

## Beyond 2011 Public Attitudes Research: Report on 2013 Opinions and Lifestyle Survey

April 2014

### Background

The Office for National Statistics (ONS) has taken a fresh look at options for the production of population and small area socio-demographic statistics for England and Wales. The Beyond 2011 Programme carried out research on the options and has recommended the best way forward to meet future user needs.

Improvements in technology and administrative data sources offer opportunities to either modernise the existing census process, or to develop an alternative by re-using existing data already held within government. Since methods for taking the traditional census are already relatively well understood most of the research focused on how surveys can be supplemented by better re-use of 'administrative' data already collected from the public.

The final recommendation made in 2014, balanced user needs, cost, benefit, statistical quality, and the public acceptability of all the options. The recommendation is for a predominantly online census in 2021 supplemented by the use of administrative and survey data. This has implications for population-based statistics in England and Wales and, potentially, for the statistical system as a whole.

### About this paper

This research paper provides an overview of findings from a module of questions run on the ONS Opinions and Lifestyle Survey in 2013. It leads on from other public attitudes survey research carried out in 2009 and 2012 and two waves of focus group research carried out in 2010 and 2012.

The aim of the research was to gauge public opinion on:-

- other organisations sharing personal information with ONS;
- ONS using personal information for statistical purposes; and,
- permanent or temporary storage of personal data by ONS.

This document is one of a series of papers being published that provide details of the public attitudes research undertaken by the Beyond 2011 Programme.

### For more information

- Data Sharing between Government Departments: Report on Public Acceptability (November 2009)
- Beyond 2011 Programme Public Attitudes Research: Report on 2010 Focus Group Research
- Beyond 2011 Programme Public Attitudes Research: Report on 2012 Focus Group Research
- Beyond 2011 Programme Public Attitudes Research: Report on 2012 Opinions and Lifestyle Survey
- Beyond 2011 Programme Public Attitudes Research: Report on 2013 Cognitive Testing by Independent Social Research Limited

Search Beyond 2011 @ [www.ons.gov.uk](http://www.ons.gov.uk) or contact : [beyond2011@ons.gov.uk](mailto:beyond2011@ons.gov.uk)

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# 1 Executive Summary

- In spring 2013, the Beyond 2011 Programme commissioned a study seeking the public's views on other organisations sharing personal data they hold with ONS; the use ONS would make of the personal information and how the information should be stored.
- The study consisted of a module of questions run on the ONS Opinions and Lifestyle Survey during May, June and July 2013.
- The sample was split into two parts. Two thirds of respondents were read a 'privacy pledge' reassuring them that ONS looks after the data it collects; the other third were not. The aim of this was to understand whether people's views were different if such reassurances were prominent in their minds.

The key findings were as follows:-

- Most respondents (97 per cent) had given personal information to at least one type of public or private organisation. Respondents were most likely to have given personal information to the NHS or government departments and least likely to have given personal information to a market research company.
- People's views about providing their personal details varied significantly depending on the type of organisation to which it was provided, and the nature of the information provided. The patterns were complex, but in general people were more willing to provide information to public sector organisations (central government, the NHS, local councils) than to private sector organisations (retailers or market research companies), with the exception of financial institutions.
- Just over half of the public supported personal information collected by other government departments and public organisations being used by ONS for statistical purposes; around one third disagreed and around a fifth neither agreed nor disagreed.
- Respondents were most willing for their name and address to be shared with ONS. They were less willing for their passport number and income details to be shared.
- People were generally more supportive of ONS receiving personal data from public sector organisations than from private sector organisations, but again patterns were complex.
- Support increased slightly (by four percentage points) if the data were to be stored by ONS temporarily rather than permanently.
- If the data were anonymised (name, address and other personal identifiers removed), three fifths of the public supported personal information collected by other government departments and public organisations being used by ONS for statistical purposes. One quarter did not agree, and the remainder neither agreed nor disagreed.
- Respondents to whom the privacy pledge was read were six percentage points more likely to agree with ONS using personal information collected by other organisations regardless of whether the data were anonymised.

## 2 Introduction

Every ten years, for over 200 years, each household in England and Wales has been required to respond to the census. The statistics it provides underpin the allocation of billions of pounds of public spending each year and are fundamental to decision making, policy formulation and outcome monitoring across government, the commercial sector and the wider community. The Beyond 2011 Programme in ONS has reviewed requirements for population statistics and how they might best be met in future. Improvements in technology and in government data sources offer opportunities to either modernise the existing census process, or to develop an alternative census method that re-uses existing data already held within government. A number of approaches have been considered, and each approach was assessed against a published set of evaluation criteria including statistical quality, cost, technical and legal feasibility, public acceptability and public burden. After this work and a consultation carried out in autumn 2013, [the National Statistician recommended:](#)

- An online census of all households and communal establishments in England and Wales in 2021 as a modern successor to the traditional, paper-based decennial census. ONS recognises that special care would need to be taken to support those who are unable to complete the census online.
- Increased use of administrative data and surveys in order to enhance the statistics from the 2021 Census and improve annual statistics between censuses.

Public acceptability was identified as an important issue when considering making increased use of individuals' personal administrative data within the population statistics system. Since 2009 ONS has undertaken research designed to develop a comprehensive understanding of public attitudes relating to the re-use of administrative data for research and statistical purposes.

In 2013 a module of questions was run on the ONS Opinions and Lifestyle Survey designed to investigate public attitudes towards data sharing between organisations and ONS. The aim of the research was to gauge public opinion on:-

- organisations sharing personal information with ONS that they collected for administrative purposes;
- ONS using the personal information for statistical purposes;
- ONS holding identifiable personal data or de-identified personal data; and
- ONS storing the personal data in a permanent or a temporary database.

## 3 Methodology

### 3.1 Mode of data collection

Attitudes were measured using a module of questions designed for the ONS Opinions and Lifestyle survey, a monthly omnibus survey that explores ad-hoc topics which are in the public interest. The module of questions was entitled 'Public Acceptability and Privacy', the full set of questions can be found in Appendix A.

The module was run over the months of May, June and July 2013. The questions were asked by field interviewers to adults aged over 16 years living in private households in England and Wales. Part-way through the interview, two thirds of respondents, randomly selected were read a draft ONS privacy pledge (see Appendix B). This was to ascertain whether being read the draft pledge affected respondents' views about data collected by other organisations being shared with ONS. The draft privacy pledge is not an existing ONS commitment (although many of its components are commitments that ONS has already made). It was developed in an effort to understand whether stating such a commitment would make a difference to public attitudes.

