GREATER**LONDON**AUTHORITY

SMART LONDON BOARD AGENDA

DATE: Tuesday 15 May, 2:30pm – 4:30pm
VENUE: City Hall, Committee Room 1

Item	Supplementary Materials	Schedule
1) Welcome		2:30 – 2:45 *15 minutes*
2) A Smarter London Together – presentation and discussion ● Presentation by Theo Blackwell	To be tabled	2:45 – 3:15 *30 minutes*
Break		3:30 - 3:45 *15 minutes*
3) A Smarter London Together – further discussion ● Chaired by Theo Blackwell		3:45 - 4:00 *15 minutes*
4) Talk London survey results and discussion ● Henry Hall, Research & Consultation Officer		4:00 – 4:25 *25 minutes*
5) AOB ● Date for next board meeting: 24 July 2018, 10:00am, City Hall Committee Room 3		4:25 - 4:30 *5 minutes*

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<u>Attached papers for the meeting</u>
Agenda item 2: A Smarter London Together – presentation and discussion

This was a discussion of policy in development. To view the adopted document, Smarter London Together, the Mayor's roadmap to transform London into the smartest city in the world, see https://www.london.gov.uk/what-we-do/business-and-economy/supporting-londons-sectors/smart-london/smarter-london-together.

Agenda item 4: Smart London headline insights on data sharing and public services

GLAINTELLIGENCE

Smart London headline insights on data sharing and public services – April 2018

Executive Summary

Between 16th-19th April 2018, the Greater London Authority's Intelligence Unit carried out a representative survey of 1,097 London adults on topics covered in the draft Smart London Plan, *A Smarter London Together*.

The results showed that public opinion is split on whether sharing personal data to assist public service delivery is positive or negative – around a third saw this as positive, a third negative and a third were not sure. Londoners are less split on which organisations they trust to keep their personal data secure, there is a lot of distrust for social media and large tech companies, whilst trust exists for the public sector and banks. Central government is significantly more trusted than local government.

Public opinion also shows that Londoners are less keen on the idea of very personal data being used, even if this use would be beneficial to the individual. General or societal benefits from aggregated data, rather than personal benefits from personal data is much more popular – for example helping with medical research or planning transport services, rather than providing personalised travel plans. This theme continues with opinion towards sensor data. Whilst only 3 in 10 Londoners say they know about sensors collecting data, they are positive towards general uses (detecting air pollution, measuring noise pollution) than personal uses (mobile phone location being tracked and measuring park bench usage).

The research also shows us that it is generally higher social grade Londoners who have a more positive impression of various uses of personal data, but are also more distrustful of private sector companies. Similarly, older Londoners are more distrustful, whilst younger Londoners are less likely to hold firm opinions either way.

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 survey 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
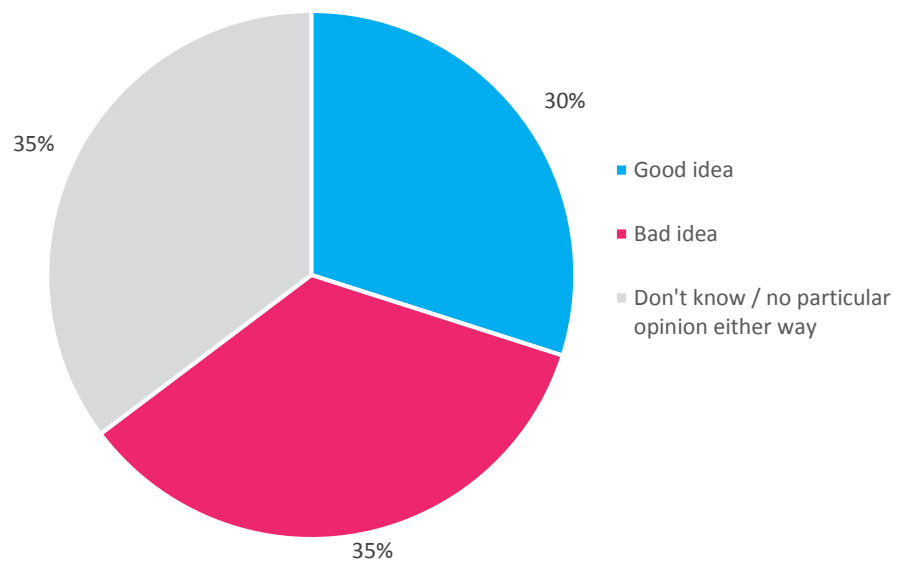

