

# **UK Business Data Survey 2024**

## **Technical Report**

**March 2024**

**Department for Science, Innovation and  
Technology**

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# 1. About the research

This report outlines technical details relating to the UK Business Data Survey 2024. Research findings are published separately by the Department for Science, Innovation and Technology (DSIT).

DSIT commissioned Ipsos to undertake a survey to explore the significance of data to businesses, 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 businesses 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 similar surveys undertaken in 2021 and 2022 and was conducted over two phases: a quantitative mixed mode telephone and online survey with 4,606 UK businesses; and follow-up qualitative interviews to explore responses to the survey in more detail. A separate standalone qualitative technical report has been prepared and shared with DSIT.

## 2. Sample design

The sample population was all UK businesses.

The survey was undertaken at the 'enterprise' (that is, 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.

We ensured the most statistically efficient sample design by using our 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 2022, published by the Department for Business and Trade (DBT). Therefore, we set disproportionate sample targets 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. We also boosted specific sectors, to ensure we could get at least 100 responses in each SIC group, except for BDE where it was not feasible due to the very small overall number of businesses in these sectors.

The sample was designed to provide sufficient case numbers for key size bands and SIC sectors detailed in Tables 2.1-2.3. The sample was comprised of two sources (Market Location and Glass.ai) and was split into three phases of fieldwork detailed below.

All sample was cleaned so any invalid phone numbers were removed, run through our Do Not Call database and de-duped so that no duplicate businesses were included. 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.

### 2.1 Main sample

For the main sample, Market Location provided Ipsos with a list of 127,441 businesses. This was sent to us in five batches.

Market Location is one of the leading providers of B2B data in the UK. Ipsos opted for Market Location due to its population coverage, usability and quality. The database includes non-VAT and non-PAYE registered businesses (not present in alternative sample frames such as the Inter-Departmental Business Register). This sample was drawn randomly, proportionate to size and sector. This ensured that the survey was able to profile the entire business population across the UK, identifying accurately the relevant eligible cases for this research.

A breakdown of the Market Location main sample leads can be found in Table 2.1 below:

**Table 2.1 Breakdown of Market Location leads for main sample**

SIC Sector	Business size (number of employees)							Total
	Sole trader	1 to 9	10 to 19	20 to 49	50 to 249	250 to 499	500+	
A: Agriculture	736	2884	25	42	21	26	11	<b>3745</b>
BDE: Utilities	422	1293	45	52	65	61	82	<b>2020</b>
C: Manufacturing	2098	3415	184	316	352	455	297	<b>7117</b>
F: Construction	6226	11537	169	155	119	109	79	<b>18394</b>
G: Retail/Wholesale (including vehicles)	3455	10885	313	366	273	576	316	<b>16184</b>
H: Transport or storage	1592	3930	58	92	83	129	135	<b>6019</b>
I: Food or hospitality	920	5729	283	340	164	154	109	<b>7699</b>
J: Information or communication	2010	5257	80	125	106	199	164	<b>7941</b>
K: Finance or insurance	828	1694	29	58	66	209	228	<b>3112</b>
L: Real estate	689	2417	55	37	35	50	84	<b>3367</b>
M: Professional, scientific or technical	4706	12026	194	246	199	275	288	<b>17934</b>
N: Administration	2929	7411	146	198	219	357	396	<b>11656</b>
P: Education (including academies)	1740	2435	43	52	53	119	91	<b>4533</b>
Q: Health, social care or social work (including NHS Trusts)	2498	2935	170	276	180	113	143	<b>6315</b>
R: Arts or recreation	1879	2300	43	52	46	119	84	<b>4523</b>
S: Service or membership organisations	3236	3375	47	51	37	70	66	<b>6882</b>
<b>Total</b>	<b>35964</b>	<b>79523</b>	<b>1884</b>	<b>2458</b>	<b>2018</b>	<b>3021</b>	<b>2573</b>	<b>127441</b>

## 2.2 Glass.ai sample

One of DSIT's objectives for UKBDS 2024 was to explore the views of UK businesses undertaking international data transfers – that is, businesses sending data to and/or receiving data from at least one other country. However, previous UKBDS surveys had indicated relatively low incidence of this among the general business population. DSIT therefore commissioned a more bespoke supplementary sample source (Glass.ai) to better help identify such businesses and boost sample sizes for questions relevant to international data transfer to enable richer analysis of the survey data. To support Ipsos with the sample building efforts, Glass.ai applied its AI capability that deep reads the web to research companies and sectors globally. Glass.ai produced a sample frame of rich textual data from reading more than 2 million UK company websites and other sources like news, social media, and sector-specific sources. The web results were matched with the official Companies House register (official data), a key requirement for the final sample frame. See Appendix C for more information on the Glass.ai methodology.

We received 11,559 leads from this Glass.ai process. A breakdown of the leads can be found below in Table 2.2:

**Table 2.2 Breakdown of leads for Glass.ai sample**

SIC sector	Business size (number of employees)						Total
	1 to 9	10 to 19	20 to 49	50 to 249	250 to 499	500+	
A: Agriculture	10	13	13	8	2	3	<b>49</b>
BDE: Utilities	22	32	48	30	8	16	<b>156</b>
C: Manufacturing	375	689	455	490	47	31	<b>2087</b>
F: Construction	95	134	83	68	11	5	<b>396</b>
G: Retail/Wholesale (including vehicles)	429	542	318	227	29	34	<b>1579</b>
H: Transport or storage	44	59	56	69	7	12	<b>247</b>
I: Food or hospitality	27	40	26	52	3	5	<b>153</b>
J: Information or communication	260	449	567	653	88	59	<b>2076</b>
K: Finance or insurance	45	80	110	181	39	54	<b>509</b>
L: Real estate	19	27	24	33	3	5	<b>111</b>
M: Professional, scientific or technical	310	484	507	546	110	123	<b>2080</b>
N: Administration	202	356	303	352	47	33	<b>1293</b>
P: Education (including academies)	13	34	35	48	10	11	<b>151</b>
Q: Health, social care or social work (including NHS Trusts)	22	35	34	41	16	9	<b>157</b>
R: Arts or recreation	34	51	37	62	10	10	<b>204</b>
S: Service or membership organisations	64	82	73	69	14	9	<b>311</b>
<b>Total</b>	<b>1971</b>	<b>3107</b>	<b>2689</b>	<b>2929</b>	<b>444</b>	<b>419</b>	<b>11559</b>

### 2.3 Boost sample

From January to February 2024, 96 boost interviews were conducted satisfying the international data transfer criterion outlined in section 2.2. Although some leads could be carried over from the Main sample (due to being over-quota for the main survey), most of these were achieved through a separate sample obtained from Market Location totalling 3,763 leads, with details below in Table 2.3. This sample was selected to primarily target the largest businesses (those most likely to undertake international data transfer), and also medium-sized businesses (with between 50 and 249 employees) in three sectors with above-average incidence of businesses undertaking international data transfer.

**Table 2.3 Breakdown of additional Market Location leads for boost sample**

<b>Business size (number of employees)</b>				
<b>SIC Sector</b>	<b>50 to 249</b>	<b>250 to 499</b>	<b>500+</b>	<b>Total</b>
A: Agriculture	0	3	2	<b>5</b>
BDE: Utilities	0	14	29	<b>43</b>
C: Manufacturing	0	144	137	<b>281</b>
F: Construction	0	23	14	<b>37</b>
G: Retail / Wholesale (including vehicles)	0	1	173	<b>174</b>
H: Transport or storage	0	69	56	<b>125</b>
I: Food or hospitality	0	21	30	<b>51</b>
J: Information or communication	479	76	67	<b>622</b>
K: Finance or insurance	488	111	149	<b>748</b>
L: Real estate	0	19	4	<b>23</b>
M: Professional, scientific or technical	482	167	117	<b>766</b>
N: Administration	0		1	<b>1</b>
P: Education (including academies)	0	101	143	<b>244</b>
Q: Health, social care or social work (including NHS Trusts)	0	205	322	<b>527</b>
R: Arts or recreation	0	35	20	<b>55</b>
S: Service or membership organisations	0	29	32	<b>61</b>
<b>Total</b>	<b>1449</b>	<b>1018</b>	<b>1296</b>	<b>3763</b>

Table 2.4 below contains a summary of all the sample that was requested, including main, Glass.ai and boost samples.

**Table 2.4 Breakdown of all sample leads (total, from all sources)**

<b>Business size (number of employees)</b>								
<b>SIC Sector</b>	<b>Sole trader</b>	<b>1 to 9</b>	<b>10 to 19</b>	<b>20 to 49</b>	<b>50 to 249</b>	<b>250 to 499</b>	<b>500+</b>	<b>Total</b>
A: Agriculture	736	2894	38	55	29	31	16	<b>3799</b>
BDE: Utilities	422	1315	77	100	95	83	127	<b>2219</b>
C: Manufacturing	2098	3790	873	771	842	646	465	<b>9485</b>
F: Construction	6226	11632	303	238	187	143	98	<b>18827</b>
G: Retail / Wholesale (including vehicles)	3455	11314	855	684	500	606	523	<b>17937</b>
H: Transport or storage	1592	3974	117	148	152	205	203	<b>6391</b>
I: Food or hospitality	920	5756	323	366	216	178	144	<b>7903</b>
J: Information or communication	2010	5517	529	692	1238	363	290	<b>10639</b>
K: Finance or insurance	828	1739	109	168	735	359	431	<b>4369</b>
L: Real estate	689	2436	82	61	68	72	93	<b>3501</b>
M: Professional, scientific or technical	4706	12336	678	753	1227	552	528	<b>20780</b>
N: Administration	2929	7613	502	501	571	404	430	<b>12950</b>
P: Education (including academies)	1740	2448	77	87	101	230	245	<b>4928</b>
Q: Health, social care or social work (including NHS Trusts)	2498	2957	205	310	221	334	474	<b>6999</b>
R: Arts or recreation	1879	2334	94	89	108	164	114	<b>4782</b>
S: Service or membership organisations	3236	3439	129	124	106	113	107	<b>7254</b>
<b>Total</b>	<b>35964</b>	<b>81494</b>	<b>4991</b>	<b>5147</b>	<b>6396</b>	<b>4483</b>	<b>4288</b>	<b>142763</b>

## 3. Questionnaire design

The questionnaire was developed by Ipsos and DSIT. The starting point for questionnaire development was the questionnaire used for the UK Business Data Survey 2022. 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.

