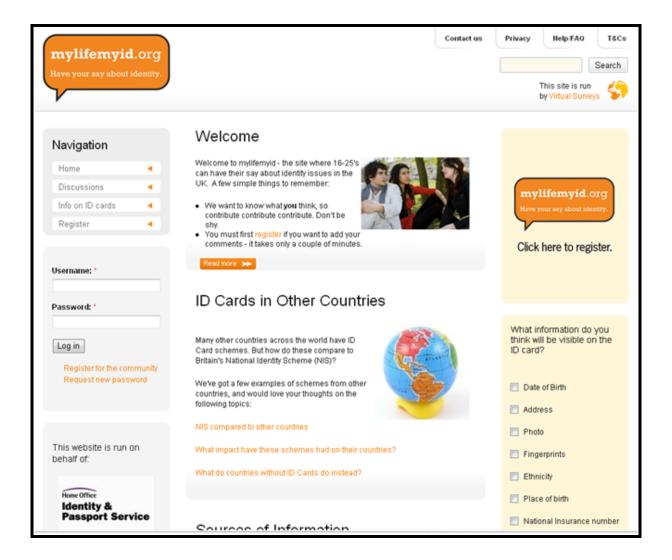# mylifemyid
Report

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Contents

1 Executive Summary

The National Identity Scheme Delivery Plan 2008 was published on 6 March 2008. It sets out how the Government intends to deliver the National Identity Scheme (NIS). In the plan it is proposed to issue identity cards on a voluntary basis to young people from 2010. This initial piece of research was therefore commissioned to provide in-depth understanding of young people's lives and how an identity card can help make their lives easier to inform the on-going development of the young people's propositions.

This was the first time the Identity and Passport Service had used web 2.0 technology to undertake a piece of research, and was possibly a first for government as well.

The research was conducted from 9th July to 15th October 2008, using mylifemyid, an online research community created by Virtual Surveys.

The members of mylifemyid took part in discussion forums, online polls, and surveys as part of the process.

The community comprised 1147 members, who were British residents and aged 16 – 25 years old. The community was open to anybody who met the screening criteria. The mylifemyid site was open for viewing to any Internet user. The site was visited by 27,368 people. For more details of the methodology, see section 3.0.

1.1 Key Findings

Young people have to prove their identity regularly. They employ a number of different solutions to do this, and members felt that the solutions they already use are satisfactory. Therefore many do not see an ID card as giving them any additional benefit that a driving licence or passport does not already give them.

Opinions towards ID cards were mixed amongst the members of this community. However those who favoured the scheme were much less motivated to post or to take part in the online discussion. Therefore most posts were opposed to the NIS, and relatively few were in favour.

From these it is clear that opposition to the NIS and the Delivery Plan falls into two broad categories: those with philosophical objections to an identity card and/or the NIR, and those with practical objections to the NIS.

Whether initially pro or anti, most members did not change their mind about the NIS over the three months of the research, despite being exposed to a considerable amount of information and discussion.

1.2 Key Recommendations

1. IPS should seek to make those who are currently in support of the scheme more aware of the benefits. However, this will not be easy as these people are less likely to be interested in being informed.

2. Amongst those who are opposed to the scheme, IPS should concentrate on meeting the practical objections. Key issues that IPS should seek to provide assurance/information on are IT competence, cost issues, the oversight system, and how abuse will be prevented.

3. IPS should seek to clarify the role the NIS plays in combating terrorism as this is a re-occurring issue in the discussions. People feel that the NIS has been partly developed as a response to the terrorist threat, but they cannot see how the NIS will help, particularly if the card is not compulsory.

2 Background and Objectives

The Identity Card Act 2006 passed into law the creation of the National Identity Scheme (NIS), including the introduction of an ID card and the National Identity Register (NIR).

The publication of the National Identity Scheme Delivery Plan on 6 March 2008, set out how the Government will deliver the National Identity Scheme, how the Scheme will work, and how it will be operated. The Plan also began the process of consultation with stakeholders and partners and communication with the public.

The Identity and Passport Service (IPS) is currently in the process of developing the young people's proposition and require research to input into the development of this work.

2.1 Research Objectives

The key research objective is to provide in-depth understanding of young people's lives and how an identity card can help make their lives easier. This will inform the on-going development of the young people's propositions, as well as providing a mechanism to undertake concept testing of these propositions.

2.2 Research Topics

The research topics, specified in the brief, were to explore the following items in terms of 16-25 year old young people:

- Understanding of young people's lives;

- Their views on identity;

- When and where do young people have to prove aspects of their identity: age/date of birth, name, address;

- Sharing their personal information with the government and other people;

- The National Identity Scheme.

3 Methodology

The research on behalf of the Identity and Passport Service (IPS) was conducted amongst 16 to 25 year old British residents, using a site called mylifemyid, an online research community.

The community ran for three months and comprised 1147 young people, who took part in polls, online forums, and surveys.

3.1 Online Research Communities

A research community is a specialised form of an online community. A research community is created to use the tools of Web 2.0, to provide a new medium for listening to people and for generating insight.

Although a research community looks, in many ways, like a natural online community there are differences. The key difference is that a research community has a specific job to fulfil. This reason may be a short term one, such as researching a new look for a service, or it may be ongoing, for example assessing customer satisfaction and engagement.

3.2 mylifemyid

This is one of the first instances of a government department setting up a piece of research using web 2.0 technology. The mylifemyid site was created as an open research community, open both in terms of viewing and joining. In this respect mylifemyid was different to most brand related research forums which tend to be closed, both in terms of viewing and in terms of joining.

Membership was open to anybody who was aged 16 to 25 years old, who was a UK resident, who completed the sign-up survey (see appendix), and who agreed to abide by the Terms and Conditions.

Because the membership was open to anybody who met the site's membership criteria, the community cannot be taken as a representative reflection of any specific group or population. The insight generated by this type of research is a product of the quality of discussions, not through statistical representativeness.

The site was moderated in both the research and community sense of the word. The research moderation comprised the posting of research questions and the probing of responses to elicit insight into the views of the community. The community moderation included answering members' queries, removing abuse, and ensuring that members abided by the site's Terms and Conditions.

3.3 Site Activity

The mylifemyid site was open from 9th July to 15th October 2008.

The community was visited by 26,378 people. It had 1147 members who posted 3885 comments. A detailed breakdown of the demographics of the members of mylifemyid is available in the Appendix.

During the three months the community was operating, there were 388 separate discussion threads. Of these threads, just 59 were created by the research team; the other 329 threads were created by the members.

The appendix includes a detailed breakdown of the statistics for the site, including the number of members, posts, threads, and visits.

3.4 Source of Members

Members for mylifemyid were mainly sourced from two routes, through advertising and via links on other websites.

The advertising route comprised 50 million online ads, which were mostly placed on social network sites, such as Facebook. These 50 million adverts resulted in 537 members (i.e. people who visited the site, clicked on the registration link, entered their details, completed the online survey, agreed to the Terms and Conditions, and who answered the validation email).

The other 610 members arrived via links that were on various sites on the Internet. Some of these links were on government websites such as the IPS and Direct.gov websites, others were on neutral sites (such as the Scouts), and others were on sites that were either unfavourable to the NIS (such as The Register) or were actively opposed to the NIS (such as No2ID website).

There was also an attempt to attract members via SMS. This campaign was conducted via Blyk and included the use of 50,000 messages. However, SMS messages did not prove very successful and only a handful of members were recruited this way.

