DATA PROTECTION

SUMMARY

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This survey has been requested by the European Commission, Directorate-General for Justice and Consumers and co-ordinated by Directorate-General for Communication.

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

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Special Eurobarometer 431 / Wave EB83.1 – TNS opinion & social
Special Eurobarometer 431

Data protection

Conducted by TNS Opinion & Social at the request of Directorate-General for Justice and Consumers (DG JUST)

Survey co-ordinated by the Directorate-General for Communication (DG COMM “Strategy, Corporate Communication Actions and Eurobarometer” Unit)
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INTRODUCTION

There has been significant technological advancement and progress since the mid-1990s when the EU first adopted a set of rules that defined how personal data should be protected. The way in which data is collected, processed and accessed no longer resembles the methods that were used around two decades ago. Furthermore, the 28 Member States have transposed the 1995 rules differently which has led to a divergence in how the rules were enforced. This EU-wide disparity has in turn become a costly administrative burden for businesses.

In addition, the debate about how best to reconcile security and privacy continues, both in Europe and around the world, and looks unlikely to go away in a world where technology is changing rapidly, and where terrorism and organised crime remain serious concerns for many governments.

As such, the European Commission has been engaged in the process of reforming data protection across the EU since 2012. The completion of this reform is a policy priority for 2015. The objective of these reforms is to enhance individuals’ rights and give them more control over their own data, as well as to simplify the regulatory environment for business.¹

The data protection reform is a key enabler of the Digital Single Market which the Commission has prioritised, to enable European citizens and businesses to benefit fully from the digital economy. This survey is designed to support the finalisation of the data protection reform by studying the views of EU citizens about issues surrounding data protection.

It first looks at the level of control respondents feel they have over the personal data they provide online, their concerns about any perceived lack of control and about the monitoring of their activities. Secondly, the survey deals with the respondents’ attitudes to providing personal information and issues such as online profiling.

They were then asked about their awareness of their rights, whether they know about their national public authority in charge of data protection and whether they would complain to this or another agency should their data ever be lost or stolen.

People’s expectations are also evaluated in terms of whether they think they should have to give express permission for their data to be gathered and used. Respondents were asked whether they trust various authorities and bodies to protect their information, and what they would do and what they would expect to happen should their data be lost or stolen. The survey then tackled the respondents’ level of knowledge when it comes to the conditions of data collection, and whether they read the privacy statements provided by online services.

Finally, the level of awareness of privacy settings on social networking sites was discussed, with respondents asked how easy they find it to change the settings, or why they have not done so. A last section deals with the way in which Europeans use the Internet.

¹ http://ec.europa.eu/commission/content/remarks-commissioner-jourova-global-law-summit-london-panel-discussion-digital-magna-carta_en
This survey was carried out by the TNS Opinion & Social network in the 28 Member States of the European Union between the 28th of February and 9th of March 2015. Some 27,980 respondents from different social and demographic groups were interviewed face-to-face at home in their mother tongue on behalf of the Directorate-General for Justice and Consumers. The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication (“Strategy, Corporate Communication Actions and Eurobarometer” Unit). A technical note on the manner in which interviews were conducted by the Institutes within the TNS Opinion & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

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*** Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the ‘CY’ category and in the EU28 average.

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We wish to thank the people throughout Europe who have given their time to take part in this survey. Without their active participation, this study would not have been possible.

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2 http://ec.europa.eu/public_opinion/index_en.htm
3 The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.
I. CONTROL OVER PERSONAL DATA

- More than eight out of ten respondents feel that they do not have complete control over their personal data –

Respondents who said previously that they provide personal information online were asked how much control they feel they have over the information they provide[^4]. Just 15% of people in this group feel they have complete control, while half (50%) say they have partial control, and nearly a third (31%) feel that they have no control at all over their personal information online.

- Two-thirds of respondents are concerned about not having complete control over the information they provide online –

People who said that they feel they do not have complete control over their personal information online were then asked how concerned they are about not having complete control[^5].

Two-thirds of the people in this group (67%) say they are concerned in total, with 18% saying they are very concerned and 49% fairly concerned. Conversely, around one-third (32%) say they are not concerned, with 28% claiming not to be very concerned and 4% not at all concerned.

[^4]: QB4 How much control do you feel you have over the information you provide online, e.g. the ability to correct, change or delete this information?
[^5]: QB5 How concerned are you about not having complete control over the information you provide online? Would you say you are...?
Respondents were asked whether they are concerned about six specific approaches to recording people’s activities. A majority of respondents (55%, +1 percentage point compared with 2010) say they are concerned about the recording of their behaviour via payment cards, with 22% very concerned about this, and 33% fairly concerned. Over a third (36%, -2pp) are not concerned.