There was more of a focus in the 2024 survey on understanding certain business data-related activities. This was achieved by adding new questions on the:

- Implementation of Artificial Intelligence (AI) and Automated Decision Making (ADM)
- Incidence of server downtime and potential impact
- Volumes of Subject Access Requests received and rejected
- Training given related to UK data protection law
- Level of understanding of UK data protection law
- External support provided to help understand UK data protection law

### 3.1 Cognitive interviewing

Due to the changes to the previous 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 21<sup>st</sup> and 30<sup>th</sup> August 2023. The interviews included a range of businesses in terms of size and sector, and all potential routes through the survey were tested.

A debrief meeting was held between DSIT and Ipsos at the end of August 2023 to review the cognitive interviews and discuss any changes required to the questionnaire. Different participants and different businesses had various suggestions, and some were able to answer questions more easily than others. However, in general all of the questions tested were deemed to work well. As a result of the cognitive testing, only one amendment was made to the questionnaire in preparation for the pilot phase. In question C10, the emphasis was changed from staff familiarisation of UK data protection laws to staff understanding, as this had been clearer and better understood by participants.

### 3.2 Pilot fieldwork

The pilot was used to ensure the questionnaire was working well and of a manageable length for participants. It was conducted over telephone and operated in the same way we would operate CATI interviews in the mainstage to test the logistics of fieldwork. We completed 81 interviews between 5<sup>th</sup> and 9<sup>th</sup> October 2023 with mostly micro and small businesses but including two larger businesses. The size and sector characteristics of these pilot interviews are detailed in Table 3.1 below.



**Table 3.1: Profile of completed pilot interviews**

Size (Number of employees)					
SIC Sector	Sole trader	1 to 9	50 to 249	500+	Total
A: Agriculture, Forestry And Fishing	1				1
C: Manufacturing	3	2		1	6
F: Construction	3	2			5
G: Wholesale and Retail Trade; Repair Of Motor Vehicles And Motorcycles	4	10			14
H: Transportation And Storage	1				1
I: Accommodation And Food Service Activities	1	1	1		3
J: Information And Communication	7	5			12
K: Financial And Insurance Activities		1			1
L: Real Estate Activities	2				2
M: Professional, Scientific And Technical Activities	7	10			17
N: Administrative And Support Service Activities	5	6			11
P: Education	2				2
Q: Human Health And Social Work Activities	2	1			3
R: Arts, Entertainment And Recreation	1				1
S: Other Service Activities	1	1			2
<b>Grand Total</b>	<b>40</b>	<b>39</b>	<b>1</b>	<b>1</b>	<b>81</b>

The average interview length for pilot fieldwork was 17 minutes 44 seconds. Interview length is typically significantly longer the larger a business is – due to their activities and responses meaning more questions are applicable and asked. The pilot sample composition – heavily skewed towards sole traders and micro businesses – therefore made it difficult to draw a reliable conclusion. However, it was agreed that this reading gave sufficient flexibility to progress onto main fieldwork without making any changes to the questionnaire, and the average interview length would continue to be monitored just in case any ‘emergency’ cuts were required after a week or two of the main fieldwork period.

### 3.3 Boost questionnaire

After the main fieldwork period, Ipsos also conducted 96 boost interviews. The purpose of the boost interview fieldwork was to achieve further responses from businesses that transfer data internationally. Due to the low incidence of these businesses in the sample, the following amendments were therefore made to the boost questionnaire to minimise the time required in screening businesses.

- D1 (the question asking about international data transfer) was moved upfront to before A1
- S4 and S4RAN (the business size questions) were moved to the end of the questionnaire (before G1) as business size quotas were not in place for boost interviews
- S7 (which asked if the business has a website) was moved later in the questionnaire (to between A1\_2 and A1\_3) to facilitate the screening process
- Section F was removed completely, again to speed up the screening process. In the main fieldwork, Section F was asked to businesses claiming not to use any digitised data in case they reported undertaking activities that would constitute digitised data use. This typically only applied to a small proportion of (mostly) very small businesses, so could be removed from the boost questionnaire

## 4. Fieldwork and monitoring

Fieldwork took place between 4<sup>th</sup> October 2023 and 26<sup>th</sup> February 2024. A total of 4,606 interviews took place. The final total includes the 81 interviews completed for the pilot study, 3,830 main interviews (both from Market Location sample), 599 main interviews (from Glass.ai sample) and the 96 boost interviews. Of the main fieldwork interviews (including pilot) using Market Location sample, 3,349 of these took place via CATI and 1,161 took place online. Of the Glass.ai interviews, 528 took place via CATI and 71 took place online. Of the boost interviews, 92 took place via CATI and 4 took place online. A breakdown of size and sector can be found in Tables 4.1 and 4.2 below, split out by main and boost interviews:

**Table 4.1: Completed pilot and main fieldwork interviews<sup>1</sup> by size and sector**

SIC 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	39	86	4	3	1	1	1	135
BDE: Utilities or production	12	31	6	5	3	0	2	59
C: Manufacturing	41	125	39	51	48	9	13	326
F: Construction	112	197	21	16	7	0	2	355
G: Retail / Wholesale (including vehicles)	114	331	51	37	16	8	11	568
H: Transport or storage	56	67	11	8	5	1	2	150
I: Food or hospitality	37	105	23	10	5	3	11	194
J: Information or communication	98	156	36	23	19	3	3	338
K: Finance or insurance	32	59	9	8	6	0	6	120
L: Real estate	21	84	7	9	0	0	2	123
M: Professional, scientific or technical	200	433	72	49	33	4	14	805
N: Administration	105	224	32	28	30	6	11	436
P: Education (including academies)	53	72	14	6	8	5	15	173
Q: Health, social care or social work (including NHS Trusts)	66	108	24	24	21	10	13	266
R: Arts or recreation	58	77	11	11	8	4	6	175
S: Service or membership organisations	92	160	15	6	11	1	2	287
<b>Total</b>	<b>1,136</b>	<b>2,315</b>	<b>375</b>	<b>294</b>	<b>221</b>	<b>55</b>	<b>114</b>	<b>4,510</b>

<sup>1</sup> Comprising both Market Location and Glass.ai sample.

**Table 4.2: Completed boost interviews by size and sector**

SIC 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	0	0	0	0	0	0	0	0
BDE: Utilities or production	0	0	0	0	0	0	1	1
C: Manufacturing	0	0	1	0	2	0	0	3
F: Construction	0	0	0	0	0	0	0	0
G: Retail / Wholesale (including vehicles)	0	0	0	0	0	0	1	1
H: Transport or storage	0	0	0	0	0	0	3	3
I: Food or hospitality	0	0	0	0	0	0	0	0
J: Information or communication	0	2	4	5	8	1	1	21
K: Finance or insurance	0	0	0	1	6	0	1	8
L: Real estate	0	0	0	0	0	0	1	1
M: Professional, scientific or technical	2	18	4	2	4	3	3	36
N: Administration	0	0	0	0	0	0	0	0
P: Education (including academies)	0	0	2	0	1	2	4	9
Q: Health, social care or social work (including NHS Trusts)	0	0	0	3	0	1	8	12
R: Arts or recreation	0	0	0	1	0	0	0	1
S: Service or membership organisations	0	0	0	0	0	0	0	0
<b>Total</b>	<b>2</b>	<b>20</b>	<b>11</b>	<b>12</b>	<b>21</b>	<b>7</b>	<b>23</b>	<b>96</b>

An email invitation with unique web link 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. CATI leads were given the option to complete online if they preferred. Sample performance was monitored against quotas throughout main fieldwork. During this time, 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 MD, CEO 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.

The final average CATI interview length was 19 minutes and 5 seconds. This was broadly in line with the expected average of 20 minutes. The difference may be largely explained by needing to transfer c.340 of the 1,500 interviews with sole traders and micro businesses that were originally planned to be online interviews to be conducted by telephone instead. This was due to running out of usable online sample for this group. As explained above, interviews with sole traders and micro businesses tend to be shorter than interviews with small, medium-sized and large businesses due to the relationship between business size and using digitised data (as well as the range of digitised data related activities).

## 5. Sample outcomes

The eligibility among all respondents, defined as the number of completed interviews as a proportion of the number of completed and ineligible leads, was 61%. This significantly differed by interview mode, with CATI leads returning an eligibility of 89%, compared to 31% for online leads.

The adjusted response rate, calculated as the number of completes as a proportion of the definitive sample outcomes, was 7%.<sup>2</sup> This differed among CATI (9%) and Online (5%) respondents.

The unadjusted response rate (that is, all cases loaded onto the survey) was 3% (5% for CATI and 2% for online). Cases that were switched from online sample to CATI sample have been considered as part of the final CATI response rate.

