



Trust in the Digital Age Survey

Fieldwork dates: 27th January – 1st February 2010

Interview Method: Online

Population effectively sampled: All adults aged 18+

Sampling Method: ICM interviewed a random sample of Great Britain adults aged 18+ from its demographically representative online panel

Sample size: 752

Data Weighting: Data have been weighted by age, gender, socio-economic status, work status, household composition, ethnicity and region to the profile of all adults

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all questions which have been published

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. <http://www.britishpollingcouncil.org/>

ICM Contact: Gregor Jackson (gregor@icmresearch.co.uk)

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 1

Q.1 Generally speaking, do you agree or disagree that most people can be trusted?**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Agree	423 56%	217 60%	206 53%	34 38%	62 52%	138 50%	75 68%	113 72%	33 49%	15 44%	56 64%	34 52%	31 55%	41 58%	24 62%	34 50%	53 56%	58 57%	43 64%
Strongly agree	(+2) 17 2%	9 3%	8 2%	- -	4 4%	8 3%	1 1%	3 2%	1 2%	1 2%	1 1%	1 1%	- -	- -	2 6%	3 5%	3 3%	4 4%	1 1%
Tend to agree	(+1) 406 54%	207 57%	199 51%	34 38%	58 49%	129 47%	74 67%	110 71%	31 47%	14 42%	54 62%	33 51%	31 55%	41 58%	22 56%	31 45%	50 53%	54 54%	43 64%
Neither agree nor disagree	(0) 145 19%	59 16%	87 22%	23 26%	26 21%	60 22%	12 11%	24 16%	15 22%	7 20%	10 11%	7 12%	13 23%	12 18%	5 14%	23 33%	17 18%	25 25%	11 16%
Tend to disagree	(-1) 159 21%	73 20%	86 22%	28 31%	25 21%	68 25%	21 19%	17 11%	15 22%	11 34%	19 22%	23 36%	12 20%	15 21%	8 21%	10 14%	23 24%	11 11%	12 18%
Strongly disagree	(-2) 24 3%	13 4%	11 3%	3 3%	6 5%	10 4%	3 3%	2 1%	4 5%	1 3%	3 3%	- -	1 2%	2 3%	2 4%	2 3%	3 3%	7 7%	1 1%
NET: Disagree	183 24%	86 24%	97 25%	31 35%	31 26%	78 28%	24 22%	19 12%	18 27%	12 36%	22 25%	23 36%	13 23%	17 24%	10 25%	12 17%	25 26%	18 18%	12 19%
Don't know	1 *	-	1 *	1 1%	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
NET: Agree - disagree	240 32%	131 36%	109 28%	3 4%	32 26%	59 22%	51 46%	95 61%	14 22%	3 8%	34 38%	10 16%	18 32%	24 34%	14 37%	23 33%	28 29%	41 40%	31 46%
Mean	0.31	0.35	0.27	*	0.25	0.21	0.44	0.61	0.19	0.07	0.36	0.17	0.30	0.31	0.39	0.35	0.30	0.37	0.46
Standard error	0.03	0.05	0.05	0.10	0.10	0.06	0.08	0.06	0.13	0.18	0.11	0.12	0.11	0.11	0.16	0.10	0.10	0.09	0.10

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 1

Q.1 Generally speaking, do you agree or disagree that most people can be trusted?**Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Agree	423 56%	113 58%	121 56%	88 56%	100 55%	180 53%	59 65%	184 57%	423 100%	-	7 45%	282 57%	130 57%	336 62%	30 42%	213 52%	17 63%
Strongly agree (+2)	17 2%	6 3%	4 2%	-	6 3%	9 3%	1 1%	6 2%	17 4%	-	2 11%	10 2%	4 2%	14 3%	1 2%	11 3%	1 4%
Tend to agree (+1)	406 54%	107 55%	117 54%	88 56%	94 52%	170 50%	57 64%	178 55%	406 96%	-	5 33%	272 55%	125 55%	321 60%	28 40%	202 49%	16 58%
Neither agree nor disagree (0)	145 19%	42 22%	39 18%	29 19%	34 19%	69 20%	14 16%	62 19%	-	-	5 34%	81 16%	49 22%	88 16%	13 18%	86 21%	4 16%
Tend to disagree (-1)	159 21%	35 18%	55 25%	32 20%	37 20%	80 24%	17 19%	62 19%	-	159 87%	1 9%	116 23%	42 18%	101 19%	24 34%	95 23%	4 15%
Strongly disagree (-2)	24 3%	4 2%	3 1%	8 5%	9 5%	9 3%	1 1%	14 4%	-	24 13%	2 12%	17 4%	5 2%	15 3%	4 5%	14 3%	1 3%
NET: Disagree	183 24%	39 20%	58 26%	40 25%	45 25%	90 27%	17 19%	75 23%	-	183 100%	3 21%	133 27%	46 20%	115 21%	28 39%	109 27%	5 18%
Don't know	1 *	1 *	-	-	1 1%	-	-	1 *	-	-	-	-	1 1%	1 *	1 1%	-	1 3%
NET: Agree - disagree	240 32%	74 38%	63 29%	48 31%	55 30%	90 27%	41 46%	109 34%	423 100%	-183 -100%	4 24%	149 30%	83 37%	220 41%	2 3%	104 25%	12 45%
Mean	0.31	0.39	0.30	0.25	0.29	0.27	0.47	0.31	1.04	-1.13	0.23	0.29	0.37	0.41	-0.01	0.25	0.48
Standard error	0.03	0.05	0.07	0.10	0.07	0.06	0.08	0.05	0.01	0.03	0.28	0.04	0.06	0.04	0.12	0.05	0.17

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 2

Q.2 Thinking about the following groups of people, which of them do you trust?**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Family	669	324	346	80	108	242	97	142	61	29	72	57	55	66	39	63	83	85	59
	89%	90%	88%	89%	91%	88%	87%	91%	92%	86%	83%	89%	97%	93%	99%	91%	86%	84%	89%
Friends	603	282	321	72	93	213	93	133	59	27	69	55	41	53	28	60	76	80	56
	80%	78%	82%	81%	78%	77%	83%	85%	89%	79%	79%	86%	71%	75%	71%	87%	79%	78%	83%
Spouse/partner/wife/husband	548	260	288	65	80	203	80	120	48	27	59	54	40	54	32	46	63	71	54
	73%	72%	74%	72%	67%	73%	72%	77%	73%	79%	68%	83%	70%	76%	81%	67%	66%	70%	80%
Professionals (e.g. teachers, doctors)	414	191	223	47	51	142	65	108	41	20	42	36	29	39	20	39	53	54	41
	55%	53%	57%	53%	43%	52%	58%	69%	62%	60%	48%	56%	51%	55%	52%	56%	55%	53%	61%
Colleagues	228	118	110	19	33	83	41	52	20	6	23	24	12	28	11	19	27	36	22
	30%	33%	28%	21%	28%	30%	37%	33%	30%	17%	27%	37%	22%	40%	29%	28%	28%	35%	32%
Authority figures (e.g. policemen, politicians)	139	59	80	11	31	46	17	34	6	8	15	13	14	9	6	17	15	21	15
	19%	16%	20%	13%	26%	17%	15%	22%	9%	23%	18%	21%	24%	12%	16%	25%	16%	21%	23%
Strangers or people you have never met	23	7	16	2	3	10	2	6	-	1	1	6	-	-	-	2	4	7	2
	3%	2%	4%	2%	2%	4%	2%	4%	-	2%	1%	9%	-	-	-	4%	4%	7%	3%
Trust all equally	17	6	11	2	3	4	3	4	-	1	2	-	1	2	*	2	4	2	2
	2%	2%	3%	3%	3%	2%	3%	2%	-	3%	2%	-	2%	3%	1%	2%	4%	2%	4%
None of these	16	7	9	3	3	7	3	1	4	3	1	2	-	1	-	-	1	4	-
	2%	2%	2%	3%	2%	2%	3%	1%	7%	8%	1%	3%	-	1%	-	-	1%	4%	-

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 2

Q.2 Thinking about the following groups of people, which of them do you trust?**Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Family	669 89%	171 88%	200 92%	140 89%	158 88%	296 87%	87 96%	287 89%	390 92%	151 82%	14 93%	444 90%	198 88%	485 90%	58 82%	368 90%	24 92%
Friends	603 80%	157 80%	175 80%	128 81%	143 79%	263 78%	78 86%	262 81%	375 89%	117 64%	13 86%	407 82%	173 76%	451 84%	51 72%	329 81%	25 95%
Spouse/partner/wife/ husband	548 73%	147 75%	152 70%	130 82%	119 66%	240 71%	74 82%	233 72%	333 79%	119 65%	11 77%	367 74%	157 69%	408 76%	43 61%	296 73%	21 80%
Professionals (e.g. teachers, doctors)	414 55%	115 59%	118 54%	87 55%	93 52%	167 49%	50 56%	196 61%	306 72%	44 24%	8 56%	271 55%	128 57%	320 59%	30 42%	203 50%	19 70%
Colleagues	228 30%	63 32%	67 31%	59 37%	39 22%	115 34%	33 37%	80 25%	194 46%	13 7%	5 34%	155 31%	67 29%	180 33%	14 20%	118 29%	10 38%
Authority figures (e.g. policemen, politicians)	139 19%	33 17%	48 22%	36 23%	22 12%	59 17%	22 25%	58 18%	105 25%	9 5%	7 48%	84 17%	45 20%	112 21%	6 8%	67 16%	6 24%
Strangers or people you have never met	23 3%	6 3%	10 5%	5 3%	1 1%	7 2%	4 4%	12 4%	21 5%	2 1%	1 3%	15 3%	7 3%	16 3%	4 5%	13 3%	3 11%
Trust all equally	17 2%	7 4%	6 3%	- -	3 2%	7 2%	2 2%	7 2%	13 3%	- -	- -	8 2%	9 4%	15 3%	- -	8 2%	- -
None of these	16 2%	3 1%	3 1%	6 4%	5 3%	7 2%	1 1%	9 3%	- -	12 7%	- -	11 2%	5 2%	4 1%	5 7%	8 2%	- -

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 3

Q.3 Thinking about people you might or might not trust, which of the following statements do you most agree with?

Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
I am more likely to trust a stranger online than a stranger on the street	23 3%	17 5%	7 2%	5 5%	9 7%	7 3%	- -	2 2%	2 3%	2 6%	5 6%	2 3%	1 3%	1 2%	- -	2 3%	- -	5 5%	2 3%
I am more likely to trust a stranger on the street than a stranger online	225 30%	119 33%	106 27%	19 21%	37 31%	74 27%	42 37%	53 34%	19 28%	4 13%	20 23%	19 29%	15 26%	26 37%	12 32%	21 30%	23 24%	37 37%	29 44%
Both equally	83 11%	40 11%	43 11%	14 16%	19 16%	27 10%	13 11%	10 6%	6 9%	3 10%	7 8%	7 11%	7 13%	5 7%	7 17%	9 14%	17 18%	10 9%	4 6%
Neither	421 56%	185 51%	236 60%	52 58%	55 46%	167 60%	57 51%	91 58%	39 60%	24 71%	54 62%	37 57%	34 59%	39 55%	20 51%	37 54%	56 59%	49 49%	31 47%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 3

Q.3 Thinking about people you might or might not trust, which of the following statements do you most agree with?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
I am more likely to trust a stranger online than a stranger on the street	23 3%	6 3%	3 2%	7 5%	7 4%	11 3%	2 2%	10 3%	15 3%	6 3%	1 8%	14 3%	8 4%	17 3%	3 4%	16 4%	1 5%
I am more likely to trust a stranger on the street than a stranger online	225 30%	61 31%	67 31%	50 31%	47 26%	94 28%	35 39%	95 29%	161 38%	38 21%	1 7%	156 31%	67 30%	172 32%	17 24%	111 27%	10 38%
Both equally	83 11%	28 14%	16 8%	18 11%	21 11%	48 14%	5 6%	29 9%	57 13%	13 7%	1 8%	44 9%	35 15%	61 11%	5 7%	47 12%	4 16%
Neither	421 56%	101 52%	131 60%	83 52%	106 59%	185 55%	48 53%	189 58%	191 45%	126 69%	11 76%	282 57%	116 51%	289 54%	46 65%	234 57%	11 41%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 4

Q.4 Which three or four of the words/statements listed below best describes your idea of 'trust'?

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Honesty	594 79%	284 79%	310 79%	71 80%	89 74%	220 80%	89 80%	126 81%	55 84%	24 72%	69 79%	43 67%	45 79%	57 81%	31 79%	57 83%	73 76%	82 81%	56 84%
Truthfulness	521 69%	246 68%	275 70%	54 61%	84 70%	198 72%	73 66%	112 72%	47 71%	20 60%	65 74%	49 76%	41 72%	47 67%	26 65%	41 60%	65 69%	73 72%	46 69%
Reliability	378 50%	170 47%	207 53%	48 54%	58 49%	132 48%	56 50%	84 54%	30 45%	12 36%	35 40%	33 51%	28 48%	37 53%	17 44%	35 51%	55 58%	57 56%	38 57%
Faithfulness	258 34%	105 29%	153 39%	45 50%	36 30%	84 30%	40 36%	53 34%	25 38%	9 25%	34 39%	30 46%	23 40%	18 26%	15 39%	16 22%	31 32%	35 35%	22 33%
Credibility	228 30%	119 33%	109 28%	21 24%	40 33%	78 28%	36 32%	54 34%	25 38%	12 36%	26 29%	20 31%	13 23%	21 29%	13 33%	21 30%	32 33%	27 27%	19 28%
Openness	171 23%	91 25%	79 20%	20 23%	21 18%	69 25%	34 30%	27 17%	15 23%	4 11%	13 15%	20 30%	9 16%	16 23%	16 40%	17 24%	21 22%	22 22%	18 28%
Confidence	140 19%	56 16%	84 22%	20 22%	26 22%	49 18%	19 17%	27 17%	10 15%	9 27%	14 16%	15 23%	15 26%	18 25%	3 7%	13 19%	18 18%	19 19%	7 11%
Reputation	140 19%	67 18%	74 19%	12 14%	24 20%	54 20%	18 16%	32 20%	15 22%	7 20%	14 16%	8 12%	13 22%	17 25%	7 19%	17 24%	19 19%	14 13%	10 14%
Personal recommendation	79 11%	36 10%	43 11%	2 2%	9 8%	35 13%	7 6%	26 16%	4 6%	2 5%	10 12%	7 11%	6 10%	8 12%	6 15%	5 7%	9 9%	11 11%	12 18%
Impartiality	64 9%	37 10%	27 7%	4 5%	9 8%	18 6%	16 15%	17 11%	6 9%	2 6%	8 9%	4 7%	5 9%	7 10%	2 4%	6 9%	11 11%	8 8%	6 9%
Knowledge	54 7%	25 7%	29 7%	8 9%	13 11%	15 5%	7 6%	11 7%	8 12%	1 3%	8 9%	3 4%	6 10%	4 6%	3 8%	7 10%	7 7%	6 6%	1 1%
Competence	52 7%	32 9%	20 5%	8 9%	4 4%	14 5%	16 14%	10 6%	6 8%	2 5%	4 5%	2 3%	3 6%	10 15%	1 3%	7 10%	10 11%	6 6%	2 2%
Friendliness	45 6%	21 6%	24 6%	12 14%	10 8%	16 6%	3 3%	4 2%	1 2%	4 11%	7 8%	5 8%	4 7%	3 4%	1 3%	3 4%	3 3%	10 10%	4 6%
Intelligence	37 5%	28 8%	9 2%	5 5%	11 9%	11 4%	6 5%	5 3%	* 1%	2 5%	4 5%	5 7%	5 9%	3 5%	3 7%	2 4%	2 2%	5 5%	6 9%
Independence	21 3%	8 2%	13 3%	3 3%	2 2%	11 4%	- -	6 4%	2 3%	1 2%	3 3%	2 4%	- -	- -	- -	3 4%	3 3%	4 4%	3 4%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 4

Q.4 Which three or four of the words/statements listed below best describes your idea of 'trust'?

Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Verbal/written reassurance	18 2%	10 3%	9 2%	3 3%	3 3%	8 3%	3 3%	1 1%	3 4%	1 4%	5 6%	-	-	1 2%	-	2 3%	1 1%	3 3%	2 3%
Authority	18 2%	11 3%	7 2%	4 4%	6 5%	5 2%	4 3%	1 *	2 3%	3 8%	1 1%	-	1 1%	-	3 7%	5 7%	1 1%	1 1%	2 4%
Other	5 1%	3 1%	1 *	-	-	2 1%	1 1%	2 1%	1 1%	-	1 1%	-	1 2%	2 2%	-	-	-	-	-
None of these	9 1%	6 2%	4 1%	-	3 2%	6 2%	-	1 1%	-	3 8%	1 1%	-	1 2%	-	2 5%	2 3%	-	-	1 1%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 4

Q.4 Which three or four of the words/statements listed below best describes your idea of 'trust'?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Honesty	594 79%	153 78%	179 82%	119 76%	143 79%	259 76%	74 82%	262 81%	338 80%	138 76%	13 86%	390 79%	181 80%	448 83%	45 64%	325 80%	20 76%
Truthfulness	521 69%	135 69%	152 69%	111 70%	124 69%	231 68%	57 63%	233 72%	296 70%	128 70%	12 80%	344 69%	156 69%	373 69%	48 67%	290 71%	15 55%
Reliability	378 50%	107 55%	126 58%	72 46%	73 40%	155 46%	47 52%	176 54%	216 51%	94 51%	6 38%	256 52%	112 50%	272 50%	32 45%	209 51%	12 44%
Faithfulness	258 34%	65 33%	69 32%	56 35%	68 37%	120 35%	30 34%	108 33%	141 33%	72 40%	5 33%	168 34%	83 36%	180 33%	30 42%	155 38%	9 33%
Credibility	228 30%	57 29%	59 27%	52 33%	61 34%	95 28%	24 27%	109 34%	132 31%	50 27%	6 39%	136 27%	81 36%	168 31%	17 24%	111 27%	10 36%
Openness	171 23%	49 25%	36 16%	40 25%	46 25%	75 22%	27 30%	68 21%	103 24%	38 21%	4 26%	113 23%	49 22%	126 23%	13 18%	85 21%	9 35%
Confidence	140 19%	44 23%	54 25%	19 12%	23 13%	77 23%	10 11%	54 17%	79 19%	37 20%	2 11%	98 20%	40 18%	100 19%	14 20%	89 22%	2 8%
Reputation	140 19%	30 15%	41 19%	32 20%	37 20%	62 18%	19 21%	59 18%	88 21%	27 15%	2 17%	96 19%	40 18%	106 20%	11 16%	74 18%	3 10%
Personal recommendation	79 11%	19 10%	26 12%	14 9%	20 11%	29 9%	15 17%	35 11%	51 12%	15 8%	1 4%	50 10%	28 12%	55 10%	10 15%	29 7%	7 27%
Impartiality	64 9%	18 9%	22 10%	9 6%	14 8%	31 9%	5 5%	28 9%	37 9%	13 7%	- -	51 10%	13 6%	45 8%	8 12%	31 7%	- -
Knowledge	54 7%	17 9%	16 7%	10 7%	11 6%	23 7%	11 12%	20 6%	32 8%	12 6%	3 19%	33 7%	16 7%	44 8%	3 4%	31 8%	3 13%
Competence	52 7%	17 9%	10 5%	12 8%	13 7%	23 7%	7 7%	23 7%	30 7%	9 5%	1 4%	35 7%	15 7%	40 7%	6 8%	22 5%	4 15%
Friendliness	45 6%	5 3%	10 5%	15 10%	14 8%	22 6%	6 7%	17 5%	28 7%	6 3%	2 11%	31 6%	11 5%	34 6%	6 8%	25 6%	2 6%
Intelligence	37 5%	8 4%	10 5%	7 5%	12 6%	19 6%	5 5%	14 4%	19 5%	12 7%	2 13%	21 4%	12 5%	32 6%	2 3%	16 4%	4 15%
Independence	21 3%	10 5%	6 3%	3 2%	2 1%	13 4%	2 3%	5 2%	9 2%	7 4%	- -	18 4%	1 1%	16 3%	3 5%	11 3%	2 7%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 4

Q.4 Which three or four of the words/statements listed below best describes your idea of 'trust'?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
	Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408
Verbal/written reassurance	18 2%	5 2%	9 4%	- -	5 3%	11 3%	4 5%	4 1%	7 2%	6 3%	1 7%	13 3%	4 2%	14 3%	1 2%	11 3%	- -
Authority	18 2%	4 2%	5 2%	4 2%	5 3%	7 2%	3 3%	8 2%	13 3%	- -	2 12%	10 2%	5 2%	15 3%	1 2%	10 3%	1 5%
Other	5 1%	2 1%	1 1%	- -	2 1%	2 1%	1 1%	2 1%	2 *	2 1%	- -	5 1%	- -	1 *	- -	1 *	- -
None of these	9 1%	2 1%	1 *	5 3%	2 1%	7 2%	1 1%	2 1%	1 *	4 2%	- -	6 1%	2 1%	1 *	3 4%	4 1%	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 5
Q.5a-m Thinking about the following institutions, please tell me the extent you trust each of them? SUMMARY TABLE
Base: All respondents

	The police	Things you hear on the radio	The United Nations (UN)	Things you see or hear on television	The UK legal system	The European Union (EU)	Things you read on the internet	The UK Government	Local government / Councils	The British press	Political parties	Banks	Charities /NGOs
Unweighted base	752	752	752	752	752	752	752	752	752	752	752	752	752
Weighted base	752	752	752	752	752	752	752	752	752	752	752	752	752
NET: Trust very/fairly strongly	417 55%	175 23%	243 32%	143 19%	249 33%	116 15%	48 6%	96 13%	106 14%	57 8%	23 3%	144 19%	278 37%
Trust very strongly	66 9%	6 1%	22 3%	4 *	21 3%	6 1%	1 *	11 1%	7 1%	2 *	1 *	14 2%	23 3%
Trust fairly strongly	351 47%	169 22%	222 29%	140 19%	227 30%	110 15%	47 6%	86 11%	99 13%	56 7%	22 3%	131 17%	254 34%
Trust just a little	257 34%	473 63%	318 42%	487 65%	301 40%	260 35%	548 73%	280 37%	329 44%	332 44%	253 34%	326 43%	363 48%
Do not trust at all	74 10%	80 11%	107 14%	115 15%	182 24%	313 42%	145 19%	362 48%	307 41%	353 47%	455 60%	278 37%	90 12%
NET: Trust a little/not at all	331 44%	553 74%	425 56%	602 80%	483 64%	573 76%	693 92%	643 85%	635 84%	685 91%	708 94%	603 80%	453 60%
Know nothing about	4 *	24 3%	84 11%	7 1%	20 3%	63 8%	11 2%	13 2%	10 1%	10 1%	22 3%	4 1%	21 3%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 6

Q.5a Thinking about the following institutions, please tell me the extent you trust each of them? The police

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	417 55%	184 51%	233 60%	53 60%	65 55%	152 55%	58 52%	88 57%	40 60%	19 57%	52 59%	38 58%	28 48%	31 44%	14 36%	38 55%	59 62%	53 52%	46 68%
Trust very strongly	66 9%	36 10%	30 8%	6 6%	15 12%	24 9%	11 10%	10 7%	4 7%	3 10%	5 6%	5 7%	2 3%	3 5%	2 6%	14 20%	10 10%	8 8%	9 14%
Trust fairly strongly	351 47%	148 41%	204 52%	48 53%	51 43%	128 46%	47 42%	78 50%	36 54%	16 48%	47 54%	33 51%	26 45%	28 39%	12 30%	24 35%	50 52%	44 44%	36 54%
Trust just a little	257 34%	124 34%	133 34%	28 31%	39 33%	88 32%	43 38%	59 38%	16 24%	8 24%	22 25%	22 34%	24 42%	35 50%	20 52%	21 31%	34 36%	40 40%	14 21%
Do not trust at all	74 10%	54 15%	21 5%	7 8%	14 12%	34 12%	10 9%	9 6%	10 16%	5 14%	14 16%	5 7%	5 9%	5 7%	5 13%	8 11%	2 2%	9 9%	7 10%
NET: Trust a little/not at all	331 44%	177 49%	154 39%	35 39%	53 45%	122 44%	53 48%	68 43%	26 40%	13 38%	35 41%	27 42%	29 52%	40 56%	25 64%	29 42%	36 38%	49 48%	21 31%
Know nothing about	4 *	-	4 1%	2 2%	1 *	2 1%	-	-	-	2 5%	-	-	-	-	-	2 2%	-	-	1 1%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 6

Q.5a Thinking about the following institutions, please tell me the extent you trust each of them? The police

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	417 55%	114 58%	121 56%	87 55%	95 53%	180 53%	49 55%	187 58%	264 63%	75 41%	12 78%	252 51%	146 65%	320 59%	38 54%	231 57%	14 53%
Trust very strongly	66 9%	12 6%	23 11%	17 11%	13 7%	31 9%	13 15%	22 7%	51 12%	6 3%	4 25%	33 7%	29 13%	59 11%	2 2%	26 6%	5 18%
Trust fairly strongly	351 47%	101 52%	98 45%	70 45%	82 46%	150 44%	36 40%	166 51%	214 51%	69 38%	8 53%	219 44%	118 52%	261 48%	37 52%	205 50%	9 35%
Trust just a little	257 34%	66 34%	76 35%	52 33%	63 35%	110 33%	38 42%	109 34%	140 33%	67 37%	2 14%	184 37%	66 29%	176 33%	18 26%	138 34%	12 45%
Do not trust at all	74 10%	15 8%	21 10%	19 12%	19 11%	45 13%	3 4%	26 8%	19 4%	40 22%	1 8%	59 12%	12 5%	43 8%	14 19%	37 9%	* 2%
NET: Trust a little/not at all	331 44%	81 42%	97 44%	71 45%	82 45%	155 46%	41 45%	135 42%	158 37%	107 59%	3 22%	243 49%	78 34%	218 40%	32 45%	175 43%	12 47%
Know nothing about	4 *	1 *	- -	- -	3 2%	3 1%	- -	1 *	- -	- -	- -	2 *	2 1%	2 *	1 1%	2 *	- -

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 7

Q.5b Thinking about the following institutions, please tell me the extent you trust each of them? Things you hear on the radio

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	175 23%	82 23%	94 24%	29 33%	24 20%	51 18%	19 17%	52 33%	13 20%	9 26%	21 24%	18 28%	15 26%	12 17%	8 21%	12 17%	28 29%	18 18%	22 32%
Trust very strongly	6 1%	2 1%	4 1%	2 2%	2 1%	2 1%	1 1%	- -	- -	- -	2 3%	- -	- -	- -	- -	1 2%	3 3%	- -	- -
Trust fairly strongly	169 22%	80 22%	89 23%	27 31%	22 19%	48 18%	19 17%	52 33%	13 20%	9 26%	19 22%	18 28%	15 26%	12 17%	8 21%	11 15%	25 26%	18 18%	22 32%
Trust just a little	473 63%	227 63%	246 63%	51 57%	85 71%	177 64%	79 71%	81 52%	38 57%	19 55%	50 57%	45 69%	35 61%	45 64%	25 63%	46 67%	61 64%	70 69%	39 59%
Do not trust at all	80 11%	43 12%	38 10%	5 6%	8 7%	43 16%	9 8%	15 10%	10 15%	5 14%	16 18%	2 3%	5 9%	8 11%	6 16%	11 15%	2 2%	12 12%	4 6%
NET: Trust a little/not at all	553 74%	270 75%	283 72%	56 63%	93 78%	221 80%	88 79%	96 61%	48 72%	23 69%	65 75%	47 72%	40 70%	53 75%	31 79%	57 82%	64 67%	82 81%	43 64%
Know nothing about	24 3%	10 3%	14 4%	4 5%	2 1%	4 2%	4 4%	9 6%	6 9%	2 5%	1 1%	- -	2 4%	5 7%	- -	1 1%	4 4%	1 1%	2 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 7

Q.5b Thinking about the following institutions, please tell me the extent you trust each of them? Things you hear on the radio

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	175 23%	52 26%	59 27%	33 21%	31 17%	75 22%	23 26%	77 24%	124 29%	25 14%	3 18%	123 25%	45 20%	139 26%	12 18%	102 25%	9 33%
Trust very strongly	6 1%	3 1%	- -	3 2%	1 *	1 *	4 5%	1 *	3 1%	2 1%	1 3%	3 1%	3 1%	4 1%	2 3%	6 1%	- -
Trust fairly strongly	169 22%	49 25%	59 27%	30 19%	30 17%	74 22%	19 21%	76 23%	120 28%	23 13%	2 15%	121 24%	42 19%	135 25%	10 15%	96 24%	9 33%
Trust just a little	473 63%	127 65%	129 59%	102 65%	116 64%	217 64%	57 64%	198 61%	255 60%	122 67%	10 69%	307 62%	148 65%	342 63%	45 64%	260 64%	15 57%
Do not trust at all	80 11%	14 7%	20 9%	23 14%	24 13%	40 12%	7 8%	33 10%	29 7%	33 18%	1 10%	52 11%	23 10%	40 7%	12 17%	36 9%	2 7%
NET: Trust a little/not at all	553 74%	140 72%	149 68%	125 79%	139 77%	257 76%	65 72%	232 72%	285 67%	155 85%	12 78%	360 73%	171 75%	382 71%	57 81%	296 72%	17 64%
Know nothing about	24 3%	3 2%	10 5%	- -	10 6%	7 2%	2 2%	15 5%	14 3%	2 1%	1 3%	13 3%	10 5%	18 3%	1 2%	10 3%	1 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 8

Q.5c Thinking about the following institutions, please tell me the extent you trust each of them? The United Nations (UN)

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	243 32%	126 35%	117 30%	29 32%	35 29%	83 30%	38 34%	59 38%	18 27%	8 24%	28 32%	29 45%	15 27%	29 41%	10 26%	24 34%	31 33%	28 28%	23 34%
Trust very strongly	22 3%	10 3%	11 3%	1 1%	6 5%	7 2%	3 3%	5 3%	2 3%	1 3%	1 2%	2 4%	- -	1 2%	1 2%	3 4%	7 7%	2 1%	2 3%
Trust fairly strongly	222 29%	116 32%	106 27%	27 31%	29 25%	77 28%	34 31%	54 35%	15 23%	7 21%	26 30%	27 41%	15 27%	28 40%	10 25%	21 30%	25 26%	27 26%	21 31%
Trust just a little	318 42%	160 44%	158 40%	36 40%	59 49%	107 39%	50 45%	66 42%	30 46%	13 40%	30 34%	23 35%	26 45%	25 36%	22 55%	29 41%	43 45%	48 47%	30 44%
Do not trust at all	107 14%	61 17%	46 12%	3 3%	12 10%	51 19%	18 17%	22 14%	8 12%	6 17%	15 17%	8 12%	10 17%	11 16%	3 7%	7 10%	10 11%	22 22%	8 11%
NET: Trust a little/not at all	425 56%	221 61%	204 52%	39 43%	71 60%	158 57%	69 61%	88 56%	38 57%	19 57%	45 51%	31 47%	35 62%	37 52%	24 63%	35 51%	53 55%	70 69%	37 56%
Know nothing about	84 11%	14 4%	70 18%	22 24%	13 11%	34 12%	5 5%	10 6%	11 16%	7 19%	15 17%	5 8%	6 11%	5 7%	4 11%	10 15%	11 12%	3 3%	7 10%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 8

