

Information Rights Tracker Survey – Key Wave 10 (W10) results

Wave 10 fieldwork:

12-18 June 2008. Sample: 1,788 adults aged 15 and over in England and Wales.

Previous waves:

W1 – Jun 2005	W4 – Mar 2006	W7 – Jul 2007
W2 – Sep 2005	W5 – Jul 2006	W8 – Nov 2007
W3 – Dec 2005	W6 – Mar 2007	W9 – Mar 2008

Important Note: The fieldwork for this survey was carried out by the British Market Research Bureau. BMRB also did the fieldwork up to and including the Wave 5 survey, while waves 6 to 9 were carried out by Ipsos-MORI. Although the survey methodology (face-to-face Omnibus) and the question and answer wordings have been retained unchanged as far as possible, there will inevitably be differences in approach (e.g. sampling frames, interviewer coding practices, etc.) between the two contractors. Comparisons between the results for waves where different contractors were used should therefore be drawn with caution, bearing these differences in mind. Thin lines on the time series charts indicate where there has been a change of contractor.

Executive summary: main messages from the tracker survey

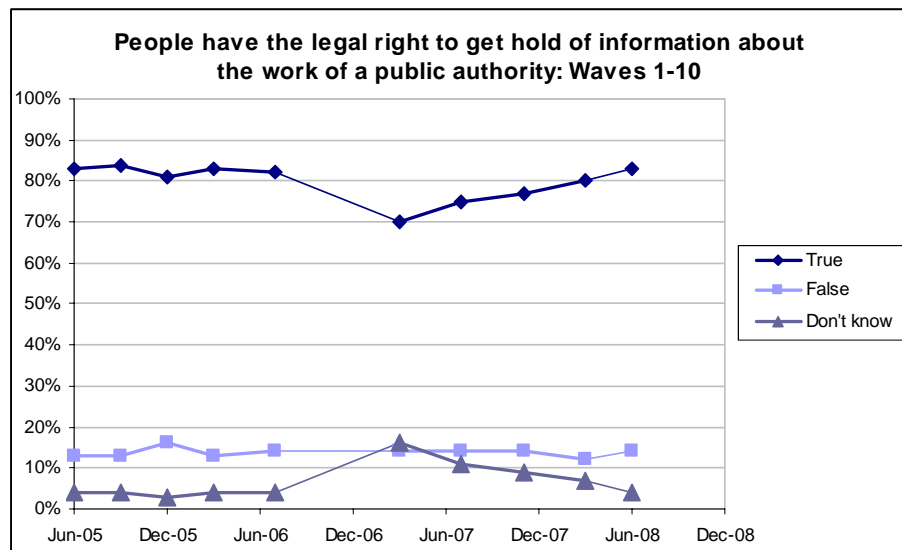
The tracker survey results show that:

- The majority of respondents are aware of their right to access information under the Freedom of Information and Data Protection acts, although more respondents are aware of the latter than the former.
- Respondents tend to disagree that public authorities are open and trustworthy, but tend to agree that public authorities are becoming more open. The majority of respondents think that public authorities can be held to account because of the right to get information from them.
- Respondents are generally comfortable about giving personal information to businesses and public authorities (more so to the latter than the former). This increased in the latest wave, suggesting that the recent media reports of data losses by public and private sector organisations have not had a marked effect on public opinion on this issue.
- Just under a half of all respondents cannot name a specific piece of legislation under which rights of access to information are granted, which was particularly the case for respondents aged under 25 and over 65. Between a quarter and a third of respondents can name either the DPA or the FoI Act or both.