- Little difference by gender – except that male Londoners are more likely to have an opinion either way
- Higher social grade Londoners are most positive, 36% support compared to 34% opposing. Lower social grade are less positive (21%) and less likely to have an opinion.

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.

Trust to keep your personal data secure
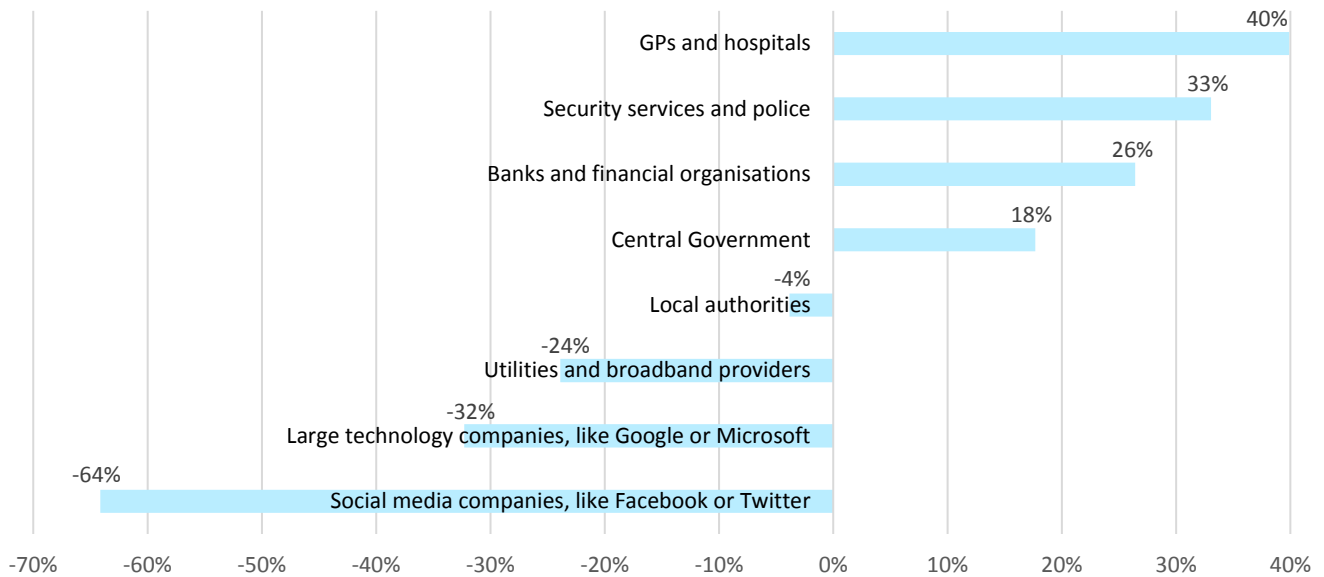
- Generally, it is Londoners in higher social grades who distrust these organisations – 83% distrust social media companies compared to 71% of C2DE Londoners for example.
- The exception is for central government, where higher social grades are more likely to trust them (57% compared to 50% of lower 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

