

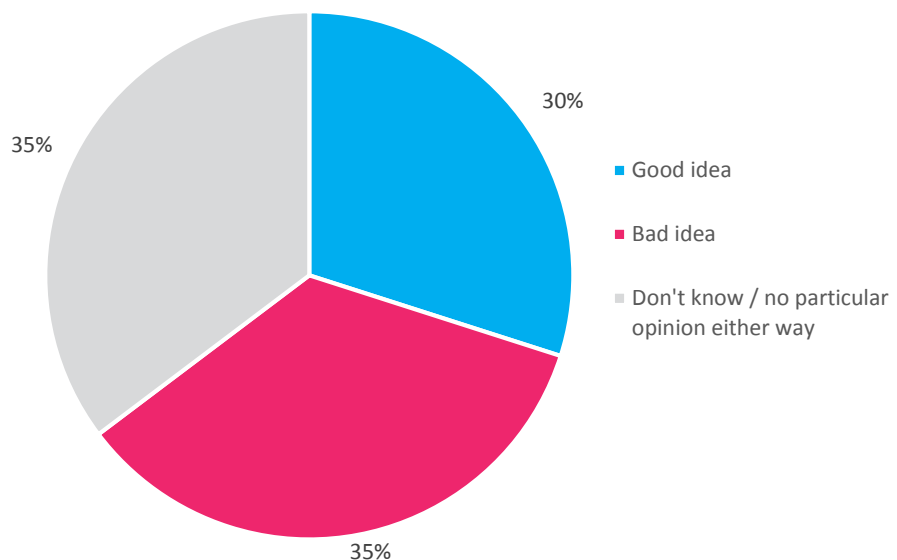
Smart London headline insights - April 2018

Methodology

This survey was carried out between 16th – 19th April 2018, with a response of 1,097 London adults. The figures have been weighted to be representative of all Londoners aged 18+. Respondents completed the surveys online from an email link. YouGov Profiles data is based on the respondents to this survey and a database of 330,000 UK adult panellists, with 40,000 in London.

Londoners are split on how positive sharing data to assist in the delivery of local public services. 30% think it is generally a good idea, compared to 35% who think it is a bad idea and 35% who have no opinion either way.

Sharing Londoners' personal data to assist local public service delivery

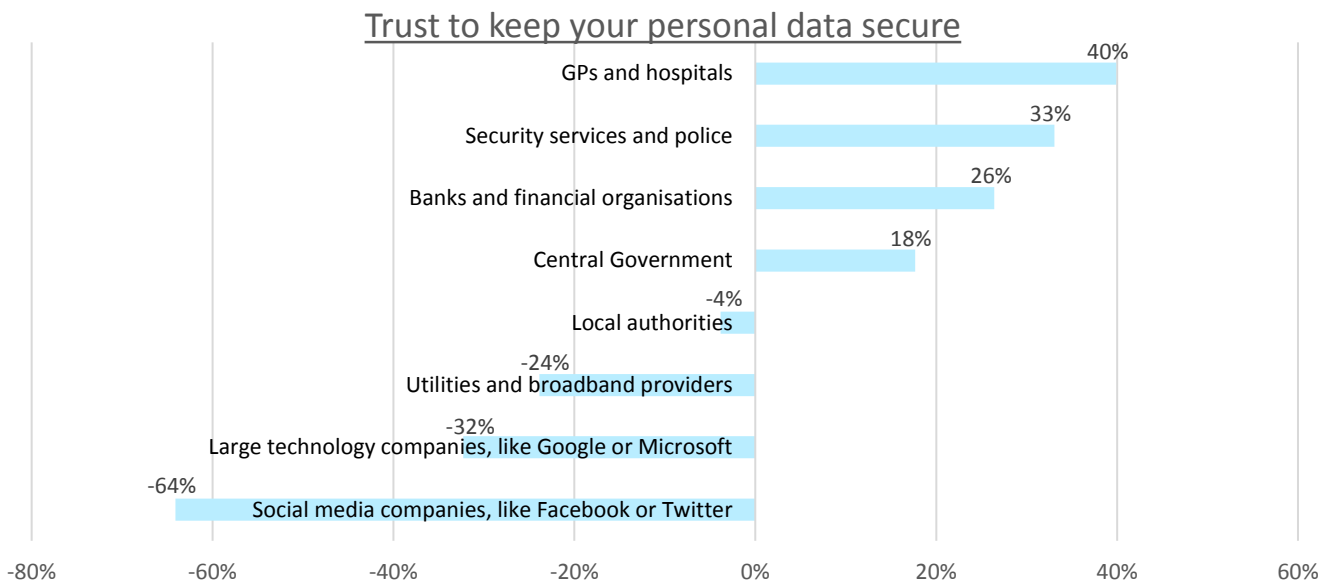


- Little difference by gender – except that male Londoners are more likely to have an opinion either way
- Higher social grade Londoners are most positive, 36% support compared to 34% opposing. Lower social grade are less positive (21%) and less likely to have an opinion.

