

UK Business Data Survey 2022

Technical Report

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**Department for Digital, Culture, Media and
Sport**

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1. Survey technical details

This report outlines technical details relating to the UK Business Data Survey. Research findings are published separately by DCMS.

1.1 About the research

The Department for Digital, Culture, Media and Sport (DCMS) commissioned Ipsos to undertake a survey to explore the significance of data to industry, what it is used for and how it drives the economy. It also sought to develop the evidence base relating to the international flow of data and difficulties encountered, as well the understanding amongst industry of the relevant regulatory framework. The key aims were:

- To provide data which can be used to monitor a broad range of activities around business' use of data over time against the key missions of the [National Data Strategy](#).
- To provide more detailed evidence on key areas of data policy as outlined in the National Data Strategy to inform emerging data policy priorities, including how businesses use and share, transfer data internationally, interact with the data protection regime and reliance on data infrastructure.

The research followed on from a similar [previous](#) survey and was conducted over two phases: a quantitative mixed mode telephone and online survey with 5,084 UK businesses; and 32 follow-up qualitative interviews to explore responses to the telephone survey in more detail.

1.2 Sample design

The sample population was all UK businesses. The sample provided by Sample Solutions, using Dun and Bradstreet records.

The survey was undertaken at the 'enterprise' (i.e., head office) level where the person best able to speak on behalf of the whole business would be most likely based. In all instances just one person was interviewed over phone or contacted via email in each business who was the most senior person with responsibility for making decisions related to data processing and storage.

The sample was designed to provide sufficient case numbers for key size bands and SIC sectors detailed in Tables 1.1-1.3.

Sample frame and selection

Overall, Sample Solutions provided Ipsos with a list of 236,534 businesses. This was sent to us in two batches.

Ipsos ensured the most statistically efficient sample design by using the in-house business sample calculator based on response rates from previous business surveys. The sample was proportionately stratified by region, and disproportionately stratified by size and sector. An entirely proportionately stratified sample would not allow sufficient subgroup analysis by size and sectors. For example, it would effectively exclude all medium and large businesses from the selected sample, as well as those in the Finance or Insurance (K) and Utilities (BDE) sectors, as they make up a very small proportion of all UK businesses – [according to the Business Population Estimates 2021](#), published by the Department for Business, Energy and Industrial Strategy (BEIS). Therefore, disproportionate sample targets were set for

sole traders, micro (1 to 9 staff), small (10 to 19 and 20 to 49 staff), medium (50 to 249 staff) and large (250 to 499 and 500 or more staff) businesses and in SIC groups K and BDE. Ipsos also boosted specific sectors, to ensure at least 100 responses were received in each SIC group, except for BDE where it was not feasible due to the very small overall number of businesses in these sectors.

For the first batch, 109,206 leads were received. Of these leads 41,332 were selected for the CATI survey and 67,874 for the online survey. All size bands were included in the CATI survey. The online survey only consisted of sole traders and businesses with fewer than five employees, meaning a mixed mode approach was taken for these two size bands. There was a lower than anticipated response rate initially, particularly for the online survey. This meant a second batch of sample was loaded. A breakdown of the leads can be found below:

Table 1.1 Leads requested for first batch of sample

SIC sector	Business size (number of employees)										Total
	0 (Phone only)	0 (With Email)	1 to 4 (Phone only)	1 to 4 (With Email)	5 to 9 (Phone only)	10 to 19	20 to 49	50 to 249	250 to 499	500+	
A: Agriculture	347	448	515	1,250	185	66	40	27	14	14	2,906
BDE: Utilities	320	462	172	477	66	80	66	80	60	40	1,823
C: Manufacturing	542	1,502	634	1,750	222	304	317	449	225	198	6,143
F: Construction	2,205	6,118	1,703	4,680	589	304	172	146	53	53	16,023
G: Retail or wholesale (including vehicles)	845	2,345	2,099	5,813	740	608	410	357	172	212	13,601
H: Transport or storage	844	1,401	462	1,265	158	119	106	106	53	80	4,594
I: Food or hospitality	238	659	1,083	2,522	381	528	383	225	106	119	6,244
J: Information or communication	806	2,235	779	2,156	277	159	132	146	66	66	6,822
K: Finance or insurance	264	733	291	806	106	66	53	93	66	40	2,518
L: Real estate	225	623	436	1,207	157	106	40	40	27	40	2,901
M: Professional, scientific or technical	1,835	5,092	1,809	5,010	631	370	264	264	119	119	15,513
N: Administration	1,070	2,966	1,175	3,244	409	278	198	291	185	198	10,014
P: Education (including academies)	832	2,308	172	476	53	80	53	53	40	14	4,081
Q: Health, social care or social work (inc. NHS Trusts)	872	2,418	383	1,060	130	291	291	264	80	80	5,869
R: Arts or recreation	779	2,162	225	621	80	80	66	66	40	40	4,159
S: Service or membership organisations	806	2,235	660	1,830	237	106	53	40	14	14	5,995
Total	12,830	33,707	12,598	34,167	4,421	3,545	2,644	2,647	1,320	1,327	109,206

During fieldwork, a second batch was requested to boost size and sector quotas where response was low, and to allow a boosted overall response amongst the online sample. A breakdown of the leads can be found below:

Table 1.2 Leads requested for second batch of sample

SIC Sector	Business size (number of employees)										Total
	0 (Phone only)	0 (With Email)	1 to 4 (Phone only)	1 to 4 (With Email)	5 to 9 (Phone only)	10 to 19	20 to 49	50 to 249	250 to 499	500+	
A: Agriculture	585	379	618	700	224	21	180	27	169	11	2,914
BDE: Utilities	42	40	90	493	29	62	86	19	272	32	1,165
C: Manufacturing	2,729	1,335	987	2,193	99	302	329	417	750	235	9,376
F: Construction	2,850	578	3,195	5,038	578	259	193	108	343	45	13,187
G: Retail or wholesale (including vehicles)	4,180	3,441	1,942	6,179	488	1,036	412	342	262	253	18,535
H: Transport or storage	142	122	369	1,018	164	69	480	124	550	104	3,142
I: Food or hospitality	1,606	880	1,552	1,665	412	609	320	96	80	56	7,276
J: Information or communication	2,023	2,745	368	2,413	216	123	114	162	290	153	8,607
K: Finance or insurance	933	918	237	1,021	109	86	27	344	323	448	4,446
L: Real estate	1,129	913	1,035	1,435	247	73	15	81	139	87	5,154
M: Professional, scientific or technical	5,654	6,888	1,133	5,360	987	168	196	444	400	493	21,723
N: Administration	1,603	1,038	857	3,543	235	116	154	131	313	172	8,162
P: Education (including academies)	912	422	44	677	14	31	14	414	952	374	3,854
Q: Health, social care or social work (including NHS Trusts)	2,554	1,344	262	1,285	86	128	128	295	1,600	348	8,030
R: Arts or recreation	1,444	851	58	833	31	62	43	98	400	56	3,876
S: Service or membership organisations	2,441	1,750	535	2,079	222	110	240	110	279	115	7,881
Total	30,827	23,644	13,282	35,932	4,141	3,255	2,931	3,212	7,122	2,982	127,328

Therefore, the total selected sample was as follows:

Table 1.3 Leads requested (total)

SIC Sector	Business size (number of employees)										Total
	0 (Phone only)	0 (With Email)	1 to 4 (Phone only)	1 to 4 (With Email)	5 to 9 (Phone only)	10 to 19	20 to 49	50 to 249	250 to 499	500+	
A: Agriculture	932	827	1,133	1,950	409	87	220	54	183	25	5,820
BDE: Utilities	362	502	262	970	95	142	152	99	332	72	2,988
C: Manufacturing	3,271	2,837	1,621	3,943	321	606	646	866	975	433	15,519
F: Construction	5,055	6,696	4,898	9,718	1,167	563	365	254	396	98	29,210
G: Retail or wholesale (including vehicles)	5,025	5,786	4,041	11,992	1,228	1,644	822	699	434	465	32,136
H: Transport or storage	986	1,523	831	2,283	322	188	586	230	603	184	7,736
I: Food or hospitality	1,844	1,539	2,635	4,187	793	1,137	703	321	186	175	13,520
J: Information or communication	2,829	4,980	1,147	4,569	493	282	246	308	356	219	15,429
K: Finance or insurance	1,197	1,651	528	1,827	215	152	80	437	389	488	6,964
L: Real estate	1,354	1,536	1,471	2,642	404	179	55	121	166	127	8,055
M: Professional, scientific or technical	7,489	11,980	2,942	10,370	1,618	538	460	708	519	612	37,236
N: Administration	2,673	4,004	2,032	6,787	644	394	352	422	498	370	18,176
P: Education (including academies)	1,744	2,730	216	1,153	67	111	67	467	992	388	7,935
Q: Health, social care or social work (including NHS Trusts)	3,426	3,762	645	2,345	216	419	419	559	1,680	428	13,899
R: Arts or recreation	2,223	3,013	283	1,454	111	142	109	164	440	96	8,035
S: Service or membership organisations	3,247	3,985	1,195	3,909	459	216	293	150	293	129	13,876
Total	43,657	57,351	25,880	70,099	8,562	6,800	5,575	5,859	8,442	4,309	236,534

The sample was then cleaned so any invalid phone numbers were removed, run through our Do Not Call database and de-duped so that it contained no duplicate businesses. It was then edited so business information was in the right format to allow monitoring of business characteristics during fieldwork and including those as variables in the final SPSS file

1.3 Questionnaire design

The questionnaire was developed by Ipsos and DCMS. The starting point for questionnaire development was the questionnaire used for the first UK Business Data Survey. Numerous changes were made to reflect updates to policy and the priorities of the end users of the data. A cognitive testing phase tested respondents' understanding of the new and updated questions. A pilot was undertaken to test the interview length.

Key changes to the previous survey related to the following:

- Questions were added on the state of data within the business; the data infrastructure used to store and process data; the data skills within a business; and how businesses handle sensitive personal and non-personal data
- On data protection regulations, questions were added on the potential disadvantages to the tasks businesses undertook to comply with these in the last 12 months, and what kind of costs this placed on businesses.
- Aside from a general awareness question, questions relating to the services provided by the Information Commissioner's Office were removed
- Questions were added on the costs of implementing Standard Contractual Clauses

Cognitive interviewing

Due to the changes to the previous UK Business Data Survey questionnaire, the questionnaire was cognitively tested to ensure the approach was right. The cognitive testing involved taking respondents through the questionnaire, followed by a set of questions to gather respondent feedback on how they found answering the questions. These responses were used to identify areas for improvement ahead of the pilot phase.

A total of ten cognitive interviews were conducted between 14th and 29th September 2021. The interviews included a range of businesses in terms of size and sector, and all potential routes through the survey were tested.

As a result of the cognitive testing, the following amendments were made to the questionnaire in preparation for the pilot phase:

- Questions around data sharing were rewritten to take the respondent through a more iterative process
- Code wording was tweaked at A11A on types of data infrastructure used to give some prompts and examples to respondents
- A text substitution was added at A15 to ensure the question was relevant to sole traders

- Questions on the burdens and costs of compliance were rewritten based on what respondents would realistically know

Pilot fieldwork

The pilot was used to ensure the questionnaire was working well and was of a manageable length for participants. It was conducted over telephone and operated in the same way CATI interviews would be operated in the mainstage to test the logistics of fieldwork. 44 interviews were completed between 3rd and 8th November 2021 with a micro and small businesses, with size and sector detailed in the table below:

Table 1.4: Profile of completed pilot interviews

SIC Sector	Size (number of employees)		Total
	5 to 9	10 to 19	
A: Agriculture	1	1	2
BDE: Utilities	-	1	1
C: Manufacturing	1	3	4
F: Construction	4	-	4
G: Retail or wholesale	5	-	5
H: Transport or storage	1	-	1
I: Food or hospitality	3	1	4
J: Information or communication	3	3	6
K: Finance or insurance	1	-	1
L: Real estate	-	1	1
M: Professional, scientific or technical	5	1	6
N: Administration	3	2	5
Q: Health, social care or social work	-	2	2
R: Arts or recreation	-	1	1
S: Service or membership organisations	-	1	1
Total	27	17	44

The average interview length for pilot fieldwork was 30 minutes 43 seconds. Therefore, the interview length needed to be reduced before going into mainstage fieldwork. This was achieved by further modularising parts of Section A on Data Foundations, Data Infrastructure, Data Skills, Data Availability and Data Security, and some other questions were removed or re-routed.

