

The background features a complex abstract design. On the left, a large black shape partially overlaps a white shape. On the right, a white shape overlaps a pink shape. The overall composition is divided into four quadrants by a central vertical and horizontal line, with various organic shapes overlapping these boundaries.

Savanta:

Findings from the Public Attitudes on Information Rights Survey, 2024

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Make Better Decisions

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Introduction and Methodology

An introduction to the Public Attitudes 2024 survey

Objectives of the 2024 survey

-  **Track ICO25 KPIs** to inform decision-making and prioritisation within the ICO
-  Identify **barriers and opportunities** for public engagement with information rights
-  Deliver **quantitative evidence** on a number of topics
-  Explore those with **very low or no digital familiarity**



Method & Sample

CAWI survey

(Computer Assisted Web Interviewing)



Approach

Savanta conducted a 15-minute online survey amongst 5,533 members of the UK public. Fieldwork took place between 11th January and 14th February 2024.

The survey was tested in cognitive interviews before launch to ensure the content was understood by the general public.

Sample

The data is representative of the UK adult online population by age, gender, ethnicity, region, disability and socio-economic status.

According to the data obtained from the *Financial Lives 2022 survey, approximately **93% of the population** demonstrate a robust level of digital skills. Throughout this report they will be referred to as “the online population”.

CATI survey

(Computer Assisted Telephone Interviewing)



Approach

Savanta conducted a 20-minute telephone survey amongst 500 members of the UK public who had either very low or no digital familiarity. Fieldwork took place between 17th January and 12th February 2024.

Cognitive testing interviews were carried out prior to fieldwork to ensure the survey was suitable for this audience.

Sample

The data is representative of UK adults who have very low or no digital familiarity by age, gender, ethnicity and region.

Due to the definition of the method used to survey this group (CATI), it naturally skews to an older age bracket.

According to the data obtained from the *Financial Lives 2022 survey, approximately **7% of the population** demonstrates low to no digital familiarity. Throughout this report they will be referred to as “digitally disengaged”.

All reported differences between sub-groups are statistically significant at the **95% confidence level**.

Savanta:

1: Data Privacy and Data Breaches

Exposure to data protection, such as through work, is high but people are concerned about data privacy, underlined by the scepticism towards commercial use of their data.



Have had at least **some exposure** to data protection

69%



Feel **cautious** about privacy of their personal information

52%



Wish they could **delete previous information** they have shared online

35%



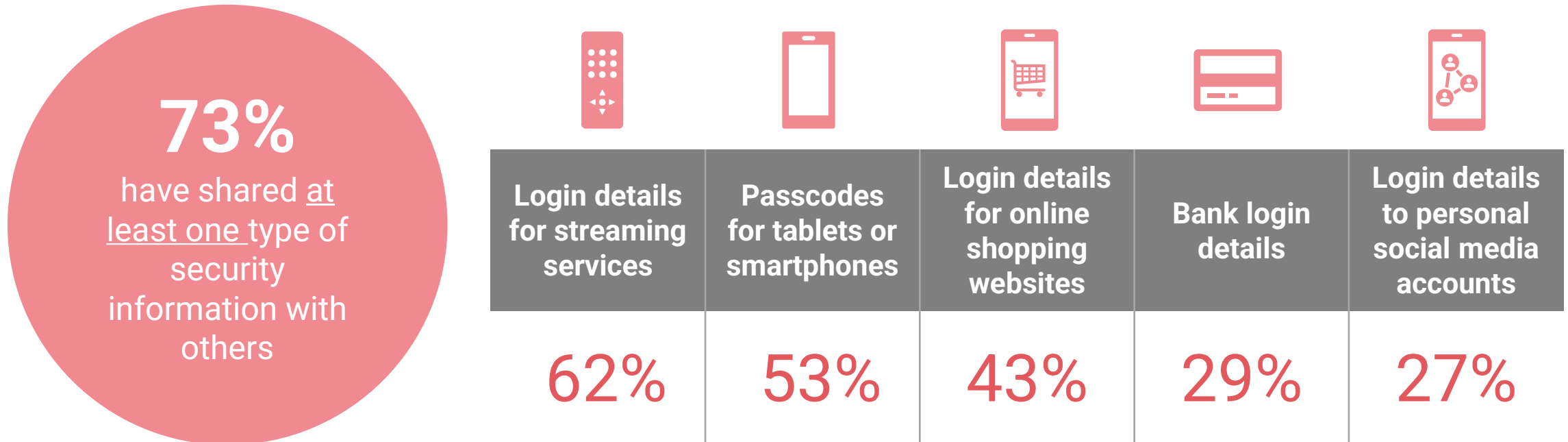
Believe that organisations use **loopholes to use personal information** for commercial benefit

39%

Sharing security information with others is quite common. Login details for social media and banking are more guarded, while sharing of streaming service details is more common.

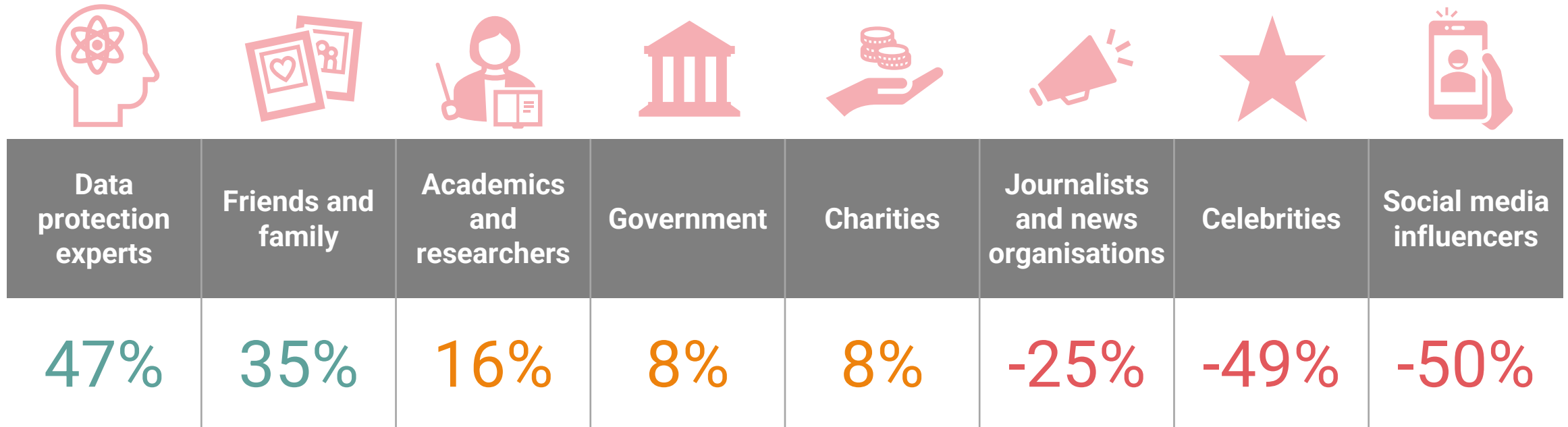
Who do you share your security information with?

