

**Report on the Findings of the
Information Commissioner's Office
Annual Track 2008**

Individuals



social and market strategic research

SMSR House 51-52 Market Place Hull HU1 1RQ Tel: 01482 211 200

Fax: 01482 211 201 info@smsr.co.uk www.smsr.co.uk



Final Report

December 2008

Contents Page

| | |
|---|----|
| Foreword..... | 3 |
| 1.0. Introduction | 4 |
| 2.0 Research Aims and Objectives | 4 |
| 3.0 ICO Communications Objectives | 5 |
| 4.0 Executive Summary | 6 |
| 5.0 Methodology | 9 |
| 6.0 Sample / Profile | 10 |
| 7.0 Results | 11 |
| Appendices..... | 37 |
| Sample Tables | 37 |
| Questionnaires..... | 39 |

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 2004.

The research was reviewed in 2007 to form a more focussed and respondent-friendly consultation, whilst still meeting the needs of the ICO's core research objectives.

Where possible, questions are tracked over time. Changes in question approach are highlighted in footnotes throughout the report.

There has been a number of high profile news stories centred on the loss of data in the last 12 months. These have potentially given rise to negative perceptions and associations with the ICO and the issues of Data Protection and Freedom of Information. Such perceptions are likely to have directly impacted upon the research findings within this report.

1.0. Introduction

Since the revised DPA came into force in 1998, the ICO has monitored awareness and understanding of this legislation amongst 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. Research is undertaken amongst individuals to monitor awareness and understanding of the Act.

SMSR Ltd has conducted this research - which takes the form of an annual track survey - on behalf of the ICO since 2005.

Research is also undertaken amongst organisations to measure awareness and understanding of each of the acts. Findings are detailed in a separate report.

2.0 Research Aims and Objectives

Where applicable this report contains and compares the results from previous years and compares all results with last year's revised questions.

The research objectives of the consultation were as follows;

2.1. DPA Objectives:

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

2.2. FOIA Objectives:

- To measure awareness of rights under the FOIA.
- To measure awareness of the Act.
- 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.
- 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.
- Maintain confidence in organisations' handling of personal information.

4.0 Executive Summary

The public are engaging more than ever before with the issues of data protection and freedom of information – in particular, how they are manifested in everyday society (rather than on a formal, legislative basis). In short, the Acts are becoming increasingly relevant – particularly amongst the young (18-24s) and the upper social classes.

The principles behind the Acts are being communicated to the public. And appreciation of the Acts is increased with knowledge and education about them.

4.1 Social Issues

The proportion of the UK public showing concern about the issue of *protecting people's personal information* has reached the highest levels recorded to date, at 94%. It now ranks as the most important social concern along with *preventing crime*. The degree of concern has also increased. In 2007, 63% of respondents were "very concerned" compared to 71% in this year's study.

The figures reflect a shift in the population's psyche based on the current global economic climate: concerns about unemployment show the largest increase year on year (80% to 83%) while concerns around other matters have stabilised.

Access to information held by public authorities' remains at the lower end of the list of social concerns; however 78% of individuals believe it is a concern. This compares to 48% in 2004, demonstrating the ever-increasing profile of this subject.

4.2 Data Protection

Overall, the majority of the UK public continue to **lack confidence in the way their personal information is protected and handled**. 68% now believe they have *lost control over the way their personal details are collected and processed*, a measure that has increased since 2004 (53%).

The findings in this report show the potential for information and education to grow public confidence – respondents who are informed about data handling processes and educated about current legislation are less likely to believe that they have "lost control" of their personal details.

47% of respondents believe that *organisations handle the details they collect about you in a fair and proper way*. This is a small decrease since 2007 (50%), but remains higher than 2004 (42%).

Spontaneous awareness of *the right to see information* held by organisations is now at the highest levels since tracking began, at 51%. This has been driven by the youngest sector of the sample - the 18-24s (37% to 60%) and ABs (33% to 56%). Conversely, DEs have shown decreases in rights awareness (49% to 45%).

Prompted awareness of *the right to see information* held by organisations is at 86% - a small decrease compared with 2007 (90%), but higher than all previous years. Again, 18-24s (91%) show the highest awareness levels. Long term, higher awareness among the younger sectors of the sample may drive this measure up as a whole.

The right with the highest prompted awareness is *the right to stop unsolicited mail*, at 88%.

Consistent with previous years, the public is showing **high levels of concern over the potential mismanagement of their information**. The two highest-ranking concerns are *security* (96%) and *passing or selling your details onto other organisations* (95%). It is worth noting that a high proportion of respondents said they were "very concerned" (68% security, 73% passing or selling your details onto other organisations), demonstrating breadth **and** depth of concern about these issues.

Awareness of the DPA is at 41% (spontaneously) and 94% (prompted). The prompted measure is a 2% increase on last year and the highest level recorded since 2004.

The source of awareness about the DPA has shifted since last year, and now is attributed to the media (42%) rather than the workplace (31%). This is a likely result of the increased media attention given to DP and related matters over the last 12 months.

The CAB remains the number one **source of advice** on individuals' rights (55%) and a fifth (19%) mentioned the internet.

14% of the sample (6.8m adults) has **previously requested personal information**. 25 to 54 year olds are the most likely to have activated their rights, reflective of their financially active lifestyles.

4.3 Freedom of Information

Spontaneous awareness of the *right to request information held by the Government and other public authorities* continues to increase, and now stands at 31% (compared with 23% in 2005). Higher social class and younger age drive awareness of this right - 42% of ABs and 40% of 18-44s are aware compared to 22% of DEs and 25% of over 45s.

Prompted awareness of the *right to request information held by the Government or public authorities* has dropped significantly (11% percentage points) since 2007, and now stands at 75% (86% in 2007). Individuals who are aware of the FOIA are more likely to be aware of this right (88%).

Overall, awareness levels of rights under the FOIA remain relatively high, and have increased since the Act came into effect in 2005. Individuals are more likely to be aware of the specific rights relating to the FOIA – *finding out what money is being spent on (86%), the type of information that is available (83%), and requesting information on the environment (83%)*.

The findings in this report suggest that the principles behind the Act – transparency and accessibility – are translating to the public. This is based on response to a new question added this year that asked individuals how much they agreed or disagreed with this statement. *Information you want about the Government and other public authorities is available and accessible*. 50% agreed with this statement, and 25% disagreed. Importantly, individuals who are aware of *the right to request information held by the government and other public authorities* are more likely to believe information is available and accessible.

Awareness of the FOIA: 16% of all respondents spontaneously mentioned the FOIA, an increase of 11 percentage points since 2004, yet a slight decline (4%) compared with 2007. 75% of respondents had heard of the Act when prompted, a 21 percentage point increase from 2004, which has remained stable since 2007.

On both measures, ABs indicated much higher levels of awareness (28% spontaneously, 88% prompted).

The media remains the main **source of awareness for the FOIA** as 62% mentioned this. Just 3% mentioned the internet.

The CAB was mentioned by 47% of respondents as their main contact for **seeking advice on FOIA** – a 5% decrease on last year. Just less than a quarter (23%) mentioned the internet.

60% of respondents said they would **consider exercising their rights under FOIA**. The likelihood of doing so is related to social class – ABs (72%) are the most likely, DEs (49%) the least likely.

The preferred method for receiving advice and guidance on the FOIA continues to be via a letter (35%), 22% stated a preference for face to face methods and 18% would prefer the internet.

The majority of the general public perceive the FOIA to have many benefits. Unsurprisingly, awareness of rights relates to a greater likelihood of perceiving the Act to be beneficial.