Q.5c Thinking about the following institutions, please tell me the extent you trust each of them? The United Nations (UN)

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	243 32%	68 35%	88 40%	49 31%	38 21%	112 33%	30 34%	101 31%	160 38%	48 26%	5 32%	156 31%	79 35%	183 34%	29 40%	146 36%	6 23%
Trust very strongly	22 3%	7 3%	9 4%	3 2%	3 2%	6 2%	4 5%	11 3%	18 4%	3 1%	1 3%	14 3%	7 3%	15 3%	3 4%	13 3%	- -
Trust fairly strongly	222 29%	62 32%	78 36%	46 29%	36 20%	106 31%	26 29%	90 28%	142 34%	45 25%	4 29%	142 29%	72 32%	168 31%	26 37%	134 33%	6 23%
Trust just a little	318 42%	75 38%	86 39%	70 44%	88 49%	136 40%	40 45%	141 44%	193 46%	66 36%	5 37%	218 44%	89 39%	231 43%	26 36%	166 41%	14 52%
Do not trust at all	107 14%	34 17%	25 12%	21 13%	27 15%	51 15%	10 11%	46 14%	38 9%	55 30%	2 11%	79 16%	27 12%	68 13%	11 15%	49 12%	3 10%
NET: Trust a little/not at all	425 56%	108 55%	111 51%	90 57%	115 64%	187 55%	50 56%	187 58%	231 55%	120 66%	7 48%	297 60%	115 51%	299 55%	37 52%	215 53%	17 63%
Know nothing about	84 11%	19 10%	19 9%	19 12%	27 15%	39 12%	10 11%	35 11%	32 7%	14 8%	3 19%	43 9%	32 14%	58 11%	6 8%	47 12%	4 15%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 9

Q.5d Thinking about the following institutions, please tell me the extent you trust each of them? Things you see or hear on television

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	143 19%	70 19%	74 19%	28 31%	25 21%	43 16%	12 11%	35 22%	15 23%	6 19%	22 26%	17 26%	13 23%	9 13%	7 18%	10 14%	14 14%	14 14%	16 23%
Trust very strongly	4 *	3 1%	1 *	- -	2 1%	2 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	3 3%	- -	- -
Trust fairly strongly	140 19%	67 18%	73 19%	28 31%	24 20%	41 15%	12 11%	35 22%	15 23%	6 19%	22 25%	17 26%	13 23%	9 13%	7 18%	9 13%	11 12%	14 14%	16 23%
Trust just a little	487 65%	228 63%	259 66%	48 53%	75 63%	181 66%	83 75%	100 64%	39 60%	22 65%	52 59%	37 56%	34 60%	49 70%	22 57%	46 67%	72 75%	69 68%	44 66%
Do not trust at all	115 15%	60 17%	54 14%	14 15%	18 15%	48 17%	16 15%	19 12%	11 16%	4 11%	13 15%	11 17%	9 16%	11 15%	9 24%	13 19%	10 11%	18 18%	6 8%
NET: Trust a little/not at all	602 80%	288 80%	314 80%	62 69%	93 78%	229 83%	100 89%	119 76%	50 76%	26 76%	65 74%	48 74%	43 75%	60 85%	32 82%	59 86%	82 86%	87 86%	50 75%
Know nothing about	7 1%	3 1%	4 1%	- -	1 1%	4 1%	- -	2 1%	1 1%	2 5%	- -	- -	1 2%	2 2%	- -	- -	- -	1 1%	1 2%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 9

Q.5d Thinking about the following institutions, please tell me the extent you trust each of them? Things you see or hear on television

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	143 19%	39 20%	45 21%	36 23%	23 13%	63 19%	14 15%	66 21%	91 22%	28 15%	3 17%	97 20%	41 18%	113 21%	7 9%	96 24%	5 19%
Trust very strongly	4 *	1 1%	- -	2 1%	1 *	2 1%	1 1%	1 *	3 1%	- -	1 3%	3 1%	1 *	3 1%	- -	4 1%	- -
Trust fairly strongly	140 19%	38 19%	45 21%	34 22%	23 13%	61 18%	13 14%	65 20%	88 21%	28 15%	2 14%	95 19%	40 18%	109 20%	7 9%	92 23%	5 19%
Trust just a little	487 65%	132 68%	142 65%	94 59%	119 66%	221 65%	62 69%	204 63%	280 66%	109 60%	12 78%	317 64%	149 66%	361 67%	50 71%	260 64%	21 79%
Do not trust at all	115 15%	24 12%	28 13%	28 18%	35 19%	51 15%	14 15%	50 15%	48 11%	46 25%	1 5%	75 15%	35 16%	63 12%	14 19%	50 12%	1 3%
NET: Trust a little/not at all	602 80%	156 80%	170 78%	122 77%	154 85%	272 80%	76 84%	254 79%	327 77%	155 85%	12 83%	393 79%	185 82%	424 79%	64 90%	310 76%	22 81%
Know nothing about	7 1%	1 *	3 2%	- -	3 2%	3 1%	1 1%	3 1%	4 1%	- -	- -	6 1%	1 *	3 1%	1 1%	3 1%	- -

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 10

Q.5e Thinking about the following institutions, please tell me the extent you trust each of them? The UK legal system

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	249 33%	126 35%	122 31%	32 36%	38 32%	83 30%	38 34%	58 37%	19 29%	13 38%	22 26%	22 33%	18 31%	19 26%	13 32%	28 40%	41 43%	29 28%	26 39%
Trust very strongly	21 3%	11 3%	10 3%	3 3%	6 5%	8 3%	2 2%	3 2%	- -	- -	2 2%	2 3%	- -	1 1%	1 3%	9 13%	2 2%	4 4%	1 1%
Trust fairly strongly	227 30%	115 32%	112 29%	29 32%	32 27%	75 27%	36 32%	55 35%	19 29%	13 38%	20 23%	20 30%	18 31%	18 25%	11 29%	19 28%	39 41%	25 25%	25 37%
Trust just a little	301 40%	132 36%	169 43%	38 43%	45 38%	117 42%	44 39%	57 36%	24 36%	9 26%	40 46%	29 45%	24 42%	33 47%	17 43%	25 36%	31 32%	44 44%	25 37%
Do not trust at all	182 24%	99 27%	83 21%	15 17%	29 24%	69 25%	30 27%	39 25%	21 32%	8 25%	25 29%	14 22%	14 24%	19 27%	8 21%	16 22%	20 21%	26 26%	11 16%
NET: Trust a little/not at all	483 64%	231 64%	252 64%	53 59%	74 62%	186 67%	74 66%	96 62%	45 67%	17 51%	65 74%	43 67%	38 67%	52 74%	25 64%	41 59%	50 53%	71 70%	36 54%
Know nothing about	20 3%	4 1%	17 4%	4 5%	7 6%	7 3%	- -	2 1%	3 4%	4 10%	- -	- -	1 3%	- -	1 4%	1 1%	4 4%	2 2%	5 8%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 10

Q.5e Thinking about the following institutions, please tell me the extent you trust each of them? The UK legal system

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	249 33%	78 40%	79 36%	51 33%	40 22%	111 33%	33 36%	105 32%	169 40%	43 24%	6 39%	150 30%	88 39%	200 37%	16 22%	130 32%	5 20%
Trust very strongly	21 3%	7 3%	8 4%	3 2%	3 2%	13 4%	- -	9 3%	15 3%	2 1%	1 3%	12 2%	8 4%	18 3%	2 3%	9 2%	1 2%
Trust fairly strongly	227 30%	71 36%	71 33%	49 31%	37 20%	99 29%	33 36%	96 30%	154 36%	41 23%	5 36%	138 28%	80 35%	182 34%	14 20%	120 29%	5 18%
Trust just a little	301 40%	80 41%	81 37%	71 45%	69 38%	134 40%	36 40%	131 41%	171 41%	60 33%	5 31%	201 41%	91 40%	211 39%	20 28%	178 44%	15 56%
Do not trust at all	182 24%	37 19%	49 22%	32 20%	64 36%	81 24%	20 22%	82 25%	78 19%	75 41%	3 23%	135 27%	40 18%	116 21%	34 48%	85 21%	6 24%
NET: Trust a little/not at all	483 64%	117 60%	129 59%	103 65%	134 74%	215 63%	55 61%	213 66%	250 59%	134 74%	8 54%	336 68%	131 58%	326 60%	54 76%	263 64%	21 80%
Know nothing about	20 3%	1 *	9 4%	4 2%	7 4%	12 4%	2 2%	6 2%	4 1%	5 3%	1 7%	10 2%	8 3%	13 2%	1 2%	15 4%	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 11

Q.5f Thinking about the following institutions, please tell me the extent you trust each of them? The European Union (EU)**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	116 15%	52 14%	64 16%	15 17%	17 14%	42 15%	14 12%	29 18%	12 18%	4 12%	15 18%	12 19%	8 14%	6 9%	6 15%	13 19%	19 20%	7 7%	14 21%
Trust very strongly	6 1%	5 1%	1 *	3 4%	1 1%	1 *	1 1%	- -	- -	- -	1 1%	2 3%	- -	- -	- -	1 2%	1 1%	- -	1 1%
Trust fairly strongly	110 15%	47 13%	63 16%	12 13%	16 13%	41 15%	13 12%	29 18%	12 18%	4 12%	15 17%	10 16%	8 14%	6 9%	6 15%	12 17%	18 19%	7 7%	13 20%
Trust just a little	260 35%	124 34%	136 35%	44 50%	51 42%	92 33%	36 32%	37 24%	24 37%	10 29%	26 30%	25 38%	21 37%	24 34%	15 39%	22 32%	31 32%	40 39%	23 34%
Do not trust at all	313 42%	174 48%	140 36%	15 17%	39 33%	117 43%	59 52%	83 53%	25 37%	13 40%	39 45%	23 36%	26 46%	39 55%	13 34%	28 41%	36 37%	50 50%	20 30%
NET: Trust a little/not at all	573 76%	298 83%	275 70%	59 66%	89 75%	210 76%	95 85%	120 77%	49 74%	23 68%	65 75%	48 74%	47 83%	63 89%	29 73%	51 73%	67 70%	90 89%	43 64%
Know nothing about	63 8%	11 3%	52 13%	15 17%	13 11%	24 9%	3 3%	7 5%	6 9%	7 19%	7 8%	5 8%	2 4%	2 3%	5 12%	5 7%	10 10%	5 5%	10 15%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 11

Q.5f Thinking about the following institutions, please tell me the extent you trust each of them? The European Union (EU)

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	116 15%	33 17%	45 21%	19 12%	19 11%	49 15%	13 14%	54 17%	77 18%	23 13%	2 12%	70 14%	41 18%	90 17%	9 12%	75 18%	3 11%
Trust very strongly	6 1%	2 1%	3 2%	- -	1 *	2 1%	1 1%	3 1%	5 1%	1 *	1 3%	3 1%	2 1%	5 1%	1 1%	5 1%	- -
Trust fairly strongly	110 15%	31 16%	41 19%	19 12%	18 10%	47 14%	12 13%	51 16%	73 17%	22 12%	1 9%	67 13%	39 17%	85 16%	8 11%	69 17%	3 11%
Trust just a little	260 35%	73 38%	84 39%	56 36%	46 26%	124 37%	35 39%	102 31%	158 37%	50 27%	8 55%	169 34%	81 36%	193 36%	23 32%	151 37%	11 43%
Do not trust at all	313 42%	77 39%	74 34%	75 47%	88 49%	137 40%	34 38%	142 44%	164 39%	95 52%	4 23%	225 45%	81 36%	215 40%	34 48%	143 35%	11 40%
NET: Trust a little/not at all	573 76%	150 77%	158 72%	131 83%	135 75%	261 77%	69 76%	244 75%	321 76%	145 79%	12 78%	394 79%	162 71%	408 76%	57 81%	295 72%	22 83%
Know nothing about	63 8%	12 6%	15 7%	8 5%	27 15%	28 8%	8 9%	26 8%	24 6%	14 8%	1 10%	32 6%	24 10%	42 8%	5 7%	39 10%	2 6%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 12

Q.5g Thinking about the following institutions, please tell me the extent you trust each of them? Things you read on the internet

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	48 6%	27 7%	21 5%	6 7%	12 10%	21 7%	4 4%	5 3%	4 6%	1 2%	6 7%	9 14%	9 16%	7 9%	3 7%	2 3%	4 4%	2 2%	2 3%
Trust very strongly	1 *	1 *	-	-	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Trust fairly strongly	47 6%	26 7%	21 5%	6 7%	11 9%	21 7%	4 4%	5 3%	4 6%	1 2%	5 6%	9 14%	9 16%	7 9%	3 7%	2 3%	4 4%	2 2%	2 3%
Trust just a little	548 73%	261 72%	287 73%	64 72%	89 75%	203 74%	85 76%	107 68%	48 72%	22 66%	69 79%	42 66%	32 57%	51 72%	29 73%	49 71%	75 78%	81 79%	50 75%
Do not trust at all	145 19%	70 19%	75 19%	17 19%	18 15%	48 17%	21 19%	41 26%	10 16%	9 27%	13 15%	13 20%	14 25%	11 15%	8 19%	18 26%	16 17%	19 19%	14 20%
NET: Trust a little/not at all	693 92%	331 92%	362 93%	81 90%	107 90%	251 91%	107 95%	148 95%	58 88%	32 93%	81 93%	55 86%	46 81%	62 87%	36 93%	67 97%	91 96%	100 98%	64 95%
Know nothing about	11 2%	4 1%	8 2%	3 3%	1 *	4 2%	1 1%	3 2%	5 7%	2 5%	-	-	2 3%	2 3%	-	-	-	-	1 2%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 12

Q.5g Thinking about the following institutions, please tell me the extent you trust each of them? Things you read on the internet

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	48 6%	15 8%	14 7%	9 5%	10 5%	20 6%	9 10%	19 6%	30 7%	9 5%	2 17%	29 6%	14 6%	36 7%	5 7%	29 7%	3 11%
Trust very strongly	1 *	1 *	-	-	-	-	-	1 *	1 *	-	1 3%	-	-	1 *	-	1 *	-
Trust fairly strongly	47 6%	15 8%	14 7%	9 5%	10 5%	20 6%	9 10%	19 6%	30 7%	9 5%	2 13%	29 6%	14 6%	36 7%	5 7%	28 7%	3 11%
Trust just a little	548 73%	143 73%	162 74%	113 72%	129 72%	257 76%	64 71%	226 70%	316 75%	121 66%	10 68%	362 73%	166 73%	406 75%	46 65%	307 75%	18 69%
Do not trust at all	145 19%	36 19%	37 17%	36 23%	36 20%	56 17%	16 18%	73 22%	71 17%	52 29%	2 16%	96 19%	43 19%	90 17%	19 27%	67 16%	5 20%
NET: Trust a little/not at all	693 92%	180 92%	199 91%	149 95%	165 91%	313 93%	80 89%	299 92%	387 92%	173 95%	12 83%	458 92%	209 92%	496 92%	65 92%	374 92%	24 89%
Know nothing about	11 2%	1 *	5 2%	-	6 3%	5 1%	1 2%	5 2%	5 1%	1 *	-	8 2%	3 1%	8 1%	1 1%	5 1%	-