A similar proportion of respondents (55%) say they are concerned about the recording of everyday activities via mobile phone use or mobile applications – up substantially on the 49% of people who expressed concern about this in 2010. Over a third of people (37%, -6pp) are not concerned.

Over four out of ten respondents (45%, +5pp) say they are concerned about the recording of everyday activities on the Internet, with 13% very concerned about this, and 32% fairly concerned. Over a third of respondents (36%, +1pp) are not concerned, of whom 25% are not very concerned and 11% are not at all concerned.

Nearly four out of ten people (39%, -1pp) are concerned about the use of store or loyalty cards to record their activities, with 13% very concerned about this issue, and 26% fairly concerned. Roughly half of the respondents (49%, +1pp) say they are not concerned by this.

Over a third of respondents (37%, -4pp) express concern about the recording of their activities in private spaces such as bars and restaurants, with 12% of these people very concerned, and 25% fairly concerned. A majority of respondents (57%, +3pp) are not concerned about this, of whom 34% are not very concerned and 25% are not at all concerned.

Lastly, one third of respondents (33%, -1pp) say they are concerned about the recording of their activities in public spaces such as the street or in the metro, with 10% very concerned about this issue, and 23% fairly concerned. Over six out of ten people (62%, no change) are not concerned about this, of whom 34% are not very concerned and 28% are not at all concerned.

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6 QB12 Nowadays, many of our everyday activities are recorded in different ways, such as through cameras, payment cards, websites, etc. How concerned or not are you about that?
– Half of all Europeans have heard of recent revelations concerning mass data collection by governments for reasons of national security –

This survey comes in the context of recent revelations reported in the news about government agencies in some countries collecting their citizens’ personal data on a large scale for the purpose of national security. All respondents were asked whether they had heard about these revelations.

On this issue, the results are evenly split: half of the respondents (50%) say they have heard about this, while nearly half (49%) have not.

QB6. Have you ever heard of recent revelations about government agencies collecting personal data on a large scale for the purpose of national security?

- Most respondents say the revelations have had a negative impact on their level of trust –

Respondents who said that they had heard about the revelations regarding personal data collection by governments were then asked whether those revelations had an impact on the trust they have in terms of how their online personal data is used.

A relative majority of people (46%) say the revelations have had a negative impact on their level of trust, while four out of ten (40%) say the revelations have had no impact, and around a tenth (11%) say the impact has been positive.

QB7. Would you say these recent revelations have had an impact on the trust in how your online personal data is used?

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7. QB6 Have you ever heard of recent revelations about government agencies collecting personal data on a large scale for the purpose of national security?
8. QB7 Would you say these recent revelations have had an impact on the trust in how your online personal data is used?
II. DISCLOSURE OF PERSONAL DATA

– Over seven out of ten respondents agree that providing personal information is an increasing part of modern life –

All respondents were asked to what extent they agree with seven statements relating to private data issues.

Over seven out of ten people (71%) agree that providing personal information is an increasing part of modern life, slightly down from 74% who said this in 2010. Roughly a fifth (21%, -1 percentage point) disagree.

Just under six out of ten people (58%, no change) agree that there is no alternative other than to provide personal information if you want to obtain products or services.

A majority of people (56%) agree that their national government asks them for more and more personal information – down from the 64% of respondents who agreed with this statement in 2010.

The proportion of people who agree that they feel they have to provide personal information online has increased substantially from 28% in 2010 to 43% now. In fact, more people now agree than disagree with this statement (43% vs. 39%), a reversal of the situation in 2010 when 49% of people disagreed and only 28% agreed.

A majority of respondents (57%, -6pp) disagree that providing personal information is not a big issue for them. Finally, a majority (52%, +1pp) also disagree with the view that they don’t mind providing personal information in return for free services online. Less than a third (29%, no change) agree with this statement.

QB2. Please tell me whether you agree or disagree with each of the following statements.

- Providing personal information is an increasing part of modern life
- There is no alternative other than to provide personal information if you want to obtain products or services
- The national government asks you for more and more personal information
- You feel you have to provide personal information online
- Providing personal information is not a big issue for you
- You don’t mind providing personal information in return for free services online (e.g. free email address)

Base: All respondents (n=27,980 in EU28)

QB2 Please tell me whether you agree or disagree with each of the following statements.
– People most commonly provide personal information online in order to make a payment or to have a purchase delivered –

All respondents were asked to give the main reasons why they provide personal information online when requested to do so. They were given a list of nine options and asked to choose a maximum of three.

