

**Report on
Information Commissioner's Office
Annual Track
2005.**

Individuals

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1.0. Introduction

- 1.1 Since the Data Protection Act came into force in 1998, the Information Commissioner's Office has monitored awareness of this legislation amongst data controllers (organisations) and data subjects (individuals about whom information is held).
- 1.2 In addition to this, the Freedom of Information Act was passed in 2000, and came fully into force at the start of 2005. This Act governs public authorities only and research is needed to monitor awareness this Act amongst public authorities and individuals.
- 1.3 The Information Commissioner's Office also requires research to measure awareness and understanding of the Freedom of Information Act amongst individuals. Data gathered amongst individuals last year showed 56% were aware of the Freedom of Information Act, when prompted.
- 1.4 In summary, the work covered the following groups:

Groups:

- 1 Organisations - data controllers for data protection (public and private sectors) and public authorities only for freedom of information
 - 2 Individuals – (referred to as data subjects in the Data Protection Act)
- 1.5 This report contains the result for 2004/5 specifically relating to individuals
The objectives were;
 - i) Data Protection Act. To measure awareness, understanding, relevance, perceptions of the Act, plus importance of specific matters relating to personal information and their use if it.
 - ii) Freedom of Information Act. To measure awareness, understanding, behaviour, and relevance of the Freedom of Information Act to individuals.
 - iii) Information Commissioner's Office. To measure awareness of the Information Commissioner and their understanding of from the perspective of the audiences.

2.0 Methodology

- 2.1 As in previous years, the consultation was undertaken by telephone. All the interviews were conducted in house by SMSR's telephone interviewing team.
- 2.2 The total sample was 1,000 interviews conducted over the telephone. Quotas were set on age, sex, region and social grade to ensure a nationally representative sample is achieved. The quotas were set as below:

Area	Quota	Achieved
North West	11.4%	11.4%
North East	4.3%	4.4%
Yorkshire and Humber	8.4%	8.3%
East Midlands	7.1%	7.1%
West Midlands	9.0%	9.1%
East	9.2%	9.1%
London	12.2%	12.3%
South East	13.6%	13.4%
South West	8.4%	8.4%
Wales	4.9%	4.8%
Scotland	8.6%	8.7%
Northern Ireland ¹	2.9%	3.0%
Age	Quota	Achieved
18 - 24	11.0%	11.0%
25- 34	18.4%	18.2%
35 – 44	19.3%	19.0%
45 – 54	17.1%	17.2%
55 – 64	13.7%	13.8%
65 and over	20.5%	20.8%

- 2.3 Social Economic Status of respondents were as follows:

Social Economic Status	%
AB	24%
C1	30%
C2	15%
DE	26%
Refused	5%

¹ A booster sample of 100 was undertaken for Northern Ireland although results are not included in the overall results. However, the figures for these respondents are discussed separately within the report.

2.4 Subject contact data was collected via the Names and Numbers ADF software.

Questionnaires

2.5 The questionnaires were developed from the previous years' to ensure comparability although revised where necessary in conjunction with BDH & the Information Commissioner's Office extensively piloted and amended accordingly.

2.6 The questionnaires covered the tracking questions to supply the necessary data for the information published in the Information Commissioner's Office annual report.

2.7 In 2004, this was:

Public Awareness and Awareness of Rights

Data Protection	Actuals	Ests/Targets	Actuals	Ests/Targets	Ests/Targets	Ests/Targets
	2002/2003	2003/2004	2003/2004	2004/2005	2005/2006	2006/2007
% Total data controllers aware of subjects rights	92%	94%	89%	92%	94%	96%
% individuals aware of own rights	74%	78%	74%	75%	75%	76%
Freedom of Information						
Freedom of Information	Actuals	Ests/Targets	Actuals	Ests/Targets	Ests/Targets	Ests/Targets
	2002/2003	2003/2004	2003/2004	2004/2005	2005/2006	2006/2007
% individuals aware of own rights of their obligations	49%	50%	56%	60%	63%	65%
% of public authorities aware	53%	60%	84%	95%	98%	98%

The figures are based on annual tracking research in the spring of each year. Anyone requiring more detailed statistics and information is welcome to apply to the Office.

3.0 Executive Summary

Data Protection

- 3.1 The UK population is becoming increasingly concerned about all social issues. Personal information has become relatively more important within the overall ranking, as has access to information held by public authorities.
- 3.2 Protecting people's personal information was ranked third for concern as an issue of social importance, being ranked above the NHS and equal rights.
- 3.3 Increased perceptions of personal information mismanagement and greater awareness of the consequences resulting from this *in conjunction with* an absence in rights awareness are cause for concern.
- 3.4 People's perception that they have lost control over the way their information is collected and processed has increased, while they feel the level of protection from existing laws and organisation practices has remained the same.

Freedom of Information

- 3.5 Local Government remains the most likely public sector organisation to receive freedom of information requests.
- 3.6 The majority of the population have not requested to see any information held by a public authority at this stage. Of those that have or would request to see information held by public authorities, 47% would do so for personal reasons.
- 3.7 Over half of the UK population agree with the positive benefits associated with the Freedom of Information Act.

Awareness of the Acts and Rights

- 3.8 Awareness of the Data Protection Act remains relatively high but has declined. Yet awareness of the right to see information held about you by organisations has increased.
- 3.9 Awareness of the Freedom of Information Act remains low, although it has increased (unprompted) since 2004. However, awareness of the right to request information held by the Government and other public authorities is high given the infancy of the Act.
- 3.10 The length of time that the Data Protection and Freedom of Information Acts have been in existence are reflected in their relative awareness and understanding by individuals, with awareness of the Data Protection Act higher.
- 3.11 Individuals who are aware of the Acts are no more likely than those unaware to be knowledgeable about rights. This suggests that the Act itself is currently not a useful vehicle for knowledge of rights.

- 3.12 Individuals, although aware of their rights are often confused to which right is attributable to the Data Protection Act or the Freedom of Information Act.