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 13

Q.5h Thinking about the following institutions, please tell me the extent you trust each of them? The UK Government

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	96 13%	52 14%	45 11%	15 17%	18 15%	30 11%	15 13%	18 12%	6 10%	6 17%	7 8%	10 15%	10 17%	6 8%	5 13%	15 22%	14 14%	8 8%	10 15%
Trust very strongly	11 1%	7 2%	4 1%	3 3%	4 4%	- -	2 2%	1 1%	- -	5 15%	1 1%	- -	- -	- -	- -	1 2%	2 2%	1 1%	- -
Trust fairly strongly	86 11%	45 12%	41 11%	13 14%	14 12%	30 11%	13 11%	17 11%	6 10%	1 2%	7 8%	10 15%	10 17%	6 8%	5 13%	14 20%	12 12%	7 7%	10 15%
Trust just a little	280 37%	115 32%	166 42%	39 43%	40 34%	108 39%	39 35%	55 35%	31 46%	15 43%	37 43%	19 29%	23 40%	28 39%	13 33%	17 25%	40 42%	36 36%	22 33%
Do not trust at all	362 48%	194 54%	169 43%	29 33%	60 50%	132 48%	58 52%	83 53%	27 41%	12 35%	42 48%	35 54%	25 43%	37 53%	21 54%	36 52%	38 40%	57 56%	32 48%
NET: Trust a little/not at all	643 85%	308 85%	335 86%	68 76%	100 84%	241 87%	97 87%	138 88%	58 87%	26 78%	79 91%	54 84%	48 83%	65 92%	34 87%	53 76%	78 82%	93 92%	54 81%
Know nothing about	13 2%	1 *	12 3%	7 7%	1 1%	5 2%	- -	- -	2 3%	2 5%	1 1%	1 1%	- -	- -	- -	1 2%	3 3%	1 1%	2 4%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 13

Q.5h Thinking about the following institutions, please tell me the extent you trust each of them? The UK Government

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	96 13%	24 12%	38 17%	19 12%	16 9%	45 13%	11 12%	40 12%	62 15%	14 8%	4 26%	59 12%	31 14%	83 15%	4 5%	56 14%	3 9%
Trust very strongly	11 1%	3 1%	4 2%	2 2%	2 1%	5 2%	- -	5 2%	7 2%	3 1%	1 7%	8 2%	1 1%	9 2%	1 1%	7 2%	- -
Trust fairly strongly	86 11%	21 11%	34 16%	16 10%	14 8%	40 12%	11 12%	35 11%	55 13%	11 6%	3 19%	51 10%	30 13%	74 14%	3 4%	49 12%	3 9%
Trust just a little	280 37%	76 39%	86 40%	54 34%	64 35%	120 36%	44 48%	117 36%	182 43%	39 21%	4 26%	172 35%	99 44%	198 37%	22 32%	166 41%	10 39%
Do not trust at all	362 48%	92 47%	88 40%	84 53%	99 55%	166 49%	34 38%	162 50%	176 42%	127 69%	5 35%	259 52%	93 41%	251 46%	44 62%	179 44%	14 51%
NET: Trust a little/not at all	643 85%	168 86%	174 80%	138 87%	163 90%	286 85%	78 86%	279 86%	358 85%	165 90%	9 61%	431 87%	192 85%	449 83%	67 94%	345 84%	24 91%
Know nothing about	13 2%	3 2%	6 3%	2 1%	2 1%	7 2%	1 2%	4 1%	2 *	3 2%	2 13%	6 1%	4 2%	8 1%	1 1%	8 2%	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 14

Q.5i Thinking about the following institutions, please tell me the extent you trust each of them? Local government/Councils

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	106 14%	52 14%	55 14%	15 17%	17 15%	31 11%	13 12%	30 19%	4 7%	6 17%	10 11%	11 17%	8 15%	5 7%	3 9%	17 25%	14 14%	12 12%	15 23%
Trust very strongly	7 1%	4 1%	3 1%	- -	3 2%	1 *	3 2%	1 1%	- -	3 10%	1 1%	1 1%	- -	- -	- -	- -	3 3%	- -	- -
Trust fairly strongly	99 13%	47 13%	52 13%	15 17%	14 12%	30 11%	11 10%	29 19%	4 7%	3 7%	9 11%	10 16%	8 15%	5 7%	3 9%	17 25%	11 12%	12 12%	15 23%
Trust just a little	329 44%	142 39%	186 48%	39 43%	50 42%	115 42%	51 46%	74 47%	31 46%	16 48%	37 43%	18 27%	32 55%	38 54%	15 39%	23 33%	48 50%	41 41%	29 44%
Do not trust at all	307 41%	167 46%	140 36%	29 32%	51 43%	127 46%	47 42%	53 34%	29 44%	10 30%	38 44%	35 54%	17 30%	27 39%	20 51%	29 42%	32 34%	48 47%	20 30%
NET: Trust a little/not at all	635 84%	309 86%	326 83%	68 76%	101 85%	242 88%	98 88%	126 81%	60 90%	26 78%	76 87%	53 81%	49 85%	65 93%	35 90%	52 75%	80 84%	89 88%	50 74%
Know nothing about	10 1%	- -	10 3%	7 8%	1 *	3 1%	- -	- -	2 3%	2 5%	2 2%	1 1%	- -	- -	* 1%	- -	2 2%	- -	2 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 14

Q.5i Thinking about the following institutions, please tell me the extent you trust each of them? Local government/Councils

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	106 14%	28 14%	39 18%	18 11%	22 12%	42 12%	16 18%	48 15%	75 18%	14 7%	2 13%	63 13%	38 17%	91 17%	6 8%	58 14%	4 16%
Trust very strongly	7 1%	1 1%	1 *	2 2%	2 1%	2 1%	- -	5 1%	6 2%	- -	1 8%	4 1%	2 1%	6 1%	- -	3 1%	1 3%
Trust fairly strongly	99 13%	26 13%	38 17%	16 10%	19 11%	40 12%	16 18%	43 13%	68 16%	14 7%	1 5%	59 12%	36 16%	85 16%	6 8%	55 14%	4 14%
Trust just a little	329 44%	94 48%	97 45%	70 44%	68 37%	136 40%	45 50%	147 45%	203 48%	47 26%	9 59%	207 42%	106 47%	236 44%	27 38%	178 44%	15 58%
Do not trust at all	307 41%	72 37%	76 35%	70 44%	89 49%	155 46%	27 29%	125 39%	142 34%	120 66%	4 28%	220 44%	78 34%	207 38%	37 52%	164 40%	7 26%
NET: Trust a little/not at all	635 84%	166 85%	173 79%	140 89%	156 87%	291 86%	72 80%	272 84%	346 82%	167 91%	13 87%	426 86%	184 81%	443 82%	64 90%	342 84%	22 84%
Know nothing about	10 1%	2 1%	6 3%	- -	3 1%	5 2%	2 2%	3 1%	2 1%	2 1%	- -	6 1%	4 2%	6 1%	1 1%	8 2%	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 15

Q.5j Thinking about the following institutions, please tell me the extent you trust each of them? The British press

Base: All respondents

	Gender			Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West	
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74	
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67	
NET: Trust very/fairly strongly	57 8%	34 9%	23 6%	10 11%	5 4%	18 7%	7 6%	17 11%	9 14%	3 9%	3 4%	4 6%	6 10%	3 5%	2 6%	5 7%	12 12%	5 5%	4 6%	
Trust very strongly	2 *	2 *	-	-	1 1%	-	* *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	* 1%
Trust fairly strongly	56 7%	33 9%	23 6%	10 11%	4 4%	18 7%	7 6%	17 11%	9 14%	3 9%	3 3%	4 6%	6 10%	3 5%	2 6%	4 6%	12 12%	5 5%	4 6%	
Trust just a little	332 44%	165 46%	167 43%	41 46%	46 39%	118 43%	57 51%	70 45%	26 39%	9 26%	36 41%	22 34%	23 41%	34 48%	14 35%	34 49%	49 51%	51 51%	34 50%	
Do not trust at all	353 47%	159 44%	194 50%	36 40%	66 55%	134 49%	48 43%	69 44%	29 44%	20 60%	48 55%	39 60%	28 49%	32 46%	23 59%	29 41%	35 37%	45 44%	25 37%	
NET: Trust a little/not at all	685 91%	324 90%	361 92%	77 86%	112 94%	253 92%	104 94%	139 89%	55 83%	29 86%	84 96%	61 94%	52 90%	67 94%	37 94%	63 91%	84 88%	96 95%	58 87%	
Know nothing about	10 1%	3 1%	7 2%	3 3%	2 2%	4 2%	-	1 *	2 3%	2 5%	-	-	-	1 1%	-	2 2%	-	-	4 6%	

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 15

Q.5j Thinking about the following institutions, please tell me the extent you trust each of them? The British press

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	57 8%	17 9%	19 9%	8 5%	13 7%	26 8%	3 4%	29 9%	37 9%	7 4%	3 20%	40 8%	13 6%	46 9%	3 4%	30 7%	2 6%
Trust very strongly	2 *	1 *	- -	- -	1 *	- -	- -	2 *	1 *	* *	1 3%	1 *	* *	2 *	- -	2 *	- -
Trust fairly strongly	56 7%	16 8%	19 9%	8 5%	13 7%	26 8%	3 4%	27 8%	36 9%	6 3%	3 17%	39 8%	12 5%	45 8%	3 4%	28 7%	2 6%
Trust just a little	332 44%	93 48%	103 47%	61 39%	75 41%	141 42%	43 47%	148 46%	197 47%	59 32%	5 34%	208 42%	111 49%	245 45%	26 36%	183 45%	17 62%
Do not trust at all	353 47%	84 43%	93 43%	85 54%	91 50%	166 49%	42 47%	145 45%	186 44%	115 63%	7 46%	239 48%	102 45%	243 45%	42 60%	190 47%	8 32%
NET: Trust a little/not at all	685 91%	178 91%	196 90%	146 92%	166 92%	307 91%	85 94%	293 91%	383 91%	174 95%	12 80%	447 90%	213 94%	488 90%	68 96%	373 91%	25 94%
Know nothing about	10 1%	1 1%	3 2%	4 2%	2 1%	6 2%	2 2%	2 1%	2 1%	2 1%	- -	9 2%	1 *	6 1%	1 1%	6 1%	- -

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 16

Q.5k Thinking about the following institutions, please tell me the extent you trust each of them? Political parties

Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	23 3%	9 3%	13 3%	5 6%	7 6%	3 1%	3 3%	5 3%	2 3%	2 6%	1 1%	1 1%	2 3%	1 2%	1 2%	7 9%	2 2%	3 3%	2 3%
Trust very strongly	1 *	1 *	-	-	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Trust fairly strongly	22 3%	9 2%	13 3%	5 6%	7 5%	3 1%	3 3%	5 3%	2 3%	2 6%	-	1 1%	2 3%	1 2%	1 2%	7 9%	2 2%	3 3%	2 3%
Trust just a little	253 34%	127 35%	126 32%	31 35%	34 28%	84 30%	41 37%	63 40%	15 23%	12 35%	27 31%	18 28%	26 45%	22 31%	11 28%	22 32%	37 38%	36 35%	27 41%
Do not trust at all	455 60%	218 60%	237 61%	46 51%	73 61%	182 66%	67 60%	87 55%	45 69%	18 54%	60 69%	45 69%	30 52%	46 65%	28 71%	39 57%	52 54%	61 60%	31 46%
NET: Trust a little/not at all	708 94%	345 96%	363 93%	77 87%	107 90%	266 97%	108 97%	149 95%	61 92%	30 90%	87 99%	63 97%	55 97%	68 96%	38 98%	61 89%	88 93%	97 95%	58 87%
Know nothing about	22 3%	7 2%	15 4%	7 7%	5 4%	7 2%	1 1%	2 2%	4 5%	2 5%	-	1 1%	-	1 2%	-	1 2%	5 5%	2 2%	7 10%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 16

Q.5k Thinking about the following institutions, please tell me the extent you trust each of them? Political parties

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	23 3%	6 3%	12 5%	1 1%	3 2%	9 3%	3 4%	10 3%	15 4%	4 2%	3 18%	16 3%	4 2%	21 4%	-	13 3%	1 3%
Trust very strongly	1 *	1 *	-	-	-	-	-	1 *	1 *	-	1 3%	-	-	1 *	-	1 *	-
Trust fairly strongly	22 3%	6 3%	12 5%	1 1%	3 2%	9 3%	3 4%	10 3%	14 3%	4 2%	2 14%	16 3%	4 2%	21 4%	-	13 3%	1 3%
Trust just a little	253 34%	70 36%	80 37%	55 35%	48 27%	111 33%	32 35%	111 34%	164 39%	29 16%	3 23%	155 31%	87 38%	194 36%	9 13%	146 36%	12 43%
Do not trust at all	455 60%	116 59%	119 55%	96 61%	123 68%	204 60%	54 60%	197 61%	238 56%	143 78%	7 47%	311 63%	130 58%	314 58%	61 86%	235 58%	14 54%
NET: Trust a little/not at all	708 94%	185 95%	199 91%	151 96%	172 95%	315 93%	86 95%	307 95%	402 95%	171 94%	10 69%	466 94%	217 96%	508 94%	70 99%	381 93%	26 97%
Know nothing about	22 3%	4 2%	7 3%	5 3%	5 3%	14 4%	1 2%	6 2%	6 1%	8 4%	2 13%	14 3%	6 2%	10 2%	1 1%	14 3%	-

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 17

Q.5I Thinking about the following institutions, please tell me the extent you trust each of them? Banks**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	144 19%	69 19%	76 19%	22 25%	22 18%	43 16%	22 19%	36 23%	17 26%	7 20%	12 14%	12 18%	9 16%	10 14%	6 14%	20 29%	14 14%	19 19%	19 28%
Trust very strongly	14 2%	11 3%	3 1%	4 4%	5 4%	3 1%	1 1%	1 1%	2 3%	2 7%	3 4%	2 3%	- -	2 2%	- -	1 1%	2 2%	- -	- -
Trust fairly strongly	131 17%	58 16%	72 18%	19 21%	17 14%	39 14%	21 19%	34 22%	15 23%	4 13%	9 10%	10 16%	9 16%	8 12%	6 14%	19 28%	12 13%	19 19%	19 28%
Trust just a little	326 43%	145 40%	181 46%	43 48%	42 36%	120 44%	48 43%	73 46%	20 30%	7 20%	42 48%	35 54%	25 44%	29 41%	19 47%	26 38%	52 55%	44 43%	28 42%
Do not trust at all	278 37%	147 41%	130 33%	23 26%	55 46%	110 40%	42 38%	48 31%	28 42%	19 56%	33 38%	18 28%	23 39%	32 45%	15 38%	23 34%	29 31%	39 39%	19 28%
NET: Trust a little/not at all	603 80%	292 81%	311 80%	66 74%	97 81%	230 83%	90 81%	121 77%	48 72%	26 75%	75 86%	53 82%	48 84%	61 86%	34 86%	49 71%	82 86%	83 81%	46 69%
Know nothing about	4 1%	- -	4 1%	1 1%	1 *	3 1%	- -	- -	1 1%	2 5%	- -	- -	- -	- -	- -	- -	- -	- -	2 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 17

Q.5I Thinking about the following institutions, please tell me the extent you trust each of them? Banks