Over four out of ten people say they provide personal information to make a payment online (46%), or to have a purchase delivered (44%), while over a third say they do this in order to access a service (36%). To a lesser extent, more than a tenth of respondents provide personal information to connect with others (18%), to obtain a service adapted to their needs (15%), to get a service for free (14%), or to save time at their next visit (12%).

QB3. When online (using online social networks or mobile applications, making online purchases, etc.), you are sometimes asked to provide personal information. What are the main reasons why you provide personal information online? (MAX. 3 ANSWERS)

- To make a payment online: 46%
- To have your purchase delivered: 44%
- To access the service: 36%
- To connect with others: 18%
- To obtain a service adapted to your needs: 15%
- To get a service for free: 14%
- To save time at the next visit: 12%
- To receive money or price reductions: 7%
- To benefit from personalised commercial offers: 7%
- Other (SPONTANEOUS): 2%
- You never provide personal information online (SPONTANEOUS): 9%
- Don’t know: 2%

Base: All respondents (n=27,980 in EU28)

– A majority of people are uncomfortable about Internet companies using their personal information to tailor advertisements –

Over four out of ten respondents (42%) in this group say they are comfortable with the fact that Internet companies use information about their online activity to tailor advertisements to their hobbies or interests. Of these, 6% say they are very comfortable.

However, a majority of respondents (53%) say they are uncomfortable about this, with 17% saying they are very uncomfortable, and 36% saying they are fairly uncomfortable.

10 QB3 When online (using online social networks or mobile applications, making online purchases, etc.), you are sometimes asked to provide personal information. What are the main reasons why you provide personal information online? (MAX. 3 ANSWERS)

11 QB16 As you may know, some online companies are able to provide free services, such as search engines, free e-mail accounts, etc., thanks to the income they receive from advertisers trying to reach users on their websites. How comfortable are you with the fact that those websites use information about your online activity to tailor advertisements or content to your hobbies and interests?
- **Two-thirds of people find it important to be able to transfer personal data to a new online service provider** –

Two-thirds of respondents who use the Internet (67%) say it is important to them to be able to transfer personal information that was stored and collected by the old provider to the new one when they change online service providers\(^\text{12}\), with 28% saying this is very important, and 39% saying it is fairly important.

Conversely, roughly a quarter of people (27%) say it is not important to be able to transfer personal information to a new service provider.

\(^\text{12}\) QB20 When you decide to change online service providers (e.g. an online social network or a cloud service provider), how important or not is it for you to be able to transfer personal information that was stored and collected by the old provider to the new one?
III. RIGHTS AND PROTECTIONS OVER PERSONAL DATA

- Europeans overwhelmingly believe they should always have the same rights and protections over their personal information regardless of the country in which the public authority or private company offering the service is established -

Nearly nine out of ten Europeans (89%) mention it is important for them to have the same rights and protections over their personal information, regardless of the country in which the authority or private company offering the service is based. Of these, 51% say it is very important, and 38% say it is fairly important. Only 6% say that this is not important.

Base: All respondents (n=27,980 in EU28)

QB23. How important or not is it for you to have the same rights and protections over your personal information regardless of the country in which the authority or private company offering the service is established?

### Base: All respondents (n=27,980 in EU28)

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13 QB23 How important or not is it for you to have the same rights and protections over your personal information regardless of the country in which the authority or private company offering the service is established?
A relative majority of respondents think that the enforcement of rules on personal data protection should be dealt with at EU level.

Respondents were then asked about the level of government at which they think the enforcement of rules on personal data protection should be dealt with. Over four out of ten respondents (45%, +1 percentage point compared with 2010) think this should be handled at European level, while around four out of ten people (42%, +2pp) think it should be dealt with at the national level. Just 8% (-2pp) of people say this should be dealt with at the regional or local level.

Over a third of respondents know about their national data protection authority.

All respondents were asked whether they have heard about a public authority in their country responsible for protecting their rights regarding their personal data. Over a third of respondents (37%, +4 percentage points compared with 2010) have heard about this type of public authority, while over six out of ten people (61%, -2pp) have not.
In case of a problem, large proportions of people would prefer to complain to the national data protection authority in their country or to the public authority or company handling their data –

Lastly, all respondents were asked who they would prefer to send a complaint to if they experienced a problem concerning the protection of their private data. They were given six likely options, and were allowed to give multiple answers.

