

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

2007

Individuals

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Contents Page

FOREWORD	3
1.0 INTRODUCTION.....	4
2.0 RESEARCH AIMS AND OBJECTIVES.....	4
3.0 ICO COMMUNICATIONS OBJECTIVES.....	6
4.0 EXECUTIVE SUMMARY	7
5.0 METHODOLOGY.....	9
6.0 SAMPLE / PROFILE.....	10
7.0 RESULTS	11
7.1 Social Issues.....	11
7.2 Data Protection	13
7.3 Freedom of Information.....	22
7.4 The Information Commissioner's Office.....	31
APPENDICES.....	32

Foreword

The Information Commissioner's Office (ICO) has tracked awareness and understanding of the Data Protection Act 1998 (DPA) since 1997 and the Freedom of Information Act 2005 (FOIA) since 2003.

Following a review of the consultation in 2006, it became apparent that the questionnaire had become lengthy and unnecessarily complicated. This was due to a series of additions to the study over the years.

Subsequently it was agreed that the 2007 tracking survey would be reviewed and tested qualitatively prior to the full quantitative consultation. The original questionnaire was discussed and tested with a sample of residents across five focus groups spread geographically across the UK and the results were fed back to the ICO. A revised version was tested in the latter groups. All groups were undertaken by SMSR.

The final outcome of this initial research was a shortened and more focussed questionnaire that would achieve the main aims and objectives of the 2007 annual track consultation. In essence it is a more user friendly and relevant set of questions, yet one that still incorporates the key questions that have been tracked since the survey began.

Where possible the questions that remained within the questionnaire are compared over time.

1.0 Introduction

Since the DPA came into force in 1998, the ICO has monitored awareness of this legislation amongst organisations and individuals about whom information is held.

The FOIA was passed in 2000 and was fully enforced at the start of 2005. This Act governs public authorities only and research is undertaken to monitor awareness and understanding of the Act amongst public authorities. The ICO also conducts research to measure awareness and understanding of the FOIA amongst organisations.

SMSR have conducted the annual track survey on behalf of the ICO since 2004.

As mentioned in the foreword this study follows a qualitative phase of research that was undertaken to revise the questionnaire. Subsequently the size and content of the questionnaire has been changed from previous years and is now two separate questionnaires: one covering data protection and one covering freedom of information.

2.0 Research Aims and Objectives

Where applicable this report contains and compares the results for previous years.

The research objectives of the consultation were as follows;

2.1. DPA Objectives:

To identify:

- to measure awareness of rights under the DPA:
- to measure awareness of the DPA:
- to understand the relevance of the Act to individuals:
- to gauge individuals' perceptions of the way organisations handle information:
- to measure the importance of specific matters relating to personal information:
- to understand where individuals go for advice relating to the DPA: and
- to understand the extent to which individuals perceive the Act to be beneficial.

2.2. FOIA Objectives:

To identify:

- to measure awareness of FOIA rights;
- to measure awareness of FOIA;
- to understand the relevance of the Act to the public;
- to understand where the public goes for advice relating to the FOIA;
- to understand the extent to which the public perceives the Act to be beneficial; and
- to gauge the public's perceptions of the way public authorities handle official information.

2.3 Corporate Awareness Objectives:

To identify:

- awareness of the ICO as being responsible for the FOIA and the DPA.

3.0 ICO Communications Objectives

It is helpful to read this report in the context of the ICO's communications objectives for individuals, which are detailed as follows:

- maintain awareness of rights amongst individuals; and
- increase confidence in the level of protection of personal information.

4.0 Executive Summary

4.1 Social Issues

Concerns remain high across all issues in 2007. *Protecting people's personal details* has increased year on year to 92%, and is now the second most important issue. *Access to information held by public authorities remains the lowest concern*, at 79%.

4.2 Data Protection

The research suggests that respondents are **lacking confidence in the way their personal details are protected**. There has been a decrease in the percentage of respondents believing that *existing laws and organisational practices provide sufficient protection of your personal details*, from 49% in 2006 to 39% in 2007. This is coupled with the majority of respondents believing that *individuals have lost control over the way their personal details are collected and processed*.

Spontaneous awareness of *the right to see information* has remained relatively consistent over the past four years, now standing at 42%. **Prompted awareness** is at its highest level to date, with 90% agreeing that they had *the right to see information*.

As was the case in 2006, the public is showing high levels of **concern over the potential mismanagement of their information**. The highest-ranking concern remains *passing or selling your details onto other organisations*. Levels of concern appear to have stabilised following the large increases seen 2005 to 2006.

Spontaneous awareness of the DPA has increased by 14 percentage points to 45%. Work and media exposure continue to be key drivers of awareness of the Act.

If needing to **proactively find out about the Act**, the internet is becoming an increasingly used resource, with 22% preferring to use this method – an increase of eight percentage points compared to the previous year. The Citizens Advice Bureau remains the most popular source of advice, with 59% of respondents citing this as their first port of call.

Overall, 17% of the data protection sample has **exercised their right to see information held about them**, an increase of 3 percentage points since last year. Situations most likely to prompt requests for personal information were being refused financial credit (26%), applying for financial credit (21%), or to check medical records (17%).

4.3 Freedom of Information

Spontaneous awareness of the *right to request information held by the government and other public authorities* continues to increase, having reached 28%. Prompted awareness was very high at 86%, an increase of 13% since 2006.

Spontaneous awareness of the FOIA has increased to 20%, from 11% in 2006. However, confusion with the DPA remains, with 20% citing it as the Act responsible for access to information held by the government and other public authorities.

Prompted awareness of the FOIA has also shown large increases: from 62% in 2006 to 75% in 2007.

The FOIA evidently still holds the interest of the media - in total, 60% of the respondents had been made **aware of the Act through media exposure**.

Some 12% of respondents have **requested to see information held by the government or other public authorities** – a significant increase from the 2006 figure of 5%.

There were high levels of agreement with the **benefits the FOIA** is intended to deliver. Additionally, all levels of agreement have increased since 2006.

4.4 The ICO

Awareness of the ICO has shown a large increase from 15% in 2005 and 2006 to 25% in 2007.

5.0 Methodology

The consultation was undertaken by telephone. This was to retain consistency with previous years and because this form of contact has proved successful in the past.

Quotas were placed on individuals by age, gender, region, ethnicity and socio-economic grouping to ensure a nationally representative sample was achieved. The sample was also structured in order to be able to identify variations between these key demographics.

All the interviews were conducted in house by SMSR's telephone team. The majority of interviewers had previously worked on ICO projects. All were regularly monitored by the Call Centre Supervisors.

The final questionnaires were developed and amended in conjunction with the ICO and was piloted with 50 members of the general public prior to starting the fieldwork. Subsequently the questionnaire has been re-designed from previous tracking questionnaires.

The questionnaire was redesigned to ensure the content was shorter and more relevant, with the questions focussed towards the refined aims and objectives. Some questions remained the same.

It should be noted that when the results are discussed within the report, often percentages are rounded up or down to the nearest one per cent. Therefore occasionally figures may add up to 101% or 99%.

6.0 Sample / Profile

The total agreed sample size for the two individual questionnaires was 1,222 for both the data protection and the freedom of information questionnaires. The overall achieved sample was 2,445.

	Quota	Achieved
Data Protection	1,222	1,223
Freedom of Information	1,222	1,222
Total	2,444	2,445

A breakdown of the full sample can be found in the appendices.

7.0 Results

Although both questionnaires covered two different subjects there were some generic questions asked in each around social issues and the ICO. The results from generic the sections are based on the combined sample; results within the data protection and freedom of information sections are based on the two respective samples.