The modularisation approach consisted of routing half the sample through Module A (Data foundations, Data skills, and Data availability) and half through Module B (Data infrastructure and Data security). During the interview, those that handled digitised data were stratified by size band and allocated to a module, where 50% from each band were allocated to each module. This meant that overall half of the eligible sample completed Module A and half completed Module B. All modularised questions can be found in the questionnaire in Section 3.

1.4 Fieldwork and monitoring

Fieldwork took place between 22nd November 2021 and 11th February 2022. A total of 5,084 interviews took place. The final total includes the 47 that took part in the pilot study. 3,594 of these took place via CATI and 1,488 took place online. A breakdown of size and sector can be found in the table below:

Table 1.5: Completed interviews by size and sector

	Sole Traders	Micro (1 to 9)	Small (10 to 19)	Small (20 to 49)	Medium (50 to 249)	Large (250 to 499)	Large (500 plus)	Total
A: Agriculture	27	88	13	15	3	0	2	148
BDE: Utilities	10	31	3	5	5	1	1	56
C: Manufacturing	114	157	24	23	21	12	5	356
F: Construction	91	193	27	20	14	1	6	352
G: Retail or wholesale	141	377	31	22	21	7	13	612
H: Transport or storage	34	60	8	11	11	2	2	128
I: Food or hospitality	43	107	26	40	11	1	5	233
J: Information or communication	186	199	15	10	13	1	4	428
K: Finance or insurance	34	77	16	6	5	3	5	146
L: Real estate	40	78	12	8	9	1	3	151
M: Professional, scientific or technical	418	419	49	41	24	5	9	965
N: Administration	127	161	28	16	30	3	7	372
P: Education	81	62	18	16	25	11	13	226
Q: Health, social care or social work	90	96	37	42	55	7	11	338
R: Arts or recreation	117	91	18	7	10	2	1	246
S: Service or membership organisations	92	190	16	8	15	2	4	327
Total	1,645	2,384	341	290	272	59	91	5,084

Before fieldwork an online invite was sent to the online sample. For the CATI sample, businesses were called to arrange the best time for an interview and a reassurance email was sent if more information was requested. Within the reassurance email, CATI leads were given the option to complete online if they preferred. Overall, 91 CATI leads opted to complete the survey online. Sample performance was monitored against quotas throughout field, so, as mentioned in the sampling section, sample was loaded in two batches. The first batch was loaded at the start of mainstage fieldwork, and a second batch on 6th January 2022 to aid sizes and sectors where response was low. During fieldwork, two reminder emails were sent to the online sample.

As in the previous UK Business Data Survey, the CATI interview was completed with the person in the business most responsible for data. In larger businesses this tended to be the Chief Operating Officer or a Finance Director. For smaller businesses this tended to be the Managing Director, Chief Executive

Officer or business owner. For the online sample, named contacts were used. As these were entirely micro businesses or sole traders, they tended to be the business owner.

Final CATI interview length was 19 minutes 30 seconds. This was due to questionnaire changes made after the pilot study. It also owed to a higher proportion of sole traders completing via telephone, with 10,424 sole traders called after not responding to the online invite. The reason for this reduced interview length was because sole traders were less likely to use data at all or use data extensively, so were not routed to as many questions. The transfer of some online sample to CATI was done to boost overall levels of response and to ensure fieldwork was completed in the agreed period.

1.5 Sample outcomes

The total response rate was 9.2%, worked out as the CATI response rate with the total number of interviews as a proportion of definitive outcomes and the online response rate of anyone who clicked the link. The total response rate, as well as separate CATI (7.1%) and online (34%) response rates can be found below.

The unadjusted response rate (i.e., all cases loaded onto the survey) was 2.2% (3.1% for CATI and 1.3% for online. Cases that were switched from online sample to CATI sample have been considered as part of the final CATI response rate.

Table 1.6: Unadjusted response rates

	CATI number of contacts	% of total	Online number of contacts	% of total	Total number of contacts	% of total
Live¹	66,907	56.8%	113,934	96.3%	180,841	76.6%
Refused	25,654	21.8%	2,914	2.5%	28,568	12.1%
Unusable²	21,372	18.1%	not known	n/a	21,372	9.1%
Ineligible	127	0.1%	not known	n/a	127	0.1%
Over-quota	145	0.1%	not known	n/a	145	0.1%
Complete	3,594	3.1%	1,490	1.3%	5,084	2.2%
Total	117,799		118,338		236,137	

¹ Sample for which no definitive outcome code has been recorded. For CATI, this is mostly numbers that have been called but there has been no pick-up. For online sample, it refers to emails sent that have not led to a completed interview or unsubscribing from the survey.

² Sample that was called, but with wrong number, disconnected or fax number – also called 'deadwood'.

Table 1.7: Adjusted response rates only including definitive outcomes³

	CATI number of contacts	% of total	Online number of contacts	% of total	Total number of contacts	% of total
Refused	25,626	51%	2,914	66%	28,540	52%
Unusable	21,346	42%	not known	n/a	21,346	39%
Complete	3,594	7%	1,490	34%	5,084	9%
Total	50,566		4,404		54,970	

1.6 Data processing, weighting and confidence intervals

Coding

The verbatim responses to unprompted questions could be coded as “other” by interviewers when they did not appear to fit into the predefined code frame. These “other” responses were coded manually by Ipsos’s coding team, and where possible, were assigned to codes in the existing code frame. It was also possible for new codes to be added where enough respondents – 10 per cent or more – had given a similar answer outside of the existing code frame. The Ipsos research team verified the accuracy of the coding, by checking and approving each new code proposed.

Weighting

Data was weighted by size and sector. Random iterative method (rim) weighting was applied for two reasons. Firstly, to account for non-response bias where possible. Secondly, to account for the disproportionate sampling approaches, which purposely skewed the achieved business sample by size and sector. The weighting makes the data representative of the actual UK business population.

Rim weighting is a standard weighting approach undertaken in business surveys of this nature. In cases where the weighting variables are strongly correlated with each other, it is potentially less effective than other methods, such as cell weighting. However, this is not the case here.

The data was not weighted by region, primarily because region is not considered to be an important determining factor for attitudes and behaviours around data. Moreover, the final weighted data are already closely aligned with the business population region profile. The population profile data came from the [BEIS Business Population Estimates 2021](#).

Interlocking weighting was also possible but was ruled out as it would have potentially resulted in very large weights. This would have reduced the statistical power of the survey results, without making any considerable difference to the weighted percentage scores at each question.

This year one amendment was made to the weighting approach compared to the previous Business Data Survey. In previous years, the size weights have been split into three categories:

- sole traders

³ Definitive outcomes exclude sample for which we do not know what would have happened if we had been able to start conducting an interview – it includes residual live sample at the end of fieldwork (working numbers or email addresses that could not be reached or engaged, ineligible sample and ‘over-quota’ sample).

- micro and small combined (1–49 staff)
- medium (50–249 staff)
- large (250+ staff).

However, this boosts the relative proportion of small businesses in the unweighted sample compared to the population proportion. Therefore, the corresponding weighting approach has typically led to weighted samples that have slightly overrepresented small businesses and underrepresented micro businesses in the final data. Therefore the categories below were decided upon:

- sole traders
- micro (1–9 staff)
- small (10-49 staff)
- medium (50–249 staff)
- large (250+ staff).

Strictly speaking, the change in weighting approach would typically mean that estimates from this year's survey are no longer directly comparable to previous years. In practice, however, Ipsos believes these comparisons are still valid given the negligible impact that changing the weights has on the data. Table 1.8 shows the business sizes bands, sectors and their proportions in the weighted sample, both under the new weighting scheme.

Table 1.8: Unweighted and weighted profiles of interviews

Base	Weighted: 5084	Unweighted: 5084
A – Agriculture	139 2.73%	149 3%
B,D,E – Utilities	26 0.52%	56 1%
C – Manufacturing	246 4.84%	356 7%
F – Construction	832 16.36%	352 7%
G – Wholesale and Retail	507 9.97%	611 12%
H – Transportation	283 5.56%	128 3%
I – Food and accommodation	178 3.50%	233 5%
J – Information or Communications	321 6.32%	429 8%
K – Finance and Insurance	90 1.76%	146 3%
L – Real Estate	122 2.40%	151 3%
M – Professional scientific and technical	773 15.20%	965 19%

Base	Weighted: 5084	Unweighted: 5084
N – Administration and support	424 8.34%	372 7%
P – Education	271 5.34%	226 4%
Q – Health and Social Care	308 6.07%	338 7%
R – Arts, Entertainment and Recreation	254 4.99%	246 5%
S – Other services	311 6.12%	327 6%
Base	5084 100.00%	5084 100%
Sole Traders	3797 74.66%	1646 32%
1 to 9 employees	1057 20.79%	2385 47%
10 to 49 employees	192 3.77%	632 12%
50 to 249 employees	33 0.64%	272 5%
250 + employees	7 0.14%	150 3%

Confidence intervals

The research respondents were a sample of the total UK business population so Ipsos cannot be certain that the figures obtained are exactly those we would have if all in the population had been interviewed (the 'true' values).

However, the variation between the sample results and the 'true' values can be predicted from the knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which this prediction can be made is usually chosen to be 95% - that is, the chances are 95 in 100 that the 'true' value will fall within a specified range.

Calculations of the confidence intervals took into account the weighting of the raw survey data to transform it into a representative sample of the wider business population. The standard error estimator for a stratified sample, with the simplifying assumption that the proportions (or actually the stratum unit variances) are approximately the same in each stratum and simple random sampling (SRS) used in each stratum.

For example, based on an effective sample size⁴ of 2,170 responses, where 50% gave a particular answer, the chances are that the 'true' value (which would have been obtained if the whole population

⁴ Effective sample size (ESS) is an estimate of the sample size required to achieve the same level of precision if that sample was a simple random sample.

had been interviewed) will fall within the range of ± 2.1 percentage points from the sample result (i.e., between 47.9% and 52.1%).

Table 1.9: Sample and 95% confidence intervals

	Unweighted base (N)	Weighted base (N)	Effective Sample Size	95% confidence interval for a survey estimate		
				10%	30%	50%
UK Business Data Survey 2022	5,086	5,086	2,170	1.3	1.9	2.1
Size				+ / -	+ / -	+ / -
Sole trader	1,647	3,797	1,283	1.6	2.5	2.7
Micro (1-9)	2,385	1,057	1,844	1.4	2.1	2.3
Small (10-49)	632	192	504	2.6	4.0	4.4
Medium (50-249)	272	33	224	3.9	6.0	6.6
Large (250+)	150	7	125	5.3	8.0	8.8
Mode				+ / -	+ / -	+ / -
CATI	3,594	3,650	1,480	1.5	2.3	2.5
Online	1,492	1,436	707	2.2	3.4	3.7

2. Qualitative depth interviews technical details

There were two waves of qualitative research focusing on areas of particular interest that warranted further exploration.

Sampling

Overall, 32 in-depth interviews were undertaken. Respondents were recruited from those who had agreed to be recontacted at the end of the quantitative survey specifically to take part in a follow up 45-minute interview on the same topic.

Recruitment quotas and screening

The recruitment for the qualitative element was carried out by telephone, using a specialist business recruiter. A bank transfer or charity donation of £50 was offered to encourage participation.

Recruitment quotas were used to ensure that interviews included a mix of different sizes, sectors and regions of businesses. Further quotas based on the responses in the survey were also included, reflecting the topics to be discussed in the interviews. These were all administered as soft rather than hard quotas. This meant that the recruiter aimed to recruit a minimum number of respondents in each group and could exceed these targets.