4.4 The ICO

Awareness of the ICO is currently 23%. This is a small decrease of 2 percentage points since 2007, but an overall increase since 2005, when awareness was 15%.

5.0 Methodology

The consultation was undertaken by telephone to retain consistency with previous years and because it has proven a very successful contact method 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 piloted prior to starting the fieldwork. The questionnaire includes an additional question within the FOI segment of the report relating to accessibility of information. This is a new key indicator and will be measured over time.

When the results are listed within the report, percentages are rounded up or down to the nearest one per cent. Therefore, occasionally figures may add up to 101% or 99%.

Explanation of the use of R^2 in graphs throughout the report: R^2 tells us what fraction of the variance of the data is explained by the fitted trend line. R^2 ranges from 0 to 1, with a value closer to 1, data is better explained by the trend line, or the trend line is more fitted to the data. In our charts, the bigger the value is the stronger trend the data has across time, therefore the more confident we can be in predicting next year's figures.

Fieldwork was carried out between 16th June and 2nd August 2008.

6.0 Sample / Profile

The sample size required for each of the two individual questionnaires was 1,222. A total sample of 2,454 was delivered.

| Subject | Quota | Achieved |
|------------------------|-------|----------|
| Data Protection | 1,222 | 1,229 |
| Freedom of Information | 1,222 | 1,225 |
| Total | 2,444 | 2,454 |

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

7.0 Results

7.1 Social Issues**

***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 sections are based on the combined sample; results within the data protection and freedom of information sections are based on the two respective samples.*

7.1.1 Concerns with issues of social importance

An increasing number of individuals continue to show concern about the issue of *protecting people's personal information* – it is now considered equally as important as preventing crime, at 94%. In last year's survey, it was ranked second, at 92%. In 2004 it was only fifth in the list, at 70%.

The increases since 2007 have been driven by those in the South (SE, SW, London), and those over 55.

It is worth noting that the degree of concern has also shown an increase year on year: in 2007, 63% of respondents felt "very concerned" about this matter, compared to 71% in 2008.

| 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.** | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|
| Prompted | 2004 | 2005 | 2006 | 2007 | 2008 |
| Preventing crime | 85% | 88% | 93% | 94% | 94% |
| Protecting people's personal information | 70% | 83% | 83% | 92% | 94% |
| The National Health Service | 78% | 83% | 90% | 91% | 88% |
| Equal rights for everyone | 69% | 81% | 85% | 89% | 88% |
| National security | 71% | 78% | 82% | 89% | 87% |
| Improving standards in education | 76% | 84% | 81% | 88% | 87% |
| Environmental issues | 66% | 74% | 77% | 86% | 87% |
| Protecting freedom of speech | 67% | 80% | 81% | 86% | 85% |
| Unemployment | 50% | 70% | 72% | 80% | 83% |
| Access to information held by public authorities | 48% | 66% | 68% | 79% | 78% |

***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 2007/2008 a worded scale was used ranging from very concerned to not at all concerned. The 2007/2008 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.*

Access to information held by public authorities' remains at the lower end of the list of social concerns; however 78% of individuals believe it is a concern. This compares to 48% in 2004, demonstrating the ever-increasing profile of this subject.

Current concerns about global finances are reflected in the figures: unemployment has shown the highest increase year on year (from 80% to 83%), and issues that had previously been showing an upwards trend have stabilised.

People living in the London area have the highest level of concern on most of these issues including preventing crime (97%), equal rights for everyone (92%), improving standards in education (92%) and protecting freedom of speech (90%).

A/B respondents were more concerned with improving standards in education (91%), whilst C2 and D/E groups were more concerned with national security (90%).

Unemployment is more of a concern for those aged 45-54 (89%) and for female respondents (88%).

7.2 Data Protection

7.2.1 Current perceptions of information handling

The data shows that the majority of the UK public lack confidence in the way their personal information is protected and handled. Overall, the picture has remained fairly stable since 2004 although when the data is interrogated, some micro trends become apparent.

There has been a long term increase in the number of respondents believing that *they have lost control over the way their personal details are collected and processed* from 53% in 2004 to 60% in 2007 and 68% in 2008. Respondents aged 35-54 (72%) and C2s (68%) were key drivers of this year on year increase. The 18-24s showed relatively low levels of agreement in 2008 (51%), and those aged 35-44 showed higher levels (73%)

Conversely, the UK public are becoming more likely to believe that *organisations handle the details they collect about individuals in a fair and proper way*. Since 2004 this has increased from 42% to 48% in 2008 (with the peak at 50% in 2007).

Agreement with the statement *existing laws and organisation practices provide sufficient protection of your personal details* has remained relatively consistent since 2004, to 40% in 2008.

32% agreed that *online companies collect and keep personal details in a secure way* – a 2% decrease since last year. Younger respondents were more likely to agree with this statement, with 50% of 18-24s indicating a level of agreement. This was the same in 2007.

| 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?* | | | | | |
|--|------|------|------|------|------|
| Prompted | 2004 | 2005 | 2006 | 2007 | 2008 |
| You have lost control over the way your information is collected and processed | 53% | 58% | 63% | 60% | 68% |
| Organisations handle the information they collect about you in a fair and proper way. | 42% | 40% | 47% | 50% | 47% |
| Existing laws and organisational practices provide sufficient protection of your information | 40% | 40% | 49% | 39% | 40% |
| Online companies collect and keep your personal details in a secure way | - | - | - | 34% | 32% |

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

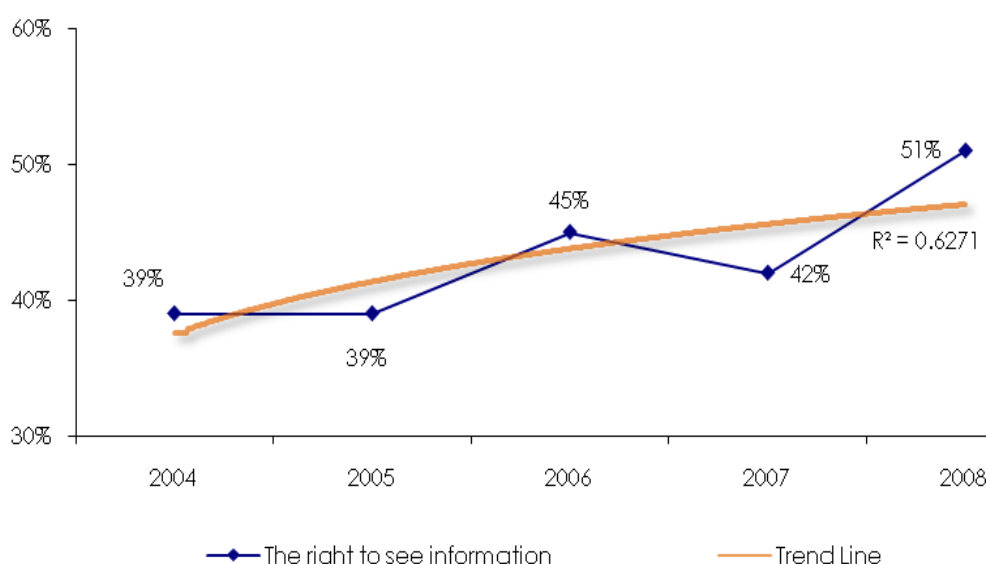
Respondents who agreed with the statement *you have lost control over the way your details are collected and processed* were, perhaps not surprisingly, more likely than average to disagree with the remaining three statements. This suggests that in order to build public confidence regarding this matter, the public need to be more informed about the current data handling processes of organisations (on and offline) and better educated about current legislation.