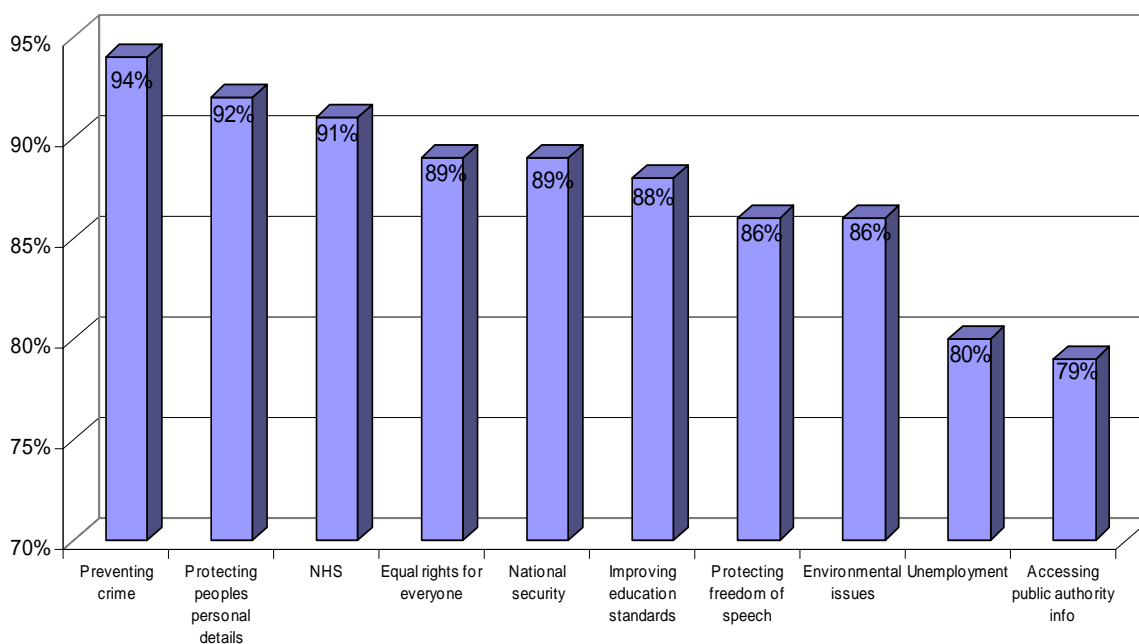
7.1 Social Issues

7.1.1 Concerns with issues of social importance

Preventing crime remains the issue about which individuals are most concerned. *Access to information held by public authorities* remains towards the lower end of the list, however 80% of individuals still believe it is a concern.

Protecting people's personal details has increased from 83% in 2006 to 92% in 2007. The increase has resulted in this issue now ranking second, compared to fourth in 2006.

Chart 1: Concerns with issues of social importance 2007 (Prompted)



There has been an increase in concern towards all issues since 2006.

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 of the following issues.¹				
Prompted	2004	2005	2006	2007
Preventing crime	85%	88%	93%	94%
Protecting people's personal details	70%	83%	83%	92%
The National Health Service	78%	83%	90%	91%
Equal rights for everyone	69%	81%	85%	89%
National security	71%	78%	82%	89%
Improving standards in education	76%	84%	81%	88%
Protecting freedom of speech	67%	80%	81%	86%
Environmental issues	66%	74%	77%	86%
Unemployment	50%	70%	72%	80%
Access to information held by public authorities	48%	66%	68%	79%

Unemployment is more of a concern for those aged 35 – 44 (84%), for non-white British respondents (88%) and for female respondents (84%).

Concerns about access to information held by public authorities were lower in Northern Ireland (73%).

¹ Previous surveys have used a 1- 5 scale (1 being the lowest level of concern and 5 being the highest level of concern), however in 2007 a worded scale was used ranging from very concerned to not at all concerned. The 2007 results in the table above are those that said very or fairly concerned, whereas previous results are based on those that answered 4 or 5.

7.2 Data Protection

7.2.1 Current perceptions of information handling

Overall, the research suggests that the public are lacking confidence in the way their personal details are being protected. There has been a marked decrease in the number of respondents believing that *existing laws and organisation practices provide sufficient protection of your personal details*, from 49% in 2006 to 39% in 2007. A higher proportion of younger respondents agreed with this statement. Additionally, 60% of respondents felt that *individuals have lost control over the way their information is collected and processed*. This is an increase of 7% since 2004.

On a more positive note, there has been a gradual increase in levels of agreement that *organisations handle individuals' details in a fair and proper way*, with 50% of the sample now agreeing with this statement.

Of the respondents 34% agreed that *online companies collect and keep personal details in a secure way*. Younger respondents were more likely to agree with this statement, as 47% of those aged 18-24 indicated a level of agreement.

Q2 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 which each of the following statements?²				
Prompted	2004	2005	2006	2007
You have lost control over the way your personal details are collected and processed	53%	58%	63%	60%
Organisations handle the details they collect about you in a fair and proper way.	42%	40%	47%	50%
Existing laws and organisation practices provide sufficient protection of your personal details	40%	40%	49%	39%
Online companies collect and keep your personal details in a secure way	-	-	-	34%

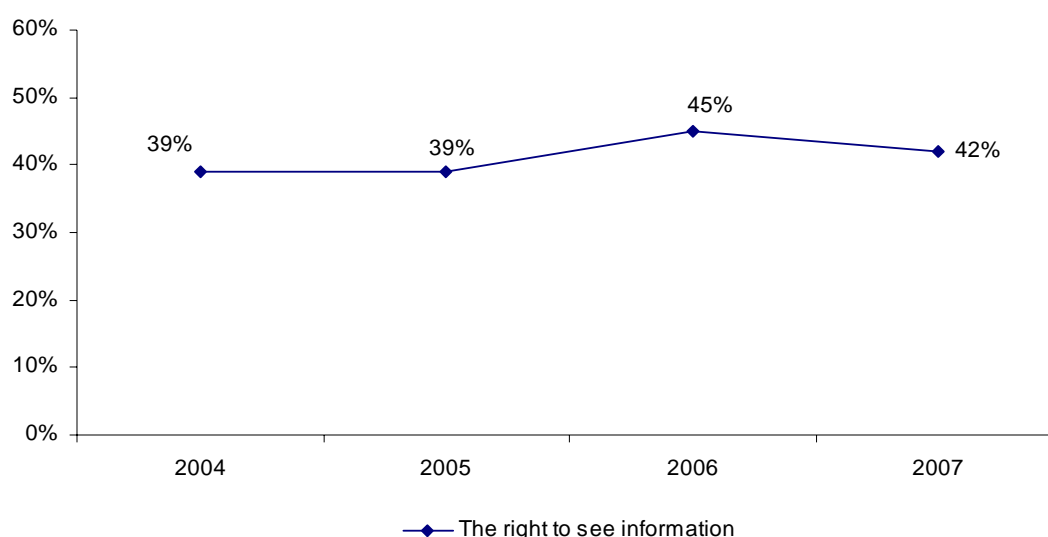
Unsurprisingly, respondents who agreed with the statement *You have lost control over the way your personal details are collected and processed* were less likely to agree with the other three statements.

² Refers to those respondents stating agree or strongly agree. In previous years the question was a numbered scale from 1 – 5.

7.2.2 Awareness of rights (Unprompted)

Overall, 42% of respondents spontaneously identified their right *to see personal information held by organisations*. This has remained fairly consistent since 2004. Awareness was higher among those aged 35 – 54 (47%) and lowest among those aged 18 – 24 (37%).