The recruiter was briefed to carry out a further qualitative screening process of participants, to check that they felt capable of discussing the broad topic areas covered in the topic guide (laid out in the following section). The recruiter probed participants' job titles, job roles, and gave them some further information about the topic areas over email. The intention was to screen out organisations that might have been willing to take part but would have had little to say on the topics.

Respondents were sampled based on survey responses detailed in the participant profile below. This was to fulfil the below objectives:

- Understanding current data understand patterns, and scan for future trends
- To understand why businesses share data, and whether or not businesses feel they would benefit from sharing more data
- What stops businesses from sharing data
- To get a sense of how common sharing data at a cost is, relative to sharing free of charge
- To contribute to filling the evidence gap of which sectors/areas of the economy to prioritise interventions for increasing access to data
- To improve understanding of where an issue is sector specific, as well as which sectors have more potential to benefit from intervention
- To understand compliance costs, which businesses face what kinds of costs, and general feelings towards burdens of compliance to data protection legislation
- To understand benefits and positive aspects of the legislation

- To learn about the real-world ways businesses comply, and adapt in the face of changing conditions
- Understand the international data transfer drivers and barriers
- Understand pathways that led businesses to transfer data internationally, the challenges they faced, and future considerations
- What prevents businesses from sharing data internationally, understand the barriers and incentives to encourage international data sharing
- Understand business sentiment and views on data security and whether or not they are considering risks of certain data storage methods.

Fieldwork

The Ipsos research team carried out fieldwork in February 2022. The interviews were conducted through a mix of telephone and Microsoft Teams calls. Interviews lasted around 40-45 minutes on average.

Ipsos drafted topic guides, which were reviewed and approved by DCMS. Final versions are included in section 5.

Table 2.1 below shows the profile of participants:

Table 2.1 Qualitative interview quotas

<i>Quota</i>	<i>Requirement</i>	<i>Achieved</i>
Share data	Do share data	23
	Do not share data	9
Personal data	Stores personal data	30
Taken action to comply with data regulations	Taken action	28
	Spent at least one day complying or hire at least one member of staff	19
	Spent at least five days complying or hire at least 5 members of staff	5
International data transfer	Transfer data internationally	14
	Business operates internationally	16
	Does not transfer data internationally	18
	Using international data tools	5
	Using SCCs	4
Data storage	Send or receive data internationally	7
	Store data in data centres	20
Handle sensitive data	Handle sensitive personal data	19

<i>Quota</i>	<i>Requirement</i>	<i>Achieved</i>
	Handle sensitive non-personal data	19
Size by staff	Sole Traders	3
	1 to 9	4
	10-19	3
	20-49	4
	50-249	11
	250-499	3
	500+	4
Region	East Midlands	2
	Eastern	1
	London	7
	North East	1
	North West	4
	Northern Ireland	1
	Scotland	2
	South East	4
	South West	3
	Wales	1
	West Midlands	5
	Yorkshire and The Humber	1
Sector	Administration (L) or real estate (N)	4
	Construction (F)	1
	Utilities and manufacturing (C,B,D,E)	2
	Health and social care (Q)	1
	Entertainment, service (R) or membership organisations (S)	5
	Finance or insurance (K)	3
	Food or hospitality (I)	4
	Information and communication (J)	1
	Professional, scientific or technical (M)	6
	Retail and wholesale (G)	1
	Transport (H)	1

<i>Quota</i>	<i>Requirement</i>	<i>Achieved</i>
	Education (P)	3
TOTALS		32

Analysis

Throughout fieldwork, the core research team discussed interim findings and agreed areas to focus on in subsequent interviews. Ipsos held an analysis meeting with the fieldwork team. In these sessions, researchers discussed the findings from individual interviews, and drew out emerging key themes, recurring findings and other patterns across the interviews. DCMS attended a separate analysis session during the latter part of fieldwork and helped identify what they saw as the most important findings, as well as areas to explore further in the remaining interviews.

All interviews were recorded and summarised in an Excel notes template, which categorised findings by topic area and the research questions within that topic area. The research team reviewed these notes, and listened back to recordings, to identify key findings and verbatim quotes to include in the main report.

3. Survey questionnaire

DCMS UK Business Data Survey

Date 22/11/2021

Telephone

S Screener

(CATI ONLY) ASK TELEPHONIST

S1 Good morning / afternoon. My name is NAME and I'm calling from Ipsos, an independent research company working on behalf of the Department for Digital, Culture, Media & Sport (DCMS). Please can I speak to someone who has responsibility for data in your business? (INTERVIEWER: should be <COMPANY>.)]

***IF UNSURE WHO IS RESPONSIBLE FOR DATA:* Please could I speak to your Chief Operating Officer, Finance Director, or someone senior who would have oversight of decision making in your business?**

***IF NEEDED:* By data I mean any raw, digitised information that your business may hold, for example things such as financial records and names and addresses of employees and customers. All businesses use data in some form, and we are interested in speaking with all businesses even if you only deal with a small amount of digitised data.**

Transferred	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Engaged	4	CALL BACK
WFH NO DETAILS	8	CALL BACK
WFH EMAIL SENT	9	CALL BACK
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – Taken part in recent survey	7	
Nobody at site able to answer questions	8	
Not available in deadline	9	
Fax Line	10	
No reply / Answer phone	11	

Residential Number	12	
Dead line	13	
Company closed	14	
Request reassurance email		COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

ASK ALL

S2 [CATI ONLY: **Good morning / afternoon, my name is NAME, calling from Ipsos, an independent research company.] We're conducting a survey on behalf of the Department for Digital, Culture, Media & Sport (DCMS) to understand how businesses use and process personal and non-personal data, any domestic or international data transfers they make, and awareness and understanding of, and compliance with, data protection legislation.**

IF NEEDED: By data I mean any raw, digitised information that your business may hold, for example things such as financial records and names and addresses of employees and customers. All businesses use data in some form, and we are interested in speaking with all businesses even if you only deal with a small amount of digitised data

Continue	1	CONTINUE
Referred to someone else at establishment NAME _____ JOB TITLE _____	2	TRANSFER AND RE- INTRODUCE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	
Request reassurance email	9	COLLECT EMAIL ADDRESS THEN CONTINUE OR MAKE APPOINTMENT (SEE APPENDIX FOR EMAIL TEXT)

- S3 Please note that DCMS will not be able to identify the businesses that take part, or their individual answers, as answers are anonymised.

Before we begin, I need to read out a quick statement regarding UK GDPR legislation.

I want to reassure you that all information collected will be treated in the strictest confidence. You have the right to a copy of your data, change your data or withdraw from the research at any point. In order to guarantee this, and as part of our quality control procedures, all interviews are recorded. You can read more by accessing our privacy notice on www.ipsos.uk/BusinessData . Is that OK?

Yes – agree to continue	1	CONTINUE
No – refuse to continue	2	THANK AND CLOSE

ASK ALL

S4 Excluding yourself, how many people does your business employ?

WRITE IN [SCRIPTING: CODE TO S4 RAN BANDS BELOW AND USE FOR MODULE SELECTION]		
<i>DO NOT READ OUT:</i> Don't know	1	ASK S4 RAN
<i>DO NOT READ OUT:</i> Refused	2	USE SAMPLE INFO

ASK IF DK AT S4

S4 RAN Is it ...?

READ OUT.

0	1	
1 to 4	2	
5 to 9	3	
10 to 19	4	
20 to 49	5	
50 to 249	6	
250 to 499	7	
500+	8	
<i>DO NOT READ OUT:</i> Don't know/not sure	9	USE SAMPLE INFO
<i>DO NOT READ OUT:</i> Refused	10	USE SAMPLE INFO

ASK IF EMPLOY STAFF S4RAN=2-8

- S5 Does your business digitally process, collect, store or in some way use personal or non-personal data from its employees, staff or personnel? This might have been collected for HR purposes, and used for things like payroll or communications purposes.**

*SINGLE CODE. DO NOT READ OUT
INTERVIEWER: IF DON'T KNOW, CODE NO.*

Yes	1	
No	2	

ASK ALL

- S6 Now thinking about data your business may collect or use, [IF EMPLOY STAFF (S4RAN=2-8): in any way other than data on your own employees or personnel for HR or related purposes (for example customer profiles, web analytics, stock monitoring)]...**

Does your business handle digitised personal data, digitised non-personal data, or both?

Just to remind you, personal data is information that relates to an identified or identifiable individual, and non-personal data is any other data

*MULTI CODE. DO NOT READ OUT
INTERVIEWER: IF DON'T KNOW, CODE NONE OF THESE*

Personal data	1	
Non-personal data	2	
None of these	3	EXCLUSIVE

ASK IF (S6=3 AND S4RAN=1) OR (S5=2 AND S6=3)

S7 Just to confirm, you've said your business does not handle any digitised data [IF S5=2: including data on employees/ personnel]. By 'data', we include data on sales, marketing, customers, purchases or anything else.

*SINGLE CODE. DO NOT READ OUT
INTERVIEWER: IF DON'T KNOW, CODE YES.*

Yes, correct – business does not process any digitised data	1	GO TO SECTION F
No, incorrect – business does process digitised data	2	IF S4=1 ASK S6 AGAIN OTHERWISE ASK S5 AGAIN

IF [S5=2 OR S4RAN=1] AND S6=3 PROCEED TO SECTION F

S5DUM DUMMY VARIABLE FOR FUNCTION DO NOT ASK

Personal or non-personal Data about employees	1	IF S5 =1 OR IF F1=1	PROCEED TO A1
Personal Data (other than employee data)	2	IF S6=1 OR IF F3 =1 OR F6=1 OR F8=2 OR F9=1	PROCEED TO A1
Non-Personal Data (other than employee data)	3	IF S6=2 OR F3=2 OR F6=2	PROCEED TO A1
Does not use any data	4	IF S5=2 AND S6=3 OR IF S4RAN=1 AND S6=3 AND IF NOT F1=1 OR F3=1 OR F3=2 OR F6=1 OR F6=2 OR F8 = 2 OR F9 =1	ONLY ASK SECTION F

REASSURANCES TO USE IF NECESSARY

- Ipsos is an independent market research company, operating under the strict guidelines of the Market Research Society's Code of Conduct. This means that anything you tell us will be treated in the strictest confidence, and none of your answers will be attributed to you unless you give explicit permission for us to do so.
- The survey will take around 20 minutes, depending on your answers.
- Under data protection law, you have the right to have a copy of your data, change your data, or withdraw from the research at any point. If you'd like to do this, you can consult our website at <https://www.ipsos.com/ipsos-mori/en-uk/privacy-data-protection>
- We obtained your company name and telephone number from Dun and Bradstreet, a database of businesses currently active in the UK

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

- MRS: Market Research Society on 020 7490 4911
- Ipsos MORI: Tarini Anand on 020 3059 4982 or by email on ukbusinesssurvey@ipsos-mori.com
- DCMS: Rosanna White: ukbusinessdatasurvey@culture.gov.uk

SCRIPTING MODULE INSTRUCTIONS

SIZE (number of employees)	MODULE A	MODULE B
0 (S4RAN=1)	50%	50%
1-4 (S4RAN=2)	50%	50%
5-9 (S4RAN=3)	50%	50%
10-19 (S4RAN=4)	50%	50%
20-49 (S4RAN=5)	50%	50%
50-249 (S4RAN=6)	50%	50%
250-499 (S4RAN=7)	50%	50%
500+ (S4RAN=8)	50%	50%

AIM FOR SECTOR REP SPLIT – WILL MONITOR AND ADD QUOTAS IF NEEDED

SECTION / QUESTION NUMBERS	MODULE A	MODULE B
A11 – Data foundations	X	
A11A-A14 Data infrastructure		X
A15 Data skills	X	
A20-A21 Data availability	X	
A22-A26 Data security		X

A How the business handles data

READ OUT IF USE DIGITISED NON-EMPLOYEE DATA (S5DUM=1-3)

In the following questions I am going to ask you about how your business handles data. We will ask questions about both personal data, which is information that relates to an identified or identifiable individual, and non-personal data, which is any other data.