Trust in organisations to keep personal data secure

There are clear divides in which organisations are trusted and which are not trusted to keep Londoners personal data secure.

40% NET trust GPs and hospitals to keep their personal data secure (66% trust, 26% don't trust). Security services, banks and central govt are trusted overall whilst Londoners are split on local authorities (43% trust, 47% don't trust). Londoners do not trust social media companies, and to a lesser extent large tech companies and utilities companies.

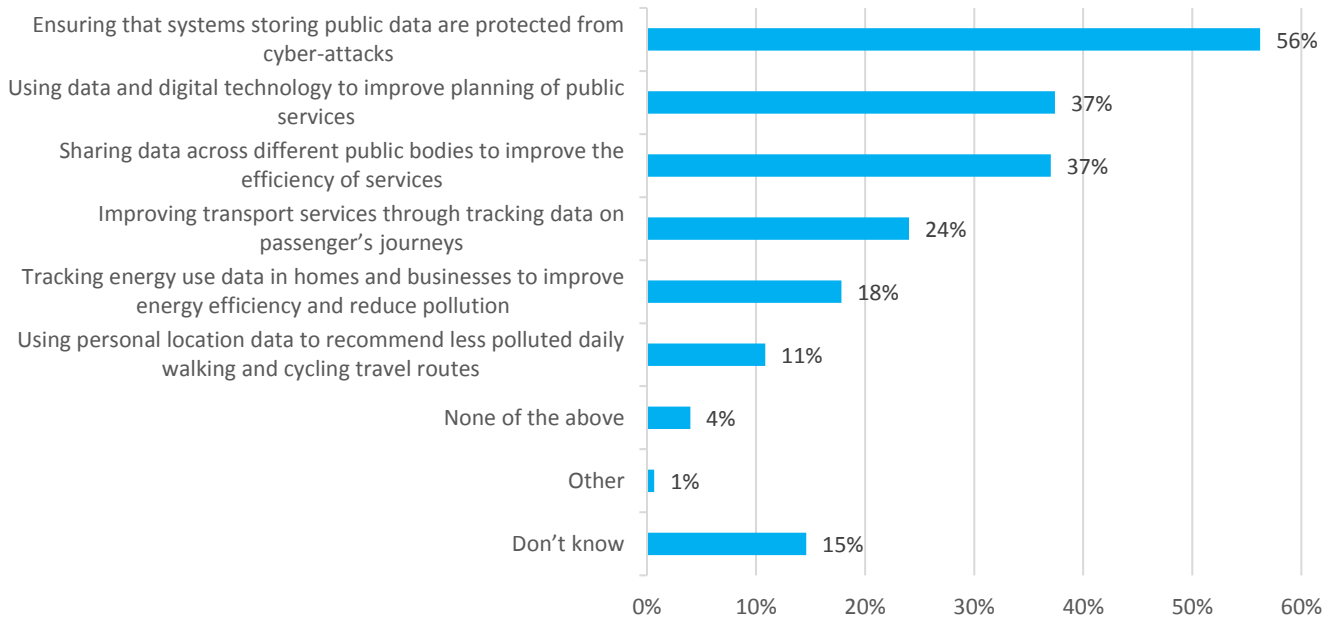


- Generally it is Londoners in higher social grades who distrust these organisations – 83% distrust social media companies compared to 71% of C2DE Londoners for example.
- The exception is for central govt where higher social grades are more likely to trust them (57% compared to 50% of lower social grades).
- Similarly, older Londoners also tend to be less trusting, 51% of over 50s don't trust local authorities, compared to 35% of under 25s.
- Londoners aged under 25 are around twice as likely to 'not know' for most organisations. 19% of U25s don't know for local authorities, compared to 10% of all Londoners.