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	144 19%	41 21%	48 22%	16 10%	39 22%	64 19%	15 16%	66 20%	95 22%	23 12%	13 84%	48 10%	82 36%	121 22%	7 10%	78 19%	6 23%
Trust very strongly	14 2%	3 1%	3 2%	4 3%	4 2%	7 2%	2 2%	4 1%	8 2%	4 2%	3 22%	2 *	8 4%	12 2%	- -	11 3%	1 3%
Trust fairly strongly	131 17%	38 19%	45 21%	12 8%	35 19%	56 17%	13 14%	62 19%	87 21%	19 10%	9 62%	46 9%	74 33%	109 20%	7 10%	67 16%	5 20%
Trust just a little	326 43%	86 44%	85 39%	68 43%	86 48%	125 37%	49 55%	151 47%	190 45%	69 38%	2 16%	195 39%	119 52%	234 43%	25 35%	179 44%	13 48%
Do not trust at all	278 37%	68 35%	83 38%	73 46%	53 29%	148 44%	25 28%	104 32%	137 32%	91 50%	- -	250 50%	25 11%	182 34%	38 54%	150 37%	7 26%
NET: Trust a little/not at all	603 80%	154 79%	168 77%	142 90%	139 77%	273 81%	75 83%	255 79%	326 77%	160 88%	2 16%	445 90%	144 63%	416 77%	63 89%	329 81%	20 74%
Know nothing about	4 1%	1 *	1 1%	- -	2 1%	2 *	1 1%	2 1%	2 *	- -	- -	3 1%	1 *	2 *	1 1%	1 *	1 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 18

Q.5m Thinking about the following institutions, please tell me the extent you trust each of them? Charities/NGOs

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	278 37%	141 39%	137 35%	46 51%	45 37%	91 33%	41 37%	56 36%	22 33%	12 36%	26 29%	27 41%	16 28%	27 38%	12 31%	33 47%	40 41%	40 39%	24 36%
Trust very strongly	23 3%	16 4%	7 2%	7 8%	5 4%	4 1%	4 4%	3 2%	2 3%	2 7%	4 5%	3 4%	1 1%	- -	- -	2 3%	3 3%	3 3%	4 6%
Trust fairly strongly	254 34%	125 35%	129 33%	39 43%	39 33%	87 31%	37 33%	52 34%	19 29%	10 29%	22 25%	24 37%	15 27%	27 38%	12 31%	31 44%	37 39%	37 37%	20 30%
Trust just a little	363 48%	164 45%	199 51%	31 35%	58 49%	138 50%	53 47%	83 53%	31 46%	15 44%	48 55%	28 44%	32 56%	38 54%	21 54%	27 39%	45 47%	44 43%	35 52%
Do not trust at all	90 12%	51 14%	39 10%	5 6%	14 12%	40 15%	16 15%	15 9%	11 17%	4 12%	11 13%	10 15%	9 16%	5 7%	4 9%	7 10%	10 10%	16 16%	4 7%
NET: Trust a little/not at all	453 60%	215 59%	239 61%	37 41%	72 60%	178 65%	69 62%	98 63%	42 63%	19 56%	59 67%	38 59%	41 72%	43 61%	25 63%	34 49%	54 57%	60 59%	39 59%
Know nothing about	21 3%	5 1%	16 4%	7 8%	3 2%	7 3%	1 1%	3 2%	3 4%	3 8%	3 3%	- -	- -	1 1%	2 6%	2 4%	2 2%	2 2%	3 5%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 18

Q.5m Thinking about the following institutions, please tell me the extent you trust each of them? Charities/NGOs

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	278 37%	80 41%	89 41%	52 33%	56 31%	134 39%	37 41%	107 33%	179 42%	56 30%	6 43%	184 37%	86 38%	227 42%	23 33%	160 39%	11 40%
Trust very strongly	23 3%	5 2%	7 3%	4 3%	8 4%	11 3%	2 2%	10 3%	18 4%	1 1%	2 12%	16 3%	5 2%	20 4%	1 1%	17 4%	- -
Trust fairly strongly	254 34%	76 39%	83 38%	47 30%	48 27%	123 36%	35 38%	97 30%	161 38%	54 30%	5 32%	168 34%	81 36%	206 38%	23 32%	143 35%	11 40%
Trust just a little	363 48%	83 43%	103 47%	82 52%	95 53%	147 43%	45 50%	171 53%	203 48%	85 47%	5 33%	233 47%	114 50%	245 45%	35 49%	199 49%	14 53%
Do not trust at all	90 12%	25 13%	18 8%	23 14%	25 14%	47 14%	7 8%	37 11%	33 8%	38 21%	2 16%	66 13%	20 9%	56 10%	12 16%	41 10%	1 3%
NET: Trust a little/not at all	453 60%	109 56%	120 55%	104 66%	120 67%	194 57%	52 57%	208 64%	236 56%	124 68%	7 49%	298 60%	134 59%	300 56%	46 66%	240 59%	15 56%
Know nothing about	21 3%	7 3%	8 4%	2 1%	4 2%	11 3%	2 2%	8 3%	8 2%	3 2%	1 8%	14 3%	6 3%	13 2%	1 1%	8 2%	1 5%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 19

Q.6 Would you say you trust banks more or less than you did five years ago?**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Trust more	15 2%	9 3%	6 1%	4 4%	3 2%	5 2%	1 1%	3 2%	-	-	2 3%	1 1%	1 1%	-	2 5%	3 4%	2 2%	3 3%	2 2%
Trust less	496 66%	253 70%	243 62%	55 62%	81 68%	182 66%	72 64%	106 68%	44 67%	29 86%	62 71%	47 73%	43 75%	49 70%	20 51%	40 58%	57 59%	61 60%	44 65%
Trust about the same	227 30%	93 26%	134 34%	29 32%	33 27%	79 29%	39 35%	47 30%	21 31%	4 11%	23 26%	15 23%	13 23%	20 29%	15 40%	22 32%	36 37%	36 36%	21 32%
Don't know/No opinion	15 2%	6 2%	9 2%	2 2%	3 2%	10 4%	-	1 *	1 2%	1 3%	-	2 3%	1 1%	1 1%	1 4%	4 6%	2 2%	1 1%	1 1%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 19

Q.6 Would you say you trust banks more or less than you did five years ago?**Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Trust more	15 2%	3 2%	3 1%	1 1%	7 4%	5 2%	-	10 3%	7 2%	3 2%	15 100%	-	-	12 2%	-	10 3%	1 4%
Trust less	496 66%	135 69%	146 67%	113 72%	102 57%	244 72%	55 61%	196 61%	282 67%	133 73%	-	496 100%	-	360 67%	52 74%	274 67%	14 53%
Trust about the same	227 30%	53 27%	67 31%	39 24%	67 37%	82 24%	31 35%	113 35%	130 31%	46 25%	-	-	227 100%	159 30%	19 26%	116 28%	9 35%
Don't know/No opinion	15 2%	4 2%	2 1%	5 3%	3 2%	7 2%	3 4%	4 1%	4 1%	-	-	-	-	8 2%	-	8 2%	2 7%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 20

Q.7 Which two or three of the words/statements listed below do you most associate with online banking?

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Convenient	560 75%	272 75%	289 74%	71 80%	97 81%	203 74%	78 70%	111 71%	47 70%	23 67%	59 67%	50 78%	43 76%	57 81%	34 88%	53 76%	65 68%	78 77%	51 77%
Accessible	293 39%	149 41%	144 37%	20 23%	36 30%	125 45%	39 35%	73 47%	26 40%	13 39%	41 47%	20 32%	23 40%	29 41%	20 51%	31 45%	33 34%	28 28%	27 41%
Time saving	262 35%	135 37%	128 33%	22 25%	40 33%	103 38%	39 35%	59 38%	27 40%	8 22%	27 31%	27 42%	19 33%	28 40%	11 28%	27 39%	34 35%	36 36%	19 28%
Easy to use	248 33%	114 32%	134 34%	34 38%	50 42%	85 31%	30 27%	50 32%	23 35%	14 40%	24 28%	19 29%	20 34%	26 37%	13 34%	20 30%	34 35%	34 33%	21 31%
Quick	191 25%	83 23%	108 28%	37 41%	36 30%	66 24%	19 17%	33 21%	16 24%	9 25%	25 29%	18 28%	14 25%	14 20%	9 23%	18 27%	23 25%	27 26%	17 26%
Easily manageable	151 20%	61 17%	90 23%	25 28%	22 18%	58 21%	20 18%	27 17%	11 16%	5 15%	20 22%	13 20%	17 30%	13 19%	10 25%	15 22%	20 21%	11 11%	16 24%
Secure	92 12%	54 15%	38 10%	9 10%	18 15%	31 11%	15 13%	19 12%	8 12%	6 18%	11 12%	9 13%	9 15%	6 9%	5 13%	8 11%	9 10%	16 15%	6 8%
User friendly	62 8%	25 7%	37 10%	7 8%	13 11%	18 6%	13 12%	12 8%	3 5%	6 18%	3 4%	5 8%	5 8%	6 9%	4 11%	2 3%	13 14%	12 12%	2 4%
Unsecure	62 8%	27 8%	35 9%	5 5%	5 4%	22 8%	17 15%	14 9%	5 7%	- -	9 10%	7 10%	2 4%	5 8%	- -	6 9%	10 11%	9 9%	9 14%
Safe	55 7%	25 7%	30 8%	9 10%	11 9%	21 8%	7 6%	7 4%	2 2%	2 6%	12 14%	5 8%	2 3%	3 4%	3 8%	4 6%	4 5%	11 11%	7 10%
Hacking	54 7%	25 7%	29 7%	7 8%	8 6%	10 4%	17 15%	12 8%	3 4%	3 9%	7 8%	4 6%	1 3%	7 10%	1 2%	5 7%	10 11%	9 9%	5 7%
Unsafe	42 6%	19 5%	22 6%	5 5%	3 2%	10 4%	14 12%	10 6%	7 10%	3 9%	5 6%	6 10%	2 3%	2 3%	1 3%	3 5%	4 4%	5 5%	2 3%
Fraudulent	35 5%	22 6%	14 3%	4 5%	3 3%	18 7%	6 5%	4 2%	3 5%	5 15%	1 2%	2 4%	1 3%	2 2%	2 5%	2 3%	9 9%	7 7%	1 1%
Lack of privacy	33 4%	15 4%	18 5%	4 4%	1 *	11 4%	9 8%	9 6%	2 3%	3 8%	6 7%	1 1%	3 6%	4 6%	1 3%	3 4%	4 4%	1 1%	5 7%
Inconvenient	2 *	1 *	1 *	- -	- -	1 *	1 1%	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 20

Q.7 Which two or three of the words/statements listed below do you most associate with online banking?

Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Other	11	5	6	1	-	4	2	4	4	-	2	-	-	1	1	1	1	-	2
	1%	1%	1%	1%	-	1%	2%	2%	5%	-	2%	-	-	1%	3%	1%	1%	-	3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 20

Q.7 Which two or three of the words/statements listed below do you most associate with online banking?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not work-ing	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Convenient	560 75%	153 78%	176 81%	118 74%	114 63%	255 75%	69 76%	236 73%	325 77%	132 72%	8 56%	372 75%	171 75%	421 78%	38 54%	310 76%	22 84%
Accessible	293 39%	83 42%	86 39%	63 40%	62 34%	139 41%	30 33%	125 39%	178 42%	60 33%	2 14%	198 40%	86 38%	220 41%	18 26%	154 38%	13 47%
Time saving	262 35%	72 37%	87 40%	46 29%	58 32%	114 34%	31 35%	117 36%	148 35%	63 35%	7 49%	176 35%	76 34%	193 36%	21 29%	128 31%	7 28%
Easy to use	248 33%	62 32%	75 35%	49 31%	61 34%	109 32%	34 38%	105 32%	146 35%	57 31%	6 41%	152 31%	80 35%	190 35%	16 22%	136 33%	8 28%
Quick	191 25%	56 29%	49 23%	40 25%	45 25%	83 24%	24 26%	84 26%	98 23%	54 29%	7 45%	122 25%	59 26%	140 26%	16 22%	115 28%	8 31%
Easily manageable	151 20%	43 22%	39 18%	32 20%	38 21%	67 20%	20 22%	65 20%	92 22%	33 18%	1 7%	101 20%	47 21%	122 23%	8 11%	100 24%	5 19%
Secure	92 12%	26 13%	29 13%	17 11%	20 11%	40 12%	14 15%	38 12%	57 13%	17 9%	5 30%	49 10%	35 15%	78 14%	4 5%	50 12%	5 18%
User friendly	62 8%	22 11%	12 6%	17 11%	11 6%	27 8%	10 11%	26 8%	34 8%	13 7%	2 15%	41 8%	19 8%	49 9%	3 4%	39 10%	1 5%
Insecure	62 8%	9 5%	15 7%	11 7%	27 15%	27 8%	8 8%	28 9%	26 6%	22 12%	- -	45 9%	16 7%	21 4%	22 31%	31 8%	2 6%
Safe	55 7%	9 4%	16 7%	18 11%	12 7%	25 8%	9 9%	21 6%	35 8%	12 7%	3 23%	28 6%	22 10%	49 9%	1 1%	34 8%	2 9%
Hacking	54 7%	10 5%	16 7%	9 6%	19 10%	27 8%	3 3%	23 7%	28 7%	16 9%	1 8%	41 8%	11 5%	27 5%	13 18%	18 4%	1 2%
Unsafe	42 6%	7 4%	10 4%	7 4%	18 10%	15 4%	3 4%	23 7%	20 5%	11 6%	- -	31 6%	10 4%	18 3%	16 23%	15 4%	2 6%
Fraudulent	35 5%	3 2%	9 4%	14 9%	9 5%	16 5%	5 5%	15 4%	14 3%	14 7%	- -	29 6%	6 3%	16 3%	10 14%	12 3%	- -
Lack of privacy	33 4%	6 3%	5 2%	10 6%	12 7%	15 4%	2 2%	15 5%	12 3%	14 7%	1 3%	25 5%	5 2%	12 2%	7 10%	16 4%	1 3%
Inconvenient	2 *	1 *	- -	- -	1 1%	- -	1 1%	1 *	1 *	1 *	- -	1 *	1 *	1 *	- -	1 *	1 3%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 20

Q.7 Which two or three of the words/statements listed below do you most associate with online banking?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Other	11 1%	5 3%	3 1%	- -	3 2%	4 1%	1 1%	6 2%	6 1%	2 1%	- -	8 2%	3 1%	8 1%	1 1%	4 1%	- -

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 23

Q.9a-g To what extent to do you trust the opinions of each of the following?**SUMMARY TABLE****Base: All respondents**

	Celebrities and personalities who write blogs or 'tweet' on the internet	Specialist information and advice sites on the internet	Friend recommendations on social networking sites	Bloggers	Internet experts	Anonymous product reviews on e-commerce sites	Newspapers/ Magazine critics/ reviewers
Unweighted base	752	752	752	752	752	752	752
Weighted base	752	752	752	752	752	752	752
NET: Trust very/fairly strongly	22 3%	467 62%	113 15%	16 2%	421 56%	64 9%	77 10%
Trust very strongly	1 *	73 10%	4 1%	2 *	101 13%	6 1%	3 *
Trust fairly strongly	20 3%	394 52%	108 14%	14 2%	320 43%	58 8%	74 10%
Trust just a little	201 27%	241 32%	384 51%	222 30%	237 32%	305 41%	431 57%
Do not trust at all	347 46%	15 2%	127 17%	337 45%	38 5%	274 36%	187 25%
NET: Trust a little/not at all	548 73%	256 34%	511 68%	559 74%	275 37%	579 77%	618 82%
Not applicable	97 13%	9 1%	74 10%	102 14%	18 2%	41 5%	21 3%
Don't know	86 11%	20 3%	55 7%	74 10%	38 5%	68 9%	36 5%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 24