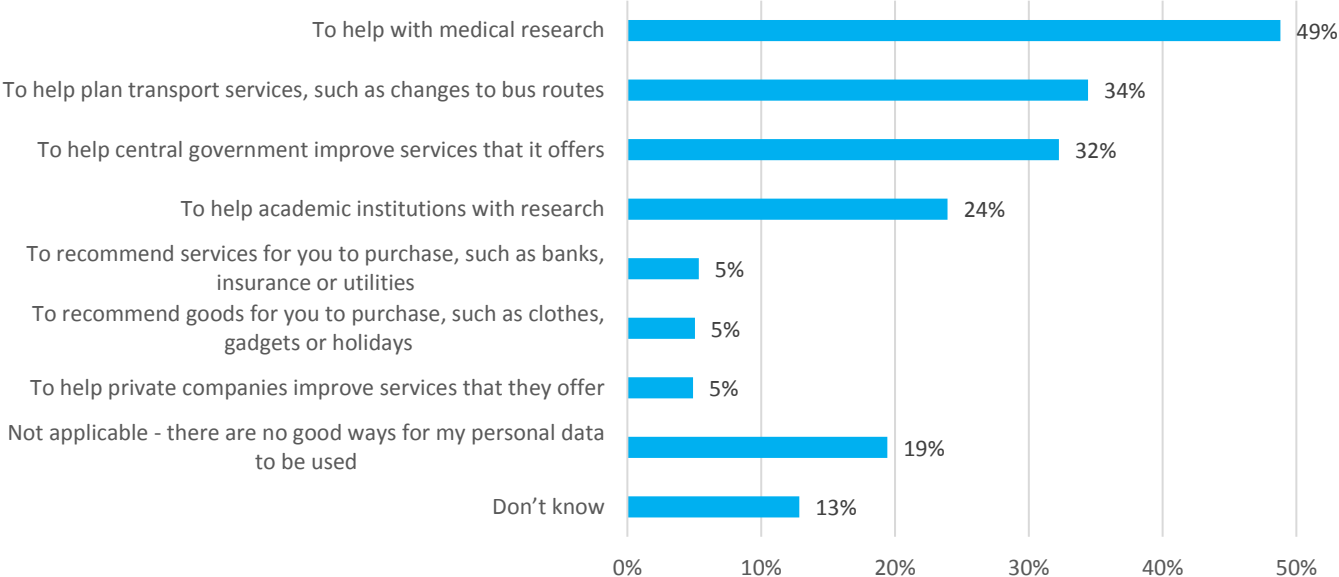## Preferred uses of personal data

Category	Value
Ensuring that systems storing public data are protected from cyber-attacks	56%
Using data and digital technology to improve planning of public services	37%
Sharing data across different public bodies to improve the efficiency of services	37%
Improving transport services through tracking data on passenger's journeys	24%
Tracking energy use data in homes and businesses to improve energy efficiency and reduce pollution	18%
Using personal location data to recommend less polluted daily walking and cycling travel routes	11%
None of the above	4%
Other	1%
Don't know	15%

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

Category	Value
To help with medical research	49%
To help plan transport services, such as changes to bus routes	34%
To help central government improve services that it offers	32%
To help academic institutions with research	24%
To recommend services for you to purchase, such as banks, insurance or utilities	5%
To recommend goods for you to purchase, such as clothes, gadgets or holidays	5%
To help private companies improve services that they offer	5%
Not applicable - there are no good ways for my personal data to be used	19%
Don't know	13%

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.