Information Commissioner

- 3.13 Only 15% of the UK population are aware of the Information Commissioner. Of these respondents, over a third of respondents felt that his role was to enforce the Data Protection and Freedom of Information Acts.
- 3.14 Over a third of respondents had seen information about the Information Commissioner's Office in newspapers and magazines, and 9% had accessed information about the Office via the internet.

4.0 Results

The results are discussed for three main subjects:

- 1 Data Protection Act
- 2 Freedom of Information Act
- 3 Information Commissioner's Office

4.1 Data Protection

4.1.1 The Data Protection Act results are given under the following headings:

- Concerns with issues of social importance
- Concerns with consequences of mishandled data
- Current perceptions of information handling
- Awareness of rights to access personal information
- Confidence in different types of organisations
- Concerns with regard to organisations using personal information
- Awareness of laws relating to the handling of personal information
- Awareness of the Data Protection Act
- Sources of awareness of the Data Protection Act
- Requests for personal information

Concerns with issues of social importance

4.1.2 Respondents were asked to rate how concerned they were with the following issues on a scale of 1 – 5, where 1 is not at all concerned and 5 is very concerned. There has been an increase in concern regarding all aspects in the last year. Preventing crime remains the area which individuals are most concerned.

Concerns with issues of social importance		
Concerned²	2004	2005
Preventing crime	85%	88%
Improving standards in education	76%	84%
Protecting people's personal information	70%	83%
The National Health Service	78%	83%
Equal rights for everyone	69%	81%
Protecting freedom of speech	67%	80%
National security	71%	78%
Environmental issues	66%	74%

² % concerned refers to those stating 4 or 5 on the scale in terms of concern, with 5 being very concerned.

Unemployment	50%	70%
Access to information held by public authorities	48%	66%

Concerns with consequences of mishandled data

4.1.3 Respondents were asked to state, on a scale of 1 to 5 (1 being not at all concerned and 5 extremely concerned) how concerned they were that mishandled information could lead to certain situations. Threat to personal safety was respondents' main concern. Over two thirds of all respondents were concerned about all areas mentioned. Again all concerns have increased since 2004.³

Concerns with consequences of mishandled data		
Concerned⁴	2004	2005
Threat to your personal safety	71%	80%
Threat to your health	69%	79%
Financial loss	63%	78%
Loss of liberty	65%	77%
Personal distress	53%	72%
Indignity	47%	65%
Annoyance or inconvenience	41%	65%

³ It should be noted that different scales were used in 2004 (scale of 1 to 10)

⁴ % concerned refers to those respondents stating 4 or 5 on the scale in terms of concern, with 5 being extremely concerned

Current perceptions of information handling

4.1.4 Respondents were asked to state to what extent they agreed with the following statements on a scale of 1 to 5 (1 means strongly disagree and 5 means strongly agree).

4.1.5 Over half of respondents (58%) agreed that individuals have lost control over the way their information is collected and processed compared to 53% in 2004. Less than half agreed that: organisations handle the information they collect about their customers in a fair and proper way; existing laws and organisational practices provide sufficient protection of individuals' personal information. These were similar to 2004 responses. 40% of respondents agreed that information held by the Government and other public authorities about their operations was available. This is a 3% increase from 2004.

Agree⁵	2004	2005
Individuals have lost control over the way their information is collected and processed	53%	58%
Information held by the Government and other public authorities about their operations is available	38%	41%
Organisations handle the information they collect about their customers in a fair and proper way	42%	40%
Existing laws and organisation practices provide sufficient protection of individuals' personal information	40%	40%

⁵ % agree refers to those respondents stating 4 or 5 on the scale in terms of agreement, with 5 being strongly agree.

Awareness of rights to access personal information

4.1.6 Respondents were asked to indicate what rights they had relating to accessing personal information. As with last year, 39% felt that they had the right to see information held about them. 12% felt that they had the right to see information held by public authorities about their operations and activities. 24% of respondents were unsure what rights they had, compared to 9% last year. However, there was a decrease of 5% of those who felt that they had no rights.

Awareness of rights to access personal information		
<i>(unprompted)</i>	2004	2005
You have the right to see information held about you by organisations	39%	39%
Not sure what rights we have	9%	24%
You have a right to see information held by public authorities / public bodies about their operations and activities	17%	12%
You have the right to correct information about you that is wrong	8%	6%
We do not have any rights	10%	5%

4.1.7 36% of the Northern Ireland booster respondents felt that they had the right to see information held about them by organisations and 27% were unsure about what rights they have.

4.1.8 Over three quarters of respondents were aware of the right to see information held about them by organisations when prompted, this was a 2% increase since 2004.

Awareness of rights to access personal information		
<i>(prompted)</i>	2004	2005
You have a right to see information held about you by organisations	74%	76%
You have a right to correct information about you that is wrong	77%	63%
You have a right to see information held by public authorities	63%	55%
You have rights regarding information held about you by organisations	69%	52%
You have a right to delete information held about you that you are unhappy with	50%	40%
Not sure what rights you have	38%	37%
You have a right to be paid by organisations who pass on information	29%	29%
You do not have any rights	7%	4%

4.1.9 The table below shows the percentage of respondents aware of the rights in terms of whether they are aware or unaware of the Data Protection Act. There is greater awareness of the right relating to accessing personal information among those who are aware of the Data Protection Act.

Awareness of rights of those who are aware of the Data Protection Act		
<i>(prompted)</i>	Aware of DPA	Not aware of DPA
You have a right to see information held about you by organisations	78%	65%
You have a right to correct information about you that is wrong	65%	50%
You have a right to see information held by public authorities	57%	45%
You have rights regarding information held about you by organisations	55%	38%
You have a right to delete information held about you that you are unhappy with	41%	34%
Not sure what rights you have	37%	39%
You have a right to be paid by organisations who pass on information	28%	34%
You do not have any rights	4%	3%

4.1.10 90% of the Northern Ireland booster respondents, when prompted, felt that they had the right to see information held about them by organisations.

