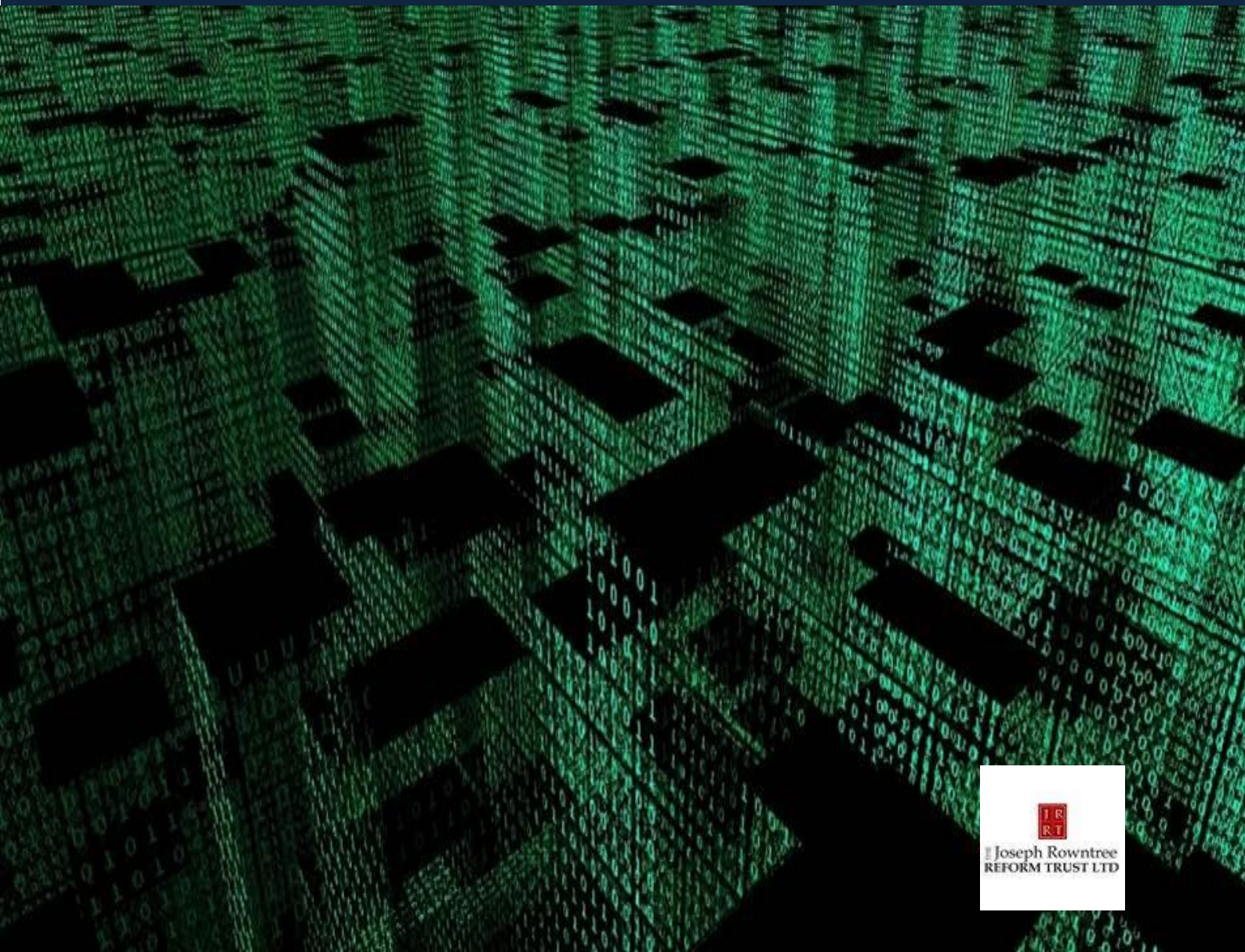


May 2014

Privacy and personal data

Poll conducted by Ipsos MORI for the Joseph Rowntree Reform Trust



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1 Introduction

The Joseph Rowntree Reform Trust commissioned Ipsos MORI to complete a poll of the general public across Great Britain on privacy and personal data. This document presents the topline findings from the poll. Full data tables can be requested under separate cover.

Results are based on a total of 1,958 completed surveys from a quota survey of GB adults aged 15+, using random location sampling.

Surveys were completed face-to-face via CAPI (Computer Assisted Telephone Interviewing) on the Ipsos MORI omnibus (CAPIbus).

The data in this topline are based on all surveys completed between 25 April and 3 May 2014.