The source of the community members proved to have a major impact on whether they were supportive or opposed to the introduction of the NIS.

The chart below shows the responses, during the sign-up survey, of the members to a question asking whether they agreed with the introduction of the scheme, including the ID card.

Of the members who were attracted to the site by the online adverts, 59% were in favour of the scheme, mirroring IPS's own quarterly tracking research. However, amongst the people who came direct from links, two-thirds opposed the scheme, and only a quarter were in favour.

3.5 Site Moderation

The site was moderated for thirteen hours a day (9am – 10pm), seven days a week. The role of the moderator included:

- To articulate the discussion guide, to ensure that IPS's research subject matter was investigated;
- To stimulate debate;
- To respond to member queries and to help members use the system;
- To prevent abuse and to protect members from bullying;
- To analyse the discussions and to produce a report for IPS.

The appendix has details of the moderation of member activity, including details of members banned, threads deleted, and posts edited.

3.6 Launching the Community

The community was launched on 9th July at an event at Shooters Hill College in Greenwich. The event was attended by the Home Secretary, Jacqui Smith, the project team from the Identity and Passport Service, and Virtual Surveys. The purpose of the launch event was to provide publicity for the mylifemyid website and to seek feedback on identity issues from sixth formers at the college.

Over 20 students attended the event. They took part in round table discussions about ID cards and also used the mylifemyid website to fill out a short survey about identity and ID cards. The topics covered in this session included:

- How big a problem is it to you personally having to prove your identity e.g. age etc?
- How concerned are you about having personal details about yourself stolen and used by someone else?
- How much do you know about the proposals for the National Identity Scheme?
- How often do you get asked to prove your identity?
- Overall, to what extent do you agree or disagree with the government's plan to introduce a National Identity Scheme?
- Which of the following have you ever used to prove your identity?
- Which one of the following would be the worst thing someone could steal from you?
- Tell us what you think might be advantages and disadvantages to you personally of having a national identity card?

Students then discussed their views on ID cards in a question and answer session with Jacqui Smith. This session was led by TV presenter Jeff Leach. The event lasted for over an hour and a news report can be found at http://news.bbc.co.uk/1/hi/england/7498223.stm.

3.7 Scope of the Research

It should be noted that the research project was not asked to assess whether the National Identity Scheme (NIS) should proceed, as this issue had already been determined by Parliament in 2006 when it passed the UK Identity Cards Act. However, many members of the community wanted to discuss this issue and chose to make a large number posts on this point.

4 Findings: Community Overview

More members were opposed to the scheme when they joined the community than in favour, 461 in favour, 134 not sure/don't know, 552 opposed.

The majority of the people who posted on the site were opposed to the NIS and this was particularly true of the regular posters.

Initially, i.e. over the first couple of weeks, there was some confusion amongst members as to what a research community was all about. Many of the members were members of conventional online communities, where they were free to do pretty much as they liked, and they were not used to moderators who kept re-introducing questions relating to the clients' key areas of interest, such as the delivery programme for the NIS.

Many of the members of mylifemyid expressed some resentment at the process IPS were engaged in via Virtual Surveys. The purpose of the website was to discuss the delivery programme for the NIS, but many of the members wanted to discuss how to stop the ID card. Similarly, many of the members felt that the moderators were simply engaged in a propaganda exercise, repeating the Government's point of view without ever giving the opposite view.

However, despite these member misgivings, the community provided a wealth of opinion and views, as is evidenced by the 3885 member posts, and the 329 discussion topics created by members.

4.1 Community Members' Attitudes

The community members tended to be Internet savvy and there were signs that they were risk averse. Many of the members were already active members of other online communities (including No2ID).

The risk averseness was illustrated in a number of ways including: more likely to use a Pay As You Go mobile phone (as opposed to a contract), minimal credit card usage, limited use of social networks, and a tendency to admit to what some of them describe as 'fibbing' about personal details when filling in online forms.

The members tended to be cynical about the Government and its intentions, and quite likely to believe conspiracies. Many also believed that the Government is regularly involved in IT errors and shortfalls.

There were a large number of things which some of the community tended to disbelieve. For example these members believe the media and the Government tend to overstate the dangers and problems arising from:

- Terrorism;
- Identity theft;
- Anti-social behaviour;
- Problems proving identity;
- Problems in accessing services;
- Illegal immigration;
- Sexual/domestic abuse.

Note, because the members tended to be young, tech savvy, and with at least enough money to have regular access to the Internet, few of them expressed direct experience of the problems that some people face in accessing services, particularly those who find themselves in 'multi-agency' situations, e.g. those dealing with housing departments, pensions, and disability issues.

4.2 Sources of Information

There were several trends in the sources of information the young people in the research said they used. For example, the community tended to respect the BBC, but they were more likely to use/trust Channel Four.

Community members read a range of the broadsheets, without drawing any particular right/left distinction (e.g. Telegraph and Guardian).

The community also drew information from a number of alternative sources of information such as the online news site The Register ('el Reg' to its fans) [http://www.theregister.co.uk/], from the No2ID website [http://www.no2id.net/], and from sites such as indymedia.org (a US based pro-libertarian news site) [http://www.indymedia.org/].

Some community members also drew on more traditional 'alternative' information sources such as Private Eye.

A good example of what the community were looking for in terms of information was given by *Bill*:

> *"The journalists on the Register clearly know what they are talking about. They always link to the source of their information and freely admit when they get facts wrong.*
>
> *The author of each piece is clearly identified, and the site includes links so you can see other articles by the same author. That makes it easy to see the angle that they tend to take and so easier to judge how balanced (or opinionated) the article is likely to be."*

4.3 Asymmetry of Interest

The community showed a clear difference between those who opposed the NIS and those who favoured it, in terms of how often they posted comments on the site.

Agree/Disagree with introduction of NIS	Agree	Not Sure	Disagree
Base	461	81	552
Never Posted	90%	84%	45%
Posted	10%	16%	55%

90% of members who said they agreed with the scheme never posted on the site. By contrast, 55% of those who said they disagreed with the NIS posted.

It has to be a matter of conjecture as to why those who favoured the scheme were less likely to post, however three plausible reasons are:

1. Since the scheme has already been approved by Parliament and is scheduled to start imminently, supporters of the scheme may feel there is little need to do anything to promote the scheme.

2. The supporters of the scheme may be less motivated than the opponents.

3. Supporters of the Scheme may have been put off by the nature and tone of the postings from others.

4.4 Demographics of Support and Opposition

There were a number of differences between those members who agreed and disagreed with the introduction of the NIS.

Those opposed to the scheme were more likely to be male, in employment, older, and more likely to decline to state their ethnicity.

Amongst the opponents of the NIS 72% were male, amongst those not sure about the scheme 51% were male, and 62% of those who agreed with the scheme were male.

Of the members who opposed the scheme 41% were working, 28% of those not sure were working, and 25% of those who favoured the scheme were working. Those who were not working were either students or unemployed.

The average age of those opposed to the scheme was 21, the average amongst those not sure was 17, and those who favoured the scheme averaged 18 years.

Amongst those who agreed with the NIS, 76% stated they were White British and 2% declined to state their ethnicity. 24% of those opposed to the NIS declined to state their ethnicity, and 58% said they were White British.

5 Findings: Identity

The mylifemyid community was created to research the views of young people on two issues, identity in general, and the NIS in particular. This section of the report looks at identity related topics.

The community members initially indicated that many of them do not need to 'regularly' prove their identity, with over 50% doing it less than monthly, however 25% say they do it at least weekly, as indicated.