Confidence in different types of organisations

4.1.11 As with last year, respondents had most confidence in the NHS in terms of handling of personal information followed by the police.

Confidence in different types of organisations		
Confidence⁶	2004	2005
NHS	61%	64%
Police	53%	54%
Insurance companies	31%	47%
Financial / credit organisations	25%	46%
Mail order companies	17%	42%
Government departments	35%	42%
Local Government	34%	36%
Benefits office / Department for Work and Pensions	45%	31%
Inland Revenue	54%	28%
Credit reference agencies	22%	24%
Charities	34%	22%
Telecommunications companies	24%	20%
Shop, stores and supermarkets	24%	20%
Schools and colleges	n / a	16%
Internet sites	n / a	16%

4.1.12 Confidence in the higher scoring organisations has risen since 2004. Confidence in some types of organisations has changed considerably over the past year, for example insurance companies – up from 31% to 47%, whilst confidence in the Inland Revenue has fallen from 54% to 28%.

⁶ % confident refers to those stating 4 or 5 on scale in terms of confidence, 5 being very confident.

Concerns with regard to organisations using personal information

4.1.13 Over half of respondents (52%) were concerned with organisations passing their details onto unknown organisations, this is a 7% increase since 2004. Only 2% were concerned about having their information sent abroad or tracking what they look at on the internet. Only 1% was concerned with organisations holding information on what they buy.

Concern with regard to organisations using personal information		
<i>(unprompted)</i>	2004	2005
Passing on my details to unknown organisations	45%	52%
Not telling me what information they hold or why	8%	18%
Making unwanted phone calls	9%	18%
Sending unwanted mail or faxes	14%	16%
Sending unwanted e-mails	4%	10%
Making decisions on incorrect information	13%	9%
Have no worries	5%	6%
Sending unwanted text messages	2%	6%
Sending my information abroad	3%	2%
Tracking what I look at on the internet	1%	2%
Holding information on what I buy	2%	1%

4.1.14 Other 'main concerns' related to lack of control / security and invasion of privacy.

4.1.15 55% of the Northern Ireland booster respondents were concerned about the passing of details onto unknown organisations, 20% with not knowing what information is held and 14% with unwanted phone calls.

4.1.16 Respondents were then asked whether the following concerned them with regard to organisations using personal information.

Concern with regard to organisations using personal information	
Concerned⁷ (prompted)	2005
Passing or selling information on to other organisations without your permission	85%
Not keeping the information securely so it is at risk of being stolen or getting into the wrong hands	85%
Passing your information on to other countries without adequate data protection	85%
Using information for purposes other than that for which is intended	84%
Not collecting information in a secure way	83%
Requesting too much personal information	77%
Holding inaccurate or out of date information	74%
Requesting inappropriate information that is not relevant	72%
Holding information for longer than is required	69%

4.1.17 The same issue 'passing or selling information onto other organisations without your permission' attracted the highest score (85%) from the prompted concern list.

4.1.18 In 2004 respondents were asked whether they were concerned on a level of 1-10 with issues relating to organisations using their personal information. However, these figures cannot be compared with this year as the rating scale and options differ.

⁷ % concerned refers to those stating 4 or 5 on the scale in terms of concern, with 5 being very concerned.

Awareness of laws relating to the handling of personal information

4.1.19 Whilst the Data Protection Act was the highest scoring Act in respect of recognition, the majority of the sample remained unaware with only 40% expressing spontaneous awareness.

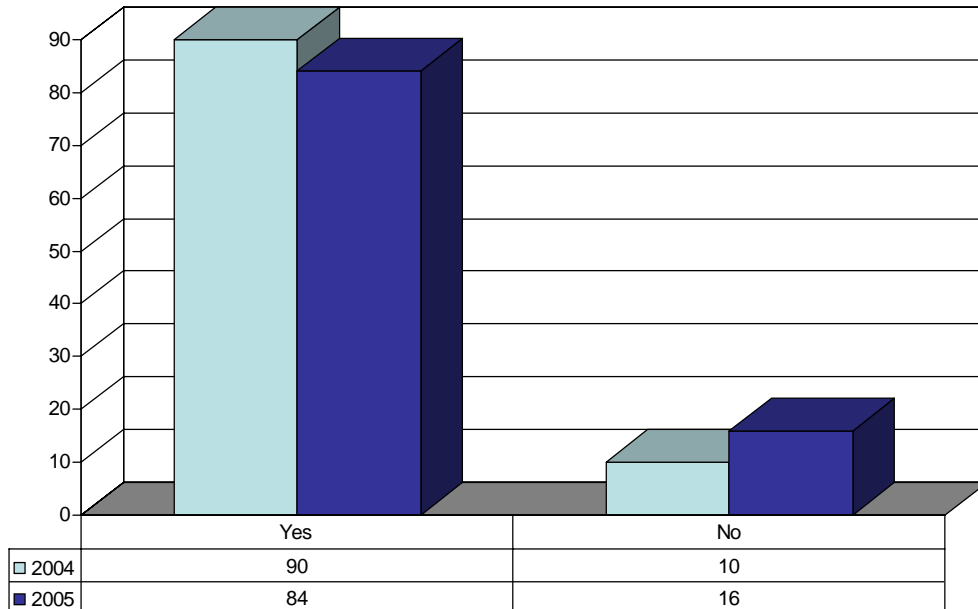
Awareness of laws relating to the handling of personal information		
<i>(unprompted)</i>	2004	2005
Data Protection Act	42%	40%
Freedom of Information Act	3%	6%
Privacy and Electronic Communications Regulations	1%	0.7%
Environmental Information Regulations	n / a	0.7%
None	54%	57%

4.1.20 In respect of the socio-economic groups, over half of ABs (52%) were aware of the Data Protection Act and 32% of Ds were aware.