### 3.2 Selection

Respondents were selected using a random probability sample, stratified by the following:

- Region;
- The proportion of households with no car;
- The proportion of households where the household reference person is in the National Statistics Socio-economic Classification (NS-SEC) categories one to three, these are:-
  - managerial and professional occupations,
  - intermediate occupations,
  - routine and manual occupations.
- The proportion of people who are aged over 65 years old.

### 3.3 Response rate

The module had an overall response rate of 53 per cent and an achieved sample size of 2,737 respondents:-

- 2,595 (95 per cent) from England and 142 (5 per cent) from Wales.
- 1,537 (56 per cent) female.
- 1,200 (44 per cent) male.
- 1,779 (65 per cent) were read the privacy pledge.

### 3.4 Analysis

The statistics presented in this paper are based on figures that have been weighted to correct for unequal probability caused by interviewing only one adult per household, and for non-response bias. All associated data tables can be found in Appendix C.

## 4 Results

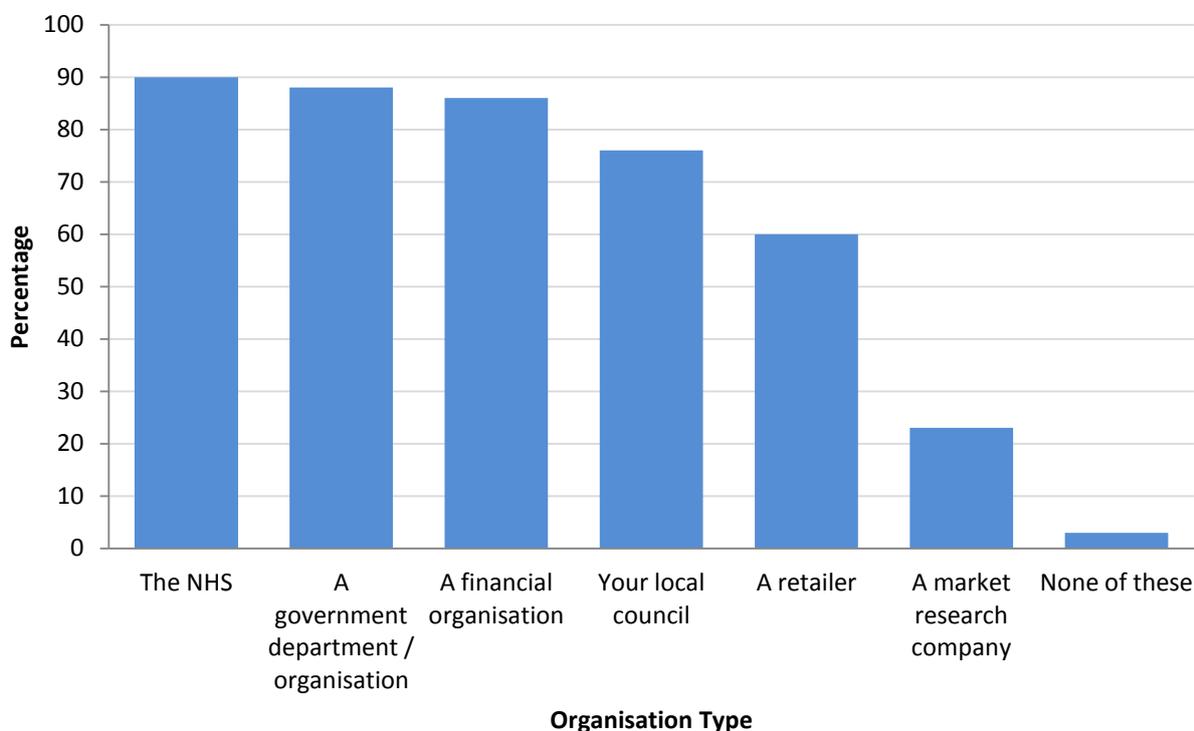
This section of the report presents the results of the research under sub-sections focusing on the following key areas:-

- Personal information and organisation type (4.1)
- Willingness to provide information (4.2)
- Data sharing (4.3)
- Use to be made of shared data (4.4)
- Storage of shared data (4.5)
- Influence of the draft privacy pledge (4.6)
- Comparison with 2012 Public Acceptability Research (4.7)

### 4.1 Personal information and organisation type

Respondents were presented with a list of selected organisation types and asked whether they had ever provided them with personal information about themselves. Ninety seven per cent reported having given personal information to at least one of the organisation types; 96 per cent to at least one public sector organisation type and 88 per cent to at least one private sector organisation type (see Figure 1). Most respondents recalled giving information to the NHS, government departments / organisations and financial organisations (90 per cent, 88 per cent and 86 per cent respectively). The organisation types to which respondents were least likely to recall having given personal information to were market research companies (23 per cent).

**Figure 1 – Organisation types that respondents have provided with their personal information**



Source: *Opinions and Lifestyle Survey, ONS 2013*

Three per cent of respondents reported never having given personal information to any of the organisation types listed on Figure 1.