1. Factual awareness of information rights

"People have the legal right to get hold of information about the work of a public authority"

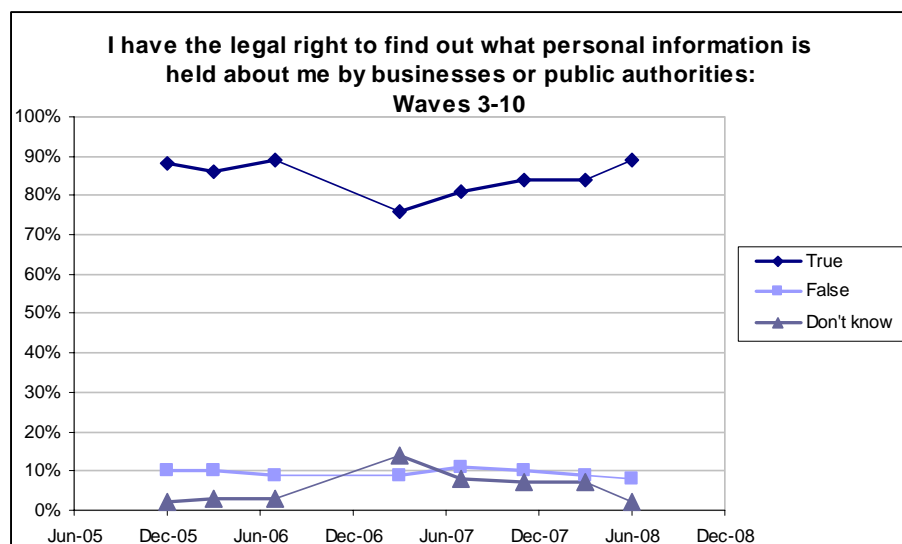
	W10
True	83%
False	14%
Don't know	4%



- The vast majority of respondents are aware of their rights to obtain information from public authorities.
- The proportion of people answering “true” has steadily increased over the most recent waves, suggesting an increasing awareness of rights to obtain information from public authorities. However the proportion was lowest during waves 6-9 when a different contractor carried out the survey. Therefore some of the trends shown may be partly driven by differences in approach taken by the contractors, rather than a genuine dip then recovery in public awareness about information rights.
- The proportion of respondents who incorrectly thought that this statement is “false” has stayed steady throughout at about 13% or 14% (about 1 in 7 people).
- Levels of awareness have been consistently: (i) highest among adults in the main working age population (ages 25-64) and lowest among adults aged 24 and under, (ii) higher among respondents in social classes AB and C1 than those in social classes C2 and DE. Nevertheless, levels of awareness were high among all these demographic groups.

"I have the legal right to find out what personal information is held about me by businesses or public authorities"