An * indicates a score less than 0.5%, but greater than zero. Where percentages do not add up to 100 this is due to computer rounding or multiple responses.

Base sizes of less than 100 should be treated with caution and these results seen as indicative only. Bases of less than 30 should be treated with extreme caution and be seen as indicative only.

The data has been weighted by age, gender, region, working status, social grade, tenure and ethnicity.

2 Topline findings

Q1_1	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your medical record	
	Essential	49%
	Very important	33%
	Fairly important	12%
	Not very important	5%
	Not at all important	1%
	Don't know	1%
	Essential/ important (net)	93%
	Not important (net)	6%
Q1_2	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your personal financial records (bank account, pension, savings etc)	
	Essential	64%
	Very important	29%
	Fairly important	5%
	Not very important	1%
	Not at all important	*
	Don't know	1%
	Essential/ important (net)	98%
	Not important (net)	1%
Q1_3	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your credit record	
	Essential	46%
	Very important	34%
	Fairly important	13%
	Not very important	4%
	Not at all important	1%
	Don't know	2%
	Essential/ important (net)	93%
	Not important (net)	5%

Q1_4	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your criminal record	
	Essential	35%
	Very important	27%
	Fairly important	16%
	Not very important	7%
	Not at all important	6%
	Don't know	9%
	Essential/ important (net)	78%
	Not important (net)	13%
Q1_5	Base size:	1695
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your internet browsing records	
	Essential	34%
	Very important	31%
	Fairly important	20%
	Not very important	10%
	Not at all important	2%
	Don't know	3%
	Essential/ important (net)	85%
	Not important (net)	12%
Q1_6	Base size:	1695
	How important, if at all, do you think it is to maintain the privacy of each of the following? The content of your emails	
	Essential	44%
	Very important	35%
	Fairly important	13%
	Not very important	5%
	Not at all important	1%
	Don't know	3%
	Essential/ important (net)	91%
	Not important (net)	6%

Q1_7	Base size:	715
	How important, if at all, do you think it is to maintain the privacy of each of the following? The location of your mobile tablet device (e.g. iPad, Kindle Fire, Samsung Galaxy)	
	Essential	27%
	Very important	30%
	Fairly important	24%
	Not very important	14%
	Not at all important	3%
	Don't know	3%
	Essential/ important (net)	80%
	Not important (net)	17%
Q1_8	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your phone records	
	Essential	35%
	Very important	35%
	Fairly important	18%
	Not very important	10%
	Not at all important	2%
	Don't know	1%
	Essential/ important (net)	88%
	Not important (net)	11%
Q1_9	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? The content of your phone calls i.e. what you say	
	Essential	44%
	Very important	34%
	Fairly important	15%
	Not very important	5%
	Not at all important	1%
	Don't know	1%
	Essential/ important (net)	93%
	Not important (net)	6%

Q1_10	Base size:	1739
	How important, if at all, do you think it is to maintain the privacy of each of the following? Your mobile phone's location	
	Essential	26%
	Very important	31%
	Fairly important	22%
	Not very important	15%
	Not at all important	4%
	Don't know	2%
	Essential/ important (net)	79%
	Not important (net)	18%
Q1_11	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? The address cited on your post	
	Essential	28%
	Very important	32%
	Fairly important	23%
	Not very important	12%
	Not at all important	4%
	Don't know	1%
	Essential/ important (net)	82%
	Not important (net)	16%
Q1_12	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? The content of your post	
	Essential	44%
	Very important	38%
	Fairly important	13%
	Not very important	3%
	Not at all important	1%
	Don't know	1%
	Essential/ important (net)	95%
	Not important (net)	4%

Q1_13	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? The address you pay your bills from	
	Essential	33%
	Very important	35%
	Fairly important	18%
	Not very important	10%
	Not at all important	2%
	Don't know	2%
	Essential/ important (net)	86%
	Not important (net)	12%
Q1_14	Base size:	1958
	How important, if at all, do you think it is to maintain the privacy of each of the following? The content of your bills	
	Essential	41%
	Very important	36%
	Fairly important	16%
	Not very important	6%
	Not at all important	1%
	Don't know	1%
	Essential/ important (net)	92%
	Not important (net)	7%
Q2_1	Base size:	1958
	For each of the bodies below, how confident, if at all, are you that they will protect your personal information? Government departments and public services	
	Very confident	14%
	Fairly confident	41%
	Not very confident	27%
	Not at all confident	15%
	Don't know	4%
	Confident (net)	55%
	Not confident (net)	42%

