ Sometimes	33%	61%	4%	2%
Never	14%	39%	41%	6%

Base: Whole sample

QB3.7 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You don't mind disclosing personal information in return for free services online (e.g. free email address)

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	46%	53%	-	1%
No	30%	66%	2%	2%
Use a social networking site				
Yes	44%	54%	-	2%
No	30%	66%	2%	2%
Purchase goods or services online				
Yes	38%	60%	1%	1%
No	35%	59%	3%	3%

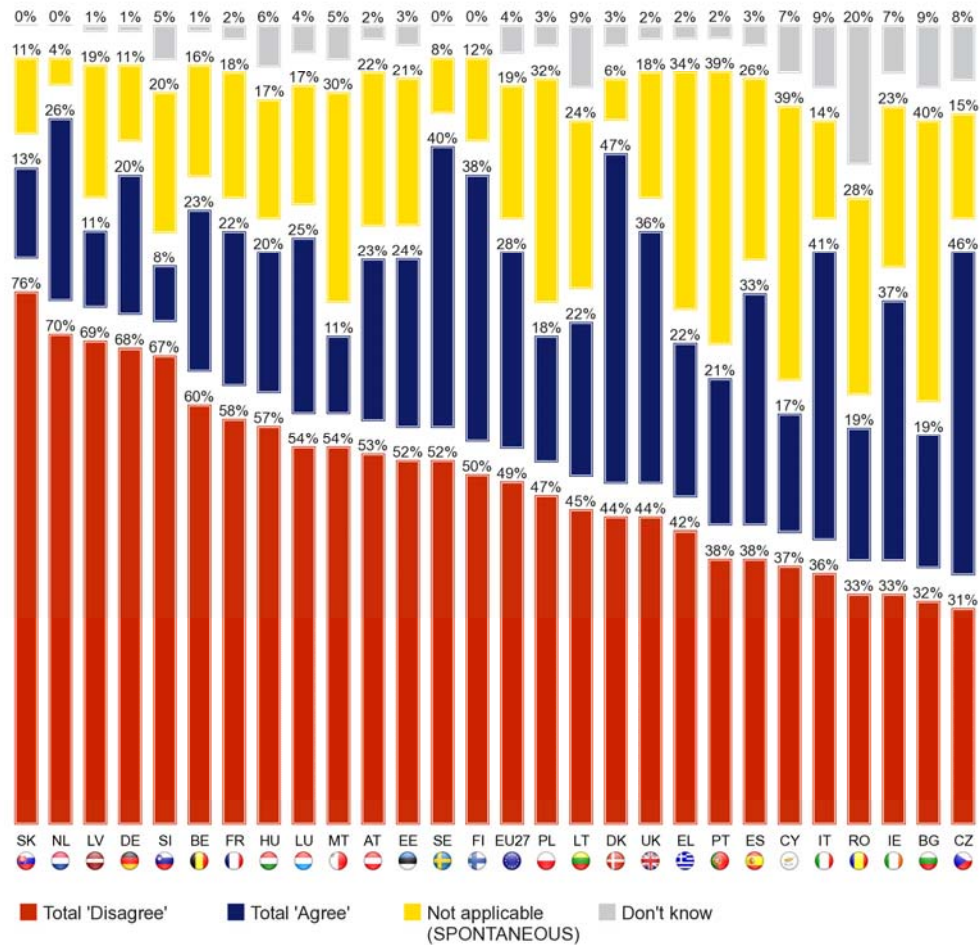
Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.2.2.6 Feeling obliged to disclose personal information on the Internet

Almost three out of ten European interviewees (28%) feel obliged to disclose personal information on the Internet. This was the majority view in Denmark (47% vs. 44%), the Czech Republic (46% vs. 31%) and in Italy (41% vs. 36%), but was least frequent in Slovenia (8%), Malta, Latvia (both 11%), Slovakia (13%), Cyprus (17%), and Poland (18%).

QB3.3. For each of the following statements, could you please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree?

You feel obliged to disclose personal information on the Internet



Base: Whole sample

A socio-demographic breakdown – again - shows a similar general pattern of more frequent agreement amongst younger respondents – those in the 15-24 (41%) and 25-39 (38%) age groups -, respondents who had been in education longest (33%) and students (44%).

QB3.3 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You feel obliged to disclose personal information on the Internet

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
EU27	28%	49%	19%	4%



Sex

Male	30%	50%	16%	4%
Female	26%	48%	21%	5%



Age

15-24	41%	53%	4%	2%
25-39	38%	52%	8%	2%
40-54	28%	54%	15%	3%
55 +	15%	42%	36%	7%



Education (End of)

15-	14%	37%	42%	7%
16-19	28%	51%	17%	4%
20+	33%	58%	7%	2%
Still studying	44%	52%	2%	2%



Respondent occupation scale

Self-employed	35%	52%	9%	4%
Managers	32%	65%	2%	1%
Other white collars	37%	56%	5%	2%
Manual workers	30%	52%	15%	3%
House persons	25%	44%	25%	6%
Unemployed	31%	47%	19%	3%
Retired	12%	40%	41%	7%
Students	44%	52%	2%	2%



Use of the Internet

Everyday	39%	59%	1%	1%
Often/ Sometimes	33%	62%	3%	2%
Never	9%	35%	48%	8%

Base: Whole sample

QB3.3 For each of the following statements, please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree.

You feel obliged to disclose personal information on the Internet

	Total 'Agree'	Total 'Disagree'	Not applicable (SP.)	Don't Know
Share pictures, videos, movies				
Yes	45%	54%	-	1%
No	32%	65%	2%	1%
Use a social networking site				
Yes	43%	56%	-	1%
No	32%	64%	2%	2%
Purchase goods or services online				
Yes	40%	59%	-	1%
No	33%	62%	3%	2%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.3 Actual disclosure of personal information

1.3.1 Type of personal information disclosed on the Internet: social networking or sharing sites versus online shopping

- *Name, photo and nationality are the information disclosed by the largest number of social networking and sharing sites users –*

The reader may recall that 66% of European interviewees use the Internet, 39% shop online, 34% use social networking sites, and 29% use sharing sites for pictures, videos and/or movies. The respondents who engaged in these activities were asked which types of personal information they had previously disclosed⁶. This section distinguishes between social networking or sharing sites on the one hand and shopping on the other.

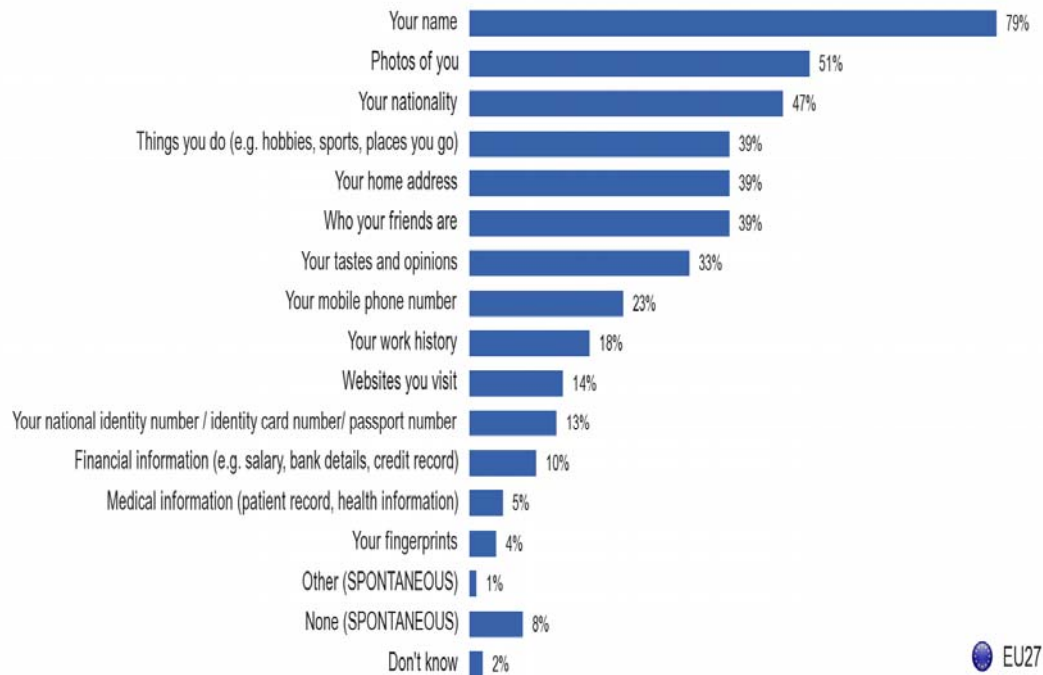
Almost eight out of ten respondents who use **social networking or sharing sites**, revealed their name on the Internet (79%). Around half of them disclosed *photos* of themselves (51%), or their *nationality* (47%). Almost four in ten disclosed the *things they do* (for example hobbies, sports, places they go), their *home address*, and who their *friends* are (all three 39%). One-third shared their *tastes and opinions* (33%) and a quarter gave their *mobile phone number* (23%).

Fewer respondents disclosed their work history (18%), the websites they visit (14%), their national identity number, identity card number, or passport number (13%), financial information such as salary, bank details and credit record (10%), medical information such as patient record and health information (5%) and fingerprints (3%).

⁶ QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

QB4b Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

QB4a. Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

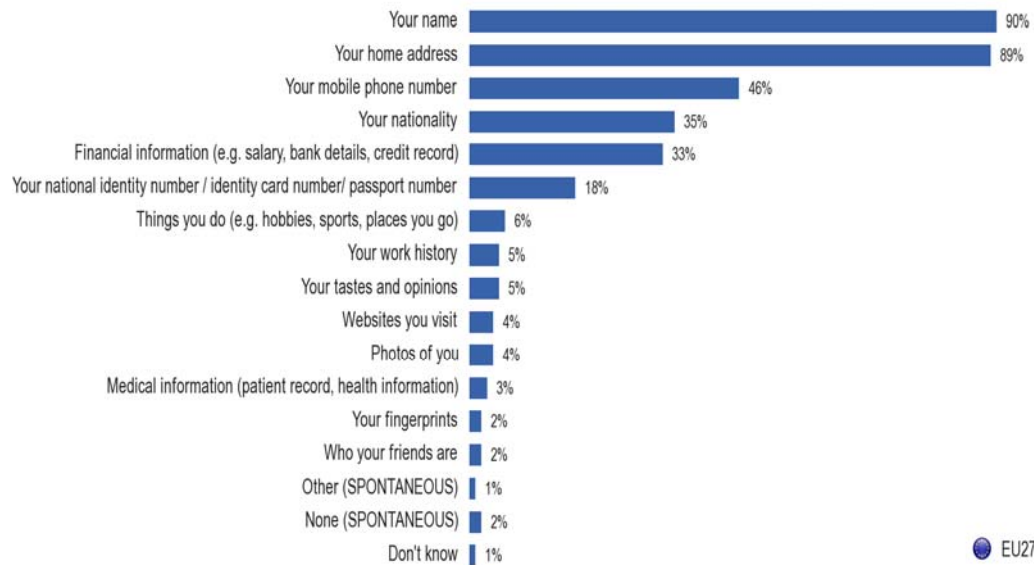


Base: Social Networking Sites users (40% of whole sample)

- *Names, home addresses and mobile phone numbers are the information disclosed by the largest number of online shoppers –*

Turning to **shopping online**, around nine out of ten respondents revealed their *name* (90%) and their *home address* (89%) on the Internet. In addition, almost half gave their *mobile phone number* (46%), and a third their *nationality* (35%) or financial information such as salary, bank details and credit record (33%). Almost one in five gave their national identity number, identity card number, or passport number (18%).

QB4b. Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed?



Base: Online shoppers (39% of whole sample)

A country-by-country analysis of social networking or sharing sites shows that the respondent's *name* is the most disclosed item in every single Member State, led by Sweden (95%), Denmark (91%), Latvia and Slovenia (both 90%).

Photos are next mentioned, in particular in the United Kingdom (67%), Denmark, Sweden (64%), and Malta (61%)

Nationality is disclosed most often in 12 other countries, notably Malta (78%), Sweden (68%), Luxembourg (66%), and Denmark (65%); the respondent's *home address* is the most frequently cited item in the remaining four countries: Slovakia (57%), Slovenia (56%), Hungary (53%) and the Czech Republic (52%).

Interviewees who use social networking or sharing sites and revealed *things they do*, such as *hobbies, sports, and places they go* are found most frequently in Ireland, Luxembourg, and the Netherlands (all 52%); *who their friends are* most often in Denmark (56%), Luxembourg, Sweden (both 54%), and the United Kingdom (53%); their tastes and opinions mostly in Spain (46%), Malta (45%), Austria (44%); their *mobile phone number* most often in Latvia (47%), Sweden (45%), Denmark, Austria, and Slovakia (all 40%); their work history mostly in Denmark, France (both 33%), Luxembourg (30%) and Sweden (29%); the websites they visit in Austria (28%), Lithuania (25%), Ireland, Luxembourg, and Malta (all 22%); and their *national identity number, identity card number or passport number* most often in Sweden (43%), Estonia (37%), Spain (31%), and Latvia (29%).

QB4a Thinking of your usage of social networking sites and sharing sites, which of the following types of information have you already disclosed (when you registered, or simply when using these websites)?

	Your name	Photos of you	Your nationality	Your home address	Things you do (e.g. hobbies, sports, places you go)	Who your friends are	Your tastes and opinions	Your mobile phone number	Your work history	Websites you visit	Your national identity number / identity card number/ passport number	Financial information (e.g. salary, bank details, credit record)	Medical information (patient record, health information)	Your fingerprints
EU27	79%	51%	47%	39%	39%	39%	33%	23%	18%	14%	13%	10%	5%	4%
BE	82%	52%	60%	42%	42%	44%	31%	20%	23%	17%	11%	8%	7%	5%
BG	76%	54%	47%	25%	42%	34%	31%	18%	8%	17%	14%	5%	3%	5%
CZ	82%	39%	39%	52%	42%	29%	30%	38%	10%	19%	15%	10%	8%	3%
DK	91%	64%	65%	44%	44%	56%	28%	40%	33%	13%	23%	11%	3%	1%
DE	78%	44%	55%	50%	43%	34%	29%	22%	20%	16%	6%	11%	3%	2%
EE	87%	57%	46%	44%	41%	45%	23%	39%	16%	18%	37%	17%	13%	6%
IE	85%	54%	61%	49%	52%	44%	39%	26%	16%	22%	9%	11%	9%	3%
EL	75%	46%	34%	41%	27%	31%	29%	19%	8%	18%	15%	10%	4%	5%
ES	80%	46%	57%	40%	42%	27%	46%	22%	13%	13%	31%	20%	9%	10%
FR	75%	53%	44%	38%	37%	43%	34%	22%	33%	11%	4%	6%	1%	1%
IT	69%	46%	49%	24%	41%	38%	36%	15%	17%	13%	17%	11%	8%	9%
CY	89%	52%	56%	42%	28%	42%	29%	22%	15%	13%	13%	10%	3%	2%
LV	90%	58%	36%	41%	36%	24%	24%	47%	20%	16%	29%	15%	4%	3%
LT	78%	55%	40%	32%	36%	32%	21%	18%	11%	25%	6%	4%	5%	2%
LU	82%	59%	66%	28%	52%	54%	40%	13%	30%	22%	6%	7%	1%	1%
HU	81%	47%	32%	53%	37%	34%	27%	26%	22%	17%	13%	15%	8%	7%
MT	85%	61%	78%	46%	49%	44%	45%	16%	13%	22%	13%	10%	6%	1%
NL	84%	58%	51%	36%	52%	42%	31%	20%	20%	12%	8%	8%	4%	1%
AT	82%	56%	62%	53%	48%	47%	44%	40%	26%	28%	12%	21%	12%	6%
PL	84%	35%	36%	52%	24%	23%	19%	34%	6%	12%	13%	5%	4%	2%
PT	67%	40%	42%	32%	29%	22%	37%	18%	14%	13%	18%	11%	7%	12%
RO	64%	44%	45%	38%	34%	29%	27%	18%	21%	14%	17%	13%	12%	8%
SI	90%	53%	35%	56%	37%	38%	29%	29%	7%	21%	12%	8%	5%	2%
SK	82%	52%	37%	57%	44%	45%	28%	40%	15%	20%	20%	10%	6%	2%
FI	88%	53%	62%	38%	38%	30%	38%	29%	17%	13%	16%	8%	3%	1%
SE	95%	64%	68%	55%	49%	54%	37%	45%	29%	17%	43%	13%	3%	0%
UK	79%	67%	36%	25%	36%	53%	35%	13%	10%	12%	4%	6%	3%	2%
Highest percentage per country										Lowest percentage per country				
Highest percentage per item										Lowest percentage per item				

Base: Social Networking Sites users (40% of whole sample)

QB4b Thinking of the occasions when you have purchased goods or services via the Internet, which of the following types of information have you already disclosed?

	Your name	Your home address	Your mobile phone number	Your nationality	Financial information (e.g. salary, bank details, credit record)	Your national identity number / identity card number/ passport number	Things you do (e.g. hobbies, sports, places you go)	Your work history	Your tastes and opinions	Photos of you	Websites you visit	Medical information (patient record, health information)	Your fingerprints	Who your friends are
EU27	90%	89%	46%	35%	33%	18%	6%	5%	5%	4%	4%	3%	2%	2%
BE	94%	88%	44%	52%	26%	18%	8%	4%	6%	6%	2%	3%	3%	3%
BG	84%	79%	42%	29%	16%	25%	3%	5%	4%	4%	6%	2%	2%	2%
CZ	94%	94%	71%	17%	13%	13%	5%	3%	6%	5%	5%	1%	1%	2%
DK	96%	91%	73%	49%	56%	32%	3%	2%	2%	1%	0%	2%	1%	0%
DE	92%	92%	30%	51%	32%	12%	5%	5%	3%	4%	5%	2%	2%	2%
EE	90%	82%	65%	23%	19%	47%	7%	6%	3%	5%	2%	5%	3%	2%
IE	94%	90%	55%	56%	41%	5%	12%	5%	7%	7%	5%	4%	2%	4%
EL	93%	83%	45%	30%	24%	22%	7%	5%	12%	12%	15%	2%	4%	10%
ES	88%	74%	43%	46%	38%	51%	9%	11%	13%	9%	3%	5%	6%	5%
FR	93%	93%	51%	31%	44%	9%	7%	3%	5%	2%	2%	1%	0%	1%
IT	69%	67%	34%	27%	21%	32%	11%	13%	11%	12%	5%	11%	11%	9%
CY	92%	80%	36%	43%	31%	13%	3%	7%	1%	3%	4%	2%	2%	3%
LV	93%	85%	71%	11%	28%	57%	3%	4%	3%	5%	2%	1%	1%	1%
LT	84%	76%	51%	16%	14%	19%	5%	4%	5%	2%	4%	3%	1%	3%
LU	93%	91%	47%	34%	47%	18%	2%	5%	3%	1%	3%	1%	2%	1%
HU	93%	85%	59%	15%	36%	19%	7%	4%	3%	5%	0%	5%	3%	1%
MT	86%	95%	25%	74%	30%	17%	5%	4%	3%	5%	5%	1%	0%	2%
NL	98%	96%	55%	42%	37%	20%	7%	3%	3%	3%	3%	2%	0%	1%
AT	90%	85%	55%	60%	34%	11%	12%	9%	12%	12%	8%	3%	2%	7%
PL	91%	90%	64%	17%	6%	13%	2%	3%	2%	2%	1%	0%	2%	1%
PT	72%	60%	26%	26%	19%	23%	9%	17%	11%	10%	8%	5%	14%	6%
RO	76%	67%	45%	29%	17%	33%	4%	5%	8%	2%	1%	7%	5%	2%
SI	95%	89%	61%	19%	26%	20%	4%	1%	6%	1%	7%	1%	0%	1%
SK	90%	90%	71%	20%	19%	23%	6%	5%	4%	6%	2%	2%	0%	4%
FI	95%	95%	67%	46%	34%	38%	4%	2%	4%	1%	2%	2%	0%	1%
SE	96%	94%	76%	35%	26%	72%	2%	1%	2%	1%	1%	1%	0%	0%
UK	89%	92%	42%	24%	39%	5%	4%	5%	6%	3%	4%	2%	2%	1%
					Highest percentage per country		Lowest percentage per country							
					Highest percentage per item				Lowest percentage per item					

Base: Online shoppers (39% of whole sample)

Note: results for countries with a small number of respondents who use the Internet for purchasing goods or services (fewer than 150) should be interpreted with caution. These countries are Bulgaria, Greece, Spain, Italy, Portugal and Romania. For precise numbers, readers should refer to the annexes.

A country-by-country analysis of personal information disclosed when **shopping online** shows that in each of the Member States, the respondent's name and home address are the two types of personal information disclosed most often. Internet shoppers in the Netherlands (98%), Denmark, Sweden (both 96%), Slovenia and Finland (both 95%) are the most likely to have given *their name*; in the Netherlands (96%), Malta, Finland (both 95%), the Czech Republic and Sweden (both 94%) their *home address*.