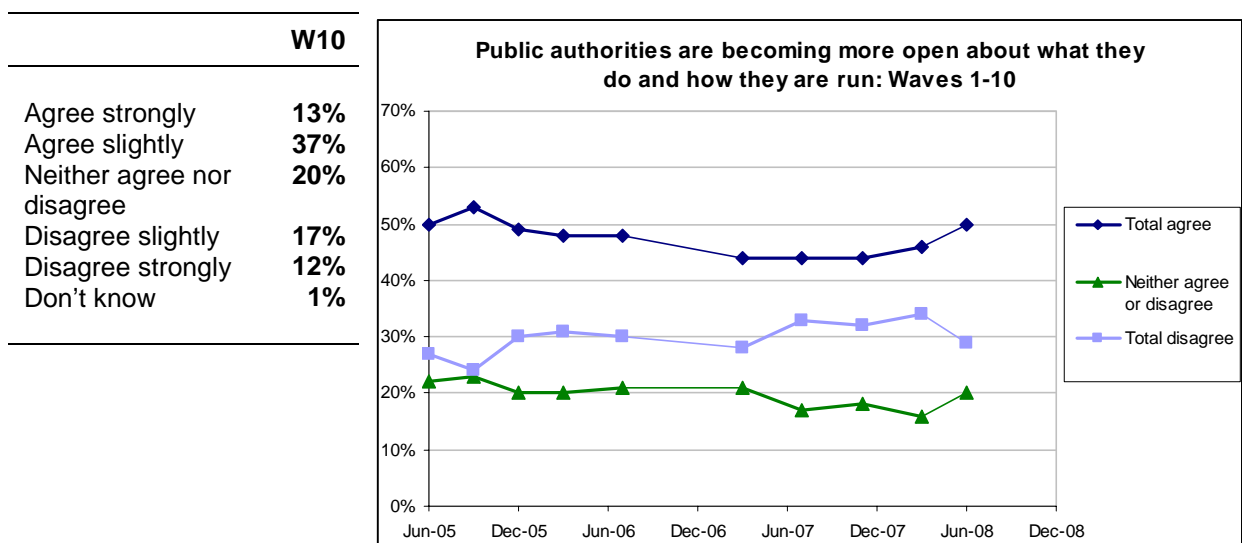
	W10
True	89%
False	8%
Don't know	2%



- The vast majority of respondents are aware of their rights to obtain personal information from public authorities and businesses.
- Trends have closely mirrored those for the previous question. Similarly the trends shown may be partly driven by differences in approach taken by the contractors, rather than genuine trends in public awareness about their rights to obtain their personal information.
- Demographic trends have also closely matched those for awareness of FoI rights above, i.e. awareness was high among all subgroups, but highest among respondents in the working age population and in social classes AB and C1. However, in the latest wave there was very little variation in responses according to age.

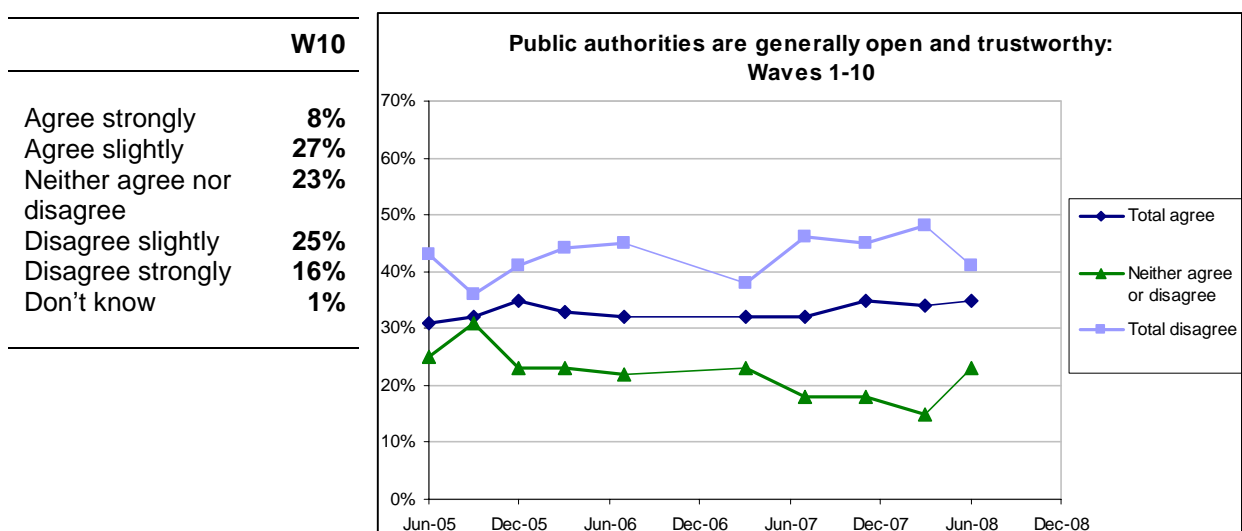
2. Attitudes to information rights issues – Freedom of Information

“Public authorities are becoming more open about what they do and how they are run”