Chart 2: Unprompted awareness of the right to see information



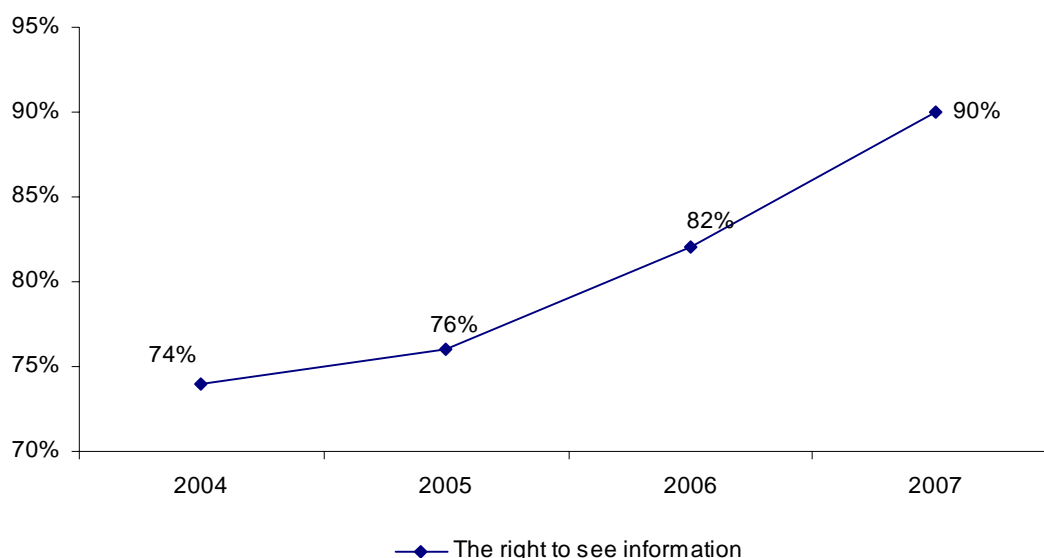
There were very low levels of awareness of any other rights.

Q3 Everybody has personal details including your name, your address, your bank account details or even your credit rating information. What rights do you think you have to access personal details held about you by organisations?	
Unprompted	%
The right to see information	42%
The right to correct inaccurate information	6%
Individuals have no rights	5%
The right to prevent the processing of information if it would cause damage or distress	2%
The right to stop unsolicited mail	2%
The right to object to decisions made only by automatic means	1%
The right to claim compensation for damage or distress caused by a breach of the Act	1%
The right to have the breach of the Act investigated and assessed	1%
<i>Don't know</i>	48%

7.2.3 Awareness of rights (Prompted)

Prompted awareness of *the right to see information* has increased from 82% in 2006 to 90% in 2007, and has shown an overall increase of 16% since 2004. A greater percentage of A/B respondents identified this right, as did the younger respondents³ (93%).

Chart 3: Prompted awareness of the right to see information



Overall, there were relatively high levels of prompted awareness of all the rights.

Q4 Which of the following rights do you think you have with regards to your personal details held by organisations?	
Prompted	%
The right to see information	90%
The right to stop unsolicited mail	88%
The right to correct inaccurate information	87%
The right to have the breach of the Act investigated and assessed	87%
The right to claim compensation for damage or distress caused by a breach of the Act	82%
The right to prevent the processing of information if it would cause damage or distress	78%
The right to object to decisions made only by automatic means	77%
Individuals have no rights	3%

³ Refers to those aged 18 - 34

7.2.4 Concerns with regard to organisations using personal information

Levels of concern regarding organisations using personal information are high for all issues. *Security* and *passing information onto other organisations* are the two main concerns individuals mentioned.

Levels of concern have remained relatively consistent compared to 2006, following a large increase in concern across most measures since 2005.

Q5 I am going to read out a list of concerns that people might have about organisations holding their personal details. Please tell me how concerned you are about each issue⁴			
Prompted	2005	2006	2007
Passing or selling your personal details onto other organisations	85%	95%	94%
Not collecting and keeping your personal details secure	85%	94%	94%
Requesting too many of your personal details	77%	88%	88%
Receiving unwanted emails, faxes, letters or telephone calls	-	-	87%
Holding inaccurate or out of date information	74%	88%	87%
Holding information for longer than is required	69%	83%	84%
Collecting and holding your personal information online	-	-	84%
Requesting inappropriate information that is not relevant	72%	83%	83%

Generally, females showed higher levels of concern than males, and older age groups tended to be more concerned than younger age groups.

⁴ Answers are based on those who said very or fairly concerned.

7.2.5 Awareness of laws concerning the handling of personal information (Unprompted)

Overall, 45% spontaneously mentioned the DPA as the law concerning the handling of personal details. This is an increase of 14% since 2006 and the highest level of awareness recorded since the annual track began.

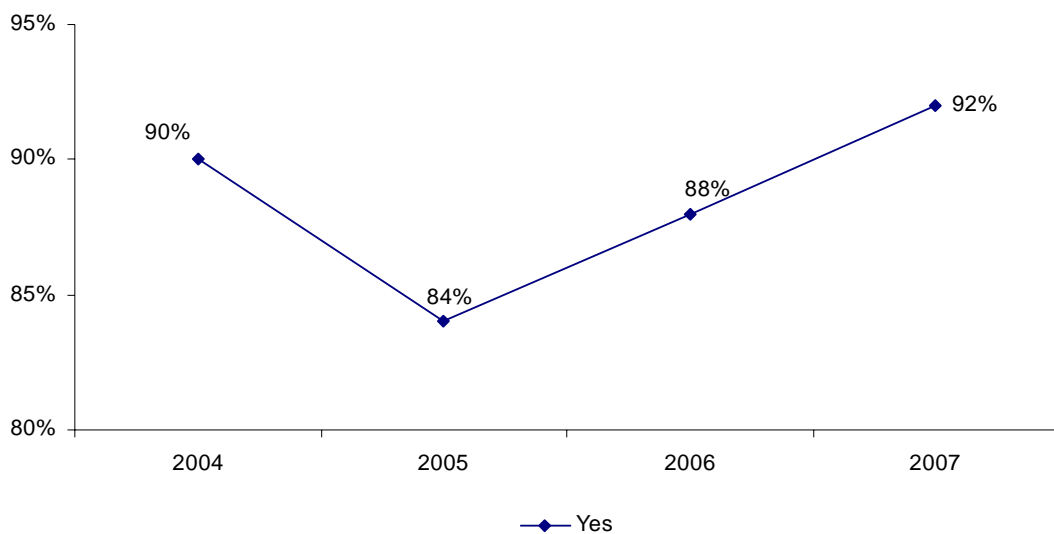
Q7 What, if any, laws are you aware of concerning the handling of your personal details?				
Unprompted	2004	2005	2006	2007
DPA	42%	40%	31%	45%
FOIA	3%	6%	5%	7%
Environmental Information Regulations	-	1%	1%	1%
Privacy and Electronic Communications Regulations	1%	1%	1%	1%
None	54%	57%	66%	52%

There were higher levels of awareness among male respondents (53%), those aged 18 – 34 (56%), and AB respondents (52%). Conversely, only 34% of DE respondents were spontaneously aware of the DPA.

7.2.6 Awareness of the DPA (Prompted)

The vast majority of respondents were aware of the DPA, when prompted. This is the highest level of prompted awareness recorded.

Chart 4: Prompted awareness of the Data Protection Act over time



Prompted awareness of the DPA was greatest among individuals in the East Midlands (98%) and AB respondents (95%), while awareness was the lowest among those in Northern Ireland (83%).

7.2.7 Sources of awareness of the DPA

As in previous years, the most likely source of awareness of the DPA has been through the work place (34%). This represents an increase of 7% since 2005. The media was also a key source of awareness, at 31%.

Q9 Generally, how are you made aware of data protection issues or the DPA?	
Unprompted	%
Through work	34%
Media	31%
General knowledge	27%
Other	10%
Word of mouth	6%
The internet	2%

A greater proportion of AB respondents (40%) have heard or seen about the DPA through their work whilst a greater percentage of DE respondents (9%) were aware of the DPA through word of mouth.

7.2.8 Requests for personal information

Of the sample, 17% *had* previously requested personal information, equivalent to 7.8 million adults in the UK.