(Showing % of those who share their security information with someone)



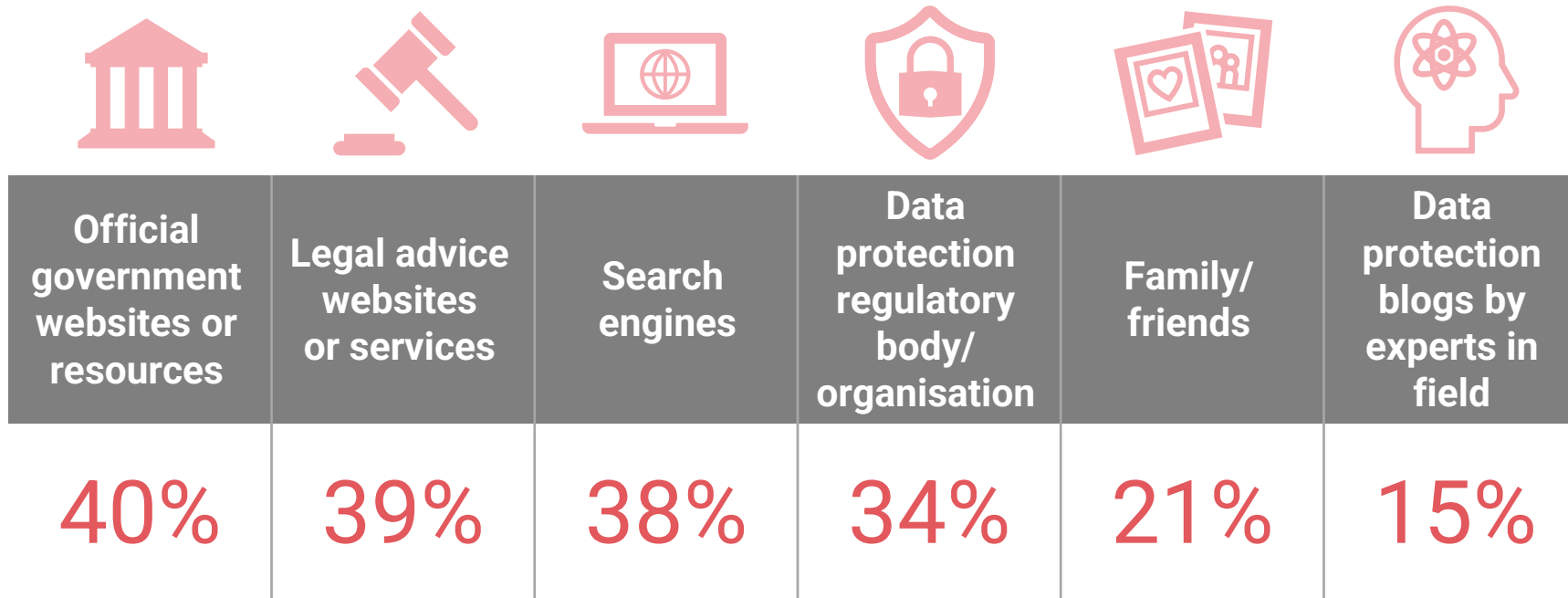
When it comes to trusting advice about personal information, data protection experts are the most likely trusted source, followed by friends and family.

Sources respondents would trust or distrust to give advice about personal information
 (Showing the result of 'NET: Trust' minus 'NET: Distrust')



Government websites, legal services and search engines are the most likely places people would look when seeking advice or information about data protection.

Sources to seek guidance/information about data protection
(Showing responses of 15% and over)



55%

of adults
have had
their data
breached in
the past.

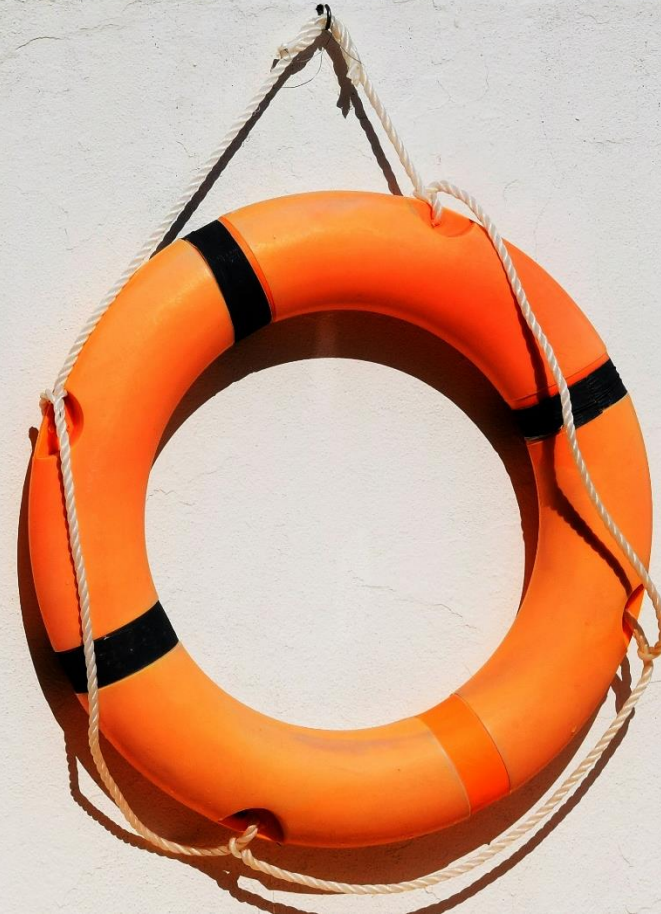


A third of adults weren't informed of potential account breaches and one in five have had their personal details stolen.