Further, Internet shoppers who revealed their *mobile phone number* are found most often in Sweden (76%), Denmark, 73%), the Czech Republic, Latvia, and Slovakia (all 71%); their *nationality* most frequently in Malta (74%), Austria (60%), and Ireland (56%); their *financial information* mostly in Denmark (56%), Luxembourg (47%), France (44%) and Ireland (41%); and their *national identity number, identity card number or passport number* most often in Sweden (72%), Latvia (57%), Spain (51%) and Estonia (47%).

A general pattern emerges from the **socio-demographic** analysis of the types of personal information disclosed on **social networking or sharing sites**.

The younger the social or sharing site users are, the more likely they are to disclose their names (85%), their photos (65%), their nationality (54%), the things they do (50%), who their friends are (51%) etc. What is interesting to underline here is that they are less likely than respondents who are aged 25-54 to consider this information as personal.

To a lesser extent, educational level has an impact on the disclosure of such data. Respondents with a high level of education are more likely to disclose their photos (49%), their nationality (47%), the things they do (38%), who their friends are (37%). Names are disclosed by more social networking or sharing site users who have a middle level of education (79%).

More educated respondents are more likely to consider this information as personal.

The **socio-demographic** analysis of personal information disclosed when **shopping online** does not yield a regular general pattern of the kind we have seen in the case of social networking. Indeed, there are few differences by socio-demographics variables.

However, education does seem to play a role in the disclosure of some information. Online shoppers who studied until the age 20 or later are more likely to disclose home address (91%), financial information (36%), mobile phone number (49%) than those who finished school before the age of 16 (respectively 83%, 28%, 37%). Nevertheless, these differences are not really significant.

Finally, it is interesting to note that the fact that a given type of information is regarded as personal does not have a real impact on whether this information is disclosed. For instance, 51% of social networking or sharing site users who say that photos are personal information nevertheless disclose their photos, compared to 50% of those who do not regard photos as personal information.

This pattern is the same for most information for both social networking site users and online shoppers. The only exceptions are to be found among online shoppers, with respect of two types of information; Over a third (35%) of online shoppers who say that financial information is personal disclosed such information, compared with only 21% of those who do not consider it as personal; Four in ten (40%) respondents who say that their nationality is personal disclosed it, compared to only 33% of those who do not consider it as personal.

1.3.2 Reasons for disclosure: social networking or sharing sites versus online shopping

–Accessing the service is the main reason for disclosing information for social networking / sharing site users and online shoppers –

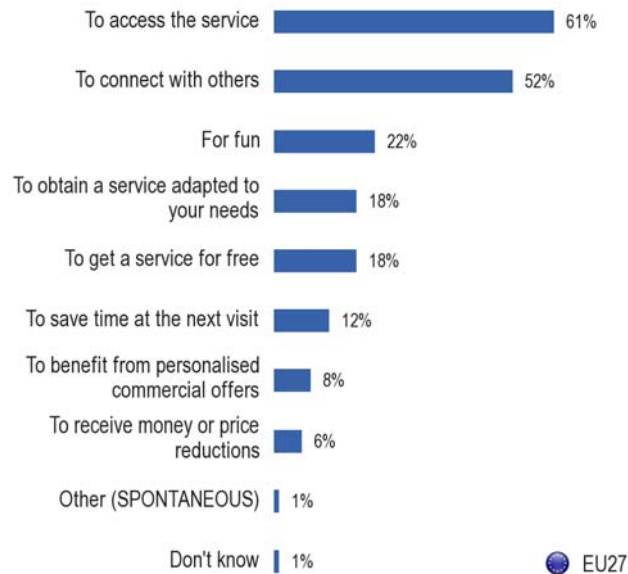
The previous section described the types of personal information respondents had previously disclosed on the Internet. This section presents the reasons given for disclosing personal information on the Internet⁷. As in the previous section, a distinction is made between online purchasing on the one hand and social networking and sharing sites on the other.

The two main reasons given by respondents for the disclosure of information when using **social networking or sharing sites** are *to access the service* (61%) and *to connect with others* (52%). Around one-fifth of the respondents do so *for fun* (22%), *to obtain a service adapted to their needs* (18%), or *to get a service for free* (18%).

⁷ QB5a What are the most important reasons why you disclose such information on social networking sites and/ or sharing sites?

QB5b What are the most important reasons why you disclose such information in online shopping?

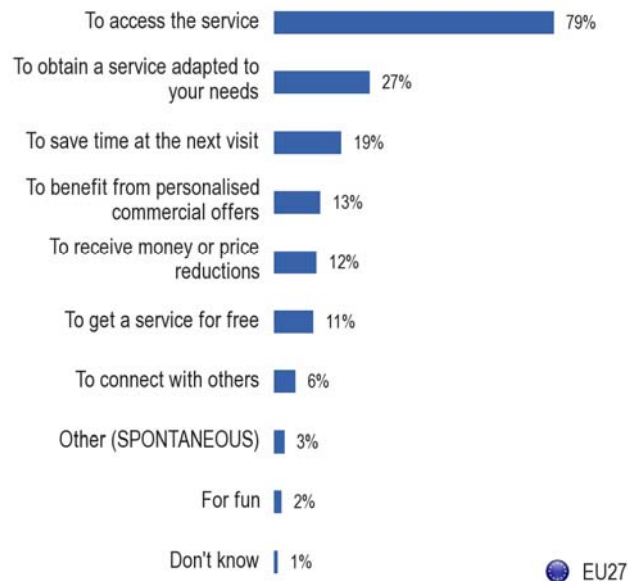
QB5a. What are the most important reasons why you disclose such information on social networking sites and/or sharing sites?



Base: Social Networking Site users who disclosed information (36% of whole sample)

The most important reason for disclosing personal information when **shopping online** is mentioned by a vast majority of the online shoppers: *to access the service* (79%). This reason is followed at some distance by *to obtain a service adapted to their needs* (27%), and *to save time at the next visit* (19%).

QB5b. What are the most important reasons why you disclose such information in online shopping?































Base: Online shoppers who disclosed information (38% of whole sample)

A **country-by-country** analysis of the reasons for disclosing personal information on **social networking or sharing sites** shows that *to access the service* is the most important reason in 21 Member States, most frequently mentioned in Sweden (79%), Cyprus (76%) and Ireland (75%). In six other Member States, *to connect with others* is the most important reason: Luxembourg (70%), the Netherlands 65%), Germany (62%), the United Kingdom (61%), Lithuania (59%), Greece (57%).

QB5a What are the most important reasons why you disclose such information on social networking sites and/or sharing sites?											
		To access the service	To connect with others	For fun	To get a service for free	To obtain a service adapted to your needs	To save time at the next visit	To benefit from personalised commercial	To receive money or price reductions	Other (SP)	Don't know
	EU27	61%	52%	22%	18%	18%	12%	8%	6%	1%	1%
	BE	61%	47%	27%	13%	16%	14%	10%	6%	2%	1%
	BG	56%	55%	36%	15%	17%	15%	4%	3%	0%	2%
	CZ	59%	49%	26%	14%	24%	18%	10%	10%	1%	2%
	DK	74%	54%	18%	21%	29%	18%	5%	8%	1%	1%
	DE	60%	62%	15%	33%	25%	13%	6%	6%	0%	1%
	EE	69%	50%	8%	19%	19%	21%	7%	12%	1%	2%
	IE	75%	42%	28%	13%	21%	18%	9%	9%	1%	1%
	EL	55%	57%	6%	17%	22%	11%	13%	6%	0%	1%
	ES	73%	43%	17%	23%	18%	8%	6%	3%	1%	0%
	FR	60%	55%	23%	11%	17%	12%	9%	3%	1%	1%
	IT	61%	44%	29%	18%	17%	10%	15%	9%	2%	1%
	CY	76%	48%	15%	15%	19%	19%	6%	8%	1%	0%
	LV	61%	53%	24%	13%	23%	14%	5%	13%	1%	2%
	LT	58%	59%	11%	18%	19%	11%	7%	6%	3%	1%
	LU	45%	70%	30%	9%	14%	11%	8%	5%	2%	2%
	HU	63%	50%	16%	15%	17%	14%	8%	10%	0%	2%
	MT	66%	38%	20%	13%	34%	14%	8%	5%	0%	4%
	NL	50%	65%	28%	11%	14%	11%	3%	5%	2%	1%
	AT	58%	41%	20%	40%	25%	17%	14%	21%	2%	1%
	PL	69%	34%	6%	22%	19%	17%	14%	7%	1%	2%
	PT	51%	43%	28%	13%	13%	16%	9%	5%	1%	1%
	RO	58%	33%	18%	22%	17%	18%	13%	12%	2%	4%
	SI	66%	54%	11%	19%	25%	19%	5%	4%	4%	0%
	SK	57%	52%	32%	19%	25%	19%	14%	11%	1%	1%
	FI	68%	59%	25%	14%	24%	13%	12%	7%	1%	0%
	SE	79%	61%	39%	10%	21%	13%	7%	3%	1%	0%
	UK	53%	61%	28%	7%	7%	9%	1%	3%	2%	2%
Highest percentage per country						Lowest percentage per country					
Highest percentage per item						Lowest percentage per item					

Base: Social Networking Site users who disclosed information (36% of whole sample)

The most important reason for disclosing personal information when **shopping online** in every Member State is *to access the service*, in particular in Sweden (94%), Germany (92%), Latvia (90%), and the Netherlands (89%). The second most important reason in 20 Member States is *to obtain a service adapted to your needs*, mentioned most frequently in Lithuania (44%), Germany (43%), Malta (42%), and Bulgaria (40%); *to save time at the next visit* in five Member States, namely Ireland (34%), Romania (29%), Denmark (27%), the Netherlands and the United Kingdom (both 21%); and *to benefit from personalised commercial offers* in Greece (49%) and Portugal (29%).

QB5b What are the most important reasons why you disclose such information in online shopping?											
		To access the service	To obtain a service adapted to your needs	To save time at the next visit	To benefit from personalised commercial offers	To receive money or price reductions	To get a service for free	To connect with others	For fun	Other (SP)	Don't know
	EU27	79%	27%	19%	13%	12%	11%	6%	2%	3%	1%
	BE	80%	26%	20%	18%	11%	7%	4%	2%	4%	1%
	BG	75%	40%	16%	12%	11%	9%	4%	2%	0%	0%
	CZ	70%	31%	21%	18%	18%	8%	7%	2%	3%	1%
	DK	92%	23%	27%	10%	21%	13%	4%	1%	2%	0%
	DE	74%	43%	15%	8%	14%	21%	10%	1%	1%	1%
	EE	84%	26%	22%	8%	18%	12%	9%	1%	0%	1%
	IE	87%	31%	34%	15%	19%	10%	7%	5%	2%	1%
	EL	59%	31%	10%	49%	17%	13%	11%	0%	1%	0%
	ES	82%	25%	16%	12%	7%	9%	8%	3%	0%	0%
	FR	77%	29%	17%	21%	7%	7%	3%	2%	6%	1%
	IT	62%	29%	14%	24%	15%	12%	7%	5%	1%	1%
	CY	81%	32%	22%	24%	13%	11%	10%	0%	2%	1%
	LV	90%	25%	11%	7%	16%	8%	5%	6%	0%	1%
	LT	64%	44%	18%	11%	20%	6%	8%	0%	2%	1%
	LU	79%	30%	25%	17%	16%	8%	3%	0%	4%	1%
	HU	76%	29%	22%	22%	21%	11%	6%	3%	1%	1%
	MT	82%	42%	12%	15%	17%	4%	3%	1%	1%	2%
	NL	89%	19%	21%	6%	15%	7%	2%	1%	3%	0%
	AT	68%	38%	24%	15%	25%	26%	6%	2%	4%	1%
	PL	76%	18%	18%	12%	10%	7%	8%	0%	1%	3%
	PT	69%	15%	22%	29%	4%	8%	10%	8%	0%	0%
	RO	63%	21%	29%	23%	16%	13%	2%	6%	4%	2%
	SI	73%	38%	24%	15%	15%	14%	9%	0%	4%	1%
	SK	67%	38%	26%	20%	17%	14%	10%	5%	4%	0%
	FI	75%	35%	26%	24%	20%	8%	6%	2%	1%	1%
	SE	94%	22%	21%	12%	10%	4%	3%	3%	3%	0%
	UK	87%	10%	21%	4%	7%	7%	3%	1%	3%	1%
Highest percentage per country		Lowest percentage per country									
		Highest percentage per item				Lowest percentage per item					

Base: Online shoppers who disclosed information (38% of whole sample)

Note: results for countries with a small number of respondents who disclose personal information when shopping online (fewer than 150) should be interpreted with caution. These countries are Bulgaria, Greece, Portugal, and Romania. For precise numbers, readers should refer to the annexes.

When looking at **socio-demographic** variables for **social networking and sharing sites**, we can observe few differences between categories. 'To access the service' is indeed the first reason for disclosing information in all categories.

Nevertheless, the younger social networking and sharing site users (15-24) are more likely to say that they disclose information to connect with others (57%) and for fun (26%) than older users. 43% and 17% of those who are aged over 55 mention these two reasons respectively.

The **socio-demographic** analysis for **shopping online** reveals also few differences.

1.3.3 Over-disclosure

1.3.3.1 *Incidence of over-disclosure*

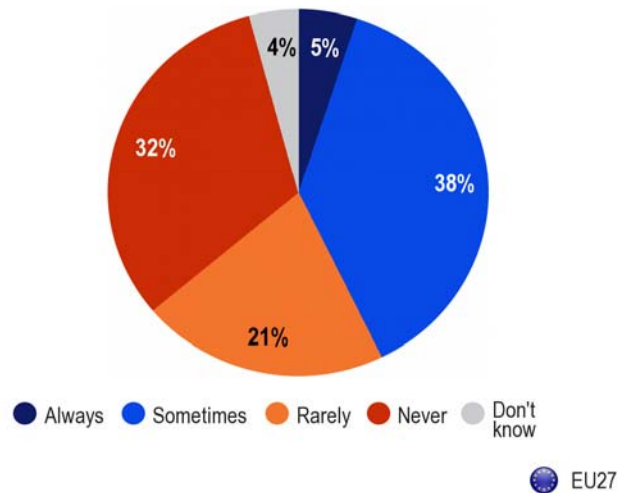
- Half or nearly half of social networking or file-sharing site users and online shoppers have already been exposed to over-disclosure on the Internet –

Respondents who use the Internet were asked whether they had ever been required to provide more personal information than necessary to obtain access to or to use an online service, for example when registering for an online game or an online information service, purchasing goods online, or opening an account with a social networking site⁸.

More than four in ten (43%) report they were required to provide more personal information than necessary, though only 5% *always* feel so and 38% say it happens *sometimes*. By contrast, over half of the interviewees (53%) seldom or never experience such forced disclosure: 32% say *never* and 21% say *rarely*.





























⁸ QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

QB22. Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?



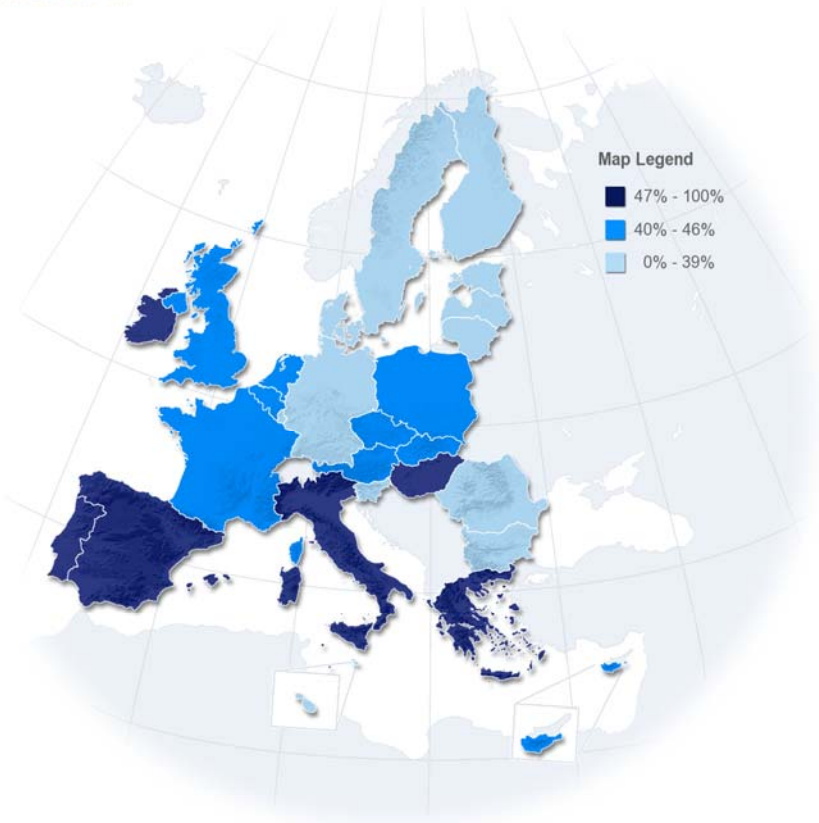
Base: Internet users (66% of whole sample)

The largest percentages of respondents who felt they were always or sometimes required to provide more personal information than necessary when obtaining access to or using an online service are recorded in Portugal (56%), Spain (54%), Italy, Hungary (both 53%), Greece (49%), Ireland (50%). With the exception of Ireland, these are all southern EU Member States. In every other single Member State the number of Internet users who did *not or rarely* encounter such an experience exceeds the number of Internet users who *sometimes or always* did. This is most clearly visible in Finland, Luxembourg, Lithuania, Sweden and Estonia, which are all northern countries.

	PT	56%
	ES	54%
	HU	53%
	IT	53%
	IE	50%
	EL	49%
	AT	44%
	EU27	43%
	CZ	43%
	NL	42%
	UK	41%
	CY	41%
	PL	41%
	FR	41%
	BE	41%
	SK	41%
	MT	39%
	RO	39%
	DE	38%
	LV	38%
	DK	37%
	SI	36%
	FI	33%
	EE	33%
	LU	33%
	SE	33%
	BG	32%
	LT	29%

Question: QB22. Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

Answers: Total 'Yes'








Base: Internet users (66% of whole sample)

From a socio-demographic point of view, age and education again make a difference. Younger Internet users are more likely to have been exposed to over-disclosure on the Internet: this affects 48% of the 25-39 age group and 46% of the 15-24s but only 32% of the 55+ group. Education is also a discriminating factor: 45% of the Internet users who have the highest level of education have experienced over-disclosure on the Internet, compared with only 37% of those who have the lowest level of education. In addition, managers and unemployed stand out with highest percentages (both 49%) reporting over-disclosure.

Analysis of the type of Internet-users reveals the following:

- ◆ Half of Internet users who share pictures, videos or movies (50%) have been required to disclose more personal information than necessary, compared with only 37% of other users;
- ◆ Nearly half of social networkers (49%) have been exposed to over-disclosure. compared with 37% of Internet users who do not use social networking sites;
- ◆ 46% of online shoppers vs. 38% of Internet users who do not shop online.

QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

	Total 'Yes'	Total 'No'	Don't Know
EU27	43%	53%	4%
 Sex			
Male	45%	51%	4%
Female	40%	55%	5%
 Age			
15-24	46%	51%	3%
25-39	48%	49%	3%
40-54	42%	53%	5%
55 +	32%	61%	7%
 Education (End of)			
15-	37%	56%	7%
16-19	42%	54%	4%
20+	45%	51%	4%
Still studying	46%	51%	3%
 Respondent occupation scale			
Self-employed	45%	51%	4%
Managers	49%	47%	4%
Other white collars	44%	52%	4%
Manual workers	42%	54%	4%
House persons	39%	58%	3%
Unemployed	48%	48%	4%
Retired	30%	63%	7%
Students	46%	51%	3%
 Use of the Internet			
Everyday	46%	51%	3%
Often/ Sometimes	36%	57%	7%

Base: Internet users (66% of whole sample)

QB22 Have you ever been required to provide more personal information than necessary to obtain access to or to use an online service (e.g. when registering for an online game or an online information service, purchasing a good online, opening an account with a social networking site)?