A significantly higher percentage of AB and C1 respondents (20%) had requested to see information about them held by organisations when compared with DE respondents (12%). Just 9% had made a request for personal information in Wales.

Overall, 47% of all respondents said that being refused for or applying for financial credit would be the most likely situation whereby they would make a personal information request.

Q11 Can you think of any situations where you have or would request any personal details held by an organisation?	
Unprompted	%
Being refused financial credit	26%
Applying for financial credit	21%
To check medical records	17%
No circumstances	16%
To check criminal record	4%
Change in employment status	4%

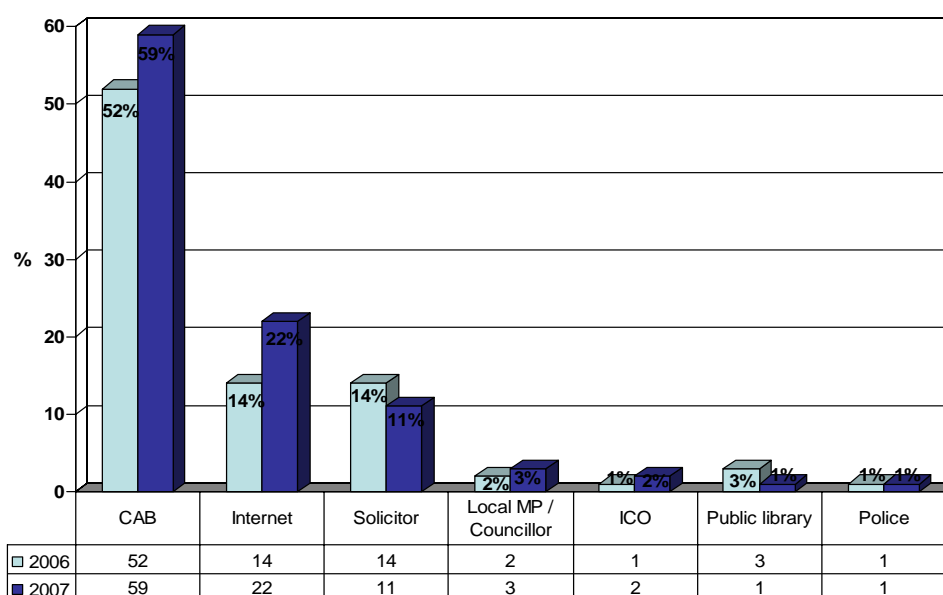
A higher number (22%) of AB respondents would make a request to check medical records. While 21% of DE respondents and 22% of over 65s could not identify any circumstances where they would make a request.

Those who are aware of the Act are significantly more likely to exercise their rights to see information held about them – at 18% (prompted aware) compared to 7% (unaware).

7.2.9 Source of advice on the rights under the DPA

Once again the majority of respondents mentioned the Citizens Advice Bureau as a source of advice on their rights. The internet was mentioned by 22% of respondents; representing an 8% increase from 2006.

Chart 5: Source of advice on the rights under the DPA (Unprompted)



Those aged 18–24 (47%) and 25-34 (33%) were much more likely to use the internet as were male respondents (29%). Older age groups⁵ mentioned the Citizens Advice Bureau more frequently (65%).

7.2.10 Preferred method for receiving advice and guidance on the Act

More traditional methods of contact still dominate. Some 32% of respondents would prefer to receive advice and guidance on the DPA via a letter, just less than this (31%) stated a preference for face to face methods. However 23% would prefer to use the internet.

⁵ Refers to those aged 45 and over

Q13 How would you prefer to receive advice and guidance on the DPA?	
Unprompted	%
Via a letter	32%
Face to face	31%
Website	23%
Phone	7%
Via stand alone e-mail request	4%
Leaflet	4%
Visit office	4%
Via an e-mail request through a website	2%
Via an e-mail bulletin I register to	1%

A higher percentage of DE respondents (36%) would prefer face to face methods and this same socio-economic group are also the least likely to use the internet (17%).

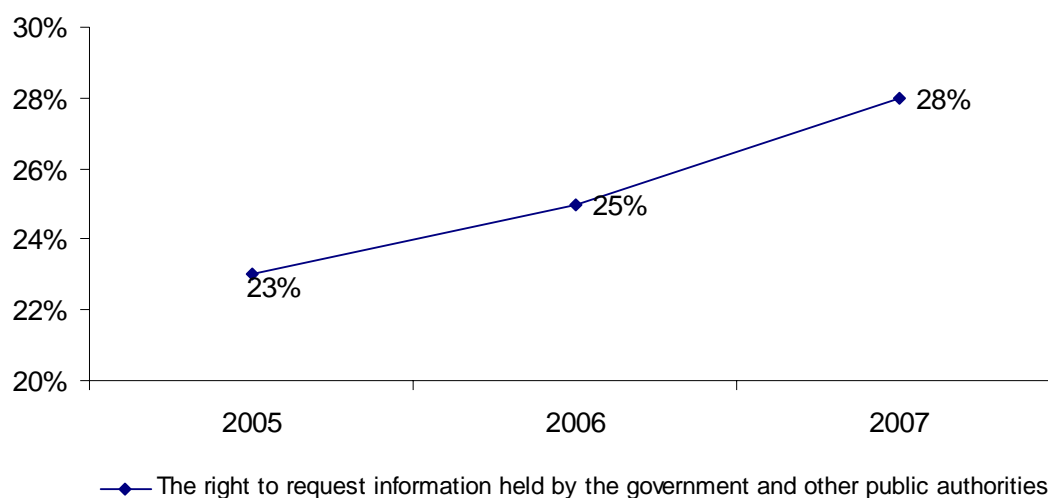
The younger age groups would much prefer the website (44%) and the older age groups would prefer a letter (44%). Males also have a stronger preference for the internet (27%).

7.3 Freedom of Information

7.3.1 Awareness of rights (Unprompted)

Unprompted awareness of the right *to request information held by the government and other public authorities* was at its highest at 28% since 2005. This represented a 3% increase compared to 2006.

Chart 6: Unprompted awareness of the right to request information held by the government and other public authorities



Awareness of most other rights was generally very low, as shown below.

Q2 What rights do you think you have to access information held by the government and other public authorities?			
Unprompted	2005	2006	2007
The right to request information held by the government and other public authorities	23%	25%	28%
The right to see what public money is being spent on	7%	4%	5%
The right to request information about the environment	9%	5%	3%
The right to know what type of information is available from the Government and other public authorities	6%	4%	3%
The right to see official information from the Government and other public authorities	2%	2%	3%

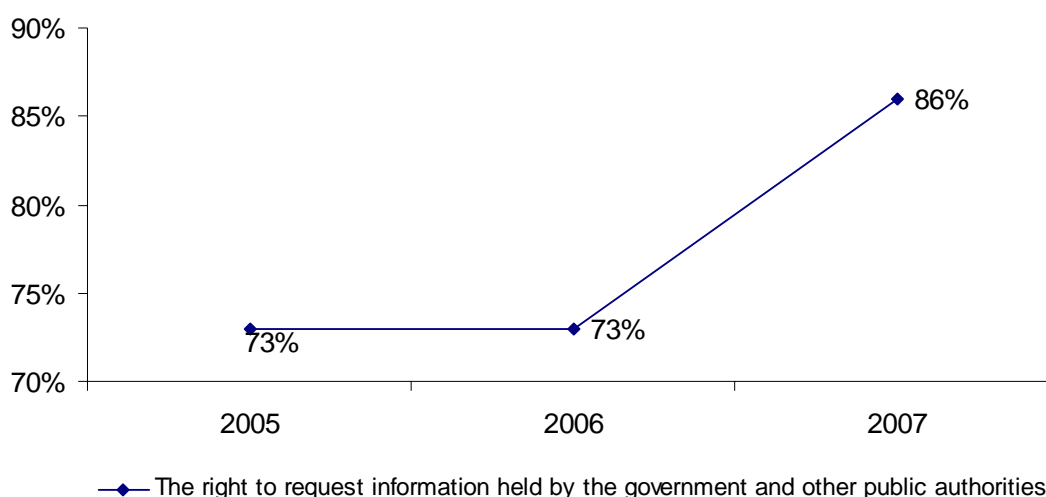
Just 4% felt they did not have any rights at all.