We are interested in the processes your business has in place, however small or significant the amount of data your business handles. We are not here to “check-up” on your compliance with any regulation, and your responses to the survey will remain completely anonymous.

ASK IF USE DIGITISED NON-EMPLOYEE DATA (S5DUM=2-3)

How and why Businesses use data

A1 Does your business acquire or collect data from other businesses or organisations?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

ASK IF ACQUIRE OR COLLECT DATA (A1 = 1)

A1X Does the data you acquire or collect from other businesses or organisations include personal data?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

ASK IF ACQUIRE OR COLLECT DATA (A1 = 1)

A1Y Does the data you acquire or collect from other businesses or organisations include non-personal data?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

IF A1X=2 AND A1Y=2 (DOES NOT ACQUIRE/COLLECT PERSONAL OR NON-PERSONAL DATA), VALIDATION CHECK: **You said your business acquires or collects data from other businesses or organisations, but that it is neither personal data nor non-personal data. All data should fall under one of these categories. Please could you clarify.** AMEND ANSWER TO A1, A1X AND/OR A1Y.

ASK IF S5DUM = 1 OR 2 [PROCESS PERSONAL DATA]

A1Z Does your business acquire personal data through the use of cookies or similar technology placed on people's connected devices [ADD IF NECESSARY: such as computers or mobile phones]

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

ASK IF USE DIGITISED NON-EMPLOYEE DATA (S5DUM=2-3)

A2 Does your business share data outside of your organisation?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

ASK IF SHARE DATA (A2 = 1)

A2X Does the data you share include personal data?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

ASK IF SHARE DATA (A2 = 1)

A2Y Does the data you share include non-personal data?

SINGLE CODE.

Yes	1
No	2
[DON'T READ OUT] Don't Know	3
[DON'T READ OUT] Refused	4

IF A2X=2 AND A2Y=2 (DO NOT SHARE PERSONAL OR NON-PERSONAL DATA), VALIDATION CHECK: **You said your business shares data outside of your organisation, but that it is neither personal data nor non-personal data. All data should fall under one of these categories. Please could you clarify.** AMEND ANSWER TO A2, A2X AND/OR A2Y

ASK IF A2 = 1 [SHARE DATA]

A4. To which of the following does your business share data?

MULTICODE EXCEPT 6-8. READ OUT

Other businesses	1
Other branches of your own business or corporate group	2
Employees, customers or other individuals	3
Public bodies	4
Charities or non-profit organisations	5
DO NOT READ OUT: None of these	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF ACQUIRE DATA FROM OTHER BUSINESSES (A1 = 1) OR SHARE DATA WITH OTHER ORGANISATIONS (A4 = 1, 4 OR 5)

A10 When you share or receive personal or sensitive data from other organisations or businesses, do you use any of the following?

MULTICODE EXCEPT CODES 4-7. READ OUT 1-5.

Privacy enhancing technologies. ADD IF NECESSARY: Privacy Enhancing Technologies include any technical method used to protect the confidentiality of data when sharing it with another party	1
A third party or intermediary that performs services to facilitate data sharing	2
READ IF APPLICABLE: None of these	4
READ IF APPLICABLE: Not applicable, the data my business shares with or receives from other organisations is not considered sensitive.	5
DO NOT READ OUT: Don't know	6
DO NOT READ OUT: Refused	7

SCRIPTER NOTE: THE FOLLOWING QUESTIONS A11-A26 SPLIT THE SAMPLE INTO TWO GROUPS (SEE FURTHER INSTRUCTIONS BEFORE QUESTION A1). MODULE SHOULD BE ALLOCATED ON A QUOTA LEAST FULL BASIS.

SECTION / QUESTION NUMBERS	MODULE A	MODULE B
<i>A11 – Data foundations</i>	X	
<i>A11A-A14 Data infrastructure</i>		X
<i>A15-A19 Data skills</i>	X	
<i>A20-A21 Data availability</i>	X	
<i>A22-A26 Data security</i>		X

Data foundationsASK IF MODULE A AND USE DIGITISED DATA (S5DUM=1-3)

A11. The next question explores the current state of the data held by your business. To what extent do you agree or disagree with the following statements. Typically data in your business is...

SINGLE CODE PER ROW. READ OUT. RANDOMISE ORDER. REVERSE SCALE.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	DO NOT READ OUT: Don't know	DO NOT READ OUT: Refused
Of sufficient quality for your business' needs. ADD IF NECESSARY: By this we mean the data is accurate, and free from error and missing values	1	2	3	4	5	6	7
Consistent. ADD IF NECESSARY: By this we mean recorded in standardised formats	1	2	3	4	5	6	7
Accessible. ADD IF NECESSARY: By this we mean it is easily retrievable when needed	1	2	3	4	5	6	7
Properly documented. ADD IF NECESSARY: By this we mean it is appropriately catalogued, allowing data to be easily found	1	2	3	4	5	6	7
Easily usable. ADD IF NECESSARY: By this we mean it is easy to understand and manipulate for our business' needs	1	2	3	4	5	6	7
Interoperable. ADD IF NECESSARY: By this we mean it can be easily combined with other data sets and used across different systems	1	2	3	4	5	6	7
Secure. ADD IF NECESSARY: By this we mean it is appropriately protected against unauthorised access and usage	1	2	3	4	5	6	7
Timely or up-to-date. ADD IF NECESSARY: By this we mean it is sufficiently up-to-date for your business' needs	1	2	3	4	5	6	7

Data infrastructureASK IF MODULE B AND USE DIGITISED DATA (S5DUM=1-3)**A11A Thinking about the digital infrastructure your business uses to store and process data, which of the following is currently used?***MULTICODE EXCEPT CODES 8-10. READ OUT.*

Standalone devices, such as computer terminals or laptops	1
Servers in your office, a different building owned by your business or your company's own data centre.	2
Servers owned by you in rented space in a data centre	3
Servers of an outsourced IT services provider, such as Fujitsu or Capgemini	4
A public cloud provider such as Amazon Web Services or Microsoft Azure	5
A private cloud provider ADD IF NECESSARY: Private cloud is a dedicated computing resource for a single tenant. The computer resource sits on a server or group of servers that only the customer can access	6
Some other infrastructure for storing and processing data WRITE IN	7
DO NOT READ OUT: None of these	8
DO NOT READ OUT: Don't know	9
DO NOT READ OUT: Refused	10

ASK IF MODULE B AND STORE DATA AWAY FROM PREMISES (A11A CODES 3 TO 6)

A12. You said that your business uses servers held outside your company's premises. Are these servers held in a specific location?

INTERVIEWER NOTE: Countries with data adequacy are countries within the European Union plus Andorra, Argentina, Canada (partial), Faroe Islands, Gibraltar, Guernsey, Isle of Man, Israel, Japan (partial), Jersey, New Zealand, Switzerland and Uruguay. EU member states plus Iceland, Liechtenstein and Norway (EEA countries) are automatically part of the GDPR.

MULTICODE 1-4. IF YES, PROMPT TO CODE

Yes, in the UK	1
Yes, in an EU or EEA country	2
Yes, in a country outside of the EU/EEA that has been deemed adequate by the UK	3
Yes, in a country outside of the EU/EEA that has not been deemed adequate by the UK	4
No, the servers are not in a specific location or their location is not specified	5
DO NOT READ OUT: Don't know	6
DO NOT READ OUT: Refused	7

ASK IF MODULE B AND STORE DATA IN A RENTED SPACE (A11A CODE 3)

A13. Thinking about the way your company uses services owned by you in a rented space, to what extent, if at all, is your business dependent on them?

SINGLE CODE. READ OUT CODES 1-4. ROTATE ORDER OF CODES 1-4.

They are essential to core functions of my business' model	1
They are essential for important secondary functions within my business	2
They are useful but not necessary for my business	3
They are not very important for my business	4
DO NOT READ OUT: Don't know	5
DO NOT READ OUT: Refused	6

ASK IF MODULE B AND STORE DATA OUTSIDE OF ORGANISATION (A11A CODES 4, 5 OR 6)

A14. Thinking about the way your company uses servers of an [IF A11A CODE 4 outsourced IT provider] [IF A11A CODE 6 a private cloud provider] [IF A11A CODE 5 public cloud provider] to what extent, if at all, is your business dependent on them?

SINGLE CODE. READ OUT CODES 1-4. ROTATE ORDER OF CODES 1-4 (BUT SAME ORDER AS A13).

They are essential to core functions of my business' model	1
They are essential for important secondary functions within my business	2
They are useful but not necessary for my business	3
They are not very important for my business	4
DO NOT READ OUT: Don't know	5
DO NOT READ OUT: Refused	6

Data skillsASK IF MODULE A AND S5DUM=1 TO 3**A15. How much do you agree or disagree with the following statement:***SINGLE CODE. READ OUT. RANDOMISE LIST. REVERSE SCALE (USE SAME ORDER AS A11).*

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	DO NOT READ OUT: Don't know	DO NOT READ OUT: Refused
[IF DO NOT EMPLOY STAFF (S4RAN=1): I have sufficient data skills to meet my business' needs.] [IF EMPLOY STAFF (S4RAN=2-8): My business has sufficient data skills to meet our needs] ADD IF NECESSARY: By data skills, we mean things like data analysis, data visualisation, storing data appropriately and database management.	1	2	3	4	5	6	7

Data availabilityASK IF MODULE A AND PROCESS ANY DATA S5DUM = 1 / 2 / 3**A20. To what extent do you feel data from outside of your business has become more readily available to your business within the past 3 years?***SINGLE CODE. READ OUT. REVERSE ORDER OF CODES 1-4*

A great deal	1
A fair amount	2
Not very much	3
Not at all	4
DO NOT READ OUT: Don't know	5
DO NOT READ OUT: Refused	6

ASK IF MODULE A AND FEEL DATA HAS BECOME MORE READILY AVAILABLE (A20=1-2)

**A21. How much do you agree or disagree with the following statements:
In the last three years...**

SINGLE CODE PER ROW. READ OUT AND RANDOMISE ROWS. REVERSE SCALE (SAME ORDER AS A11).

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	DO NOT READ OUT: Don't know	DO NOT READ OUT: Refused
Increased availability of data has led my business to perform the same functions more efficiently	1	2	3	4	5	6	7
Increased availability of data has led my business to innovate and perform new functions	1	2	3	4	5	6	7

Data responsibility/ security

ASK IF MODULE B AND S5DUM=1 TO 2

A22. You said your business processes personal data. Some types of personal data are classified as especially sensitive. What type(s), if any, of this personal data does your business process?

MULTI CODE 1-4. READ OUT 1-4. RANDOMISE 1-3.

Children and young people's data (personal data for under 18s)	1	
Data classified as 'Special Category' ADD IF NECESSARY: Types of data that are given additional protection under data protection laws, which include ethnic background, political, religious or philosophical beliefs, trade union membership, genetic, biometric or health data, and sexual orientation	2	
Criminal convictions & offences data	3	
Other (please specify)	4	
<i>DO NOT READ OUT:</i> None of these	5	EXCLUSIVE
<i>DO NOT READ OUT:</i> Don't know	6	EXCLUSIVE
<i>DO NOT READ OUT:</i> Refused	7	EXCLUSIVE

ASK IF MODULE B AND HANDLE PERSONAL DATA (S5DUM = 1 OR 2)

A23. Approximately how many individuals do you think your business handles personal data on?
SINGLE CODE. READ OUT 1-6.

Less than 100	1
100 to less than 1,000	2
1,000 to less than 100,000	3
100,000 to less than 1 million	4
1 million to less than 10 million	5
10 million or more	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF MODULE B AND IF HANDLE DIGITISED DATA (S5DUM = 1 TO 3)

A25. Which, if any, of the following types of sensitive non-personal data does your business collect?
MULTI CODE 1-5. READ OUT 1-6. RANDOMISE ORDER OF CODES 1-4.

