

Study shows Brits prefer privacy to celeb gossip, but want to know politicians' secrets

New research from behavioural science experts Decision Technology (Dectech) shows that when it comes to the personal information stored by the Government, people would rather find out what GCHQ knows about them than learn the secrets of others.

The study found that more people would be willing to pay £20 to see what the Government has on them (38%) than would pay the same amount to gain access to someone else's information (29%).

Henry Stott, Director at Dectech, commented: "There have been a number of high profile stories in recent years about state surveillance. People are worried that the interests and activities they would rather keep to themselves are being stored somewhere by the Government. So, while we may be curious to know what others have been getting up to, it's clear that given the choice we are more interested in finding out which of our own information is on file."

In addition, despite celebrity gossip being a selling point for newspapers and magazines, the research shows that of the people who want access to other people's information, a greater proportion would pay to access the information of politicians (22%) than celebrities (15%).

The top five politicians whose information people would pay for are:

1. Prime Minister Theresa May
2. David Cameron
3. Tony Blair
4. Donald Trump
5. Barack Obama

Henry Stott added: "Reading celebrity gossip is a guilty pleasure for many of us, while newspaper readership is dwindling, but this research suggests we are more interested in knowing what Theresa May is up to than the latest movements of Kim Kardashian.

"This may be down to what behavioural scientists call loss aversion. Simply put, we may feel we have more to lose from the bad behaviour of people in government than musicians and movie stars, and therefore be more invested in finding out what they're doing. Or of course, it could just be that we think the dirt on celebrities is already out there while politicians are better able to keep their private lives hidden from public view."

ENDS

For more information, or to request an interview, please contact:

Mohammed Sheriff: mohammed@linstockcommunications.com / 07557 426 028

Jo Nussbaum: jo@linstockcommunications.com / 07500 013 062

Notes to Editors

About Decision Technology

Decision Technology (Dectech) is an innovative research consultancy that specialises in helping businesses and policymakers understand and manage customer decision-making, from acquisition

through to retention and all the points in-between. It applies insights and techniques from behavioural science, such as randomised controlled field trials and online behavioural experiments, rather than traditional market research surveys. It is a member of the Market Research Society and the Management Consultancies Association.