How often do you get asked to prove your ID?	Total
Every day	7%
At least every week	18%
At least every month	19%
A few times a year	27%
Less often	17%
Never	7%
Don't know	5%
Base	*1147*

However, in discussion it soon became apparent that some members were suggesting a narrower definition of proving identity. Several members drew a distinction between proving age (for example when they want to buy alcohol) and proving their entitlement (for example when they use a student railcard to show they are entitled to buy a discounted ticket), and the term 'proving ID' which they reserved for things such as opening a bank account or applying for a Student Loan.

However, this usage of ID check is somewhat more specific than the typical use of the term ID. For example, the standard description of the process of proving you are 18 in a supermarket, bar, or nightclub is to be "ID checked". The comment below from *TommyK* is typical of the dialogue when members were not discussing the semantics of the term ID.

> *"I think you're right. I was ID'd for buying a bottle of wine today (I am 23). The new policy at the supermarket said that anyone who looks under 25 will now be asked for ID …."*

We also asked the members to describe what they used to prove their ID.

Which of the following have you ever used to prove your identity?				
Passport	68%	Memberships card (e.g. Gym)	9%
Birth Certificate	50%	Connexions Card	6%
Driving Licence	46%	Travel photo card	6%
Bank or Credit Card	34%	Identity Card from another country	3%
NUS/Student Card	28%	Marriage Certificate	2%
Bank or Credit Card Statement	27%	Rent book/lease/mortgage document	2%
National Insurance card	26%	UK Residence Permit	1%
Household bill/phone bill	24%	Other	7%
Proof of Age Card	15%	N/A - never had to prove my identity	8%
Library Card	12%	Base	1147
Medical/NHS Card	10%		

The key point that the community makes about ID, is the number of times that they need to prove ID and where they currently have a problem are rare. On those occasions when they need to prove age, entitlement, or ID they have methods which they think are sufficient. For example *darksparrow* commented:

> *"I usually need to prove my identity when in a pub or buying alcohol. I use my driving licence and have never once had any issue with it. Likewise, when using my passport to prove my identity there has never been an issue. I have never had any difficulty, in fact, in proving who I was. So the question is, why do we need ID cards when the system we have at the moment seems to work just fine?"*

There is a perception amongst the community that, if they have a photo driving licence and a passport, the new ID card will not provide, in the short term, any additional value to them in terms of proving ID.

5.1 Identity Theft

The views of community members appear to be influenced by how rarely they experience ID theft, which is probably due to the members tending to be risk averse. For example *Common Sense* describes himself in the following way:

> *"I expect this is because I am cautious, and take sensible steps to make sure my personal details stay personal. When banking online, I ensure my virus software is working and log-out of the web page when I am finished. When entering my pin code at cash machines and debit machines I cover my hand to avoid others seeing my number. I dispose of old receipts, cards and documents carefully so that they can't be reassembled. I am careful about what information I post on social networking websites"*

Many of the members challenged the Government's figures for the cost of identity theft, i.e. the figure £1.7 billion. For example *John Wilkes* said:

> "*The £1.7 billion figure for identity fraud is highly suspect: see http://identityproject.lse.ac.uk/idfraudbriefing.pdf for the LSE's critique. The LSE drew attention to the failure of the Home Office to use the definition of 'identity fraud' set out in the 2002 Cabinet Office Report (I can't access the link to it for some reason).They pointed out that the different respondents may have been using different definitions of identity fraud and that 'on the face of the information which is given, it is far from clear that all the losses detailed can be attributed to identity fraud, properly defined'. Finally they pointed out that there was no indication as to how identity cards would help.*"

Behind the challenge of the figures is feeling that the Government is exaggerating the scale of the identity theft problem, in order to create a better case for change. For example *amcs1983* said:

> "*.....The costs of ID fraud is massively gigantically enormously exaggerated as it's one of those things the media can catch onto and keep on reporting and make people think that the cards can stop this.*"

Also, some members claimed the NIS would actually make theft easier and they make the point that all systems are insecure at some level. For example *privacyinc* said:

> "*It doesn't matter what security systems you have in place … all systems are subject to human error… we are infallible.. people lose disks.. leave laptops on trains…*"

5.1.1 Freezing Credit Reports

Some members raised the suggestion that the Government should legislate to allow citizens to 'freeze' their credit reports. For example *John Wilkes* commented:

> "*For more details of what is meant by a 'security freeze' see http://www.consumersunion.org/campaigns/learn_more/003484indiv.html From this link it seems that if you have a security freeze, you can unfreeze it using a PIN when you - and not someone using your name - apply for credit ….*"

Credit freezes are enabled in several other countries, including several states in the US. Essentially, a citizen can tell the credit rating companies that they want their account frozen, which means it can't be accessed, except by people who you currently have a loan from (or a rental contract, or similar). This means you can't take out a new loan or mobile phone contract without first unfreezing your account. The unfreezing process can be quite quick in some cases. This system would make it much harder for people to take out loans in other people's name.

5.2 Sharing Information Online

Sharing information via social networks has become very popular with many people at the moment, so the research investigated whether this lowered or changed the boundaries in terms of the information people were willing to share with the Government.

Discussion with members showed, that in the eyes of the young people in the research, there are very few similarities between the Government and either social networks or commercial sites. Members point out that social networks can be configured to match the choices and preferences of the user. Government websites, by contrast, tend to require all the data fields to be completed. Commercial sites (such as banks) have competitors, and if a user does not like one site they can move their business to another. By contrast, there is usually no choice about which Government site somebody uses. For example, if somebody wants a student loan, they have to fill in all the fields, even if they don't like them, and they can't go to an alternative provider.

In the eyes of the community the Government is subject to a 'double-whammy'. Members believe that the Government should be held to a higher standard than social networks or commercial sites, but they believe that the Government actually, currently performs at a lower standard.

5.2.1 One or Many Governments?

Many members of the community felt that Government departments should be seen as separate entities, and some rejected the desirability of 'joined-up government'. Some members felt that the efficiencies in processing and the benefits to some people who might have complex, multi-agency needs are not sufficient to cause them to be happy with the idea that Government departments should share information.

6 Findings: The National Identity Scheme

This section of the report looks at the NIS and the delivery plan for the NIS. Most people who posted about the NIS were opposed to the scheme. The most common themes in what they said were:

- The scheme will benefit the Government, but not the citizen;

- Not in tune with 'British' culture and tradition;

- Belief that ID cards will become compulsory, either through legislation or because more and more bodies will require them;

- Belief that they will create security risks, because they link to too much information together;

- There is also a belief that the NIS will be of value/advantage to 'Big' business.

6.1 Lack of Fit with British Culture

Several members said that they thought an ID card was not very British and they did not necessarily feel it was relevant that many other countries have ID cards. For example, *serendiptycat* said:

"...*In fact this ID card stuff looks very un-British to me; particularly the database I keep hearing about that is underneath it all.*"

Whilst *John Wilkes* said:

> *"... The relationship between state and citizens is traditionally different in Britain. It may be something to do with the common law, Magna Carter and habeas corpus. It may be something to do with not having been conquered by Napoleon or Hitler. It may be something to do with the climate for all I know. The ID card scheme and NIR go against our traditions. They would reduce our liberty."*

As an indication of an ID card not being in tune with British culture, several members mentioned Clarence Wilcock and Chief Justice Goddard. During the Second World War the UK introduced ID cards and these persisted after the war against a growing sense of injustice. In 1950 Clarence Wilcock refused to produce his card when asked to by a police officer (reportedly saying "*I am a Liberal and I am against this sort of thing*"), and was taken through the courts. He lost his appeal, but the judge in his case (Lord Chief Justice Goddard) condemned the ID card system saying it "*tended to turn law-abiding subjects into law breakers*". No further cases were taken to court after this judgement, and Churchill's Government scrapped the scheme in 1952.