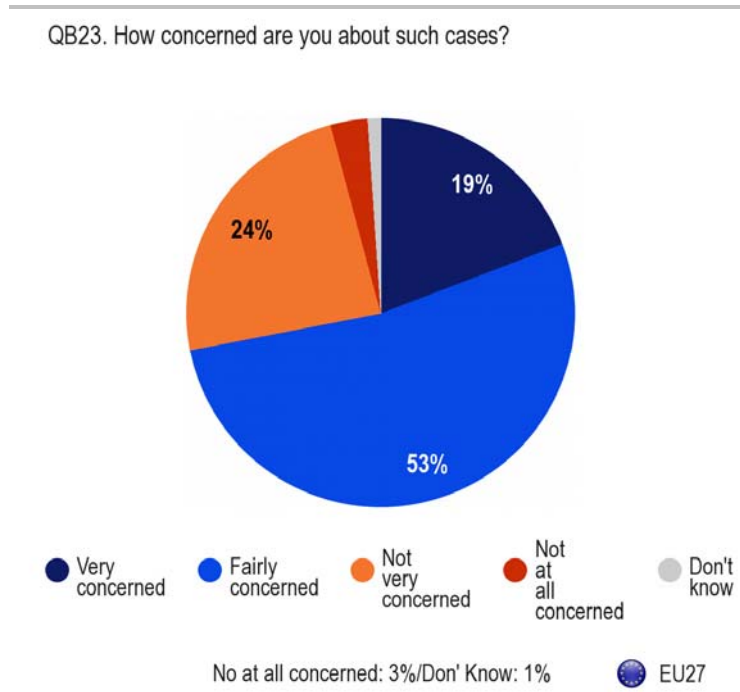
	Total 'Yes'	Total 'No'	Don't Know
Share pictures, videos, movies			
Yes	50%	48%	2%
No	37%	57%	6%
Use a social networking site			
Yes	49%	49%	2%
No	37%	57%	6%
Purchase goods or services online			
Yes	46%	52%	2%
No	38%	55%	7%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

1.3.3.2 Concern about over-disclosure

- A vast majority of Internet users exposed to over-disclosure express concerns –

Those interviewees who had *always or sometimes* experienced unnecessary disclosure of personal information when obtaining access to or using an online service were then asked how concerned they were about such cases⁹. Seven in ten of these respondents were *very or fairly* concerned (72%), whereas just over a quarter were *not very or not at all* concerned (27%).



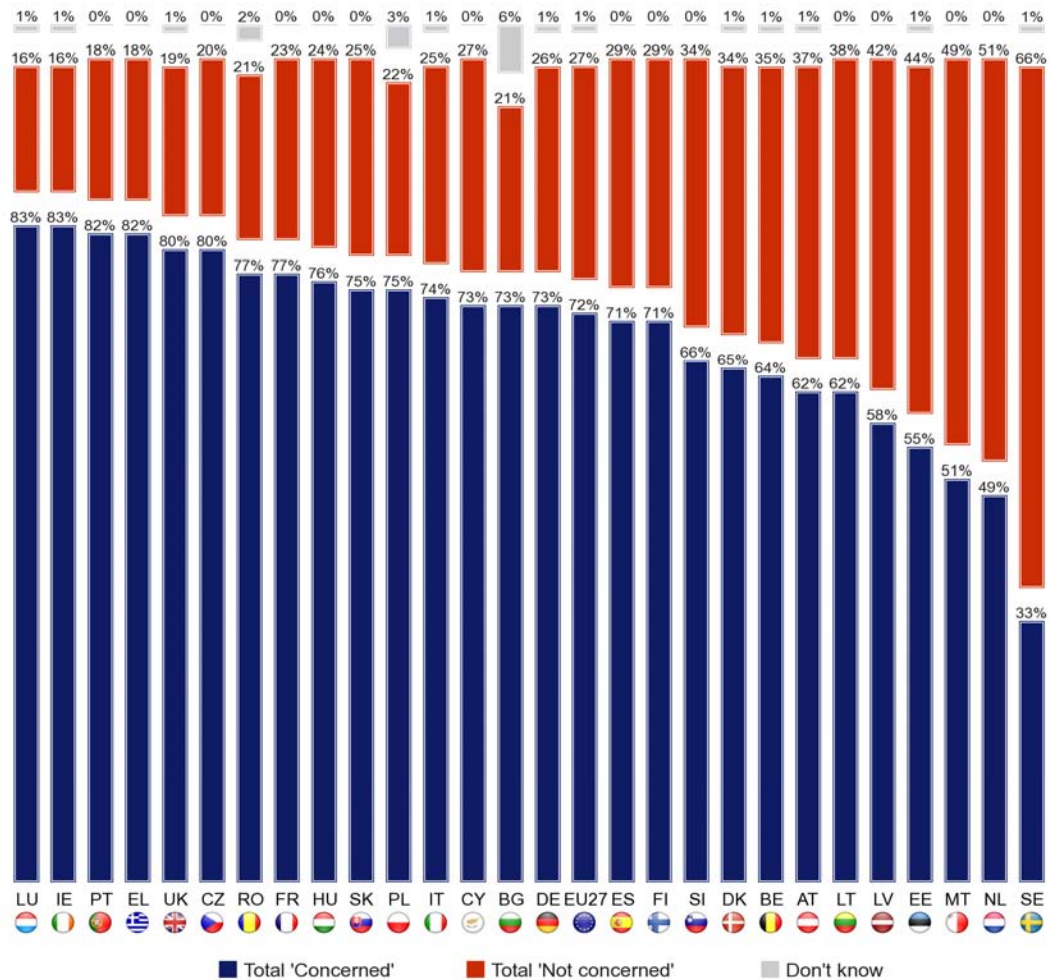
Base: Respondents who always or sometimes experienced unnecessary disclosure (28% of whole sample)

In all but three Member States the respondents who are *very or fairly* concerned about the unnecessary disclosure of personal information clearly outnumber the respondents who are *not very or not at all* concerned, especially in Ireland (83% versus 16%), Luxembourg (also 83% versus 16%), Greece, Portugal (both 82% versus 18%), the Czech Republic (80% versus 20%) and the United Kingdom (80% versus 19%).

The only exceptions to this pattern are Sweden (33% versus 66%) and two countries with a fifty-fifty situation: the Netherlands (49% versus 51%) and Malta (51% versus 49%).

⁹ QB23 How concerned are you about such cases?

QB23. How concerned are you about such cases?



Base: Respondents who always or sometimes experienced unnecessary disclosure (28% of whole sample)

A socio-demographic analysis reveals that concern about unnecessary disclosure of personal information in order to obtain an online service is *least* frequent among respondents aged 15-24 and students, which is in accordance with the findings described in the previous sections; nonetheless, even in these groups concerned respondents constitute a majority (62% and 58% respectively) of those who had experienced unnecessary disclosure of personal information.

Concern is found most often among older respondents aged 40-54 (77%) and 55+ (79%), managers (79%), and interviewees who have difficulties with paying their bills most of the time (78%).

Interestingly, concern about unnecessary disclosure appears to be inversely related to its incidence (presented in the preceding section): the lower the Internet-use index, the higher the concern: index '--' (80%) compared to index '++' (67%).

1.4 Attitudes toward disclosure of personal information

1.4.1 Perceived risk factors associated with disclosure

- *More than half of online shoppers mention the risk of being victim of a fraud as a potential risk associated with disclosure –*

All respondents who use social networking or sharing sites or who shop online – whether or not they had previously disclosed personal information on the Internet – were then asked which three (out of ten) potential risks they associated with disclosure of personal information.¹⁰

The ranking of respondents' risk perceptions is the same for social networking or sharing sites as for shopping online, with the exception of *being the victim of fraud*: this item is the second most important risk associated with social networking but the most important risk in the case of shopping online (41% versus 55%).

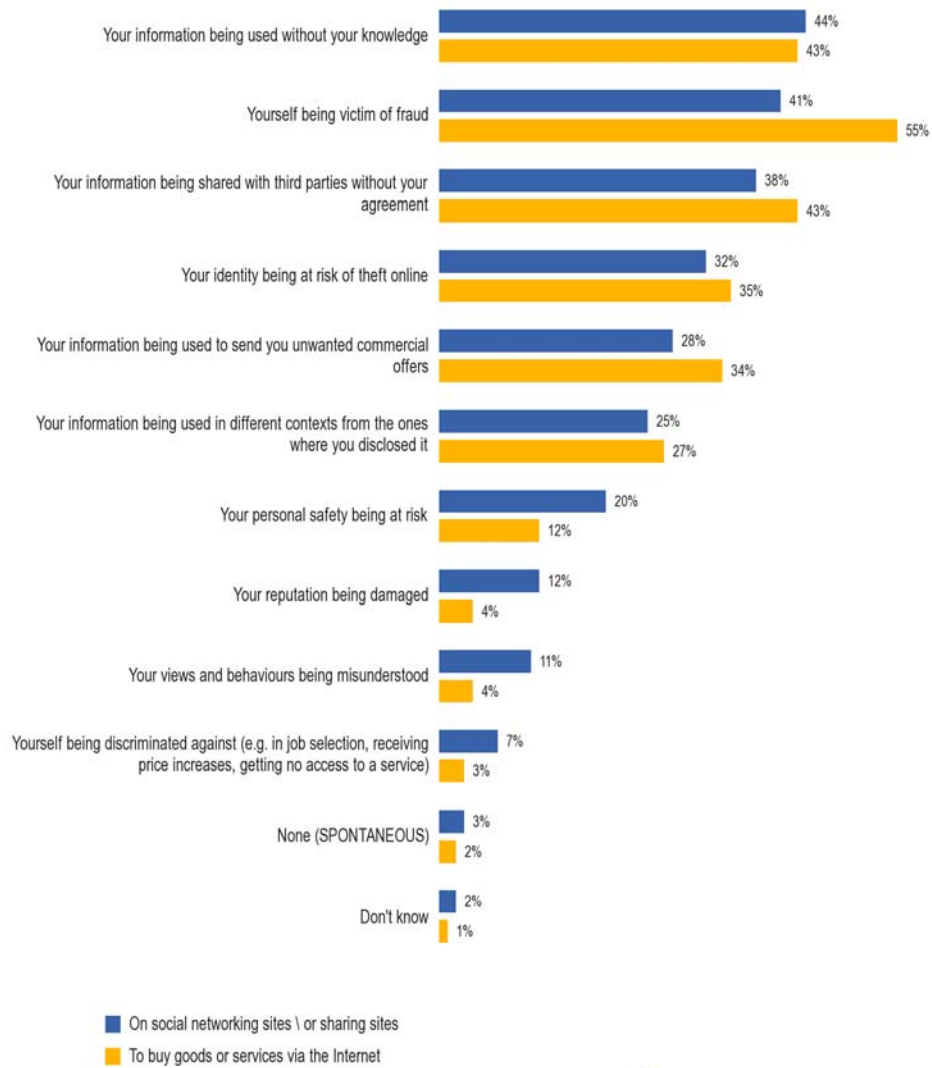
Around four in ten respondents, for both social networking and shopping, mention *your information being used without your knowledge* (44% and 43% respectively) and *your information being shared with third parties without your agreement* (38% and 43%); around one-third mention *your identity being at risk of theft online* (32% and 35%) and *your information being used to send you unwanted commercial offers* (28% and 34%); a quarter fear *your information being used in different contexts from the ones where you disclosed it* (25% and 27%).

Other risks are mentioned less often, though more for social networking or sharing sites than for shopping online: *your personal safety being at risk* (20% and 12% respectively), *your reputation being damaged* (12% and 4%), *your views and behaviours being misunderstood* (11% and 4%), and *discrimination against you in areas like recruitment, pricing, or availability of services* (7% and 3%).

¹⁰ QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and\ or sharing sites?

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

QB7. I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information ...?



Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

A country-by-country analysis of social networking or sharing site users reveals that the most frequent answer given in seventeen Member States is *Your information being used without your knowledge*: the highest scores for this item were recorded in Cyprus (72%), Romania (62%), Malta and Ireland (both 61%).

In contrast, only 31% and 35% of social networking or sharing site users give this answer in Portugal and in the UK.

Being a victim of fraud comes first in Portugal (56%), in Poland (53%), in Spain (52%), in the UK (49%), in France (47%) and in Estonia (45%).

QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/or sharing sites?

		Your information being used without your knowledge	Yourself being victim of fraud	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it	Your personal safety being at risk	Your reputation being damaged	Your views and behaviours being misunderstood	Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)
EU27		44%	41%	38%	32%	28%	25%	20%	12%	11%	7%
BE		47%	28%	46%	28%	34%	23%	21%	9%	14%	9%
BG		58%	39%	38%	20%	25%	18%	21%	7%	14%	1%
CZ		52%	40%	42%	18%	42%	22%	17%	14%	12%	5%
DK		51%	37%	38%	45%	34%	43%	15%	5%	12%	6%
DE		42%	41%	59%	22%	34%	35%	16%	16%	9%	7%
EE		42%	45%	38%	36%	28%	9%	32%	22%	8%	6%
IE		61%	36%	41%	46%	22%	14%	24%	8%	16%	7%
EL		52%	42%	41%	23%	24%	25%	15%	5%	14%	4%
ES		40%	52%	26%	34%	20%	17%	31%	15%	11%	5%
FR		46%	47%	33%	46%	29%	18%	18%	15%	9%	12%
IT		41%	26%	36%	23%	25%	34%	16%	10%	14%	4%
CY		72%	38%	43%	25%	22%	18%	33%	8%	11%	3%
LV		53%	48%	40%	20%	31%	19%	19%	9%	7%	5%
LT		50%	45%	31%	18%	26%	18%	22%	20%	7%	5%
LU		52%	33%	47%	40%	33%	17%	16%	5%	12%	10%
HU		57%	32%	45%	24%	37%	14%	16%	10%	8%	6%
MT		61%	33%	37%	35%	22%	24%	17%	14%	10%	5%
NL		47%	26%	53%	25%	42%	29%	12%	11%	15%	5%
AT		46%	30%	54%	20%	34%	32%	14%	14%	16%	11%
PL		45%	53%	29%	22%	32%	23%	14%	10%	7%	3%
PT		31%	56%	34%	19%	24%	18%	22%	9%	7%	5%
RO		62%	25%	33%	29%	23%	10%	14%	6%	13%	2%
SI		59%	44%	34%	28%	24%	31%	19%	12%	10%	6%
SK		45%	29%	41%	30%	31%	18%	26%	23%	17%	6%
FI		42%	39%	42%	38%	18%	45%	27%	9%	7%	4%
SE		51%	42%	37%	44%	27%	39%	15%	7%	12%	11%
UK		35%	49%	28%	48%	17%	23%	27%	8%	10%	7%
Highest percentage per country		Highest percentage per item					Lowest percentage per country				
							Lowest percentage per item				

Bases: Social networking site users (40% of whole sample)

When shopping online, *being a victim of fraud* is the risk of disclosure identified by the largest numbers of respondents in thirteen Member States. This result is exceptionally high in France, where 71% of online shoppers evoke this potential risk. It was also the risk most commonly identified in France by social networking or sharing site users.

A high proportion of respondents also give this answer in Sweden (68%), the UK (65%) and Spain (60%).

In Germany and in Austria, the risk most identified by social networking or sharing site users was also mentioned most often for online shopping: *your information being shared with third parties without your agreement* (59% and 54% respectively).

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

		Yourself being victim of fraud	Your information being used without your knowledge	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it	Your personal safety being at risk	Your views and behaviours being misunderstood	Your reputation being damaged	Yourself being discriminated against (e.g. in job selection, receiving price increases, getting no access to a service)
EU27		55%	43%	43%	35%	34%	27%	12%	4%	4%	3%
BE		43%	45%	43%	32%	45%	22%	15%	4%	5%	2%
BG		36%	67%	31%	22%	31%	11%	16%	9%	4%	1%
CZ		41%	46%	42%	19%	48%	23%	13%	5%	6%	5%
DK		59%	49%	38%	40%	37%	40%	13%	3%	1%	1%
DE		50%	46%	59%	24%	36%	41%	8%	3%	6%	4%
EE		50%	39%	38%	30%	29%	6%	26%	4%	10%	3%
IE		47%	59%	38%	52%	30%	11%	22%	8%	3%	3%
EL		48%	51%	37%	22%	33%	32%	13%	10%	5%	6%
ES		60%	35%	29%	33%	21%	17%	26%	6%	9%	4%
FR		71%	44%	39%	43%	37%	17%	11%	3%	2%	2%
IT		33%	39%	34%	25%	36%	29%	12%	10%	5%	4%
CY		53%	64%	44%	32%	32%	18%	28%	1%	1%	1%
LV		55%	52%	43%	19%	35%	14%	18%	4%	1%	2%
LT		58%	41%	38%	16%	38%	11%	14%	2%	8%	2%
LU		51%	46%	45%	41%	42%	22%	12%	3%	1%	2%
HU		42%	51%	41%	29%	48%	15%	12%	8%	3%	3%
MT		50%	51%	34%	41%	23%	15%	12%	6%	3%	2%
NL		36%	49%	55%	30%	56%	29%	4%	2%	2%	1%
AT		42%	41%	54%	20%	42%	29%	12%	9%	11%	9%
PL		56%	47%	41%	24%	30%	21%	11%	3%	5%	2%
PT		56%	35%	25%	25%	24%	21%	14%	7%	8%	4%
RO		27%	60%	27%	27%	31%	8%	7%	11%	4%	4%
SI		56%	53%	40%	22%	30%	32%	20%	5%	5%	5%
SK		38%	48%	37%	28%	37%	17%	26%	7%	17%	5%
FI		48%	45%	44%	33%	29%	43%	24%	2%	2%	1%
SE		68%	49%	38%	46%	33%	34%	7%	3%	0%	1%
UK		65%	34%	33%	56%	22%	23%	11%	2%	3%	3%
Highest percentage per country											
Highest percentage per item											
Lowest percentage per country											
Lowest percentage per item											

Bases: Online shoppers (39% of whole sample)

The **socio-demographic** analysis of perceptions of the risks associated with disclosing personal information when **social networking** shows that age, education and occupation all make a difference. Respondents aged 40-54 are more likely to mention the use of their information without their knowledge (48%) and their information being shared with third parties without their agreement (43%), whereas the oldest respondents (aged 55+) are more likely to mention their information being used to send them unwanted commercial offers (35%) and the risk of online identity theft (37%). This last item is also more often seen as a risk by respondents who left school at the age of 15 or younger (37%) than by those who remained longer in education.

Turning to occupation, manual workers and house persons (both 45%) are most likely to report that they fear becoming a victim of fraud; managers and house persons (both 42%) are most likely to mention their information being shared with third parties without their agreement, compared to 34% of the students. Self-employed respondents (32%) more often cite the risk that their information may be used to send them unwanted commercial offers, and this item is also mentioned more frequently by retired respondents (36%), after the risk of identity theft (38%) and the use of their information without their knowledge (50%).





QB7a I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of personal information on social networking sites and/ or sharing sites?

	Your information being used without your knowledge	Yourself being victim of fraud	Your information being shared with third parties without your agreement	Your identity being at risk of theft online	Your information being used to send you unwanted commercial offers	Your information being used in different contexts from the ones where you disclosed it
EU27	44%	41%	38%	32%	28%	25%
Sex						
Male	44%	42%	38%	31%	28%	25%
Female	44%	41%	38%	33%	27%	25%
Age						
15-24	43%	39%	35%	31%	24%	24%
25-39	42%	44%	38%	32%	28%	26%
40-54	48%	41%	43%	32%	29%	27%
55 +	46%	43%	37%	36%	35%	23%
Education (End of)						
15-	40%	44%	33%	37%	24%	18%
16-19	44%	43%	39%	32%	27%	25%
20+	45%	43%	41%	34%	31%	26%
Still studying	44%	35%	34%	31%	25%	26%
Respondent occupation scale						
Self-employed	45%	38%	38%	27%	32%	26%
Managers	44%	42%	42%	32%	30%	27%
Other white collars	45%	43%	41%	31%	29%	25%
Manual workers	43%	45%	36%	35%	26%	25%
House persons	43%	45%	42%	31%	26%	24%
Unemployed	39%	42%	38%	32%	22%	23%
Retired	50%	43%	37%	38%	36%	21%
Students	44%	35%	34%	31%	25%	26%

Bases: Social networking site users (40% of whole sample)

The **socio-demographic** analysis for **shopping online** reveals a similar pattern, though with fewer divergences. As in the case of social networking, respondents aged 55+ (38%) are most likely to mention the use of their information to send them unwanted commercial offers. A similar pattern also applies to occupation: managers (47%) more often mention the risk that their information could be shared with third parties without their agreement, house persons (59%) are most likely cite the risk of fraud, while retired respondents (39%) identify the risk that their information may be used to send them unwanted commercial offers.

QB7b I will read out a list of potential risks. According to you, what are the most important risks connected with disclosure of your personal information to buy goods or services via the Internet?