Operational data	1
Intellectual property	2
Commercially sensitive data	3
Anonymised data about individuals	4
Other (WRITE IN)	5
DO NOT READ OUT: None of these	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF MODULE B AND COLLECT SENSITIVE OR NON-PERSONAL DATA (A25 = 1-5 OR A22 = 1-4)

A26. Which of the following extra protections around the storage, processing or movement of data that is classified as especially sensitive does your business put in place?

MULTI CODE 1-5. READ OUT 1-5. RANDOMISE ORDER OF 1-4.

Technical measures, including encryption, network security and anonymisation	1
Specific storage, processing and/or data movement requirements	2
Administrative and user access controls	3
Contractual or legal limitations on data sharing	4
Other WRITE IN	5
DO NOT READ OUT: None of these	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

B Data protection regulation

READ OUT IF USE DIGITISED PERSONAL DATA (S5DUM=1-2)

Thanks for your answers so far. I am now going to ask you some questions around data protection and GDPR.

The UK's Data Protection Act (DPA) 2018 came into effect in the UK in May 2018. Since leaving the EU, the UK data protection framework is set out in UK GDPR and the Data Protection Act 2018. The following questions refer to this as 'UK data protection law'.

Please be reassured that all your answers throughout the survey will be completely anonymous and not attributable to you as an individual or to your business.

ASK IF S5DUM=1 OR 2

B1 To what extent do you agree or disagree with the following statements surrounding the UK data protection Laws?

SINGLE CODE PER ROW. READ OUT. RANDOMISE ROWS. REVERSE SCALE (SAME ORDER AS A11).

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	[DON'T READ OUT] Don't Know	[DON'T READ OUT] Refused
B1_1 REMOVED							
B1_2 My business finds the regulatory guidance published by the ICO clear and eas to understand	1	2	3	4	5	6	7
B1_3 REMOVED							
B1_4 My business has processes in place to deal with data protection complaints from the public	1	2	3	4	5	6	7
B1_5 My business finds that UK data protection law strikes the right balance between enabling responsible use of data and protecting individuals' rights	1	2	3	4	5	6	7

IF B1_2 = 4 OR 5

B2 You said you don't agree that UK data protection laws guidance is clear or easy to understand. Have you experienced any of the following in your business as a result in the last 12 months?

MULTICODE 1-4. READ OUT 1-4. RANDOMISE 1-4.

Disproportionate time spent working out the requirements of the UK data protection law	1	
Outsourced compliance with data protection laws to specialist staff	2	
Stopped or reduced international trade because of worries around compliance with international transfers requirements	3	
Prevented the implementation of a new or significantly improved product, process or business model	4	
<i>DO NOT READ OUT:</i> None of these	5	EXCLUSIVE
<i>DO NOT READ OUT:</i> Don't know	6	EXCLUSIVE
<i>DO NOT READ OUT:</i> Refused	7	EXCLUSIVE

ASK IF S5DUM=1 OR 2

B4A Has your business done any of the following in the last 12 months in order to comply with UK data protection rules?

MULTI CODE 1-11. READ OUT 1-11. RANDOMISE 1-10.

ASK IF MORE THAN ONE CODE 1-11 SELECTED IN B4A

B4B And still thinking about the different actions your business has taken in the last 12 months in order to comply with UK data protection rules, which action or actions have been most costly for your business?

SHOW ONLY CODES 1-11 SELECTED IN B4A PLUS CODES 12-14. READ OUT AND PROMPT AS NECESSARY. ALLOW UP TO THREE CODES 1-11 TO BE SELECTED.

	B4A	B4B	
[IF EMPLOY STAFF (S4RAN=2-8): Hired new staff or outsourced specialist staff to handle data protection requirements	1	1	
[IF EMPLOY STAFF (S4RAN=2-8)] Run training for existing staff	2	2	
Sought legal advice	3	3	
Introduced new processes to implement data protection measures, [ADD IF NECESSARY e.g. produced a record of processing activities, implemented data retention policies]	4	4	
[IF S5DUM=2] Introduced opt-in consent mechanisms	5	5	
Rewritten or updated terms and conditions	6	6	
Rewritten, updated or introduced a privacy notice	7	7	
Updated how you manage cookies and tracking technologies used by your business [ADD IF NECESSARY: including how you provide users with choice and control over their preferences]	8	8	
[IF S5DUM=2] Responded to Subject Access Requests	9	9	
Purchased specialist software for data protection	10	10	
Other (specify)	11	11	
<i>DO NOT READ OUT: None of these</i>	12	12	EXCLUSIVE
<i>DO NOT READ OUT: Don't know</i>	13	13	EXCLUSIVE
<i>DO NOT READ OUT: Refused</i>	14	14	EXCLUSIVE

ASK IF EMPLOY STAFF AND UNDERTAKE AT LEAST ONE ACTIVITY AT B4A (S4RAN=2-8 AND B4A =1-11)

B4C. How many full time equivalent members of staff do you have employed whose primary role is to undertake activities related to complying with UK data protection laws? Please include yourself in this if your primary role is to undertake such activities.

[ADD IF NECESSARY: As an example, if you hire two part time members of staff who each work half a week, please count this as 1 full time equivalent]

TEXT BOX. ALLOW RESPONSES OF 0-1000.

WRITE IN	1
Don't know	2
Refused	3

ASK IF DON'T KNOW EXACT NUMBER (CODE 2 AT B4C)

B4D How many approximately?

SINGLE CODE. READ OUT

None	1
1 to 2	2
3 to 4	3
5 to 6	4
7 to 10	5
11 or more	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF SOLE TRADER AND UNDERTAKE AT LEAST ONE ACTIVITY AT B4A (S4RAN=1 AND B4A =1-11)

B4E. We are trying to identify the costs associated with complying with UK data protection laws. Could you provide us with an estimate of how many days you spend on a monthly basis to deal data protection compliance:

TEXT BOX – ACCEPT RESPONSES OF 0-31.

WRITE IN NUMBER OF DAYS	1
<i>DO NOT READ OUT:</i> Half a day per month	2
<i>DO NOT READ OUT:</i> The time I spend on this is negligible	3
<i>DO NOT READ OUT:</i> I outsource this work to a third party	4
Don't know	5
Refused	6

ASK IF PROCESS PERSONAL DATA S5DUM = 1 OR 2

B5. In terms of both time spent and financial costs it has had, do you feel that the burden on your business of complying with the UK data protection laws has increased, decreased or stayed about the same in the last 12 months?

SINGLE CODE. PROMPT TO CODE. REVERSE SCALE 1-5.

Increased a lot	1	
Increased slightly	2	
Stayed around the same	3	
Decreased slightly	4	
Decreased a lot	5	
Don't know	6	SINGLE CODE
Refused	7	SINGLE CODE

ASK IF S5DUM=1 OR 2

B7. Has your business experienced any of the following potential disadvantages of the UK data protection laws in the last 12 months?

READ OUT 1-8. RANDOMISE 1-7, BUT KEEP 1-3, 4-5 AND 6-7 PAIRED IN THAT ORDER.

Costs in complying with the legislation	1	
Costs in complying with ICO investigations or defending litigation	2	
Costs in ensuring new product or services were compliant with the legislation	3	
Time spent managing service access requests	4	
Time spent complying with the legislation	5	
Prevented from using or sharing data due to legal restriction	6	
Prevented from using or sharing data because we were unsure if it was permitted under the data protection laws	7	
Other (specify)	8	
<i>DO NOT READ OUT: None of these / There have been no disadvantages</i>	9	EXCLUSIVE
<i>DO NOT READ OUT: Don't know</i>	10	EXCLUSIVE
<i>DO NOT READ OUT: Refused</i>	11	EXCLUSIVE

C ICO

READ OUT IF USE DIGITISED DATA (S5DUM=1-3)

I will now ask you about your awareness of the Information Commissioner's Office (ICO).

ASK IF USE DIGITISED DATA (S5DUM=1-3)

C1 Which of the following statements most closely applies to your awareness of the Information Commissioner's Office (ICO) before taking this survey?

SINGLE CODE. READ OUT OPTIONS

I have heard of the Information Commissioner's Office (ICO) and I know what it is	1	
I have heard of it, but I don't know what it is	2	
I haven't heard of it	3	
<i>DO NOT READ OUT:</i> Refused	4	

D International data transfer

READ OUT IF USE DIGITISED DATA (S5DUM=1-3)

I am now going to ask you some questions about any data your business transfers outside of the UK.

ASK IF USE DIGITISED DATA (S5DUM=1-3)

D1 Does your business transfer (send or receive) data with other organisations, businesses or people based outside of the UK?

By data sharing outside of the UK, we mean personal and/or non-personal data you send to or receive from organisations, businesses or people abroad. This includes data which your business accesses or processes in another country (e.g. through cloud computing, web-services).

DO NOT READ OUT. SINGLE CODE

Yes – we share data outside of the UK and/or receive data from outside the UK	1	
No – we do not share data outside of the UK or receive data from outside the UK	2	
Don't know	3	
Refused	4	

ASK IF D1 = 1

D1A. You say you send or receive data with organisations, businesses or people outside the UK, which of the following apply (select all that apply):

ADD IF NECESSARY: Personal data refers to information that can be used to identify a specific individual. As well as name and contact details, this also includes other identifiers such as an IP address or a cookie identifier.

READ OUT 1-4. MULTICODE 1-4.

[IF S5DUM=1 OR 2] We send personal data outside the UK	1	
[IF S5DUM=3] We send non-personal data outside the UK	2	
[IF S5DUM=1 OR 2] We receive personal data from outside the UK	3	
[IF S5DUM= 3] We receive non-personal data outside the UK	4	
DO NOT READ OUT Don't know	5	EXCLUSIVE
DO NOT READ OUT Refused	6	EXCLUSIVE

ASK IF DO NOT SHARE DATA INTERNATIONALLY D1=2

D2 **For which of the following reasons, if any, does your business not share data with businesses, organisations or people outside the UK?**

READ OUT 1-9. MULTICODE 1-9.

No need to share data outside the UK	1
We do not operate internationally	2
My business is concerned about the legal risks or uncertainty relating to the UK data protection laws'	3
Concerns about the legal risks or uncertainty relating to laws in other countries	4
My business has experienced barriers in relation to local laws in other countries	5
Lack of resources to share data internationally	6
[REMOVED]	7
Compliance costs are too high	8
Other (please specify)	9
<i>DO NOT READ OUT:</i> None of these	10
<i>DO NOT READ OUT:</i> Don't know	11
<i>DO NOT READ OUT:</i> Refused	12

ASK IF HANDLE PERSONAL DATA (S5DUM=1-2)

- D3 **To what extent do you feel that the UK data protection laws, which regulate personal data, are a barrier or an enabler to trading with businesses based in the following?**

READ OUT. SINGLE CODE PER ROW.

	A large barrier	Somewhat of a barrier	Neither a barrier nor an enabler	Somewhat of an enabler	A large enabler	<i>DO NOT READ OUT: Don't know</i>	<i>DO NOT READ OUT: Refused</i>
The UK	1	2	3	4	5	6	7
ASK IF D1 = 1 The EU	1	2	3	4	5	6	7
ASK IF D1 = 1 The rest of the World	1	2	3	4	5	6	7

ASK IF SHARES DATA OUTSIDE OF THE UK (D1=1)

- D4 **Does your business transfer (send or receive) data with businesses, organisations or people based in any of the following?**

READ OUT 1-6. MULTICODE 1-6.

Africa	1	
Asia-Pacific	2	
Europe	3	
Middle East	4	
North America	5	
South America	6	
<i>DO NOT READ OUT: Don't know</i>	7	SINGLE CODE
<i>DO NOT READ OUT: Refused</i>	8	SINGLE CODE

ASK IF SHARES DATA OUTSIDE OF THE UK (D1=1)

D5 For what purposes does your business transfer (send or receive) data with other businesses, organisations or people based outside the UK?

READ OUT 1-9. MULTICODE 1-9. RANDOMISE 1-8.