AB respondents showed much higher awareness levels with the right to request information held by government and other public authorities (34%) as did male respondents (31%).

7.3.2 Awareness of rights (Prompted)

Awareness levels were very high at a prompted level and over 85% of respondents identified the right to request information held by the government and other public authorities, which is an increase of 13% since 2006. Individuals demonstrated even greater awareness of the more specific, 'applied' rights – i.e., finding out what public money is spent on, the type of information that is available, and requesting information on the environment.

Chart 7: Prompted awareness of the right to request information held by the government and other public authorities



There were significant increases in awareness levels from 2005 and from last year.

Q3 Which of the following rights do you think you have with regards to accessing information held by the government and other public authorities?			
Prompted	2005	2006	2007
The right to see what public money is being spent on	81%	72%	91%
The right to know what type of information is available from the government and other public authorities	76%	67%	91%
The right to request information about the environment	80%	75%	90%
The right to request information held by the Government and other public authorities	73%	73%	86%
The right to see official information from the Government and other public authorities such as minutes and planning documents	55%	50%	79%

Just 4% felt that they did not have any rights.

Almost 90% of those aware of the FOIA were aware of the right to request information held by the government and other public authorities compared to 80% of those unaware of the Act. C1 respondents were more aware of the right to request information held by the government and other public authorities (90%) as were those aged 18 – 34 (92%).

7.3.3 Awareness of laws (Unprompted)

Unprompted awareness of the FOIA is now at 20%, a 9% increase since 2006. However, a similar percentage also mentioned the DPA suggesting some confusion still remains.

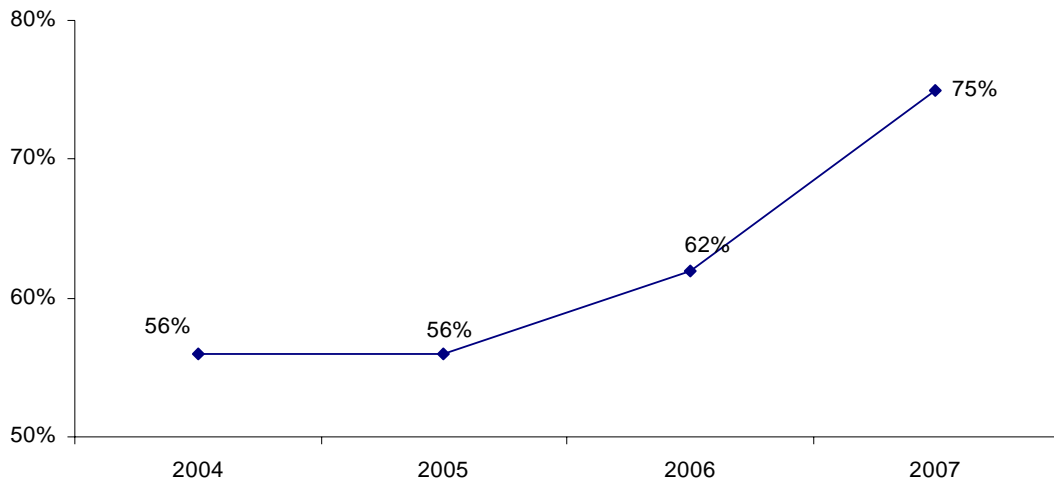
Q4 What, if any, laws are you aware of regarding access to information held by the government and other public authorities about the way they run their organisation?				
Unprompted	2004	2005	2006	2007
FOIA	5%	11%	11%	20%
DPA	11%	11%	10%	19%
Environmental Information Regulations	1%	0.4%	0.4%	0.4%
Open Government Code	1%	0.2%	0.2%	0.1%
None	50%	28%	29%	16%

Mention of both Acts was more frequent among AB respondents (29%) and among male respondents (24%).

7.3.4 Awareness of the FOIA (Prompted)

Awareness of the FOIA has significantly increased over the last three years. When prompted, 75% of respondents had heard of the FOIA, a 20% increase since 2005.

Chart 8: Prompted awareness of the Freedom of Information Act over time



AB (88%) and C1 (71%) respondents indicated much higher awareness levels than C2 (59%) and DE respondents (66%).

As in 2006, male respondents had a greater awareness of the FOIA (76%). Those aged 35 – 65 had significantly higher levels of awareness at 80%.

7.3.5 Source of awareness of the FOIA

Unlike the workplace-driven awareness of the DPA, media is the most prevalent source of evoking awareness about the FOIA. There have been several instances of high profile media coverage of the Act over the last 12 months and this is perhaps represented in these figures.

Q6 Generally, how are you made aware of freedom of information issues or the FOIA?	
Unprompted	%
Media	60%
Through work	24%
General knowledge	18%
Other	7%
Word of mouth	4%
The internet	2%

Respondents living in the North West (72%) and the South East (69%) mentioned media more frequently and – perhaps surprisingly - those living in London mentioned media the least frequently (47%).

A greater percentage of AB (28%) and C1 respondents (29%) have heard or seen about the FOIA through work, whilst a greater percentage of C2 (65%) and DE respondents (69%) have heard or seen about it in the media. A similar trend was recorded in 2006.

7.3.6 Requests for information

Overall, 12% of respondents *had* requested to see information held by the government or other public authorities. This is an increase of 7% compared to 2006 and when put into a national context, is the equivalent of 5.2 million people.

AB respondents (17%) and those living in London (19%) were more likely to have made a request. Those aged 18 – 24 were less likely (4%).

Respondents gave a variety of answers in relation to circumstances whereby they would access information – potentially a reflection that the public can clearly understand the relevance of the FOIA to their lives.

Planning issues and criminal records bureau (CRB) checking were all mentioned as personal reasons why someone may want to access information. Public spending was also mentioned by 9% of those interviewed. There is however, some confusion with data protection and personal information as 21% mentioned checking medical records.

Q8 Can you think of any situations where you have or would like to access information held by the government or other public authorities such as your local council, your local hospital or from the police?	
Unprompted	%
When dealing with planning issues	32%
Check medical records	21%
Check public spending	9%
When applying for a CRB check	6%
If council / government plans affect an individual	5%
Educational matters	3%
Checking personal information held by the government	3%
When dealing with financial matters	3%
Seeking information on climate change	3%

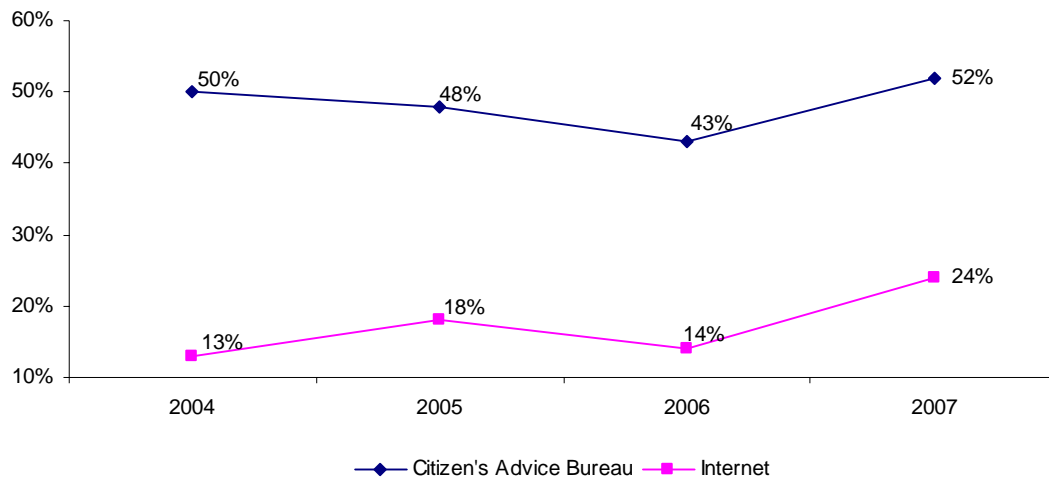
Females were more likely to make a request for medical details (24%).