7.2.2 Awareness of rights (Unprompted)

Spontaneous awareness of *the right to see information* held by organisations is now at the highest levels since 2004, at 51%. This compares to 42% in 2007 and 39% in 2004. The year on year increases are highest amongst those in the AB social group (from 43% in 2007 to 56% in 2008) C1 (38% to 51%) and 18-24s (37% to 60%). It is the 18-24s who demonstrate the highest levels of awareness across the whole sample. If this age group continue to build awareness it may increase future measures across the overall sample (18-24s represent the “new” sector of the adult population, and therefore are often a key driver of change).

In contrast to increasing levels of awareness amongst the ABC1s, D/E respondents bucked the trend to show a decline in awareness since 2007 (49% to 45%) and are the most likely sector to believe that ‘individuals have no rights’ (10%).

Chart 1: Unprompted awareness of the right to see information



As seen in 2007, 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?

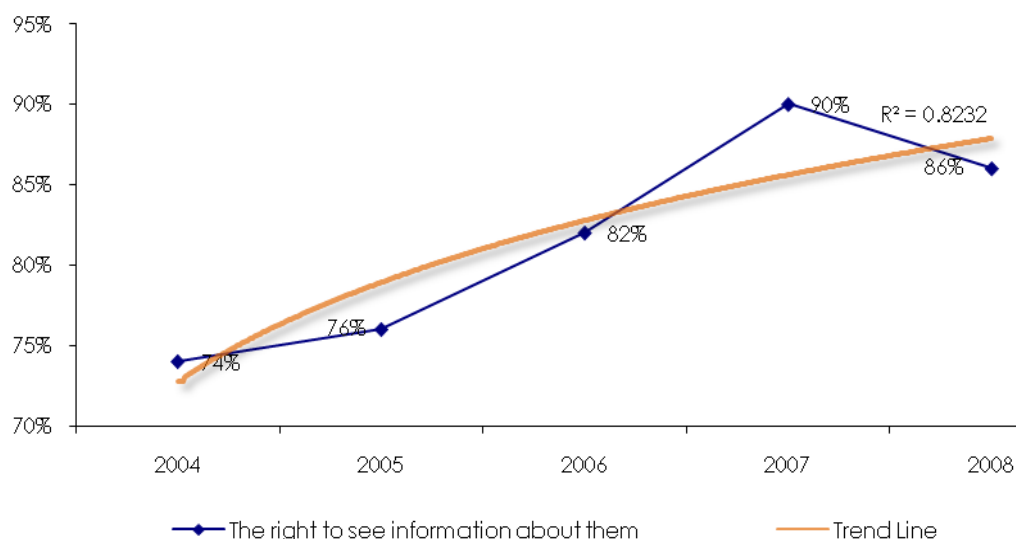
| (Unprompted) | 2007 | 2008 |
|---|-------------|-------------|
| The right to see information | 42% | 51% |
| Individuals have no rights | 5% | 6% |
| The right to correct inaccurate information | 6% | 2% |
| The right to prevent the processing of information if it would cause damage or distress | 2% | 1% |
| The right to stop unsolicited mail | 2% | 0.4% |
| The right to have the breach of the Act investigated and assessed | 1% | 0.3% |
| The right to object to decisions made only by automatic means | 1% | 0.2% |
| The right to claim compensation for damage or distress caused by a breach of the Act | 1% | 0.2% |
| <i>Don't know</i> | 48% | 34% |

7.2.3 Awareness of rights (Prompted)

Overall, prompted awareness of *the right to see information* held by organisations has increased since 2004 (74%) and now measures 86%. The highest level of awareness was recorded last year, at 90%.

Again, it is the 18-24s who are most aware, at 91%. The large differences in awareness between social groups seen on the spontaneous measure are not reflected on a prompted level – 87% of ABC1C2s were aware compared to 82% of DEs, a difference of only 5 percentage points.

Chart 2: Prompted awareness of the right to see information



For the first time, the right with the highest level of prompted awareness is the right to stop unsolicited mail, at 88%.

Year on year, awareness of most rights has declined, and 9% believe individuals have no rights at all (compared to only 3% in 2007).

| Q4 Which of the following rights do you think you have with regards to your personal details held by organisations? | | |
|--|-------------|-------------|
| (Prompted) | 2007 | 2008 |
| The right to stop unsolicited mail | 88% | 88% |
| The right to see information | 90% | 86% |
| The right to have the breach of the Act investigated and assessed | 87% | 83% |
| The right to correct inaccurate information | 87% | 81% |
| The right to claim compensation for damage or distress caused by a breach of the Act | 82% | 74% |
| The right to prevent the processing of information if it would cause damage or distress | 78% | 68% |
| The right to object to decisions made only by automatic means | 77% | 63% |
| Individuals have no rights | 3% | 9% |

42% of respondents were aware of all 7 rights. This was highest amongst DEs (51%) and 18-24s (45%).

7.2.4 Concerns with regard to organisations using personal information

The public are generally very concerned about organisations using their personal information.

Security and passing information onto other organisations are again the two concerns mentioned by the highest number of respondents (although their ranking has changed, with security now ranking highest). It is also worth noting that these two issues ranked significantly higher than the others on the “very concerned” measure, at 68% and 73% respectively. (By way of comparison, only 52% of respondents were very concerned about the issue ranked third: *requesting too many of your personal details*.) This demonstrates the depth and breadth of concern the public has about security and passing on of personal details.

Levels of concern have remained relatively consistent compared to 2006 and 2007, 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 issue**

| Prompted | 2005 | 2006 | 2007 | 2008 |
|---|------|------|------|------|
| Not collecting and keeping your personal details secure | 85% | 94% | 94% | 96% |
| Passing or selling your personal details onto other organisations | 85% | 95% | 94% | 95% |
| Requesting too many of your personal details | 77% | 88% | 88% | 89% |
| Holding inaccurate or out of date information | 74% | 88% | 87% | 89% |
| Receiving unwanted emails, faxes, letters or telephone calls | - | - | 87% | 87% |
| Holding information for longer than is required | 69% | 83% | 84% | 84% |
| Requesting inappropriate information that is not relevant | 72% | 83% | 83% | 83% |
| Collecting and holding your personal information online | - | - | 84% | 81% |

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

Generally, females showed higher levels of concern than males, and older age groups tended to be more concerned than younger age groups. This was the same in 2007.

Respondents were also asked if they had any additional concerns relating to the way organisations handle their personal details. 92% said they did not.

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

41% of respondents spontaneously mentioned the DPA as the law concerning the handling of personal details. This has remained fairly consistent since 2004.