	Yourself being victim of fraud	Your information being used without your knowledge	Your information being shared with third parties without your agreement	Your information being used to send you unwanted commercial offers	Your identity being at risk of theft online	Your information being used in different contexts from the ones where you disclosed it
EU27	55%	43%	43%	34%	35%	27%
 Sex						
Male	55%	44%	44%	34%	34%	26%
Female	55%	43%	41%	33%	37%	28%
 Age						
15-24	57%	42%	38%	31%	33%	21%
25-39	55%	43%	42%	33%	36%	25%
40-54	54%	44%	45%	34%	37%	32%
55 +	52%	45%	45%	38%	35%	29%
 Education (End of)						
15-	57%	40%	43%	31%	37%	26%
16-19	54%	42%	44%	33%	36%	26%
20+	55%	45%	44%	35%	36%	29%
Still studying	57%	43%	37%	31%	31%	24%
 Respondent occupation scale						
Self-employed	51%	42%	42%	36%	33%	27%
Managers	51%	49%	47%	37%	37%	29%
Other white collars	54%	44%	43%	34%	34%	27%
Manual workers	57%	41%	43%	31%	38%	27%
House persons	59%	44%	42%	32%	36%	28%
Unemployed	53%	37%	36%	30%	41%	24%
Retired	54%	43%	44%	39%	34%	28%
Students	57%	43%	37%	31%	31%	24%

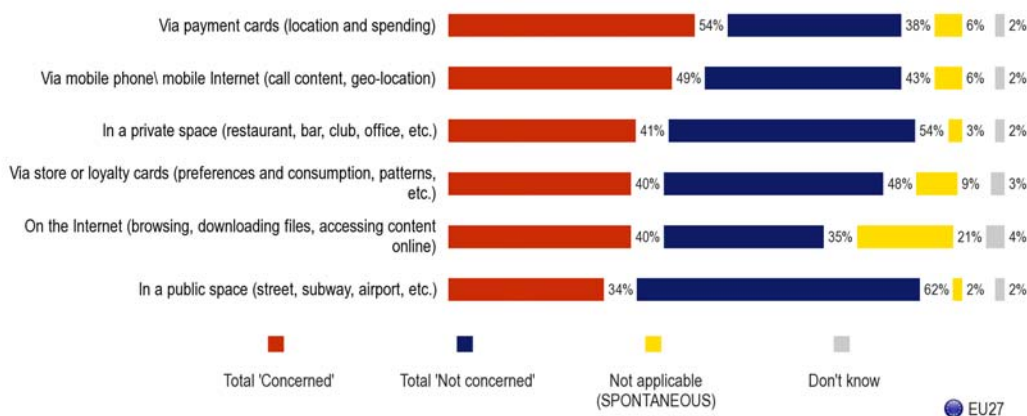
Bases: Online shoppers (39% of whole sample)

1.4.2 Concern about the recording of behaviour

- A majority of social networking and sharing site users are not concerned about their behaviour being recorded on the Internet -

The previous section presented risks that respondents associated with their activities on the Internet. This section puts those risks in the broader perspective of 'real life' by asking all interviewees – including those who do not use the Internet – how concerned they are in general about their behaviour being recording by cameras, payment cards and websites¹¹.

QB13. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?



Base: Whole sample

Around half of the interviewees are very or fairly concerned about their behaviour being recorded *via payment cards (location and spending, 54%)* and *via mobile phone or mobile Internet (call content and geo-location, 49%)*.

A relative majority of respondents are also worried about their behaviour being recorded *on the Internet, including browsing, downloading files, accessing content online* (40%). If we exclude the respondents who answered that this was "not applicable" to them (21%) – most probably because they do not use the Internet – an absolute majority say that they are worried about their data being recorded on the Internet (51%).

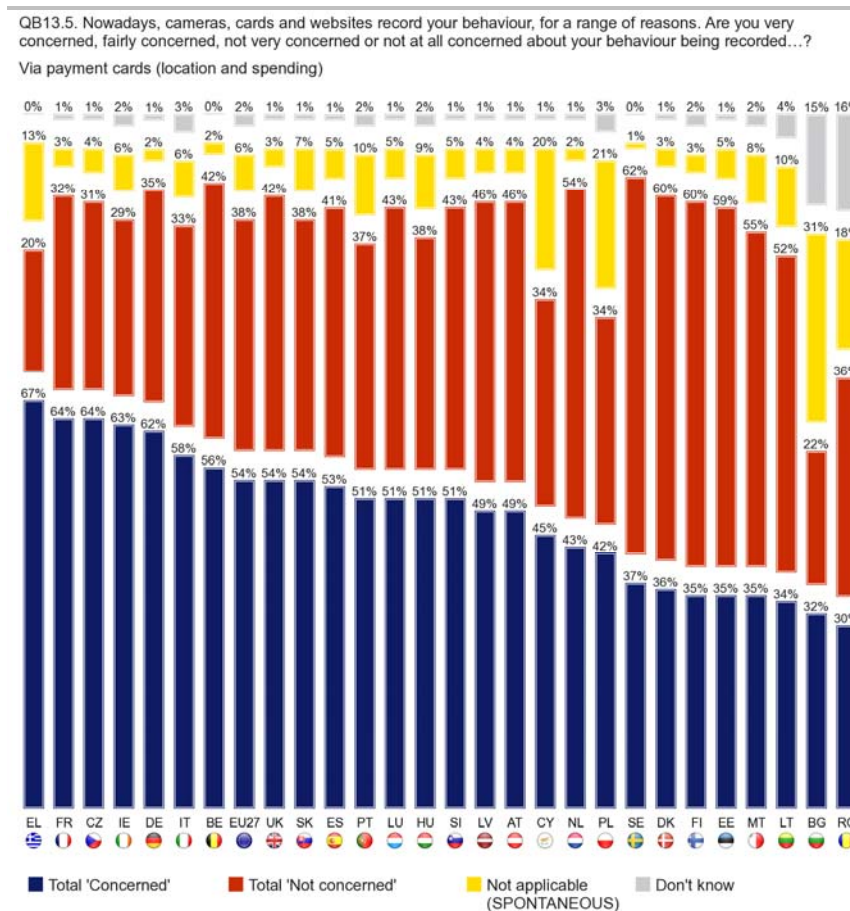
¹¹ QB13 Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

However, a relative or an absolute majority of respondents say that they are not concerned about their data being recorded via store or loyalty cards (48%), in a private space (54%) or in a public space (62%). Nevertheless, more than four in ten still worry about being recorded *in a private space, such as a restaurant, bar, club, or office* (41%), or having their preferences and consumption tracked *via store or loyalty cards* (40%). One-third are concerned about their behaviour being recorded *in a public space, such as a street, subway, or airport* (34%). In general, respondents are 'fairly' rather than 'very' concerned.

1.4.2.1 Payment cards: location and spending

More than half of the respondents are concerned about their behaviour being tracked through payment cards. A country by country analysis reveals many differences. In nineteen Member States a majority of respondents said that this was a cause of concern, led by Greece (67%), the Czech Republic, France (both 64%), Ireland (63%) and Germany (62%).

However, a majority of respondents in eight Member States said that were unconcerned. This is especially the case in the Nordic countries: Sweden (62%), Finland and Denmark (each 60%), and in Estonia (59%).



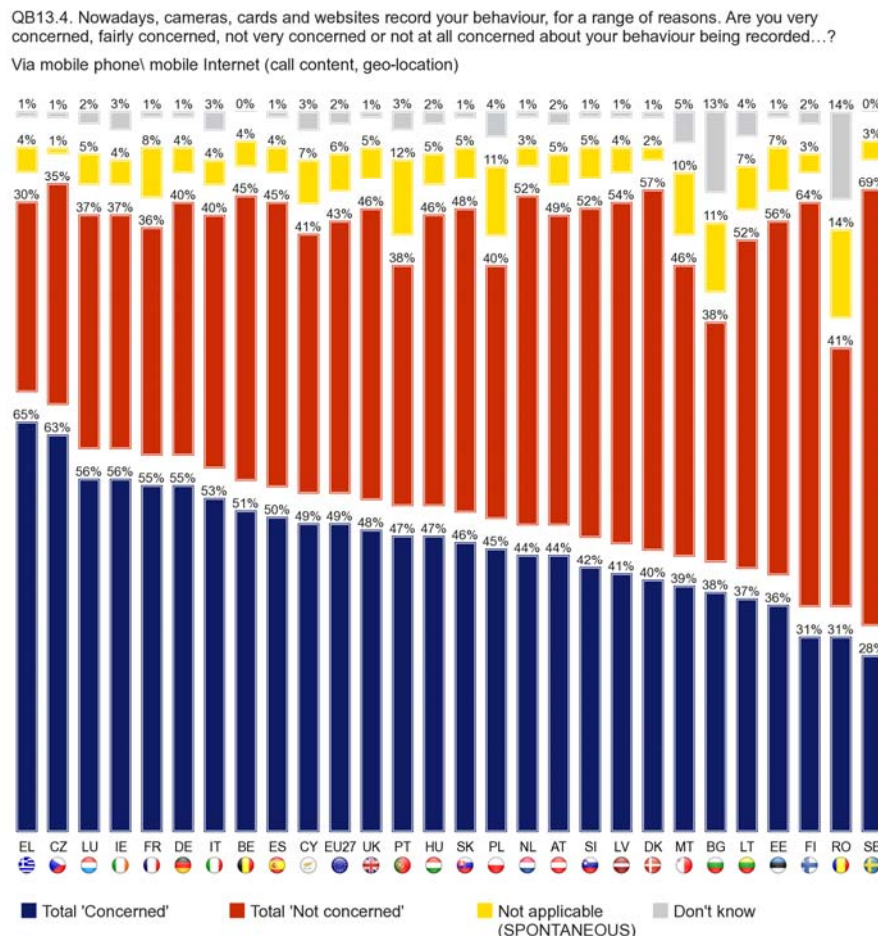
Few significant socio-demographic differences may be observed for the results of this question. Of all age groups, the youngest *and* the oldest (50% and 48% respectively) are least likely to be concerned about their behaviour being recorded via payment cards. This figure stands at 59% of the 40-54 age group and 56% of the 25-39s. This difference may be explained by the fact that these categories are more likely to use payment cards.

1.4.2.2 Mobile phone or mobile Internet: call content and geolocation

Close to half of the interviewees are concerned about being tracked via mobile phone or mobile Internet, i.e. through call content and geolocation. A majority of respondents say they are concerned in fifteen Member States, led by Greece (65%) and the Czech Republic (63%).

In contrast, a majority are not worried in eleven Member States. The highest percentages were recorded in Sweden (69%) and Finland (64%), followed by Denmark (57%) and Estonia (56%).

It is interesting to note that these are the same countries as those most concerned about data recorded via payment cards.



Respondents in the 55+ age group (41%) are less likely to be concerned about tracking via mobile phones / mobile Internet than the younger age groups, the greatest difference being noted with those aged 25-39 (55%).

However, this difference could be explained by the fact that 14% of the older respondents answered that this item was “not applicable” to them, most probably because they do not have mobile phones or mobile Internet access.

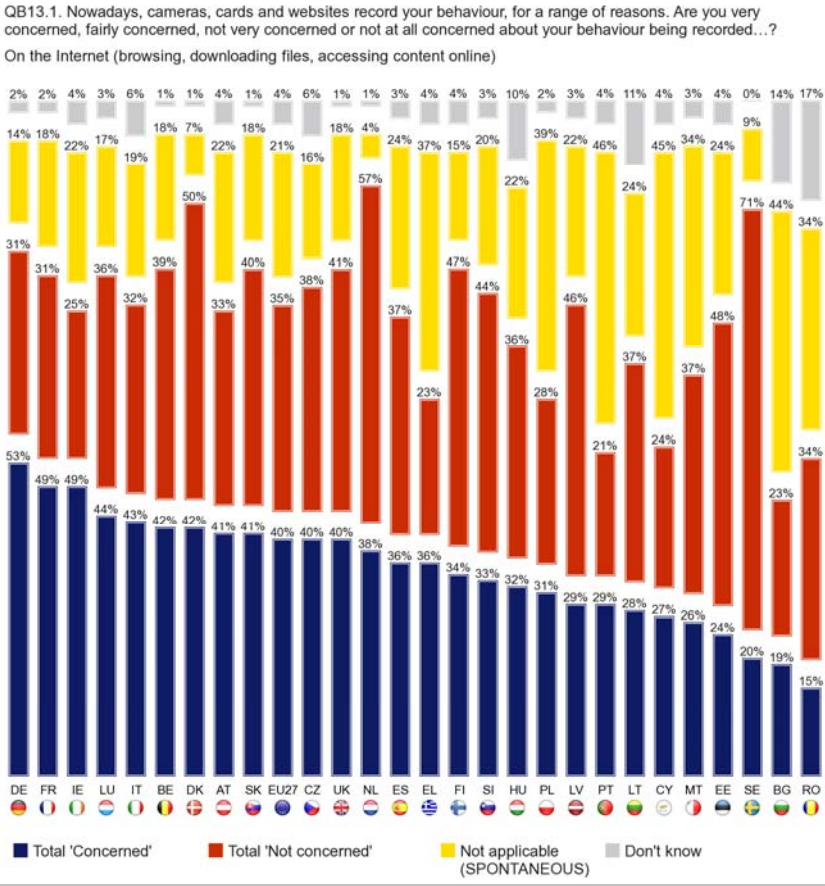
Indeed, if the results are recalculated to exclude the respondents who said that it was not applicable, the ‘concerned’ result rises to 48%. Thus the difference between this and other age categories is lower.

1.4.2.3 *Internet: browsing, downloading files, accessing content online*

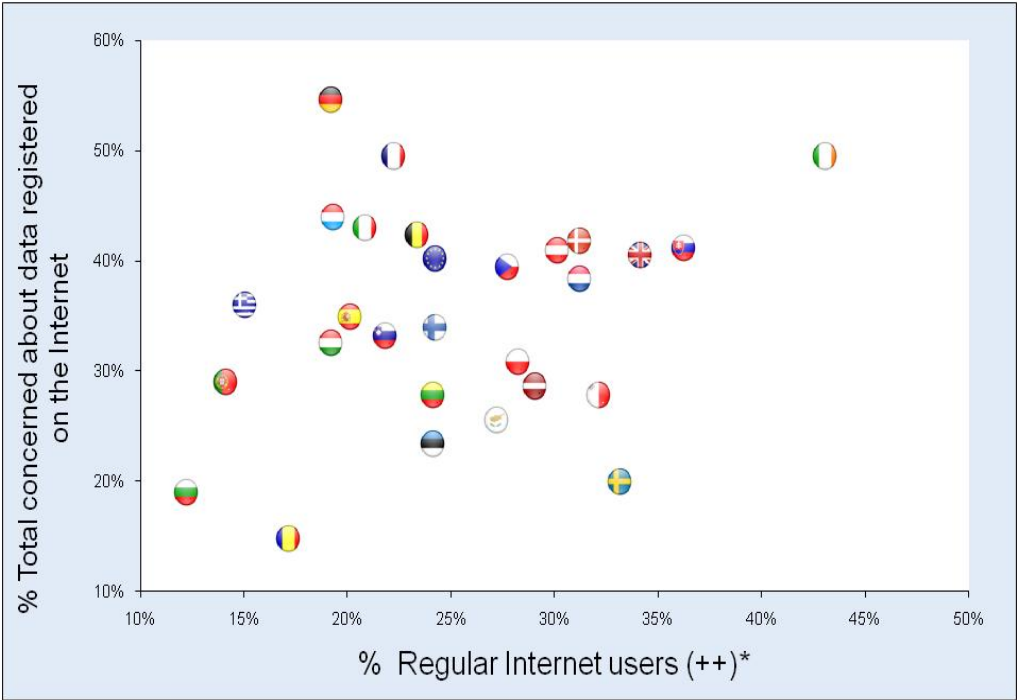
Four out of ten Europeans surveyed are concerned about their behaviour being recorded through the Internet when browsing, downloading files, and accessing content online.

In a majority of Member States (fourteen), the majority of respondents are not concerned about their behaviour being recorded on the Internet, in particular in Sweden (71% vs. 20% who are concerned), Estonia (48% vs. 24%), and the Netherlands (57% vs. 38%). Romania also has a large relative majority of respondents who are not concerned (34% vs. 15%) but with exceptionally high “not applicable” (34%) and “don’t know” rates (17%).

In thirteen other Member States, this is a matter of concern for a majority of respondents. The countries in which respondents are most concerned are Germany (53% vs. 31% who are not concerned), France (49% vs. 31%) and Ireland (49% vs. 25%).



Base: Whole sample



Base: Internet users (66% of whole sample)

In general, at first sight, there seems to be only a weak relationship between the number of active Internet users in a country and the number of respondents who are concerned about the recording of their behaviour, with the more active Internet users the more concerned.

However, this relationship becomes more apparent when three countries with an exceptional ratio of Internet-users / concern are excluded from the analysis: Germany, France (both with relatively small numbers of active Internet users, but high levels of concern), and Sweden (the opposite, namely a relatively high number of Internet users, but lower concern levels).

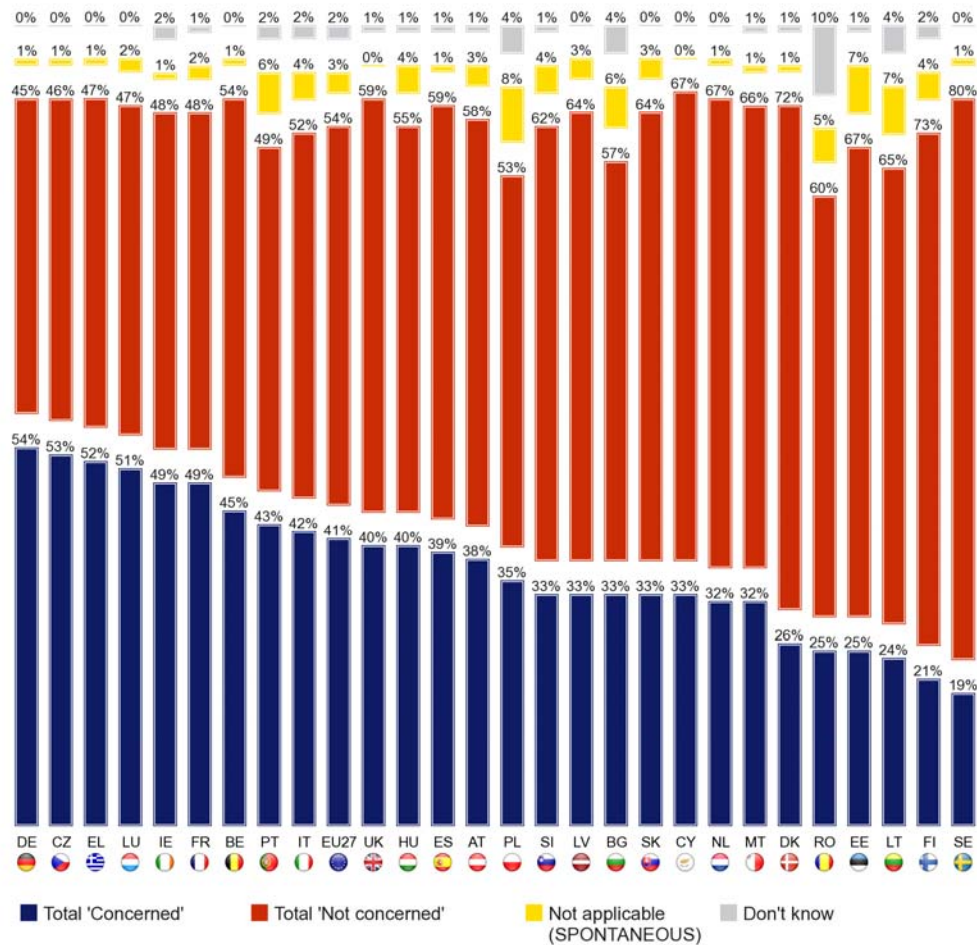
1.4.2.4 Private space: restaurants, bars, clubs, or offices

A majority of Europeans interviewed (54%) are not concerned about their behaviour being recorded in private spaces such as restaurants, bars, clubs and offices.

A country-by-country analysis shows that this is the case in 21 Member States. Once again, concern is lowest in the three Nordic countries: 80% of respondents in Sweden, 73% in Finland and 72% in Denmark are not concerned about their behaviour being recorded in a private space.

In a few Member States, a small majority of respondents say that this is a concern, in particular in Germany (54%) and the Czech Republic (53%).

QB13.3. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?
In a private space (restaurant, bar, club, office, etc.)