Q2_2	Base size:	1958
	For each of the bodies below, how confident, if at all, are you that they will protect your personal information? Private companies (such as supermarkets, insurance companies, utility companies or other retailers)	
	Very confident	7%
	Fairly confident	31%
	Not very confident	35%
	Not at all confident	24%
	Don't know	4%
	Confident (net)	38%
	Not confident (net)	59%
Q2_3	Base size:	1958
	For each of the bodies below, how confident, if at all, are you that they will protect your personal information? Web-based email services (such as Gmail, Hotmail, Yahoo)	
	Very confident	8%
	Fairly confident	32%
	Not very confident	29%
	Not at all confident	18%
	Don't know	12%
	Confident (net)	41%
	Not confident (net)	48%
Q3	Base size:	1958
	I would like you to think about the balance between keeping people safe and maintaining their privacy. Which of the following best represents your view about how this balance works at the moment?	
	Balance is about right between privacy and security	40%
	Too much in favour of security at the expense of privacy	25%
	Too much in favour of privacy at the expense of security	12%
	It should not be a choice/we should be able to have both	8%
	Don't know	15%

Q4	Base size:	1958
	How well, if at all, would you say you know the care.data proposal?	
	Know very well	3%
	Know fairly well	9%
	Know a little	19%
	Heard of but not sure what it is	13%
	Never heard of	51%
	Don't know	4%
	Know at least a little (net)	31%
	At least heard of (net)	44%
Q5	Base size:	1958
	Thinking about the care.data proposal, which of the following best represents your view on how, if at all, your GP should be able to share information from your medical records with the care.data programme?	
	My GP should be allowed to share my data automatically without needing my knowledge and consent	10%
	My GP should be allowed to share my data automatically as long as I know about it and do not object or opt out	27%
	My GP should only be allowed to share my data if I know about it and have given my explicit consent and opt in	40%
	My GP should not be allowed to share my data under any circumstances	13%
	I would need more information to make a decision	7%
	Don't know	4%
Q6	Base size:	1958
	And which of the following best represents your view on how, if at all, your GP should be able to share information from the medical records of those aged under 16 with the care.data programme?	
	GPs should be allowed to share the data of those under 16 automatically without needing the knowledge and consent of the parent or guardian	7%
	GPs should be allowed to share the data of those under 16 automatically as long the parent or legal guardian is aware and does not object or opt out	24%
	GPs should only be allowed to share the data of those under 16 if the parent or legal guardian knows about it and has given explicit consent and opts in	40%
	GPs should not be allowed to share the data of those under 16 under any circumstances	16%
	I would need more information to make a decision	7%
	Don't know	5%

Q7	Base size:	1958
	<p>Which, if any, of the following organisations do you think should have access to the information from your medical records that will be collected for the care.data programme?</p> <p>The Department of Health 57%</p> <p>NHS England (an organisation that provides national support to the NHS) 55%</p> <p>The Health and Social Care Information Centre (HSCIC) 36%</p> <p>Universities for research use 21%</p> <p>Private companies who provide health services for the NHS 13%</p> <p>Private companies for research use (such as pharmaceutical companies) 10%</p> <p>Other government departments outside health 9%</p> <p>Insurance companies 7%</p> <p>Other public bodies outside health 4%</p> <p>None of these 14%</p> <p>Don't know 6%</p>	
Q8	Base size:	1958
	<p>Do you agree or disagree with the following statement? If a government department or public body holds some data about you, other government departments and public bodies should have access to that information.</p> <p>Strongly agree 3%</p> <p>Tend to agree 15%</p> <p>Neither agree nor disagree 15%</p> <p>Tend to disagree 27%</p> <p>Strongly disagree 36%</p> <p>Don't know 4%</p> <p>Agree (net) 18%</p> <p>Disagree (net) 63%</p>	

Q9	Base size:	1958
	<p>Which one, if any, of the following best represents your view on how the government should be able to share data it holds about you with private companies?</p> <p>Government departments or public bodies should be allowed to share that data about you with private companies without your knowledge and consent</p> <p>Government departments or public bodies should be allowed to share that data about you with private companies as long as you know about it and do not object or opt out</p> <p>Government departments or public bodies should be allowed to share that data about you with private companies as long as you know about it and have given your explicit consent and opt in</p> <p>Government departments or public bodies should never be allowed to share data they hold about you with private companies</p> <p>I would need more information to make a decision</p> <p>Don't know</p>	<p>3%</p> <p>12%</p> <p>26%</p> <p>45%</p> <p>9%</p> <p>5%</p>
Q10	Base size:	1958
	<p>Which one, if any, of the following best represents your view on how, if at all, the government should be able to sell data it holds about you to private companies?</p> <p>Government departments or public bodies should be allowed to sell that data about you to private companies without your knowledge and consent</p> <p>Government departments or public bodies should be allowed to sell that data about you to private companies as long as you know about it and do not object or opt out</p> <p>Government departments or public bodies should be allowed to sell that data about you to private companies as long as you know about it and have given your explicit consent and opt in</p> <p>Government departments or public bodies should never be allowed to sell data they hold about you with private companies</p> <p>I would need more information to make a decision</p> <p>Don't know</p>	<p>2%</p> <p>6%</p> <p>13%</p> <p>67%</p> <p>8%</p> <p>4%</p>