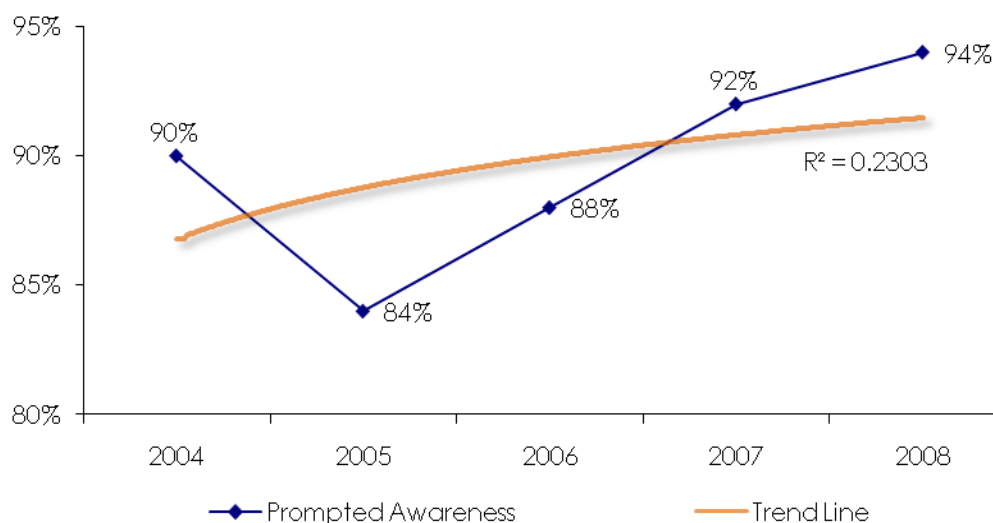
| Q7 What, if any, laws are you aware of concerning the handling of your personal details? | | | | | |
|--|------|------|------|------|------|
| Unprompted | 2004 | 2005 | 2006 | 2007 | 2008 |
| DPA | 42% | 40% | 31% | 45% | 41% |
| FOIA | 3% | 6% | 5% | 7% | 5% |
| Environmental Information Regulations | - | 1% | 1% | 1% | 1% |
| Privacy and Electronic Communications Regulations | 1% | 1% | 1% | 1% | 0.4% |
| Freedom of Information (Scotland) Act 2002 | - | - | - | 0.4% | 0% |
| None | 54% | 57% | 66% | 52% | 56% |

There were higher levels of awareness of the DPA among male respondents (46%), and AB respondents (49%), also seen in 2007. Conversely, only 34% of DE respondents were spontaneously aware of the DPA.

7.2.6 Awareness of the DPA (Prompted)

When prompted, the vast majority (94%) of respondents were aware of the DPA. This is the highest level recorded and an increase of 2% since 2007.

Chart 3: Prompted awareness of the Data Protection Act over time



Prompted awareness of the DPA was greatest among individuals in Scotland (99%) and the South West (99%), AB respondents (98%) and white respondents (95%), while awareness was the lowest among those in Northern Ireland (82%), also seen in 2007.

7.2.7 Sources of awareness of the DPA

Contrary to last year, the most likely source of awareness of the DPA has been through the media (42%). This represents an increase of 11 percentage points since 2007, and may be a consequence of the media attention mentioned in the foreword. The workplace was also a key source of awareness, at 31%.

| Q9 Generally, how are you made aware of data protection issues or the DPA? | | |
|--|------|------|
| Unprompted | 2007 | 2008 |
| Media | 31% | 42% |
| Through work | 34% | 31% |
| General knowledge | 27% | 18% |
| Other | 10% | 13% |
| Word of mouth | 6% | 7% |
| The internet | 2% | 4% |

A greater proportion of AB respondents have heard or seen about the DPA through their work (41%) or internet (10%), whilst a greater percentage of DE respondents were aware of the DPA through media (52%) or word of mouth (10%). It is likely that the UK's socio-demographic classification makes this a self fulfilling prophecy: ABC1s are, by classification, often office-based and therefore more likely to deal with data protection issues whilst at work.

7.2.8 Requests for personal information held by organisations

Of the sample, 14% had previously requested personal information, equivalent to 6.8 million adults in the UK. This is a 3% decrease since 2007. As this figure is expected to rise over time (rather than decline) a possible explanation could include forgetfulness and/or natural population attrition**.

*** In 2007, 11.2% of 65+ sample had made a request, compared with only 9.5% in 2008. Natural death rates will mean that previously included requests for information will no longer be recorded.*

A significantly higher percentage of AB respondents (19%) had requested to see information about them held by organisations when compared with DE respondents (11%). Male respondents are more likely to request to see information about them held by organisations compared to females (16% v 12%). Just 8% had made a request for personal information in Scotland.

The 25-54s (13%) are the age groups most likely to activate their rights and request personal information, which is reflective of their financially active lifestyles.

41% 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. Accessing medical records was also mentioned by 13% of respondents.

| Q11 Can you think of any situations where you have or would request any of your personal details held by a company or organisation? | | |
|--|-------------|-------------|
| Unprompted | 2007 | 2008 |
| Being refused financial credit | 26% | 21% |
| Applying for financial credit | 21% | 20% |
| No circumstances | 16% | 14% |
| To check medical records | 17% | 13% |
| General interest | 3 | 3% |
| When moving house | 1 | 2% |
| To check criminal record | 4% | 1% |
| Change in employment status | 4% | 1% |
| Altering marital status | 1 | 0.2% |
| After being involved in court action | 1 | 0.1% |

A higher percentage (35%) of respondents living in London would make a request to apply for financial credit.

Those who are aware of the Act are more likely to exercise their rights to see information held about them – at 15% compared to 4% of those who are unaware of the Act. However, those who are aware of the *right to see information* are no more likely to make a request than the average (also 14%).

7.2.9 Source of advice on the rights under the DPA

Once again the source of advice for rights mentioned by the highest number of respondents was Citizens Advice Bureau (CAB), at 55%. The internet was the second most frequently mentioned source, at 19%.

Of the 55% who said CAB, 51% said they would go in to a CAB office, and 16% said they would look on the CAB website. (Some respondents said they would do both). The inclusion of CAB website as a pre-coded option in the 2008 survey may account for the slight drop of respondents saying "internet" since 2007.

| Q12 Where would you go to get advice on your rights under the Data Protection Act? | | | |
|---|-------------|-------------|-------------|
| | 2006 | 2007 | 2008 |
| CAB | 52% | 59% | 55% |
| Internet | 14% | 22% | 19% |
| Solicitor | 14% | 11% | 12% |
| Local MP/Councillor/Assembly member | 2% | 3% | 2% |
| ICO | 1% | 2% | 1% |
| Public library | 3% | 1% | 1% |
| Police | 1% | 1% | 1% |

White respondents mentioned the CAB more frequently (56%) compared to non white respondents (34%).

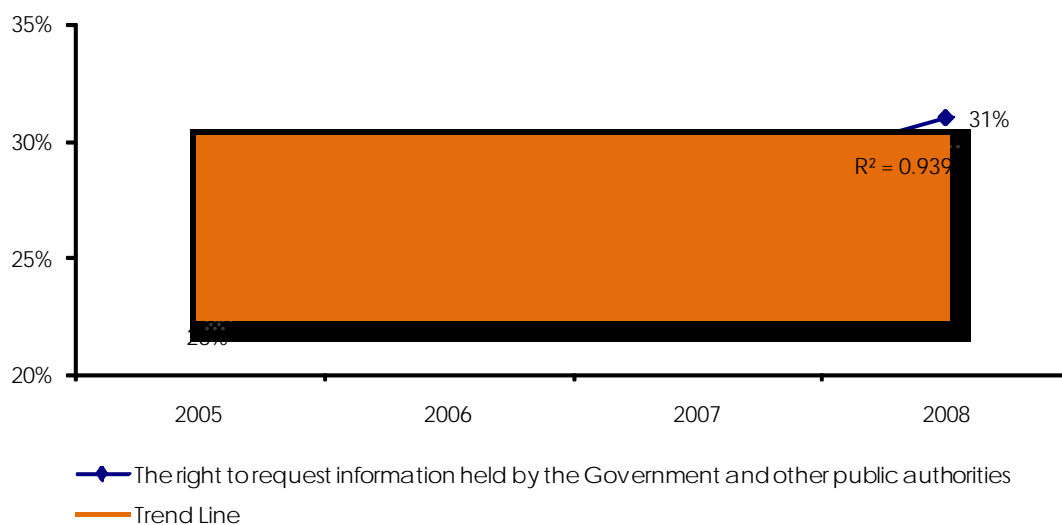
Internet preference is driven by age and socio-demograph: those aged 18–24 (29%) and 35-44 (26%) are more likely to use the internet compared to only 13% of those aged 65+. ABC1s were more likely to use the internet compared to C2DEs (23% compared to 13%).