Internal processes (for example: HR, accounts)	1	
Marketing/customer research	2	
Product development/innovation	3	
Regulatory requirements	4	
Supply chain efficiency	5	
Internal/external communications	6	
Delivery and/or receipt of goods/services/products	7	
Responding to requests from government authorities such as law enforcement	8	
Other WRITE IN	9	
<i>DO NOT READ OUT:</i> Don't know	10	SINGLE CODE
<i>DO NOT READ OUT:</i> Refused	11	SINGLE CODE

ASK IF D4=1-6.

D6 Please can you let me know the names of up to three countries that you transfer (send or receive) data with businesses or organisations that are important to your business?

1 MANDATORY (UNLESS DON'T KNOW OR REFUSED). 2 AND 3 OPTIONAL

WRITE IN	1	
WRITE IN	2	
WRITE IN	3	
<i>DO NOT READ OUT: Don't know</i>	4	
<i>DO NOT READ OUT: Refused</i>	5	

ASK IF D6=1-3 ANSWERED (FOR EACH ANSWER GIVEN)

D7. How essential is it for the functions of your business to transfer (send and/or receive) data internationally, to other businesses, organisations or people in ...

ADD IF NECESSARY: Please consider the purposes you mentioned earlier for transferring data outside the UK. Please consider both personal and non-personal data, as applicable.

READ OUT COUNTRY AND SCALE. SINGLE CODE PER ROW. REVERSE SCALE.

	COMPLETELY ESSENTIAL	FAIRLY ESSENTIAL	NOT VERY ESSENTIAL	NOT AT ALL ESSENTIAL	DO NOT READ OUT: DON'T KNOW	DO NOT READ OUT: REFUSED
PULL THROUGH COUNTRY SPECIFIED AT D6_1	1	2	3	4	5	6
PULL THROUGH COUNTRY SPECIFIED AT D6_2	1	2	3	4	5	6
PULL THROUGH COUNTRY SPECIFIED AT D6_3	1	2	3	4	5	6

ASK IF SHARE DATA INTERNATIONALLY AND HANDLE PERSONAL DATA D1=1 AND S5DUM = 1 OR 2

D8. How much would you say you know about the legal compliance necessary to transfer personal data with businesses, organisations or people based outside of the UK?

[ADD IF NECESSARY: Just to remind you, personal data is any information that relates to an identified or identifiable individual and can be used to identify that individual on its own or in combination with other data.]

READ OUT. SINGLE CODE. REVERSE SCALE (SAME ORDER AS A20).

A great deal	A fair amount	Not very much	Nothing at all	DO NOT READ OUT: Don't Know	DO NOT READ OUT: Don't know
1	2	3	4	5	6

ASK IF SHARE DATA INTERNATIONALLY D1=1

D9 Has your business been prevented from sharing data with businesses, organisations or people internationally due to barriers regarding the transfer of data?

READ OUT. SINGLE CODE PER ROW.

	Yes	No	DO NOT READ OUT: Don't Know	DO NOT READ OUT: Refused
ASK IF S5DUM = 1 OR 2 Personal data	1	2	3	4
ASK IF S5DUM = 3 Non-personal data	1	2	3	4

ASK IF PREVENTED FROM SHARING DATA INTERNATIONALLY D9_1 OR D9_2=1

D10b **Thinking about these data transfer barriers, for what reasons has your business been prevented from trading with businesses based outside of the UK?**

READ OUT 1-6. MULTICODE 1-6. RANDOMISE 1-5 BUT KEEP CODES 3 TO 5 TOGETHER.

Data localisation: ADD IF NECESSARY A requirement that data would have to be stored or processed within that country/region as a condition for doing business	1	
The cost of implementing legal safeguards to transfer personal data ADD IF NECESSARY: Standard Contractual Clauses etc.	2	
Lack of trust in a country's/region's data protection Standards	3	
Lack of transparency in a country's/region's local data protection standards	4	
Lack of clarity in regulatory oversight and/or enforcement	5	
Other (please specify)	6	
<i>DO NOT READ OUT:</i> Not applicable - my business has never been prevented from doing business in a country/region due to data transfer barriers	7	EXCLUSIVE
<i>DO NOT READ OUT:</i> Don't know	8	EXCLUSIVE
<i>DO NOT READ OUT:</i> Refused	9	EXCLUSIVE

E. International transfer tools

READ OUT IF D1A=1

This section is about personal data your business sends outside of the UK.

ASK IF SEND PERSONAL DATA OUTSIDE THE UK (D1A=1)

E1. Does your business use any of the following legal safeguards to transfer personal data to businesses, organisations or people based outside of the UK?

READ OUT 1-5. MULTICODE 1-5. RANDOMISE 1-4.

Standard Contractual Clauses (SCCs) [add if needed: SCCs are clauses inserted into contracts which provide appropriate data protection safeguards under GDPR to personal data being sent internationally to a non-adequate country]	1	
Binding Corporate Rules (BCRs) [Add if needed: BCRs are designed to provide appropriate safeguards for making internal or intragroup restricted transfers, and are intended for use by multinational corporate groups, groups of undertakings or a group of enterprises engaged in a joint economic activity such as franchises, joint ventures or professional partnerships.]	2	
Adequacy [add if needed: Adequacy decisions allow UK businesses or organisations to send data to recognised countries without needing to put in place additional safeguards].	3	
Exceptions for specific circumstances	4	
Other (please specify)	5	
None of these	6	SINGLE CODE
<i>DO NOT READ OUT:</i> Don't know	7	SINGLE CODE
<i>DO NOT READ OUT:</i> Refused	8	SINGLE CODE

ASK IF E1=1

E1A. How many SCCs has your business put in place in the last 12 months?

SINGLE CODE. READ OUT

None	1
1 to 5	2
6 to 10	3
11 to 50	4
51 to 100	5
More than 100	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF E1A=2-6

E1B. On average, how much time do you estimate your business spends in implementing per SCC, excluding any time spent by external contractors?

SINGLE CODE. READ OUT

None – this work is carried out by external contractors only	1
Less than one working day	2
1 to 5 working days	3
6 to 10 working days	4
11 to 30 working days	5
More than 30 working days (i.e. more than one month)	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF E1A = 2-6

E1C On average, how much time do you estimate your externally contracted legal support spends in implementing one SCC?

SINGLE CODE. READ OUT

None – we do not contract this work externally	1
Less than one working day	2
1 to 5 working days	3
6 to 10 working days	4
11 to 30 working days	5
More than 30 working days (i.e. more than one month)	6
DO NOT READ OUT: Don't know	7
DO NOT READ OUT: Refused	8

ASK IF E1 = 6 (NONE)

E1D. For which of the following reasons are you not currently using transfer tools for international transfers?

READ OUT 1-4. MULTICODE 1-4.

We were unaware of the need to do so	1	
We are unsure which tools to use	2	
We are not making a restricted transfer	3	
Other WRITE IN	4	
<i>DO NOT READ OUT: Don't know</i>	5	SINGLE CODE
<i>DO NOT READ OUT: Refused</i>	6	SINGLE CODE

ASK IF E1=1

E3. How easy or difficult do you find it to use Standard contractual clauses?

READ OUT 1-5. SINGLE CODE. REVERSE ORDER OF 1-5.

Very easy	1	
Fairly easy	2	
Neither easy nor difficult	3	
Fairly difficult	4	
Very difficult	5	
<i>DO NOT READ OUT: Don't know</i>	6	
<i>DO NOT READ OUT: Refused</i>	7	

F. Reasons for not handling, processing, transferring data

ASK IF S5DUM=4 = [DO NOT USE DATA] AND S4RAN=2-8 (EMPLOY STAFF)

- F1 **Does your business keep records on its staff, such as addresses, performance, bank details?**
READ OUT. MULTI CODE 1-2

Yes – digitally stored	1	
Yes – not stored digitally	2	
No	3	
<i>DO NOT READ OUT: Don't know</i>	4	SINGLE CODE
<i>DO NOT READ OUT: Refused</i>	5	SINGLE CODE

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4)

- F2 **Does your business have a website?**
DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
<i>DO NOT READ OUT: Don't know</i>	3	SINGLE CODE
<i>DO NOT READ OUT: Refused</i>	4	SINGLE CODE

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4) AND HAS A WEBSITE (F2=1)

- F3 **Does your business track visitors to its website, example via cookies?**

READ OUT. MULTICODE 1-2.

We collect website analytics, which includes information about visitors (e.g. gender, age, IP address)	1	
We collect analytics, but it gives no information about individual visitors (e.g. only website traffic data)	2	
We do not collect analytics	3	
<i>DO NOT READ OUT: Don't know</i>	4	SINGLE CODE
<i>DO NOT READ OUT: Refused</i>	5	SINGLE CODE

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4)

F4 Does your business market its products or services?

READ OUT. MULTICODE 1-2

Yes - online (e.g. emails, adwords, advertising)	1	
Yes - offline (e.g. leaflets, letters, market stalls)	2	
No	3	SINGLE CODE
<i>DO NOT READ OUT:</i> Don't know	4	SINGLE CODE
<i>DO NOT READ OUT:</i> Refused	5	SINGLE CODE

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4) AND MARKETS PRODUCTS/SERVICES (F4=1 AND/OR2)

F5 Is any of your marketing targeted (i.e. directed towards audiences with certain traits)?

READ OUT. SINGLE CODE

[IF F4=1] Yes, our online marketing	1	
[IF F4=2] Yes, our offline marketing	2	
[IF F4=1 AND 2] Yes, both our online and offline marketing	3	
No	4	
<i>DO NOT READ OUT: Don't know</i>	5	
<i>DO NOT READ OUT: Refused</i>	6	

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4) AND MARKETS PRODUCTS/SERVICES (F4=1 AND/OR2)

F6 Does your business collect and store data digitally on these marketing activities?

READ OUT. MULTICODE 1-2.

Yes, we store personal data on this (e.g. age, email addresses)	1	
Yes, we store data but it is not personal data (i.e. cannot identify an individual)	2	
No, we do not collect data	3	EXCLUSIVE
<i>DO NOT READ OUT: Don't know</i>	4	EXCLUSIVE
<i>DO NOT READ OUT: Refused</i>	5	EXCLUSIVE

READ OUT IF F1=1 OR F3=1 OR F3=2 OR F6=1 OR F6=2

It sounds like your business handles, transfers, or uses data in digital form so I am going to take you through to the main survey about your business's use of digitised data. ROUTE TO A1

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4)

F7 Does your business sell directly to customers?

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
Don't know	3	
Refused	4	

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4) AND SELLS TO CUSTOMERS (F7=1)

F8 Does your business accept card payments, e.g. debit or credit cards?

READ OUT. SINGLE CODE

Yes – but we have no access to/do not process the data that arises from the payments	1	
Yes – and we store or process the data that arises from the payments	2	
No	3	
<i>DO NOT READ OUT:</i> Don't know	4	
<i>DO NOT READ OUT:</i> Refused	5	

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4) AND SELLS TO CUSTOMERS (F7=1)

F9 Does your business keep digital information on its customers, for example addresses or delivery information?

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
Don't know	3	
Refused	4	

READ OUT IF F8=2 OR F9=1

It sounds like your business handles, transfers, or uses data in digital form so I am going to take you through to the main survey about your business's use of digitised data. ROUTE TO A1

G Business demographics

SHOW TO ALL

I just have a couple of questions left about your business...

ASK ALL

G1 What is the business' annual turnover?

PROBE FOR BEST ESTIMATE AND RECORD NUMBER.

WRITE IN		
<i>DO NOT READ OUT:</i> Don't know	1	
<i>DO NOT READ OUT:</i> Refused	2	

ASK IF DON'T KNOW OR REFUSED (G1=1 or 2)

G2 Could you let me know the approximate range that your business's annual turnover falls into?

PROMPT WITH RANGES IF NECESSARY. SINGLE CODE.