7.3.7 Contact for advice

The Citizen's Advice Bureau remains the main contact for seeking advice on the FOIA, and there has been an increase of 9% since 2006. The internet is increasingly being used as a source of advice as 24% mentioned this in 2007, an increase of 10% compared to 2006.

Solicitors and local politicians were also mentioned fairly frequently and 1% mentioned the ICO.

Chart 9: Top two sources of contact for advice on the FOIA over time (Unprompted)



Again it is the younger age groups⁶ (38%), male respondents (31%) and the AB socio-economic groupings (29%) that favour the internet.

⁶ Refers to those aged 18 - 34

7.3.8 Preferred method for receiving advice and guidance on the Act

More respondents (39%) would prefer to receive advice and guidance on the DPA via a letter, (22%) stated a preference for face to face methods or to use the internet.

Q10 How would you prefer to receive advice and guidance on the FOIA?	
Unprompted	%
Via a letter	39%
Face to face	22%
Website	22%
Via stand alone e-mail request	8%
Phone	6%
Leaflet	6%
Visit office	3%
Via an e-mail request through a website	1%
Via an e-mail bulletin I register to	1%

A higher percentage of DE respondents would prefer face to face methods (24%) or a letter (47%) and are least likely to use the internet (13%).

AB respondents showed greater predisposition towards the internet (28%).

7.3.9 Benefits of the Act

The majority of the general public were in agreement with all prompted benefits of the Act and all levels of agreement have increased since 2006.

Q11 I am now going to read out a list of statements and I would like you to tell me the extent to which you agree or disagree with each statement⁷				
Prompted	2004	2005	2006	2007
Being able to access information held by public authorities increases your knowledge of what they do	54%	62%	76%	86%
Being able to access information held by public authorities promotes their accountability and transparency	53%	58%	74%	81%
Being able to access information held by public authorities increases your confidence in them	51%	55%	72%	81%
Being able to access information held by public authorities increases your trust in them	51%	57%	69%	72%
Existing laws mean that information held about government and local authorities and their operations is available and accessible to you	-	-	-	66%

The relatively lower levels of agreement with the statement *existing laws mean that information held about government and local authorities and their operations is available and accessible to you* suggests that some individuals are either unaware of the benefits that the FOIA delivers, or cynical of its ability to deliver the agreed benefits.

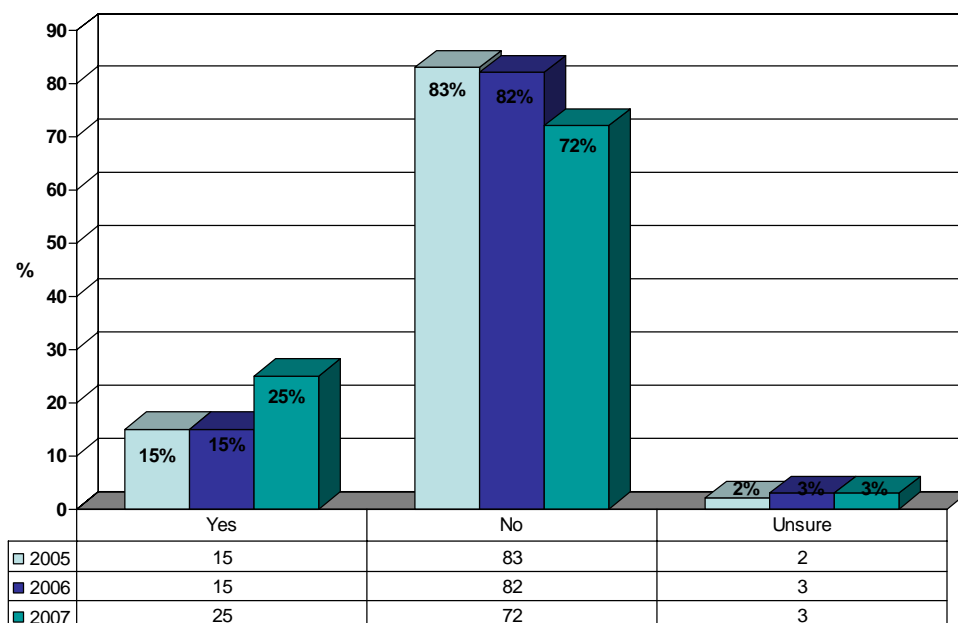
⁷ Results refer to those respondents stating agree or strongly agree. In previous years the question was a numbered scale from 1 – 5.

7.4 The Information Commissioner's Office

7.4.1 Awareness of the ICO

Overall, 25% of all those interviewed had heard of the ICO, this is a 10% increase on the last two years.

Chart 10: Awareness of the ICO



AB respondents (31%) and male respondents (29%) indicated higher levels of awareness.

Appendices

- Appendix 1** Data protection questionnaire
- Appendix 2** Freedom of information questionnaire
- Appendix 3** Sample breakdown

Appendix 1

ICO Individual Survey (Data Protection Act) 2007

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 details 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.

The interview will last approximately 6 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 Market Research Society 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 SMSR's freephone number is 0800 1380845 or Market Research Society on 0500 39 69 99 or go onto the Information Commissioner's website www.ico.gov.uk (you may also offer the Information Commissioner's Switchboard number - 01625 545 700 if necessary.) The link is www.ico.gov.uk/about_us/research/annual_track.aspx

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

Section One: Social Issues

**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 from 'very concerned' to 'not at all concerned'.
READ OUT ONE AT A TIME - ROTATE**

	<i>Very concerned</i>	<i>Fairly concerned</i>	<i>Neither</i>	<i>Not very concerned</i>	<i>Not at all concerned</i>	<i>Don't know</i>
Preventing crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving standards in education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting people's personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting freedom of speech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equal rights for everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unemployment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to information held by public authorities (<i>by public authorities we mean organisations such as your local council, the police, doctors surgeries, hospitals, colleges and central government</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The National Health Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Two: Data Protection

Q2 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. **READ OUT ONE AT A TIME - ROTATE**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Organisations handle the details they collect about you in a fair and proper way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have lost control over the way your personal details are collected and processed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing laws and organisational practices provide sufficient protection of your personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online companies collect and keep your personal details in a secure way	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 **Everybody has personal details including your name, your address, your bank account details or even your credit rating information. What rights do you think you have to access personal details held about you by organisations? DO NOT READ OUT - TICK AS MANY AS APPLY**

- The right to see information*
 - The right to correct inaccurate information*
 - The right to prevent the processing of information if it would cause damage or distress*
 - The right to stop unsolicited mail*.....
 - The right to object to decisions made only by automatic means (i.e. no human involvement)*.....
 - The right to claim compensation for damage or distress caused by a breach of the Act*
 - The right to have the breach of the Act investigated and assessed*
 - Individuals have no rights*.....
 - Don't know*.....
 - Other*
- Please specify other*

Q4 Which of the following rights do you think you have with regards to your personal details held by organisations? Please say whether you agree or disagree with each statement. READ OUT ONE AT A TIME - ROTATE

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
You have the right to see information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to correct inaccurate information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to prevent the processing of information if it would cause damage or distress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to stop unsolicited mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to object to decisions made only by automatic means (i.e. no human involvement)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to claim compensation for damage or distress caused as a result of improper collecting or handling of your personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to have an investigation and assessment carried out if an organisation improperly collects or handles your personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have no rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify in the box below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write in			

Q5 I am now going to read out a list of concerns that people may have about organisations holding their personal details. Please tell me how concerned you are about each issue.