6.2 Compulsion and the ID Card

Although the Identity Cards Act 2006 states that ID cards will not be compulsory, many of the members believe it will be compulsory to have and carry an ID card. Some members appeared to be unaware of the remit of the existing legislation, but others felt that either additional legislation would be passed or that it would become a practical necessity (for example if it became a requirement for anybody accessing Government funded services).

Part of the beliefs about compulsion stem from a cynical view of Government and from a belief that the ID card will be used for surveillance. However, a major reason why people believe the card will be compulsory is that they cannot see how the card will deliver several of its claimed benefits without being compulsory. They wonder, if con artists, terrorists, criminals do not have to have a card, how will it help combat them. For example *Common Sense* said:

> *"So, the Government says that ID Cards will tackle terrorism. They do not explain how. Presumably, such a tackling of terrorism would require everybody having an ID card (i.e. a compulsory scheme), otherwise only the terrorists wouldn't have one. (Or perhaps that's their paranoid logic! Anyone who doesn't voluntarily register for an ID card will be labelled a 'terrorist' and arrested accordingly.) Am I being unfairly facetious? C'mon, Home Office bureaucrats: how on earth will a voluntary ID Card scheme' make a contribution' (to use the Home Office's language) to tackling terrorism?"*

6.3 Knowledge About the Scheme

As part of the end-of-project survey we asked people how much they know about the scheme and this was analysed in terms of whether people agreed or disagreed with the NIS. As the table below shows, the data suggests that members who are opposed to the scheme are more likely to say that they know more about the scheme.

	Agree with NIS	**Disagree with NIS**
Base	*19*	*88*
Know lots about it	16%	83%
Know less about it	84%	17%

6.4 Changes Over Time

From the end-of-project survey and from the sign-up survey we have the data for 109 people who told us their support for the NIS both when they joined the community and at the end of the project. The three points below summarise their responses:

- Of the 80 people who were opposed to the NIS when they joined mylifemyid, all 80 were still opposed at the end of the project;

- Of the 8 people who neither agreed nor disagreed with the NIS when they joined the community, 2 were still unsure, 3 favoured the scheme, and 3 opposed the scheme, by the end of the project;

- Of the 21 who were in favour of the scheme when they joined the community, 17 were still in favour, 2 unsure, and 2 opposed by the end of the project.

Because of the non-statistical basis of the community (and the relatively small sample involved here), care must be taken in drawing inferences. However, it would seem reasonable to say that the community experience suggests that relatively few people changed their minds on this topic, even when extensively engaged in discussion. Further, the community experience

suggests that it is relatively unlikely that people will go from a negative view of ID cards to a positive view of them in the short term.

6.5 Views of the ID Card

The current plan for ID cards is that they will be voluntary for most people, but that they will be compulsory for some groups, such as airside workers and some foreign nationals (indeed it would require legislation to change this). As the table below illustrates, this plan does not match what the community would have preferred, when they were asked whether ID cards should be voluntary or compulsory.

Do you think ID cards should be?	Total
Base	111
Voluntary for everyone	22%
Voluntary except for specific groups	3%
Compulsory for everyone	12%
They should not exist at all	61%
Don't know	3%

Some members expressed concerns that ID cards could make discrimination against foreign nationals worse, which may be one of the reasons that so few people selected voluntary except for specific groups.

The table below shows the crimes that the community feel are a major threat to society and also which of these they think an ID card could help combat.

	Major threat to society	ID cards could help combat
Base	111	111
Knife related crime	53%	5%
Gun related crime	50%	5%
Anti-social behaviour	50%	8%
Drug dealing	45%	5%
Credit card fraud	31%	18%
Terrorism	30%	10%
Illegal immigration	26%	23%
Identity theft	25%	21%
None of these	22%	70%

From the end-of-project survey,
multi-coding possible, except for 'None of these'

As far as the community is concerned, there is a major disconnect between what they feel the major crimes in society are (i.e. knife crime, gun crime, and anti-social behaviour), and the sorts of things they think ID cards could help tackle, such as Identity theft and Illegal immigration (excluding from this particular analysis the 70% who said that they did not feel ID cards would help tackle any of the crimes).

In the end-of-project survey we also asked what members thought an ID card could help them with, and the results are shown in the table below:

	Which of the following do you think ID cards could help you with?
Base	*111*
Proving age in pubs and clubs	34%
Proving ID to banks	32%
Buying restricted goods	26%
Proving ID to employers	25%
Preventing ID fraud/theft	18%
Proving ID in remote payment situations (e.g. online)	17%
None of these	60%

From the end of project survey,
multi-coding possible, except for 'None of these'

This table illustrates the common theme in much of the feedback from the community, the ID card will tend to simply duplicate the benefits of a driving licence and a passport. Members felt that there is little personal utility for citizens, which is likely to reduce the number wanting to bother to apply for one or being willing to pay for one.

6.5.1 Benefits of the Card

The point about benefits was pursued by asking the community about what they thought the benefits of the NIS would be. Only a few members made comments about specific benefits or advantages that the card would provide to citizens.

Amongst the comments that included benefits were *sijarvis*:

> "Being able to prove your identity/age, consolidating several different cards."

Dannyno said:

> "Reduced time filling forms, and less need to carry my passport as ID. It will also show everyone that the ID card isn't as scary as the layabouts screaming "1984" would have us believe."

Some members listed benefits, but then pointed out that driving licences or passports already met these needs, for example *Winston Smith* said:

> "A voluntary ID card would be useful 2 or 3 times each year, e.g. opening a bank account, taking out a loan, applying for a passport. But we use our passports for this now, and it works OK."

Several members, who felt there were likely to be benefits, felt that they would be for the Government, not for themselves. For example *deepspacemillar* said:

> "The NIR and the associated card are not for our benefit - as the selling points are far too weak. It's for them. Instead of them trying to justify the benefits for us, why don't they tell us why it benefits them."

While *fluffy 2560* said:

> *"Don't forget it's not only the police who will be up to this kind of matching and search scenarios, it'll be local governments, DVLA, Inland Revenue, NHS and just about any other busybody civil servant enterprise who feels like a poke around in our private lives. Oh, and I forgot to mention the private sector who will also be given access to our personal data for a fee."*

However, more people made comments about the disadvantages. For example *nb705* said:

> *"Another card to carry, another avenue for ID theft and fraud, overreliance on a flawed medium for identity, a huge waste of taxpayers money, no doubt the source of even more political corruption (backhanders etc)"*

A member called *None of your business who I am* said:

> *"The cost will be huge. There has never been any unforgeable form of ID. The government has proven at every opportunity that they can not do big IT. It will take longer, cost more, and not work as it should. It will be used to discriminate against people who do not want it. We will lose another portion of out personal freedom and right to anonymity."*

TimTrue said:

> *"Invasion of privacy. Need to prove who you are. Need to carry ID with you at all times. Government losing crucial personal data. Fraud of ID cards very easy. Less secure system. I could go on all day, but I'll stop now."*

And, *avoID* said:

> *"That it works in tandem with the NIR and thus all use of it can be tracked is the most pernicious part of the plans"*

6.5.2 The NIS and Terrorism

Several community members felt that the risk of terrorism had been greatly overstated by the Government and that an ID card would not help combat terrorism. For example *deepspacemillar* said:

> *"Terrorism is very much blown out of proportion, as is identity theft, illegal immigration and a few other issues. These things are really not that bad, and the government just wants to make a big deal out of it"*

While *Anon_1984* said:

> *"Yeah, both the 9/11 and 7/7 groups had valid ID. Didn't stop them the slightest. What I would like to see, is information from the government, saying where and when terrorists have been caught before due to an ID related issue, or how carrying an ID card will prevent someone from making a home made bomb (not difficult, there are books and websites out there) and carrying it out into the nearest public area."*

Nobody within the community was able to say how or why ID cards and the NIR would be able to combat terrorism. But there was a widespread belief that fighting terrorism was one of the reasons why the NIS was proposed.