Half of the respondents (50%) say that they would prefer to complain to their national data protection authority, while over four out of ten (45%) would complain to the authority or private company handling their data.

Around a fifth of respondents would prefer to complain to a court (21%) or to the data protection authority in the country there the authority or private company is based (18%).

QB25 Have you heard about a public authority in (OUR COUNTRY) responsible for protecting your rights regarding your personal data?

QB26 If you experienced a problem concerning the protection of your personal data, to whom would you prefer to send a complaint? (MULTIPLE ANSWERS POSSIBLE)
IV. MANAGEMENT OF PERSONAL DATA BY OTHER PARTIES AND PERCEIVED RISKS

- **A substantial majority of respondents think the collection of their data should require their explicit approval** –

Respondents were asked if their explicit approval should be required before any kind of personal information is collected and processed, with multiple answers permitted\(^{17}\).

Nearly seven out of ten people (69%) say that their explicit approval should be required in all cases.

Less than one fifth (14%, +2 percentage points compared with 2010) think that their permission should be required in the case of personal information required online, while more than one in ten (10%, +2pp) say that their permission should be required in the case of sensitive information whether online or offline.

Just 5% of respondents (no change) do not think they should have to approve the collection of their personal data.

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\(^{17}\) QB17. Should your explicit approval be required before any kind of personal information is collected and processed? (Multiple answers were possible only for answers ‘Yes, in the case of personal information required online’ and ‘Yes, in the case of sensitive information whether online or offline’. Other answers were exclusive)
The trust of Europeans in public and financial institutions to protect their personal data is significantly higher than for private corporations

All respondents were then asked how much trust they have in various authorities and private companies to protect their personal information. Nearly three quarters of people (74%, -4 compared with 2010) say they trust health and medical institutions to protect their personal information, with 24% of people totally trusting them, and 50% tending to trust them.

National public authorities are trusted to protect personal information by two-thirds of respondents (66%, -4pp), with 18% of people totally trusting them, and 48% tending to trust them. Conversely, nearly a third of respondents (31%, +3pp) say they don’t trust national public authorities with their personal information.

A majority of respondents (56%, -6pp) trust banks and financial institutions to protect their personal information: of these, 15% totally trust them, and 41% tend to trust them. Around four out of ten people (41%, -6pp) say they don’t trust banks and financial institutions to protect their personal information, with 25% tending not to trust them and 16% not trusting them at all.

Just over half of the respondents (51%, -4pp) say they trust the European institutions to protect their personal information: of these, 11% totally trust them, and 40% tend to trust them. Around four out of ten respondents (39%, +4pp) don’t trust European institutions to do this, with 26% tending not to trust them and 13% not trusting them at all.

Shops and stores are trusted to protect personal information by four out of ten respondents (40%, +1pp), with just 6% totally trusting them. A majority of respondents (56%, -1pp) don’t trust shops to protect their personal information, with 38% tending not to trust them and 19% not trusting them at all.

A considerable majority of respondents (62%, -1pp) do not trust landline or mobile phone companies and Internet service providers to protect their personal information, with 37% tending not to trust them and a quarter not trusting them at all. Only a third of the respondents (33%, +1pp) say they trust these companies: of these, only 4% totally trust them.

Almost two thirds of respondents (63%, +1pp) say that they do not trust online businesses like search engines to protect their personal information, with more than a quarter (27%) saying that they do not trust them at all. Less than a quarter of Europeans (24%, +2pp) say they trust them, including only 3% who totally trust them.
Around seven out of ten people are concerned about their information being used for a different purpose from the one it was collected for

Respondents were asked next how concerned they are about authorities and private companies holding information about them and possibly using it for a different purpose than the one it was originally collected for.

Over two-thirds of people (69%, -1 pp compared with 2010) are concerned about this, with 25% very concerned, and 44% fairly concerned. Nearly three out of ten people (28%, +1 pp) say they are not concerned about this issue: of these 22% are not very concerned and 6% are not at all concerned.

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19 QB19 Authorities and private companies holding information about you may sometimes use it for a different purpose than the one it was collected for, without informing you (e.g. for direct marketing, targeted online advertising, profiling). How concerned are you about this use of your information?
**Almost all Europeans say they would want to be informed, should their data be lost or stolen**

Over nine out of ten Europeans (91%) – up 4pp from 87% in 2010 – say they would want to be informed if information about them was lost or stolen\(^{20}\). Only 6% (-3 pp) would not want to be informed.

\[\text{Base: All respondents (n=27,980 in EU28)}\]

**A large majority of people think it is up to the authority or company handling the data to tell them if it has been lost or stolen**

People who said they would want to be informed if their personal information was lost or stolen were then asked who should be the ones to inform them if this ever happened\(^{21}\). They were given six potential options, and multiple answers were permitted.