Types of data breaches adults have experienced
(Showing all)

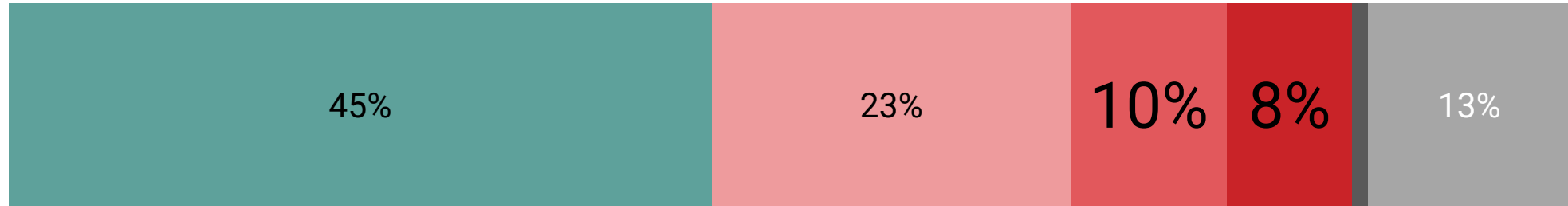


Whilst most data breach victims have received assistance, **1 in 4** report that no support was provided.



While many data breach victims who received guidance acted on the advice, about 1 in 10 either distrusted the organisation or felt the recommended actions were too much effort.

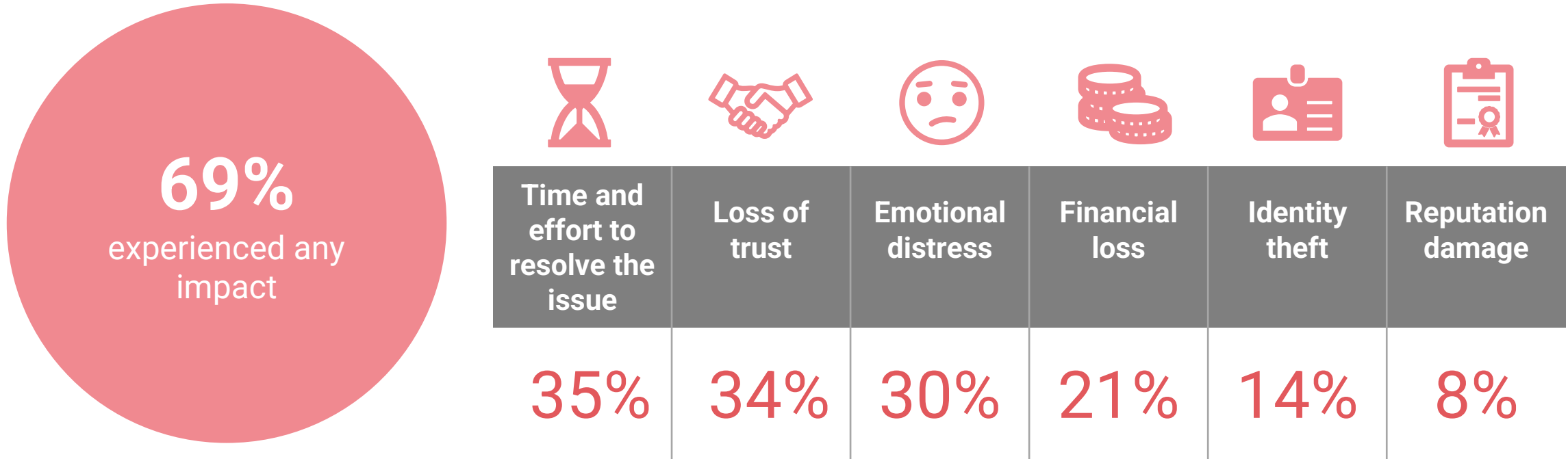
How respondents followed advice from the organisation after data breach
(Showing % saying the following)



- I followed the advice given by the organisation
- I wasn't given any advice by the organisation
- It felt like the actions were more effort than the problem was worth
- I didn't trust the organisation to follow their advice
- Other
- Can't remember/ Prefer not to say

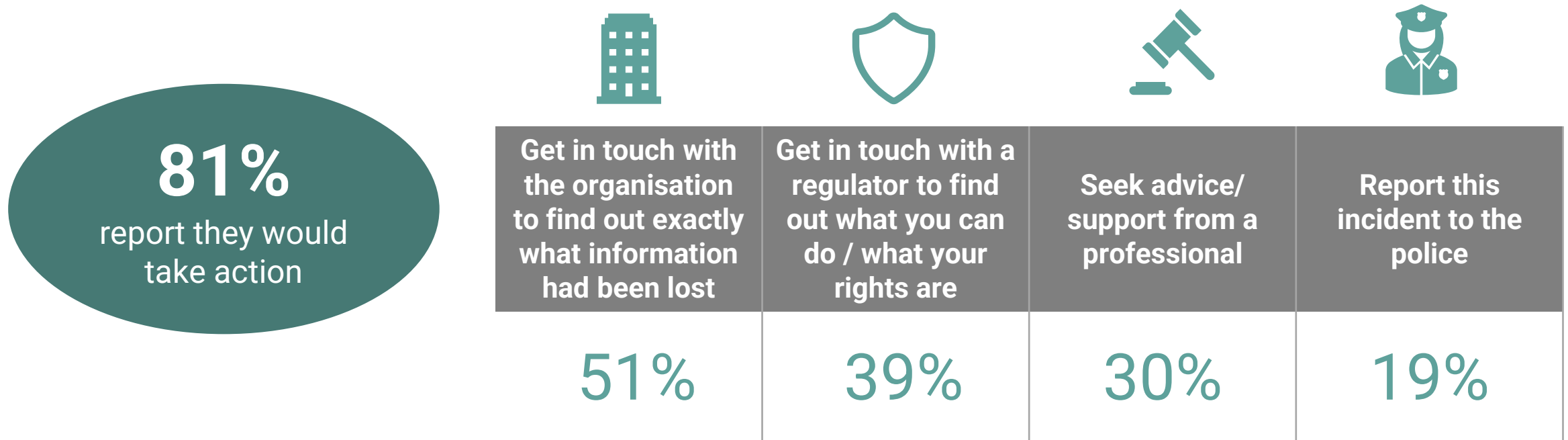
Seven in ten data breach victims experience negative impacts, mainly involving time and effort expended to resolve the issue, a loss of trust and emotional distress.

Impact on respondent after a data breach
(Showing all)



Most of those who haven't faced a data breach say they would act if a company failed to protect their information.