## 4.2 Willingness to provide information

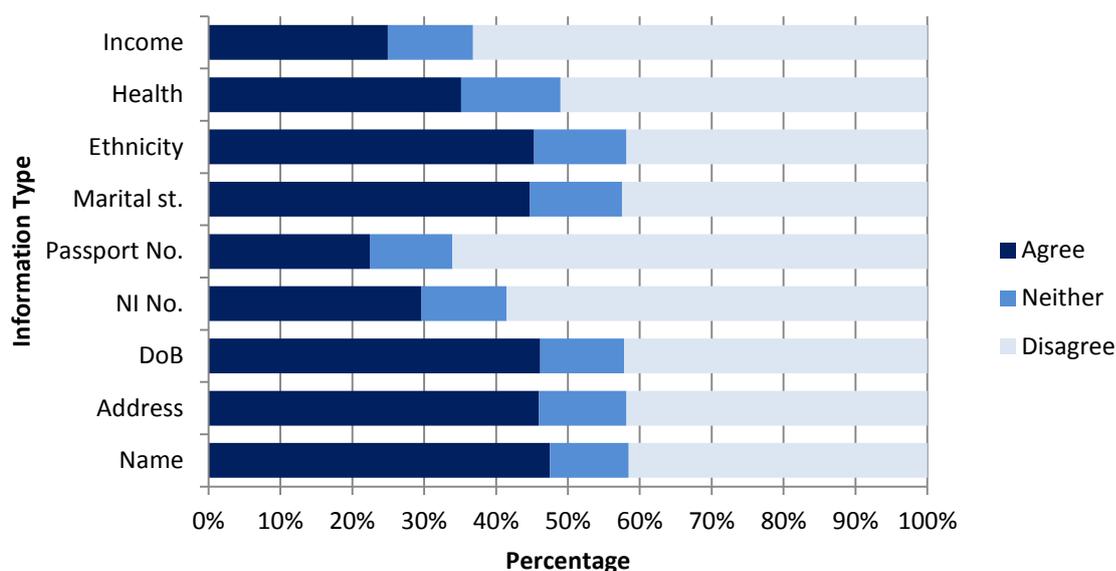
In general, most respondents said they were willing to give their name, address and date of birth to all of the organisation types, except for retailers and market research companies. They were most willing to give their name and address, regardless of the type of organisation to which it was being provided. Respondents were generally less willing to provide passport number and income.

Government departments were the only organisation type to which respondents were more willing than unwilling to provide information for every information type. For some types of private organisation, respondents were more unwilling than willing for every information type, except in the case of financial organisations. Respondents were also more willing to give financial organisations their income details than they were to any other organisation type (64 per cent).

## 4.3 Data sharing

The level of agreement with personal information collected by other organisations being shared with ONS is similar to the respondents' willingness to provide the information in the first instance. Name was the type of information that respondents most agreed should be shared with ONS (47 per cent), followed by address and date of birth (both 46 per cent). Income (25 per cent) and passport number (22 per cent) were the types of information respondents least agreed with being shared with ONS (see Figure 2).

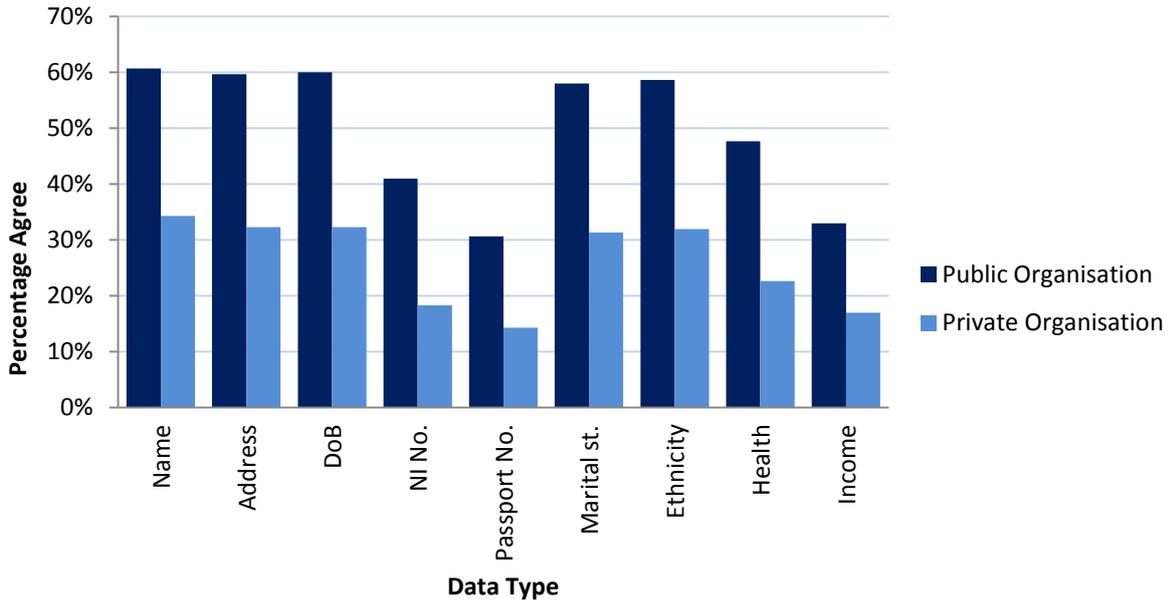
**Figure 2 – Agreement with other organisations sharing data with ONS**



Source *Opinions and Lifestyle Survey 2013*

Levels of agreement with public or private organisations sharing data with ONS vary significantly according to the type of organisation as shown in Figure 3. Respondents were much more in agreement with information being shared with ONS if it was originally collected by a public (rather than a private) organisation. For example, 61 per cent agreed with a public organisation sharing their name with ONS, compared to 34 per cent agreeing that a private organisation should share the same information. The case was similar for address, date of birth, marital status and ethnicity. For National Insurance number, passport number, health and income details, overall agreement was lower, but there was still a differential between public and private organisations.

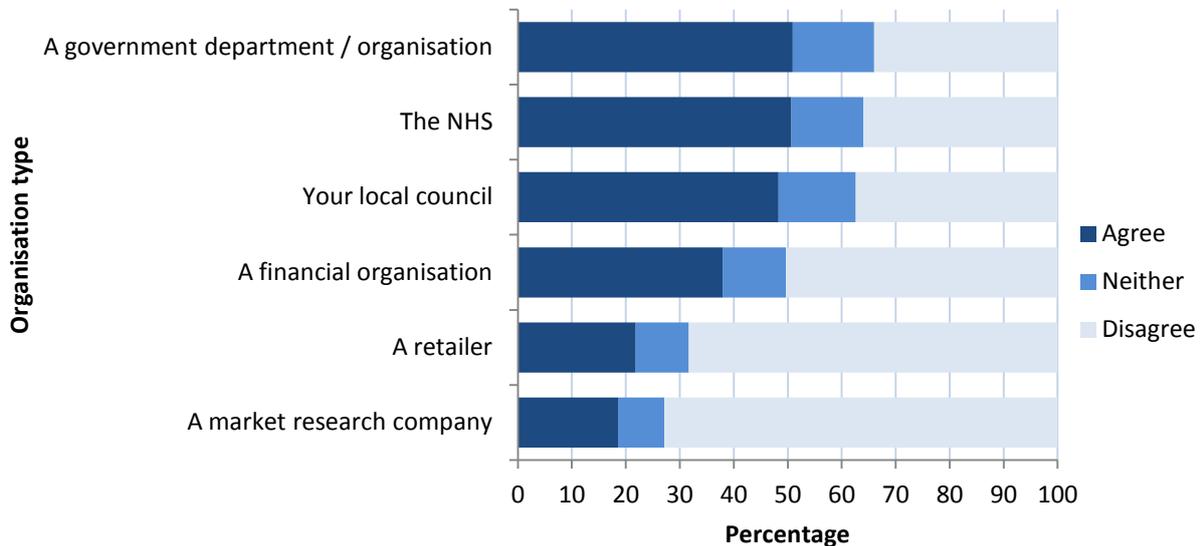
**Figure 3 – Agreement with other organisations sharing data with ONS**