Roughly two-thirds of people (65%) say that the authority or private company handling the data should tell them if it has been lost or stolen, while just under half of the respondents (45%) think the national data protection authority of their Country of residence ought to do this.

Over a fifth of respondents (21%) think that the data protection authority of the country where the authority or company is based should inform them. More than one in ten says that an independent organisation for the protection of data rights (13%) or a court (12%) should inform them if their personal information is lost or stolen.

Just 4% of people think this should be done by EU institutions and bodies.

\(^{20}\) QB21 Would you want to be informed if information that is held about you is lost or stolen?

\(^{21}\) QB22 Who do you think should inform you if information that is held about you is lost or stolen? (MULTIPLE ANSWERS POSSIBLE)
A majority of people would be most worried about data stored on their computer or on their mobile devices should they be stolen –

All respondents were asked which data they would be most concerned about, if it was lost or stolen. Three options were offered and several answers were possible.

Over half of the respondents say they would be concerned about data stored on their computer (56%) or data stored on a mobile phone or tablet (52%). A smaller proportion (30%) say they would be concerned about data stored online or in the cloud.

**QB27. Which data would you be most concerned about, if it was lost or stolen? (MULTIPLE ANSWERS POSSIBLE)**

- Data stored on your computer: 56%
- Data stored on your mobile phone or tablet: 52%
- Data stored online or in the cloud: 30%
- Other (SPONTANEOUS): 9%
- Don't know: 11%

*Base: All respondents (n=27,980 in EU28)*
V. DATA COLLECTION AND PRIVACY POLICIES

– Only one fifth of respondents say they are always informed about the conditions of data collection and its potential uses when they are asked to provide personal information online –

Respondents who use the Internet were asked whether they are usually informed about the conditions of data collection and the further uses of their data when they are asked to provide personal information online. A fifth of respondents (20%) say that they are always informed about the conditions and further uses of data collection, while twice as many people (41%) say they are only sometimes informed. Over a fifth (22%) say they are rarely informed about these issues, and around a tenth (11%) say they are never informed.

QB13. When you are asked to provide personal information online, would you say that you are usually informed about the conditions of the data collection and the further uses of your data?

Always 20%
Sometimes 41%
Rarely 22%
Never 11%

You are never asked to provide personal information online (SPONTANEOUS) 4%
Don’t know 2%

Base: Respondents who use the Internet (n=21,707 in EU28)
– Only one-fifth of respondents fully read privacy statements –

Respondents who use the Internet were then asked to think about privacy statements on the Internet, and then say which of three sentences best describes what they usually do.

Under a fifth of respondents (18%) say they read the privacy statements fully, while roughly half (49%) say they read them partially. Nearly a third of respondents (31%) say they don’t read them at all.

– Most respondents who don’t read privacy statements find them too long to read –

People who said that they do not fully read the privacy statements were asked to give their reasons for not doing so.

Two-thirds of respondents (67%) say that they find the statements too long to read, while nearly four out of ten (38%) find them unclear or too difficult to understand.

Over a tenth of people say that they think the websites will not honour the statements anyway (15%), that they believe the law will protect them in any case (14%), or that it is sufficient for them to see that websites have a privacy policy (14%).

Base: Respondents who do not fully read privacy statements (n=17,356 in EU28)

QB14 Thinking about privacy statements on the Internet, which of the following sentences best describes what you usually do?
QB15 What are the reasons why you usually do not read or read only partially the privacy statements? (MULTIPLE ANSWERS POSSIBLE)
VI. SOCIAL NETWORK PRIVACY SETTINGS

– Just over four in ten of those use online social networks have not tried to change their privacy settings –

Respondents who use online social networks were then asked whether they have ever tried to change the privacy setting of their personal profile from the default settings on an online social network. A majority of people in this group (57%) say they have tried to change their settings, although a sizeable proportion (42%) have not done so.

The wording of this question has changed slightly from the one asked to respondents in 2010. “Social networking site and/or sharing site” was replaced by “online social networks” in 2015. Although the strict comparison is thus not possible, it is interesting to note that 51% of people had said they had tried to change these privacy settings in 2010.

Base: Respondents who use online social networks (n=15,339 in EU28)

QB9 Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network?