**Table 5.1: Sample outcomes by CATI and Online leads**

	Total	CATI	Online
<b>Completed interviews</b>	4,606	3,441	1,165
<b>Ineligible leads</b>	3,000	411	2,589
<b>Refusals</b>	20,053	17,442	2,611
<b>Live with unknown eligibility</b>	31,788	31,788	N/A <sup>3</sup>
<b>Unusable leads</b>	83,316	19,942	63,374
<b>Total</b>	142,763	73,024	69,739
<b>Eligibility of screened respondents</b>	61%	89%	31%
<b>Unadjusted response rate</b>	3%	5%	2%
<b>Adjusted response rate</b>	7%	9%	5%
<b>Cooperation rate</b>	19%	16%	31%

**Table 5.2: Sample outcomes by sample source**

	Total	Main	Glass.ai	Boost
<b>Completed interviews</b>	4,606	3,911	599	96
<b>Ineligible leads</b>	3,000	2,713	156	131
<b>Refusals</b>	20,053	16,139	3,144	770
<b>Live with unknown eligibility</b>	31,788	26,643	3,851	1,294
<b>Unusable leads</b>	83,316	78,035	3,809	1,472
<b>Total</b>	142,763	127,441	11,559	3,763
<b>Eligibility of screened respondents</b>	61%	59%	79%	42% <sup>4</sup>
<b>Unadjusted response rate</b>	3%	3%	5%	3%
<b>Adjusted response rate</b>	7%	7%	10%	9%
<b>Cooperation rate</b>	19%	20%	16%	11%

<sup>2</sup> The calculation for adjusted response rate = Completed interviews / (Completed interviews + (Eligibility \* (Leads with unknown eligibility))), where Leads with unknown eligibility are:

- Refusals
- Live with unknown eligibility
- Unusable leads

<sup>3</sup> For the Online sample, it is not possible to meaningfully differentiate between 'Live' and 'Unusable' leads, so these are counted as Unusable.

<sup>4</sup> Note that boost leads were considered ineligible where businesses did not trade internationally, that is where Question D1 did not equal 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. We applied random iterative method (rim) weighting 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.

We did not weight 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 [DBT Business Population Estimates 2022](#).

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.

As in the previous UKBDS (2022), the following business size categories were used in the weighting:

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

Table 6.1 below shows the business sizes bands, sectors and their proportions in the weighted sample, both under the new weighting scheme.

**Table 6.1: Unweighted and weighted profiles of interviews**

Base	Weighted: 4,606	Unweighted: 4,606
A – Agriculture	122 2.65%	135 3%
B,D,E – Utilities	20 0.43%	60 1%
C – Manufacturing	223	329

Base	Weighted: 4,606	Unweighted: 4,606
	4.84%	7%
	732	355
F – Construction	15.89%	8%
	454	569
G – Wholesale and Retail	9.86%	12%
	289	153
H – Transportation	6.27%	3%
	187	194
I – Food and accommodation	4.06%	4%
	264	359
J – Information or Communications	5.73%	8%
	66	128
K – Finance and Insurance	1.43%	3%
	121	124
L – Real Estate	2.63%	3%
	639	841
M – Professional scientific and technical	13.87%	18%
	412	436
N – Administration and support	8.94%	9%
	257	182
P – Education	5.58%	4%
	284	278
Q – Health and Social Care	6.17%	6%
	233	176
R – Arts, Entertainment and Recreation	5.06%	4%
	302	287
S – Other services	6.56%	6%
	<b>4,606</b>	<b>4,606</b>
<b>Base</b>	<b>100.00%</b>	<b>100%</b>
	3408	1138
Sole Traders	73.99%	25%
	976	2335
1 to 9 employees	21.19%	51%
	185	692
10 to 49 employees	4.02%	15%
	30	242
50 to 249 employees	0.65%	5%
	6	199
250 + employees	0.14%	4%

In addition, an international data transfer variable weight was added based on response to question D1. The unweighted proportion of international data transfer businesses was 17% (811 businesses) of all interviews. For comparability with UKBDS 2022 which did not contain a boost sample, this was weighted to 18.06% of businesses in the overall sample.

The final data file shared with DSIT included three weighting variables:

- **Weight:** Standard RIM weights (business size and sector)
- **WeightD1:** International data transfer weight based on question D1 response
- **WeightSSD1:** Size, sector and International data transfer three-axis RIM weight

### Confidence intervals

The research respondents were a sample of the total UK business population so we 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.

For example, based on an effective sample size of 1,813 responses, where 50% gave a particular answer, the chances are that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of  $\pm 1.4$  percentage points from the sample result (that is, between 48.6% and 51.4%).

**Table 6.2: Sample and 95% confidence intervals**

	Unweighted base (N)	Weighted base (N)	Effective Base	95% confidence interval for a survey estimate		
				10%	30%	50%
<b>UK Business Data Survey 2024</b>	<b>4,606</b>	<b>4,606</b>	<b>1,813</b>	<b>1.4</b>	<b>2.1</b>	<b>2.3</b>
<b>Size</b>				<b>+ / -</b>	<b>+ / -</b>	<b>+ / -</b>
Sole trader	1,138	3,408	1,037	1.8	2.8	3.0
Micro (1-9)	2,335	976	2,145	1.3	1.9	2.1
Small (10-49)	692	185	643	2.3	3.5	3.9
Medium (50-249)	242	30	227	3.9	6.0	6.5
Large (250+)	199	6	189	4.3	6.5	7.1
<b>Mode</b>				<b>+ / -</b>	<b>+ / -</b>	<b>+ / -</b>
CATI	3,441	3,579	1,361	1.6	2.4	2.7
Online	1,165	1,027	462	2.7	4.1	4.6

# 7. Appendix A: Main questionnaire<sup>5</sup>

## S: Screening

### ONLINE ONLY

Thank you for participating in this survey which Ipsos is running on behalf of the Department for Science, Innovation & Technology (DSIT). The survey is about data usage and protection within your business – when referring to data, we mean any raw, digitised information that your business may hold, for example things such as financial records and data about sales or transactions, as well as 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.

### CATI ONLY

#### 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 Science, Innovation & Technology (DSIT). They have commissioned Ipsos to carry out some research 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 NUMBER OF EMPLOYEES ON SAMPLE IS 250 OR HIGHER:** As a thank you for your time, we will make a charity donation of £10 on your organisation's behalf to one of our three chosen charities, if you complete the interview.]

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:*

By this we mean someone who would be able to speak to us about the kind of data your business uses and your data protection practices.

For example, if you're a smaller company, this might be your Chief Operating Officer, Finance Director, or someone senior who would have oversight of decision-making in your business? In a larger business, it might be a Data Protection Officer or an IT specific person.

By data I mean any raw, digitised information that your business may hold, for example things such as financial records and data about sales or transactions, as well as 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.

- 1 Continue
- 2 Referred to someone else at establishment
- 3 Hard appointment
- 4 Soft appointment
- 5 Refusal
- 6 Refusal (company policy)
- 7 Refusal (taken part in recent survey)

---

<sup>5</sup> For details of the minor adaptations made to the Boost questionnaire, please refer to section 3.3.



**8 Not available in deadline**

**9 Reassurance email**

IF CODES 5-8 THANK AND CLOSE

**S2A**

ASK CATI: IF S1 = Referred to someone else at establishment (CODE 2)

**WRITE IN: NAME AND JOB TITLE**

**S2B**

ASK CATI: IF S1 = REASSURANCE EMAIL (CODE 9)

**WRITE IN: NAME AND EMAIL ADDRESS**

**S3**

**ASK ALL**

**Please note that DSIT will not be able to identify the businesses that take part unless you consent to this at the end of the interview. Your individual answers will remain anonymous.**

**Before we begin it is important for you to give your consent in line with UK GDPR legislation.**

**Ipsos reassures 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](http://www.ipsos.uk/BusinessData). Are you happy to proceed?**

**SINGLE CODE.**

**1 Yes**

**2 No**

**IF CODE 2 THANK AND CLOSE**

## CATI: REASSURANCES TO USE IF NECESSARY / WEB INFO BUTTON

- 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: [www.ipsos.com/en-uk/privacy-data-protection](http://www.ipsos.com/en-uk/privacy-data-protection).
- We obtained your company name and telephone number from Market Location, a database of businesses currently active in the UK.

If [CATI: respondent wishes] [WEB: you wish] to confirm the validity of the survey or find out more information about it, [CATI: they] [WEB: you] can call:

- MRS: Market Research Society on 020 7490 4911
- Ipsos: Jacob Bellamy: [uk-businessdatasurvey@ipsosresearch.com](mailto:uk-businessdatasurvey@ipsosresearch.com)
- DSIT: Berkeley Zych: [ukbusinessdatasurvey@dsit.gov.uk](mailto:ukbusinessdatasurvey@dsit.gov.uk)

### S4

ASK ALL. OPEN ENDED.

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

**CATI IF NEEDED / WEB INFO BUTTON: This is across all sites in the UK, either full or part time. Please include working directors, partners, managers, people who work away from the site. Do not include outside contractors, agency staff or self-employed contractors.**

**1 Please type in number:**

**2 Don't know [DON'T READ OUT]**

**3 Prefer not to say [DON'T READ OUT]**

**SCRIPTING INSTRUCTIONS – FOR THE PURPOSES OF ROUTING, CODE S4 ANSWERS INTO S4RAN CODES.**

### S4RAN

ASK IF: S4 = DON'T KNOW OR PREFER NOT TO SAY (CODES 2-3).

**Excluding yourself, which of the following best describes the total number of people employed across all sites in the UK, either full or part time?**

**SINGLE CODE.**

**1 Just yourself (0 employees)**

**2 1-4**

**3 5-9**

**4 10-19**

**5 20-49**

**6 50-249**

**7 250-499**

**8 500+**

**9 Don't know [DON'T READ OUT]**

**10 Prefer not to say [DON'T READ OUT]**

SCRIPTING INSTRUCTIONS – FOR THE PURPOSES OF ROUTING, USE SAMPLE DATA TO POPULATE S4RAN WHERE S4RAN = 9-10 (DON'T KNOW / PREFER NOT TO SAY).