Base: Whole sample

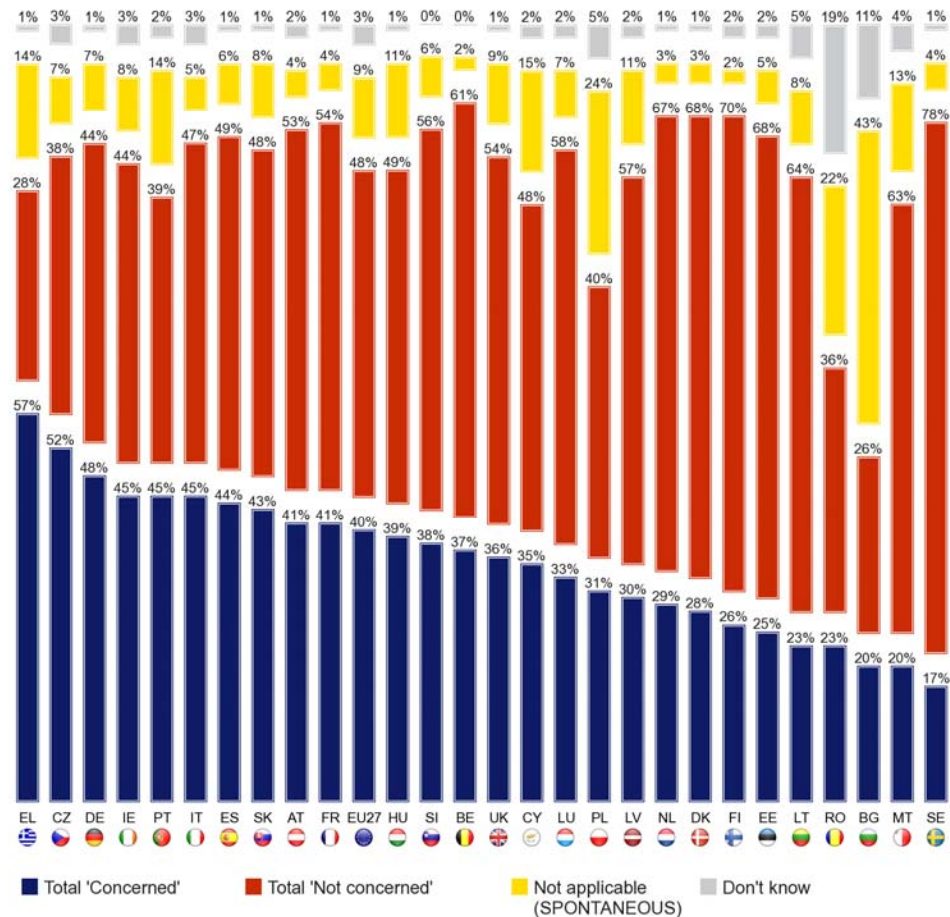
1.4.2.5 Store or loyalty cards: preferences, consumption and patterns

A majority of Europeans are not concerned about behaviour being recorded via store or loyalty cards (48%). A majority of respondents in 22 Member States are not concerned by it. Again, the three Nordic countries are the least concerned: 78% of respondents in Sweden, 70% in Finland and 68% in Denmark are not concerned by this, along with 68% in Estonia and 67% in the Netherlands.

Conversely, in five countries a majority of respondents are concerned about this issue. These countries are Greece (57% vs. 28%), the Czech Republic (52% vs. 38%), Germany (48% vs. 44%), Portugal (45% vs. 39%) and Ireland (45% vs. 44%).

QB13.6. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

Via store or loyalty cards (preferences and consumption, patterns, etc.)



Base: Whole sample

The youngest respondents, those in the 15-24 age group (34%), are the least worried about the tracking of their consumption behaviour through loyalty cards, followed by respondents aged 55+ (37%). 44% of the respondents aged 40-54 say they are concerned.

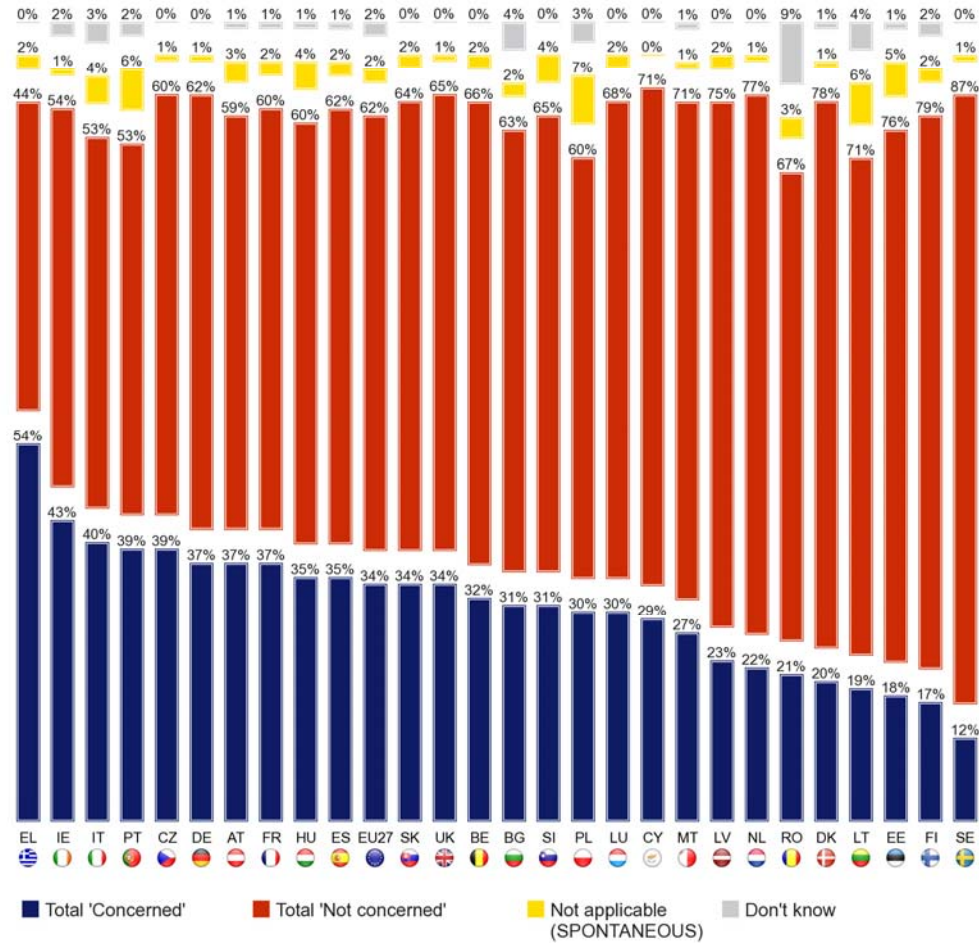
The analysis of other socio-demographic variables shows few differences.

1.4.2.6 Public space: streets, subways, airports

A majority of Europeans are not concerned about their behaviour being recorded in a public space (62%). Greece is the only country where a majority of respondents are concerned about this issue (54%). Conversely, three-quarters or more of Europeans are unconcerned in Sweden (87%), Finland (79%), Denmark (78%), the Netherlands (77%), Estonia (76%) and Latvia (75%). Again, respondents in the Nordic and Baltic countries are less likely to be concerned about having their behaviour recorded than interviewees in other Member States.

QB13.2. Nowadays, cameras, cards and websites record your behaviour, for a range of reasons. Are you very concerned, fairly concerned, not very concerned or not at all concerned about your behaviour being recorded...?

In a public space (street, subway, airport, etc.)



Base: Whole sample

Few socio-demographic differences are found regarding the recording of behaviour in public spaces.

Finally, it is interesting to note that the countries can be grouped according to their levels of concern. In the Nordic countries (Sweden, Finland and Denmark), the Baltic States (Estonia, Lithuania and Latvia), Malta, the Netherlands, Slovenia, Romania and Bulgaria, an absolute or a relative majority of respondents are not concerned about their behaviour being recorded in most of the places analysed above. This means that, in these countries, a majority of respondents are unconcerned by all or at least five out of six of the situations listed.

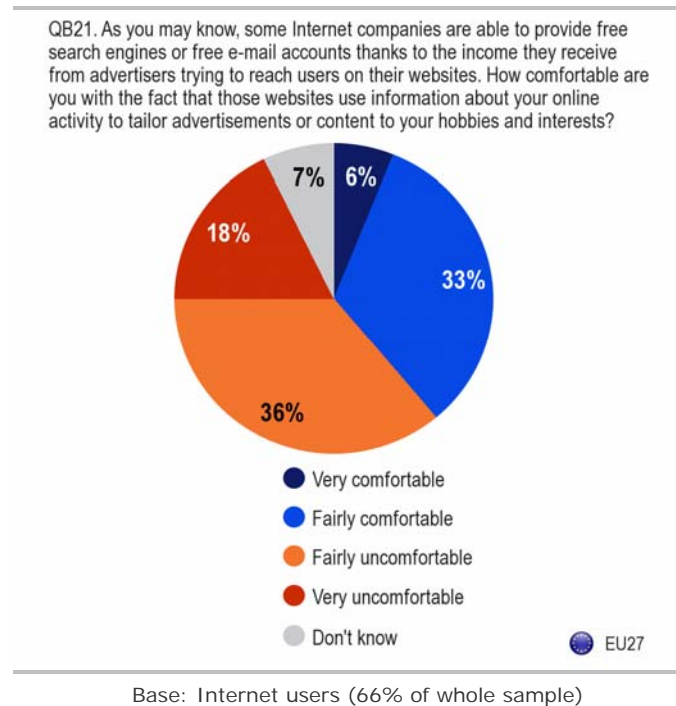
However, in Greece, a majority of respondents say that they are concerned by all six situations analysed. Greece can be grouped with Germany, Czech Republic, Belgium, Ireland, France, Luxembourg and Portugal, countries where a majority of respondents are concerned about their behaviour being recorded in four or five of the places listed.

1.4.3 Attitudes towards profiling on Internet

- A majority of Internet users are uncomfortable about profiling on the Internet -

Four in ten Europeans are concerned about their behaviour being tracked on the Internet, as the reader may recall from the preceding section. This section goes into more detail about this issue. Some Internet companies are able to provide free search engines or free e-mail accounts thanks to the income they receive from advertisers trying to reach users on their websites. Respondents were asked how comfortable they are with the fact that those websites use information about their online activity to tailor advertisements or content to their hobbies and interests.

More than half of the Europeans interviewed feel uncomfortable (54%) with Internet profiling, whereas four in ten are comfortable with it (39%).

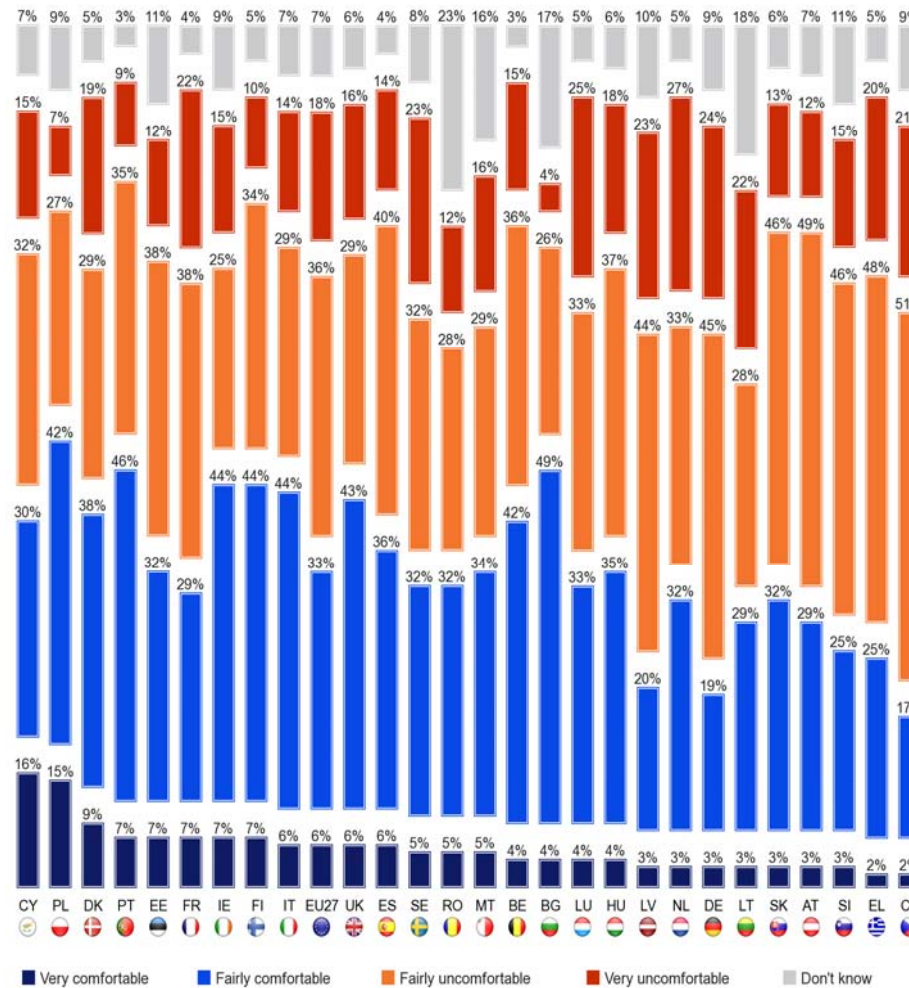


Countries where two-thirds or more of respondents feel uncomfortable are the Czech Republic (72%), Germany (69%), Greece (68%), and Latvia (67%).

The lowest percentages are found in Bulgaria (30%), Poland (34%), Romania and Ireland (both 40%).

In all but seven of the Member States the number of respondents feeling uncomfortable is larger than the number of respondents feeling comfortable with Internet profiling. These exceptions are Bulgaria, Poland, Romania, Ireland, Italy, Finland, Portugal and the United Kingdom.

QB21. As you may know, some Internet companies are able to provide free search engines or free e-mail accounts thanks to the income they receive from advertisers trying to reach users on their websites. How comfortable are you with the fact that those websites use information about your online activity to tailor advertisements or content to your hobbies and interests?



Base: Internet users (66% of whole sample)

Social networking and sharing sites users are much more comfortable about profiling on the Internet.

A relative majority of social networkers feel comfortable (48% vs. 47%) whereas 60% of Internet users who do not use social networks feel uncomfortable.

47% of sharing site users feel comfortable (vs. 48% who do not) whereas 58% of Internet users who do not use these sites feel uncomfortable about it.

Conversely, the fact of purchasing online has no impact on the results: 60% of online shoppers feel uncomfortable with Internet profiling.

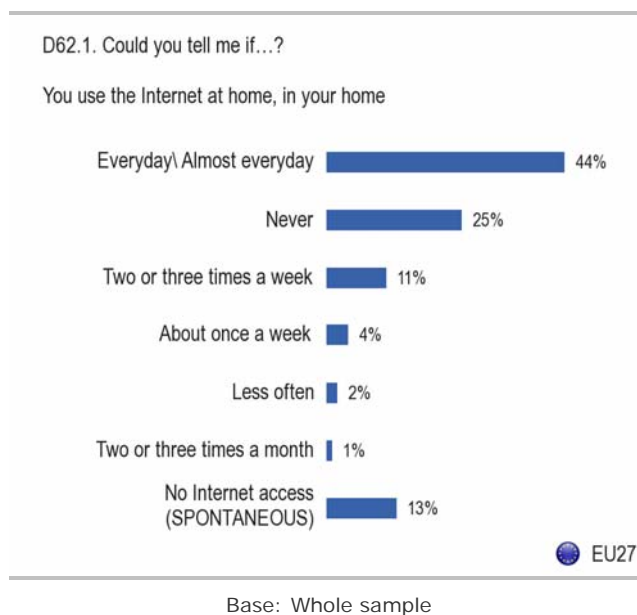
1.5 Internet use

1.5.1 How often and where?

– Around two-thirds of Europeans use the Internet –

This section sketches the role the Internet plays in Europeans' everyday lives. Respondents were asked how often they use the Internet at home, at work, or somewhere other than home or work (school, university, cyber-café etc.)¹². A majority of the Europeans interviewed use the Internet at home (62%), over a quarter (28%) access the Internet at work and one fifth (22%) does so somewhere else.

More than four in ten Europeans surveyed use the Internet **at home** on an (almost) *everyday* basis (44%). Other respondents do so less often: one to three times a *week* (15%), or at most three times a *month* (3%). A quarter of the respondents *never* use the Internet at home (25%) and the remaining interviewees do not have home access (13%).

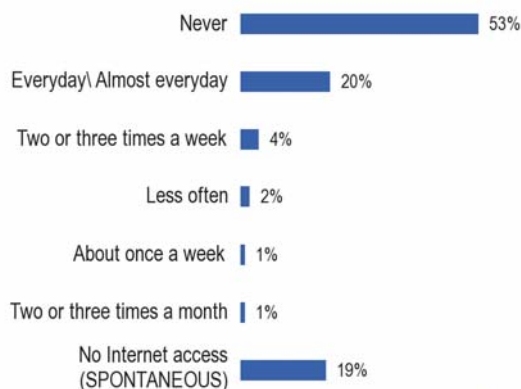


The Internet is used less frequently **at work**: (almost) *every day* (20%), one to three times a *week* (5%), or at most three times a *month* (3%). More than half of respondents say they *never* use the Internet at work (53%) and almost one in five do not have Internet access in the work place (19%).

¹² D62. Could you tell me if ...? 1. You use the Internet at home, in your home; 2. You use the Internet on your place of work. 3 Somewhere else (school, university, cyber-café, etc.)

D62.2. Could you tell me if...?

You use the Internet on your place of work



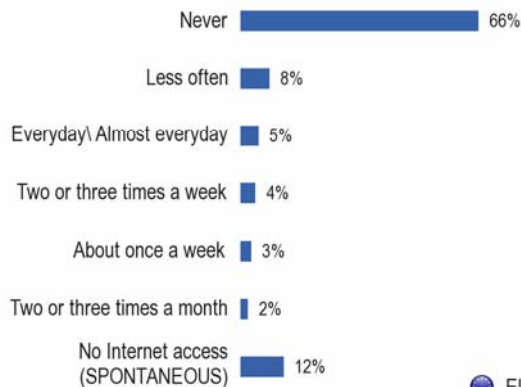
EU27

Base: Whole sample

Turning now to Internet usage **at places other than home or work**, such as schools, universities, or cyber-café, a majority of respondents (66%) *never* use the Internet at such places, while more than one in ten (12%) say they have no Internet access. Only small minorities appear to use the Internet at places other than home or work: on an (almost) *everyday* basis (5%), one to three times a *week* (7%), or at most three times a *month* (10%).

D62.3. Could you tell me if...?

You use the Internet somewhere else (school, university, cyber-café, etc.)



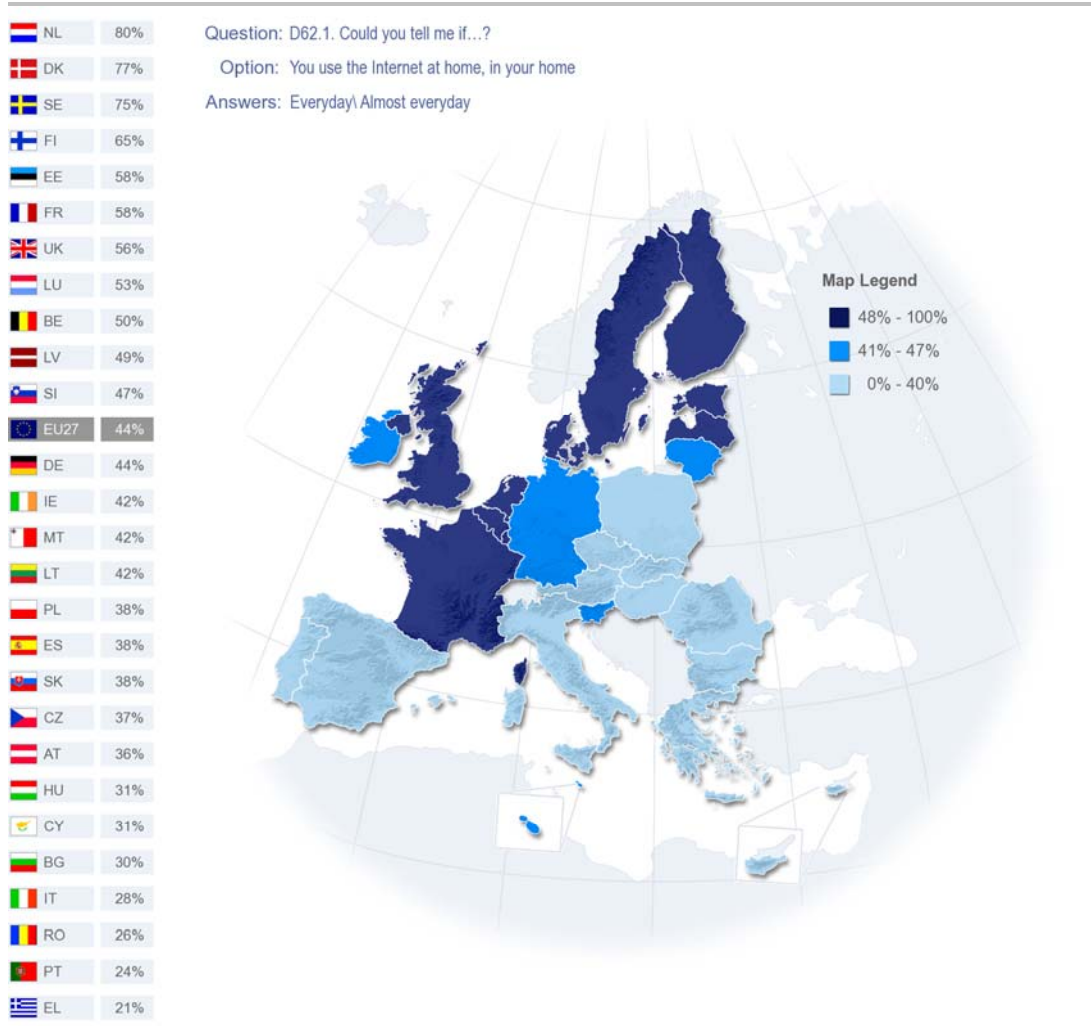
EU27

Base: Whole sample

A country-by-country analysis reveals that four countries stand out clearly with the highest rates of Internet use at home, at work, and elsewhere: the Netherlands (94%, 55%, and 40% respectively), Sweden (90%, 55%, 42%), Denmark (88%, 54%, 41%), and Finland (78%, 41%, 34%).