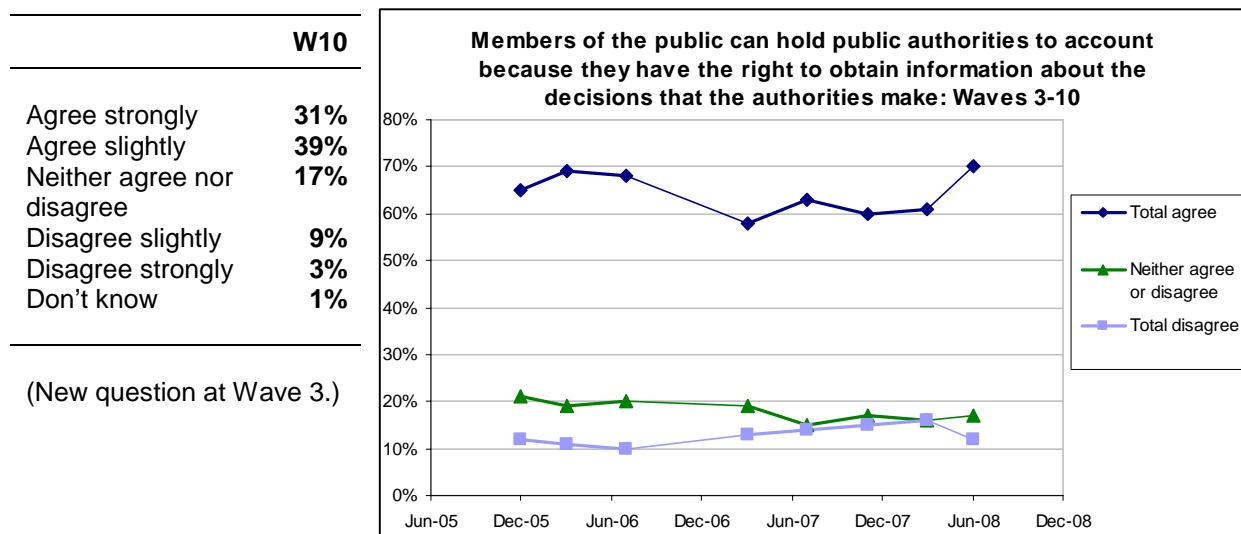
- Consistently since the tracker survey began, more respondents agree than disagree that public authorities are becoming more open.
- Between waves 2 and 9 (Sep 05 and Mar 08) the gap between agree and disagree narrowed, but has widened again in the most recent wave.

“Public authorities are generally open and trustworthy”



- In each wave since the tracker survey began, about a third of respondents have agreed that public authorities are generally open and trustworthy.
- Although the proportion disagreeing has been more volatile, consistently more respondents have disagreed than agreed. Further waves will be needed to determine whether the drop in respondents disagreeing in the latest wave is part of that volatility, or the start of a discernible trend.
- Over all the waves to date, belief in public authorities' openness and trustworthiness has been much higher among: (i) younger adults aged under 35 than those in older age groups, (ii) BME respondents than White respondents.

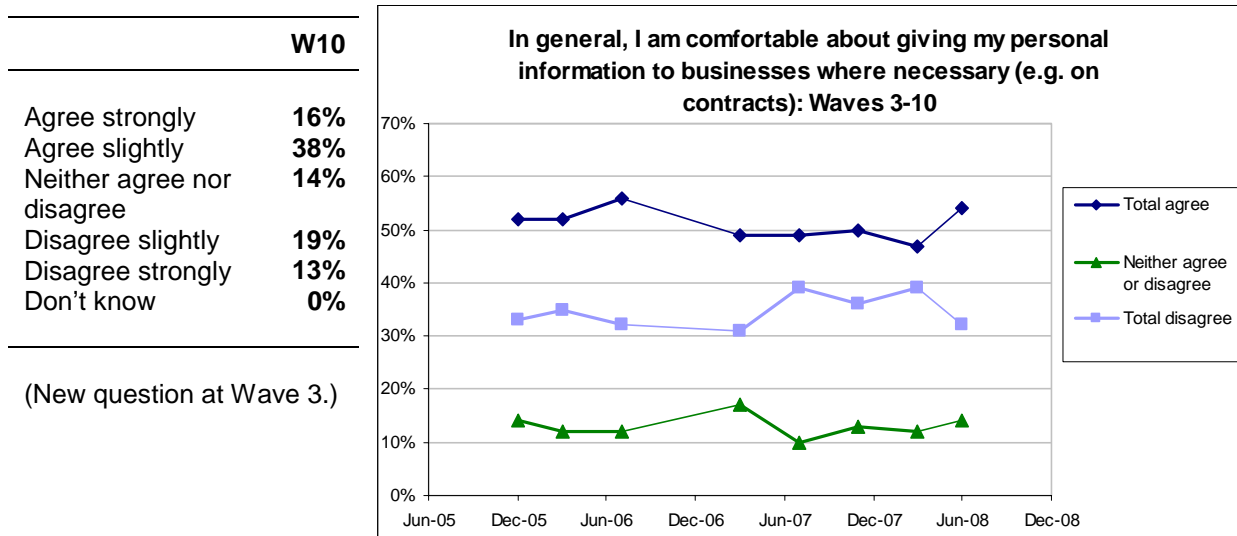
“Members of the public can hold public authorities to account because they have the right to obtain information about the decisions that the authorities make”