**S5**

ASK IF EMPLOY STAFF (S4RAN = 2-8)

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

CATI INTERVIEWER: IF DON'T KNOW, CODE NO.

1 Yes

2 No

**S6**

ASK ALL

[IF SOLE TRADER S4RAN=1: Thinking about data in your business that you collect or use in any way.]

[ELSE: Thinking about data in your business that you collect or use in any way, other than data on your own employees or personnel for HR or related purposes.]

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

Just to remind you, personal data is information that relates to an individual or can be linked back to an individual, and non-personal data is any other data.

CATI interviewer note: If respondent is unsure if their data is personal or non-personal, then record personal

MULTICODE 1-2, SINGLE CODE 3.

1 Personal data

2 Non-personal data

3 Neither

**S7**

ASK ALL.

Does your business have a website?

SINGLE CODE.

1 Yes

2 No

3 Don't know [DON'T READ OUT]

4 Prefer not to say [DON'T READ OUT]

**S8**

ASK SOLE TRADERS WHO COLLECT NEITHER PERSONAL NOR NON-PERSONAL DATA (S4RAN CODE 1 AND S6 CODE 3), OR THOSE BUSINESSES THAT COLLECT NO DATA AT ALL, EITHER ABOUT STAFF OR OTHERWISE (S5 CODE 2 AND S6 CODE 3)

Just to confirm, you've said your business does not handle any digitised data. By 'data', we include data on sales, marketing, customers, purchases or anything else. Does your business process any data at all?

**SINGLE CODE.**

CATI: DO NOT READ OUT

CATI: INTERVIEWER: IF DON'T KNOW, CODE 2.

**1 My business does not process any data at all SKIP TO SECTION F.**

**2 My business does process data, but it is not digitised.**

**3 No, incorrect – my business does process digitised data**

IF S8=3 AND S4RAN=1, ASK S6 AGAIN; IF S8=3 AND S4RAN IS NOT 1, ASK S5 AND S6 AGAIN

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

**S5DUM**

DUMMY VARIABLE FOR FUNCTION DO NOT ASK

**MULTICODE.**

**1 Employee data (personal or non-personal)**

IF S5 = 1 OR F1 = 1 CODE 1

**2 Personal data (other than employee data)**

IF S6 = 1 OR F3 = 1 OR F6 = 1 OR F8 = 2 OR F9 = 1 CODE 2

**3 Personal data (including employee data)**

IF S5 = 1 OR S6 = 1 OR F1 = 1 OR F3 = 1 OR F6 = 1 OR F8 = 2 OR F9 = 1 CODE 3

**4 Non-personal data**

IF S6 = 2 OR F3 = 2 OR F6 = 2 CODE 4

**5 Does not use any digitised data**

IF (S5 = 2 AND S6 = 3) OR (S4RAN = 1 AND S6 = 3) CODE 5

SCRIPTER: IF S5DUM=1-4 ALLOCATE TO EITHER MODULE A (50%) OR MODULE B (50%) ON QUOTA LEAST FULL BASIS FOR ROUTING PURPOSES BELOW.

## **A: Data handling and use**

### **Intro**

**READ OUT IF USE DIGITISED DATA (S5DUM=1-4)**

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. Your individual details and all published data will remain completely anonymous.

### **A1**

**ASK IF S5DUM=1-4**

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

**SINGLE CODE.**

- 1 Yes**
- 2 No**
- 3 Don't know [DON'T READ OUT]**
- 4 Prefer not to say [DON'T READ OUT]**

### **A1\_1**

**ASK IF ACQUIRE OR COLLECT DATA (A1=1)**

**Does the data your business acquires or collects from other businesses or organisations include personal data?**

**SINGLE CODE.**

- 1 Yes**
- 2 No**
- 3 Don't know [DON'T READ OUT]**
- 4 Prefer not to say [DON'T READ OUT]**

### **A1\_2**

**ASK IF ACQUIRE OR COLLECT DATA (A1=1)**

**Does the data your business acquires or collects from other businesses or organisations include non-personal data?**

**SINGLE CODE.**

- 1 Yes**
- 2 No**
- 3 Don't know [DON'T READ OUT]**
- 4 Prefer not to say [DON'T READ OUT]**

## A1\_3

ASK IF S5DUM = 1 - 3 [PROCESS PERSONAL DATA]

Does your business acquire or collect personal data through the use of cookies or similar technology placed on people's connected devices? [CATI IF NEEDED / WEB INFO BUTTON: Cookies are small text files that a website can place on the computer that accesses it to uniquely identify a user in order to store information which can be utilised by a business to personalise the user's experience. Connected devices such as computers or mobile phones]

MULTICODE 1-2.

- 1 [ASK IF S7=1] Yes - we use cookies
- 2 Yes [IF S7 = 1 ADD - we use app-based tracking technology]
- 3 No
- 4 Don't know [DON'T READ OUT]
- 5 Prefer not to say [DON'T READ OUT]

## A1\_4

IF A1\_3 = 1 OR A1\_3 = 2 (acquires personal data through cookies or similar technology)

For which of the following reasons does your business collect data using cookies or similar technology placed on people's connected devices?

MULTICODE 1-7. RANDOMISE 1-6.

- 1 To provide an online service which the user has requested
- 2 To facilitate the transmission of communications over a network
- 3 Installing necessary security updates
- 4 Ensuring user preferences are followed
- 5 Collecting information for statistical purposes about how website/service is used with a view to making improvements
- 6 To facilitate marketing and advertising
- 7 Other
- 8 We don't use the data we collect using cookies
- 9 Don't know [DON'T READ OUT]
- 10 Prefer not to say [DON'T READ OUT]

## A2

ASK IF S5DUM=1-4

Does your business share data outside of your organisation? [CATI IF NEEDED / WEB INFO BUTTON: By sharing we mean any movement of data out of your business with other organisations or individuals, such as selling, publishing or sharing for free.]

SINGLE CODE.

- 1 Yes
- 2 No
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**A2\_1****ASK IF SHARE DATA (A2=1)****Does the data your business shares include personal data?****SINGLE CODE.****1 Yes****2 No****3 Don't know [DON'T READ OUT]****4 Prefer not to say [DON'T READ OUT]****A2\_2****ASK IF SHARE DATA (A2=1)****Does the data your business shares include non-personal data?****SINGLE CODE.****1 Yes****2 No****3 Don't know [DON'T READ OUT]****4 Prefer not to say [DON'T READ OUT]****A3****ASK IF SHARE DATA (A2=1)****For what reasons does your business share data outside your organisation?****MULTICODE 1-6. RANDOMISE 1-5. KEEP 4 & 5 together in that order****1 Research & Development****2 Contractual requirements** (e.g. data sharing agreement)**3 Legal or regulatory requirements** (e.g. freedom of information or subject access requests)**4 To sell data directly** (e.g. as part of your business model)**5 To facilitate the sale of a product or service****6 Other [PLEASE SPECIFY]****7 None of the above****8 Don't know [DON'T READ OUT]****9 Prefer not to say [DON'T READ OUT]****A4****ASK IF S5DUM = 1 – 4****Does your business analyse data (whether personal, non-personal or in combination) to generate new insights or knowledge? (e.g. creation of, or improvement to, services and products)****SINGLE CODE.****1 Yes****2 No****3 Don't know [DON'T READ OUT]****4 Prefer not to say [DON'T READ OUT]**

**A5**

**ASK IF S5DUM = 1 – 4**

**Does your business use data for Artificial Intelligence (AI) or Automated Decision Making (ADM) purposes?**

**[CATI IF NEEDED / WEB INFO BUTTON: AI is an umbrella term for a range of algorithm-based technologies that solve complex tasks by carrying out functions that previously required human thinking.**

**ADM is the process of making a decision by automated means without any human involvement. These decisions can be based on factual data, as well as on digitally created profiles or inferred data.**

**Examples of AI and ADM include machine learning, large language models, natural language processing, autonomous systems, computer vision & image processing, speech and audio processing]**

**MULTICODE 1-2.**

**1 Yes - for AI**

**2 Yes - for ADM**

**3 No**

**4 Don't know [DON'T READ OUT]**

**5 Prefer not to say [DON'T READ OUT]**

**ASK / SHOW IF MODULE A:**

**A6 intro**

**ASK IF MODULE A AND S5DUM = 1-4**

**In your business, how often does the acquisition, collection or analysis of data lead to...**

**A6\_1**

**ASK IF MODULE A AND S5DUM = 1-4**

**More efficient internal processes**

**SINGLE CODE.**

**1 Always or most of the time**

**2 Some of the time**

**3 Hardly ever**

**4 Not at all**

**5 Don't know [DON'T READ OUT]**

**6 Prefer not to say [DON'T READ OUT]**

**A6\_2**

**ASK IF MODULE A AND S5DUM = 1-4**

**Innovation or new business functions**

**SINGLE CODE.**

**1 Always or most of the time**

**2 Some of the time**

**3 Hardly ever**

**4 Not at all**

**5 Don't know [DON'T READ OUT]**

**6 Prefer not to say [DON'T READ OUT]**



**A7**

**ASK IF S5DUM=1-4**

Would you describe the main activity of your business as the production and delivery of digital data-related products, services or technologies?

**SINGLE CODE.**

- 1 Yes
- 2 No
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**A8**

**ASK IF MODULE A AND S5DUM = 1-4**

To what extent do you feel data from outside of your business has become more or less readily available to your business during the past 3 years?