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25 QB9 Have you ever tried to change the privacy settings of your personal profile from the default settings on an online social network?
**Most respondents who have tried to change their privacy settings say that the process was easy**

Respondents who said that they use online social networks and that they have tried to change their privacy settings were then asked how easy or difficult they found this. Around three quarters of people (74%) say that it was easy, with 27% describing the process as very easy, and 47% saying it was fairly easy. Roughly a quarter say that it was difficult, with 21% saying it was fairly difficult, and 5% very difficult.

- **Out of those who have not changed their privacy settings, about a quarter have not done so because they trust sites to set the appropriate settings**

Next, respondents who use social networks but have not tried to change their privacy settings were asked why they had not tried to do this. They were given five possible answers, and were allowed to select multiple options.

Over a fifth of respondents in this group say that they trust the sites they use to set appropriate privacy settings (24%), that they don’t know how to change the settings (21%), or that they are not worried about having personal data on an online social network (21%).

Less than a fifth of respondents say they haven’t tried to change their privacy settings because they have not had time to look at the available options (17%), or because they did not know that you could change these settings (15%). Finally, 14% of respondents spontaneously give some other reason.

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26 QB10a How easy or difficult did you find it to change the privacy settings of your personal profile?

27 QB10b Why have you not tried to change these privacy settings? (MULTIPLE ANSWERS POSSIBLE)
VII. RISKS AND RESPONSIBILITIES RELATED TO PERSONAL INFORMATION PROVIDED ONLINE

– Half of all European Internet users are worried about becoming a victim of fraud through the misuse of their personal information –

Respondents who use the Internet were given a list of various potential risks associated with providing personal information online, and were asked to identify the most serious ones, with a maximum of three answers allowed²⁸.

Half of the respondents (50%) say that becoming a victim of fraud is the most serious risk associated with their personal information, while four out of ten people (40%) say their online identity being used for fraudulent purposes is the main risk.

Around three out of ten people mention their information being used without their knowledge (32%) or their personal information being stolen (29%) as the most serious risks, while a quarter of respondents (25%) mention their information being shared with third parties without their consent.

Around a fifth of people say the most serious risks for their personal information include their information being used to in different contexts from those in which they provided it (20%), the information being used to send unwanted commercial offers (19%), or their personal safety being at risk (18%).

²⁸ QB8 I will read out a list of potential risks for your personal information. According to you, what are the most serious risks of providing personal information online? (ROTATE – MAX. 3 ANSWERS)
A majority of people think that online companies, individuals and public authorities all have a responsibility in protecting their online personal data –

Respondents who said previously that they provide information online were then asked whom they think should make sure the personal information they provide online is collected, stored and exchanged safely. They were asked who should be responsible first and second.

Two-thirds of respondents (67%) think that online companies should be responsible, as they need to ensure they process information safely: of these, 33% say online companies should be responsible first, and 36% say they should be responsible second.

Two-thirds of people (66%) also think that they should be responsible for this themselves since people need to take care of their own information: of these, 42% think individuals should be responsible first, and 25% say they should be responsible second.

Over half of the respondents (55%) believe that public authorities should be responsible for this, since they need to ensure that citizens’ data is protected: of these, 21% think that public authorities should be responsible first, while 35% say they should be responsible second.

QB11T. Who do you think should make sure the personal information you provide online is collected, stored and exchanged safely? Firstly? And secondly? (MAX. 2 ANSWERS) - % EU28

<table>
<thead>
<tr>
<th>Option</th>
<th>First answer given</th>
<th>Second answer given</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online companies - as they need to ensure they process your information safely</td>
<td>33</td>
<td>36</td>
<td>67</td>
</tr>
<tr>
<td>You - as you need to take care of your own information</td>
<td>42</td>
<td>25</td>
<td>66</td>
</tr>
<tr>
<td>Public authorities - as they need to ensure that citizens' data are protected</td>
<td>21</td>
<td>35</td>
<td>55</td>
</tr>
<tr>
<td>Other (SPONTANEOUS)</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You never provide personal information online (SPONTANEOUS)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Respondents who provide information online (n=20,749 in EU28)

QB11 - Who do you think should make sure the personal information you provide online is collected, stored and exchanged safely? Firstly? And secondly? (MAX. 2 ANSWERS)
VIII. DIFFERENT USES OF THE INTERNET

– Over half of the respondents use online social networks at least once a week.