Source *Opinions and Lifestyle Survey 2013*

Figure 4 illustrates that respondents disagreed more than they agreed with private organisations sharing data with ONS, especially when these organisations are retailers or market research companies.

**Figure 4 – Agreement with other organisations sharing data with ONS**



Source *Opinions and Lifestyle Survey 2013*

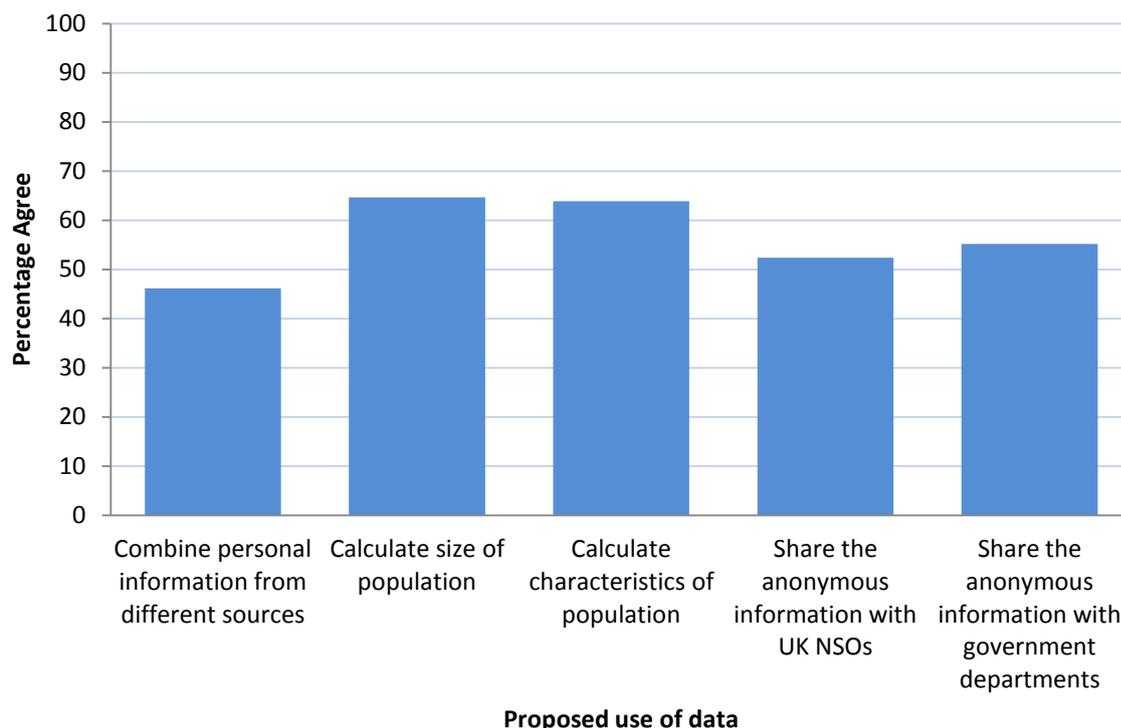
#### 4.4 Use of shared data

Respondents' attitudes towards data sharing varied depending on how the shared information would be used.

Respondents were most likely to agree with information being shared with ONS if it is used anonymously to calculate the size of the population (65 per cent) or the characteristics of the population (64 per cent).

Respondents were most likely to disagree with information being shared with ONS if it is used to combine personal information from different sources (46 per cent) or to share with other National Statistics Offices (NSOs) in the UK (52 per cent). Figure 5 shows levels of agreement according to the suggested use ONS makes of the data.

**Figure 5 – Agreement with other organisations sharing data with ONS by use ONS proposes to make of the data**



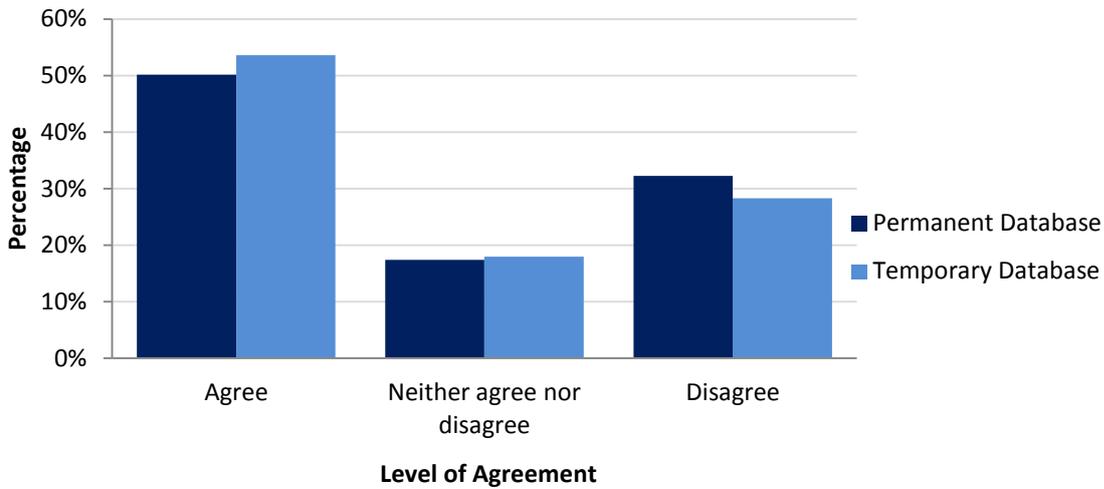
Source: *Opinions and Lifestyle Survey 2013*

## 4.5 Storage of shared data

### 4.5.1 Identifiable data

Whether identifiable data are stored in a permanent or temporary database does not seem to affect views substantially. Four per cent more respondents agree with ONS using information collected from other organisations when the data is stored temporarily, whilst those undecided remain fairly constant (see Figure 6).