6.6 The Card Itself

When the community were shown the proposed Foreign Nationals' ID card towards the end of September, many were surprised, and some pleased, by how little is going to be stored on the face of the card and on its chip.

For example *iknbe* said:

> "I actually thought that there would be a lot more on it. I'm pleasantly surprised"

While *Bill* said:

> "Unexpected and very good. I thought the National Identity Number would be printed on it"

However, others were still largely negative, for example *MonkeyBot* said:

> "I'd be fine with picture, name and date of birth. None of the rest is necessary and it therefore represents a security risk"

And *deepspacemillar* said:

> "I object to the chip itself. I also object to the storing of fingerprints. Everyone knows encryption can be broken, either by brute force methods or by simple social engineering etc, encryption in itself doesn't mean it is safe"

6.7 The National Identity Register

The National Identity Register (NIR) was only part of the IPS research programme, however, the NIR was a major topic of conversation amongst the members of mylifemyid.

Amongst the people opposed to the NIS, the NIR is seen as a much bigger issue than the card itself.

Members tended to believe that the NIR will be comprehensive. At the very least, members believed that it would contain all of the fields detailed in the UK Identity Cards Act 2006. Beyond that, many members believed that all Government databases would be linked and that the NIR would record the details of each time the ID card was used.

When Virtual Surveys posted the information about what IPS propose to store in the NIR (see text of post below) the reaction was one of uniform disbelief.

> *"The National Identity Register will hold the minimum amount of information necessary to identify an individual and meet the Scheme's statutory purposes. It will include: Basic biographical data (such as name, address, date and place of birth, gender), Biometric data (such as facial image and fingerprints), Administrative data (related to the secure operation of the Register and identity cards), A record of changes made to your record as well as the occasions when a check is made against your record to verify your identity"*

For example *david* said:

> *"To add my voice to the others: it's not the card which is the real sticking point, it's the database which will be mined by all and sundry, with or without our permission and/or knowledge and which will be subject to mission creep"*

And *MonkeyBot* said:

> *"If they wrote it into law, there will be a field for it in the database and they will want to fill that field."*

Amongst the uses the community believe the NIR will be put to include:

- Fishing expeditions, i.e. civil servants or the police looking into the records to see if they find things of interest to them;
- Surveillance of the population, not just of criminals to terrorists, but everyone;
- Selling access to big business.

6.8 Price and Cost of the Scheme

Members were interested in both the price they would have to pay to have an ID card, but they were also very interested in the total cost of the NIS.

For example *amcs1983* said:

> *"… What I meant was, the cards will cost us more than £30 even if we only have to pay £30 when we get them. We will pay hidden charges via taxation which we won't see and won't know how much. The people who think £30 per person is how much this scheme will cost are stupid, in my opinion."*

When talking about the cost of an ID card, members tended to compare it with not having to pay anything, i.e. they are not comparing it with the £72 for a passport or the £50 for a driving licence.

Members were also concerned about the cost of having to replace a card when their circumstances changed, for example when marrying, and for the cost of replacing lost, damaged, or stolen cards.

6.9 Oversight Scheme

The community were asked about the proposals in the Delivery Plan for a Scheme Commissioner and a Public Panel. For example, the community were asked how the panel should be appointed. This elicited an interesting range of comments which helped illustrate the range of views amongst the community members, as is shown by the posts below:

Phut said:

"*The government shouldn't "appoint" anyone. There should be a competitive and independent recruitment process to find people who can best fit a role specification. The successful candidates should then be given oversight of any appointed panel members.* "

MonkeyBot said:

"*The only way you would get a truly independent panel would be to select people at random in the same way that juries are selected and have fixed term appointments. Even then, they would be subject to lobbying or influence by the media/government unless they are also protected in the same way that juries are….*"

Martinb said:

"*Random Selection is all very well, but if there's not a reasonable representation of those who actually understand database technologies on this scale (and can get the implication of "the number of any designated document which is held by him" as an NIR field and its implementation via foreign keys), then it's all a bit sodding pointless, isn't it?*

Hang on a minute, that's the vast majority of the House of Commons isn't it?

(some people with a passing acquaintance with the Data Protection Act, and definitions of 'Sensitive Data' therein would also be handy as members)"

Winston Smith said:

"*…. What's needed is an expert group, comprised of representatives from appropriate bodies. People like Ross Anderson, Duncan Campbell, Shami Chakrabarti etc.   Not selected by the govt, but by their peers. Give them access to everything - premises, policies, source code, staff recruitment policies etc.   If they say it's proportionate & safe, I'll trust them.*"

What this extract, and the fuller discussion in the community, makes clear is that there is no 'one' argument. There were a wide range of views in the community, and some expectations could be more easily met than others.

7 Summary and Recommendations

7.1 Summary

More members were opposed to the scheme when they joined the community than in favour, 461 in favour, 134 not sure, 552 opposed. Members who were in favour of the scheme were less likely to post on the website than those opposed to the scheme. Most of the posts on the website were negative about the NIS.

Most members did not change their mind over the thirteen weeks the community was running;

Opposition to the NIS and the Delivery Plan falls into two broad categories: those with philosophical objections to an ID card and/or the NIR, and those with practical objections to the NIS.

Amongst the philosophical objections that some members had were the following:

- ID cards are not a 'British' sort of thing. The fact that other countries have them is either irrelevant, or even a reason to oppose them here;

- Some of the community had libertarian type views, favouring the minimum practical size for the state, and placing all sovereignty in the hands of the individual. To these people, an ID card is simply a reflection of a state that is already too big;

- Many members expressed a strong view that they have a 'right' to privacy, a 'right' not to be observed;

- Several members saw ID cards as a stepping stone to a totalitarian state;

- Several people felt than any single system for holding identity is inherently unsafe and should therefore be avoided.

Amongst the practical objections that some members of mylifemyid expressed about the NIS were the following:

- The cost of the scheme is too high (not just the price the card owner pays, but also the total cost to the taxpayer);

- The IT won't work. Many in the community feel the Government's track record with IT is very poor; and some feel that the scheme is more complex than current technologies can deal with;

- ID theft may actually increase because it will be too tempting for thieves and too easy when everything is in one place;

- The scheme will not help fight terrorism;

- Even if the Government sticks to all its guidelines, what protection is there against individuals being either careless or malicious?

Young people have to prove their identity regularly. They employ a number of different solutions to do this, and members felt that the solutions they already use are satisfactory. Therefore many members did not see an ID card as giving them any additional benefit that a driving licence or passport does not already give them

7.2 Recommendations

These recommendations are predicated on the knowledge that the NIS scheme has been passed by Parliament and is in the process of being rolled out. Therefore, they relate to what the Government should seek to do to better implement the delivery plan.

