

How Much Do We REALLY Value Our Privacy?



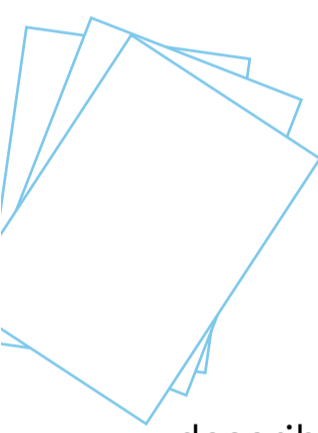
Who would you trust with your data?

As the debate over privacy continues to rage on, we conducted a survey to look at how people REALLY value their data and who they trust with it.



Do we trust our family & friends with our data?

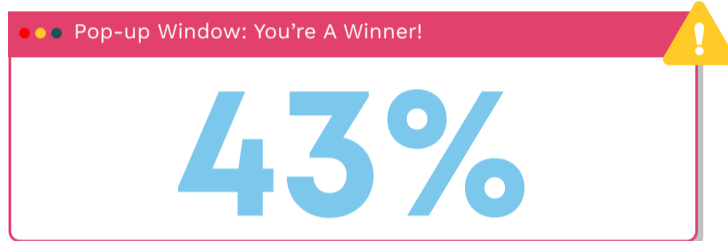
65% of people would need to be paid at least £500 to share their browsing history with their family and friends. Of these, 26% would need to be paid £50,000 or more.



Do we trust marketers with our data?

21%

describe flyers as trustworthy, above both online ads (17%) and posters (11%)



43%

describe online ads as most intrusive form of marketing; flyers were the least intrusive (7%)



Flyers (30%) were also perceived to be more informative than online ads (24%).



Do we trust how our data is handled at work?



43% would require a pay rise to share WhatsApp messages with their boss, while a further 21% would never consider doing so.



People would rather give an interviewer their browsing history (22%) or personal photos and videos (18%) than be interviewed with their parents (13%) or ex in the room (4%).

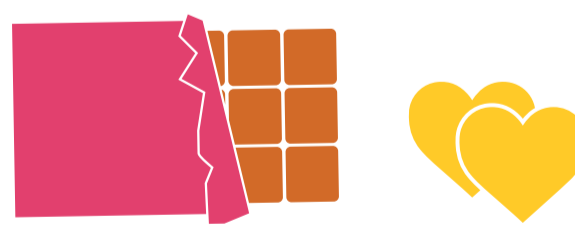
Are we addicted to social media?

We asked whether people would rather give up social media, sex, alcohol, holidays or seeing family for a year, or delete their social media accounts permanently:



28%

of women would rather give up alcohol for a year than social media (22%).



19%

would rather give up sex for 12 months than chocolate (15%) or their holidays (11%).



5%

would rather not see their family for a year than give up their other pleasures.