Responses to an organisation's failure to keep data safe
(Showing all)



1.1: Data Privacy and Data Breaches

Key take outs

01

The public is concerned about data privacy with over half feeling cautious about the privacy of their personal information. Nearly three quarters have shared any of the security information tested with at least one person.

03

Over half of the UK public report having experienced a data breach in the past, with a third of these breaches taking place in the last year.

02

Exposure to data protection is rather high. Government websites, legal services, and search engines are top sources for data protection advice, but data protection experts are most trusted for personal information advice.

04

In nearly a quarter of the breach incidents, victims report no help being offered by the relevant data controller. Nearly three quarters of breach victims experience negative impacts.

Savanta:

2: Digitally disengaged

Digitally disengaged people

This survey incorporates individuals exhibiting **very low or no digital familiarity** (i.e. “digitally disengaged”), conducted through telephone interviews. This inclusion of digitally disengaged individuals allows us to encapsulate the range of attitudes and experiences spanning the **entire digital engagement spectrum**.

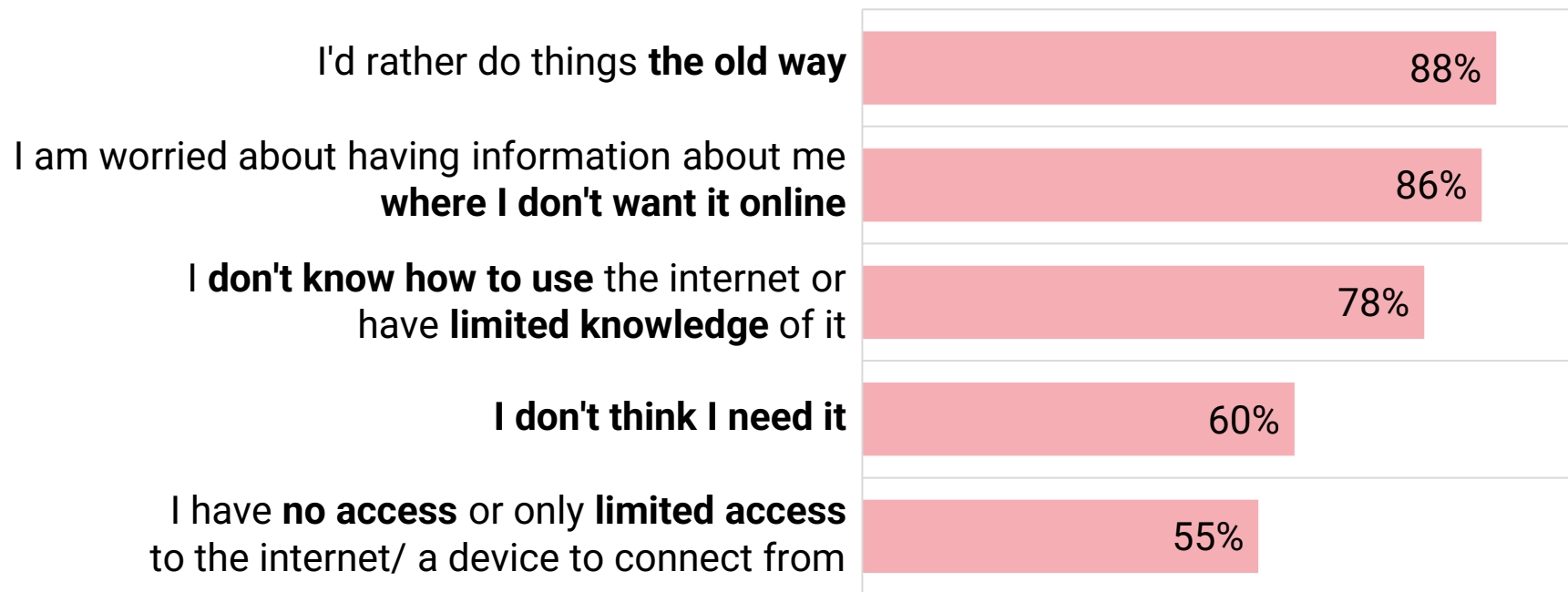
Individuals are classified as having very low or no digital familiarity if they either agree with at least three of the following five statements, or if they say that they abstain from the described activities:

- I don't tend to use email
- I don't feel comfortable doing tasks such as online banking
- I feel more comfortable shopping in person than online
- I find using online devices such as smartphones difficult
- I usually get help from family and friends when it comes to the internet