Awareness of data being collected via sensors
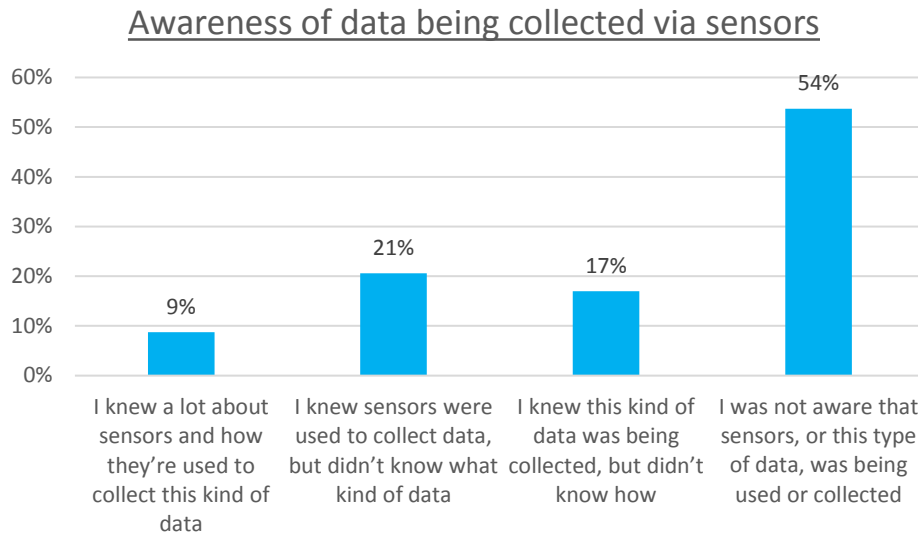
Overwhelming it is young men who say they know about sensors, 26% of male U30 year olds, compared to 9% of all Londoners. 60% of women say they know nothing about sensors compared to 47% of men
- Lower social grades are also less likely to say they know about sensor data capture, 63% compared to 47% 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
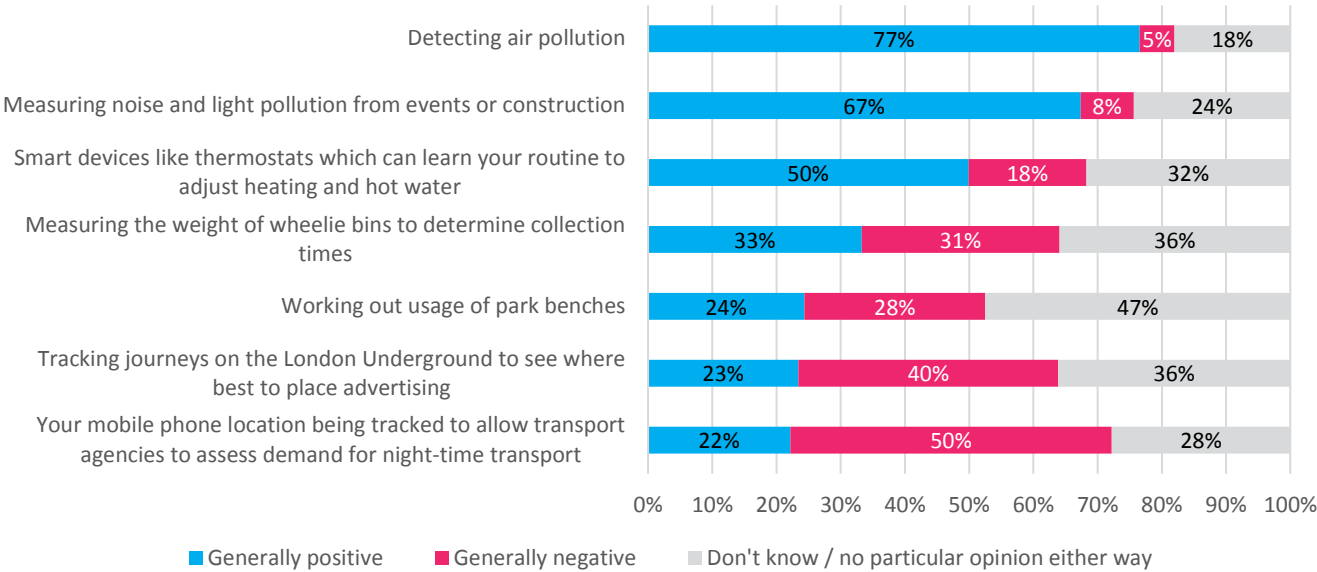
Uses of sensor data
When asked how generally positive or negative Londoners are towards examples of sensor data collection:

- 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

	Generally positive	Generally negative	Don't know / no particular opinion either way
Detecting air pollution	77%	5%	18%
Measuring noise and light pollution from events or construction	67%	8%	24%
Smart devices like thermostats which can learn your routine to adjust heating and hot water	50%	18%	32%
Measuring the weight of wheelie bins to determine collection times	33%	31%	36%
Working out usage of park benches	24%	28%	47%
Tracking journeys on the London Underground to see where best to place advertising	23%	40%	36%
Your mobile phone location being tracked to allow transport agencies to assess demand for night-time transport	22%	50%	28%

■ Generally positive   ■ Generally negative   ■ Don't know / no particular opinion either way