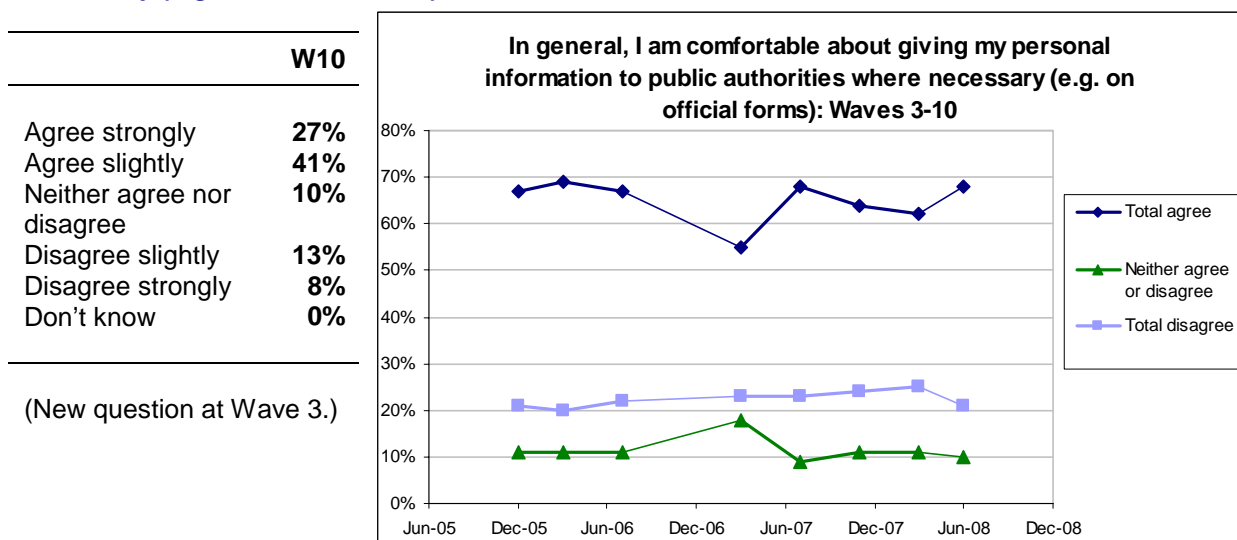
- A strong majority of respondents agree the public authorities can be held to account due to FoI. The proportion so doing increased in the latest wave, although there has been some volatility (possibly partly a result of the contractor changes) so it is too soon to ascertain whether this is a definitive trend.
- The proportions of respondents disagreeing or neither agreeing nor disagreeing has also shown some variation but on the whole have remained relatively stable with no obvious long-term trend.
- Despite having the highest level of trust in public authorities' openness and trustworthiness, younger adults (aged under 35) had the lowest level of agreement that access to information enables public authorities to be held to account (although the majority of them did still agree).

3. Attitudes to information rights issues – Data Protection

“In general, I am comfortable about giving my personal information to businesses where necessary (e.g. on contracts)”



“In general, I am comfortable about giving my personal information to public authorities where necessary (e.g. on official forms)”