**SINGLE CODE. REVERSE SCALE 1-5.**

- 1 A lot more readily available
- 2 A little more readily available
- 3 Availability has not changed
- 4 A little less readily available
- 5 A lot less readily available
- 6 Don't know [DON'T READ OUT]
- 7 Prefer not to say [DON'T READ OUT]

## **B: Data infrastructure, responsibility, security and resilience**

**Intro**

**READ OUT / SHOW IF USE DIGITISED DATA (S5DUM=1-4)**

This section covers questions around [IF MODULE B: the infrastructure your business uses to store and process data] [IF MODULE A: sensitive types of data your business handles].

**B1**

**ASK IF MODULE B AND S5DUM = 1-4**

Thinking about the physical infrastructure your business uses to store and process data, which of the following is currently used?

**MULTICODE 1-6.**

- 1 Servers based 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 (not owned by your business)
- 3 Servers provided by an outsourced IT services company, such as Fujitsu or Capgemini
- 4 A public cloud provider such as Amazon Web Services, Microsoft Azure or Google Cloud Platform
- 5 Your own private cloud [CATI IF NEEDED / WEB INFO BUTTON: 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 My business's data are held/managed by a third-party via software or a web solution
- 7 None of the above
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**B2**

**ASK IF MODULE B AND B1 = 2 - 6 (STORE DATA AWAY FROM PREMISES)**

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

**MULTICODE 1-3. IF YES, PROMPT TO CODE**

- 1 Yes, in the UK**
- 2 Yes, in an EU or EEA country**
- 3 Yes, in a country outside of the EU/EEA**
- 4 No, their location is not specified (e.g. by the provider)**
- 5 Don't know**
- 6 Prefer not to say [DON'T READ OUT]**

**B3**

**ASK IF MODULE B AND B1 = 2 - 6 (STORE DATA AWAY FROM PREMISES)**

**In the past year has your business been impacted by server or cloud outage or downtime? [ADD IF B1=6 This includes outages impacting access to data held/managed by a third-party via software or a web solution, or their services.]**

**SINGLE CODE.**

- 1 Yes**
- 2 No**
- 3 Don't know [DON'T READ OUT]**
- 4 Prefer not to say [DON'T READ OUT]**

**B4**

**ASK IF MODULE B AND ASK IF B3 = 1**

**And would you say this server or cloud outage or downtime within the past year has had...?**

**SINGLE CODE. REVERSE SCALE 1-5.**

- 1 A critical impact on my business' ability to operate**
- 2 A significant impact on my business' ability to operate**
- 3 A moderate impact on my business' ability to operate**
- 4 A minimal impact on my business' ability to operate**
- 5 No impact on my business' ability to operate**
- 6 My business does not track this**
- 7 Don't know [DON'T READ OUT]**
- 8 Prefer not to say [DON'T READ OUT]**

**B5**

ASK IF MODULE A AND ASK IF S5DUM = 1 - 3.

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?

MULTICODE 1-3. READ OUT 1-4. RANDOMISE 1-3.

- 1 Children and young people's data (personal data for under 18s)
- 2 Data classified as 'Special Category' [CATI IF NEEDED / WEB INFO BUTTON: 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]
- 3 Criminal convictions & offences data
- 4 None of these
- 5 Don't know [DON'T READ OUT]
- 6 Prefer not to say [DON'T READ OUT]

**B6**

ASK IF MODULE A AND ASK IF B5 = 2 (processes special category data)

For what reasons does your business process 'Special Category' data?

MULTICODE 1-7. RANDOMISE 1-7.

- 1 Purposes related to employment
- 2 Purposes related to health and research
- 3 Substantial public interest [CATI IF NEEDED / WEB INFO BUTTON: e.g. preventing fraud, safeguarding, enabling equality of opportunity or treatment, journalism, regulatory requirements]
- 4 Identification purposes [CATI IF NEEDED / WEB INFO BUTTON: e.g. using biometric data to authenticate individuals' identities]
- 5 Purposes related to criminal convictions
- 6 Political purposes
- 7 Religious purposes
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

## **C: Data protection regulation**

### **Intro**

**READ OUT IF USE DIGITISED DATA (S5DUM=1-4)**

This next section asks you some questions related to your business' experience of UK data protection law. As a reminder, we are not here to "check-up" on your compliance with any regulation. Your individual details and all published data will remain completely anonymous.

### **C1**

**ASK IF HANDLE PERSONAL OR EMPLOYEE DATA (S5DUM = 1 - 3)**

**To what extent do you agree or disagree with the following statement?**

**My business finds the regulatory guidance published by the Information Commissioner's Office (ICO) clear and easy to understand.**

**SINGLE CODE. REVERSE SCALE (1-5)**

- 1 Strongly agree**
- 2 Somewhat agree**
- 3 Neither agree nor disagree**
- 4 Somewhat disagree**
- 5 Strongly disagree**
- 6 Don't know [DON'T READ OUT]**
- 7 Prefer not to say [DON'T READ OUT]**

### **C2**

**ASK IF USE DIGITISED DATA (S5DUM = 1-4)**

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

**SINGLE CODE. REVERSE SCALE (1-3)**

- 1 I have heard of the ICO and I know what it is**
- 2 I have heard of the ICO, but I don't know what it is**
- 3 I haven't heard of the ICO**
- 4 Prefer not to say [DON'T READ OUT]**

### **C3**

**ASK IF HANDLE PERSONAL OR EMPLOYEE DATA (S5DUM = 1 - 3)**

**Has your business been prevented from doing any of the following as a result of UK data protection law or guidance in the last 12 months?**

**MULTICODE 1-3. RANDOMISE 1-3.**

- 1 Implementation of a new or significantly improved product, process or business model**
- 2 Using or sharing data due to legal restriction under UK data protection law**
- 3 Using or sharing data because of uncertainty that it was permitted under UK data protection law**
- 4 None of the above**
- 5 Don't know [DON'T READ OUT]**
- 6 Prefer not to say [DON'T READ OUT]**

**C4**

ASK IF S5DUM = 1-3 AND EMPLOY STAFF (S4RAN = 2-8)

Do you have someone in your business whose job role includes leading on Data protection compliance? (e.g. Information Commissioner's Office compliance, wider UK data protection law compliance, awareness of other countries' laws)

SINGLE CODE.

- 1 Yes
- 2 No
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**C5A**

ASK IF S5DUM = 1-3 AND EMPLOY STAFF (S4RAN = 2-8)

How many full-time equivalent members of staff does your business employ 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.

[CATI IF NEEDED / WEB INFO BUTTON: For instance, this might include responding to Subject Access Requests, completing International Data Transfer Agreements, ensuring appropriate data storage processes are in place or drafting Privacy Notices.]

[CATI IF NEEDED / WEB INFO BUTTON: 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.

- 1 Please type in number:
- 2 Around half a full-time equivalent staff member [DON'T READ OUT]
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**C5B**

ASK IF DON'T KNOW EXACT NUMBER (C5A = 3 OR 4)

How many approximately?

SINGLE CODE.

- 1 None
- 2 Around half a full-time equivalent staff member
- 2 1 to 2
- 3 3 to 4
- 4 5 to 6
- 5 7 to 10
- 6 11 or more
- 7 Don't know [DON'T READ OUT]
- 8 Prefer not to say [DON'T READ OUT]

**C5AC5BCOMB**

DUMMY VARIABLE FOR FUNCTION DO NOT ASK.

MAP C5A RESPONSES INTO C5B SCALE AND COMBINE

**C5C**

ASK IF SOLE TRADER (S4RAN = 1)

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 dealing with data protection compliance: [CATI IF NEEDED / WEB INFO BUTTON: For instance, this might include responding to Subject Access Requests, completing International Data Transfer Agreements, ensuring appropriate data storage processes are in place or drafting Privacy Notices.]

TEXT BOX – ACCEPT RESPONSES OF 0-31.

- 1 Please type in number:
- 2 Around half a day per month [DON'T READ OUT]
- 3 The time I spend on this is negligible [DON'T READ OUT]
- 4 I outsource this work to a third party [DON'T READ OUT]
- 5 Don't know [DON'T READ OUT]
- 6 Prefer not to say [DON'T READ OUT]

**C6**

ASK IF S5DUM = 1 – 3

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

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

- 1 [if employ staff (S4RAN=2-8)] Employed staff or outsourced to specialist staff to handle data protection requirements, either full time or as part of their role
- 2 [if employ staff (S4RAN=2-8)] Run training for existing staff
- 3 Sought legal advice
- 4 Introduced new processes to implement data protection measures [CATI IF NEEDED / WEB INFO BUTTON: e.g. produced a record of processing activities, implemented data retention policies]
- 5 [IF S5DUM=2] Introduced opt-in consent mechanisms
- 6 Rewritten or updated terms and conditions
- 7 Rewritten, updated or introduced a privacy notice
- 8 [IF A1\_3 = 1 OR A1\_3 = 2] Updated how you manage cookies and tracking technologies used by your business [CATI IF NEEDED / WEB INFO BUTTON: including how you provide users with choice and control over their preferences]
- 9 [IF S5DUM=2] Received Subject Access Requests
- 10 Purchased specialist software for data protection
- 11 Other [PLEASE SPECIFY]
- 12 None of the above [DON'T READ OUT]
- 13 Don't know [DON'T READ OUT]
- 14 Prefer not to say [DON'T READ OUT]

**C7A**

ASK IF C6 = 9 (has received SARs in the last year)

You said your business received Subject Access Requests (SARs) within the last year. How many SARs did your business receive in the last 12 months?

TEXT BOX – ALLOW ENTRIES OF 1-999.

- 1 Please type in number:
- 2 Don't know [DON'T READ OUT]
- 3 Prefer not to say [DON'T READ OUT]

**C7B**

ASK IF C7A = 2 - 3

Is it approximately...