4.1.21 23% of the Northern Ireland booster group mentioned the Data Protection Act.

Awareness of the Data Protection Act

4.1.22 The majority of respondents were aware of the Data Protection Act, when prompted although awareness had decreased from 90% to 84% since 2004.



4.1.23 Awareness of the Data Protection Act was greatest among individuals in the North East (97%) while awareness was the lowest among those in London (73%) and Northern Ireland (70%). However, 80% of the Northern Ireland booster respondents were aware of the Data Protection Act.

4.1.24 In respect of socio-economic groups, 91% of ABs were aware (when prompted), compared to 84% of DEs.

Sources of awareness of the Data Protection Act

4.1.25 Over quarter of respondents (27%) were made aware of the Data Protection Act through work, whilst a quarter had seen the Data Protection Act on the television.

Sources of awareness of the Data Protection Act	
<i>(unprompted)</i>	2005 (839)
Through work	27%
TV	25%
Newspapers / magazines	23%
Radio	11%
Terms and conditions / financial applications	11%
Internet	8%
Friends / relatives	7%
Jobcentre	3%

4.1.26 There is no one dominant source of information.

4.1.27 Awareness through work was greater amongst ABs (37%) than DEs (19%).

Requests for personal information

4.1.28 Of the sample, 85% had *not* requested personal information although 59% would consider doing so.

4.1.29 Of those who have or would request personal information, almost a third of respondents indicated that they would do so for general interest. Almost a fifth would do so if they were being refused financial credit and over one tenth if applying for financial credit. Main responses are shown below.

Requests for personal information	
<i>(unprompted)</i>	2005
General interest	32%
Being refused financial credit	18%
Applying for financial credit	14%
To check medical records	13%
No circumstances	5%

4.1.30 16% of those aware of the Data Protection Act had requested to see information compared to 8% of those unaware of the Act.

4.2 Freedom of Information

4.2.1 Results covered the following issues:

- Awareness of rights relating to accessing information held by the Government and other public authorities
- Awareness of laws regarding access to information held by the Government and other public authorities
- Organisations likely to be contacted for information about what they do
- Requests for information held by the Government and other public authorities
- Trust in public authorities
- Benefits of being able to access information held by public authorities
- Method of contact to obtain information about how a public authority is run
- Contact for advice

Awareness of rights relating to accessing information held by the Government and other public authorities

4.2.2 Respondents were asked to identify any rights of which they were aware, to enable them to access information held by the Government and other public authorities.

Awareness of rights relating to accessing information held by the Government and other public authorities	
<i>(unprompted)</i>	2005
The right to request own personal information	36%
The right to request information held by the Government and other public authorities	23%
The right to request other people's personal information	4%
The right to request information about the environment	9%
The right to see what public money is being spent on	7%
The right to know what type of information is available from the Government and other public authorities	6%
The right to find out about issues relating to national security	3%
The right to see official information from the Government and other public authorities such as minutes and planning documents	2%

4.2.3 Almost 30% of those aware of the Freedom of Information Act were aware of the right to request information held by the Government and other public authorities. Only 17% of those who were unaware of the Act were aware of this right.

4.2.4 8% of the Northern Ireland booster sample mentioned the right to request information held by the Government and other public authorities (compared to 43% of the original Northern Ireland sample). Of all Northern Ireland respondents interviewed, an average of 16% agreed with this right.

4.2.5 Respondents were then asked to state which of the following rights they had. Almost three quarters of respondents were aware that they had the right to request information held by the Government and other public authorities. Almost 80% of those aware of the Freedom of Information Act were aware of this right compared to 67% of those unaware of the Act.

Awareness of rights relating to accessing information held by the Government and other public authorities	
<i>(prompted)</i>	2005
The right to request own personal information	87%
The right to see what public money is being spent on	81%
The right to request information about the environment	80%
The right to know what type of information is available from the Government and other public authorities	76%
The right to request information held by the Government and other public authorities	73%
The right to see official information from the Government and other public authorities such as minutes and planning documents	55%
The right to find out about issues relating to national security	45%
The right to request other people's personal information	7%

Awareness of laws regarding access to information held by public authorities

4.2.6 When asked to identify any laws regarding access to information held by public authorities, 11% stated the Freedom of Information Act. This awareness has increased since 2004 by 6%.

Awareness of laws regarding access to information held by public authorities		
<i>(unprompted)</i>	2004	2005
Freedom of Information Act	5%	11%
Data Protection Act	11%	11%
Open Government Code	1%	0.2%
Environmental Information Regulations	1%	0.4%
None	50%	28%

4.2.7 7% of the Northern Ireland booster respondents were aware of the Freedom of Information Act unprompted compared to 20% of the original 30 respondents from Northern Ireland in the sample.

4.2.8 When prompted, 56% of all respondents had heard of the Freedom of Information Act. This is the same figure as in 2004. Over 60% of those who were aware of the Data Protection Act were also aware of the Freedom of Information Act. Only 20% of those unaware of the Data Protection Act were aware of the Freedom of Information Act.

- 4.2.9 Awareness of the Freedom of Information Act was highest among respondents in Scotland (69%) and the East Midlands (68%). Whilst awareness was the lowest in the North East (41%). 53% of the Northern Ireland booster sample was aware of the Freedom of Information Act when prompted compared to 73% of the original 30 in the sample.
- 4.2.10 In respect of socio-economic groups, almost three quarters of ABs were aware of the Freedom of Information Act, compared to 45% of DEs.
- 4.2.11 43% of respondents who were aware of the Freedom of Information Act had heard about the Act through TV, 39% via newspapers and magazines and 18% via the radio. The main sources remain the same as in 2004.

Source of awareness of the Freedom of Information Act		
<i>(unprompted)</i>	2004	2005
TV	41%	43%
Newspapers / magazines	46%	39%
Radio	12%	18%
Through work	5%	14%
Friends / relatives	4%	6%

Organisations likely to be contacted for information about what they do

- 4.2.12 Respondents were asked which of the following sectors, would they be likely to contact to obtain information about their respective activities. Local Government was the most likely organisation to be contacted followed by banks and financial agencies. Whereas in 2004 the most frequent response was 'doctors'.

