

ICM Survey
Topline results

The following document sets out the key findings from the survey carried out with ICM. Fieldwork was completed 4th-8th April 2014 and we surveyed 2,102 people aged 16+.

We are carrying out a second wave of the survey with ICM to increase the number of people in the survey who admit to using unauthorised websites. This is unlikely to affect the %s by a great amount, but it means that our sample size is much larger and therefore more robust when facing media scrutiny.

Q1: Have you ever used an unauthorised website to access film or TV?

- 21% of people admitted to using unauthorised websites from their device when accessing film or TV
- Of these, 18% did so personally and 3% said their device was used by someone else to access the unauthorised sites

Q2: Thinking about any of the devices you own which you might use to access films or TV programmes, how confident or unconfident are you that you know how to scan the device(s) for malware or viruses?

- 29% of people said they were not confident in knowing how to scan their device for malware or viruses
- Of those who admitted to using unauthorised websites, 16% said they were not confident in know how to scan their device for malware or viruses

Q3: Thinking again about any of the devices you own which you might use to access films or TV programmes, how often, if at all, do you scan these devices for malware/viruses?

- 21% of people have *never* scanned their devices for malware or viruses
- Of those who admitted to using unauthorised websites, 6% have *never* scanned their devices for malware or viruses

Q4: Have you ever been affected by any of the following issues as a result of using unauthorised websites to access film and TV

- 78% have experienced at least one issue as a result of using unauthorised websites

The most frequent issues that arose were as follows:

- 37% experienced unwanted pop ups as a result of using unauthorised websites
- 35% downloaded a virus on to their device
- 31% downloaded or streamed poor quality footage
- 28% have downloaded spyware/malware
- 22% downloaded or steamed unwanted material

Also of interest:

- 15% been exposed to unwanted content such as pornography, upsetting or violent issues
- 4% been victim to criminality/credit card fraud

Q5: Have any of the following situations ever occurred as a direct result of using an unauthorised website?

- 44% have had to deal with a negative situation due to unauthorised website access

The most frequent negative situations that arose were as follows:

- 19% have been unable to use their device for a sustained period of time
- 17% had to ask for advice from a family/friend/colleague on how to fix the device used
- 12% had to pay for their device to be fixed
- 10% lost personal data
- 7% had personal information stolen
- 5% had personal information stolen which led to money being taken from their account

Q6: How concerned, if at all, are you that you might encounter one of the following issues when using unauthorised websites to access film and TV?

- 75% of people are concerned that they may encounter an issue if they were to use an unauthorised website. Of those that admitted to using them, this increased to 86%
- 25% said they were not concerned that they may encounter an issue if they were to use an unauthorised website. Of those that have, only 16% said they were not concerned

People were most concerned about the following issues:

- Downloading a virus onto their device (65%)
- Being victim to identity theft/criminality/credit card fraud (65%)
- Downloading spyware/malware on their device (64%)
- Attracting spam (63%)
- Downloading or streaming unwanted material (54%)