Same for instant messaging / chat services –

Respondents who use the Internet were given a list of seven online activities, and were asked how often they do each of them.\(^{(30)}\)

Over half of Europeans in this group (57%) use an online social network at least once a week, with more than a third using it every day or almost every day (34%), while 14% do this two or three times a month or less. Nearly three out of ten people (29%) never use an online social network.

More than half of the respondents (53%) use instant messaging or chat websites at least once a week, with 14% of people using these services two or three times a month or less. Over three out of ten people (32%) never use instant messaging or chat websites. Online banking is used by 43% of respondents at least once a week, and by 22% of respondents two or three times a month or less. Over a third of respondents (35%) never use online banking.

Roughly a quarter of respondents (27%) make or receive phone calls or video calls over the Internet or play online video games (25%) at least once a week. Under a fifth of people (17%) say they purchase goods or services online in the same timeframe and the same proportion use peer-to-peer software or sites to exchange music or movies at least once a week (18%).

QB1. Please tell me how often you do each of the following activities online.

<table>
<thead>
<tr>
<th>Activity</th>
<th>At least once a week</th>
<th>Two or three times a month</th>
<th>Less often</th>
<th>Never</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use an online social network, for instance to share pictures, videos, movies, etc.</td>
<td>57%</td>
<td>5%</td>
<td>9%</td>
<td>29%</td>
<td>0%</td>
</tr>
<tr>
<td>Use instant messaging, chat websites</td>
<td>53%</td>
<td>4%</td>
<td>10%</td>
<td>32%</td>
<td>1%</td>
</tr>
<tr>
<td>Use online banking</td>
<td>43%</td>
<td>14%</td>
<td>8%</td>
<td>35%</td>
<td>0%</td>
</tr>
<tr>
<td>Make or receive phone calls or video calls over the Internet</td>
<td>27%</td>
<td>8%</td>
<td>17%</td>
<td>47%</td>
<td>1%</td>
</tr>
<tr>
<td>Play online games</td>
<td>25%</td>
<td>5%</td>
<td>10%</td>
<td>49%</td>
<td>1%</td>
</tr>
<tr>
<td>Use peer-to-peer software or sites to exchange movies, music, etc.</td>
<td>18%</td>
<td>6%</td>
<td>13%</td>
<td>61%</td>
<td>2%</td>
</tr>
<tr>
<td>Purchase goods or services online (e.g. travel &amp; holiday, clothes, books, tickets, films, music, software, food)</td>
<td>17%</td>
<td>6%</td>
<td>22%</td>
<td>37%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Base: Respondents who use the Internet (n=21,707 in EU28)

\(^{(30)}\) QB1 Please tell me how often you do each of the following activities online. Use an online social network, for instance to share pictures, videos, movies, etc.; Purchase goods or services online (e.g. travel & holiday, clothes, books, tickets, films, music, software, food); Use instant messaging, chat websites; Use peer-to-peer software or sites to exchange movies, music, etc.; Make or receive phone calls or video calls over the Internet; Use online banking; Play online games. Every day/ almost every day, Two or three times a week, About once a week, Two or three times a month, Less often, Never, Don’t know.
CONCLUSIONS

It comes as no surprise to find that a high proportion of European citizens use online services such as social networks on a regular basis. However, the report shows clearly that the uptake of different digital services has taken place at considerably different rates across the EU. Over four-fifths of people in Finland, for example, use online banking services every week, while less than a tenth of people do so in Greece.

It is also important to recognize that most respondents accept, in the digital age, that data collection is a part of modern life – so long as it remains within appropriate boundaries. In this respect, seven in ten respondents think that their explicit approval should be required before any kind of personal information is collected and processed in all cases. This finding is especially striking against the backdrop of only 15% of respondents who feel they have complete control over the information they provide online.

The level of trust in online companies remains noticeably low: less than a quarter of Europeans trust online businesses like search engines to protect their personal data. This highlights the need for further reform of the data protection landscape in Europe, both to provide companies with clear standards which they need to meet, and to give members of the public confidence that their rights are in fact being protected. This is doubly important since around two thirds of respondents think it should be the job of the company or public authority handling their data to inform them should their data be lost or stolen.

The report also demonstrates that Europeans have widespread concerns about the consequences of their data being misused. More than two thirds of respondents who feel that they do not have complete control over their personal data say they are concerned about this lack of control. At the same time, less than a fifth of respondents admit that they fully read privacy statements when they are asked to provide personal information online, mainly because they are too long or difficult to read.