Organisations likely to be contacted for information about what they do		
<i>(prompted)</i>	2004	2005
Local Government	58%	62%
Banks and financial agencies	n / a	58%
Health Authorities	57%	55%
Doctors	62%	55%
Dentists	n / a	46%
Credit reference agencies	n / a	43%
Education Authorities	40%	41%
Police and prosecuting bodies	42%	38%
Central Government	31%	36%
Schools	39%	33%

Requests for information held by the Government and other public authorities

4.2.13 The majority of respondents (91%) had not requested to see any information held by the Government or other public authorities, although 44% of these would consider doing so in the future.

4.2.14 Of those who had requested information, almost half had done so for personal reasons, 12% for general interest and 11% for medical information.

Requests for Information	
	2005
Personal Reasons	47%
General interest	12%
Medical information	11%
House/ planning	8%
Local knowledge	5%
Employment	4%
Environmental	4%
To discover corruption or maladministration	4%
In relation to a complaint	4%

4.2.15 Respondents were asked to rate their trust in the following public authorities on a scale of 1 to 5, where 1 is do not trust them at all and 5 is trust them completely. Doctors were perceived to have the highest levels of trust, although this has dropped by 6% since 2004. Respondents indicated the lowest levels of trust with central Government; this was also the case in 2004.

Trust in public authorities		
Trust ⁸	2004	2005
Doctors	77%	71%
Dentists	73%	66%
Schools	59%	58%
Health Authorities	59%	56%
Police and prosecuting bodies	59%	47%
Local Governments	25%	33%
Central Government	24%	30%

⁸ % trust refers to respondents stating 4 or 5 on the scale in terms of trust, with 5 being trust them completely.

Benefits of being able to access information held by public authorities

4.2.16 Over half of respondents agreed with all of the benefits below. All levels of agreement have increased since 2004 with the most significant being an increase in agreement with the statement that the Freedom of Information Act increases knowledge of what public authorities do.

Benefits of being able to access information held by public authorities		
Agree⁹	2004	2005
Increases knowledge of what public authorities do	54%	62%
Promotes accountability and transparency in public authorities	53%	58%
Increases trust in public authorities	51%	57%
Increases confidence in public authorities	51%	55%
Provides more opportunities to have a say and contribute	49%	55%

Method of contact to obtain information about how a public authority is run

4.2.17 Almost half of respondents would contact a public authority by phone when requesting information about how the particular organisation is run. A fifth would write a letter and 15% would visit their website.

Method of contact to obtain information about how a public authority organisation is run		
<i>(unprompted)</i>	2004	2005
Phone	47%	49%
Request via letter	15%	20%
Website	13%	15%
Face to face	9%	8%
Visit office	n / a	7%
Email request through website	7%	5%
Stand alone email request	n / a	2%

⁹ % agree refers to those respondents stating 4 or 5 on the scale in terms of agreement, with 5 being strongly agree.

Contact for advice

4.2.18 The Citizen's Advice Bureau remains the main contact for seeking advice on the Data Protection and / or Freedom of Information Acts as in 2004, although there has been a slight decline from 50% in 2004 to 48% in 2005.

Contact for advice on the Data Protection Act or Freedom of Information Act		
<i>(unprompted)</i>	2004	2005
Citizen's Advice Bureau	50%	48%
Internet	13%	18%
Solicitor	15%	13%
Local MP / Councillor	9%	6%

4.3 Information Commissioner

Awareness of the Information Commissioner

- 4.3.1 Though 15% had heard of the Information Commissioner, the majority of respondents (83%) had not and 2% remained unsure.
- 4.3.2 13% of the Northern Ireland booster respondents were aware of the Information Commissioner.
- 4.3.3 There were no significant socio-economic group in terms of awareness of the Information Commissioner.
- 4.3.4 Over a third of respondents had seen information about the Information Commissioner's Office in newspapers and magazines, over a fifth in TV programmes and over a tenth on the radio.

Source of information regarding the Information Commissioner's Office	
<i>(prompted)</i>	2005
Newspapers / Magazines	36%
TV Programme	22%
Radio	11%
Leaflet	7%
Internet	9%

- 4.3.5 Over a third of respondents who were aware of the Information Commissioner felt that his role was to enforce the Data Protection and Freedom of Information Acts.

Role of the Information Commissioner	
<i>(unprompted)</i>	2005
To enforce the Data Protection and Freedom of Information Acts	34%
To enhance awareness and understanding of the Data Protection Act & Freedom of Information Act	15%
To safeguard information rights by providing individuals and organisations with information and guidance	14%
To promote public access to official information	13%
To protect individuals' personal information	10%
To take legal action when the law is broken	2%
To register organisations under the Data Protection Act	2%
To advise on publications schemes	0.7%

APPENDIX

1.0 Individual Questionnaire

INTRODUCTION

Good morning/afternoon/evening. My name is _____ and I am calling from SMSR Ltd, an independent market research company.

We are conducting a study to find out how people feel about the way organisations hold and use information about them. Everybody has personal information including your name, your bank account number or even your medical details and we want to know how people feel about organisations holding such details. We also want to find out how people feel about the information available from public authorities regarding the way they run their organisations.

The interview will last approximately 15 minutes.

I'd like to emphasise we are not selling anything, this is purely research and you will not receive any follow-ups from this research.

SMSR work to the MRS Code of Conduct, which means we cannot identify you or show anybody outside of SMSR your questionnaire. Your views will be reported mixed-in with others.

Your call maybe monitored or recorded for quality control purposes but this will not be used for any other reason than this research.

INTERVIEWER ONLY READ OUT IF RESPONDENT SHOWS CONCERN.