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* is now at its highest level at 31% and has steadily risen from 23% since 2005.

Chart 4: Unprompted awareness of the right to request information held by the Government and other public authorities



Higher social class and younger age drive awareness of this right - 42% of ABs and 40% of 18-44s are aware compared to 22% of DEs and 25% of over 45s.

Those living in London (43%), the South East (40%), Wales (41%) and Northern Ireland (42%) showed the highest awareness levels.

Awareness of the other rights remains very low.

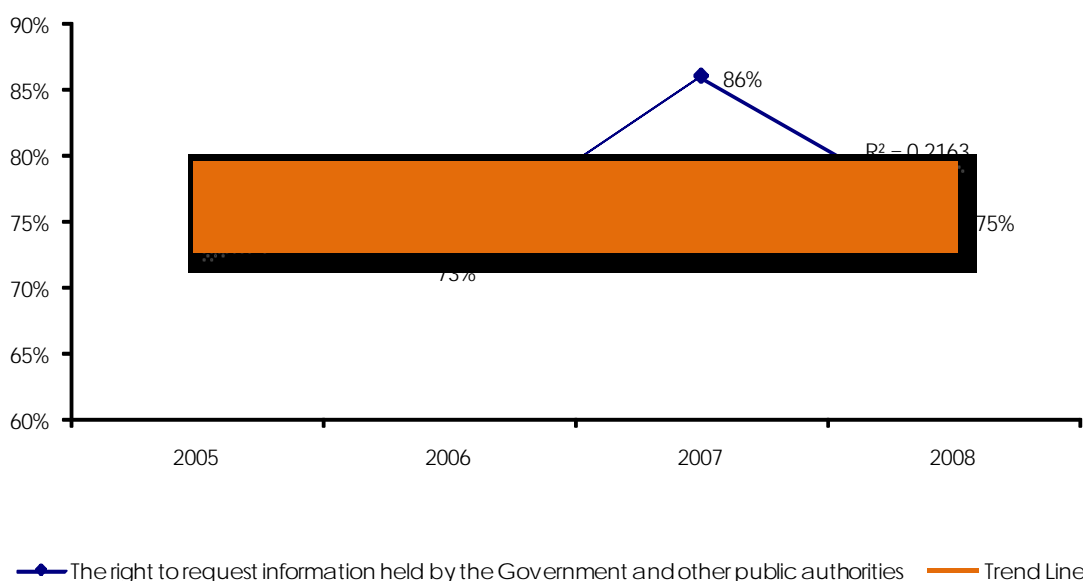
| Q2 What rights do you think you have to access information held by the Government and other public authorities? | | | | |
|--|-------------|-------------|-------------|-------------|
| Unprompted | 2005 | 2006 | 2007 | 2008 |
| The right to request information held by the Government and other public authorities | 23% | 25% | 28% | 31% |
| The right to see what public money is being spent on | 7% | 4% | 5% | 1% |
| The right to request information about the environment | 9% | 5% | 3% | 1% |
| The right to know what type of information is available from the Government and other public authorities | 6% | 4% | 3% | 1% |
| The right to see official information from the Government and other public authorities | 2% | 2% | 3% | 1% |

9% of respondents do not believe they have any rights, compared to 4% in 2007 (showing a similar pattern to awareness of DPA rights).

7.3.2 Awareness of rights (Prompted)

There has been a decrease in prompted awareness of the *right to request information held by the Government and other public authorities* from 86% in 2007 to 75% in 2008. Significant year on year decreases in awareness amongst 18-24s (92% to 72%) and C1s (90% to 71%) are the key contributors to this fall (although general awareness decreases have occurred across most sectors of the sample). As was the case in 2007, this right had the fourth highest level of prompted awareness amongst respondents.

Chart 5: Prompted awareness of the right to request information held by the Government and other public authorities



Those who are spontaneously aware of the FOIA are slightly more likely to be aware of this right, at 88%. Other sectors of the sample who demonstrated higher than average awareness are A/B respondents (84%) those aged 25 – 34 (82%) and men (78%).

Individuals are more aware of the more specific rights - *finding out what public money is spent on, the type of information that is available, and requesting information on the environment*. It's likely that the public find it easier to remember these rights as they are more specific.

Overall, awareness levels remain relatively high and have increased since the Act came into effect in 2005.

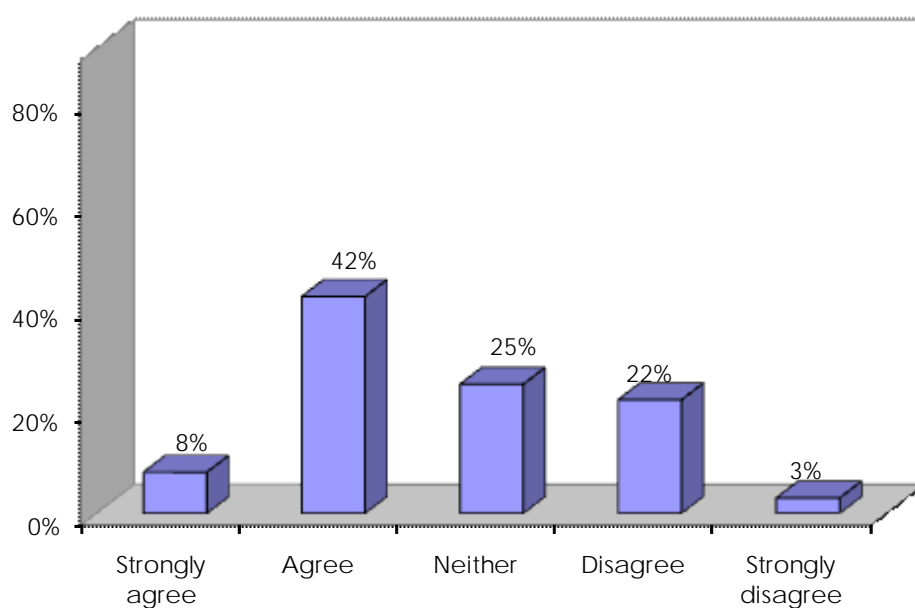
| Q3 Which of the following rights do you think you have with regards to accessing information held by the Government and other public authorities? | | | | |
|--|-------------|-------------|-------------|-------------|
| Prompted | 2005 | 2006 | 2007 | 2008 |
| The right to see what public money is being spent on | 81% | 72% | 91% | 86% |
| The right to know what type of information is available from the Government and other public authorities | 76% | 67% | 91% | 83% |
| The right to request information about the environment | 80% | 75% | 90% | 83% |
| The right to request information held by the Government and other public authorities | 73% | 73% | 86% | 75% |
| The right to see official information from the Government and other public authorities such as minutes and planning documents | 55% | 50% | 79% | 72% |

As seen spontaneously, 9% of individuals do not believe the public have any rights.

7.3.3 Confidence in information being available and accessible

A new question was added to the survey this year asking individuals how much they agreed or disagreed with the following statement "*information you want about the government and other public authorities is available and accessible.*" Overall, 50% agreed with the statement and 25% disagreed.