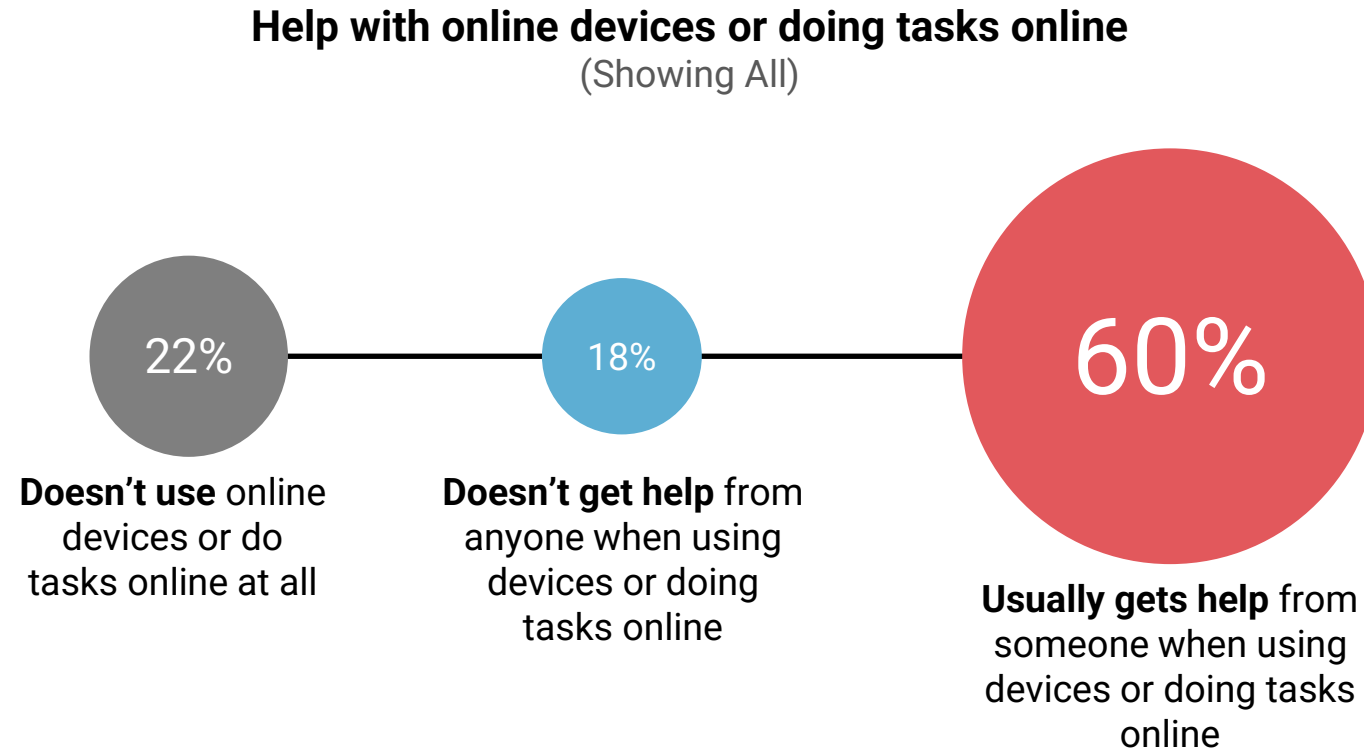


Lack of knowledge and limited internet access are significant barriers to digital use, alongside a preference for offline methods and lack of perceived need.

Reasons for infrequent digital use
(Showing % Agree, showing top 5 most often selected reasons)



Those who are digitally disengaged are reliant on others to help them with using digital devices or doing tasks online; they mainly get help from family members.



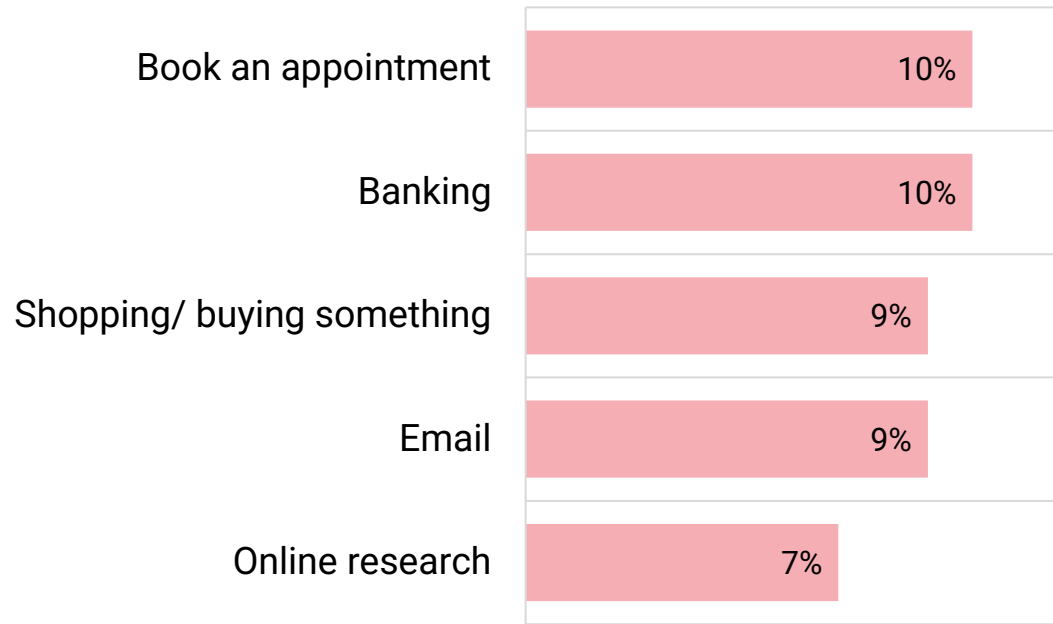
Over a third have had to use digital technology even if they didn't want to; essential tasks like booking an appointment and online banking are the main reasons.



37%

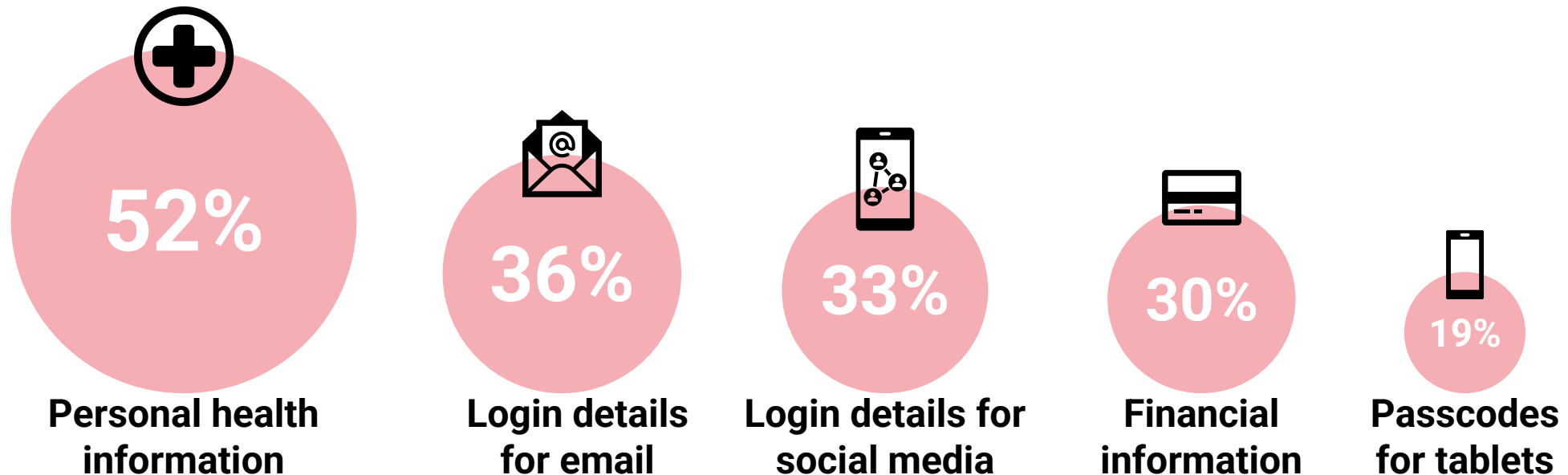
have had to use a computer or smartphone to get something done, even if they didn't want to

Things they have had to do on a computer/smart phone, even if they didn't want to
(Showing % of those who have had to use digital tech, showing top 5 reasons)



Digitally disengaged adults express a high comfort level with sharing information with others. They are most likely to share information about their personal health.