Q.9a To what extent to do you trust the opinions of each of the following?
Celebrities and personalities who write blogs or 'tweet' on the internet
Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	22 3%	10 3%	11 3%	5 6%	10 9%	5 2%	- -	1 *	2 3%	5 14%	2 3%	3 4%	1 2%	- -	- -	3 4%	3 3%	2 2%	1 1%
Trust very strongly	1 *	1 *	- -	1 1%	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -
Trust fairly strongly	20 3%	9 3%	11 3%	5 5%	10 8%	5 2%	- -	1 *	2 3%	5 14%	2 2%	3 4%	1 2%	- -	- -	3 4%	3 3%	2 2%	1 1%
Trust just a little	201 27%	105 29%	95 24%	30 33%	42 35%	74 27%	25 23%	29 19%	16 24%	5 15%	18 20%	20 31%	21 36%	15 21%	16 40%	17 25%	20 21%	34 33%	20 29%
Do not trust at all	347 46%	167 46%	180 46%	39 44%	43 36%	113 41%	55 49%	96 61%	31 47%	15 43%	42 48%	30 46%	22 38%	42 59%	16 41%	37 53%	41 43%	39 39%	33 49%
NET: Trust a little/not at all	548 73%	272 75%	275 70%	69 78%	86 72%	187 68%	80 72%	125 80%	47 71%	20 59%	60 68%	50 77%	42 74%	57 80%	32 82%	54 78%	61 64%	73 72%	53 79%
Not applicable	97 13%	32 9%	65 17%	5 6%	18 15%	41 15%	18 16%	15 10%	8 12%	3 8%	14 16%	8 13%	5 9%	7 11%	5 12%	7 10%	19 20%	16 16%	4 7%
Don't know	86 11%	46 13%	40 10%	9 10%	5 4%	43 15%	13 12%	16 10%	10 14%	7 19%	11 13%	4 6%	9 15%	6 9%	3 6%	5 7%	12 13%	11 11%	9 13%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 24

**Q.9a To what extent to do you trust the opinions of each of the following?
Celebrities and personalities who write blogs or 'tweet' on the internet**
Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	22 3%	6 3%	7 3%	4 3%	4 2%	12 4%	2 2%	8 2%	12 3%	5 3%	1 3%	14 3%	7 3%	16 3%	1 2%	18 5%	3 12%
Trust very strongly	1 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	- -	1 3%	- -	1 *	1 *	1 1%	1 *	- -
Trust fairly strongly	20 3%	6 3%	7 3%	4 3%	4 2%	12 4%	2 2%	7 2%	11 3%	5 3%	- -	14 3%	6 3%	16 3%	1 1%	17 4%	3 12%
Trust just a little	201 27%	44 23%	51 23%	52 33%	54 30%	94 28%	29 32%	78 24%	115 27%	49 27%	10 68%	131 26%	58 26%	158 29%	12 17%	130 32%	11 39%
Do not trust at all	347 46%	105 54%	102 47%	67 43%	72 40%	148 44%	42 46%	158 49%	202 48%	91 50%	2 16%	240 48%	102 45%	237 44%	44 62%	170 42%	9 33%
NET: Trust a little/not at all	548 73%	150 77%	153 70%	119 75%	126 70%	241 71%	70 78%	236 73%	317 75%	140 77%	13 84%	371 75%	160 71%	396 73%	56 80%	301 74%	19 73%
Not applicable	97 13%	20 10%	32 15%	16 10%	29 16%	41 12%	10 11%	46 14%	51 12%	21 12%	2 12%	60 12%	34 15%	69 13%	10 14%	50 12%	- -
Don't know	86 11%	20 10%	26 12%	18 12%	21 12%	44 13%	8 9%	33 10%	43 10%	16 9%	- -	50 10%	26 11%	59 11%	4 5%	39 10%	4 16%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 25

Q.9b To what extent to do you trust the opinions of each of the following?**Specialist information and advice sites on the internet (e.g. direct.gov.uk, theAA.com, fsa.gov.uk, nhsdirect.uk)****Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	467 62%	221 61%	246 63%	65 73%	76 63%	171 62%	65 58%	90 58%	38 58%	19 57%	50 58%	46 72%	34 59%	43 61%	26 67%	44 63%	56 58%	60 59%	50 74%
Trust very strongly	73 10%	24 7%	49 12%	21 23%	15 13%	18 7%	7 6%	12 7%	2 4%	8 23%	13 15%	11 17%	1 3%	1 2%	2 6%	9 12%	8 8%	11 10%	6 9%
Trust fairly strongly	394 52%	197 55%	197 50%	44 50%	60 51%	153 55%	58 52%	78 50%	36 54%	12 34%	37 42%	35 54%	32 57%	42 59%	24 61%	35 51%	48 50%	50 49%	44 65%
Trust just a little	241 32%	121 33%	121 31%	22 24%	40 34%	79 29%	40 36%	60 39%	22 33%	9 27%	31 35%	13 19%	20 35%	25 35%	10 25%	21 30%	35 37%	40 39%	16 24%
Do not trust at all	15 2%	10 3%	5 1%	1 1%	1 1%	10 4%	1 1%	1 1%	2 3%	- -	5 5%	3 4%	1 1%	2 3%	1 2%	2 3%	- -	- -	- -
NET: Trust a little/not at all	256 34%	130 36%	126 32%	23 26%	42 35%	89 32%	41 37%	62 40%	24 36%	9 27%	36 41%	15 24%	21 36%	27 38%	11 27%	23 34%	35 37%	40 39%	16 24%
Not applicable	9 1%	2 1%	7 2%	1 1%	2 2%	1 *	3 2%	2 1%	2 3%	- -	- -	1 2%	2 4%	- -	1 2%	- -	2 2%	- -	1 1%
Don't know	20 3%	8 2%	12 3%	* 1%	- -	15 5%	3 3%	2 1%	2 3%	5 16%	1 2%	2 3%	1 1%	1 1%	1 4%	2 3%	3 3%	1 1%	1 1%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 25

Q.9b To what extent do you trust the opinions of each of the following?**Specialist information and advice sites on the internet (e.g. direct.gov.uk, theAA.com, fsa.gov.uk, nhsdirect.uk)****Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	467 62%	132 68%	129 59%	99 63%	106 59%	207 61%	61 68%	198 61%	292 69%	99 54%	9 63%	316 64%	138 61%	375 70%	35 50%	265 65%	19 72%
Trust very strongly	73 10%	20 10%	26 12%	15 9%	12 7%	37 11%	9 10%	27 8%	49 12%	21 11%	3 23%	54 11%	16 7%	64 12%	2 2%	48 12%	3 11%
Trust fairly strongly	394 52%	113 58%	103 47%	85 54%	94 52%	171 50%	52 58%	171 53%	243 58%	79 43%	6 40%	262 53%	123 54%	312 58%	33 47%	217 53%	16 61%
Trust just a little	241 32%	55 28%	88 41%	45 29%	53 29%	107 32%	25 28%	109 34%	118 28%	67 37%	4 30%	156 32%	77 34%	141 26%	29 41%	122 30%	5 19%
Do not trust at all	15 2%	5 2%	-	5 3%	5 3%	10 3%	1 1%	4 1%	4 1%	10 5%	-	13 3%	2 1%	7 1%	5 7%	6 2%	-
NET: Trust a little/not at all	256 34%	60 31%	88 41%	51 32%	57 32%	117 35%	26 29%	113 35%	123 29%	77 42%	4 30%	170 34%	79 35%	148 27%	34 48%	128 31%	5 19%
Not applicable	9 1%	1 *	-	-	8 4%	3 1%	1 1%	5 2%	3 1%	2 1%	1 7%	2 *	6 2%	6 1%	1 1%	5 1%	1 3%
Don't know	20 3%	3 1%	1 *	8 5%	9 5%	11 3%	2 2%	7 2%	6 1%	4 2%	-	8 2%	3 1%	10 2%	1 1%	10 2%	1 5%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 26

Q.9c To what extent to do you trust the opinions of each of the following?
Friend recommendations on social networking sites
Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	113 15%	55 15%	57 15%	18 20%	22 19%	32 12%	16 14%	24 16%	11 16%	3 8%	10 12%	9 14%	10 18%	5 7%	5 12%	11 15%	13 14%	18 17%	19 28%
Trust very strongly	4 1%	1 *	3 1%	-	1 *	2 1%	1 1%	1 1%	-	-	1 1%	1 1%	-	-	1 3%	-	1 1%	1 1%	-
Trust fairly strongly	108 14%	54 15%	54 14%	18 20%	22 18%	30 11%	15 13%	23 15%	11 16%	3 8%	10 11%	8 13%	10 18%	5 7%	3 9%	11 15%	12 13%	17 17%	19 28%
Trust just a little	384 51%	182 50%	202 52%	49 55%	71 60%	157 57%	45 40%	61 39%	24 36%	19 56%	51 59%	31 48%	24 42%	34 49%	26 67%	39 56%	52 55%	53 53%	30 44%
Do not trust at all	127 17%	63 17%	64 16%	16 18%	17 14%	46 17%	21 18%	28 18%	12 18%	5 16%	16 19%	14 22%	12 21%	18 26%	6 16%	9 13%	11 12%	16 16%	6 9%
NET: Trust a little/not at all	511 68%	245 68%	266 68%	65 73%	88 74%	203 74%	66 59%	89 57%	35 54%	24 72%	68 78%	45 70%	36 63%	53 74%	32 83%	48 69%	64 67%	69 68%	36 54%
Not applicable	74 10%	36 10%	38 10%	2 2%	7 6%	17 6%	22 20%	26 17%	9 14%	2 5%	4 4%	6 9%	8 14%	10 14%	1 2%	8 11%	12 13%	11 11%	4 6%
Don't know	55 7%	25 7%	30 8%	4 5%	2 2%	24 9%	9 8%	17 11%	11 17%	5 16%	6 6%	5 7%	3 5%	3 5%	1 4%	3 5%	6 7%	3 3%	8 12%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 26

Q.9c To what extent to do you trust the opinions of each of the following?**Friend recommendations on social networking sites****Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	113 15%	26 13%	30 14%	31 20%	26 14%	39 12%	21 23%	52 16%	76 18%	21 12%	4 27%	70 14%	37 16%	97 18%	4 5%	69 17%	9 35%
Trust very strongly	4 1%	1 *	1 *	1 1%	2 1%	- -	2 2%	2 1%	3 1%	1 1%	2 15%	- -	2 1%	4 1%	- -	2 *	1 3%
Trust fairly strongly	108 14%	25 13%	29 13%	30 19%	24 13%	39 12%	19 21%	50 15%	72 17%	20 11%	2 12%	70 14%	35 15%	94 17%	4 5%	68 17%	9 33%
Trust just a little	384 51%	94 48%	114 52%	85 54%	90 50%	203 60%	35 39%	146 45%	215 51%	90 49%	9 63%	254 51%	114 50%	281 52%	33 47%	256 63%	14 52%
Do not trust at all	127 17%	37 19%	38 17%	21 13%	31 17%	55 16%	21 23%	52 16%	60 14%	50 28%	1 10%	86 17%	40 17%	76 14%	21 30%	55 14%	1 5%
NET: Trust a little/not at all	511 68%	131 67%	152 70%	106 67%	122 67%	257 76%	56 62%	197 61%	275 65%	140 77%	11 73%	340 69%	154 68%	357 66%	55 77%	311 76%	15 57%
Not applicable	74 10%	25 13%	25 11%	7 4%	17 9%	22 7%	6 7%	45 14%	49 12%	13 7%	- -	53 11%	20 9%	53 10%	10 14%	9 2%	- -
Don't know	55 7%	13 7%	12 5%	14 9%	16 9%	19 6%	7 7%	29 9%	23 5%	9 5%	- -	33 7%	16 7%	33 6%	2 3%	18 4%	2 8%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 27

Q.9d To what extent to do you trust the opinions of each of the following?**Bloggers (e.g. political, fashion, celebrity, finance, etc.)****Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	16 2%	8 2%	9 2%	5 6%	7 6%	3 1%	- -	1 1%	3 5%	1 3%	4 5%	1 1%	- -	- -	* 1%	2 2%	1 1%	4 3%	1 1%
Trust very strongly	2 *	2 1%	- -	1 1%	2 1%	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	1 1%	- -	- -
Trust fairly strongly	14 2%	5 1%	9 2%	5 5%	5 4%	3 1%	- -	1 1%	3 5%	1 3%	2 3%	1 1%	- -	- -	* 1%	2 2%	1 1%	4 3%	1 1%
Trust just a little	222 30%	113 31%	109 28%	40 44%	52 43%	86 31%	25 23%	19 12%	16 24%	13 39%	25 29%	14 21%	18 31%	18 26%	17 42%	20 29%	25 26%	38 37%	19 29%
Do not trust at all	337 45%	171 47%	166 43%	28 32%	44 37%	117 43%	53 48%	94 60%	27 40%	12 35%	40 46%	38 59%	23 40%	39 56%	15 39%	35 50%	39 40%	36 35%	35 52%
NET: Trust a little/not at all	559 74%	284 79%	275 70%	68 76%	95 80%	203 74%	79 71%	113 72%	42 64%	25 73%	65 74%	52 80%	41 71%	58 81%	32 81%	54 79%	63 66%	73 72%	54 81%
Not applicable	102 14%	31 9%	71 18%	11 13%	13 11%	33 12%	22 20%	24 15%	10 15%	2 6%	11 13%	7 11%	7 12%	9 13%	5 13%	6 9%	21 21%	17 16%	8 11%
Don't know	74 10%	39 11%	35 9%	5 5%	4 4%	36 13%	11 10%	18 12%	11 16%	6 18%	7 8%	5 8%	10 17%	4 6%	2 5%	7 10%	10 11%	8 8%	5 7%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 27

Q.9d To what extent to do you trust the opinions of each of the following?

Bloggers (e.g. political, fashion, celebrity, finance, etc.)