Chart 6: Level of agreement with "information you want about the Government and other public authorities is available and accessible"



Not surprisingly, those who are aware of *the right to request information held by the Government and other public authorities* are more likely to agree with this statement than those who are not aware of the right (56% v 30%). This suggests that the principles behind the Act – transparency and accessibility – are translating to the public.

Females (28%) and those living in the South East (37%) were most likely to disagree with the statement.

7.3.4 Awareness of laws (Unprompted)

Unprompted awareness of the FOIA is now at 16%, a significant increase since 2004, albeit a decline from 20% in 2007. Moreover, 10% also mentioned the DPA suggesting some confusion still remains.

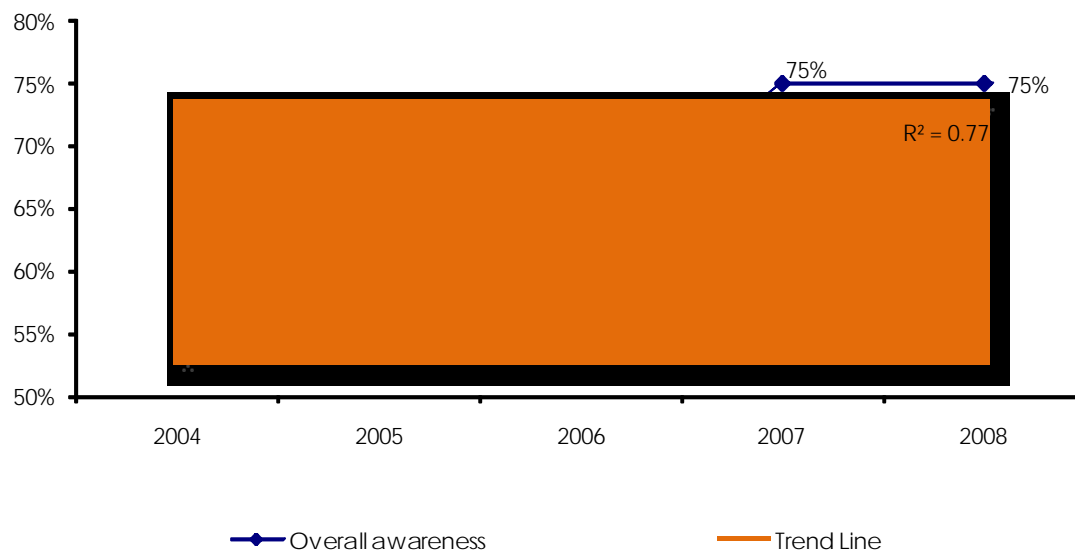
| Q5 What, if any, laws are you aware of regarding access to information held by the Government and other public authorities about the way they run their organisation? | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|
| Unprompted | 2004 | 2005 | 2006 | 2007 | 2008 |
| FOIA | 5% | 11% | 11% | 20% | 16% |
| DPA | 11% | 11% | 10% | 19% | 10% |
| Environmental Information Regulations | 1% | 0.4% | 0.4% | 0.4% | 0.3% |
| Open Government Code | 1% | 0.2% | 0.2% | 0.1% | 0.3% |
| None | 50% | 28% | 29% | 16% | 13% |

Awareness of FOIA was highest amongst men (18%) and ABs (28%). C2s (10%) DEs (7%) and non-white respondents (9%) had the lowest levels of awareness.

7.3.5 Awareness of the FOIA

Prompted awareness of the FOIA has stabilised since 2007, at 75%. This is a 19% increase since 2005.

Chart 7: Prompted awareness of the Freedom of Information Act over time



As in 2007, male respondents had a greater awareness of the FOIA (80%) compared to female respondents (71%). Those aged 55 – 64 had significantly higher levels of awareness at 82%.

AB (88%) and C1 (76%) respondents indicated much higher awareness levels than C2 (73%) and DE respondents (62%).

77% of white respondents were aware of the FOIA compared to 46% non - white respondents.

7.3.6 Source of awareness of the FOIA

Media is still the most prevalent source of awareness about the FOIA and has increased by 2 percentage points since last year. A fifth (20%) mentioned the workplace as a source of awareness.

| Q7 Generally, how are you made aware of freedom of information issues or the FOIA? | | |
|--|------|------|
| Unprompted | 2007 | 2008 |
| Media | 60% | 62% |
| Through work | 24% | 20% |
| General knowledge | 18% | 11% |
| Other | 7% | 7% |
| Word of mouth | 4% | 6% |
| The internet | 2% | 3% |

Respondents living in the South East (73%) mentioned the media more frequently and those living in London were far more likely to have gained awareness through *general knowledge* (30% v 11%).

A greater percentage of AB (31%) and those aged 25-44 (32%) have heard or seen about the FOIA through work, whilst a greater percentage of DEs (69%), white respondents (63%) and those aged over 54 (77%) have heard or seen about it in the media. A similar trend was recorded in 2007.

7.3.7 Requests for information

Overall, 60% said that they would consider requesting information held by the government or other public authorities. The likelihood of considering a request is clearly related to social class: AB (72%), C1 (60%), C2 (59%), DE (49%).

Amongst those who would consider requesting information, planning issues and checking up on a public body were all spontaneously mentioned as reasons why someone may want to access information. Public spending was also mentioned by 11% of those interviewed, a 2% increase from 2007. There is still however, some confusion with data protection and personal information as 27% mentioned checking medical records.

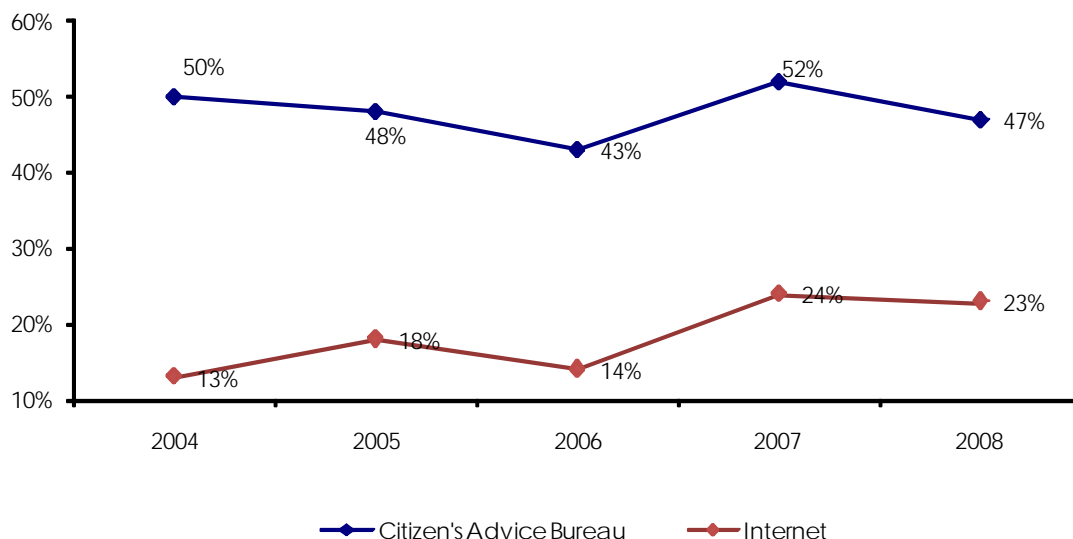
| Q9 What, if any, situations can you think of when you have or would like to access information held by public authorities such as your local Council, your local hospital or from the a Government organisation? | | |
|---|-----------------------------|-----------------------------|
| Unprompted | 2007 (Base: 574) | 2008 (Base: 623) |
| To check medical records | 21% | 27% |
| When dealing with planning issues | 32% | 25% |
| When investigating Council/Government plans/activities that may affect an individual | 5% | 18% |
| To check public spending | 9% | 11% |
| When checking what personal information the Government is holding | 3% | 3% |
| When applying for a CRB check | 6% | 3% |

7.3.8 Contact for advice

The CABs remains the main contact for seeking advice on the FOIA, and approximately half of the respondents mention this every year. The internet is increasingly being used as a source of advice as 23% mentioned this in 2008, compared to 13% in 2004. (CAB figure shown in graph is combined CAB office and CAB website)

Solicitors were mentioned by 7% of respondents and 11% said local politicians. Less than 1% mentioned the ICO.