Type of personal information shared with others
(Showing % NET shares information)



54%

have not heard the term
“information or data
rights”.



Awareness of specific rights is lower than of the term itself. Digitally disengaged are most likely to be aware of and exercise their right to stop companies from sending marketing messages.

Awareness of legal rights

(Comparison between digitally disengaged and online population)

	Digitally disengaged	Online population
Aware of <u>all</u> rights	8% ▼	14%
Aware of <u>at least one</u> right	57% ▼	73%
Aware of <u>no</u> rights	43% ▲	27%

Enactment of legal rights

(Comparison between digitally disengaged and online population)

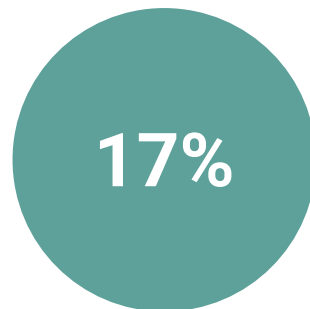
	Digitally disengaged	Online population
Have exercised <u>all</u> information rights	1% ▼	5%
Have exercised <u>at least one</u> information right	43% ▼	76%
Have <u>not exercised</u> any information rights	54% ▲	21%

Q7. I am going to read out a list of legal rights, protected by law. For each of them, could you say whether you were aware that it was a legal right you held, you were aware of it but you didn't know it was a legal right, or if you were not aware of this legal right? | Q8. I am now going to read out a list of statements. For each of them, could you please tell me whether you have done this in the last 12 months, you have done this but more than 12 months ago, or if you have never done this. | Base = All respondents who are digitally disengaged (n = 500). | Q3. Summary Table - For each of these legal rights below, could you say whether you were aware that it was a legal right you held and that it was protected by law? | Q4. Have you done any of the following? Base = All respondents from online population (n = 5,533).

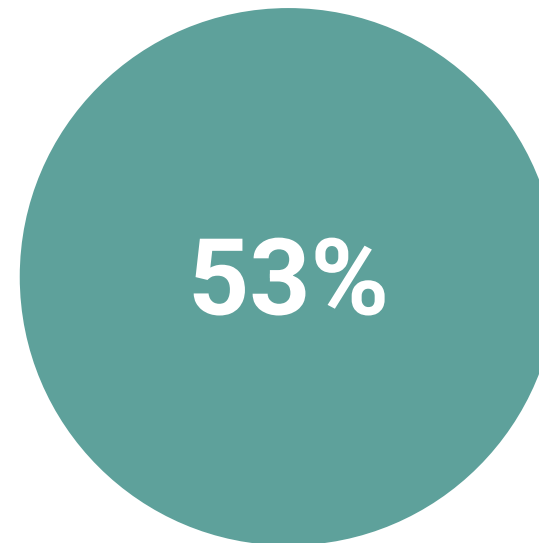
The digitally disengaged have low awareness of the ICO. Reported knowledge of the ICO is three times lower than amongst the online population.

Awareness of the Information Commissioner's Office (ICO)
(Showing NET: Aware, comparison between digitally disengaged and online population)

Digitally disengaged



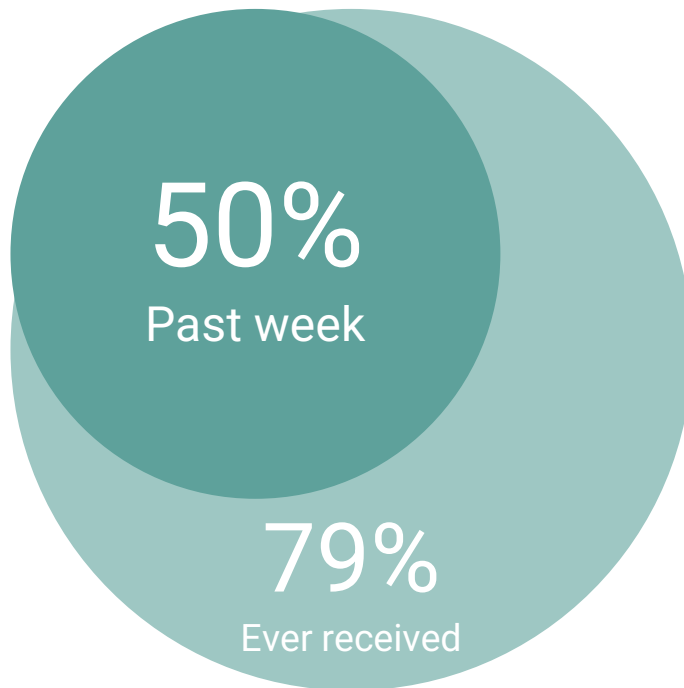
Online population



Half of those who are digitally disengaged have received a nuisance or spam call in the past week. Despite the high rate of unwanted comms, 71% say they do not report these incidents.

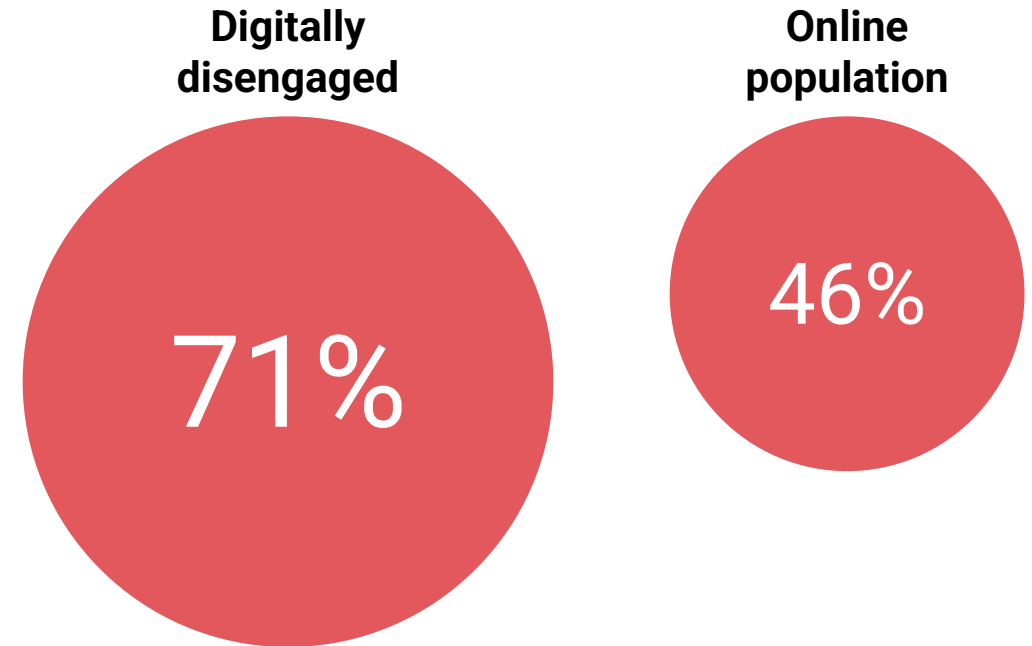
Last time they received a nuisance/spam comms