**SINGLE CODE.**

- 1 1-4
- 2 5-9
- 3 10-49
- 4 50-99
- 5 100-499
- 6 500+
- 7 Don't know [DON'T READ OUT]
- 8 Prefer not to say [DON'T READ OUT]

**C7AC7BCOMB**

DUMMY VARIABLE FOR FUNCTION DO NOT ASK

MAP C7A RESPONSES INTO C7B SCALE AND COMBINE

**C8A**

ASK IF C6 = 9 (received SARs in the last year)

And how many SARs, if any, has your business refused in the last 12 months?

TEXT BOX – ALLOW RESPONSES OF 0-999.

- 1 Please type in number:
- 2 Don't know [DON'T READ OUT]
- 3 Prefer not to say [DON'T READ OUT]

SCRIPTER: HARD CHECK – NUMBER ENTERED AT C8A CANNOT EXCEED THE NUMBER TYPED AT C7A OR THE EQUIVALENT NUMERIC BAND 1-6 AT C7B.

**C8B**

ASK IF C8A = 2 - 3

Is it approximately...

**SINGLE CODE.**

- 1 None of them were refused
- 2 Some of them
- 3 Half of them
- 4 Most of them
- 5 All of them
- 6 Don't know [DON'T READ OUT]
- 7 Prefer not to say [DON'T READ OUT]

**C8AC8BCOMB**

DUMMY VARIABLE FOR FUNCTION DO NOT ASK

MAP C8A RESPONSES INTO C8B SCALE AND COMBINE

**C9A**

ASK IF S4RAN = 2-8 AND S5DUM = 1-3 AND C6=2

You said staff in your business had received training related to UK data protection law. Including yourself, what proportion of your staff received training in the last 12 months? This could have been led externally or internally and could have been delivered either face-to-face or online. It could have also included self-directed training.

SINGLE CODE. REVERSE SCALE 1-4.

- 1 Less than 25% of staff
- 2 From 25% to less than 50% of staff
- 3 From 50% to less than 75% of staff
- 4 75% or more of staff
- 5 Don't know [DON'T READ OUT]
- 6 Prefer not to say [DON'T READ OUT]

**C9B**

ASK IF C9A = 1-4 AND S4RAN = 2-8

On average, how much time did each employee who received training related to UK data protection law spend being trained in the last 12 months?

SINGLE CODE.

- 1 Less than 1 hour
- 2 From 1 hour to less than 2 hours
- 3 From 2 hours to less than 4 hours
- 4 From 4 hours to less than 8 hours
- 5 From 8 hours to less than 24 hours (c. 1- 3 days)
- 6 From 24 hours to less than 40 hours (c. 3 - 5 days)
- 7 40 hours or more (i.e. 5 days or more)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**C9C**

ASK IF S4RAN = 1 AND S5DUM = 2

How much time have you spent in training related to UK data protection law in the last 12 months? This could have been delivered either face-to-face or online. It could have also included self-directed training.

SINGLE CODE.

- 1 Less than 1 hour
- 2 From 1 hour to less than 2 hours
- 3 From 2 hours to less than 4 hours
- 4 From 4 hours to less than 8 hours
- 5 From 8 hours to less than 24 hours (c. 1- 3 days)
- 6 From 24 hours to less than 40 hours (c. 3 - 5 days)
- 7 40 hours or more (i.e. 5 days or more)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]



**C10**

ASK IF HANDLE PERSONAL DATA (S5DUM = 1-3)

Has your business spent any time or money in the last 12 months on the following activities?

**MULTICODE 1-2.**

- 1 In-house staff have spent time on understanding UK data protection laws – such as reading UK GDPR, ICO guidance or any other material
- 2 Outsourced work to a third party to support understanding UK data protection laws.
- 3 No or negligible time or money spent on understanding UK data protection laws.
- 4 Don't know [DON'T READ OUT]
- 5 Prefer not to say [DON'T READ OUT]

**C11A**

ASK IF HAVE STAFF WORKING ON DATA PROTECTION AND SPENT TIME ON UNDERSTANDING (S4RAN = 2-8 AND C10=1 AND C5AC5BCOMB=2-6)

You said your business has staff whose primary role is to undertake activities related to complying with UK data protection laws. How much time on average have these staff spent on understanding UK data protection laws in the last 12 months? [CATI IF NEEDED / WEB INFO BUTTON: This could include reading UK GDPR, ICO guidance, or any other material to understand UK data protection laws.]

**SINGLE CODE.**

- 1 Less than 1 hour
- 2 From 1 hour to less than 2 hours
- 3 From 2 hours to less than 4 hours
- 4 From 4 hours to less than 8 hours
- 5 From 8 hours to less than 24 hours (c. 1- 3 days)
- 6 From 24 hours to less than 40 hours (c. 3 - 5 days)
- 7 40 hours or more (i.e. 5 days or more)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**C11B**

ASK ALL BUSINESSES WITH EMPLOYEES WHO SPENT TIME IN HOUSE ON UNDERSTANDING IN LAST 12 MONTHS (S4RAN = 2-8 AND C10=1 AND C5AC5BCOMB=1-6)

[IF C5AC5BCOMB=2-6: **We are now asking about your staff more generally, not including those whose primary role is to undertake activities related to complying with UK data protection laws. How many other staff have spent time understanding UK data protection laws in your business in the last 12 months?**]

[IF C5AC5BCOMB=1: **How many staff have spent time understanding UK data protection laws in your business in the last 12 months?**]

**1 [ONLY SHOW CODE 1 IF C5AC5BCOMB=2-6] None - only staff whose primary role is to undertake activities related to complying with UK data protection laws have spent time on understanding them**

**2 Please type in number:**

**3 Around half a full-time equivalent staff member [DON'T READ OUT]**

**4 Don't know [DON'T READ OUT]**

**5 Prefer not to say [DON'T READ OUT]**

**6 All staff [DON'T READ OUT]**

SCRIPTER: HARD CHECK – NUMBER OF STAFF ENTERED AT C11B CANNOT EXCEED THE TOTAL NUMBER OF STAFF ENTERED AT S4 OR THE EQUIVALENT BAND 1-8 IN S4RAN.

**C11C**

ASK ALL BUSINESSES WITH STAFF IN ADDITION TO THOSE WHOSE PRIMARY ROLE IS DATA PROTECTION COMPLIANCE WHO HAVE SPENT TIME ON UNDERSTANDING IN LAST 12 MONTHS (C11B=2-6)

[ADD IF C5AC5BCOMB=2-6 **Again, not including those whose primary role is to undertake activities related to complying with UK data protection laws.**] **How much time on average have each of these staff spent on understanding UK data protection laws in the last 12 months?**

**1 Less than 1 hour**

**2 From 1 hour to less than 2 hours**

**3 From 2 hours to less than 4 hours**

**4 From 4 hours to less than 8 hours**

**5 From 8 hours to less than 24 hours (c. 1- 3 days)**

**6 From 24 hours to less than 40 hours (c. 3 - 5 days)**

**7 40 hours or more (i.e. 5 days or more)**

**8 Don't know [DON'T READ OUT]**

**9 Prefer not to say [DON'T READ OUT]**

**C11D**

**ASK IF SOLE TRADER AND SPENT TIME ON UNDERSTANDING (S4RAN = 1 AND C10=1)**

**How much time have you spent on understanding UK data protection laws or regulatory guidance in the last 12 months? [CATI IF NEEDED / WEB INFO BUTTON: This could include reading GDPR UK, ICO guidance, or any other material to understand UK data protection laws.]**

**SINGLE CODE.**

- 1 Less than 1 hour
- 2 From 1 hour to less than 2 hours
- 3 From 2 hours to less than 4 hours
- 4 From 4 hours to less than 8 hours
- 5 From 8 hours to less than 24 hours (c. 1- 3 days)
- 6 From 24 hours to less than 40 hours (c. 3 - 5 days)
- 7 40 hours or more (i.e. 5 days or more)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**C12**

**ASK IF OTHER TIME SPENT ON SUPPORTING DP LAWS UNDERSTANDING (C10=2)**

**You said that money was spent on external support with understanding UK data protection laws.**

**Do you know approximately how much time or money was spent in total on this in the last 12 months?**

**MULTICODE 1 AND 2.**

- 1 Yes, I know roughly how much time [DON'T READ OUT]
- 2 Yes, I know roughly how much money [DON'T READ OUT]
- 3 I don't know how much time or money was spent on external expertise. [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**C12A**

**ASK IF KNOWS COST CONTRACTED OUT (C12=2)**

**How much money was spent on paid external bodies, contracted staff, lawyers or similar helping your business with understanding UK data protection laws in the last 12 months?**

**SINGLE CODE.**

- 1 Less than £100
- 2 From £100 up to less than £600
- 3 From £600 up to less than £1,000
- 4 £1,000 or more
- 5 Don't know [DON'T READ OUT]
- 6 Prefer not to say [DON'T READ OUT]

**C12B**

ASK IF KNOWS TIME CONTRACTED OUT (C12=1) AND HAS NOT ANSWERED C12A

How much time did paid external bodies, contracted staff, lawyers or similar spend helping your business with understanding UK data protection laws in the last 12 months?

SINGLE CODE.

- 1 Less than 1 hour
- 2 From 1 hour to less than 2 hours
- 3 From 2 hours to less than 4 hours
- 4 From 4 hours to less than 8 hours
- 5 From 8 hours to less than 24 hours (c. 1- 3 days)
- 6 From 24 hours to less than 40 hours (c. 3 - 5 days)
- 7 40 hours or more (i.e. 5 days or more)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**C13**

ASK IF S5DUM = 1 - 3

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.

- 1 Increased a lot
- 2 Increased slightly
- 3 Stayed around the same
- 4 Decreased slightly
- 5 Decreased a lot
- 6 Don't know [DON'T READ OUT]
- 7 Prefer not to say [DON'T READ OUT]

**D: International data flows****Intro**

READ OUT / SHOW IF USE DIGITISED DATA (S5DUM=1-4)

This next section includes questions about any data your business transfers outside of the UK.