**Figure 6 – Agreement to ONS storing identifiable data in a permanent or temporary database**

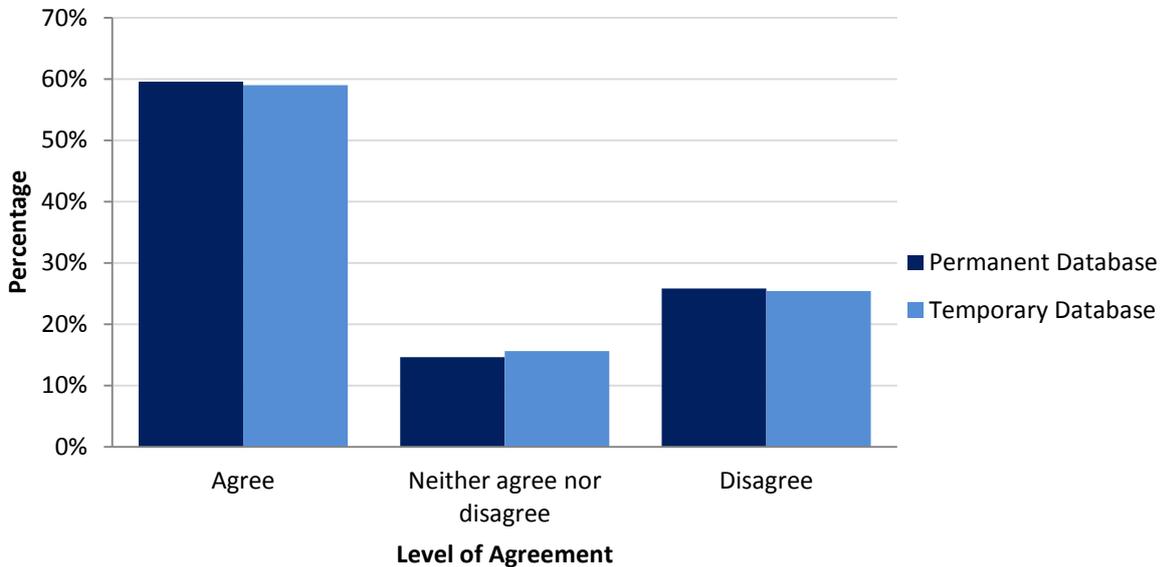


Source: *Opinions and Lifestyle Survey, ONS 2013*

#### 4.5.2 Anonymous data

If name, address and other similar information were to be removed before the data were stored by ONS ie. if it were anonymised, the level of agreement with ONS using information collected from other organisations is higher - 60 per cent compared with 50 per cent if the data were not anonymised. Additionally, the difference in views between a permanent or a temporary database becomes negligible (see Figure 7).

**Figure 7 – Agreement to ONS storing anonymous data in a permanent or temporary database**



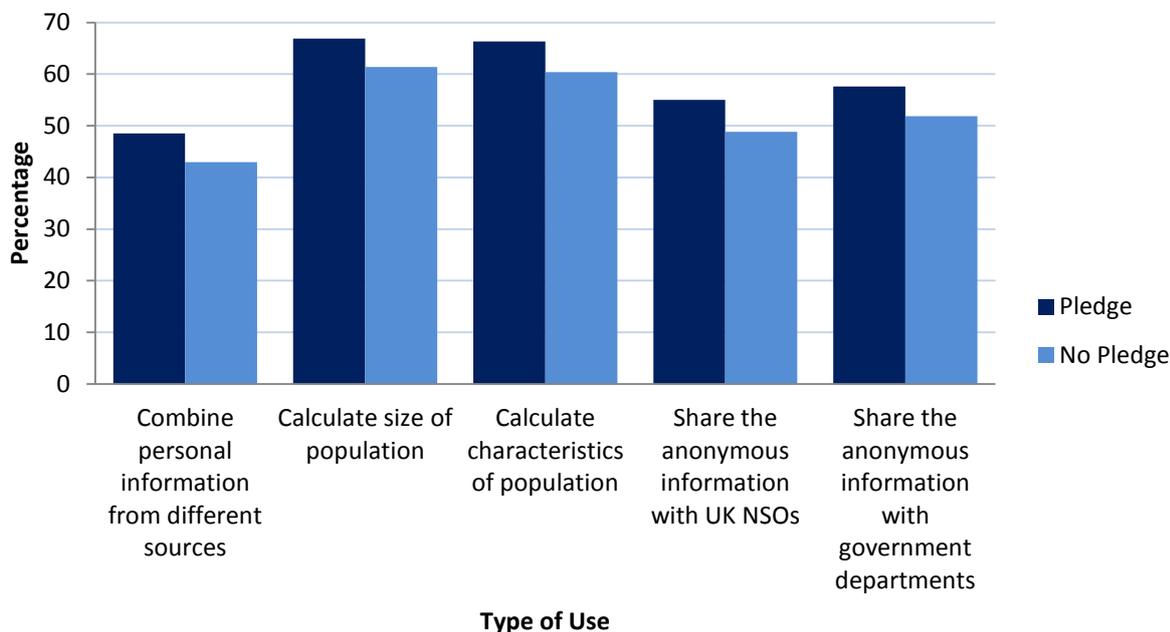
Source: *Opinions and Lifestyle Survey, ONS 2013*

#### 4.6 Influence of the draft privacy pledge

Respondents who were read the draft privacy pledge (see Appendix 3) were more likely to agree to the different uses that ONS would make of data. Figure 8 illustrates that agreement with data

sharing was six percentage points higher, across all data uses, amongst those respondents who were read the privacy pledge.

**Figure 8 – Influence of privacy pledge on agreement with ONS using personal data**



Source: *Opinions and Lifestyle Survey, ONS 2013*

The draft privacy pledge slightly increased agreement with regard to ONS storing personal information in a permanent database, with a five percentage point gap if identifying details were included and a three percentage point gap if they had been excluded. The draft privacy pledge had no effect in the case of the temporary database.