(Showing all who receive nuisance/spam comms)



Those who do not report nuisance/spam comms

(Showing all who receive nuisance/spam comms and do not report them)



2: Digitally disengaged

Key take outs

01

Many of those who are digitally disengaged lack knowledge or access to the internet, some prefer offline methods. Over a third have felt obligated to use digital technologies.

03

This group experiences a higher incidence of nuisance or spam calls than the online population. But they're less likely to report them.

02

The digitally disengaged often receive help, mainly from family members, to do tasks online. They feel comfortable sharing personal information with others, particularly personal health information.

04

43% are unaware of any of the tested information rights and awareness of the ICO is very low among this group.

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3: ICO25 KPIs

ICO25 KPIs, key 2024 findings

KPI 1.1

To improve awareness of data protection rights



73% ▼ (-3pp)

of UK adults are **aware of at least one** data protection right

KPI 1.2

To improve the number of people able to use individual data protection rights effectively



66% ▼ (-4pp)

report asking organisations to stop sending them marketing information

24% ▼ (-7pp)

report having asked an organisation to stop using their personal data

KPI 1.4

To increase awareness of ICO and confidence in what we do



53%

of the public say they **have heard of** the ICO, while only

22%

have heard of and know at least a little about what the ICO do.

Opinion on the ICO remains on par with 2023 at 73%.

ICO25 KPIs, key 2024 findings

KPI 3.1

To improve awareness of access to information rights



36% ▼ (-7pp)

of the public report awareness of the **right to subject access**

33%

are aware of the right to make a **freedom of information request**

KPI 3.2

To increase the number of people being able to use individual access to information rights effectively



20%

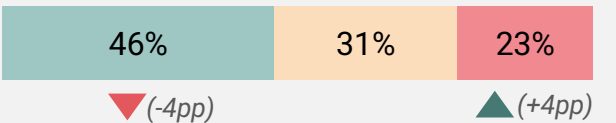
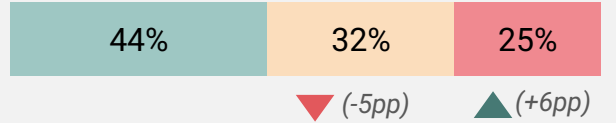
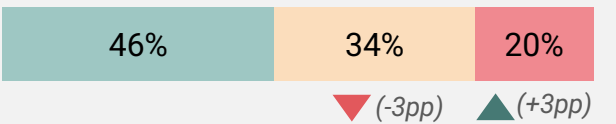
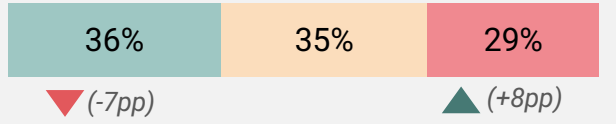
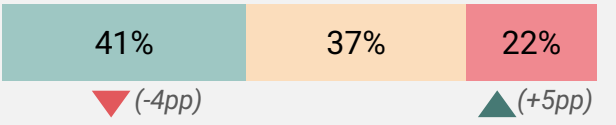
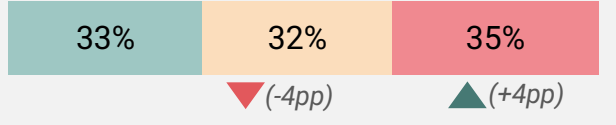
of the public have asked an organisation to **provide copies of personal information** relating to them

16%

report having made a **freedom of information request**

The 2024 data suggests a shift towards lower awareness across all presented information rights.

Awareness of selected information rights
(Showing all %)

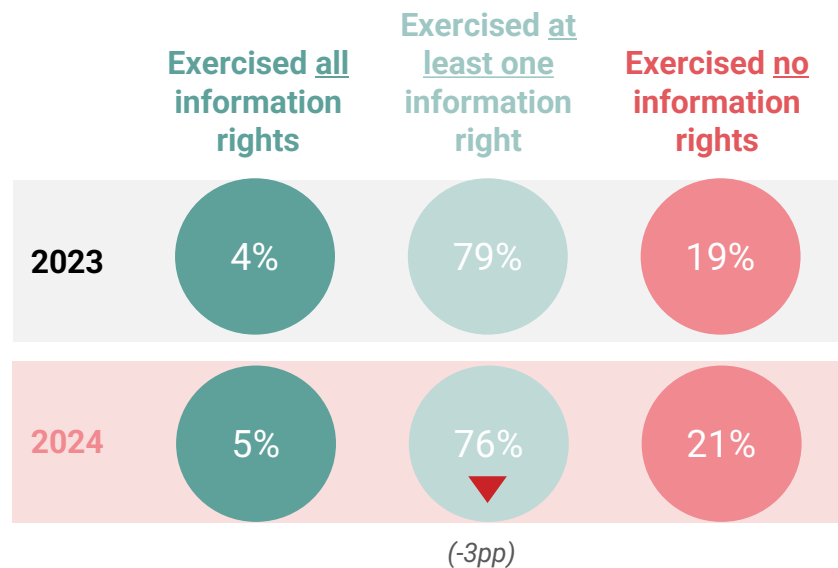
<p>Ask a company or organisation to delete personal information about you</p>	 <p>46% 31% 23%</p> <p>▼ (-4pp) ▲ (+4pp)</p>	<p>Be informed whenever an organisation is collecting and/or using your data</p>	 <p>44% 32% 25%</p> <p>▼ (-5pp) ▲ (+6pp)</p>
<p>Stop companies sending you marketing through electronic means</p>	 <p>46% 34% 20%</p> <p>▼ (-3pp) ▲ (+3pp)</p>	<p>Find out if a company or organisation is using or storing your personal information and ask to get copies of it</p>	 <p>36% 35% 29%</p> <p>▼ (-7pp) ▲ (+8pp)</p>
<p>Limit the way a company or organisation uses your personal information</p>	 <p>41% 37% 22%</p> <p>▼ (-4pp) ▲ (+5pp)</p>	<p>Request information that is not routinely made public from public sector bodies</p>	 <p>33% 32% 35%</p> <p>▼ (-4pp) ▲ (+4pp)</p>

- I was aware this is a legal right I have
- I thought I could do this but wasn't aware it was a legal right
- I wasn't aware of this until now

Generally, levels of exercising information rights remain low across both 2024 and 2023. Unsubscribing from online marketing is an exception.

