3M Study Reveals French Concerns About Shoulder Surfing

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Survey shows nearly half of French adults are concerned about visual data security; almost two fifths have been able to read others' confidential information.

Bracknell, UK, 16 September 2013 - Diversified technology company 3M and Secure, the European Association for Visual Data Security, today announced the results of a new survey entitled "Data Security In France", conducted by ComRes. Key findings suggest that nearly half of French adults have had concerns that others could view their confidential information at work or in public places such as trains and coffee shops. The poll also reveals that nearly two fifths have found themselves in a position where they could shoulder surf other peoples' data.

Researchers questioned 1,000 French adults, chosen according to gender, age and geographical region to accurately reflect the structure of the national population. Results suggest that 46 per cent have been concerned that someone might be able to see or read confidential or private information that they are accessing or working on, with men being more likely than women to be concerned (52 per cent versus 41 per cent).

When asked if they had ever been able to see or read potentially confidential or private information that someone else was accessing or working on, the results further suggest potential problems with data security in France. Almost two out of five (38 per cent) French adults say that at some point they had been able to see such information. Again, men are more likely than women to agree (42 per cent versus 34 per cent respectively).

These results reflect those of a similar survey carried out in the UK during July 2012 (1), which found that 64 per cent of adults have been able to view the material of others. Those results also showed that 51 per cent of UK adults always take precautions against shoulder surfing at work and in public places.

This latest survey highlights the need for effective countermeasures throughout Europe, according to Peter Barker, Market Development Manager EMEA, Speciality Display Products, 3M Optical Systems Division: "These surveys demonstrate emphatically that the need is there. With the advanced technology of our privacy filters and privacy screen protectors, the good news is that it's never been easier to integrate visual data security into your overall data defence strategy."

Methodology note
ComRes interviewed 1,000 French adults online from 13 to 18 February 2013. Data was weighted to be demographically representative of all French adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules. Tables are available at www.comres.co.uk.

For more information please visit www.3M.co.uk/privacynews and www.visualdatasecurity.eu

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more than 3,000 people across 19 locations, including nine manufacturing sites.

Products manufactured in the UK include coated abrasives, personal safety equipment, adhesive tapes, industrial microbiology products, drug delivery systems, high-performance coatings, secure documents, passport readers and imaging systems.

For more information, visit www.3M.co.uk or follow @3M_UK on Twitter.

About Secure
Secure, the European Association for Visual Data Security, provides organisations with the necessary knowledge and resources to safeguard their confidential on-screen information from unauthorised acts of shoulder surfing in the workplace and in public spaces. Shoulder surfing is very commonplace behaviour in both offices and public places. Companies and organisations have a legal and professional duty to protect on screen data from unauthorised viewers by taking appropriate visual data security measures. Secure is dedicated to raising awareness of visual data security across the continent by working with partners in industry and Government. For more information, visit www.visualdatasecurity.eu

(1) Secure UK ComRes Polling July 2012, the "Work Privacy survey"
https://docs.google.com/file/d/0B0oFflwfu6owaGVONno5WmFYMHc

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