The evidence from mylifemyid is that most people do not readily change their view about the NIS. Therefore IPS should seek to make those who currently support the scheme more aware of the benefits. However, this will not be easy as these people are likely to be less interested in being informed.

Amongst those who are opposed to the scheme, IPS should concentrate on meeting the practical objections, as information and procedures are unlikely to alter the views of people who are philosophically opposed to the NIS. This does not mean that the Government should not try to win the philosophical argument, but in terms of the delivery plan, we recommend that the key effort should be to counter the practical objections.

Key issues that IPS should seek to provide assurance/information on are:

- IT competence;
- Cost and price issues;
- The oversight system;
- How to limit abuse of the system.

IPS should seek to clarify the role of the NIS has combating terrorism as this is a re-occurring issue in the discussions. People feel that the NIS has been partly developed as a response to the terrorist threat, but they cannot see the mechanisms by which the NIS will help.

Linked to the issue of terrorism, IPS should seek to communicate how a voluntary ID card will be effective.

IPS should complement the evidence gained from mylifemyid with a programme of traditional research.

8 Appendices

8.1 Website Details

The mylifemyid site was hosted at www.mylifemyid.org. It was designed, written, and hosted by Virtual Surveys.

The image below is a screenshot of the home page of the site.

8.2 Membership Demographics

When people signed-up to mylifemyid they completed a survey to help us understand the demographics of the members.

All of the tables below are based on the responses from the 1147 members.

Sex	
Female	34%
Male	66%

Age	
16	22%
17	14%
18	13%
19	9%
20	9%
21	7%
22	6%
23	6%
24	7%
25	8%
Mean	19
Median	19

Location	
East Anglia	5%
East Midlands	5%
London	14%
North East	4%
North West	9%
Northern Ireland	4%
Scotland	16%
South East	11%
South West	9%
Wales	6%
West Midlands	7%
Yorkshire/Humberside	8%
Other in the UK	1%

Working Status	
Work full time (30+ hours/week)	27%
Work part time (9-29 hours/week)	8%
Student	55%
Not working	11%

Ethnicity				
Asian - Other	1%		White	2%
Bangladeshi	1%		White & Asian	1%
Black British - African	1%		White & Black African	1%
Black British - Caribbean	1%		White & Black Caribbean	1%
Black Caribbean	0%		White - British	65%
Chinese	1%		White - Irish	2%
Indian	1%		White - Other	4%
Irish Traveller	0%		Other	3%
Mixed - Other	1%		Prefer not to say	13%
Pakistani	1%		No answer	1%

Note, the question has been raised about whether we can be sure that 100% of the sample were aged 16 to 25, because there were no specific checks on age. We went out of the way to make the question as unleading as possible and offered people choices of ages up to 65 (indeed many chose these when trying to join). However there could be no 100% secure way to verify age that would not have resulted in members losing their anonymity, and this would have reduced the number of people who were willing to be members.

Furthermore, Virtual Surveys is of view that the vast majority of the members were indeed in the correct age range. This view is based on the content of the posts made by members and the incidental comments and responses to polls that showed them to be at school, college, university, to have had issues with being ID checked, and to being accustomed to seek parental input on a wide range of issues.

8.2.1 Demographics by ID Support/Opposition

This section looks at the demographics of those who said, at the sign-up stage, that they supported or opposed ID cards. The important differences are highlighted in the body of the report.

Gender	Agree	Not Sure	Disagree
Base	461	81	552
Male	62%	51%	72%
Female	38%	49%	28%

Age	Agree	Not Sure	Disagree
Base	461	81	552
16	34%	28%	12%
17	16%	17%	12%
18	18%	11%	10%
19	8%	14%	9%
20	8%	2%	10%
21	3%	7%	9%
22	3%	2%	9%
23	2%	2%	9%
24	3%	7%	9%
25	3%	1%	12%
Mean	18	17	21
Median	17	18	20

Ethnicity	Agree	Not Sure	Disagree
Base	461	81	552
Asian - Other	2%	0%	0%
Bangladeshi	1%	0%	1%
Black British - African	1%	2%	1%
Black British - Caribbean	0%	2%	0%
Black Caribbean	0%	0%	0%
Chinese	0%	1%	1%
Indian	2%	0%	0%
Irish Traveller	0%	0%	0%
Mixed - Other	1%	1%	1%
Pakistani	1%	1%	0%
White	3%	4%	1%
White & Asian	1%	1%	1%
White & Black African	1%	1%	0%
White & Black Caribbean	0%	0%	1%
White - British	76%	69%	58%
White - Irish	2%	5%	2%
White - Other	4%	2%	4%
Other	2%	4%	3%
Prefer not to say	2%	5%	24%

Region	Agree	Not Sure	Disagree
Base	461	81	552
East Anglia	5%	9%	5%
East Midlands	5%	5%	5%
London	11%	9%	17%
North East	5%	6%	4%
North West	9%	9%	10%
Northern Ireland	5%	1%	3%
Other in the UK	0%	0%	1%
Scotland	18%	3%	15%
South East	9%	3%	12%
South West	8%	5%	10%
Wales	7%	6%	5%
West Midlands	9%	1%	6%
Yorkshire/Humberside	8%	1%	8%

Working status	Agree	Not Sure	Disagree
Base	461	81	552
Not working	11%	16%	9%
Student	61%	59%	50%
Work full time (30+ hrs/wk)	18%	20%	35%
Work part time (9-29 hrs/wk)	10%	5%	6%
Net Working	28%	25%	41%

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8.3 Management Information Statistics

This section includes details on the website, and the actions taken by the moderators.

Management Information Statistics	
Total Members	1,147
Total number of posts on community	3,885
Number who contributed in some way	607
Number who posted on site	374
Number of users to complete a survey/poll	469
Number of absolute unique visitors	26,378
Total visitors to date	77,501
Number of members banned	52
Number of members who have unsubscribed	69
Number of posts moved	67
Number of posts edited	29
Number of posts removed	58
Number of threads removed	19

The unique visitors' figure is based on Google Analytics. Total visitors includes repeat visits by the same person on different days.

Reasons Members Banned	
Screening: Evidence not resident in UK	12
Posting: Offensive	11
Screening: Evidence does not meet age criteria	9
Impersonating somebody else (e.g. claiming to be Tony Blair)	7
Username: Offensive	6
Against Terms & Conditions: Invalid e-mail address	2
Cyberbullying (http://yp.direct.gov.uk/cyberbullying/)	2
Banned member: Created second account	1
Against Terms & Conditions: Posting content externally	1
Graffiti: Persistent spamming	1

Reason Posts Removed	
Impersonating somebody else	13
Graffiti (generally meaningless)	10
From or linked to banned member	10
Cyberbullying	7
Offensive	7
Advocating or sympathetic to illegal acts	5
Contained content from private e-mail	4
Info on how to 'game' the system	1
Posting content externally	1

Reason Threads Removed	
Graffiti (generally meaningless)	5
Offensive	4
Impersonating somebody else	3
Against Terms & Conditions: Conducting own research	2
Advocating or sympathetic to illegal acts	1
Political lobbying	1
Unfair use of site resources	1
Against Terms & Conditions: Posting content externally	1
Screening: Does not meet age criteria	1

Reason Posts Edited	
Offensive	22
Cyberbullying	3
Irrelevance within Research Topics	1
Advocating or sympathetic to illegal acts	1
Posting of personal information	1
Posting content externally	1

8.4 Other Themes Raised During the Research

This section highlights some of themes that were discussed by the mylifemyid members, but which were not part of the research brief to explore identity issues in general and the implementation of the NIS in particular.