**D1****ASK IF USE DIGITISED DATA (S5DUM=1-4)**

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

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

**SINGLE CODE. CATI DO NOT READ OUT.**

1 Yes

2 No

3 Don't know [DON'T READ OUT]

4 Prefer not to say [DON'T READ OUT]

**D1A****ASK IF TRANSFERS DATA INTERNATIONALLY (D1 = 1)**

You say your business sends or receives data with organisations, businesses or people outside the UK, which of the following apply (select all that apply):

[CATI IF NEEDED / WEB INFO BUTTON: 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.**

1 [IF S5DUM = 1-3] We send personal data outside the UK

2 [IF S5DUM = 4] We send non-personal data outside the UK

3 [IF S5DUM = 1-3] We receive personal data from outside the UK

4 [IF S5DUM = 4] We receive non-personal data from outside the UK

5 Don't know [DON'T READ OUT]

6 Prefer not to say [DON'T READ OUT]

**D2****ASK IF DO NOT TRANSFER INTERNATIONALLY D1=2**

For which of the following reasons, if any, does your business not transfer data with businesses, organisations or people outside the UK? **WEB:** Please select all that apply.

**SHOW FOR CATI: READ ALL CODES 1-7 BEFORE MOVING ON. MULTICODE 1-7. RANDOMISE 2-7 BUT KEEP 2&3 TOGETHER.**

1 My business does not operate internationally or has no need to transfer data outside the UK

2 Issues due to cost, complexity or transparency of UK data protection law

3 Issues due to cost, complexity or transparency in a country's/region's local data protection law

4 Issues due to data localisation of the receiving country [CATI IF NEEDED / WEB INFO BUTTON: A requirement that data would have to be stored or processed within that country/region as a condition for doing business]

5 Issues due specifically to the cost or complexity of implementing legal safeguards to transfer personal data [CATI IF NEEDED / WEB INFO BUTTON: e.g. EU Standard Contractual Clauses etc.]

6 My business does not have the resources to share data internationally

7 There is not sufficient value to my businesses in sharing data internationally

8 Don't know [DON'T READ OUT]

9 Prefer not to say [DON'T READ OUT]

**D3 Intro**

**ASK IF HANDLE PERSONAL OR EMPLOYEE DATA (S5DUM = 1 - 3)**

**To what extent do you agree or disagree with the following statements about UK data protection laws that regulate the international transfer of data, such as Alternative Transfer Mechanisms (e.g. EU Standard Contractual Clauses/SCCs)?**

**D3\_1**

**ASK IF HANDLE PERSONAL OR EMPLOYEE DATA (S5DUM = 1 - 3)**

**These laws are a barrier for my business to trade with the EU/EEA**

**SINGLE CODE. REVERSE SCALE 1-5.**

- 1 Strongly agree**
- 2 Somewhat agree**
- 3 Neither agree nor disagree**
- 4 Somewhat disagree**
- 5 Strongly disagree**
- 6 Don't know [DON'T READ OUT]**
- 7 Prefer not to say [DON'T READ OUT]**

**D3\_2**

**ASK IF HANDLE PERSONAL OR EMPLOYEE DATA (S5DUM = 1 - 3)**

**These laws are a barrier for my business to trade with the rest of the world (outside the EU/EEA)**

**SINGLE CODE. REVERSE SCALE 1-5.**

- 1 Strongly agree**
- 2 Somewhat agree**
- 3 Neither agree nor disagree**
- 4 Somewhat disagree**
- 5 Strongly disagree**
- 6 Don't know [DON'T READ OUT]**
- 7 Prefer not to say [DON'T READ OUT]**

**D4**

**ASK IF TRANSFERS DATA INTERNATIONALLY (D1 = 1)**

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

**MULTICODE 1-8. RANDOMISE 1-8, KEEPING TOGETHER 1&2 AND 4&5 IN THAT ORDER.**

- 1 Sub-Saharan Africa**
- 2 North Africa**
- 3 Asia-Pacific**
- 4 EU/EEA**
- 5 Europe outside EU/EEA**
- 6 Middle East**
- 7 North America**
- 8 Latin America and Caribbean**
- 9 Don't know [DON'T READ OUT]**
- 10 Prefer not to say [DON'T READ OUT]**

**D5**

ASK IF D4 = 1-8

Please can you let me know the names of up to five countries that your business transfers (sends or receives) data with businesses or organisations in?

SCRIPTER: PLEASE REFER TO SENIOR SCRIPTER AND EMAILS (NON-STANDARD SET UP – USE DROP-DOWN COUNTRY MENU AND/OR SMART TEXT MATCHING)

1 MANDATORY (UNLESS DON'T KNOW OR PREFER NOT TO SAY). 2-5 OPTIONAL

1 Please type in a country:

2 Please type in a country:

3 Please type in a country:

4 Please type in a country:

5 Please type in a country:

6 Don't know [DON'T READ OUT]

7 Prefer not to say [DON'T READ OUT]

**D6\_1**

ASK IF AT LEAST ONE COUNTRY SPECIFIED IN D5.

RANDOMLY SELECT COUNTRY SPECIFIED IN D5 BASED ON LEAST FILLED BASIS.

Is transferring data with [INSERT COUNTRY NAME] important to primary functions within your business?

SINGLE CODE.

1 Yes

2 No

3 Don't know [DON'T READ OUT]

4 Prefer not to say [DON'T READ OUT]

**D6\_2**

ASK IF AT LEAST TWO COUNTRIES SPECIFIED IN D5.

RANDOMLY SELECT COUNTRY SPECIFIED IN D5 BASED ON LEAST FILLED BASIS, NOT ALREADY SELECTED IN D6\_1.

Is transferring data with [INSERT COUNTRY NAME] important to primary functions within your business?

SINGLE CODE.

1 Yes

2 No

3 Don't know [DON'T READ OUT]

4 Prefer not to say [DON'T READ OUT]

**D6\_3**

ASK IF AT LEAST THREE COUNTRIES SPECIFIED IN D5.  
RANDOMLY SELECT COUNTRY SPECIFIED IN D5 BASED ON LEAST FILLED BASIS, NOT  
ALREADY SELECTED IN D6\_1 OR D6\_2.

Is transferring data with **[INSERT COUNTRY NAME]** important to primary functions within your business?

**SINGLE CODE.**

- 1 Yes
- 2 No
- 3 Don't know **[DON'T READ OUT]**
- 4 Prefer not to say **[DON'T READ OUT]**

**D7**

ASK IF TRANSFERS DATA INTERNATIONALLY (D1 = 1)

Has your business experienced any of the following when trying to transfer (send or receive) data internationally with businesses, organisations or people?

**MULTICODE 1-4. RANDOMISE 1-4**

- 1 Issues due to cost, complexity or transparency of UK data protection law
- 2 Issues due to cost, complexity or transparency in a country's/region's local data protection law
- 3 Issues due to data localisation of the receiving country **[CATI IF NEEDED / WEB INFO BUTTON: A requirement that data would have to be stored or processed within that country/region as a condition for doing business ]**
- 4 Issues due specifically to the cost or complexity of implementing legal safeguards to transfer personal data **[CATI IF NEEDED / WEB INFO BUTTON: E.g. Standard Contractual Clauses etc.]**
- 5 None of these **[DON'T READ OUT]**
- 6 Don't know **[DON'T READ OUT]**
- 7 Prefer not to say **[DON'T READ OUT]**

**D8**

ASK IF D7 = 1-4

Did your business' experience prevent you from...

**MULTICODE 1-3.**

- 1 Transferring personal data
- 2 Transferring non-personal data
- 3 Trading with a business based outside of the UK
- 4 None of these
- 5 Don't know **[DON'T READ OUT]**
- 6 Prefer not to say **[DON'T READ OUT]**



## **E: International transfer mechanisms**

### **Intro**

**READ OUT / SHOW IF D1A = 1 (SENDS PERSONAL DATA OUTSIDE OF UK)**

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

### **E1**

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

**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.**

**1 International data transfer agreement (IDTA) [CATI IF NEEDED / WEB INFO BUTTON: IDTAs are the new UK standard data protection clauses, an Alternative Transfer Mechanism which can be used to lawfully transfer personal data internationally. The IDTA is replacing the EU Standard Contractual Clauses for international transfers.]**

**2 EU Standard Contractual Clauses (SCCs) [CATI IF NEEDED / WEB INFO BUTTON: 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]**

**3 Binding Corporate Rules (BCRs) [CATI IF NEEDED / WEB INFO BUTTON: 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.]**

**4 Adequacy [CATI IF NEEDED / WEB INFO BUTTON: Adequacy decisions allow UK businesses or organisations to send data to recognised countries without needing to put in place additional safeguards].**

**5 Exceptions for specific circumstances**

**6 Other [PLEASE SPECIFY]**

**7 None of these**

**8 Don't know [DON'T READ OUT]**

**9 Prefer not to say [DON'T READ OUT]**

### **E2 intro**

**ASK IF USES IDTAs or SCCs (E1 = 1 OR E1 = 2)**

**The next few questions are about your business' use of standard contractual clauses. This includes both the new UK IDTAs as well as EU SCCs.**

### **E2**

**ASK IF USES SCCs or IDTAs (E1 = 1 OR E1 = 2)**

**How many standard contractual clauses has your business put in place in the last 12 months?**

**SINGLE CODE.**

**1 None**

**2 1 to 5**

**3 6 to 10**

**4 11 to 50**

**5 51 to 100**

**6 More than 100**

**7 Don't know [DON'T READ OUT]**

**8 Prefer not to say [DON'T READ OUT]**

**E3A**

ASK IF E2 = 2-6

On average, how much time do you estimate your business spends in implementing a single standard contractual clause, excluding any time spent by external contractors?