Uses for personal data

Londoners most want to see personal data being used to protect the public from cyber-attacks (56%), followed by planning and improving public services. Options around tracking data are less popular

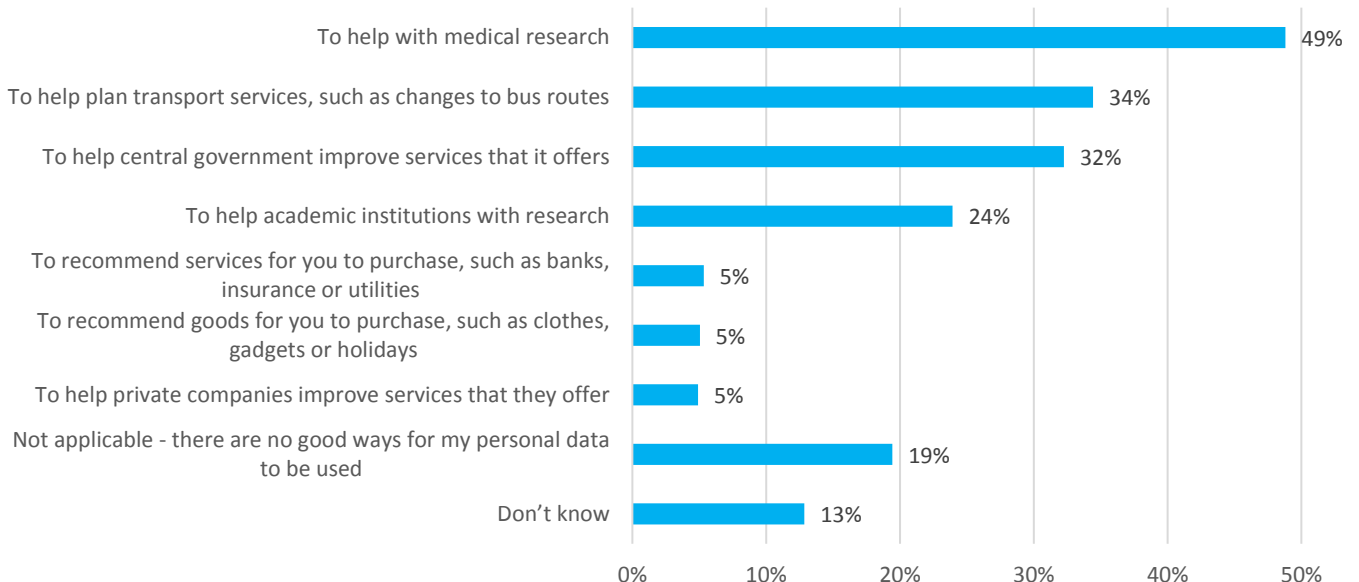
Preferred uses of personal data



Best uses of personal data by other organisations

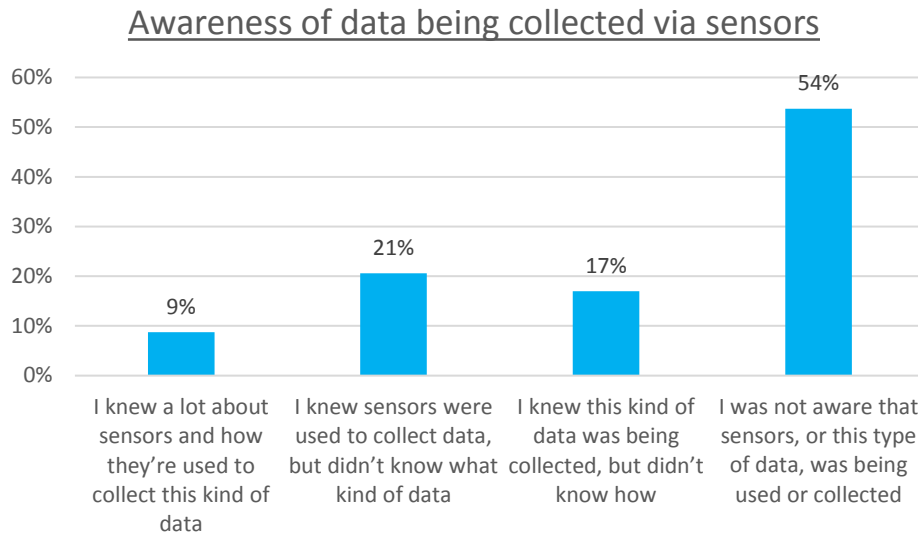
- Assisting with medical research is seen as the best use of personal data, followed by planning transport and helping central govt.
- Helping private companies improve the services they offer, or to recommend goods and services is least popular use of personal data.
- A significant minority, 19%, say there are no good ways for personal data to be used
- Most sceptical are older lower social grade women, most supportive of the top three options are higher social grade male Londoners

Best uses for your personal data



Awareness of sensor data

Very few Londoners say they know about sensors being used to collect data on the physical environment (9%). 21% say they know this data is being collected but not what type of data, whilst 54% are completely unaware of this type of data capture.