#### 4.7 Comparison with 2012 public attitudes research

The public attitudes research carried out in 2012 asked different questions to those asked in 2013. However, questions were asked in 2012 relating to:-

- Types of information respondents were willing to share with ONS.
- Types of organisations from which respondents were willing for ONS to obtain personal information.
- Support for holding personal information on a database for statistical purposes.

Whilst the questions asked are not directly comparable, findings from the 2012 survey are consistent with the 2013 survey:-

- There was support for holding personal information on a database for statistical purposes.
- People were more likely to agree with ONS obtaining personal information about them from other government departments rather than from non-government organisations.
- Respondents were more likely to object to giving their income information.

## 5 Conclusions

The research shows that almost all of the represented members of the public (97 per cent) recall having given personal information about themselves by some means to various organisations.

The public are more willing to provide personal information to public organisations than private organisations, and more accepting of public organisations sharing these data with ONS, but the patterns are complex.

Just over half of the public support personal information collected by other government departments and public organisations being used by ONS for statistical purposes; around one third disagree and around a fifth neither agree nor disagree. Support for organisations sharing personal information with ONS increased slightly if the data were to be stored by ONS temporarily rather than permanently.

If data were anonymised, three fifths of the public support personal information collected by other government departments and public organisations being used by ONS for statistical purposes (an increase of 10 percentage points). One quarter do not agree, and the remainder neither agree nor disagree.

If the public are read a draft privacy pledge they are six percentage points more likely to agree with ONS using personal information collected by other organisations, regardless of whether or not the data are anonymised.

Further research is required, both to understand and refine the results of the research presented here, and to monitor public views as they change over time.

## Appendix A: Survey Questions

### **ASK IF: Country = England OR Wales**

**MDU Intro** I would now like to ask you some questions on behalf of the Office for National Statistics about the ways in which personal information about you is collected and held.

As you may already know, the Office for National Statistics is responsible for producing facts and figures about the population of England and Wales. For this reason, it conducts the Census in England and Wales every ten years which counts the population and collects other information on individuals and households, such as ethnicity and marital status. The Census gathers much of the statistical information required by the government, but alternative ways to do this are now being looked at and we are interested in finding out what people think about this.

### **SECTION ONE – Personal Information**

#### **ASK IF: Country = Wales OR England**

**MDU 1** (*Show card 1*) Have you ever given personal information about yourself to any of these organisations using any method e.g. online, on a paper form, over the telephone?

*(Please code all that apply)*

1. A government department or agency (e.g. tax office, DVLA, job centre)
2. The National Health Service (e.g. doctor's surgery, dentist)
3. Your local council (e.g. Council Tax)
4. A retailer such as a supermarket or a big chain store (e.g. loyalty cards, store cards)
5. A financial organisation (e.g. a bank or a credit card company)
6. A market research company seeking information about your views or behaviour (e.g. opinion on consumer products, voting intentions, spending patterns)
7. None of these

### **SECTION TWO: Providing Information**

**MDU Int2** These questions are about organisations that you have provided with your personal information in the past. For each of these questions I'd like you to give an answer on a scale of 1 to 5, where 1 is 'very willing' and 5 is 'very unwilling'.

#### **MDU 2 – MDU 7**

*(Show card 2)* If a [INSERT RANDOMLY SELECTED ORGANISATION] asked you for information about your [INSERT INFORMATION TYPE], how willing would you be to provide it?

1. Very willing
2. Willing
3. Neither willing nor unwilling
4. Unwilling

5. Very unwilling
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

***(Information Type List for MDU\_2-MDU\_7):***

- a. Name
- b. Address including Postcode
- c. Date of Birth
- d. National Insurance Number
- e. Passport Number
- f. Marital Status
- g. Ethnicity
- h. General health or disability Information
- i. Income

***(Organisation List for MDU\_2-MDU\_7):***

MDU\_2a – MDU\_2i = a government department or agency (e.g. tax office, DVLA, job centre)

MDU\_3a – MDU\_3i = The National Health Service (e.g. doctor's surgery, dentist)

MDU\_4a – MDU\_4i = Your local council (e.g. Council Tax)

MDU\_5a – MDU\_5i = A retailer such as a supermarket or a big chain store (e.g. loyalty cards, store cards)

MDU\_6a – MDU\_6i = A financial organisation (e.g. a bank or a credit card company)

MDU\_7a – MDU\_7i = A market research company seeking information about your views or behaviour (e.g. opinion on consumer products, voting intentions, spending patterns)

### **SECTION THREE – Data Sharing**

**MDU\_Int3** The Office for National Statistics is looking at the possibility of making use of information that has already been collected by other organisations and using it to compile statistics about the population of England and Wales, rather than carrying out the Census. For each of these questions I'd like you to give an answer on a scale of 1 to 5, where 1 is 'strongly agree' and 5 is 'strongly disagree'.

#### **MDU 8 – MDU 13**

(*Show card 3*) Thinking about a [INSERT RANDOMLY SELECTED ORGANISATION], to what extent do you agree with them sharing your [INSERT INFORMATION TYPE] with the Office for National Statistics?

1. Strongly agree

2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

**(Information Type List for MDU\_8-MDU\_13):**

- a. Name
- b. Address including Postcode
- c. Date of Birth
- d. National Insurance Number
- e. Passport Number
- f. Marital Status
- g. Ethnicity
- h. General health or disability Information
- i. Income

**ASK IF: MDU\_2 is asked THEN**

MDU\_8a – MDU\_8i = a government department or agency (e.g. tax office, DVLA, job centre)

**ASK IF: MDU\_3 is asked THEN**

MDU\_9a – MDU\_9i = The National Health Service (e.g. doctor's surgery, dentist)

**ASK IF: MDU\_4 is asked THEN**

MDU\_10a – MDU\_10i = Your local council (e.g. Council Tax)

**ASK IF: MDU\_5 is asked THEN**

MDU\_11a – MDU\_11i = A retailer such as a supermarket or a big chain store (e.g. loyalty cards, store cards)

**ASK IF: MDU\_6 is asked THEN**

MDU\_12a – MDU\_12i = A financial organisation (e.g. a bank or a credit card company)

**ASK IF: MDU\_7 is asked THEN**

MDU\_13a – MDU\_13i = A market research company seeking information about your views or behaviour (e.g. opinion on consumer products, voting intentions, spending patterns)

**SECTION THREE – Data Use**

**ASK IF: Country = England OR Wales**

**MDU PLIn** The next set of questions is about different uses the Office for National Statistics might make of information collected from other organisations, and how you feel about your personal information being shared for these statistical purposes. For each of these questions I'd like you to give an answer on a scale of 1 to 5, where 1 is 'strongly agree' and 5 is 'strongly disagree'.