In contrast, countries where fewer than half of respondents use the Internet at home, at work or elsewhere are Portugal (35%, 18%, and 14% respectively), Greece (38%, 17%, 14%), Romania (39%, 15%, 17%), Cyprus (43%, 17%, 15%), Bulgaria (43%, 21%, 15%), and (Hungary (48%, 21%, 19%).

In general, northern and western European countries record a higher rate of Internet use than those located in the south and the east.



Base: Whole sample

Several differences appear in terms of **socio demographic** characteristics, in particular regarding age, education, occupation, financial situation, self-positioning on the social scale, household composition, and marital status; and to a lesser extent, gender. Younger and the better educated respondents record the highest rate of Internet use. Students, managers, and other white collar workers use the Internet most often, as do interviewees who place themselves high on the social scale, respondents without financial problems and people living in larger rather than smaller households. Slightly more men than women use the Internet.

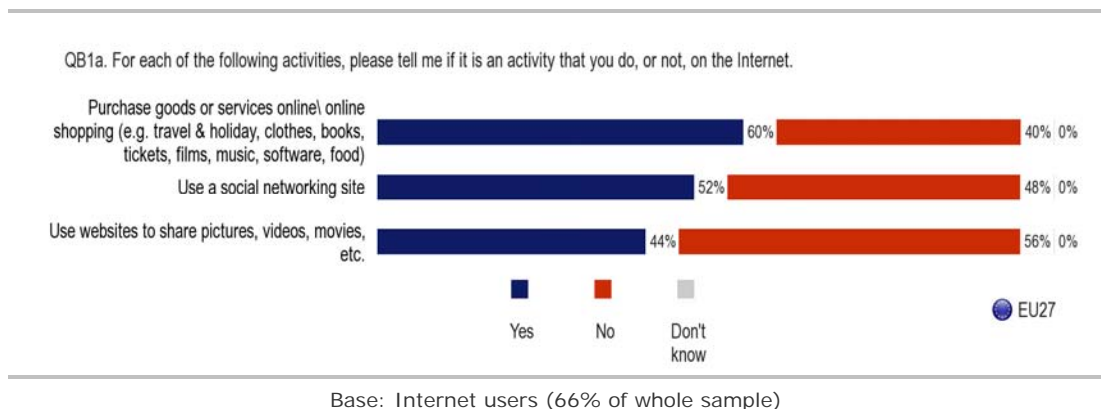
D62.1 Could you tell me if...?							
You use the Internet at home, in your home							
	Everyday/ Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No Internet access (SP.)
EU27	44%	11%	4%	1%	2%	25%	13%
 Sex							
Male	49%	11%	4%	1%	2%	22%	11%
Female	40%	11%	4%	1%	2%	28%	14%
 Age							
15-24	74%	10%	2%	-	1%	8%	5%
25-39	60%	13%	4%	2%	2%	12%	7%
40-54	42%	15%	6%	2%	3%	23%	9%
55 +	21%	7%	4%	1%	2%	43%	22%
 Education (End of)							
15-	13%	6%	3%	1%	1%	50%	26%
16-19	39%	14%	5%	2%	3%	25%	12%
20+	65%	13%	4%	1%	2%	10%	5%
Still studying	85%	6%	2%	-	1%	3%	3%
Household composition							
1	33%	7%	3%	1%	2%	34%	20%
2	36%	11%	5%	1%	2%	30%	15%
3	52%	13%	4%	2%	2%	19%	8%
4+	56%	13%	4%	1%	2%	17%	7%
 Respondent occupation scale							
Self-employed	51%	17%	5%	2%	1%	18%	6%
Managers	72%	15%	6%	-	1%	4%	2%
Other white collars	57%	16%	6%	1%	3%	11%	6%
Manual workers	43%	15%	5%	2%	3%	23%	9%
House persons	26%	9%	5%	2%	2%	38%	18%
Unemployed	44%	9%	2%	1%	1%	29%	14%
Retired	18%	6%	3%	1%	2%	45%	25%
Students	85%	6%	2%	-	1%	3%	3%
Difficulties paying bills							
Most of the time	35%	7%	3%	1%	2%	33%	19%
From time to time	38%	12%	4%	1%	3%	26%	16%
Almost never	48%	11%	4%	1%	2%	24%	10%
Self-positioning on the social staircase							
Low (1-4)	32%	8%	3%	1%	2%	34%	20%
Medium (5-6)	44%	12%	5%	1%	2%	25%	11%
High (7-10)	57%	12%	5%	1%	2%	16%	7%
Marital status							
(Re)Married	39%	13%	5%	2%	2%	27%	12%
Single living with a partner	59%	12%	4%	1%	2%	15%	7%
Single	63%	9%	3%	1%	1%	15%	8%
Divorced or separated	37%	10%	4%	1%	2%	30%	16%
Widow	9%	4%	2%	1%	2%	52%	30%

Base: Whole sample

1.5.2 Shopping, social networking, and sharing sites

- *A majority of Internet users purchase online and use social networking sites –*

Internet users were asked which activities they undertook on the Internet¹³. A majority (60%) purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half (52%) use a social networking site; more than four in ten (44%) use websites to share pictures, videos, movies, etc.



Of the European Internet users, 24% undertake all three activities, 26% two activities, 30% one activity and 20% carry out none of these three activities on the Internet.

An Internet-use index is developed for this study, based on the number of three types of sites used: social networking sites, sharing sites, shopping sites. The internet-use index can take the following values: '--' (uses internet but none of those sites), '-' (uses one type), '+' (uses two types), '++' (uses all three types).

Of those who shop online, 57% also use social networking sites and 50% use websites to share pictures, videos and movies and the like. Two-thirds of social networking site users also shop online (66%) or use sharing sites (68%). In turn, the majority of respondents who use sharing sites also use social networking sites (81%) or shop online (68%).

¹³ QB1a For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Socio-demographic characteristics that influence *all three types of online activity* (shopping, social networking, and sharing sites for pictures and the like) are age, education, occupation, financial situation, household composition and frequency of Internet use.

- ◆ The younger age groups (15-24 and 25-39) are more likely than the older age groups (40-55 and 55+) to undertake each of three types of online activity on the Internet, with the exception of the youngest respondents aged 15-24 who shop online the least. (54%).
- ◆ Internet users with higher education, those who studied until the age 20 or later, are the more likely to engage in these activities than users who left school at the age of fifteen or younger: online shopping (70% vs. 42%), using social networking sites (48% vs. 35%), and using sharing sites (40% vs. 30%).
- ◆ Turning to occupation, students and unemployed interviewees are far more likely to visit social networking sites (85% and 64%) and use sites for sharing pictures, movies, etc. (77% and 50%) than the self-employed (44% and 41%) and managers (47% and 36%). Managers are the most likely to purchase online (75%).
- ◆ Internet users who have difficulties paying their bills most of the time are the most likely to visit social networking sites (62%) and sites for sharing pictures, movies and the like (50%). Unsurprisingly, purchasing online is most common among those who almost never have such financial difficulties (65%).
- ◆ Interviewees who use the Internet every day undertake each of the three online activities more often than average: online purchasing (69%), social networking sites (60%), and sharing sites for pictures and the like (51%).

Further, two socio demographic characteristics which do not affect all three types of online activities but which are still influential are gender and household composition.

- ◆ Women are slightly more likely than men (54% versus 50%) to visit social networking or sharing sites; men are more likely to shop online than women (62% versus 57%).
- ◆ Respondents living in larger households (3 or 4 and more persons) are more likely to use sharing sites (48% each) and social networking sites (57% and 58% respectively) than two-person households (36% use sharing sites and 43% use social networking or sharing sites).

QB1a.1 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use websites to share pictures, videos, movies, etc.

	Yes	No	Don't Know
EU27	44%	56%	-
Sex			
Male	44%	56%	-
Female	44%	56%	-
Age			
15-24	73%	27%	-
25-39	51%	49%	-
40-54	29%	71%	-
55 +	22%	78%	-
Education (End of)			
15-	30%	70%	-
16-19	39%	60%	1%
20+	40%	60%	-
Still studying	77%	22%	1%
Household composition			
1	42%	58%	-
2	36%	63%	1%
3	48%	52%	-
4+	48%	52%	-
Respondent occupation scale			
Self-employed	41%	59%	-
Managers	36%	64%	-
Other white collars	42%	57%	1%
Manual workers	41%	59%	-
House persons	40%	60%	-
Unemployed	50%	49%	1%
Retired	23%	77%	-
Students	77%	22%	1%
Use of the Internet			
Everyday	51%	49%	-
Often/ Sometimes	24%	75%	1%
Difficulties paying bills			
Most of the time	50%	50%	-
From time to time	48%	52%	-
Almost never	41%	59%	-

QB1a.2 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Use a social networking site

	Yes	No	Don't Know
EU27	52%	48%	-
Sex			
Male	50%	50%	-
Female	54%	46%	-
Age			
15-24	84%	16%	-
25-39	62%	38%	-
40-54	36%	64%	-
55 +	22%	77%	1%
Education (End of)			
15-	35%	64%	1%
16-19	48%	52%	-
20+	48%	51%	1%
Still studying	85%	15%	-
Household composition			
1	50%	50%	-
2	43%	56%	1%
3	57%	43%	-
4+	58%	42%	-
Respondent occupation scale			
Self-employed	44%	56%	-
Managers	47%	53%	-
Other white collars	52%	47%	1%
Manual workers	51%	49%	-
House persons	51%	49%	-
Unemployed	64%	35%	1%
Retired	22%	77%	1%
Students	85%	15%	-
Use of the Internet			
Everyday	60%	40%	-
Often/ Sometimes	30%	69%	1%
Difficulties paying bills			
Most of the time	62%	38%	-
From time to time	57%	43%	-
Almost never	48%	51%	1%

QB1a.3 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

Purchase goods or services online/ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)

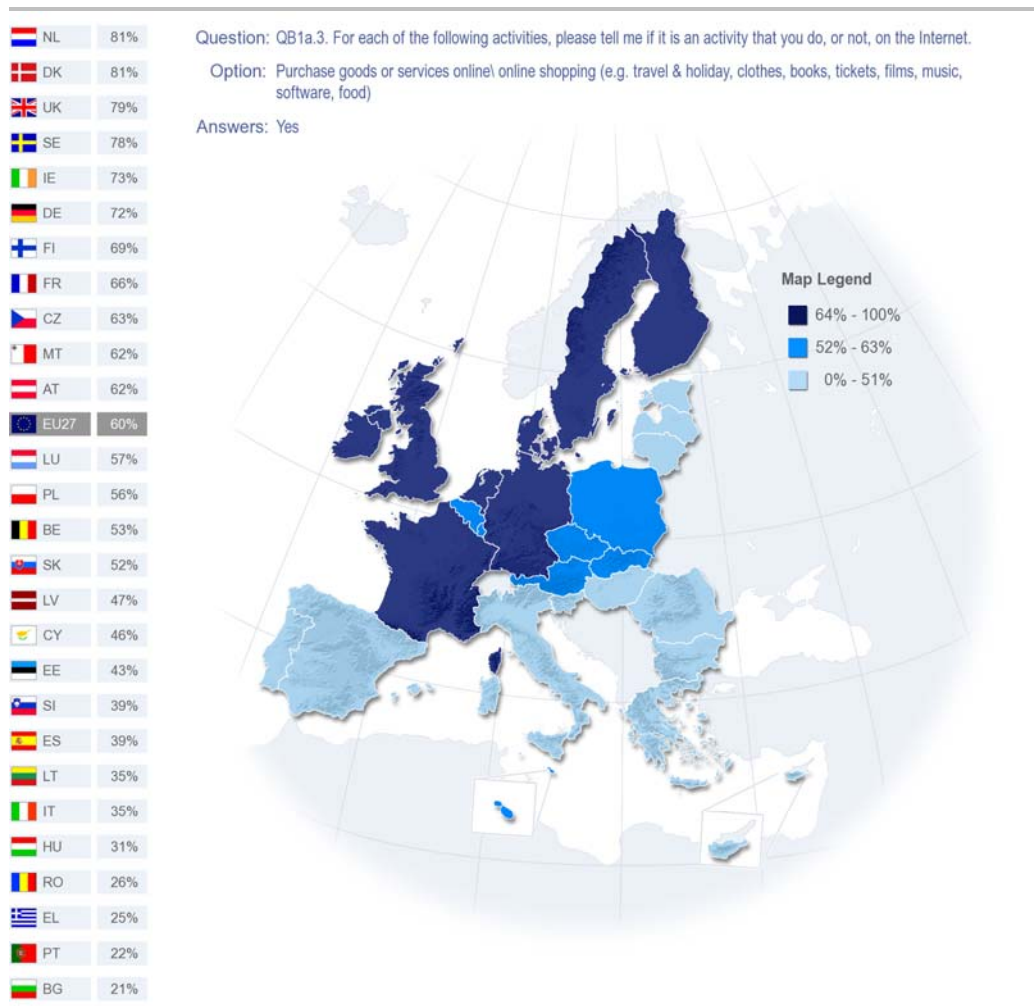
	Yes	No	Don't Know
EU27	60%	40%	-
Sex			
Male	62%	38%	-
Female	57%	43%	-
Age			
15-24	54%	45%	1%
25-39	66%	34%	-
40-54	60%	40%	-
55 +	55%	45%	-
Education (End of)			
15-	42%	58%	-
16-19	57%	43%	-
20+	70%	30%	-
Still studying	55%	44%	1%
Respondent occupation scale			
Self-employed	64%	36%	-
Managers	75%	25%	-
Other white collars	61%	39%	-
Manual workers	60%	40%	-
House persons	60%	40%	-
Unemployed	48%	52%	-
Retired	50%	50%	-
Students	55%	44%	1%
Use of the Internet			
Everyday	69%	31%	-
Often/ Sometimes	35%	64%	1%
Difficulties paying bills			
Most of the time	54%	46%	-
From time to time	53%	47%	-
Almost never	65%	35%	-

Base: Internet users (66% of whole sample)

1.5.2.1 Shopping online

– Internet users from the north and the west of the European Union are more likely to shop online–

A large majority of European Internet users purchase goods or services online (60%). The highest percentages of respondents who shop online are found in the northern and western Member States: Denmark, the Netherlands (81% each), the United Kingdom (79%), Sweden (78%), Ireland (73%), Germany (72%), Finland (69%) and France (66%). In contrast, respondents in Bulgaria (21%), Portugal (22%), Greece (25%) and Romania (26%) are least likely to purchase on the Internet. There is a clear geographical division here between Internet users located in northern and western parts of the European and those in the south and east.

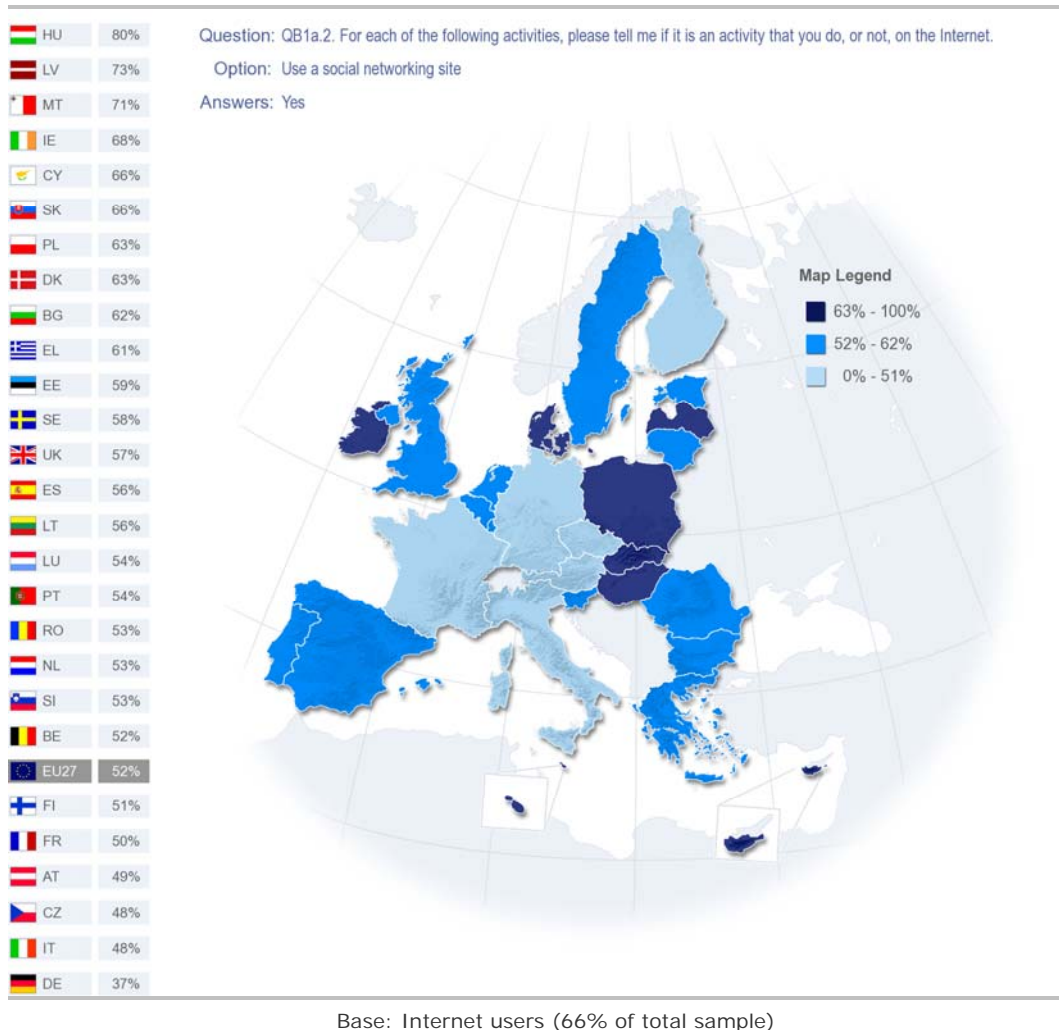


Base: Internet users (66% of total sample)

1.5.2.2 Social networking sites

– A high rate of social network use in eastern Member States –

Social networking sites are used most often in Hungary (80%), Latvia (73%), Malta (71%), Ireland (68%), Cyprus, Slovakia (both 66%), Poland and Denmark (both 63%), and least in Germany (37%).

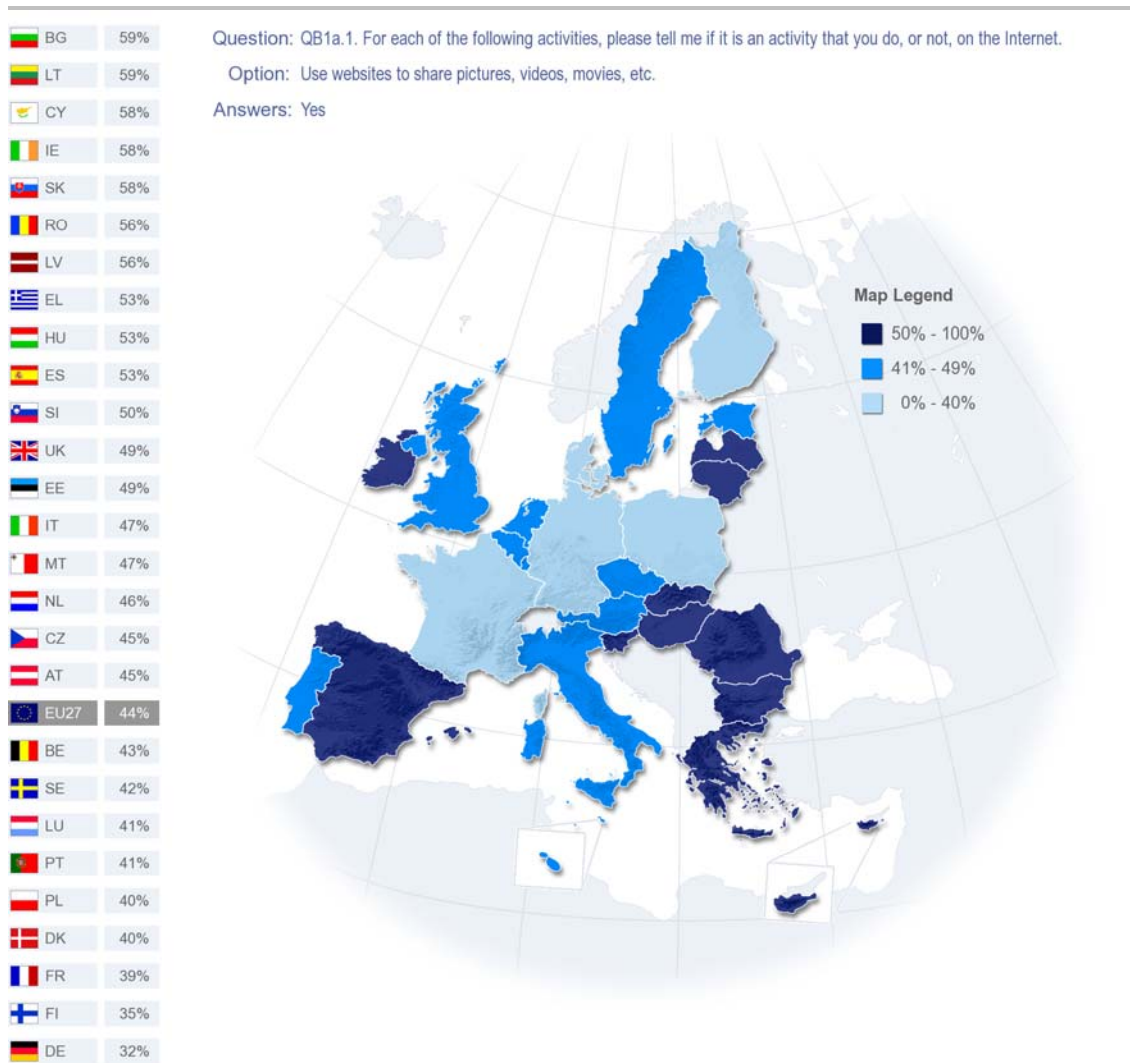


When comparing this social networking site users map with the online shoppers map in the previous section, a general pattern – with few exceptions - emerges: countries with high percentages of social networking site users tend to have low percentages of online shoppers. Vice-versa, the countries with low percentages of social networking site users tend to have high percentages of online shoppers.