Chart 8: Top two sources of contact for advice on the FOIA over time (Unprompted)



Again it is the London respondents (36%) the younger age groups** (32%), the male respondents (27%) and the AB socio-economic groupings (31%) that favour the internet.

** Refers to those aged 25 - 34

7.3.9 Preferred method for receiving advice and guidance on the Act

For the second year running, the preferred method for receiving advice and guidance on the FOIA is via a letter (35%), 22% stated a preference for face to face methods and 18% would prefer the internet.

| Q11 How would you prefer to receive advice and guidance on the FOIA? | | |
|--|------|------|
| Unprompted | 2007 | 2008 |
| Via a letter | 39% | 35% |
| Face to face | 22% | 22% |
| Website | 22% | 18% |
| Via stand alone e-mail request | 8% | 9% |
| Leaflet | 6% | 8% |
| Phone | 6% | 5% |
| Via an e-mail request through a website | 1% | 2% |
| Visit office | 3% | 1% |
| Via an e-mail bulletin I register to | 1% | 0.3% |
| Get in touch with other organisation / advice agency to ask on my behalf | 0.2% | 0.3% |

All sectors of the sample cited a letter as their preferred method. Variances arose at the second and third choices, with 18-24s and ABs preferring website contact to a face to face option.

7.3.10 Benefits of the Act

The majority of the general public were in agreement with all prompted benefits of the Act. Additionally, levels of agreement have remained consistently high and increased significantly since 2004.

As seen in 2007, there is a lower level of agreement with the statement *existing laws mean that information held about government and local authorities and their operations is available and accessible*. This is possibly because the statement requires some understanding of the law; therefore it is a test of both legislative awareness and intention.

| Q12 How much do you agree or disagree with the following statements** | | | | | |
|---|------|------|------|------|------|
| Prompted | 2004 | 2005 | 2006 | 2007 | 2008 |
| Being able to access information held by public authorities increases your knowledge of what they do | 54% | 62% | 76% | 86% | 84% |
| Being able to access information held by public authorities promotes their accountability and transparency | 53% | 58% | 74% | 81% | 80% |
| Being able to access information held by public authorities increases your confidence in them | 51% | 55% | 72% | 81% | 75% |
| Being able to access information held by public authorities increases your trust in them | 51% | 57% | 69% | 72% | 73% |
| Existing laws mean that information held about the government and local authorities and their operations is available and accessible to you | - | - | - | 66% | 65% |

** Results refer to those respondents stating agree or strongly agree. In years 2004, 2005 and 2006 the question was a numbered scale from 1 – 5.

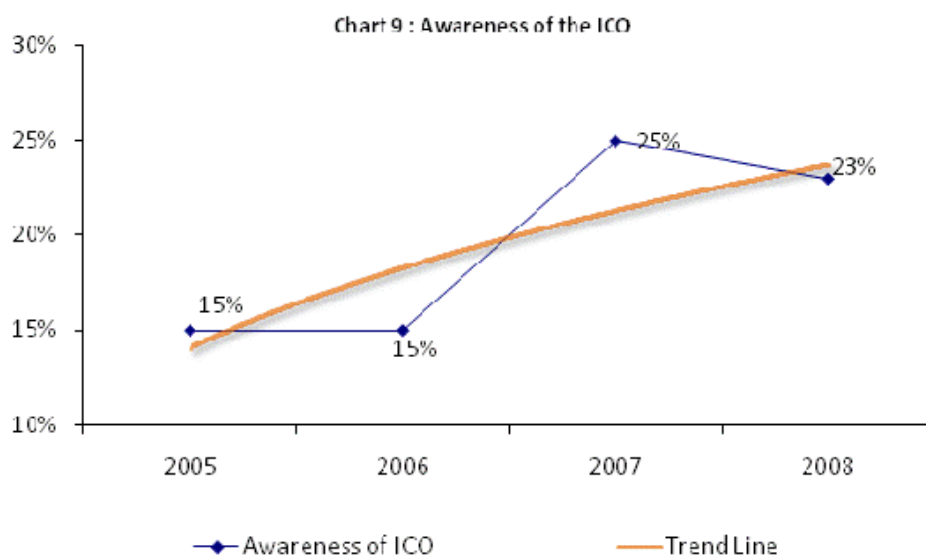
Respondents who were aware of *the right to access information held by the Government and other public authorities* were more likely to agree with all of the above statements. Whilst it is not possible to accurately claim cause and effect within the constraints of this data, it is likely that awareness of the right results in a more positive outlook. In turn, this demonstrates the importance of continuing to build awareness of rights.

7.4 The Information Commissioner's Office

7.4.1 Awareness of the ICO**

** Results are based on the combined sample; results within the data protection and freedom of information sections.

Overall, 23% of all those interviewed had heard of the ICO. This is an 8% increase on 2004 and 2005 but a small (2%) decrease since 2007.



ABs (31%) and male respondents (25%) indicated higher levels of awareness, which was also seen in 2007. Those aged 35-44 also indicated higher levels of awareness, at 32%.

Appendices

Sample Tables

| Gender | Achieved | Percentage |
|--------|----------|------------|
| Male | 1161 | 47.3% |
| Female | 1293 | 52.7% |
| Total | 2454 | 100.0% |

| Age | Achieved | Percentage |
|---------|----------|------------|
| 18-24 | 313 | 12.8% |
| 25-34 | 364 | 14.8% |
| 35-44 | 326 | 13.3% |
| 45-54 | 476 | 19.4% |
| 55-64 | 480 | 19.6% |
| 65+ | 480 | 19.6% |
| Refused | 15 | 0.6% |
| Total | 2454 | 100.0% |

| Occupation | Achieved | Percentage |
|------------|----------|------------|
| A/B | 542 | 23.5% |
| C1 | 826 | 35.7% |
| C2 | 434 | 18.8% |
| D/E | 509 | 22.0% |
| Total | 2311 | 100.0% |

| Ethnicity | Achieved | Percentage |
|------------------------------|----------|------------|
| White British | 2169 | 88.4% |
| Irish | 120 | 4.9% |
| Other White background | 11 | 0.4% |
| Black/Black British | 8 | 0.3% |
| African | 22 | 0.9% |
| Any other Black background | 7 | 0.3% |
| Mixed: White/Black Caribbean | 3 | 0.1% |
| Mixed: White/Black African | 1 | 0.0% |
| Mixed: White/Asian | 4 | 0.2% |
| Asian/Asian British Indian | 50 | 2.0% |
| Pakistani | 18 | 0.7% |
| Bangladeshi | 6 | 0.2% |
| Any other Asian Background | 2 | 0.1% |
| Chinese | 4 | 0.2% |
| Refused | 28 | 1.1% |
| Other Ethnic Background | 1 | 0.0% |
| Total | 2454 | 100.0% |

| Disability | Achieved | Percentage |
|------------|----------|------------|
| Yes | 338 | 13.8% |
| No | 2083 | 84.9% |
| Refused | 33 | 1.3% |
| Total | 2454 | 100.0% |