Less than £1000	1	
£1,000 to £4,999	2	
£5,000 to £9,999	3	
£10,000 to £19,999	4	
£20,000 to £29,999	5	
£30,000 to £39,999	6	
£40,000 to £49,999	7	
£50,000 to £84,999	8	
£85,000 to £99,999	9	
£100,000 - £249,999	10	
£250,000 - £499,999	11	
£500,000 - £999,999	12	
£1m - £4,999,999	13	
£5m-£9,999,999	14	
£10m+	15	
<i>DO NOT READ OUT:</i> Don't know	16	
<i>DO NOT READ OUT:</i> Prefer not to say	17	

ASK ALL

G3 I have [INSERT SIC DESCRIPTION FROM SAMPLE] as a broad classification for your business. Does this sound about right?

DO NOT READ OUT. SINGLE CODE.

Yes	1	
No	2	
Don't know	3	
Refused	4	

ASK IF DO NOT AGREE WITH SIC DESCRIPTION (G3=2-4)

G4 How would you describe the main activity of this business?

INTERVIEWER PROBE FOR THE FOLLOWING – START WITH FIRST PROBE AND ONLY USE THE OTHERS IF NECESSARY TO GET CLEAR INFORMATION.

- What would you type into a search engine to find an organisation like yours online?
- What is the main product or service of this business?
- What exactly is made or done?

WRITE IN. TO BE CODED TO 4-DIGIT 2007 SIC.		
Don't know	1	
Refused	2	

ASK ALL

G5 Has your business carried out any international trade with businesses based in the following, in the last 12 months? By international trade, we mean all imports or international purchases as well as exports or international sales.

READ OUT. MULTICODE 1 AND 2

The EU	1	
Rest of World	2	
No, we have only traded within the UK in the last 12 months	3	EXCLUSIVE
DO NOT READ OUT: Don't know	4	EXCLUSIVE
DO NOT READ OUT: Refused	5	EXCLUSIVE

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=4)

G6 **Does your business have any part-time or temporary workers?**

DO NOT READ OUT. SINGLE CODE

Yes	1	
No	2	
<i>DO NOT READ OUT: Don't know</i>	3	EXCLUSIVE
<i>DO NOT READ OUT: Refused</i>	4	EXCLUSIVE

ASK ALL

G7 **For how many years has the business been trading?**

PROMPT TO CODE. SINGLE CODE

Less than one year	1	
One to three years	2	
Four to ten years	3	
More than ten years	4	
<i>DO NOT READ OUT: Don't know</i>	5	EXCLUSIVE
<i>DO NOT READ OUT: Refused</i>	6	EXCLUSIVE

H Thank and close

ASK ALL

H1 **Thank you very much for taking the time to speak to us today. Would you be willing for us to call you back in the next few months regarding:**

READ OUT 1-2. MULTICODE 1-2.

This particular study – if we need to clarify any of the information	1	
Other research on this topic which may be relevant to you	2	
Neither of these	3	

ASK ALL

- H2 **As part of this research, we are also conducting some interviews to further explore some of the answers you gave today. It would involve an Ipsos MORI researcher calling you at a time convenient to you. The interview would last up to an hour, and we would pay you £50 as a thank you for your time.**

Would you be willing to be contacted by Ipsos MORI in the next few months to discuss taking part in a follow-up interview?

Yes	1	
No	2	
Don't know	3	

IF CONSENT TO RECONTACT (H1 = 1-2 OR H2 = 1)

- H3 **And could I just check your name, and [NUMBER] is the best number to call you on?**

NAME (COPY FROM S2 OR SAMPLE IF AVAILABLE)		
Yes – correct number	1	
No - write in number	2	

ASK ALL

THANK RESPONDENT AND CLOSE INTERVIEW

Finally, I would just like to confirm that this survey has been carried out under Ipsos MORI instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

4. Invite, reminder, and reassurance emails



Subject: UK Business Data Survey 2021

Dear **[Contact]**,

We are writing to you on behalf of the Department for Culture, Media & Sport (DCMS), part of Her Majesty's Government, who have commissioned Ipsos MORI to undertake research on how businesses use their data. By data we are referring to any information that your organisation may hold, for example financial records or names and addresses of employees and customers.

All businesses use data in some form, and we are interested in speaking with all businesses even if you only deal with a small amount of data. We would like you to complete a survey, the aim of which is to help DCMS understand the significance of data to businesses like yours, what it used for, how it drives the economy, and the understanding amongst industry of data regulations that affect you.

Below is your unique link to complete the survey. It should take around 15-20 minutes to complete, depending on the extent of your data use.

[INSERT SURVEY LINK]

Please be assured that any information you provide will only be used for research purposes. All your answers will be kept completely confidential. Participation is voluntary and you can withdraw from the research at any point.

Ipsos MORI complies with the MRS Code of Conduct, which includes confidentiality and anonymity for all participants. Other than a small number of researchers working on this survey, no one, including from DCMS, will have access to your name, contact details or any other personal identifying information. Responses from all participants will be aggregated in publications and therefore non-identifiable in reporting. We hope this gives you the confidence to be open and honest about how your business uses data. If you would like to know more about how your own data will be handled, please click here to access the [privacy policy](#).

If you have any questions, please contact ukbusinessdatasurvey@ipsos-mori.com.

Thank you in advance for your participation.

Aris Xylouris
Head of Data Policy Analysis, DCMS

Allan Simpson
Project Director, Ipsos MORI



Subject: A reminder to take part in the UK Business Data Survey 2021

Dear **[Contact]**,

We see you have started to take part in the research we are conducting on behalf of the Department for Culture, Media & Sport (DCMS), to understand how businesses use their data. By data we are referring to any information that your organisation may hold, for example financial records or names and addresses of employees and customers.

Please find the link to complete the survey below. Your input will help DCMS understand the significance of data to businesses like yours, what it used for, how it drives the economy, and the understanding amongst industry of data regulations that affect you. The survey should take around 15-20 minutes to complete, depending on the extent of your data use.

[INSERT SURVEY LINK]

Please be assured that any information you provide will only be used for research purposes. All your answers will be kept completely confidential. Participation is voluntary and you can withdraw from the research at any point. If you would like to know more about how your own data will be handled, please click here to access the [privacy policy](#).

If you have any questions, please contact ukbusinessdatasurvey@ipsos-mori.com.

Thank you in advance for your participation.

Aris Xylouris
Head of Data Policy Analysis, DCMS

Allan Simpson
Project Director, Ipsos MORI

Dear [NAME],

We are writing to ask for your help with an important piece of Government research for the Department for Digital, Culture, Media & Sport (DCMS).

The aim of this research is to understand how businesses use and process personal data, any domestic or international data transfers they make, and awareness and understanding of, and compliance with, data protection legislation. This will be one of the first surveys on this topic conducted with UK businesses, so your responses will be very valuable to DCMS.

By data we are referring to any raw information that your organisation may hold, for example things such as financial records and names and addresses of employees and customers. All businesses use data in some form, and we are interested in speaking with all businesses even if you only deal with a small amount of data.

DCMS has appointed Ipsos MORI, an independent research agency, to contact a selection of businesses to take part in the research. Representatives from Ipsos MORI will be conducting telephone interviews between October 2021 and January 2022, which will last around 20 minutes and can be booked at a time convenient for you.

Alternatively, you can access and complete the survey online here: <<ADD UNIQUE LINK>>

All answers will be kept completely confidential, and DCMS will not be able to identify the businesses that take part, or their individual answers. Your contact details will also be held securely at all times. Please be assured that any information you provide for this study will be used for research purposes only. Under data protection law you will have the right to a copy of your data, change your data, or withdraw from the research at any point. For more information, please see the Ipsos MORI research website, at <https://www.ipsos.com/ipsos-mori/en-uk/privacy-data-protection>.

If you have any queries about the research, you can contact us via email at UKBusinessDataSurvey@ipsos-mori.com or telephone Tarini Anand on 020 3059 4983. If you would like to verify the authenticity of this research, please contact Rosanna White at DCMS via email: UKbusinessdatasurvey@culture.gov.uk.

Thank you in advance for your help.

Yours sincerely,

5. Qualitative topic guide

Introduction (FOR ALL)	2-3 minutes
<ul style="list-style-type: none"> • Thank participant for taking part; introduce self and Ipsos • Explain the project: we are exploring some topics about how your business uses data from the survey in more depth on behalf of DCMS • All responses are confidential and anonymous • Recording: get permission to digitally record • Length: approximately 60 mins • Incentive: As a thank you for taking part you will receive a £50 payment or as a donation to a charity of your choice • Privacy: You can find all information about the data we hold, your rights and who to contact with any personal information queries at our privacy notice: www.ipsos.uk/BusinessData <p><u>GDPR added consent (once the recorder is on)</u></p> <p><i>Ipsos's legal basis for processing your data is your consent to take part in this research. Your participation is voluntary. You can withdraw your consent for your data to be used at any point before, during or after the interview.</i></p> <p><i>Can I check that you are happy to proceed?</i></p>	<p><i>Welcomes and prepares the participant. Informs them about key aspects of the interview, including those we are required to include under MRS guidelines and GDPR.</i></p> <p><i>(Make this brief: these participants took part in the quantitative survey and should understand the background.)</i></p>
Perception of data (ASK ALL)	2-3 minutes
<p>SKIP IF THEY ARE PRESSED FOR TIME</p> <ul style="list-style-type: none"> • Briefly, what would you say is the top priority when it comes to the use of data for your organisation right now? 	<p><i>Icebreaker section with easy open questioning.</i></p> <p><i>Gains initial overview of priorities.</i></p>
Data use within businesses (ASK ALL)	10 minutes
<p>We'd like to ask you some questions about how you use data as a business.</p> <p>Why does your business use data?</p> <p>READ IF NECESSARY By data I mean any raw, digitised information that your business may hold, for example things such as financial records and names and addresses of employees and customers.</p> <ul style="list-style-type: none"> • What does it use data for? What kinds of data are used? <i>Probe beyond personal/non-personal and focus what this data contains. Personal data is information that relates to an identified or identifiable individual, and non-personal data is any other data</i> • How much do you use data? Are you using it as much as you'd like to? How could you use it more? 	<p><i>This section seeks to understand a general sense of how and why businesses use data</i></p> <p><i>We also seek to understand current data understand patterns, and gain an insight into any future data use trends.</i></p> <p><i>Please highlight any interesting interviews for potential case studies for DCMS to use.</i></p>

<ul style="list-style-type: none"> ● What's stopping your business from using data more? Why? <i>Probe on skills, legal risks, other risks, priority for business and best use of their time, senior team awareness</i> What would help you overcome this? <ul style="list-style-type: none"> ○ What about the data you hold? What stops this? How could it be overcome? ○ And what about data held by other organisations? ● Are you using more data now than in the past? Which uses is that for? <p>How do you expect your data use to change in the next five years?</p> <ul style="list-style-type: none"> ● Do you expect to make more or less use of data? Why? ● What types of data do you expect to use more or less? Why? 	
<p>Data sharing (ASK ALL)</p>	<p>10 minutes</p>
<p>We'd now like to ask you some questions on sharing data with other organisations or customers.</p> <p><u>Data sharing IF SHARE DATA (SHARE DATA = YES):</u></p> <p><i>FOR INTERVIEWER CHECK RESPONSES TO A2X, A2Y, A4 AND A10 ON PROFILE</i></p> <p>In the survey you said your business shares data with others. Why does your business share data?</p> <ul style="list-style-type: none"> ● Who do you share data with? <i>Probe on suppliers, customers, third parties government bodies/ HMT/ HMRC, other businesses, legal schemes (e.g. smart banking)..</i> ● Why do you need to share data with them? ● Why do you want to share data with them? What drives you to do so? ● Is this personal or non-personal data? If both, how does this differ? <p>How do you share data with others? Do you send or receive data, or both? Why?</p> <ul style="list-style-type: none"> ● Is this personal or non-personal data? If both, how does this differ? ● IF SEND DATA: Do you provide data for free; do you charge or is it a mix between the two? Why is this? Is this personal or non-personal? What kind of information does the data contain? <i>Probe on customer details, employee info, financial data, commercial data</i> ● IF RECEIVE DATA: How do you receive data? Do you pay for data? If so, how much? Why do you pay this amount? If not, why have you decided not to pay for data? Is this personal or non-personal? <p>What are the main benefits of sharing data? Why do you say this?</p> <ul style="list-style-type: none"> ● What are the benefits of receiving data from other organisations? ● What about the benefits of accessing external data sources? <p>What are the main challenges? Why?</p> <p>When thinking specifically about data sharing, would your business benefit more from sharing more data? Why is this?</p>	<p><i>This section seeks to understand why businesses share data, whether businesses feel they'd benefit from sharing more data</i></p> <p><i>If they said in the survey that they don't share data, what's stopping them from doing so?</i></p> <p><i>To get a sense of how common sharing data at a cost is, relative to sharing free of charge.</i></p> <p><i>To gain understanding of perceptions on data sharing and regulation</i></p> <p><i>References to boards or senior leaders will be less relevant for smaller businesses and irrelevant for sole traders.</i></p>

- What prevents you from sharing more data? How do you overcome these barriers? *Probe on skills, legal risks other risks, priority for business and best use of their time, senior team awareness*
- How could you be better supported to share the data you would want to send or receive?