1.5.2.3 Sites for sharing pictures, videos, movies





























– Websites for sharing files are particularly popular in eastern and southern Member States –

A majority of Internet users in mostly eastern and southern EU Member States use websites to share pictures, videos and movies: Bulgaria, Lithuania (both 59%), Cyprus, Slovakia and Ireland (both 58%), Romania, Latvia (both 56%), Greece, Hungary and Spain (all 53%), as compared to around one-third of those in Germany (32%) and Finland (35%).



Base: Internet users (66% of total sample)

QB1a.1-3 For each of the following activities, please tell me if it is an activity that you do, or not, on the Internet.

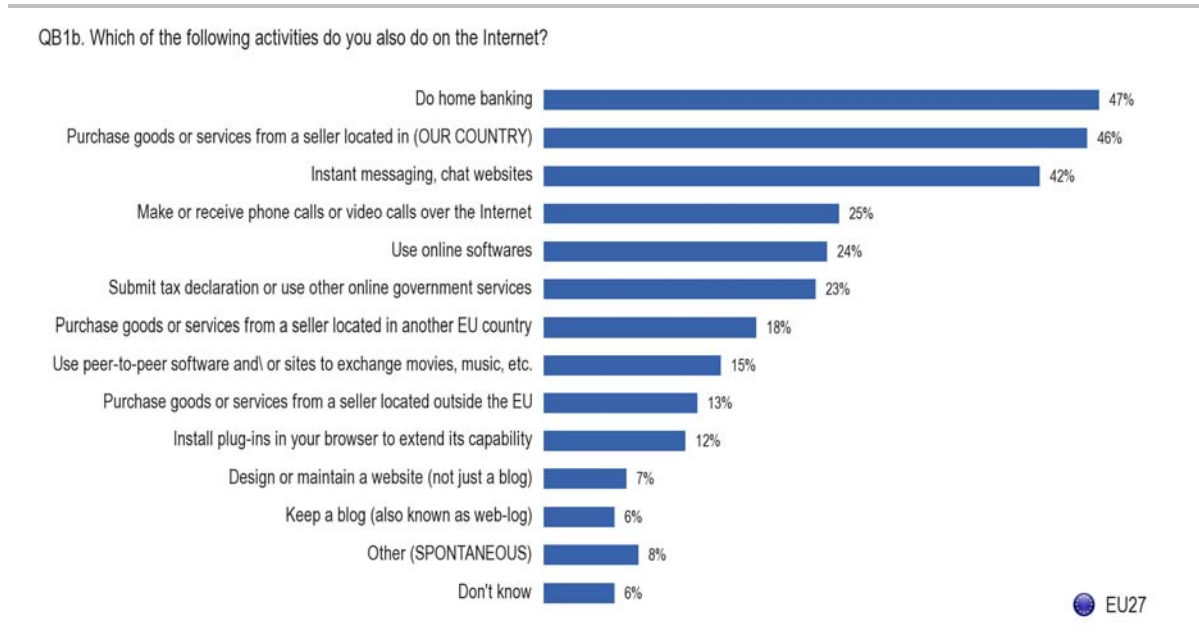
		Purchase goods or services online\ online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)	Use a social networking site	Use websites to share pictures, videos, movies, etc.
	EU27	60%	52%	44%
	BE	53%	52%	43%
	BG	21%	62%	59%
	CZ	63%	48%	45%
	DK	81%	63%	40%
	DE	72%	37%	32%
	EE	43%	59%	49%
	IE	73%	68%	58%
	EL	25%	61%	53%
	ES	39%	56%	53%
	FR	66%	50%	39%
	IT	35%	48%	47%
	CY	46%	66%	58%
	LV	47%	73%	56%
	LT	35%	56%	59%
	LU	57%	54%	41%
	HU	31%	80%	53%
	MT	62%	71%	47%
	NL	81%	53%	46%
	AT	62%	49%	45%
	PL	56%	63%	40%
	PT	22%	54%	41%
	RO	26%	53%	56%
	SI	39%	53%	50%
	SK	52%	66%	58%
	FI	69%	51%	35%
	SE	78%	58%	42%
	UK	79%	57%	49%

Base: Internet users (66% of total sample)

1.5.3 Specific activities on the Internet

– European Internet users are more engaged in social activities or transactions on the Internet than in complex activities related to software –

The previous section dealt with the European interviewees' broad interests when they use the Internet. This section goes a step further by listing some specific activities. Respondents were asked which of the following specific activities they carried out on the Internet¹⁴.



Base: Internet users (66% of total sample)

The three most frequent activities, each mentioned by more than four out of ten respondents, are home banking (47%), purchasing goods or services from a seller located in respondents' country of residence (46%), and instant messaging, chat websites (42%). Those activities are related to either social activities or transactions. Conversely, fewer Internet users are engaged into activities specific to the use of software such as use of online software (24%) or use peer-to-peer software (15%).

¹⁴ QB1b Which of the following activities do you also do on the Internet?


























A **country-by-country analysis** reveals that home banking is indeed the most frequent activity within 13 Member States: Finland (89%), Denmark (86%), the Netherlands (84%), Sweden (80%), Latvia, Estonia (both 69%), Belgium (64%), Luxembourg (61%), Austria (59%), France, Malta (both 58%), Lithuania (56%) and Poland (48%). It is interesting to note that Finland, Denmark, the Netherlands and Sweden are also numerous to purchase goods or services online.

Home banking is least widespread in Bulgaria (6%), Greece (10%), Romania, Hungary (both 12%) and Portugal (18%).

As for shopping online, home banking seems to be more developed in the north and the west of the European Union than in the south and in the east.

Purchasing goods or services from a seller located within respondents' country of residence is the most frequent activity within four Member States: the United Kingdom (64%), Germany (61%), the Czech Republic (56%), and Ireland (50%). Online shopping is equally or even more frequent in some other countries: Denmark (73%), the Netherlands (68%), Sweden (61%), France (56%), and Finland (52%).







The third most frequent online activity among European Internet users, instant messaging and chatting on websites, is most widespread in ten Member States: Bulgaria (73%), Spain (69%), Hungary (65%), Slovakia, Cyprus (both 58%), Greece (54%), Portugal (50%), Romania (49%), Slovenia (47%) and Italy (45%). It is worth adding that those countries tend to show relatively low use of the Internet and low use of online shopping.

QB1b Which of the following activities do you also do on the Internet?													
		Do home banking	Purchase goods or services from a seller located in (OUR COUNTRY)	Instant messaging, chat websites	Make or receive phone calls or video calls over the Internet	Use online softwares	Submit tax declaration or use other online government services	Purchase goods or services from a seller located in another EU country	Use peer-to-peer software and/or sites to exchange movies, music, etc.	Purchase goods or services from a seller located outside the EU	Install plug-ins in your browser to extend its capability	Design or maintain a website (not just a blog)	Keep a blog (also known as web-log)
	EU27	47%	46%	42%	25%	24%	23%	18%	15%	13%	12%	7%	6%
	BE	64%	33%	37%	22%	28%	31%	19%	16%	13%	12%	10%	8%
	BG	6%	11%	73%	47%	8%	4%	6%	31%	3%	13%	3%	10%
	CZ	53%	56%	37%	33%	12%	4%	9%	6%	8%	8%	5%	6%
	DK	86%	73%	39%	33%	40%	70%	42%	23%	26%	29%	12%	6%
	DE	47%	61%	26%	20%	29%	22%	20%	6%	9%	10%	6%	3%
	EE	69%	27%	46%	35%	44%	68%	11%	14%	10%	18%	6%	7%
	IE	44%	50%	47%	35%	16%	18%	41%	20%	27%	15%	8%	15%
	EL	10%	15%	54%	30%	16%	13%	12%	21%	9%	10%	10%	15%
	ES	40%	26%	69%	19%	17%	17%	11%	25%	9%	10%	6%	8%
	FR	58%	56%	52%	33%	31%	38%	24%	16%	15%	14%	8%	8%
	IT	27%	13%	45%	21%	15%	9%	7%	18%	6%	8%	5%	6%
	CY	30%	18%	58%	39%	13%	10%	34%	25%	18%	10%	11%	19%
	LV	69%	30%	46%	41%	24%	19%	15%	22%	12%	10%	7%	7%
	LT	56%	21%	56%	38%	25%	38%	12%	30%	7%	8%	4%	3%
	LU	61%	28%	50%	37%	26%	18%	44%	20%	21%	18%	7%	7%
	HU	12%	16%	65%	29%	19%	22%	5%	10%	2%	8%	8%	5%
	MT	58%	24%	56%	31%	23%	22%	57%	26%	39%	22%	10%	11%
	NL	84%	68%	25%	28%	29%	55%	25%	18%	20%	17%	12%	7%
	AT	59%	42%	31%	28%	34%	39%	36%	20%	16%	16%	13%	9%
	PL	48%	40%	45%	28%	27%	11%	8%	10%	5%	11%	4%	4%
	PT	18%	11%	50%	23%	18%	42%	9%	11%	8%	9%	5%	7%
	RO	12%	14%	49%	25%	27%	4%	3%	29%	2%	10%	4%	8%
	SI	38%	29%	47%	23%	33%	15%	16%	30%	11%	18%	7%	2%
	SK	41%	41%	58%	43%	16%	9%	16%	15%	6%	20%	4%	4%
	FI	89%	52%	34%	26%	29%	31%	31%	10%	19%	20%	10%	8%
	SE	80%	61%	39%	28%	37%	62%	25%	26%	17%	17%	13%	10%
	UK	44%	64%	33%	18%	19%	15%	26%	11%	24%	15%	6%	4%
Highest percentage per country													
Highest percentage per item													
Lowest percentage per country													
Lowest percentage per item													

Base: Internet users (66% of whole sample)

Socio-demographic breakdown shows that age, education, occupation, and frequency of Internet use are relevant for *all three leading activities*, i.e. home banking, buying goods or services from a seller within respondents' country of residence, and instant messaging or chatting.

- ◆ A clear split is visible between the younger and the older age groups. Respondents aged 15-24 and those aged 25-39 (65% and 49% respectively) are far more likely to engage in instant messaging and chatting on websites than respondents aged 40-54 and 55+ (31% and 22% respectively). However, the younger age groups are diametrically opposed when it comes to financial activities, with the youngest group aged 15-24 recording the lowest percentages and the 25-39 age group the highest for home banking (31% versus 54%) and purchasing from a seller inside the country of residence (38% versus 50%).
- ◆ Interviewees who were educated until the age of 20 or beyond are most likely to use home banking (61%) and to purchase from a seller within their country (56%), compared with respondents who finished education at the age of 15 or younger (33% and 31% respectively).
- ◆ Managers (62%) and the self-employed (55%) most often use home banking. Managers (61%) are also most likely to purchase from a seller in the country of residence. Students (69%) and unemployed respondents (53%) have the highest percentages for instant messaging or chatting, but the lowest percentages for home banking (30% and 36% respectively) and purchasing from a seller in the country of residence (each 37%).
- ◆ Respondents who use the Internet every day are far more likely to engage in all three activities than those who use the Internet on a less frequent basis ("often/sometimes"). This is true for home banking (54% versus 27%), purchasing from a seller in the country of residence (53% versus 26%), and instant messaging or chatting (47% versus 28%).

QB1b Which of the following activities do you also do on the Internet?					
	Do home banking	Instant messaging, chat websites	Purchase goods or services from a seller located in (OUR COUNTRY)	Other (SPONTANEOUS)	Don't Know
EU27	47%	42%	46%	8%	6%
 Sex					
Male	49%	42%	47%	8%	6%
Female	44%	42%	44%	8%	7%
 Age					
15-24	31%	65%	38%	5%	5%
25-39	54%	49%	50%	6%	5%
40-54	50%	31%	48%	9%	7%
55 +	48%	22%	43%	11%	9%
 Education (End of)					
15-	33%	31%	31%	16%	10%
16-19	44%	38%	44%	9%	8%
20+	61%	40%	56%	6%	4%
Still studying	30%	69%	37%	6%	4%
 Respondent occupation scale					
Self-employed	55%	35%	46%	7%	5%
Managers	62%	34%	61%	5%	4%
Other white collars	52%	41%	46%	9%	6%
Manual workers	46%	42%	46%	7%	8%
House persons	43%	37%	46%	12%	8%
Unemployed	36%	53%	37%	9%	7%
Retired	45%	23%	39%	12%	10%
Students	30%	69%	37%	6%	4%
 Use of the Internet					
Everyday	54%	47%	53%	5%	3%
Often/ Sometimes	27%	28%	26%	16%	14%
 Difficulties paying bills					
Most of the time	42%	53%	37%	8%	6%
From time to time	42%	47%	38%	9%	7%
Almost never	51%	38%	51%	7%	6%
Marital status					
(Re)Married	51%	33%	46%	9%	7%
Single living with a partner	54%	46%	55%	5%	5%
Single	37%	59%	43%	7%	4%
Divorced or separated	47%	39%	41%	9%	7%
Widow	38%	24%	37%	13%	10%

Base: Internet users (66% of whole sample)

1.6 SUMMARY

The major aim of this chapter was to gain insight into respondents' disclosure of personal information: their actual disclosure on the Internet and their opinions about their behaviour being recording and about profiling on the Internet.

Around three-quarters of Europeans **regard the following information as personal**: financial information, such as salary, bank details, credit record; medical information such as patient record, health information; and their national identity number, card number or passport number. Majorities say that their fingerprints, their home address, and their mobile phone number are all personal information.

Less than half of Europeans consider photos of themselves (48%), and their name (46%) to be personal. Close to a third describe their work history and who their friends are as personal information. Around a quarter see the following as personal: their tastes and opinions, their nationality; things they do, such as hobbies, sports, places they go; and the websites they visit.

Europeans' perception of the **necessity of disclosing personal information** is as follows. Around three-quarters see disclosing personal information as an increasing part of modern life. More than six out of ten agree with the statement that the Government of their country of residence asks them for more and more personal information; six out of ten think that nowadays one needs to log into several systems using several usernames and passwords; and 58% say that there is no alternative to disclosing personal information in order to obtain products or services.

Interestingly, three out of ten Europeans agree that disclosing personal information is not a big issue for them; that they do not mind disclosing personal information in return for free services online, such as a free email address; or that they feel obliged to disclose personal information on the Internet.

Turning to the **type of personal information disclosed on the Internet**, of every ten European users of *social networking sites or file-sharing sites*, around eight give their names; over five show photos of themselves; almost five disclose their nationality; almost four reveal the things they do (such as hobbies, sports, places they go), their home address, and who their friends are. One-third share their tastes and opinions.

Of every ten European online shoppers, almost nine give their name and their home address. Less than half of online shoppers give their mobile phone number and around one-third reveal their nationality and financial information such as salary, bank details and credit record.

The most important **reason for disclosure** is the same on social networking or file-sharing sites and on shopping sites, namely to access the service. The next most important reasons in social networking are to connect with others and for fun, whereas in shopping, next most important reasons are to obtain a service adapted to one's needs and to save time at the next visit.

As to the **incidence of over-disclosure**, more than four in ten Europeans are always or sometimes required to provide more personal information than necessary in order to obtain access to or to use an online service.

Seven in ten of the respondents who have experienced it feel **concern about over-disclosure**, whereas just over a quarter are 'not very' or 'not at all' concerned. In all but two Member States, concerned respondents clearly outnumber those who are unconcerned, the exceptions being Sweden and the Netherlands.

The ranking of the risks associated with disclosure is generally the same for social networking or file-sharing sites as for shopping online, with the exception of *being the victim of fraud*: this item is the second most important risk associated with social networking but the most important risk in the case of shopping online (41% versus 55%). Around four in ten in both groups mention the risk that their information will be used without their knowledge, and that their information will be shared with third parties without their agreement.

Around half of Europeans are **concerned about their behaviour being recorded** via payment cards (location and spending) or via mobile phone or mobile Internet (by call content and geolocation). Around four in ten worry about their behaviour being recorded in a private space (such as a restaurant, bar, club, or office), being tracked via store or loyalty cards (preferences and consumption, or patterns), or on the Internet (browsing, downloading files, accessing content online). More than one-third are concerned about their behaviour being recorded in a public space (such as a street, subway, or airport). In general, respondents are 'fairly' rather than 'very' concerned.

Over half of the Europeans interviewed feel uncomfortable with **profiling on the Internet**, whereas around four in ten feel comfortable with it. In all but seven of the EU Member States, namely Bulgaria, Ireland, Italy, Poland, Portugal, Finland and the

United Kingdom, more respondents feel uncomfortable with Internet profiling than feel comfortable.

Of every ten Europeans, more than six **use the Internet** at home; around three at work; and more than two do so somewhere else, for example in schools universities, cyber-café's and the like. The largest numbers of Internet users are found in the northern EU Member States - the Netherlands, Denmark, Sweden and Finland. Smaller numbers are found in the southern and central European countries, in particular Portugal, Greece, Hungary and Romania.

Of every ten European Internet users, six visit **shopping sites** to purchase goods or services online, such as travel, holiday, clothes, books, tickets, film, music, software, or food; slightly over half use a **social networking site**; and more than four use **websites to share** pictures, videos, movies, and the like. Shopping online is most common in northern and western countries, and least common in the southern and central EU Member States, notably those mentioned above. These countries instead have the highest rates of sharing site use.

The **most frequent online activities**, undertaken by more than four out of ten respondents, are home banking, purchasing goods or services from a seller located in respondents' country of residence, and instant messaging or chatting on websites. Further, around a quarter of the interviewees make or receive phone calls or video calls over the Internet using online software, and submit tax declarations or use other online government services.

2 AWARENESS AND PERCEIVED CONTROL

The previous chapter described Europeans' attitudes towards disclosing personal information and what type of personal information they actually disclose on the Internet.

Identity management systems are information systems or technologies that can be used to support the management of identities: for example establishing an identity by linking a name or number to a person, or follow identity activity by recording and/or providing access to logs of identity activity. These systems are now largely used on the Internet, and they increase the need to protect the user's identity.

This chapter addresses the question how knowledgeable Europeans are regarding protecting their identity and personal information, taking into account the development of Identity management systems. First respondents' own identity management in daily life and on the Internet will be examined. The following section discusses respondents' experiences regarding personal data: privacy statements, informed consent and their satisfaction about them. Next, the control that the interviewees feel they have over their personal data will be presented. The chapter ends by presenting respondents' awareness of the possibility of and experiences with identity theft and data loss.

2.1 Identity management

Before discussing how the Europeans surveyed protect their identity in daily life and on the Internet, this section presents the types of credentials they use, i.e. the types of identity papers and identity cards they usually use.