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	16 2%	4 2%	9 4%	-	3 2%	8 2%	2 2%	7 2%	11 3%	3 2%	2 12%	7 2%	6 3%	14 3%	1 2%	11 3%	1 2%
Trust very strongly	2 *	1 *	1 *	-	1 1%	1 *	-	1 *	2 1%	-	2 12%	-	1 *	2 *	1 1%	2 1%	-
Trust fairly strongly	14 2%	4 2%	9 4%	-	2 1%	7 2%	2 2%	6 2%	9 2%	3 2%	-	7 2%	6 3%	12 2%	* 1%	9 2%	1 2%
Trust just a little	222 30%	55 28%	71 33%	52 33%	43 24%	116 34%	31 34%	75 23%	123 29%	56 31%	8 51%	149 30%	64 28%	178 33%	17 24%	153 37%	11 43%
Do not trust at all	337 45%	92 47%	88 41%	76 48%	81 45%	146 43%	37 41%	154 48%	192 45%	95 52%	5 37%	229 46%	101 44%	225 42%	40 57%	166 41%	10 38%
NET: Trust a little/not at all	559 74%	147 75%	159 73%	128 81%	124 69%	262 78%	68 75%	229 71%	315 75%	151 83%	13 88%	379 76%	165 73%	403 75%	57 80%	319 78%	22 81%
Not applicable	102 14%	23 12%	31 14%	18 11%	30 17%	35 10%	12 13%	55 17%	58 14%	18 10%	-	64 13%	38 17%	73 14%	11 15%	44 11%	2 6%
Don't know	74 10%	21 11%	19 9%	12 7%	23 13%	33 10%	9 10%	33 10%	38 9%	11 6%	-	46 9%	17 8%	49 9%	2 3%	34 8%	3 11%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 28

Q.9e To what extent to do you trust the opinions of each of the following?**Internet experts (e.g. Martin Lewis of Money Saving Expert)****Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	421 56%	200 55%	221 57%	57 63%	70 59%	161 58%	54 49%	79 51%	34 51%	17 51%	53 60%	37 58%	29 51%	28 40%	26 65%	38 56%	55 58%	55 54%	48 72%
Trust very strongly	101 13%	46 13%	54 14%	11 12%	16 14%	40 14%	16 14%	18 11%	9 13%	2 5%	10 12%	11 17%	5 8%	8 11%	11 27%	9 12%	15 15%	9 9%	13 20%
Trust fairly strongly	320 43%	153 42%	167 43%	46 51%	54 45%	121 44%	38 34%	61 39%	25 38%	16 46%	42 49%	27 41%	24 42%	20 29%	15 38%	30 43%	41 43%	45 45%	35 52%
Trust just a little	237 32%	115 32%	122 31%	25 28%	39 33%	72 26%	47 43%	54 35%	21 32%	8 25%	27 31%	20 30%	20 35%	32 46%	10 25%	21 30%	34 35%	30 29%	15 22%
Do not trust at all	38 5%	22 6%	16 4%	3 4%	3 2%	21 8%	1 1%	9 6%	2 2%	1 2%	6 7%	5 7%	-	6 8%	2 5%	5 8%	2 2%	10 10%	* 1%
NET: Trust a little/not at all	275 37%	138 38%	138 35%	28 32%	42 35%	93 34%	49 44%	63 41%	23 35%	9 27%	33 38%	24 38%	20 35%	38 54%	12 30%	26 38%	35 37%	39 39%	16 23%
Not applicable	18 2%	5 1%	13 3%	2 2%	6 5%	3 1%	2 2%	4 3%	1 2%	1 3%	-	-	5 9%	1 1%	* 1%	1 2%	4 4%	3 3%	1 2%
Don't know	38 5%	19 5%	19 5%	2 3%	1 1%	19 7%	7 6%	9 6%	8 12%	7 19%	1 2%	3 5%	3 5%	4 5%	1 4%	4 5%	1 1%	5 5%	2 3%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 28

Q.9e To what extent to do you trust the opinions of each of the following?
Internet experts (e.g. Martin Lewis of Money Saving Expert)
Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Trust very/fairly strongly	421 56%	111 57%	127 58%	97 61%	86 48%	190 56%	62 68%	170 52%	269 64%	81 44%	8 53%	286 58%	124 55%	332 62%	32 45%	232 57%	20 75%
Trust very strongly	101 13%	19 9%	31 14%	27 17%	25 14%	38 11%	14 15%	48 15%	62 15%	19 11%	4 25%	63 13%	32 14%	81 15%	10 15%	57 14%	5 19%
Trust fairly strongly	320 43%	93 47%	96 44%	70 44%	61 34%	151 45%	48 53%	121 37%	207 49%	61 34%	4 29%	224 45%	92 40%	251 47%	22 30%	175 43%	15 56%
Trust just a little	237 32%	63 32%	70 32%	43 27%	63 35%	104 31%	25 27%	109 34%	116 27%	72 39%	3 23%	152 31%	79 35%	156 29%	26 36%	124 30%	3 10%
Do not trust at all	38 5%	12 6%	6 3%	11 7%	9 5%	19 6%	1 1%	18 6%	15 4%	20 11%	2 14%	26 5%	9 4%	19 3%	10 14%	25 6%	2 8%
NET: Trust a little/not at all	275 37%	75 38%	76 35%	53 34%	71 40%	124 37%	25 28%	127 39%	131 31%	92 50%	5 37%	178 36%	88 39%	175 32%	36 51%	149 36%	5 18%
Not applicable	18 2%	5 2%	5 2%	- -	8 4%	7 2%	1 1%	10 3%	6 1%	4 2%	1 7%	10 2%	6 3%	14 3%	2 2%	9 2%	- -
Don't know	38 5%	5 3%	10 5%	8 5%	15 8%	18 5%	2 3%	18 5%	17 4%	6 3%	* 3%	22 4%	9 4%	19 3%	1 2%	18 4%	2 7%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 29

Q.9f To what extent to do you trust the opinions of each of the following?
Anonymous product reviews on e-commerce sites
Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: Trust very/fairly strongly	64 9%	30 8%	34 9%	12 13%	14 12%	25 9%	7 6%	7 4%	7 10%	2 5%	10 11%	4 6%	5 10%	1 2%	4 11%	5 8%	12 12%	7 7%	6 9%
Trust very strongly	6 1%	4 1%	2 *	1 1%	3 3%	- -	1 1%	- -	1 2%	- -	2 2%	- -	- -	- -	1 3%	- -	1 1%	1 1%	- -
Trust fairly strongly	58 8%	26 7%	33 8%	11 12%	11 9%	25 9%	6 5%	7 4%	6 8%	2 5%	8 9%	4 6%	5 10%	1 2%	3 8%	5 8%	11 12%	6 6%	6 9%
Trust just a little	305 41%	149 41%	156 40%	49 55%	68 57%	109 39%	27 25%	53 34%	22 33%	12 35%	34 39%	25 38%	24 43%	31 45%	15 40%	30 44%	37 38%	47 46%	27 41%
Do not trust at all	274 36%	140 39%	134 34%	14 16%	32 27%	101 37%	54 48%	73 47%	19 28%	15 44%	34 39%	29 45%	16 28%	31 43%	15 39%	23 33%	32 34%	35 35%	25 37%
NET: Trust a little/not at all	579 77%	289 80%	290 74%	63 71%	100 84%	209 76%	81 73%	125 80%	41 61%	27 79%	68 78%	54 83%	40 71%	62 88%	31 78%	53 77%	69 72%	82 81%	52 78%
Not applicable	41 5%	9 2%	32 8%	9 10%	4 3%	10 4%	7 7%	10 6%	8 12%	- -	6 6%	1 2%	6 10%	1 1%	2 6%	1 2%	7 7%	4 4%	5 7%
Don't know	68 9%	33 9%	35 9%	5 5%	2 2%	31 11%	16 14%	14 9%	11 16%	5 16%	4 4%	6 9%	6 10%	6 9%	2 5%	9 13%	8 8%	8 8%	4 6%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 54

Q.16 Thinking about your own personal safety, privacy, confidentiality and the protection of your personal details, how safe or unsafe do you feel when using the internet?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: Safe	540 72%	143 73%	160 73%	117 74%	120 66%	258 76%	65 72%	216 67%	336 79%	115 63%	12 81%	360 73%	159 70%	540 100%	-	302 74%	21 77%
Very safe (+2)	49 6%	13 7%	20 9%	6 4%	10 5%	26 8%	6 7%	17 5%	34 8%	7 4%	3 19%	23 5%	21 9%	49 9%	-	31 7%	4 13%
Fairly safe (+1)	491 65%	130 66%	140 64%	111 70%	110 61%	232 69%	59 65%	200 62%	302 71%	108 59%	9 62%	337 68%	138 61%	491 91%	-	271 66%	17 64%
Neither safe nor unsafe (0)	141 19%	39 20%	36 17%	28 18%	37 21%	58 17%	16 17%	67 21%	57 13%	39 22%	3 19%	83 17%	48 21%	-	-	71 18%	6 21%
Fairly unsafe (-1)	58 8%	13 7%	19 9%	8 5%	17 10%	16 5%	9 10%	33 10%	27 6%	19 10%	-	44 9%	13 6%	-	58 81%	27 7%	1 2%
Very unsafe (-2)	13 2%	1 *	3 1%	4 3%	6 3%	6 2%	-	8 2%	2 1%	9 5%	-	8 2%	5 2%	-	13 19%	7 2%	-
NET: Unsafe	71 9%	14 7%	21 10%	12 8%	23 13%	22 6%	9 10%	40 12%	30 7%	28 15%	-	52 11%	19 8%	-	71 100%	34 8%	1 2%
Don't know	1 *	-	1 *	-	-	-	1 1%	-	1 *	-	-	1 *	-	-	-	1 *	-
Mean	0.67	0.72	0.72	0.68	0.55	0.76	0.69	0.57	0.80	0.47	1.00	0.65	0.69	1.09	-1.19	0.71	0.88
Standard error	0.03	0.04	0.06	0.08	0.06	0.05	0.07	0.04	0.03	0.07	0.15	0.04	0.05	0.01	0.05	0.04	0.12
NET: Safe - unsafe	469 62%	129 66%	139 64%	105 66%	97 54%	237 70%	56 62%	176 54%	306 72%	88 48%	12 81%	308 62%	141 62%	540 100%	-71 -100%	267 65%	20 75%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 56

Q.18 When using social networking sites such as Facebook or MySpace, at what level do you normally have your privacy settings applied?

Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Extremely private (i.e. nobody can search for me or my profile and I only add very close friends)	58 8%	29 8%	29 7%	5 6%	14 12%	28 10%	6 5%	5 3%	9 14%	4 11%	2 2%	5 8%	2 3%	2 3%	3 8%	6 9%	8 9%	12 12%	4 6%
Moderately private (i.e. I only add very close friends and leave my profile closed to anybody else)	289 38%	123 34%	166 42%	57 63%	61 51%	117 42%	29 26%	26 17%	22 33%	10 31%	44 50%	25 39%	20 35%	22 31%	20 51%	20 29%	38 39%	40 40%	28 42%
Slightly private (i.e. I add anybody who requests me and sometimes send friend requests to people I don't know. Some elements of my profile are visible to non-friends)	62 8%	34 9%	27 7%	9 10%	17 14%	26 9%	4 3%	6 4%	2 3%	- -	11 13%	4 6%	11 20%	6 9%	2 5%	9 13%	6 6%	7 7%	4 6%
Non private (i.e. many elements of profile are openly visible to other users except private photos and personal details which I control)	20 3%	9 2%	11 3%	4 4%	3 2%	5 2%	3 3%	5 4%	4 7%	1 4%	1 1%	2 3%	2 3%	- -	1 1%	- -	1 1%	5 5%	2 4%
Totally open (i.e. everybody can see my whole profile, photos, personal details, and I add everybody I can)	7 1%	3 1%	4 1%	2 2%	1 1%	4 1%	- -	1 *	1 2%	1 4%	1 1%	1 1%	- -	- -	1 2%	2 2%	- -	- -	* 1%
I don't manage my privacy, just use the default settings that are already on the social networks I use	33 4%	19 5%	13 3%	4 4%	4 4%	9 3%	9 8%	6 4%	4 6%	3 9%	2 2%	1 2%	2 3%	6 8%	1 3%	3 5%	4 5%	4 4%	3 4%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 56

Q.18 When using social networking sites such as Facebook or MySpace, at what level do you normally have your privacy settings applied?

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
I don't use social networking sites	284 38%	143 40%	141 36%	10 11%	19 16%	88 32%	62 55%	106 68%	24 37%	14 42%	27 31%	26 40%	20 36%	35 49%	12 31%	29 42%	38 40%	33 32%	25 38%
NET: Private	408 54%	187 52%	222 57%	70 79%	92 77%	170 62%	38 34%	37 24%	32 49%	14 42%	57 65%	35 53%	33 58%	30 43%	25 64%	35 51%	52 54%	59 58%	36 54%
NET: Open	27 4%	12 3%	15 4%	5 6%	4 3%	8 3%	3 3%	6 4%	6 9%	2 7%	2 2%	3 4%	2 3%	- -	1 3%	2 2%	1 1%	5 5%	3 4%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 56

Q.18 When using social networking sites such as Facebook or MySpace, at what level do you normally have your privacy settings applied?**Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Extremely private (i.e. nobody can search for me or my profile and I only add very close friends)	58 8%	15 8%	16 7%	16 10%	11 6%	37 11%	5 5%	16 5%	32 8%	17 9%	1 9%	40 8%	15 7%	39 7%	7 10%	58 14%	-
Moderately private (i.e. I only add very close friends and leave my profile closed to anybody else)	289 38%	69 35%	87 40%	74 47%	59 33%	153 45%	40 45%	95 29%	143 34%	80 44%	6 44%	190 38%	86 38%	216 40%	22 32%	289 71%	-
Slightly private (i.e. I add anybody who requests me and sometimes send friend requests to people I don't know. Some elements of my profile are visible to non-friends)	62 8%	22 11%	17 8%	8 5%	15 8%	36 11%	5 5%	21 7%	38 9%	12 6%	2 17%	44 9%	14 6%	46 9%	5 7%	62 15%	-
Non private (i.e. many elements of profile are openly visible to other users except private photos and personal details which I control)	20 3%	4 2%	6 3%	3 2%	8 4%	8 2%	3 3%	9 3%	14 3%	2 1%	-	11 2%	8 3%	16 3%	1 1%	-	20 74%
Totally open (i.e. everybody can see my whole profile, photos, personal details, and I add everybody I can)	7 1%	2 1%	2 1%	-	4 2%	1 *	2 2%	4 1%	2 1%	3 2%	1 8%	3 1%	2 1%	5 1%	-	-	7 26%
I don't manage my privacy, just use the default settings that are already on the social networks I use	33 4%	7 3%	14 6%	6 4%	7 4%	16 5%	3 3%	14 4%	19 5%	6 3%	2 14%	17 3%	13 6%	22 4%	4 5%	-	-

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 56

Q.18 When using social networking sites such as Facebook or MySpace, at what level do you normally have your privacy settings applied?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
I don't use social networking sites	284 38%	77 39%	78 36%	52 33%	78 43%	88 26%	33 37%	164 51%	173 41%	63 34%	1 10%	190 38%	88 39%	195 36%	32 46%	-	-
NET: Private	408 54%	106 54%	120 55%	97 62%	85 47%	226 67%	50 55%	133 41%	213 50%	109 60%	10 69%	274 55%	116 51%	302 56%	34 49%	408 100%	-
NET: Open	27 4%	6 3%	7 3%	3 2%	11 6%	9 3%	5 5%	13 4%	17 4%	5 3%	1 8%	14 3%	9 4%	21 4%	1 1%	-	27 100%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 57
Region
Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Scotland	66 9%	32 9%	34 9%	11 13%	12 10%	18 7%	11 10%	13 8%	66 100%	-	-	-	-	-	-	-	-	-	-
North East	34 5%	15 4%	19 5%	6 7%	8 7%	9 3%	-	10 7%	-	34 100%	-	-	-	-	-	-	-	-	-
North West	87 12%	45 12%	42 11%	10 11%	11 9%	43 16%	11 10%	13 8%	-	-	87 100%	-	-	-	-	-	-	-	-
Yorkshire and the Humber	65 9%	28 8%	37 9%	10 12%	10 8%	26 10%	5 4%	13 9%	-	-	-	65 100%	-	-	-	-	-	-	-
East Midlands	57 8%	25 7%	32 8%	6 6%	10 8%	19 7%	8 8%	15 10%	-	-	-	-	57 100%	-	-	-	-	-	-
West Midlands	71 9%	39 11%	32 8%	4 4%	8 7%	21 8%	21 18%	17 11%	-	-	-	-	-	71 100%	-	-	-	-	-
Wales	39 5%	14 4%	25 6%	4 4%	6 5%	26 10%	1 1%	1 1%	-	-	-	-	-	-	39 100%	-	-	-	-
East of England	69 9%	38 11%	31 8%	9 11%	14 12%	22 8%	7 6%	17 11%	-	-	-	-	-	-	-	69 100%	-	-	-
London	96 13%	38 11%	57 15%	6 7%	7 6%	22 8%	38 34%	23 15%	-	-	-	-	-	-	-	-	96 100%	-	-
South East	102 13%	54 15%	47 12%	13 14%	24 20%	46 17%	6 5%	12 8%	-	-	-	-	-	-	-	-	-	102 100%	-
South West	67 9%	32 9%	35 9%	10 12%	9 8%	23 8%	4 3%	21 13%	-	-	-	-	-	-	-	-	-	-	67 100%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 57
Region
Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Scotland	66 9%	14 7%	22 10%	6 4%	23 13%	29 9%	5 5%	33 10%	33 8%	18 10%	-	44 9%	21 9%	48 9%	8 11%	32 8%	6 21%
North East	34 5%	12 6%	10 5%	8 5%	5 3%	19 6%	1 1%	13 4%	15 4%	12 7%	-	29 6%	4 2%	23 4%	2 3%	14 3%	2 9%
North West	87 12%	20 10%	23 10%	19 12%	26 14%	45 13%	11 12%	31 10%	56 13%	22 12%	2 16%	62 13%	23 10%	66 12%	8 11%	57 14%	2 7%
Yorkshire and the Humber	65 9%	21 11%	14 6%	11 7%	19 11%	29 8%	8 9%	28 9%	34 8%	23 13%	1 5%	47 10%	15 7%	42 8%	9 13%	35 8%	3 10%
East Midlands	57 8%	10 5%	21 10%	11 7%	15 8%	19 6%	7 8%	31 10%	31 7%	13 7%	1 5%	43 9%	13 6%	38 7%	6 9%	33 8%	2 7%
West Midlands	71 9%	20 10%	23 11%	13 8%	14 8%	30 9%	11 12%	30 9%	41 10%	17 9%	-	49 10%	20 9%	50 9%	9 13%	30 7%	-
Wales	39 5%	8 4%	10 5%	13 9%	7 4%	16 5%	8 9%	15 5%	24 6%	10 5%	2 14%	20 4%	15 7%	31 6%	4 5%	25 6%	1 5%
East of England	69 9%	24 12%	14 6%	13 8%	19 11%	32 9%	10 11%	28 9%	34 8%	12 6%	3 19%	40 8%	22 10%	47 9%	7 10%	35 9%	2 6%
London	96 13%	28 14%	28 13%	19 12%	21 12%	41 12%	9 10%	45 14%	53 13%	25 14%	2 11%	57 11%	36 16%	63 12%	10 13%	52 13%	1 2%
South East	102 13%	25 13%	35 16%	23 14%	19 10%	55 16%	14 15%	33 10%	58 14%	18 10%	3 20%	61 12%	36 16%	78 14%	7 9%	59 14%	5 20%
South West	67 9%	14 7%	19 9%	22 14%	12 6%	23 7%	6 7%	38 12%	43 10%	12 7%	2 10%	44 9%	21 9%	53 10%	2 2%	36 9%	3 11%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 58