More specifically, half of all respondents say that fraud is the main risk they become exposed to when they share private data online, and nearly as many are concerned about online identity theft. Such concerns are well-founded, and again support the EU’s drive to update and improve the data protection regime.
SPECIAL EUROBAROMETER 431
Data protection
TECHNICAL SPECIFICATIONS

Between the 28th of February and the 9th of March 2015, TNS opinion & social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the wave 83.1 of the EUROBAROMETER survey, on request of the EUROPEAN COMMISSION, Directorate-General for Communication, “Strategy, Corporate Communication Actions and Eurobarometer” unit.

The Special Eurobarometer 431 is part of the wave 83.1 covers the population of the respective nationalities of the European Union Member States, resident in each of the Member States and aged 15 years and over.

The basic sample design applied in all states is a multi-stage, random (probability) one. In each country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

In order to do so, the sampling points were drawn systematically from each of the “administrative regional units”, after stratification by individual unit and type of area. They thus represent the whole territory of the countries surveyed according to the EUROSTAT NUTS II (or equivalent) and according to the distribution of the resident population of the respective nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses (every Nth address) were selected by standard “random route” procedures, from the initial address. In each household, the respondent was drawn, at random (following the “closest birthday rule”). All interviews were conducted face-to-face in people’s homes and in the appropriate national language. As far as the data capture is concerned, CAPI (Computer Assisted Personal Interview) was used in those countries where this technique was available.

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from Eurostat population data or from national statistics offices. For all countries surveyed, a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. In all countries, gender, age, region and size of locality were introduced in the iteration procedure. For international weighting (i.e. EU averages), TNS Opinion & Social applies the official population figures as provided by EUROSTAT or national statistic offices. The total population figures for input in this post-weighting procedure are listed below.
Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

Statistical Margins due to the sampling process
(at the 95% level of confidence)

<table>
<thead>
<tr>
<th></th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
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<td>90%</td>
<td>85%</td>
<td>80%</td>
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<td>65%</td>
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<td>ABBR.</td>
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<td>N* INTERVIEWS</td>
<td>DATES FIELDWORK</td>
<td>POPULATION 15+</td>
<td>PROPORTION EU28</td>
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<td>9,263,570</td>
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<td>71,285,580</td>
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<td>Estonia</td>
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<td>28/02/15</td>
<td>1,113,355</td>
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<td>2/03/15</td>
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<td>28/02/15</td>
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<td>TNS LT</td>
<td>1.001</td>
<td>28/02/15</td>
<td>2,535,329</td>
<td>0,60%</td>
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<td>LU</td>
<td>Luxembourg</td>
<td>TNS ILRES</td>
<td>511</td>
<td>28/02/15</td>
<td>445,506</td>
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<td>Hungary</td>
<td>TNS Hoffmann</td>
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<td>28/02/15</td>
<td>8,477,533</td>
<td>2,00%</td>
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<td>Malta</td>
<td>MISCO</td>
<td>498</td>
<td>28/02/15</td>
<td>360,045</td>
<td>0,08%</td>
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<td>28/02/15</td>
<td>32,736,685</td>
<td>7,71%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PT</td>
<td>Portugal</td>
<td>TNS Portugal</td>
<td>1.000</td>
<td>28/02/15</td>
<td>8,512,269</td>
<td>2,01%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RO</td>
<td>Romania</td>
<td>TNS CSOP</td>
<td>1.043</td>
<td>28/02/15</td>
<td>16,880,465</td>
<td>3,98%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI</td>
<td>Slovenia</td>
<td>RM PLUS</td>
<td>1.025</td>
<td>28/02/15</td>
<td>1,760,726</td>
<td>0,41%</td>
<td></td>
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</tr>
<tr>
<td>SK</td>
<td>Slovakia</td>
<td>TNS Slovak</td>
<td>1.028</td>
<td>28/02/15</td>
<td>4,380,260</td>
<td>1,08%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FI</td>
<td>Finland</td>
<td>TNS Gallup Oy</td>
<td>1.016</td>
<td>28/02/15</td>
<td>4,511,446</td>
<td>1,06%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>SE</td>
<td>Sweden</td>
<td>TNS Sifo</td>
<td>1.044</td>
<td>28/02/15</td>
<td>7,944,034</td>
<td>1,87%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>United Kingdom</td>
<td>TNS UK</td>
<td>1.328</td>
<td>28/02/15</td>
<td>52,104,731</td>
<td>12,27%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL EU28**

|                |    | 28/02/15 | 9/03/15 | 424,491,772 | 100%* |

*It should be noted that the total percentage shown in the table may exceed 100% due to rounding*