**ASK IF: Country = England OR Wales**  
**AND: Address=<15**

**MDU Pledge** (Show card 4) Please read the following Pledge from the Office for National Statistics.  
(Please read aloud to respondent)

**ASK IF: Country = England OR Wales**

**MDU\_PL1-MDU\_PL4** (Showcard 5) Having read the Pledge, to what extent would you agree with [INSERT INFORMATION TYPE] being shared with the Office for National Statistics in order to...  
...[INSERT DATA USE CATEGORY]?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

**(Information Type for MDU\_PL1-MDU\_PL4):**

**MDU\_1PLa – MDU\_1PLe** = Basic registration information (such as your name, address and date of birth)

**MDU\_2PLa – MDU\_2PLe** = Personal code information (such as your National insurance number or passport number)

**MDU\_3PLa – MDU\_3PLe** = Social characteristics information (such as your ethnicity or marital status)

**MDU\_4PLa – MDU\_4PLe** = Information about your personal affairs (such as your general health and income)

**(Data use Categories for MDU\_PL1-MDU\_PL4)**

- a. Combine personal information about you from different sources
- b. Use the anonymous personal information to calculate the size of the population
- c. Use the anonymous personal information to calculate the characteristics of the population
- d. Share the anonymous personal information with national statistics organisations in Scotland and Northern Ireland?
- e. Share the anonymous personal information with other government departments in England and Wales (e.g. Department for Transport)

## **SECTION FOUR – Data Storage**

**ASK IF: Country = England OR Wales**

**MDU\_Int4**

If the Office for National Statistics uses personal information about you for statistical purposes that has been collected by other organisations there are in various options for the way in which the information could be accessed and stored. This last set of questions asks for your views on a few alternatives.

For each of these questions I'd like you to give an answer on a scale of 1 to 5, where 1 is 'strongly agree' and 5 is 'strongly disagree'.

**ASK IF: Country = England OR Wales**

**MDU\_15a**

(Show card 5) To what extent do you agree with the Office for National Statistics using personal information about you collected from other organisations if the information is brought together and stored in a single database for the Office for National Statistics to use when needed?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

**ASK IF: Country = England OR Wales**

**MDU\_15b**

(Show card 5) To what extent do you agree with the Office for National Statistics using personal information about you collected from other organisations if the Office for National Statistics accesses the information temporarily when it needs it and does not keep a permanent database itself?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

**ASK IF: Country = England OR Wales**

**AND: MDU\_15a <> 1**

**MDU\_16a**

(Show card 5) To what extent do you agree with the Office for National Statistics using personal information about you collected from other organisations, but excluding your name, address or similar information, if the information is brought together and stored in a single database for the Office for National Statistics to use when needed?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree

5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

**ASK IF: Country = England OR Wales**

**AND: MDU\_15b <> 1**

**MDU 16b**

(*Show card 5*) To what extent do you agree with the Office for National Statistics using personal information about you collected from other organisations, but excluding your name, address or similar information, if the Office for National Statistics accesses the information temporarily when it needs it and does not keep a permanent database itself?

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
6. Don't know (*spontaneous only*)
7. Refusal (*spontaneous only*)

## Appendix B: The ONS Draft Privacy Pledge

### WE WILL:

- Keep your information safe and secure;
- Always explain what information we are using, who has provided it and where it has come from;
- Only ask for the information we need;
- Only use your data to produce statistics or carry out research;
- Only keep your information for as long as we need it;
- Deal with any breach of our standards or procedures.

### WE WILL NOT:

- Share your information with any commercial concern or private company;
- Reveal your information to any other organisation except where this is for an approved statistical purpose;
- Use your information to make a decision or take any action which would affect you, your family, your household or business;
- Publish any information which would enable you, or your family, to be identified;
- Seek access to any medical information about you or your family.

## Appendix C: Data Tables

### Number of organisation types that respondents have given personal information about themselves to (MDU\_1)

|                      | Percentage (weighted) |
|----------------------|-----------------------|
| 0 organisation types | 3%                    |
| 1 organisation type  | 5%                    |
| 2 organisation types | 5%                    |
| 3 organisation types | 10%                   |
| 4 organisation types | 24%                   |
| 5 organisation types | 35%                   |
| 6 organisation types | 17%                   |

Source: *Opinions and Lifestyle Survey, ONS 2013*

### Organisation types that respondents have ever given personal information about themselves to (MDU\_1)

|  | Percentage (weighted) |
|--|-----------------------|
| The NHS                                | 90                    |
| A government department / organisation | 88                    |
| A financial organisation               | 86                    |
| Your local council                     | 76                    |
| A retailer                             | 60                    |
| A market research company              | 23                    |
| None of these                          | 3                     |

Source: *Opinions and Lifestyle Survey, ONS 2013*

### Willingness of respondents to provide their name to the specified organisation types (MDU2-7)

|                               | Percentage (weighted)   |         |               |            |                          |                           |
|-------------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
|                               | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
| Willing                       | 86%                     | 94%     | 87%           | 61%        | 87%                      | 30%                       |
| Neither willing nor unwilling | 8%                      | 2%      | 7%            | 12%        | 5%                       | 9%                        |
| Unwilling                     | 6%                      | 4%      | 6%            | 27%        | 8%                       | 61%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Willingness of respondents to provide their address to the specified organisation types (MDU2-7)**

|                               | Percentage (weighted)   |         |               |            |                          |                           |
|-------------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
|                               | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
| Willing                       | 87%                     | 93%     | 87%           | 57%        | 87%                      | 21%                       |
| Neither willing nor unwilling | 7%                      | 3%      | 7%            | 12%        | 5%                       | 11%                       |
| Unwilling                     | 6%                      | 4%      | 6%            | 32%        | 8%                       | 68%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Willingness of respondents to provide their passport number to the specified organisation types (MDU2-7)**