If you wish to check the validity of this research please ring the Market Research Society on 0500 39 69 99 or SMSR's freephone number is 0800 1380845. Also offer the Information Commissioners Switchboard number – 01625 545 700

INTERVIEWER CHECK RESPONDENT OR ANOTHER MEMBER OF THEIR HOUSEHOLD DOESN'T WORK IN ADVERTISING, MARKETING OR MARKET RESEARCH

ADDITIONAL OUTCOMES CODES REQUIRED SPECIFICALLY FOR THIS PROJECT: TO BE RECOGNISED AND REPORTED BOTH INDIVIDUALLY AND UNDER THE GENERAL CATEGORY OF 'DOES NOT FIT CRITERIA':

Q1 I am going to read out a list of issues that could be considered of social importance. Please tell me how concerned you are about each issue by rating it on a scale of 1 to 5 where 1 is not at all concerned and 5 is very concerned.

READ OUT ONE AT A TIME – ROTATE

	1	2	3	4	5	Don't know
1. Preventing Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Improving standards in education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Protecting people's personal information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Protecting freedom of speech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Equal rights for everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Unemployment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Access to information held by public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The National Health Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. National Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2 I am going to read out a list of possible consequences that could result from organisations not handling your information responsibly and I would like you to tell me how much each one concerns you. Please answer on a scale of 1 to 5 where 1 means not at all concerned and 5 means extremely concerned.

ROTATE – READ OUT ONE AT A TIME

	1	2	3	4	5
1. Threat to your personal safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Threat to your health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Financial loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Indignity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Loss of liberty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | | | |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 6. Annoyance or inconvenience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Invasion of privacy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Personal distress | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q3 I am now going to read out a list of statements and this time I would like you to tell me the extent to which you agree or disagree with each statement by rating it in a scale of 1 – 5 where 1 is strongly disagree and 5 is strongly agree.

READ OUT – ROTATE

- | | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Organisations handle the information they collect about their customers in a fair and proper way | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Individuals have lost control over the way their information is collected and processed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Information held by the government and other public authorities about their operations is available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Existing laws and organisational practices provide sufficient protection of individuals' personal information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q4 Everybody has personal information including your name, your address, your bank account number or even your medical details.

What rights do you think you have to access personal information held about you by certain organisations?

DO NOT READ OUT

TICK ALL THAT APPLY

- a. We do not have any rights
- b. Not sure what rights we have
- c. You have a right to see information held about you by organisations
- d. You have a right to see information held by public authorities/public bodies about their operations and activities
- e. You have the right to correct information about you that is wrong
- f. Other—write in _____
- g. Don't know

Q5 Which of the following rights do you think you have with regards to your personal information held by organisations? Please choose as many as you think apply.

READ OUT ONE AT A TIME – ROTATE

- a. You do not have any rights
- b. Not sure what rights you have
- c. You have a right to see information held about you by organisations
- d. You have a right to see information held by public authorities/public bodies about their operations and activities
- e. You have a right to be paid by organisations who pass on information about you
- f. You have a right to correct information about you that is wrong
- g. You have a right to delete information held about you that you are unhappy with
- h. You have rights regarding information held about you by organisations
- i. Other—write in _____
- j. Don't know

Q6 I'd like you to tell me how confident you are that each of the following handles information appropriately, on a scale of 1 to 5 where 1 is not at all confident and 5 is very confident.

READ OUT ONE AT A TIME - ROTATE

	1	2	3	4	5	Don't know
1. NHS (e.g. doctors, hospitals)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Police	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Inland Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Financial/credit organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Benefits office /Department for work and pensions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Charities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Telecommunications companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Credit reference agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Shops, stores and supermarkets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Mail order companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Government departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Local government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Insurance companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Schools and colleges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Internet sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 What is it that concerns you most with regards to organisations using your personal information?

DO NOT READ OUT – tick all that apply and add if necessary

- a. Sending unwanted mail or faxes
- b. Sending unwanted emails
- c. Sending unwanted text messages
- d. Making unwanted phone calls
- e. Not telling me what information they hold or why
- f. Passing on my details to unknown organisations
- g. Making decisions on incorrect information
- h. Sending my information abroad
- i. Holding information on what I buy
- j. Tracking what I look at on the internet
- k. Have no worries
- i. Other–write in _____

Q8 I am now going to read out a list of concerns that people may have about organisations holding their personal information. Please can you tell me, on a scale of 1 to 5, how concerned you are about each one, where 1 means not at all concerned and 5 means extremely concerned?

READ OUT –ROTATE

	1	2	3	4	5	Don't know
1. Requesting inappropriate information that is not relevant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Requesting too much personal information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Using information for purposes other than that for which it was intended	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Passing or selling information on to other organisations without your permission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	—	—	—	—	—	—

- | | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 5. Not keeping the information securely so it is at risk of being stolen or getting into the wrong hands | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Not collecting the information in a secure way | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Passing your information on to other countries without adequate data protection | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Holding inaccurate or out of date information | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Holding information for longer than is required | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q9 What, if any, laws are you aware of concerning the handling of personal information?

DO NOT READ OUT – tick all that apply and add if necessary

- a. Data Protection Act
- b. Freedom of Information Act
- c. Privacy and Electronic Communications Regulations
- d. Environmental Information Regulations
- e. Other—write in _____
- f. None

Q10 Have you ever heard of the Data Protection Act?

Yes	No	Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Go to Q11	Go to Q12	

Q11 Where have you heard or seen about the Data Protection Act in the last 12 months?

DO NOT READ OUT (Tick all that apply and add if necessary)

- a. Friends / relatives
- b. Through work
- c. Jobcentre
- d. Newspapers / magazines
- e. Leaflet
- f. Direct mail
- g. Radio
- h. TV
- i. Internet
- j. Presentations
- k. Posters
- l. Letter / letterhead
- m. Terms and conditions / financial applications
- n. Through education
- o. Advisory centres – e.g. Citizens Advice Bureau, library
- p. Other – write in _____
- q. Don't know

Q12 Have you ever requested to see information held about you by organisations?