Overwhelming it is young men who say they know about sensors, 26% of male U30 year olds, compared to 9% of all Londoners. 60% of women say they know nothing about sensors compared to 47% of men

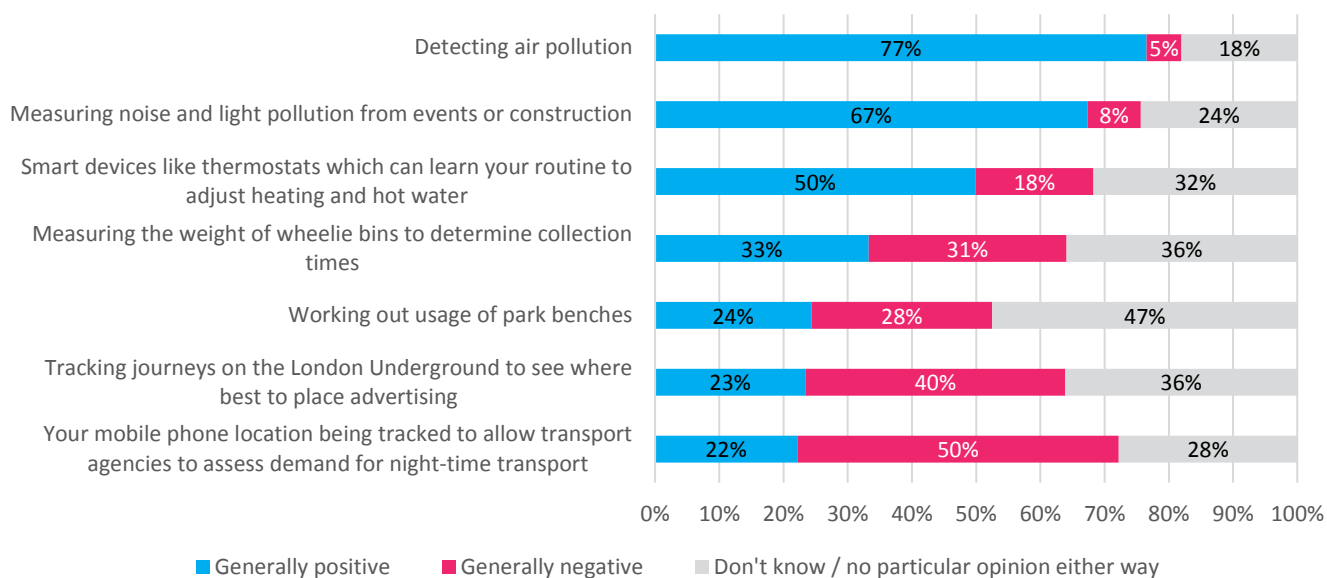
- Lower social grades are also less likely to say they know about sensor data capture, 63% compared to 47% of higher social grades
- Ethnic minorities generally say they are more aware of sensor data than white Londoners. 44% of white Londoners say they know at least something about sensor data, compared to 55% of Indian sun-continent ethnicity Londoners and 48% of all BAME Londoners

Uses of sensor data

When asked how generally positive or negative Londoners are towards examples of sensor data collection:

- Londoners are most positive towards detecting air pollution (77% positive) and noise/light pollution (67% positive)
- Next most positive is towards smart thermostats and similar, 50% are positive
- Most negativity is towards using mobile phone locations to assess demand for night-time transport (50% negative) and tracking TfL journeys (40% negative)
- Londoners are split on whether sensors should be used to measure the weight of bins to determine collection, 33% positive to 31% negative.
- Across demographics Londoners generally agree on these issues. The main exception being social grade, where high social grades are more positive and lower social grades are less likely to have an opinion.
- Older Londoners are much more negative about measuring the weight of bins to determine collection times

Opinion of sensor data collection



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