What are your views on regulation and compliance when it comes to data sharing?

- How do you think regulation and compliance laws impact your ability to share data? What could be changed to improve this? Why?

Data sharing IF NOT SHARE DATA (SHARE DATA = YES):

Why does your business not share data?

- What prevents you from sharing data? What are the main challenges? Why?
- Would you like to be able to share data? What are the opportunities or benefits of your business to doing so? What are the current costs?
- How could you be better supported to share the data you would want to send or receive?
- Who would you share data with? *Probe on suppliers, customers, third parties.* Do you need to share data with them? Why?
- What are your views on data compliance laws and regulations? Do these prevent you from sharing data? Why?

Sector specific questions on data sharing (ONLY THOSE FROM SECTORS I, M, R, S)

5 minutes

We'd now like to ask you some questions on data sharing with your sector

Sector specific questions

How is data used in your sector/industry?

- How essential is data use to the sector? Why is that?
- What are the most important uses of data in your sector/ industry? (probe personal/ non-personal)
- How would you say this has changed over the past five years? How important has data become? Why do you say that?
- What works well in your industry when it comes to data use? Why?
- How would you improve data use in your sector or industry?
- Do you think your business in your industry could benefit from increased data? If so, how?

What are the benefits to sharing data in your industry?

- What would you say the key barriers to sharing data among businesses in your sector are? Why is this? How would you overcome them?

To contribute to DCMS filling the evidence gap of which sectors/ areas of the economy to prioritise interventions for increasing access to data.

To improve our understanding of where an issue is sector specific, as well as which sectors have more potential to benefit from intervention regarding data policy

<ul style="list-style-type: none"> • What opportunities can you see in the next five years in your sector when it comes to data sharing? 	
Data protection (ASK IF TYPE OF DATA = PERSONAL DATA)	10 minutes
<p>We'll now discuss your views on data protection and associated rules and regulations.</p> <p><i>FOR INTERVIEWER: LOOK AT ACTIONS TAKEN TO COMPLY WITH REGULATIONS AND NUMBER OF STAFF HIRED/DAYS SPENT TRYING TO COMPLY ON RESPONDENT PROFILE</i></p> <p>How do you find complying with data protection rules? How do you ensure your business is complying?</p> <ul style="list-style-type: none"> • What benefits to the business do data compliance rules bring? • What are the challenges? Why? • What is time consuming? How do you ensure your business is as efficient as possible? Which tasks are particularly time consuming? <p>What are the costs in complying with data protection rules?</p> <ul style="list-style-type: none"> • Which tasks require additional financial spend beyond staffing? Are these costs one off or ongoing? • What activities do you outsource? Why? What kind of external contractors do you use? • How have costs changed in the last five years? What has impacted this? (Anything else besides GDPR...) <p>Who internally tends to work on complying with data protection laws?</p> <ul style="list-style-type: none"> • Who makes the decisions? Why? How engaged are the board when it comes to data protection? What kind of activities do you do with them on data protection? <p>How do you feel about data protection laws?</p> <ul style="list-style-type: none"> • How does it benefit your business? Why? • What are the challenges? How do you overcome them? • How burdensome is compliance overall? What could be done to improve this? • How has complying with data protection laws changed in the last five years? Has this made it more or less burdensome? Why? • How do you expect this to change over the next five years? • How could the business be better supported? Why? 	<p><i>DCMS want to understand compliance costs, which businesses face what kinds of costs, and general feelings towards burdens of compliance to data protection legislation.</i></p> <p><i>They also want some info on benefits and positive aspects of the legislation.</i></p> <p><i>To learn about the real world ways businesses comply, and adapt in the face of changing conditions.</i></p> <p><i>References to boards or senior leaders will be less relevant for smaller businesses and irrelevant for sole traders.</i></p>
International data transfers (ASK ALL)	10 to 15 minutes
<p><u>For those transferring data internationally (Yes at int data transfer)</u></p> <p>We'll now discuss how you transfer data internationally.</p> <p>Why do you transfer data internationally?</p>	<p><i>Overall DCMS would like to understand transferring data internationally drivers and barriers</i></p>

- Who do you send and/or receive international data to/from? How has this changed in the last five years?
- How did you come about doing so? *Probe on importing, exporting, acquisition from foreign firm, offices abroad.*
- How does transferring data abroad benefit the business? *Probe on ease of doing work, saving costs on outsourcing, able to expand sales or into other markets easier.*
- What are the costs? *Probe on compliance costs, interpreting different data laws, implementing transfer tools*

For those that transfer internationally: *Following the evolution that led them to transfer data (either sending or receiving) internationally, the challenges they faced, and future considerations.*

For those that don't transfer internationally: *Incentives for international data sharing, reasons preventing them, barriers*

References to boards or senior leaders will be less relevant for smaller businesses and irrelevant for sole traders.

What do you think of legislation on transferring data internationally?

- What do you think about UK laws specifically? Why? What are the benefits? What are the challenges? How can it be improved?
- What do you think about the laws in the other countries you transfer data between internationally? Why? What are the benefits? What are the challenges? How can it be improved?
- How do you ensure you comply with international data transfer laws? What are the challenges? *Probe on any contradictions with UK and international law*
- How do you respond to having multiple sets of compliance requirements from different countries? *Probe on whether firm chooses to treat all data at a higher standard of compliance or use multiple tools for different countries*

What international datasets do you use?

- How do you find using them?
- How do they benefit your business?
- What are the key barriers to use? How do you overcome them?
- What datasets would bring greater economic value or reduce costs within your business if processed in line with UK standards?
- Are there specific datasets that would bring greater economic value (or reduce cost) if processed in line with UK standards? Why?

IF USING international data tools (any selected at Use international data transfer tools on sample)

Note for interviewer: *The tools are:*

- *Data 'adequacy': a status granted by the UK to countries which provide high standards of protection for personal data.*
- *Standard Contractual Clauses (SCCs): Clauses inserted into contracts which provide appropriate data protection safeguards under GDPR to personal data being sent internationally to a non-adequate country.*
- *Binding Corporate Rules (BCRs): BCRs are designed to provide appropriate safeguards for making internal or intragroup restricted transfers, and are intended for use by multinational corporate groups, groups of undertakings or a group of enterprises engaged in a joint*

economic activity such as franchises, joint ventures or professional partnerships

How does your business use international transfer tools? What do you think of them? Why?

- What are the benefits of using transfer tools?
- What are the challenges? How do you overcome these? *Probe on adequacy rules, BCRs (Binding Corporate Rules) and SCCs (Standard Contractual Clauses)*
- What are the key risks to using them? How do you overcome them? What is the severity of the risk dependent on?

IF USING SCCs (SCCs selected at Use international data transfer tools on sample)

Standard Contractual Clauses (SCCs) are clauses inserted into contracts which provide appropriate data protection safeguards under GDPR to personal data being sent internationally to a non-adequate country.

What are your views on SCCs?

- What are the benefits to using them?
- What are the costs to using them?
- How burdensome is it to comply with SCCs? Why?

Adequacy decisions allow UK businesses or organisations to send data to recognised countries without needing to put in place additional safeguards

Do you use SCCs and adequacy for the same data transfers? Why/why not?

IF BUSINESS OPERATES INTERNATIONALLY (BUS OPERATES INT ON SAMPLE)

How do you manage your global privacy programme?

- Do you use one single policy or multiple policies for different jurisdictions? Why?

IF BUSINESS DOES NOT TRANSFER DATA INTERNATIONALLY (NO AT INT DATA TRANSFER)

In the survey you said you did not transfer data internationally. Why do you not transfer data internationally?

- What are the barriers to transferring data internationally for your business?
- How do you think your business would benefit from transferring data internationally?

Data infrastructure (ASK ALL)

10 minutes

We'd now like to ask you some questions about how you store data. In the survey you said you store data [IF BLANK AT STORE DATA IN DATA CENTRES ON PROFILE internally] [IF POPULATED AT STORE DATA IN DATA CENTRES ON PROFILE externally?] Why is this?

- Does this differ for personal data? What about sensitive personal data? Why?

To understand business sentiment and views on data security and whether or not they are considering risks of certain data storage methods.

- What services do you use? Why?
- MANDATORY IF STORE DATA INTERNATIONALLY ASK TO OTHERS IF THERE IS TIME How do you ensure data is transferred securely? How do you ensure it is stored securely?
- MANDATORY IF STORE DATA INTERNATIONALLY How do you ensure data is transferred internationally in a compliant manner?

What are the risks to how you store data?

- What concerns you most? Why?
- How do you mitigate these risks?
- What are the specific security risks? What's most important? Why? How are these mitigated?
- What are the continuity or resilience risks? What's most important? Why? How are these mitigated?
- Do these risks include anything related to the security of data held on external servers/the cloud?

How do you assess where the critical points are in your data security processes?

- What are the critical points? What are your key vulnerabilities? How do you protect yourself against them?

How do you assess risks to systems?

- What are they for internal systems? What about external systems?
- What are the potential impacts? How do you mitigate these?

IF HANDLE SENSITIVE DATA (ANYTHING POPULATED ON EITHER HANDLE SENSITIVE PERSONAL DATA OR HANDLE SENSITIVE NON-PERSONAL DATA ON PROFILE)

In the survey you indicated that you handle sensitive data (INTERVIEWER PLEASE CHECK WHAT TYPES OF SENSITIVE DATA AND REFER TO THIS):

Do you put in additional safeguards for sensitive data?

- If so, which? Why?
- How did you decide to make these safeguards? Who made the decision?
- How engaged are the board or senior leaders with the handling of sensitive data? How does this compare with other types of data?

IF USE DATA CENTRES ON PROFILE

In the survey you indicated that you use external data centres or cloud providers.

What types of data centres/ cloud providers do you use? *Probe on Tier 1-4 (tier 4 is highest i.e. most secure and best method of backing up data)/level of infrastructure, Enterprise/Managed services/Colocation/Cloud)*

<ul style="list-style-type: none"> ● Why is that? <i>Probe on costs, ease of switching, level of competition</i> ● How often do you switch data centres? How easy is it to switch? ● What are the costs involved in using them? ● How does using an external data centre benefit your business? What opportunities does it provide? <i>Why?</i> ● What constraints or challenges do they bring? How do you overcome them? ● How do you increase resilience? Do you replicate functions across multiple providers or maintain any level of redundancy? <i>Note – data redundancy means having same piece of data in multiple places</i> 	
Summary & wrap-up	2-3 mins
<ul style="list-style-type: none"> ● Thinking about all the challenges we talked about, are there any areas that you think your organisation could improve on, or could focus on more when it comes to handling data? ● What's the most important thing you think we have talked about? <p>Check we've collected details for thank you payment</p> <p style="text-align: center;">THANK AND CLOSE</p>	<p><i>An opportunity for final reflections.</i></p>

Ipsos's standards and accreditations

Ipsos UK's standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos UK was the first company in the world to gain this accreditation.



ISO 27001

This is the international standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation.

Data Protection Act 2018

Ipsos UK is required to comply with the Data Protection Act 2018. It covers the processing of personal data and the protection of privacy.

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