Questionnaires

ICO Individual Survey 2008 Data Protection

INTRODUCTION

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

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 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 SMSR's freephone number is 0800 1380845 or Market Research Society on 0500 39 69 99 or go onto the Information Commissioner's website http://www.ico.gov.uk/about_us/research/annual_track.aspx (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

| | Very concerned | Fairly concerned | Neither | Not very concerned | Not at all concerned | Don't know |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 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 information | <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**

| | <i>Strongly agree</i> | <i>Agree</i> | <i>Neither agree nor disagree</i> | <i>Disagree</i> | <i>Strongly disagree</i> |
|---|--------------------------|--------------------------|---------------------------------------|--------------------------|------------------------------|
| Organisations handle the information 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"/> |
| You have lost control over the way your information is collected and processed | <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 information | <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"/> |

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 by a breach of the Act | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| You have the right to have the breach of the Act investigated and assessed | <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 below) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Please specify other

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>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 information 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*

Q11 Can you think of any situations where you have or would request any of your personal details held by a company or organisation? (Unprompted)

- 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? (Unprompted)**
- Solicitor*
 - Magazine*
 - Internet*
 - Citizens Advice Bureau - office*
 - Citizens Advice Bureau - website*
 - 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*
 - Information Commissioner*
 - ICO*
 - Campaign for Freedom of Information*
 - Scottish Information Office*
 - Don't know*
 - Other*
 - Please write in*

- Q13 Have you ever heard of the Information Commissioner's office?**
- Yes*
 - No*
 - Not sure*

Demographics

- Q14 Are you (DO NOT ASK)**
- Male*
 - Female*

- Q15 Which of the following age bands you fall into?**
- 18 -24*
 - 25 - 34*
 - 35 - 44*
 - 45 - 54*
 - 55 - 64*
 - 65+*
 - Refused*

- Q16 Do you have any children under 18 living at home?**
- Yes*
 - No*
 - Refused*
 - Don't know*

Q17 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

Q18 Are you the main income earner in your household?

Yes.....

No

Refused.....

Don't know

Q19 What is your occupation? (If retired, ask for occupation before retirement)

Q20 To which of these groups do you consider you belong to?

| | |
|-------------------------------|--|
| White | British..... <input type="checkbox"/> |
| | Irish <input type="checkbox"/> |
| | Any other white background (write in below)..... <input type="checkbox"/> |
| Black/Black British | Caribbean..... <input type="checkbox"/> |
| | African..... <input type="checkbox"/> |
| | Any other Black background (write in below)..... <input type="checkbox"/> |
| Mixed | White and Black Caribbean..... <input type="checkbox"/> |
| | White and Black African <input type="checkbox"/> |
| | White and Asian <input type="checkbox"/> |
| | Any other Mixed background (write in below)..... <input type="checkbox"/> |
| Asian or Asian British | Indian <input type="checkbox"/> |
| | Pakistani..... <input type="checkbox"/> |
| | Bangladeshi..... <input type="checkbox"/> |
| | Any other Asian background (write in below) <input type="checkbox"/> |
| Other | Chinese..... <input type="checkbox"/> |
| | Refused..... <input type="checkbox"/> |
| | Any other ethnic group (write in below)..... <input type="checkbox"/> |

Please specify other

Q21 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..... Go to Q22
- No Go to Q24
- Refused..... Go to Q24

Q22 If yes, may I ask you what your illness, disability or infirmity is?

Q23 Does this illness or disability limit your activities in any way?

- Yes.....
- No

Q24 In which of these areas do you live

- North West.....
- North East.....
- Yorkshire and Humberside
- East Midlands
- West Midlands
- East.....
- London.....
- South East
- South West
- Wales.....
- Scotland
- Northern Ireland

Q25 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 MRS Code of Conduct THANK YOU AND CLOSE.

ICO Individual Survey 2008 Freedom of Information

INTRODUCTION

Good morning/afternoon/evening. My name is _____ and I am calling from SMSR Ltd, an independent social 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 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 SMSR's freephone number is 0800 1380845 or Market Research Society on 0500 39 69 99 or go onto the Information Commissioner's website http://www.ico.gov.uk/about_us/research/annual_track.aspx (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 co-ncerned</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 information | <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 - TICK ALL THAT APPLY**

- 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 How much do you agree or disagree with the following statement "information you want about the government and other public authorities is available and accessible"

- Strongly agree.....
- Agree.....
- Neither agree nor disagree.....
- Disagree.....
- Strongly disagree.....

Q5 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)

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

Q6 Have you heard of the Freedom of Information Act?

- Yes.....
- No..... Go to Q8
- Don't know..... Go to Q8

Q7 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

Q8 Would you ever consider requesting to see held information by the Government (and/or other public authorities)?

- Yes.....
- No.....

Q9 What, if any, situations can you think of when you have or would like to access information held by public authorities such as your local Council, your local hospital or from a Government organisation

Q10 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.....
- Citizens Advice Bureau - office
- Citizens Advice Bureau - website
- Trade Association
- Local MP/Councillor
- Newspaper.....
- Public library.....
- Accountant.....
- Police.....
- Bank
- Benefits office
- Department for Constitutional Affairs.....
- Information Commissioner's Office
- Information Commissioner
- ICO.....
- Campaign for Freedom of Information.....
- Scottish Information Office.....
- Don't know
- Other
- Please write in...

Q11 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...

Q12 How much do you agree or disagree with the following statements.

| | <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 the 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"/> |

Q13 Have you ever heard of the Information Commissioner's office?

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

Demographics

Q14 Are you (DO NOT ASK)

- Male
- Female.....

Q15 Which of the following age bands you fall into?

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

Q16 Do you have any children under 18 living at home?

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

Q17 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

Q18 Are you the main income earner in your household?

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

Q19 What is your occupation? (If retired, write in occupation before retirement)

Q20 To which of these groups do you consider you belong to?

- | | |
|-------------------------------|--|
| White | British..... <input type="checkbox"/> |
| | Irish <input type="checkbox"/> |
| | Any other white background (write in below)..... <input type="checkbox"/> |
| Black/Black British | Caribbean..... <input type="checkbox"/> |
| | African..... <input type="checkbox"/> |
| | Any other Black background (write in below)..... <input type="checkbox"/> |
| Mixed | White and Black Caribbean..... <input type="checkbox"/> |
| | White and Black African <input type="checkbox"/> |
| | White and Asian <input type="checkbox"/> |
| | Any other Mixed background (write in below)..... <input type="checkbox"/> |
| Asian or Asian British | Indian <input type="checkbox"/> |
| | Pakistani..... <input type="checkbox"/> |
| | Bangladeshi..... <input type="checkbox"/> |
| | Any other Asian background (write in below) <input type="checkbox"/> |
| Other | Chinese..... <input type="checkbox"/> |
| | Refused..... <input type="checkbox"/> |
| | Any other ethnic group (write in below)..... <input type="checkbox"/> |

Please specify.....

Q21 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.....
- Refused.....

Q22 If yes, may I ask you what your illness, disability or infirmity is?

Q23 Does this illness or disability limit your activities in any way?

- Yes.....
- No.....

Q24 In which of these areas do you live?

- North West.....
- North East.....
- Yorkshire and Humberside
- East Midlands
- West Midlands
- East.....
- London.....
- South East
- South West
- Wales.....
- Scotland
- Northern Ireland

Q25 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 MRS Code of Conduct THANK YOU AND CLOSE.