Q11_1	Base size:	1958
	How strongly do you support or oppose...? Allowing the Government to have data it holds on people stored or processed abroad, as well as in the UK	
	Strongly support	2%
	Tend to support	8%
	Neither support nor oppose	17%
	Tend to oppose	20%
	Strongly oppose	49%
	Don't know	4%
	Support (net)	10%
	Oppose (net)	69%
Q11_2	Base size:	1958
	How strongly do you support or oppose...? Allowing private companies to have data they hold on you stored or processed abroad, as well as in the UK	
	Strongly support	2%
	Tend to support	5%
	Neither support nor oppose	14%
	Tend to oppose	21%
	Strongly oppose	56%
	Don't know	3%
	Support (net)	6%
	Oppose (net)	77%
Q12_1	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Investigations of minor crimes where that person is a suspect	
	Should be allowed	61%
	Should not be allowed	32%
	Don't know	7%
Q12_2	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Investigations of minor crimes where that person is not a suspect	
	Should be allowed	22%
	Should not be allowed	71%
	Don't know	7%

Q12_3	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Any serious crime investigation where that person is a suspect	
	Should be allowed	86%
	Should not be allowed	9%
	Don't know	5%
Q12_4	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Any serious crime investigation where that person is not a suspect	
	Should be allowed	37%
	Should not be allowed	54%
	Don't know	9%
Q12_5	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Terrorism investigations or situations where there is a criminal threat to life and that person is a suspect	
	Should be allowed	88%
	Should not be allowed	8%
	Don't know	4%
Q12_6	Base size:	1958
	For each of the following cases, please say whether you think the police and UK intelligence agencies should or should not be allowed to access this information? Terrorism investigations or situations where there is a criminal threat to life where that person is not a suspect	
	Should be allowed	54%
	Should not be allowed	39%
	Don't know	7%

Q13	Base size:	1958
	<p>Who of these, if any, do you think should be responsible for approving requests from the police and UK intelligence agencies to collect and look at information about the electronic communications of private individuals, such as websites visited, call history and email traffic?</p> <p>A senior judge in a court of law</p> <p>A senior authorised officer within the police force or agency seeking the permission</p> <p>A government minister (e.g. Home Secretary or Foreign Secretary)</p> <p>Independent body</p> <p>Other</p> <p>They should not be allowed to do this at all</p> <p>Don't know</p>	<p>48%</p> <p>20%</p> <p>15%</p> <p>1%</p> <p>1%</p> <p>5%</p> <p>11%</p>
Q14	Base size:	1958
	<p>The UK's intelligence agencies have the technology to collect information about people's communications on a population-wide scale. Who of these, if any, do you think should set limits on the powers UK intelligence agencies have to collect communications data from the general population?</p> <p>A senior judge in court</p> <p>Parliament</p> <p>A government minister (e.g. Home Secretary or Foreign Secretary)</p> <p>An independent expert appointed by the Prime Minister</p> <p>A senior civil servant</p> <p>An independent body</p> <p>A police officer</p> <p>The public</p> <p>Officer in the Armed Forces</p> <p>No one/it should be up to the agencies</p> <p>Other</p>	<p>32%</p> <p>22%</p> <p>13%</p> <p>9%</p> <p>3%</p> <p>1%</p> <p>*</p> <p>*</p> <p>*</p> <p>1%</p> <p>*</p>

Q15_1	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. The Prime Minister	
	Very confident	12%
	Fairly confident	32%
	Not very confident	28%
	Not at all confident	18%
	Don't know	9%
	Confident (net)	44%
	Not confident (net)	47%
Q15_2	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. Other Government Ministers (e.g. Home Secretary or Foreign Secretary)	
	Very confident	8%
	Fairly confident	36%
	Not very confident	31%
	Not at all confident	15%
	Don't know	10%
	Confident (net)	44%
	Not confident (net)	47%
Q15_3	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. A committee of politicians appointed by, and reporting to, the Prime Minister	
	Very confident	6%
	Fairly confident	33%
	Not very confident	35%
	Not at all confident	17%
	Don't know	9%
	Confident (net)	39%
	Not confident (net)	52%