Yes 1

No 2

Go to Q13b

Q13a How frequently do you request to see information held about you by organisations?

READ OUT (tick one only)

- Rarely – as circumstances dictate – **GO TO Q14**
- Occasionally – to check something specific – **GO TO Q14**
- Regularly – as a matter of routine – **GO TO Q14**
- Don't know – **GO TO Q14**

Q13b Would you ever consider using your right to see information held about you by organisations?

Yes 1

No 2

Go to Q15

Q14 Can you tell me of any circumstances when you have or would use your data protection right to request to see personal information held about you by an organisation?

DO NOT READ OUT –tick all that apply and add if necessary

- a. No circumstances
- b. General interest
- c. Change in employment status
- d. Altering marital status
- e. Applying for financial credit
- f. Being refused financial credit
- g. After being involved in court action
- h. When moving house
- i. To check criminal record
- j. To check medical records
- k. Other (write in) _____
- l. Don't know

Now we want you to start thinking about recorded information (such as e-mails, meeting minutes, research or reports) held by Government and other public authorities.

Q15 What rights do you think you have to access information held by the Government and other public authorities?

DO NOT PROMPT – DO NOT READ OUT – tick all that apply and add if necessary

INTERVIEWER: CODE CAREFULLY. PROBE FOR DETAIL AS NECESSARY BUT DO NOT PROMPT

- a. The right to request information held by the Government (and/or other public authorities)
- b. The right to request own personal information
- c. The right to request other people's personal information
- d. The right to request information about the environment
- e. The right to see what public money is being spent on
- f. The right to know what type of information is available from the Government (and/or other public authorities)
- g. The right to find out about issues relating to national security
- h. The right to see official information from the Government (and/or other public authorities) such as minutes and planning documents
- i. Other – write in _____
- j. Don't know

Q16 Which of the following rights do you think you have with regards to accessing information held by the Government and other public authorities?

READ OUT ONE AT A TIME – ROTATE

	Yes	No	Don't know
1. The right to request information held by the Government and other public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The right to request own personal information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The right to request other people's personal information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The right to request information about the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The right to see what public money is being spent on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| 6. The right to know what type of information is available from the Government and other public authorities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. The right to find out about issues relating to national security | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. The right to see official information from the Government and other public authorities such as minutes and planning documents | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q17 What, if any, laws are you aware of regarding access to information held by public authorities about the way they run their organisation?

DO NOT READ OUT (tick all that apply and add if necessary)

- a. Freedom of Information Act
- b. Data Protection Act
- c. Open Government Code
- d. Environmental Information Regulations
- e Other (write in) _____
- f. None
- g. Don't know

Q17b Have you heard of the Freedom of Information Act?

Yes	No	Don't know
1	2	3
Go to Q18	Go to Q20a	

Q18 Where have you heard or seen about the Freedom of Information Act in the last 12 months?

DO NOT READ OUT (tick all that apply and add if necessary)

- a. Friends/ relatives
- b. Through work
- c. Job centre
- d. Newspapers/ magazines
- e. Leaflet
- f. Direct mail
- g. Radio
- h. TV
- i. Internet
- j. Presentations
- k. Work shops
- l. Conferences
- m. Posters
- n. Letter / letterhead
- o. Terms and conditions / financial applications
- p. Through education
- q. Advisory centres e.g. Citizen Advice Bureaus, library
- r. Other (write in) _____
- s. Don't know

Q19 Which of the following sectors do you think you are most likely to contact (you can say more than one) to obtain information about what they do?

READ OUT (tick all that apply and add if necessary)

ROTATE

a. Central government departments

b. Local government

c. Police and prosecuting bodies

d. Banks and financial agencies

e. Health authorities

f. Education authorities

g. Schools

h. Credit reference agencies

i. Doctors

j. Dentists

k. Other (write in) _____

Q20a Have you ever requested to see information held by the government (and/ or other public authorities)?

Yes 1

No 2

Go to Q21

Q20b How frequently do you request to see information held by the Government (and \ or other public authorities)? **READ OUT (tick one only)**

Rarely – as circumstances dictate – **Go to Q22**

Occasionally – to check something specific - **Go to Q22**

Regularly – as a matter of routine – **Go to Q22**

Don't know – **Go to Q22**

Q21 Would you ever consider requesting to see held information by the Government (and / or other public authorities)?

Yes

1

No

2

Go to Q23

Q22 Why do you or would you access information held by public authorities?

DO NOT READ OUT – tick all that apply and add if necessary

a. Personal reasons

b. Medical information

c. Employment

d. For marital reasons

e. Moving house

f. Educational

g. Work related

h. Housing/ planning

i. Environmental

j. Leisure and recreational

k. General interest

l. Public authority/ organisation's performance

m. Discover corruption or maladministration

n. Local knowledge

o. How money is being spent

p. In relation to a complaint

q. Other(write in)_____

r. Don't know

Q23 On a scale of 1 to 5 please rank how much you trust the following public authorities, where 1 is do not trust them at all and 5 is trust them completely?

	1	2	3	4	5	Don't know
1. Central government departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Local government departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Police and prosecuting bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Health authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Doctors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Dentists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24 The following are believed to be benefits of being able to access information held by public authorities. On a scale of 1 to 5, please rank how much you agree or disagree that the following statements are benefits of being able to access information held by public authorities. (1 is strongly disagree and 5 is strongly agree).

READ OUT

	1	2	3	4	5
1. Increases confidence in public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Increases trust in public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Increases knowledge of what public authorities do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Promotes accountability and transparency in public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Provides more opportunities to have a say and contribute	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q25 If you wanted to obtain information from a public authority about the way the organisation is run, how would you go about contacting them?