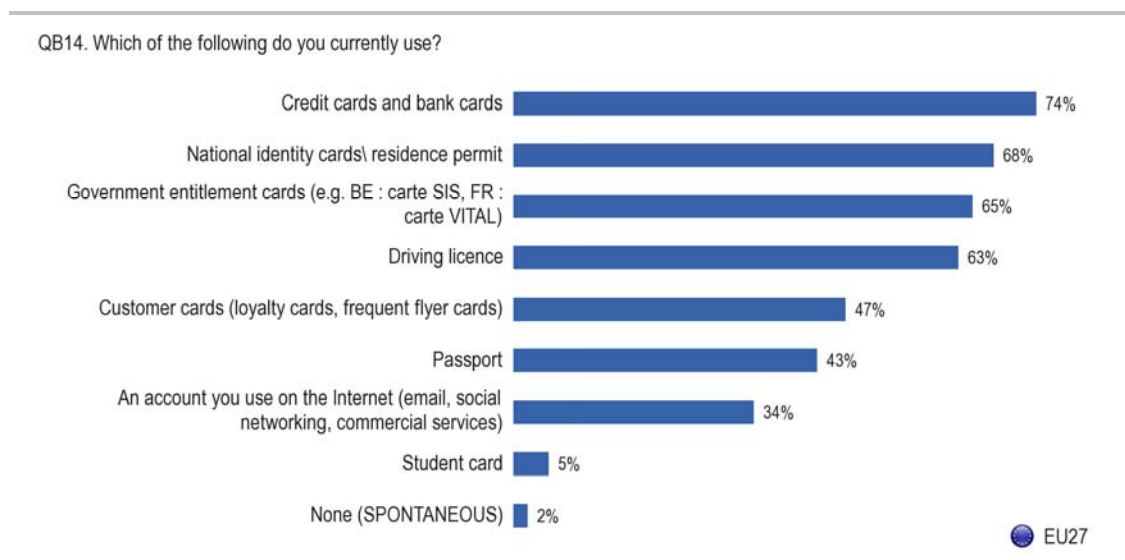
2.1.1 Type of personal credentials used

- *Around two-thirds of Europeans use credit cards and bank cards; more than half of the 15-24 group use an Internet account –*

Respondents were asked which type of personal credentials they use¹⁵. Almost three-quarters of respondents use credit cards and bank cards (74%). Around two-thirds use national identity cards or residence permits (68%), government entitlement cards (65%), or driving licences (63%). Almost half of the interviewees use customer cards, such as loyalty cards and frequent flyer cards (47%), or a passport (43%). One-third

¹⁵ QB14 Which of the following do you currently use?

have an account they use on the Internet, such as email, or for social networking or commercial services (34%). Students also use student cards (5%).



Base: Whole sample

A country-by-country analysis shows that *credit cards and bank cards* are used by vast majorities in Sweden (97%), the Netherlands (96%), Denmark (94%), and Finland (93%), but by fewer than half of respondents in Romania (43%), Greece (44%) and Poland (49%). In general, respondents from the north and the west of the European Union are more likely to use credit cards and bank cards than those in eastern Member States.

The use of *national identity cards or residence permits* varies greatly across countries. They are the most frequently used of all eight types of personal credentials in thirteen Member States, led by Bulgaria, the Czech Republic, Spain, Hungary (all 95%), Malta (93%) and Poland (92%). In contrast, they are scarcely used in Latvia (1%), Denmark (3%), the United Kingdom and Ireland (both 9%). Here, respondents located in countries located in the east of the European Union are more likely to use national identity cards than those living in the north and west. Interestingly, there are no such differences in the use of passports.

Similarly, the use of *government entitlement cards* differs markedly across countries. They are widely used in Denmark, Slovenia (both 96%), the Czech Republic (94%), Hungary, Slovakia, Finland (each 93%), Belgium, Germany (92%) and Austria (91%), but rarely in Bulgaria (3%) and Romania (7%).

Driving licenses are used most often as personal credentials in Denmark (81%), the Netherlands (80%), and Finland and Sweden (both 79%), and least often in Romania (28%).





























Customer cards, such as loyalty cards and frequent flyer cards, are used most frequently in Finland (87%), Luxembourg (73%), Belgium (72%), Estonia, France, Austria (all 71%), the Netherlands, Sweden (both 70%), and Slovenia (66%). They are used least in Romania (13%) and Cyprus (19%).

Passports are used by vast majorities in Latvia (96%), Denmark (86%) and Austria (83%) compared to smaller proportions in Portugal (11%) and Romania (19%).

An account on the Internet, such as email, social networking, or commercial services is quite common in the Netherlands (70%), and is used by absolute majorities in Sweden (56%), Luxembourg (55%), Denmark (54%), Estonia (53%), Finland (52%) and France (51%). It is far less common in Italy (9%), Cyprus (10%), Romania (11%), and Greece (14%).

Student cards are most commonly used in Denmark, Sweden (both 11%), Luxembourg (10%) and least used in Italy (2%), and Austria and Bulgaria (both 3%).

QB14 Which of the following do you currently use?

		Credit cards and bank cards	National identity cards\ residence permit	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card
	EU27	74%	68%	65%	63%	47%	43%	34%	5%
	BE	87%	71%	92%	66%	72%	40%	41%	9%
	BG	56%	95%	3%	40%	26%	31%	19%	3%
	CZ	75%	95%	94%	66%	35%	59%	39%	6%
	DK	94%	3%	96%	81%	53%	86%	54%	11%
	DE	88%	86%	92%	76%	46%	48%	41%	4%
	EE	89%	89%	46%	52%	71%	59%	53%	9%
	IE	75%	9%	36%	74%	49%	78%	17%	7%
	EL	44%	89%	77%	54%	22%	33%	14%	4%
	ES	68%	95%	86%	60%	37%	31%	38%	5%
	FR	89%	89%	80%	76%	71%	31%	51%	7%
	IT	55%	63%	21%	61%	49%	25%	9%	2%
	CY	53%	80%	45%	77%	19%	79%	10%	5%
	LV	84%	1%	24%	45%	51%	96%	39%	7%
	LT	72%	60%	69%	46%	49%	64%	30%	9%
	LU	89%	81%	67%	72%	73%	41%	55%	10%
	HU	56%	95%	93%	41%	39%	29%	24%	7%
	MT	77%	93%	27%	63%	38%	70%	28%	6%
	NL	96%	33%	87%	80%	70%	72%	70%	8%
	AT	86%	23%	91%	75%	71%	83%	23%	3%
	PL	49%	92%	64%	44%	21%	28%	23%	5%
	PT	67%	87%	81%	48%	54%	11%	17%	4%
	RO	43%	82%	7%	28%	13%	19%	11%	4%
	SI	88%	70%	96%	77%	66%	54%	46%	9%
	SK	69%	76%	93%	57%	45%	48%	30%	9%
	FI	93%	24%	93%	79%	87%	72%	52%	8%
	SE	97%	22%	0%	79%	70%	74%	56%	11%
	UK	86%	9%	51%	65%	44%	69%	42%	5%
Highest percentage per country		Lowest percentage per country							
		Highest percentage per item				Lowest percentage per item			

Base: Whole sample

A socio-demographic analysis yields some differences between groups in terms of gender, age, household composition, education, occupation, financial situation, social position, and internet activity. This is true particularly for driving licenses, customer cards, passports and Internet accounts.

Men are more likely than women to use these items – with the exception of customer cards and government entitlement cards. Respondents aged 15-24 are the most likely to have an Internet account (52%), but less likely to have any of the other items. Self-employed people, managers, other white collar workers and manual workers are the occupational groups most likely to have these items, with one exception: 54% of students have an Internet account. Furthermore, interviewees who have difficulties with paying their bills most of the time and respondents who place themselves low on the social scale are less likely to have these items – the latter group more often have national identity cards instead. Finally, respondents with a high Internet-use index

(++) are more likely to have these items, but less likely to use national identity cards.

Online shoppers and social networking and sharing site users are logically far more likely to use an account on the Internet than others. For instance, 62% of online shoppers use such an account, compared with only 38% of those who do not shop online.

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)								
	Credit cards and bank cards	National identity cards/ residence permit	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card
EU27	74%	68%	65%	63%	47%	43%	34%	5%
Sex								
Male	76%	68%	64%	72%	42%	45%	37%	6%
Female	72%	69%	66%	55%	51%	40%	31%	5%
Age								
15-24	63%	66%	54%	45%	36%	37%	52%	30%
25-39	84%	68%	64%	73%	53%	47%	47%	2%
40-54	81%	68%	69%	73%	52%	47%	36%	0%
55 +	66%	69%	69%	57%	42%	39%	16%	-
Respondent occupation scale								
Self-employed	83%	68%	64%	81%	51%	53%	39%	-
Managers	93%	61%	65%	83%	57%	66%	56%	-
Other white collars	87%	67%	64%	79%	58%	50%	46%	-
Manual workers	84%	69%	69%	74%	52%	43%	39%	-
House persons	59%	71%	60%	46%	47%	29%	20%	-
Unemployed	65%	71%	66%	50%	36%	33%	33%	-
Retired	64%	70%	69%	53%	40%	36%	14%	-
Students	57%	66%	50%	41%	33%	38%	54%	55%
Difficulties paying bills								
Most of the time	60%	71%	59%	49%	41%	27%	26%	4%
From time to time	70%	72%	62%	60%	46%	35%	30%	4%
Almost never	79%	66%	68%	68%	48%	49%	38%	5%
Self-positioning on the social staircase								
Low (1-4)	63%	76%	67%	50%	39%	29%	27%	4%
Medium (5-6)	76%	69%	66%	66%	48%	44%	35%	5%
High (7-10)	82%	60%	62%	72%	52%	56%	41%	7%

Base: Whole sample

QB14 Which of the following do you currently use? (MULTIPLE ANSWERS POSSIBLE)								
	Credit cards and bank cards	National identity cards/ residence permit	Government entitlement cards (e.g. BE : carte SIS, FR : carte VITAL)	Driving licence	Customer cards (loyalty cards, frequent flyer cards)	Passport	An account you use on the Internet (email, social networking, commercial services)	Student card
Use a social networking site								
Yes	81%	62%	62%	67%	53%	50%	60%	13%
No	87%	66%	69%	79%	53%	54%	43%	2%
Purchase goods or services online								
Yes	91%	60%	69%	78%	59%	59%	62%	8%
No	74%	71%	61%	65%	45%	42%	38%	7%

Bases: Social networking site users (40% of whole sample) and online shoppers (39% of whole sample)

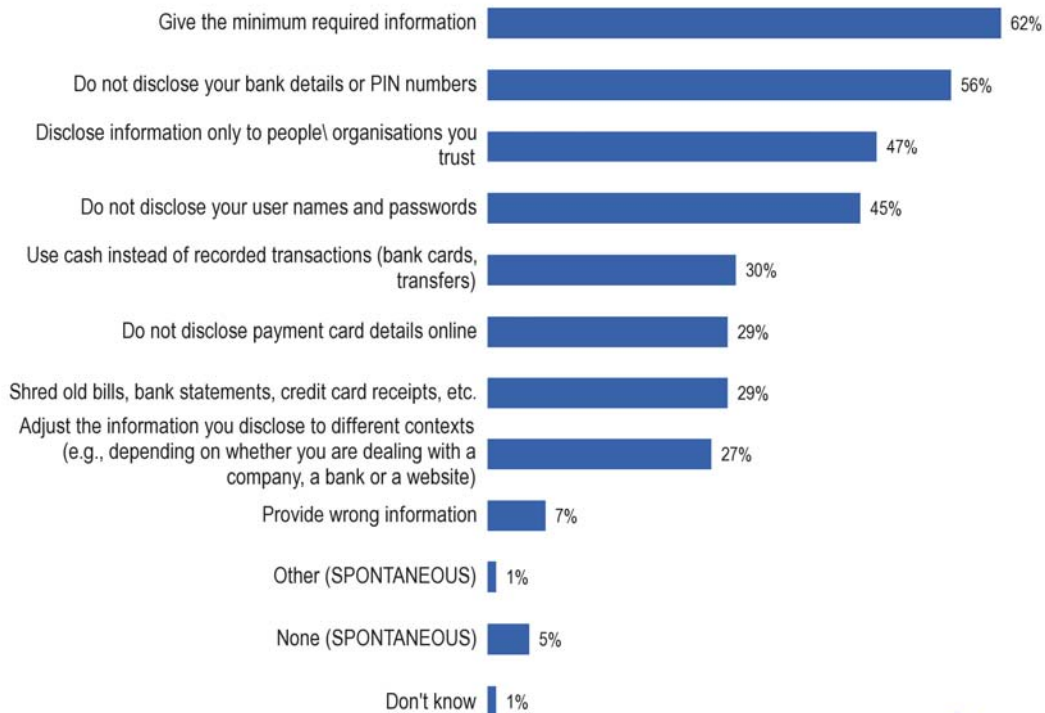
2.1.2 Identity protection in daily life

- More than six Europeans out of ten give the minimum required information to protect their identity -

To protect their identity in daily life¹⁶, a majority of Europeans give the minimum required information (62%) or do not disclose their bank details or PIN numbers (56%), while almost half disclose information only to people and organisations they trust (47%) or do not disclose their user names and passwords (45%).

Around three out of ten respondents use cash instead of recorded transactions such as bank cards and transfers (30%), shred old bills, bank statements, credit card receipts and so on (29%), do not disclose payment card details online (29%), and adjust the information they disclose to different contexts, for example depending on whether they are dealing with a company, a bank or a website (27%). Finally, only a few interviewees provide wrong information to protect their identity in daily life (7%).

QB15. In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.



EU27

Base: Whole sample

¹⁶ QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.

A closer look at the ranking of strategies used by Europeans to protect their identity in daily life reveals that rather *passive* strategies, such as withholding personal information, occur more frequently than *active* strategies, such as deliberately providing wrong information or first evaluating the context and then adjusting the type of personal information disclosed.

A country by country breakdown shows that *giving the minimum required information* and not *disclosing bank details or PIN number* are the most common strategies in fourteen Member States; these two strategies stand in joint first place in two other countries, Denmark (78%) and in the UK (66%).

Over three-quarters of respondents in Finland (78%), Luxembourg (76%), and Germany and the Netherlands (each 74%) *give the minimum required information*, whereas half or under do so in Poland (45%), Lithuania and Italy (both 50%).

Large majorities in Sweden (85%) and the Netherlands (84%) *do not disclose their bank details or PIN numbers*, compared to around a third or less in Italy (27%), Poland (34%) and Romania (35%).

Two-thirds or more of respondents in the Netherlands (72%), Denmark (68%) and Malta (66%) *disclose information only to people and organisations they trust*, compared to around one-third in Poland (34%), Romania (32%) and Portugal (28%).

Not disclosing user names and passwords varies greatly across countries: around three-quarters of respondents in Sweden (78%), Finland (77%) and the Netherlands (73%) adopt this strategy compared to only 14% in Italy and 16% in Bulgaria.

Respondents use *cash instead of recorded transactions* (such as bank cards and transfers) as a strategy to protect their identity most often in Poland (44%), Austria (40%), Hungary (39%) and Latvia (38%) and least often in the Netherlands (15%), Finland (17%), France and Denmark (both 18%). Interestingly, this strategy reverses the order of countries found in respect of all other strategies.

The UK stands out with six out of ten (59%) respondents *shredding old bills, bank statements, credit card receipts and the like*, compared to only one out of ten in Portugal (8%) and Romania and Italy (both 10%). Respondents in Estonia (59%) are the most likely *not to disclose payment card details online* compared to only 4% in Bulgaria and 10% in Portugal. In Sweden, a majority of 58% of respondents *adjust the information they disclose to different contexts* (depending on whether they are dealing with a company, a bank or a website) compared to only 6% in Romania and 10% in Lithuania. Finally, *providing wrong information* as a strategy to protect identity occurs rarely and varies from 11% in Austria to 2% in Denmark and Malta.

In conclusion, the Netherlands and the Scandinavian countries Sweden, Denmark and Finland top the list of the countries with highest percentages of respondent adopting various strategies to protect their identity in daily life. It is interesting to note that these countries were also generally less concerned about their behaviour being recorded, as we saw earlier. This may be explained by the fact that they are more aware of the strategies for protecting their identities.

These strategies are least likely to be used in the southern European countries Portugal and Italy, the Baltic countries Lithuania and Latvia, and the eastern and central countries Poland, Hungary and Romania.

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list.

		Give the minimum required information	Do not disclose your bank details or PIN numbers	Disclose information only to people/ organisations you trust	Do not disclose your user names and passwords	Use cash instead of recorded transactions (bank cards, transfers)	Shred old bills, bank statements, credit card receipts, etc.	Do not disclose payment card details online	Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)	Provide wrong information
	EU27	62%	56%	47%	45%	30%	29%	29%	27%	7%
	BE	68%	66%	55%	54%	23%	27%	46%	24%	9%
	BG	52%	36%	48%	16%	33%	18%	4%	13%	4%
	CZ	69%	70%	61%	61%	34%	41%	51%	39%	8%
	DK	78%	78%	68%	67%	18%	23%	18%	56%	2%
	DE	74%	76%	56%	64%	37%	42%	42%	45%	8%
	EE	57%	79%	61%	67%	29%	35%	59%	19%	3%
	IE	57%	60%	49%	42%	34%	48%	21%	14%	4%
	EL	57%	52%	46%	32%	34%	14%	22%	16%	9%
	ES	61%	42%	44%	32%	32%	22%	22%	19%	7%
	FR	67%	69%	50%	57%	18%	26%	36%	31%	8%
	IT	50%	27%	39%	14%	26%	10%	18%	25%	8%
	CY	65%	40%	56%	27%	35%	23%	20%	16%	4%
	LV	58%	76%	46%	60%	38%	29%	35%	12%	6%
	LT	50%	60%	43%	48%	33%	25%	41%	10%	6%
	LU	76%	74%	62%	66%	29%	26%	43%	46%	5%
	HU	67%	45%	46%	23%	39%	16%	16%	13%	6%
	MT	61%	58%	66%	38%	27%	15%	24%	21%	2%
	NL	74%	84%	72%	73%	15%	30%	46%	40%	9%
	AT	63%	60%	51%	52%	40%	24%	41%	44%	11%
	PL	45%	34%	34%	32%	44%	23%	21%	29%	5%
	PT	61%	39%	28%	22%	28%	8%	10%	14%	7%
	RO	54%	35%	32%	25%	28%	10%	15%	6%	5%
	SI	54%	73%	49%	50%	34%	22%	41%	23%	5%
	SK	61%	65%	58%	52%	34%	21%	40%	28%	7%
	FI	78%	79%	55%	77%	17%	42%	37%	18%	3%
	SE	62%	85%	61%	78%	21%	28%	38%	58%	6%
	UK	66%	66%	43%	55%	29%	59%	30%	15%	5%
Highest percentage per country		Highest percentage per item					Lowest percentage per country			
							Lowest percentage per item			

Base: Whole sample




A socio-demographic breakdown reveals great disparities between groups in respect of all the strategies to protect identity in daily life. Age, education and occupation all make a difference. Gender is of less importance here.

Respondents aged 15-24 are least likely to shred old bills, bank statements, credit card receipts, etc. (17%); the oldest respondents (aged 55+) are the least likely to avoid disclosing their user names and passwords (34%). With respect to all but two strategies, the longer respondents have spent in education, the more likely they are to use a strategy; the two exceptions being the use of cash instead of recorded transactions and shredding old bills and the like.

Turning to occupation, managers and other white collar workers are more likely to use each of these strategies (apart from the use of cash instead of recorded transactions), whereas students tend to use most of the strategies less with the exception of not disclosing their user names and passwords (53%) and providing wrong information (11%).

The level of Internet use has an impact on the results for this question. For instance, 66% of online shoppers do not disclose their user names and passwords compared with 50% of those who do not shop online. Again, 70% of online shoppers do not disclose their bank details or PIN numbers, compared with only 55% of other Internet users.

QB15 In your daily life, what do you do to protect your identity? Please indicate all that apply in the following list. (MULTIPLE ANSWERS POSSIBLE)

	Give the minimum required information	Do not disclose your bank details or PIN numbers	Disclose information only to people/ organisations you trust	Do not disclose your user names and passwords	Use cash instead of recorded transactions (bank cards, transfers)	Shred old bills, bank statements, credit card receipts, etc.	Do not disclose payment card details online	Adjust the information you disclose to different contexts (e.g., depending on whether you are dealing with a company, a bank or a website)	Provide wrong information
EU27	62%	56%	47%	45%	30%	29%	29%	27%	7%
 Age									
15-24	62%	52%	45%	51%	25%	17%	27%	25%	10%
25-39	65%	60%	47%	51%	25%	29%	32%	31%	9%
40-54	65%	61%	48%	50%	28%	30%	34%	31%	7%
55 +	59%	51%	46%	34%	37%	33%	25%	23%	4%
 Education (End of)									
15-	54%	44%	41%	25%	38%	29%	19%	17%	5%
16-19	62%	58%	47%	45%	30%	31%	32%	26%	7%
20+	71%	69%	53%	61%	23%	32%	36%	39%	8%
Still studying	63%	50%	46%	53%	25%	15%	26%	28%	11%
 Respondent occupation scale									
Self-employed	65%	59%	50%	49%	26%	26%	32%	36%	7%
Managers	76%	73%	54%	69%	19%	36%	39%	43%	9%
Other white collars	66%	63%	49%	55%	22%	30%	36%	33%	9%
Manual workers	63%	60%	47%	47%	28%	30%	32%	26%	7%
House persons	60%	44%	42%	32%	37%	25%	21%	20%	5%
Unemployed	59%	50%	42%	42%	34%	26%	28%	23%	7%
Retired	56%	51%	45%	31%	37%	33%	24%	21%	4%
Students	63%	50%	46%	53%	25%	15%	26%	28%	11%

Base: Whole sample