Over the course of 13 weeks and with over 3000 posts, a wide range of topics were discussed, and these notes merely highlight the breadth and depth of those comments, they can not be a full reflection of them.

8.4.1 Opposition to the NIS

The research project was commissioned to provide in-depth understanding of young people's lives and how an identity card can help make their lives easier to inform the on-going development of the young people's propositions.. It was not asked to look into the desirability of the National Identity Scheme itself, as this has already passed into law. However, most of the people who posted on the site, and who expressed a view on this topic, wanted the scheme to be scrapped.

Indeed many members said that they felt the mylifemyid community would have been a failure if the NIS was not halted, for example the member who said:

> *"The forum was a waste of taxpayer's money. The overwhelming majority of people on the site do not want the NIR and yet it is pushing ahead regardless. Therefore, our views have not been listened to. So what was the point of the forum, other than spin?"*

This view of the success or otherwise of the mylifemyid community is evidence that many members were confused about the difference between research and referendum.

8.4.2 The Way this Research Programme was Conducted

The use of a research community and the way the research was conducted elicited considerable discussion amongst community members.

Issues that were of concern to the members included:

- The technical specification of the site;
- The neutrality, or perceived lack of it, of the moderators;
- The cost of the research;
- The fact that comments and posts were moderated, and the way that they were moderated.

The views of some of the members about the usefulness of the community appeared to change during its thirteen weeks of existence, with some becoming happier with the process. However, some members remained implacably opposed to the project or the way it was run, or both.

Amongst the negative assessments (which were made anonymously in the end of project survey) were comments such as:

> *"The forum might have been useful, had you not been disgustingly dishonest at every stage. You claim to solicit opinions, yet even the questions you ask are dishonestly phrased, and you ignore negative opinions no matter how well-supported they are. You ignore all valid criticism of both the forum and the scheme, so yeah, the forum really has no purpose."*

and

> *"It could have been a great way for people to convey their genuine views, and for the government to listen to them…but it wasn't there for that purpose. The moderators were quite patronising and biased - which isn't their fault, as it was their job - but the objective of this forum was transparent: to give the impression of caring about the public's views, whilst doing nothing about it, and to attempt to convince young people that the ID scheme is a good idea. I was really disappointed."*

and

> *"The MyLifeMyID forum has been a total waste of energy for all involved. 95% of the members/posters are opposed to the scheme but have been frustrated and downright patronised on many occasions. Due to their being involved in the marketing racket, the opinions of the so-called moderators were null & void (we all know what a flaky/fakey world the marketing world is). £75,000 wasn't it?? Easy money for Virtual Surveys, good work!"*

and

> *"The internet is a terrible place for this kind of discussion. Websites tend to attract people who are already interested in the subject and know about it (which in this case overwhelmingly means being against ID cards/the NIR)."*

However, others were more positive, including:

> *"Was good to see somebody investigating the opinions of young people on this major political issue."*

and

> *"I think forums like these are a great way of allowing the public to express their opinions on important issues and hence seek to influence the political decision making process, but also that their effectiveness is down to whether or not they are listened to / regarded at all by those in power - and they definitely should be!"*

Other comments can't easily be ascribed as being positive or negative such as:

> *"It would have been more useful to have ministers directly addressing the forum users. Whilst the moderators and admins had some interesting questions and were quite good at keeping threads on topic it felt as if all the well thought out comments on the board were simply disappearing into an abyss. "*

and

> *"A research forum is a good idea, but the true test is whether the government actually listen to the massively negative response to the ID cards proposed introduction. "*

8.4.3 The Nature of Democracy

There was considerable discussion within the community about the nature of democracy, the ways that decisions should be made, and the rights of the individual.

One of the key issues that members kept coming back to was a right to privacy, a right to not be observed.

Two strands that also emerged were a rejection of representative democracy by several and beyond that an advocacy of a limited democracy by some. Those who objected to representative democracy tended to want MPs and councillors to do whatever voters wanted, irrespective of the MPs and councillors own views. The representative democracy system was further attacked by people who were saying that MPs and councillors simply do what their party tells them, ignoring both citizens and their own views.

Those who advocated limited democracy tended to assert that there were some rights that could not (should not) be removed, even if there was a large majority of the public who wanted the change. Some of these members seemed to place any compulsion to have an ID card as being one of these inalienable rights.

8.4.4 Conspiracy Theories

A number of members highlighted conspiracies by organisations as diverse as the European Parliament, the Illuminati, the Maji 12, and the New World Order. In general these strands have been noted, but they do not appear to be central to the current discussion about the delivery plan for the NIS.

It should be noted that most of the community members who posted views on the site did not appear to support those who were intent of discussing conspiracy theories. Indeed, it is important to be aware that there are many different reasons why somebody might be opposed to the NIS, and they cannot readily be grouped in a single voice.

8.5 Sign-up Survey

The recruitment questionnaire is set out below. For each break of each question the total number of answers is shown.

Total base: 1147

Q1   Age
[Ordered/Single/Dropdown/Forced]
What is your age?
Base: 1147
Answers
        16 (22%)
        17 (14%)
        18 (13%)
        19 (9%)
        20 (9%)
        21 (7%)
        22 (6%)
        23 (6%)
        24 (7%)
        25 (8%)

Q2   Male/Female
[Ordered/Single/Dropdown/Forced]
Are you male or female?
Base: 1147
Answers
        Male (34%)
        Female (66%)

Q3   Region
[Ordered/Dropdown/Single/Forced]
Where do you live in the UK?
(If at college, use home address)
Base: 1147
Answers
        London (14%)
        South East (11%)
        South West (9%)
        Wales (6%)
        East Anglia (5%)
        East Midlands (5%)
        West Midlands (7%)
        Yorkshire/Humberside (8%)
        North West (9%)
        North East (4%)
        Scotland (16%)
        Northern Ireland (4%)
        Other in the UK (e.g. Channel Islands) (1%)
        Outside UK (0%)

Q4   Working Status
[Ordered/Dropdown/Single/Forced]
Which of these best describes what you do? (If at college, use home address)
Base: 1147
Answers
    Work full-time (30+ hours per week) (27%)
    Work part –time (9-29 hours per week) (8%)
    Student (55%)
    Not working (11%)

Q5   Ethnicity
[Ordered/Single]
To which of these ethnic groups do you consider yourself to belong?
Base: 1147
Answers
    White – British (65%)
    White – Irish (2%)
    White – Other (4%)
    Black British – Caribbean (1%)
    Black British – African (1%)
    Black – Other (0%)
    Indian (1%)
    Pakistani (1%)
    Bangladeshi (1%)
    Chinese (1%)
    Asian – Other (1%)
    White & Black Caribbean (1%)
    White & Black African (1%)
    White & Asian (1%)
    Mixed – Other (1%)
    Other (3%)
    Prefer not to Say (13%)
    No Answer (1%)

Q5   Attitude towards ID cards
[Ordered/Single/Forced]
Overall, to what extent do you disagree with the government's plan to introduce
a national identity scheme, which includes the Identity card?
Base: 1147
Answers
    Agree strongly (27%)
    Agree slightly (14%)
    Neither agree nor disagree (7%)
    Disagree slightly (5%)
    Disagree strongly (43%)
    Don't Know (5%)

Q6   ID's used

[Ordered/Multi Checkbox]

Which of the following have you ever used to prove your identity? By identity I mean to prove any of the following – name, date of birth, address or face?