What was your age on your last birthday?**Base: All respondents**

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scotland	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
18-24	89	23	66	89	-	-	-	-	11	6	10	10	6	4	4	9	6	13	10
	12%	6%	17%	100%	-	-	-	-	17%	19%	11%	16%	10%	5%	10%	14%	6%	13%	16%
25-34	119	67	52	-	119	-	-	-	12	8	11	10	10	8	6	14	7	24	9
	16%	19%	13%	-	100%	-	-	-	19%	25%	13%	15%	17%	11%	16%	20%	7%	24%	13%
35-44	149	72	77	-	-	149	-	-	8	4	26	16	12	11	17	10	24	11	16%
	20%	20%	20%	-	-	54%	-	-	13%	10%	29%	24%	21%	16%	43%	15%	11%	24%	16%
45-54	127	57	70	-	-	127	-	-	10	5	17	10	7	10	9	11	12	22	13
	17%	16%	18%	-	-	46%	-	-	15%	16%	20%	16%	12%	14%	24%	16%	12%	21%	19%
55-64	112	76	36	-	-	-	112	-	11	-	11	5	8	21	7	38	6	4	5%
	15%	21%	9%	-	-	-	100%	-	17%	-	13%	7%	15%	29%	4%	10%	40%	6%	5%
65+	156	66	90	-	-	-	-	156	13	10	13	13	15	17	1	17	23	12	21
	21%	18%	23%	-	-	-	-	100%	20%	30%	14%	21%	26%	24%	3%	25%	24%	12%	31%
Mean	46.45	47.47	45.51	22.20	29.39	43.88	58.95	68.91	45.50	44.34	44.98	44.02	48.64	51.28	40.41	45.76	53.51	41.57	47.29
Standard error	0.59	0.77	0.90	0.18	0.27	0.38	0.24	0.26	2.15	3.28	1.70	1.94	2.22	1.86	1.74	2.03	1.50	1.47	2.12

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 58

What was your age on your last birthday?**Base: All respondents**

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
18-24	89 12%	27 14%	32 15%	15 9%	16 9%	45 13%	8 8%	37 11%	34 8%	31 17%	4 26%	55 11%	29 13%	68 13%	4 6%	70 17%	5 21%
25-34	119 16%	26 13%	39 18%	31 19%	23 13%	82 24%	10 12%	26 8%	62 15%	31 17%	3 17%	81 16%	33 14%	100 19%	6 9%	92 23%	4 13%
35-44	149 20%	36 19%	42 19%	44 28%	27 15%	89 26%	27 30%	33 10%	74 18%	40 22%	2 13%	99 20%	44 19%	102 19%	11 16%	100 24%	2 9%
45-54	127 17%	26 13%	30 14%	39 24%	32 18%	70 21%	23 25%	34 11%	63 15%	38 21%	3 21%	83 17%	35 16%	89 16%	18 25%	70 17%	6 23%
55-64	112 15%	26 13%	38 17%	12 7%	37 20%	46 13%	15 17%	51 16%	75 18%	24 13%	1 4%	72 14%	39 17%	81 15%	10 14%	38 9%	3 11%
65+	156 21%	54 28%	38 17%	19 12%	45 25%	6 2%	7 8%	142 44%	113 27%	19 10%	3 20%	106 21%	47 21%	100 19%	22 30%	37 9%	6 23%
Mean	46.45	47.74	44.46	43.38	50.13	39.65	45.44	53.84	49.46	42.28	40.44	46.67	46.82	45.36	51.70	40.27	45.56
Standard error	0.59	1.06	1.18	1.49	1.13	0.78	1.21	0.89	0.78	1.13	4.28	0.74	1.07	0.70	1.80	0.74	3.16

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 59
Gender
Base: All respondents

	Gender		Age					Region											
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Mid-lands	West Mid-lands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Male	361	361	-	23	67	129	76	66	32	15	45	28	25	39	14	38	38	54	32
	48%	100%	-	26%	56%	47%	68%	42%	49%	45%	51%	43%	44%	55%	35%	55%	40%	54%	47%
Female	391	-	391	66	52	147	36	90	34	19	42	37	32	32	25	31	57	47	35
	52%	-	100%	74%	44%	53%	32%	58%	51%	55%	49%	57%	56%	45%	65%	45%	60%	46%	53%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 59
Gender
Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Male	361 48%	91 47%	109 50%	72 46%	89 49%	209 62%	21 23%	131 41%	217 51%	86 47%	9 61%	253 51%	93 41%	272 50%	31 44%	187 46%	12 44%
Female	391 52%	104 53%	109 50%	86 54%	91 51%	129 38%	69 77%	192 59%	206 49%	97 53%	6 39%	243 49%	134 59%	267 50%	40 56%	222 54%	15 56%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 60

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
Working full time - working 30 hours per week or more	338 45%	209 58%	129 33%	45 50%	82 69%	159 58%	46 41%	6 4%	29 44%	19 57%	45 52%	29 44%	19 33%	30 43%	16 41%	32 46%	41 43%	55 54%	23 35%
Working part time - working between 8 and 29 hours per week	90 12%	21 6%	69 18%	8 8%	10 9%	50 18%	15 14%	7 5%	5 7%	1 3%	11 12%	8 13%	7 13%	11 15%	8 21%	10 14%	9 10%	14 14%	6 9%
Not working but seeking work or temporarily unemployed or sick	40 5%	21 6%	20 5%	10 11%	9 8%	15 6%	6 6%	-	5 7%	2 5%	3 4%	3 4%	4 8%	5 7%	3 9%	4 5%	2 2%	6 6%	4 5%
Not working and not seeking work	25 3%	17 5%	8 2%	-	3 2%	10 4%	12 11%	-	2 3%	-	5 6%	2 3%	3 6%	3 4%	1 3%	1 2%	3 3%	2 2%	2 3%
Retired on a state pension only	46 6%	18 5%	28 7%	-	-	-	3 3%	43 27%	6 9%	2 6%	4 5%	3 4%	3 6%	4 5%	-	5 7%	7 7%	5 5%	7 10%
Retired with a private pension	122 16%	62 17%	60 15%	-	-	4 1%	23 20%	95 61%	9 13%	8 24%	11 13%	12 18%	13 23%	13 18%	1 3%	11 15%	21 22%	9 8%	15 23%
Student	22 3%	9 3%	13 3%	18 20%	3 2%	1 *	-	-	3 5%	* 1%	-	3 5%	1 3%	1 1%	2 5%	3 5%	2 2%	2 2%	3 5%
House person, housewife, househusband, etc.	68 9%	4 1%	64 16%	9 10%	12 10%	36 13%	6 6%	4 3%	8 12%	1 3%	7 7%	5 8%	5 9%	4 6%	7 17%	4 6%	10 11%	9 9%	7 11%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 60

Which of the following best describes your current working status?

Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Pri-vate	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
Working full time - working 30 hours per week or more	338 45%	91 46%	120 55%	75 47%	54 30%	338 100%	-	-	180 43%	90 49%	5 36%	244 49%	82 36%	258 48%	22 30%	226 55%	9 33%
Working part time - working between 8 and 29 hours per week	90 12%	29 15%	21 10%	27 17%	14 8%	-	90 100%	-	59 14%	17 9%	-	55 11%	31 14%	65 12%	9 13%	50 12%	5 17%
Not working but seeking work or temporarily unemployed or sick	40 5%	3 2%	12 6%	6 4%	19 11%	-	-	40 12%	13 3%	20 11%	2 12%	20 4%	18 8%	23 4%	10 13%	22 5%	1 4%
Not working and not seeking work	25 3%	1 *	3 1%	1 1%	21 11%	-	-	25 8%	14 3%	8 4%	2 12%	14 3%	10 4%	16 3%	1 2%	8 2%	2 8%
Retired on a state pension only	46 6%	2 1%	1 1%	2 1%	40 22%	-	-	46 14%	32 8%	8 4%	1 7%	27 5%	18 8%	27 5%	5 7%	9 2%	4 16%
Retired with a private pension	122 16%	54 27%	39 18%	22 14%	8 4%	-	-	122 38%	87 20%	15 8%	2 13%	88 18%	32 14%	82 15%	18 25%	37 9%	1 4%
Student	22 3%	6 3%	14 7%	1 1%	-	-	-	22 7%	9 2%	10 5%	1 6%	12 2%	9 4%	16 3%	3 4%	17 4%	1 4%
House person, housewife, househusband, etc.	68 9%	10 5%	8 3%	25 16%	25 14%	-	-	68 21%	30 7%	16 9%	2 14%	36 7%	27 12%	51 10%	4 6%	40 10%	3 12%

Trust in Digital Age Survey 2010
(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 61
Social grade
Base: All respondents

	Gender			Age					Region										
	Total	Male	Female	18-24	25-34	35-54	55-64	65+	Scot-land	North East	North West	Yorks. and Humber	East Midlands	West Midlands	Wales	East	London	South East	South West
Unweighted base	752	396	356	92	108	252	124	176	61	29	76	66	62	67	42	75	93	107	74
Weighted base	752	361	391	89	119	276	112	156	66	34	87	65	57	71	39	69	96	102	67
NET: AB	196 26%	91 25%	104 27%	27 30%	26 22%	62 23%	26 23%	54 35%	14 21%	12 35%	20 23%	21 32%	10 18%	20 29%	8 21%	24 34%	28 29%	25 25%	14 21%
A	52 7%	24 7%	28 7%	9 10%	7 6%	15 5%	7 6%	14 9%	6 9%	2 7%	5 6%	5 7%	1 2%	4 6%	2 5%	7 11%	9 9%	7 7%	4 6%
B	144 19%	67 19%	76 20%	18 20%	19 16%	47 17%	19 17%	40 26%	8 12%	9 28%	15 17%	16 25%	9 16%	16 23%	6 16%	16 24%	19 20%	18 18%	10 15%
C1	218 29%	109 30%	109 28%	32 36%	39 33%	72 26%	38 34%	38 24%	22 33%	10 29%	23 26%	14 22%	21 37%	23 33%	10 26%	14 20%	28 29%	35 34%	19 28%
C2	158 21%	72 20%	86 22%	15 16%	31 26%	82 30%	12 11%	19 12%	6 10%	8 22%	19 22%	11 17%	11 19%	13 18%	13 34%	13 18%	19 20%	23 22%	22 34%
D	75 10%	39 11%	36 9%	8 9%	17 14%	33 12%	11 10%	5 3%	11 17%	4 11%	13 14%	12 19%	4 6%	4 6%	1 4%	9 13%	6 7%	7 7%	4 6%
E	105 14%	50 14%	55 14%	7 8%	6 5%	26 10%	25 23%	40 26%	12 18%	1 3%	13 15%	7 11%	11 20%	10 14%	6 15%	11 15%	15 16%	12 11%	8 12%
NET: DE	180 24%	89 25%	91 23%	16 18%	23 20%	59 22%	37 33%	45 29%	23 35%	5 14%	26 30%	19 29%	15 26%	14 20%	7 19%	19 28%	21 22%	19 19%	12 17%

Trust in Digital Age Survey 2010

(Fieldwork dates: 27th January - 1st February 2010)

Absolutes/col percents

Table 61
Social grade
Base: All respondents

	Socio-economic status					Work status			People can be trusted		Trust banks compared to 5 years ago			Safety of personal details on internet		Internet privacy settings	
	Total	AB	C1	C2	DE	Full time	Part time	Not working	Agree	Dis-agree	More	Less	About the same	Safe	Unsafe	Private	Open
Unweighted base	752	266	196	86	204	247	114	391	431	177	18	482	238	539	73	386	30
Weighted base	752	196	218	158	180	338	90	323	423	183	15	496	227	540	71	408	27
NET: AB	196	196	-	-	-	91	29	76	113	39	3	135	53	143	14	106	6
	26%	100%	-	-	-	27%	32%	24%	27%	22%	23%	27%	24%	26%	20%	26%	23%
A	52	52	-	-	-	23	7	22	29	12	1	36	13	36	4	31	3
	7%	26%	-	-	-	7%	7%	7%	7%	6%	7%	7%	6%	7%	5%	8%	10%
B	144	144	-	-	-	68	22	54	84	28	2	98	41	106	10	75	3
	19%	74%	-	-	-	20%	24%	17%	20%	15%	16%	20%	18%	20%	14%	18%	12%
C1	218	-	218	-	-	120	21	77	121	58	3	146	67	160	21	120	7
	29%	-	100%	-	-	35%	24%	24%	29%	32%	19%	29%	30%	30%	30%	29%	26%
C2	158	-	-	158	-	75	27	57	88	40	1	113	39	117	12	97	3
	21%	-	-	100%	-	22%	29%	18%	21%	22%	9%	23%	17%	22%	17%	24%	10%
D	75	-	-	-	75	52	13	11	41	17	2	44	26	55	8	44	4
	10%	-	-	-	42%	15%	14%	3%	10%	10%	16%	9%	11%	10%	11%	11%	14%
E	105	-	-	-	105	2	1	103	59	28	5	58	42	65	16	41	7
	14%	-	-	-	58%	*	1%	32%	14%	15%	33%	12%	18%	12%	22%	10%	28%
NET: DE	180	-	-	-	180	54	14	113	100	45	7	102	67	120	23	85	11
	24%	-	-	-	100%	16%	15%	35%	24%	25%	49%	21%	30%	22%	33%	21%	42%