	<i>Very concerned</i>	<i>Fairly Concerned</i>	<i>Neither</i>	<i>Not very concerned</i>	<i>Not at all concerned</i>	<i>Don't know</i>
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"/>
Requesting too many of your personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Passing or selling your personal details onto other organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving unwanted emails, faxes, letters or telephone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not collecting and keeping your personal details secure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
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"/>
Collecting and holding your personal details online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Do you have any other concerns regarding organisations holding your personal details?

Q7 What, if any, laws are you aware of concerning the handling of your personal details? DO NOT READ OUT - tick all that apply and add if necessary

- Data Protection Act.....
- Freedom of Information Act.....
- Freedom of Information (Scotland) Act 2002
- Privacy and Electronic Communications Regulations.....
- Environmental Information Regulations.....
- None.....
- Other

Please write in...

Q8 Have you ever heard of the Data Protection Act?

- Yes
- No Go to Q10
- Don't know..... Go to Q10

Q9 Generally, how are you made aware of data protection issues or the Data Protection Act? DO NOT READ OUT

- General knowledge.....
- Through work.....
- Media.....
- Word of mouth
- The internet.....
- Other

Please specify other

Q10 Have you ever requested to see information that organisations might hold about you?

- Yes
- No.....
- Don't know.....

Q11 Can you think of any situations where you have or would request any of your personal details held by an organisation? DO NOT READ OUT

- No circumstances.....
- General interest.....
- Change in employment status.....
- Altering marital status
- Applying for financial credit.....
- Being refused financial credit.....
- After being involved in court action
- When moving house.....
- To check criminal record.....
- To check medical records
- Don't know.....
- Other

Please write in...

Q12 Where would you go to get advice on your rights under the Data Protection Act? DO NOT READ OUT (Tick all that apply and add if necessary)

- Solicitor
 - Magazine
 - Internet
 - Citizen's Advice Bureau
 - Trade Association
 - Local MP or MSP/Councillor/Assembly member
 - Newspaper
 - Public library
 - Accountant
 - Police
 - Bank
 - Benefits office
 - Department for Constitutional Affairs
 - Information Commissioner's Office
 - Campaign for Freedom of Information
 - Scottish Information Office
 - Ministry of Justice
 - Don't know
 - Other
- Please write in _____
- _____
- _____

Q13 How would you prefer to receive advice and guidance on the Data Protection Act? DO NOT READ OUT (tick all that apply and add if necessary)

- Phone
 - Face to face
 - Visit office
 - Website
 - Via a letter
 - Via stand alone e-mail request
 - Via an e-mail request through a web site
 - Via an e-mail bulletin I register to
 - Through a leaflet
 - Get in touch with other organisation/advice agency to ask on my behalf
 - Don't know
 - Other
- Please write in... _____
- _____
- _____

Q14 Have you ever heard of the Information Commissioner's Office?

- Yes
- No
- Not sure

Demographics

Finally, may I ask a few questions about yourself for classification purposes. May I remind you that all answers are strictly confidential and SMSR adheres to the Market Research Society guidelines.

- Q15 Are you (DO NOT ASK)**
Male
Female
- Q16 Which of the following age bands do you fall into?**
18 -24
25 - 34.....
35 - 44.....
45 - 54.....
55 - 64.....
65+
Refused
- Q17 Do you have any children under 18 living at home?**
Yes
No.....
Refused
Don't know.....
- Q18 Which of these activities describes what you are doing at present?**
Employee in a full time job - work more than 30 hours a week
Employee in a part time job - work less than 30 hours a week.....
Self employed full or part time.....
On a Government supported training programme - Modern apprenticeship/Training for Work
Full time education at school, college or University
Unemployed and available for work
Permanently sick/disabled.....
Wholly retired from work
Looking after the home.....
Refused
Doing something else (specify below).....
Please write in

- Q19 Are you the main income earner in your household?**
Yes
No.....
Refused
Don't know.....
- Q20 What is your occupation? (Interviewer to ask occupation of MAIN income earner. If respondent is retired, ask for their occupation before retirement)**

- Q21 To which of these groups do you consider you belong to?**
- | | | |
|-------------------------------|--|--------------------------|
| White | <i>British</i> | <input type="checkbox"/> |
| | <i>Irish</i> | <input type="checkbox"/> |
| | <i>Any other white background (write in below)</i> | <input type="checkbox"/> |
| Black/Black British | <i>Caribbean</i> | <input type="checkbox"/> |
| | <i>African</i> | <input type="checkbox"/> |
| | <i>Any other Black background (write in below)</i> | <input type="checkbox"/> |
| Mixed | <i>White and Black Caribbean</i> | <input type="checkbox"/> |
| | <i>White and Black African</i> | <input type="checkbox"/> |
| | <i>White and Asian</i> | <input type="checkbox"/> |
| | <i>Any other Mixed background (write in below)</i> | <input type="checkbox"/> |
| Asian or Asian British | <i>Indian</i> | <input type="checkbox"/> |
| | <i>Pakistani</i> | <input type="checkbox"/> |
| | <i>Bangladeshi</i> | <input type="checkbox"/> |
| | <i>Any other Asian background (write in below)</i> | <input type="checkbox"/> |
| Other | <i>Chinese</i> | <input type="checkbox"/> |
| | <i>Refused</i> | <input type="checkbox"/> |
| | <i>Any other ethnic group (write in below)</i> | <input type="checkbox"/> |
- Please specify.....** _____

- Q22 Do you have any long standing illness, disability or infirmity? (The term disability is defined as a physical or mental impairment which has a substantial and long term effect. This could be anything that has troubled you over a period of time or that is likely to affect you over a period of time) Please tick one box.**
- Yes
- No..... Go to Q24
- Refused Go to Q24
- Don't know..... Go to Q24

Q23 If yes, may I ask you what your illness, disability or infirmity is?

- Q24 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
- No.....

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 Market Research Society Code of Conduct. THANK YOU AND CLOSE.

For Office Purposes:

- Q25** In which of these areas does the respondent live?
- North West.....
 - North East
 - Yorkshire and Humberside
 - East Midlands
 - West Midlands
 - East.....
 - London
 - South East.....
 - South West.....
 - Wales.....
 - Scotland.....
 - Northern Ireland.....

Q26 Name of respondent

Q27 Telephone

Q28 Interviewer ID (Please do not write your name)

Appendix 2

ICO Individual Survey 2007 (Freedom of Information Act)

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 information available from public authorities regarding the way they run their organisations.

The interview will last approximately 6 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 Market Research Society 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 SMSR's freephone number is 0800 1380845 or Market Research Society on 0500 39 69 99 or go onto the Information Commissioner's website www.ico.gov.uk (you may also offer the Information Commissioner's Switchboard number - 01625 545 700 if necessary.)

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

Section One: Social Issues

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 from 'very concerned' to 'not at all concerned'.
READ OUT ONE AT A TIME - ROTATE

	<i>Very concerned</i>	<i>Fairly concerned</i>	<i>Neither</i>	<i>Not very concerned</i>	<i>Not at all concerned</i>	<i>Don't know</i>
Preventing crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving standards in education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting people's personal details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting freedom of speech	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equal rights for everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unemployment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to information held by public authorities (<i>by public authorities we mean organisations such as your local council, the police, doctors surgeries, hospitals, colleges and central government</i>)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The National Health Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section Two: Freedom of Information

Q2 What rights do you think you have to access information held by the Government and other public authorities? DO NOT READ OUT

- The right to request information held by the Government and other public authorities*
- The right to request information about the environment*
- The right to see what public money is being spent on*
- The right to know what type of information is available from the Government and other public authorities* ..
- The right to see official information from the Government and other public authorities such as minutes and planning documents*
- The public don't have any rights*
- Don't know*.....
- Other*
- Please write in...* _____

Q3 Which of the following rights do you think you have with regards to accessing information held by the Government and other public authorities? Please say whether you agree or disagree with each statement. READ OUT ONE AT A TIME - ROTATE

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
You have the right to request information held by the Government and other public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to request information about the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have the right to see what public money is being spent on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You have 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"/>
You have 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"/>
You don't have any rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q4 What, if any, laws are you aware of regarding access to information held by the Government and other public authorities about the way they run their organisation? DO NOT READ OUT (tick all that apply and add if necessary)

- Freedom of Information Act*.....
- Data Protection Act*.....
- Open Government Code*.....
- Environmental Information Regulations*.....
- None*.....
- Don't know*.....
- Other*
- Please write in...* _____

Q5 Have you heard of the Freedom of Information Act?