|                               | Percentage (weighted)   |         |               |            |                          |                           |
|-------------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
|                               | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
| Willing                       | 60%                     | 47%     | 35%           | 4%         | 31%                      | 4%                        |
| Neither willing nor unwilling | 13%                     | 16%     | 16%           | 7%         | 14%                      | 6%                        |
| Unwilling                     | 27%                     | 37%     | 49%           | 89%        | 55%                      | 90%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Willingness of respondents to provide their income to the specified organisation types (MDU2-7)**

|                               | Percentage (weighted)   |         |               |            |                          |                           |
|-------------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
|                               | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
| Willing                       | 59%                     | 36%     | 39%           | 8%         | 64%                      | 7%                        |
| Neither willing nor unwilling | 14%                     | 14%     | 16%           | 8%         | 12%                      | 8%                        |
| Unwilling                     | 26%                     | 50%     | 45%           | 84%        | 25%                      | 85%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to the specified organisation types sharing their name with ONS (MDU8-13)**

|                            | Percentage (weighted)   |         |               |            |                          |                           |
|----------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
|                            | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
| Agree                      | 58%                     | 63%     | 61%           | 31%        | 47%                      | 25%                       |
| Neither agree nor disagree | 15%                     | 12%     | 13%           | 10%        | 11%                      | 9%                        |
| Disagree                   | 27%                     | 26%     | 27%           | 59%        | 43%                      | 67%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to the specified organisation types sharing their address with ONS (MDU8-13)**

Percentage (weighted)

|                            | A government department | The NHS | Local council | A retailer | A financial organisation | A market research company |
|----------------------------|-------------------------|---------|---------------|------------|--------------------------|---------------------------|
| Agree                      | 59%                     | 60%     | 60%           | 29%        | 46%                      | 22%                       |
| Neither agree nor disagree | 15%                     | 14%     | 14%           | 10%        | 12%                      | 9%                        |
| Disagree                   | 26%                     | 27%     | 26%           | 61%        | 42%                      | 69%                       |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to the specified pieces of information being shared with ONS in order to calculate the size of the population (PLU1-4)**

Percentage (weighted)

|                            | Basic registration information | Personal code information | Social characteristics information | Information about your personal affairs |
|----------------------------|--------------------------------|---------------------------|------------------------------------|---|
| Agree                      | 77%                            | 56%                       | 69%                                | 56%                                     |
| Neither agree nor disagree | 10%                            | 14%                       | 13%                                | 14%                                     |
| Disagree                   | 14%                            | 30%                       | 18%                                | 29%                                     |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to the specified pieces of information being shared with ONS in order to calculate the characteristics of the population (PLU1-4)**

Percentage (weighted)

|                            | Basic registration information | Personal code information | Social characteristics information | Information about your personal affairs |
|----------------------------|--------------------------------|---------------------------|------------------------------------|---|
| Agree                      | 75%                            | 56%                       | 69%                                | 56%                                     |
| Neither agree nor disagree | 10%                            | 14%                       | 13%                                | 14%                                     |
| Disagree                   | 15%                            | 30%                       | 18%                                | 29%                                     |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to the specified pieces of information being shared with ONS in order to combine personal information from different sources (PLU1-4)**

Percentage (weighted)

|                            | Basic registration information | Personal code information | Social characteristics information | Information about your personal affairs |
|----------------------------|--------------------------------|---------------------------|------------------------------------|---|
| Agree                      | 55%                            | 33%                       | 57%                                | 39%                                     |
| Neither agree nor disagree | 16%                            | 16%                       | 16%                                | 16%                                     |
| Disagree                   | 29%                            | 51%                       | 27%                                | 45%                                     |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations by method of access (MDU\_15a and MDU\_15b)**

|                            | Percentage (weighted)   |  |
|----------------------------|---|--|
|                            | Where data is brought together in a single permanent database | Where data is brought together in a temporary database |
| Agree                      | 50%   | 54%  |
| Neither agree nor disagree | 17%   | 18%  |
| Disagree                   | 32%   | 28%  |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations if the information is brought together and stored in a single database for ONS to use when needed, by gender (MDU\_15a)**

|        | Percentage (weighted) |                          |          |
|--------|-----------------------|--------------------------|----------|
|        | Agree                 | Neither agree / disagree | Disagree |
| Male   | 53%                   | 17%                      | 30%      |
| Female | 45%                   | 18%                      | 37%      |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations if ONS accesses the information temporarily when it needs it and does not keep a permanent database itself, by gender (MDU\_15b)**

|        | Percentage (weighted) |                          |          |
|--------|-----------------------|--------------------------|----------|
|        | Agree                 | Neither agree / disagree | Disagree |
| Male   | 54%                   | 18%                      | 28%      |
| Female | 50%                   | 17%                      | 33%      |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations if the information is brought together and stored in a single database for ONS to use when needed, by age band (MDU\_15a)**

|             | Percentage (weighted) |                          |          |
|-------------|-----------------------|--------------------------|----------|
|             | Agree                 | Neither agree / disagree | Disagree |
| 16 to 54    | 52%                   | 18%                      | 30%      |
| 55 and over | 44%                   | 18%                      | 39%      |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations if ONS accesses the information temporarily when it needs it and does not keep a permanent database itself, by age band (MDU\_15b)**

|             | Percentage (weighted) |                          |          |
|-------------|-----------------------|--------------------------|----------|
|             | Agree                 | Neither agree / disagree | Disagree |
| 16 to 54    | 56%                   | 18%                      | 26%      |
| 55 and over | 47%                   | 17%                      | 36%      |

Source: *Opinions and Lifestyle Survey, ONS 2013*

**Agreement to ONS using personal information collected by other organisations if name and address (and other similar information) is removed, by method of access (MDU\_16a and MDU\_16b)**

|                            | Percentage (weighted)   |  |
|----------------------------|---|--|
|                            | Where data is brought together in a single permanent database | Where data is brought together in a temporary database |
| Agree                      | 60%   | 59%  |
| Neither agree nor disagree | 15%   | 16%  |
| Disagree                   | 26%   | 25%  |

Source: *Opinions and Lifestyle Survey, ONS 2013*

## References

- S1: Data Sharing Between Government Departments – Report on Public Acceptability published in November 2009.
- S2: Public Acceptability of Government Data Sharing and the Implications for a Central Database June 2010
- S3: Public Acceptability of Government Data Sharing and the Implications for a Central Database Wave 2 published in September 2012.
- S4: Public Acceptability Research Report June 2012