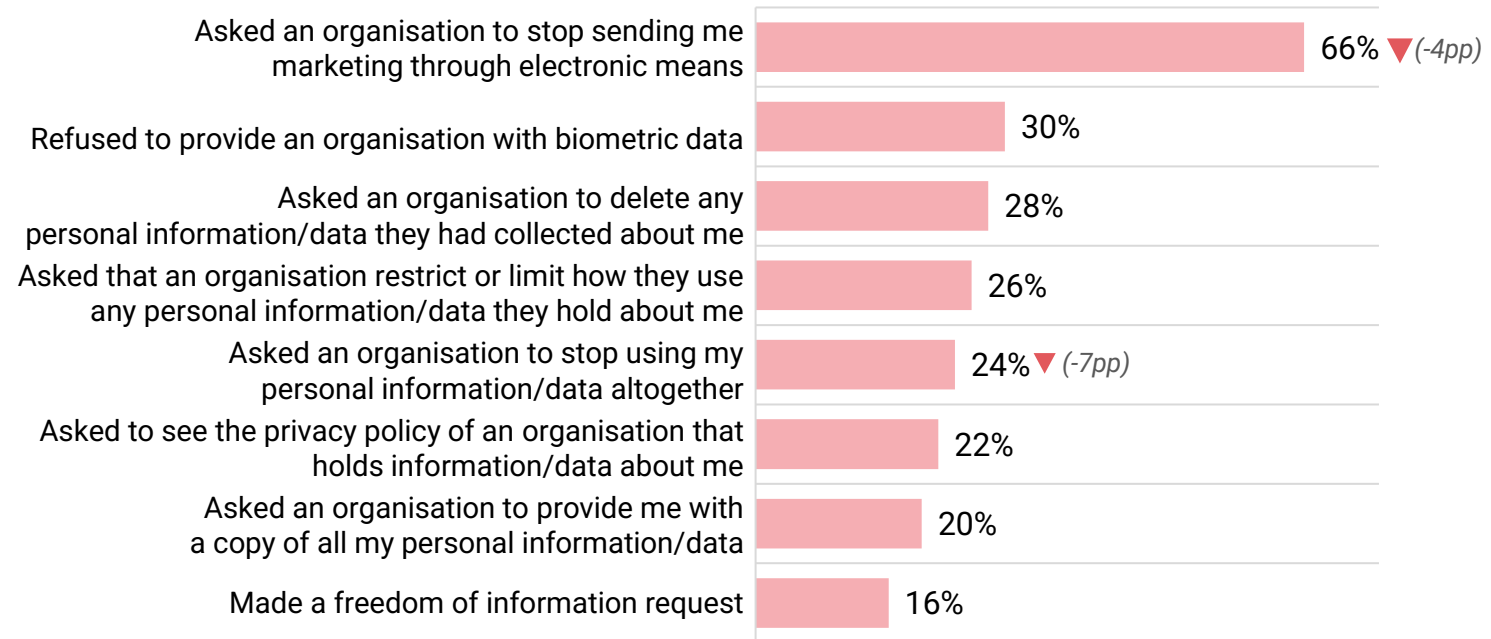
Enactment of exercising selected information rights

(Showing combined % from 2023 and 2024)



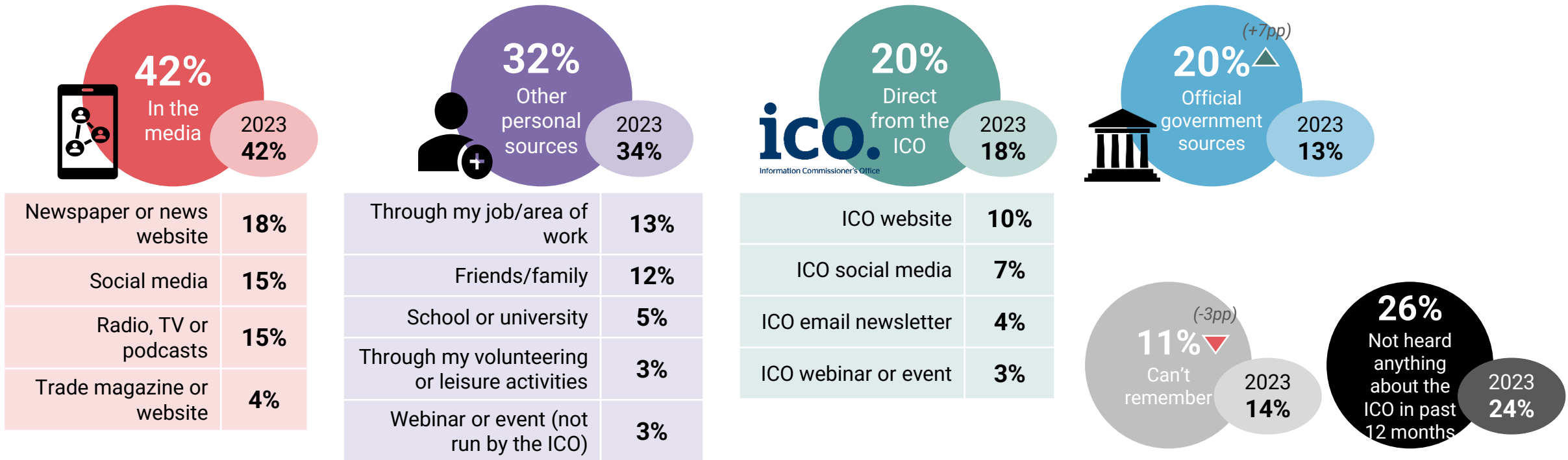
Have you done any of the following?

(Showing % of NET: Have done this)



Although the media is still the primary source of awareness about the ICO, there has been a rise in the number who have heard about the ICO through official government channels.

Where have you heard about the ICO in the past 12 months
(Showing all aware of the ICO from 2024)



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