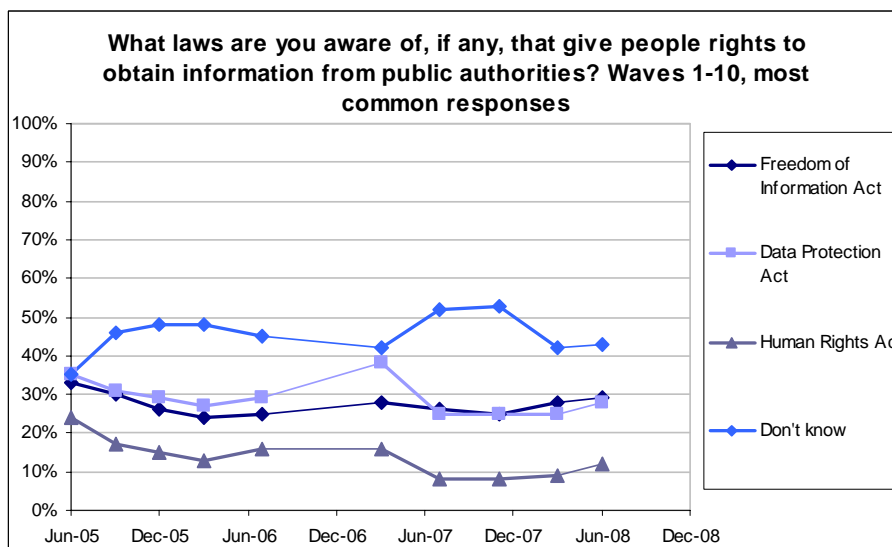
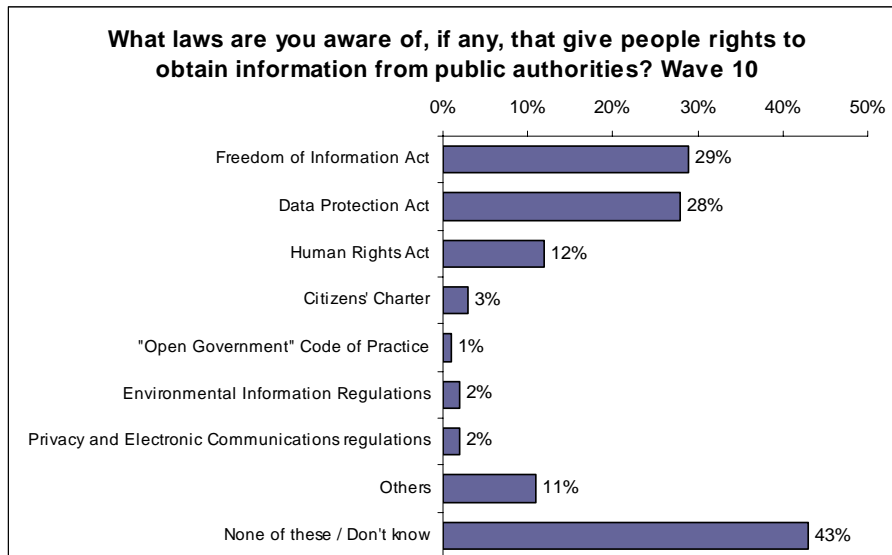


- The survey the responses have consistently indicated a higher level of trust in the handling of personal information by public authorities than by businesses.
- The most recent two waves took place since the recent reports of public and private sector organisations losing personal information (the most high-profile, the loss of discs containing personal information of child benefit claimants by HMRC, was announced only mid-way through the fieldwork for the previous wave). There were increases in confidence in the latest wave. While the change of contractor may play a factor in this, certainly the results do not indicate that these recent events any long-term affect on public trust in data handling by organisations.
- Levels of trust in the handling of personal data, by both businesses and public authorities, seem to be highest among younger adults and generally decreases with age.

4. Awareness of information rights legislation

What laws are you aware of, if any, that give people rights to obtain information from public authorities?

(Unprompted question; all applicable answers coded, so respondents could mention more than one item on the list)



- Over the waves to date, consistently between a quarter and a third of respondents have been able to name the DPA and/or the FOIA as a piece of information rights legislation.
- The most common response has, however, been “don’t know”, with typically 40%-50% of respondents being unable to name a single piece of legislation.
- A much greater proportion of young adults (under 25) and older adults (65 and over) were unable to name any relevant item – typically just over 50% in most waves to date – than respondents in the intermediate age groups. The FOIA and DPA were named by a much greater proportion of respondents in social class AB and C1 than in C2 and DE. These two demographic trends reflect the results of the questions on the first page of this report regarding knowledge of data protection and information rights.