Base: 1147

Answers

      Bank or credit card (34%)
      Bank or credit card Statement (27%)
      Birth Certificate (50%)
      Connexions card (6%)
      Driving Licence (46%)
      Household bill/ phone bill (24%)
      Identity card from another country (3%)
      Library card (12%)
      Marriage Certificate (2%)
      Medical/NHS card (10%)
      Memberships card (e.g. Gym Membership) (9%)
      National Insurance Card (26%)
      NUS/ Student card (28%)
      Passport (68%)
      Proof of Age card (15%)
      Rent book/ lease/ mortgage document (2%)
      Travel photo card (6%)
      UK Residence Permit (1%)
      Workplace security pass (0%)
      Other (7%)
      N/A - never had to prove my identity (8%)

Q7   How often to prove ID

[Ordered/Single]

How often do you get asked to prove your identity?

Base: 1147

Answers

      Every day (7%)
      At least every week (18%)
      At least every month (19%)
      A few times a year (27%)
      Less often (17%)
      Never (7%)
      Don't know (5%)

8.6 End of Project Survey

In the last week of the mylifemyid project a survey invitation was mailed to all of the members, and 111 of them completed the survey, a response rate of 10%.

The end of project questionnaire is set out below. For each break of each quantitative question the total number of answers is shown.

Total base = 111

Q1   Year of Birth
[Ordered/Single/Dropdown/Forced]
What is your year of birth?
Base = 111
Answers
        1982 (4%)
        1983 (8%)
        1984 (9%)
        1985 (15%)
        1986 (11%)
        1987 (11%)
        1988 (7%)
        1989 (9%)
        1990 (11%)
        1991 (7%)
        1992 (8%)

Q2   Forms of proof of identity
[Random/Multi/Forced]
Which of these do you have?
Base = 111
Answers
        Passport (87%)
        PASS card (3%)
        Driving licence (provisional/full) (73%)
        Student/NUS/ISIC card (50%)
        None of the above [Exclusive and Fixed] (4%)

Q3   Proving your identity
[Ordered/Single/Forced]
Have you ever encountered any difficulties proving your identity, e.g. when opening a bank account or picking up pre-ordered tickets?
Base = 111
Answers
        Yes (9%)
        No (91%)

Q4   Proving your Age
[Ordered/Single/Forced]
Have you ever encountered any difficulties proving your age?
Base = 111
Answers
> Yes (11%)
> No (89%)

Q5   Negative Experience
[Open]
Please describe what happened, and how you dealt with it

Q6   Identity theft/fraud – experience
[Ordered/Multi/Forced]
Have you, or someone you know, ever suffered from identity fraud/theft?
Please select all that apply
Base = 111
Answers
> Yes, I have (5%)
> Yes, somebody I know has (30%)
> No (67%)

Q7   Identity theft/fraud – threat
[Ordered/Single/Forced]
How big a threat do you think identity theft/fraud is to you?
Base = 111
Answers
> A large threat (13%)
> A little threat (26%)
> Not sure (10%)
> Not much of a threat (43%)
> No threat at all (8%)

Q8   Knowledge of ID card
[Ordered/Single/Forced]
How much do you know about the new ID card?
Base = 111
Answers
> Know lots about it (68%)
> Know something about it (20%)
> Know very little about it (8%)
> Know nothing about it (4%)

Q9   Attitude towards ID cards
[Ordered/Single/Forced]
Overall, to what extent do you agree or disagree with the Government's plan to introduce a National Identity Scheme, which includes the Identity card?
Base: 109
Answers
        Agree strongly (13%)
        Agree slightly (5%)
        Neither agree nor disagree (3%)
        Disagree slightly (3%)
        Disagree strongly (77%)
        Don't know (1%)

Q10   Should ID cards be voluntary
[Ordered/Single/Forced]
Do you think ID cards should be…?
Base: 111
Answers
        Voluntary for everyone (22%)
        Voluntary except for specific groups (3%)
        Compulsory for everyone (12%)
        They should not exist at all (61%)
        Don't know (3%)

Q11   Who should have ID cards
[Random/Multi/Forced]
Who should be required to have an ID card?
Base: 111
Please select all that apply
Answers
        People in sensitive occupations, e.g. airport workers (13%)
        People from outside Europe, living in the UK (17%)
        All drivers of cars in the UK (17%)
        People who work with children (10%)
        People who work with vulnerable adults (7%)
        People with a criminal record (13%)
        Other [Fixed] (type in) (10%)_____
        Everybody [Fixed] (17%)
        Nobody [Exclusive and Fixed] (53%)

Q12   Major Threats
[Random/Multi/Forced]
Which of the following crimes do you think are major threats to our society?
Please select all that apply
Base: 111
Answers
> Terrorism (30%)
> Illegal immigration (26%)
> Credit card fraud (31%)
> Anti-social behaviour (50%)
> Identity theft (25%)
> Gun related crime (50%)
> Knife related crime (53%)
> Drug dealing (45%)
> None of these [Exclusive & Fixed] (22%)

Q13   Combating Threats
[Random/Multi/Forced]
Which of the following crimes do you think ID cards could help combat?
Please select all that apply
Base: 111
Answers
> Terrorism (10%)
> Illegal immigration (23%)
> Credit card fraud (18%)
> Anti-social behaviour (8%)
> Identity theft (21%)
> Gun related crime (5%)
> Knife related crime (5%)
> Drug dealing (5%)
> None of these (70%)

Q14   Personal Help
[Random/Multi/Forced]
Which of the following do you think ID cards could help you with?
Please select all that apply
Base: 111
Answers
> Proving age in pubs and clubs (34%)
> Buying restricted goods (26%)
> Proving ID to banks (32%)
> Proving ID to employers (25%)
> Preventing ID fraud/theft (18%)
> Proving ID in remote payment situations (e.g. online) (17%)
> None of these (60%)

Q15   Advantages [Open]
What do you think the advantages of using an ID card will be?
Please type your answers in the box below.

Q16   Disadvantages [Open]
What do you think the disadvantages of using an ID card will be?
Please type your answers in the box below.

Q21   Frequency of visiting site
[Ordered/Single/Forced]
How often did you visit the mylifemyid site?
Base: 111
Answers
        Never (2%)
        Once (7%)
        2-10 times (47%)
        11-30 times (23%)
        More than 30 times (22%)

Q22   Frequency of posting
[Ordered/Single/Forced]
How often did you post on the mylifemyid site?
Base: 111
Answers
        Never (30%)
        Once (9%)
        2-10 times (40%)
        11-30 times (12%)
        More than 30 times (10%)

Q23   Reason for non-posting
[Open]
Why did you not post (or post more) on the mylifemyid site?
Please type your answer in the box below.

Q24   mylifemyid Process
[Ordered/Single/Forced]
How would you rate the process of having a research forum like mylifemyid, in
terms of listening to people's views?
Base: 111
Answers
        Extremely useful (23%)
        Quite useful (17%)
        OK (26%)
        Not useful (13%)
        Not at all useful (22%)

Q25   Forum Comments
[Open]
Do you have any comments about this forum?

8.7 Other Notes

In order to improve the readability of the report we have adopted the following protocols with respect to quotations from mylifemyid:

1. Where the start of the post has been omitted, the quote begins with …

2. Where the end of the post has been omitted, the quote ends with …

3. We have corrected obvious typos, where there is no risk of the meaning being changed.