- Yes*
- No*..... Go to Q7
- Don't know*..... Go to Q7

Q6 Generally, how are you made aware of freedom of information issues or the Freedom of Information Act? DO NOT READ OUT

- General knowledge.....
- Through work.....
- Media.....
- Word of mouth
- The internet.....
- Other
- Please specify other _____

Q7 Have you ever requested to see information held by the Government and / or other public authorities?

- Yes
- No.....
- Don't know.....

Q8 Can you think of any situations where you have or would like to access information held by the Government or other public authorities such as your local Council, you local hospital or from the Police?

Q9 Where would you go to get advice on your rights under the Freedom of Information Act? DO NOT READ OUT (tick all that apply and add if necessary)

- Solicitor
- Magazine
- Internet.....
- Citizen's Advice Bureau.....
- Trade Association.....
- Local MP/Councillor/MSP/Assembly member.....
- Newspaper
- Public library.....
- Accountant.....
- Police.....
- Bank.....
- Benefits office
- Department for Constitutional Affairs.....
- Information Commissioner's Office
- Campaign for Freedom of Information
- Scottish Information Office.....
- Ministry of Justice.....
- Don't know.....
- Other
- Please write in... _____

Q10 How would you prefer to receive advice and guidance on the Freedom of Information Act? DO NOT READ OUT (tick all that apply and add if necessary)

- Phone
 - Face to face
 - Visit office.....
 - Website
 - Via a letter
 - Via stand alone e-mail request.....
 - Via an e-mail request through a web site
 - Via an e-mail bulletin I register to
 - Through a leaflet.....
 - Get in touch with other organisation/advice agency to ask on my behalf
 - Don't know.....
 - Other
- Please write in... _____

Q11 I am now going to read out a list of statements and I would like you to tell me the extent to which you agree or disagree with each statement. READ OUT ONE AT A TIME – ROTATE

	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Being able to access information held by public authorities increases your confidence in them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to access information held by public authorities increases your trust in them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to access information held by public authorities promotes their accountability and transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being able to access information held by public authorities increases your knowledge of what they do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existing laws mean that information held about government and other public authorities and their operations is available and accessible to you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Have you ever heard of the Information Commissioner's Office?

- Yes
- No.....
- Not sure.....

Demographics

Finally, may I ask a few questions about yourself for classification purposes. May I remind you that all answers are strictly confidential and SMSR adheres to the Market Research Society guidelines.

Q13 Are you (DO NOT ASK)

- Male
- Female

Q14 Which of the following age bands you fall into?

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

- Q15 Do you have any children under 18 living at home?**
- Yes
 - No.....
 - Refused
 - Don't know.....

- Q16 Which of these activities describes what you are doing at present?**
- Employee in a full time job - work more than 30 hours a week
 - Employee in a part time job - work less than 30 hours a week.....
 - Self employed full or part time.....
 - On a Government supported training programme - Modern apprenticeship/Training for Work
 - Full time education at school, college or University
 - Unemployed and available for work
 - Permanently sick/disabled
 - Wholly retired from work
 - Looking after the home.....
 - Refused
 - Doing something else (specify below).....

Please write in

- Q17 Are you the main income earner in your household?**
- Yes
 - No.....
 - Refused
 - Don't know.....

Q18 What is your occupation?

- Q19 To which of these groups do you consider you belong to?**
- | | | |
|-------------------------------|--|--------------------------|
| White | <i>British</i> | <input type="checkbox"/> |
| | <i>Irish</i> | <input type="checkbox"/> |
| | <i>Any other white background (write in below)</i> | <input type="checkbox"/> |
| Black/Black British | <i>Caribbean</i> | <input type="checkbox"/> |
| | <i>African</i> | <input type="checkbox"/> |
| | <i>Any other Black background (write in below)</i> | <input type="checkbox"/> |
| Mixed | <i>White and Black Caribbean</i> | <input type="checkbox"/> |
| | <i>White and Black African</i> | <input type="checkbox"/> |
| | <i>White and Asian</i> | <input type="checkbox"/> |
| | <i>Any other Mixed background (write in below)</i> | <input type="checkbox"/> |
| Asian or Asian British | <i>Indian</i> | <input type="checkbox"/> |
| | <i>Pakistani</i> | <input type="checkbox"/> |
| | <i>Bangladeshi</i> | <input type="checkbox"/> |
| | <i>Any other Asian background (write in below)</i> | <input type="checkbox"/> |
| Other | <i>Chinese</i> | <input type="checkbox"/> |
| | <i>Refused</i> | <input type="checkbox"/> |
| | <i>Any other ethnic group (write in below)</i> | <input type="checkbox"/> |
- Please specify.....** _____

- Q20 Do you have any long standing illness, disability or infirmity? (The term disability is defined as a physical or mental impairment which has a substantial and long term effect. This could be anything that has troubled you over a period of time or that is likely to affect you over a period of time) Please tick one box.**
- | | | |
|-------------------------|--------------------------|-----------|
| <i>Yes</i> | <input type="checkbox"/> | |
| <i>No</i> | <input type="checkbox"/> | Go to Q22 |
| <i>Refused</i> | <input type="checkbox"/> | Go to Q22 |
| <i>Don't know</i> | <input type="checkbox"/> | Go to Q22 |

Q21 If yes, may I ask you what your illness, disability or infirmity is?

- Q22 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?**
- | | |
|------------------|--------------------------|
| <i>Yes</i> | <input type="checkbox"/> |
| <i>No</i> | <input type="checkbox"/> |

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 Market Research Society Code of Conduct. THANK YOU AND CLOSE.

For Office Purposes:

- Q23** In which of these areas does the respondent live?
- North West*.....
 - North East*
 - Yorkshire and Humberside*
 - East Midlands*
 - West Midlands*
 - East*.....
 - London*
 - South East*.....
 - South West*.....
 - Wales*.....
 - Scotland*.....
 - Northern Ireland*.....

Q24 Name of respondent

Q25 Telephone

Q26 Interviewer ID (Please do not write your name)

Appendix 3

The breakdown of the overall sample was as follows

Gender	No	%
Male	1199	49%
Female	1246	51%

Area	No	%
North West	243	10%
North East	108	4%
Yorkshire and Humber	215	9%
East Midlands	161	7%
West Midlands	168	7%
East	210	9%
London	251	10%
South East	271	11%
South West	201	8%
Wales	202	8%
Scotland	210	9%
Northern Ireland	205	8%

Age	No	%
18 - 24	315	13%
25- 34	325	13%
35 – 44	372	15%
45 – 54	482	20%
55 – 64	414	17%
65 and over	510	21%
Refused	27	1%

Ethnicity	No	%
White British	2310	94%
Black or Black British	37	2%
Mixed	14	1%
Asian or Asian British	49	2%
Chinese or Other	5	1%
Refused	30	1%

Social Economic Status	No	%
AB	824	34%
C1	590	24%
C2	311	13%
DE	510	21%
Refused	210	9%