DO NOT READ OUT (tick all that apply and add if necessary)

- a. Phone
- b. Face to face
- c. Visit office
- d. Web site
- e. Request via letter
- f. Stand alone email request

- g. Email request through a website
- h. Other (write in) _____
- i. Don't know

Q26 Where would you go to get advice on your rights under the Data Protection Act or the Freedom of Information Act?

DO NOT READ OUT (tick all that apply and add if necessary)

	Data Protection	Freedom of Information
a. Solicitor	<input type="checkbox"/>	<input type="checkbox"/>
b. Magazine	<input type="checkbox"/>	<input type="checkbox"/>
c. Internet	<input type="checkbox"/>	<input type="checkbox"/>
d. Citizens Advice Bureau	<input type="checkbox"/>	<input type="checkbox"/>
e. Trade Association	<input type="checkbox"/>	<input type="checkbox"/>
f. Local MP/Councillor	<input type="checkbox"/>	<input type="checkbox"/>
g. Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
h. Public library	<input type="checkbox"/>	<input type="checkbox"/>
i. Accountant	<input type="checkbox"/>	<input type="checkbox"/>
j. Police	<input type="checkbox"/>	<input type="checkbox"/>

- | | | |
|--|--------------------------|--------------------------|
| k. Bank | <input type="checkbox"/> | <input type="checkbox"/> |
| l. Benefits office | <input type="checkbox"/> | <input type="checkbox"/> |
| m. Department for Constitutional Affairs | <input type="checkbox"/> | <input type="checkbox"/> |
| n. Information Commissioner's Office | <input type="checkbox"/> | <input type="checkbox"/> |
| o. Campaign for Freedom of Information | <input type="checkbox"/> | <input type="checkbox"/> |
| p. Scottish Information Office | <input type="checkbox"/> | <input type="checkbox"/> |
| q. Other (write in)_____ | <input type="checkbox"/> | <input type="checkbox"/> |
| r. Don't know | <input type="checkbox"/> | <input type="checkbox"/> |

IF RESPONDENT MENTIONS THE INFORMATION COMMISSIONERS OFFICE
ASK Q26b.

IF NOT SKIP TO QUESTION 27

Q26b How would you prefer to receive advice and guidance on the Data Protection Act or the Freedom of Information Act from the Information Commissioner?

DO NOT READ OUT (tick all that apply and add if necessary)

- | | | |
|---|--------------------------|--------------------------|
| a. Phone | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Face to face | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Visit office | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Website | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Via a letter | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Via stand alone e-mail request | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Via an e-mail request through a web site | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Via an e-mail bulletin I register to | <input type="checkbox"/> | <input type="checkbox"/> |
| i. Through a leaflet | <input type="checkbox"/> | <input type="checkbox"/> |
| j. Get in touch with other organisation/advice agency to ask on my behalf | <input type="checkbox"/> | <input type="checkbox"/> |
| q. Other (write in)_____ | <input type="checkbox"/> | <input type="checkbox"/> |
| r. Don't know | <input type="checkbox"/> | <input type="checkbox"/> |

CORPORATE REPUTATION QUESTIONS

Finally, we would like to ask you some questions about the Information Commissioners Office.

Q27 Have you heard of the Information Commissioner?

Yes

No

Don't know

1

2

3

Go to Q31

Q28 Where, if at all, have you seen or heard anything about the Information Commissioners Office (ICO) over the last 12 months?

READ OUT (tick all that apply and add if necessary)

a. Newspapers/Magazines

b. Direct Mail

c. Leaflet

d. Radio

e. TV programmes

f. Presentations

g. Workshops

h. Conferences

i. Internet

j. Somewhere else (write in) _____

k. Don't know

Q29 In your view, what is the role of the Information Commissioner?

DO NOT READ OUT

TICK ALL THAT APPLY and add if necessary

- a. To enforce the Data Protection and Freedom of Information Acts
- b. To promote public access to official information.
- c. To protect individual's personal information.
- d. To take legal action when the law is broken
- e. To safeguard information rights by providing individuals and organisations information and guidance.
- f. To enhance awareness and understanding of the Data Protection and Freedom of Information Acts.
- g. To register organisations under the Data Protection Act.
- h. To advise on publication schemes
- i. Other(write in)_____
- j. Don't know

ASK EVERYONE

Q31 Are you?

Male 1

Female 2

Q32 I'd just like to ask you a few more questions for classification purposes. Can I just ask which of the following age bands you fall into?

- 18 -24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+
- Refused

Q33 Which of the following best describes you...?

- Single
- Married
- Living with partner
- Widowed/separated/divorced
- Other
- Refuse

Q34 Do you have any children under 18 living at home?

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Yes | No | Refused | Don't know |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| | Go to Q36 | | |

Q35 What are the ages of the children? **(insert number of children in that age group)**

- 0 - 3
- 4 - 6
- 7 - 10
- 11 - 13
- 14 - 15
- 16 - 17
- Refused
- Don't know

Q36 Are you working?

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Yes | No | Refused | Don't know |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 |
| | Go to Q38 | | |

Q37 Is that full time or part time?

Part time

Full time

Refused

Don't know

1

2

3

4

Go to Q39

Q38 Which of the following best describes your status? **READ OUT**

Retired

At home raising family / housewife / house husband

Registered unemployed

Student in full time education

Other

Refused

Don't know

Q39 Are you the main income earner in your household?

Yes

No

Refused

Don't know

1

2

3

4

Q40 Finally, just to let you know that you may be contacted for quality control purposes, or also in the event of us wanting to speak to you very briefly again to check something for this survey. Would we be able to contact you?

Yes 1

No 2

Q41 What is your occupation?

(Write in)

(Please code social grade)

AB

C1

C2

DE

Refused

Don't know

Thank you for your time and help. I'd like to confirm that my name is and that I am calling from SMSR Ltd. As explained, this interview has been conducted under the MRS Code of Conduct.

The person at SMSR responsible for this project is Darren Hornby and he/she can be contacted on 01482 211200. There is a freephone number which you can call if you have any questions 0800 138 0845.