Q15_4	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. A committee of politicians appointed by, and reporting to, Parliament	
	Very confident	7%
	Fairly confident	36%
	Not very confident	33%
	Not at all confident	15%
	Don't know	10%
	Confident (net)	43%
	Not confident (net)	48%
Q15_5	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. A judge in a court of law	
	Very confident	25%
	Fairly confident	49%
	Not very confident	13%
	Not at all confident	5%
	Don't know	8%
	Confident (net)	75%
	Not confident (net)	18%
Q15_6	Base size:	1958
	For each statement below, please indicate how confident, if at all, you would be of that person or organisation's ability to hold the intelligence agencies to account. An independent expert appointed by the Prime Minister	
	Very confident	7%
	Fairly confident	35%
	Not very confident	33%
	Not at all confident	16%
	Don't know	10%
	Confident (net)	42%
	Not confident (net)	49%

Q16A	Base size:	975
	<p>Currently, the UK's intelligence agencies are held to account on behalf of the public by a committee of politicians. How much confidence, if any, do you have in the current system of holding the intelligence agencies in the UK to account? This committee is appointed by, and reports to, the Prime Minister. The Prime Minister also has final say on what can be published in the committee's reports and what should not be published.</p> <p>Very confident 5%</p> <p>Fairly confident 37%</p> <p>Not very confident 33%</p> <p>Not at all confident 12%</p> <p>Don't know 13%</p> <p>Confident (net) 41%</p> <p>Not confident (net) 46%</p>	
Q16B	Base size:	983
	<p>Currently, the UK's intelligence agencies are held to account on behalf of the public by a committee of politicians. How much confidence, if any, do you have in the current system of holding the intelligence agencies in the UK to account?</p> <p>Very confident 5%</p> <p>Fairly confident 35%</p> <p>Not very confident 34%</p> <p>Not at all confident 14%</p> <p>Don't know 12%</p> <p>Confident (net) 40%</p> <p>Not confident (net) 48%</p>	

Q16	Base size:	1958
	<p>Currently, the UK's intelligence agencies are held to account on behalf of the public by a committee of politicians. How much confidence, if any, do you have in the current system of holding the intelligence agencies in the UK to account? [HALF SAMPLE: This committee is appointed by, and reports to, the Prime Minister. The Prime Minister also has final say on what can be published in the committee's reports and what should not be published.]</p> <p>Very confident 5%</p> <p>Fairly confident 36%</p> <p>Not very confident 34%</p> <p>Not at all confident 13%</p> <p>Don't know 12%</p> <p>Confident (net) 41%</p> <p>Not confident (net) 47%</p>	
Q17_1	Base size:	1958
	<p>For each of the bodies below, how confident, if at all, are you in their ability to protect your personal information? Government departments and public services</p> <p>Very confident 6%</p> <p>Fairly confident 40%</p> <p>Not very confident 33%</p> <p>Not at all confident 14%</p> <p>Don't know 7%</p> <p>Confident (net) 46%</p> <p>Not confident (net) 47%</p>	
Q17_2	Base size:	1958
	<p>For each of the bodies below, how confident, if at all, are you in their ability to protect your personal information? Private companies (such as supermarkets, insurance companies, utility companies or other retailers)</p> <p>Very confident 2%</p> <p>Fairly confident 21%</p> <p>Not very confident 40%</p> <p>Not at all confident 30%</p> <p>Don't know 7%</p> <p>Confident (net) 23%</p> <p>Not confident (net) 70%</p>	

Q17_3	Base size:	1958
	For each of the bodies below, how confident, if at all, are you in their ability to protect your personal information? Web-based email services (such as Gmail, Hotmail, Yahoo)	
	Very confident	3%
	Fairly confident	24%
	Not very confident	36%
	Not at all confident	26%
	Don't know	12%
	Confident (net)	27%
	Not confident (net)	61%
Q18	Base size:	1958
	I would like you to think about the balance between keeping people safe and maintaining their privacy. Which of the following best represents your view about how this balance works at the moment?	
	Balance is about right between privacy and security	38%
	Too much in favour of security at the expense of privacy	25%
	Too much in favour of privacy at the expense of security	11%
	It should not be a choice/we should be able to have both	11%
	Don't know	15%

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