**SINGLE CODE.**

- 1 None – this work is carried out by external contractors only
- 2 Up to half a working day
- 3 Between half and 1 working day
- 4 1 to 5 working days
- 5 6 to 10 working days
- 6 11 to 30 working days
- 7 More than 30 working days (i.e. more than one month)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**E3B**

ASK IF E2 = 2-6

On average, how much time do you estimate your externally contracted legal support spends in implementing a single standard contractual clause?

**SINGLE CODE.**

- 1 None – we do not contract this work externally
- 2 Up to half a working day
- 3 Between half and 1 working day
- 4 1 to 5 working days
- 5 6 to 10 working days
- 6 11 to 30 working days
- 7 More than 30 working days (i.e. more than one month)
- 8 Don't know [DON'T READ OUT]
- 9 Prefer not to say [DON'T READ OUT]

**E4**

ASK IF USES SCCs or IDTAs (E1 = 1 OR E1 = 2)

How easy or difficult do you find it to use standard contractual clauses?

**SINGLE CODE. REVERSE ORDER OF 1-5.**

- 1 Very easy
- 2 Fairly easy
- 3 Neither easy nor difficult
- 4 Fairly difficult
- 5 Very difficult
- 7 Don't know [DON'T READ OUT]
- 8 Prefer not to say [DON'T READ OUT]

## **F: Businesses that don't handle digitised data**

**F1**

**ASK IF S5DUM = 5 (DO NOT USE DATA) AND S4RAN=2-8 (EMPLOY STAFF)**

**Does your business keep records on its staff, such as addresses, performance, bank details?**

**MULTICODE 1-2.**

- 1 Yes – digitally stored**
- 2 Yes – not stored digitally**
- 3 No**
- 4 Don't know [DON'T READ OUT]**
- 5 Prefer not to say [DON'T READ OUT]**

**F2 MOVED AND IS NOW QUESTION S7**

**F3**

**ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5) AND HAS A WEBSITE (S7=1)**

**You said your business has a website. Does your business track visitors to its website, example via cookies?**

**MULTICODE 1-2.**

- 1 We collect website analytics, which includes information about visitors (e.g. gender, age, IP address)**
- 2 We collect analytics, but it gives no information about individual visitors (e.g. only website traffic data)**
- 3 We do not collect analytics**
- 4 Don't know [DON'T READ OUT]**
- 5 Prefer not to say [DON'T READ OUT]**

**F4**

**ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5)**

**Does your business market its products or services?**

**MULTICODE 1-2.**

- 1 Yes - online (e.g. emails, adwords, advertising)**
- 2 Yes - offline (e.g. leaflets, letters, market stalls)**
- 3 No**
- 4 Don't know [DON'T READ OUT]**
- 5 Prefer not to say [DON'T READ OUT]**

**F5**

**ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5) AND MARKETS PRODUCTS/SERVICES (F4=1-2)**

**Is any of your business's marketing targeted (i.e. directed towards audiences with certain traits)?**

**SINGLE CODE.**

- 1 [IF F4=1] Yes, our online marketing**
- 2 [IF F4=2] Yes, our offline marketing**
- 3 [IF F4=1 AND 2] Yes, both our online and offline marketing**
- 4 No**
- 5 Don't know [DON'T READ OUT]**
- 6 Prefer not to say [DON'T READ OUT]**

**F6**

**ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5) AND MARKETS PRODUCTS/SERVICES (F4=1-2)**

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

**MULTICODE 1-2.**

- 1 Yes, we store personal data on this (e.g. age, email addresses)**
- 2 Yes, we store data but it is not personal data (i.e. cannot identify an individual)**
- 3 No, we do not collect data**
- 4 Don't know [DON'T READ OUT]**
- 5 Prefer not to say [DON'T READ OUT]**

**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**

**F7**

**ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5)**

**Does your business sell directly to customers?**

**SINGLE CODE.**

- 1 Yes**
- 2 No**
- 3 Don't know [DON'T READ OUT]**
- 4 Prefer not to say [DON'T READ OUT]**

**F8**

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5) AND SELLS TO CUSTOMERS (F7=1)

SINGLE CODE.

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

- 1 Yes – but we have no access to/do not process the data that arises from the payments
- 2 Yes – and we store or process the data that arises from the payments
- 3 No
- 4 Don't know [DON'T READ OUT]
- 5 Prefer not to say [DON'T READ OUT]

**F9**

ASK IF BUSINESS DOES NOT USE DATA (S5DUM=5) AND SELLS TO CUSTOMERS (F7=1)

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

SINGLE CODE.

- 1 Yes
- 2 No
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

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**

**Intro**

SHOW TO ALL.

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

**G1**

ASK ALL. OPEN ENDED.

What is your business' annual turnover **WEB (in £)**?

CATI INSTRUCTION: PROBE FOR BEST ESTIMATE AND RECORD NUMBER.

- 1 Please type in number
- 2 Don't know [DON'T READ OUT]
- 3 Prefer not to say [DON'T READ OUT]

**G2**

ASK IF G1 DON'T KNOW OR PREFER NOT TO SAY (CODE 2 – 3)

Please could you estimate the approximate range that your business' annual turnover falls into?

**CATI:** Single code answer into the correct band. Probe as appropriate.

**WEB:** Single code

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

**G3**

ASK ALL.

Is [INSERT SIC DESCRIPTION FROM SAMPLE] the correct broad classification for your business?

SINGLE CODE.

- 1 Yes
- 2 No
- 3 Don't know [DON'T READ OUT]
- 4 Prefer not to say [DON'T READ OUT]

**G4**

ASK IF: G3 = NO, DK, REFUSED (CODES 2-4)

How would you describe the main activity of this business?

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

**ONLINE Text:** You might want to think about the following:

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

- 1 Please Write in
- 2 Don't know [DON'T READ OUT]
- 3 Prefer not to say [DON'T READ OUT]

**G5****ASK ALL.**

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.

**MULTICODE 1-2.**

- 1 The EU
- 2 Rest of the World
- 3 No, we have only traded within the UK in the last 12 months
- 4 Don't know [DON'T READ OUT]
- 5 Prefer not to say [DON'T READ OUT]

OLD G6 REMOVED

**G6****ASK ALL.**

For how many years has the business been trading?

**SINGLE CODE.**

- 1 Less than one year
- 2 One to three years
- 3 Four to ten years
- 4 More than ten years
- 5 Don't know [DON'T READ OUT]
- 6 Prefer not to say [DON'T READ OUT]

**H: Thank you and close****Intro**

Thank you very much for taking the time to speak to us today. Now just some administrative questions before we finish.

**H1****ASK ALL.**

As part of this research, we may conduct some interviews to further explore some of the answers you gave today. It would involve an Ipsos researcher calling you at a time convenient to you. The interview would last up to an hour, and we would pay you £60 as a thank you for your time. Would you be willing to be contacted by Ipsos before the end of 2024 to discuss taking part in a follow-up interview?

**SINGLE CODE.**

- 1 Yes
- 2 No

**H2**  
**ASK ALL.**

And would you be willing for us to call you back in the next 6-9 months regarding:

**MULTICODE 1-2.**

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

**H3**  
**ASK IF CONSENT TO RECONTACT (H1=1 OR H2=1)**

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

CATI: INTERVIEWER NOTE: TAKE DOWN NAME, SURNAME AND JOB TITLE WITHOUT PREFIXES (MR, MRS ETC.)

**NAME (COPY OVER FROM S2/S3 OR SAMPLE IF AVAILABLE)**

- 1 Write in
- X CATI: DO NOT READ OUT Prefer not to say

**JOB TITLE (COPY OVER FROM S2 OR SAMPLE IF AVAILABLE)**

- 1 Write in
- X CATI: DO NOT READ OUT Prefer not to say

- 1 Yes – correct number
- 2 No - write in number
- X CATI: DO NOT READ OUT Prefer not to say

**H4**  
**ASK ALL.**

For research and statistical purposes only, DSIT would like to link your answers to other information, such as other survey data sets, they hold so they can further analyse the survey. Your responses will remain completely confidential. Are you happy for DSIT to link your survey responses to other information?

**SINGLE CODE.**

- 1 Yes
- 2 No



**H5**

**ASK IF CATI AND 250 OR MORE EMPLOYEES ON SAMPLE**

As promised, we will make a £10 charity donation on your behalf as a thank you for taking part. We have three charities for you to choose from:

- **NHS Charities Together Appeal**
- **The NSPCC**
- **Samaritans**

**ADD IF NECESSARY:**

- **The NHS Charities Together Appeal brings together over 250 charitable organisations that support the NHS in England, Scotland and Wales.**
- **The NSPCC, or National Society for the Prevention of Cruelty to Children, is a charity campaigning and working in child protection in the United Kingdom.**
- **Samaritans provides emotional support to anyone in emotional distress, struggling to cope, or at risk of suicide throughout the United Kingdom and Ireland.**

**SINGLE CODE**

- 1 NHS Charities Together**
- 2 NSPCC**
- 3 Samaritans**
- 4 Prefer not to donate**

**THANK RESPONDENT AND CLOSE INTERVIEW**

## 8. Appendix B: Main and reminder emails

### MAIN INVITATION EMAIL

**Subject: UK Business Data Survey 2023-2024**

### IPSOS AND DSIT LOGOS INCLUDED AS LETTERHEADS

Dear [Contact],

We are writing to you on behalf of the Department for Science, Innovation and Technology (DSIT) part of His Majesty's Government, who have commissioned Ipsos 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 DSIT 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 complies with the MRS Code of Conduct, which includes confidentiality and anonymity for all participants. Only a small number of researchers working on this survey 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, and your business will only be identified to DSIT if you give your consent at the end of the interview to link your survey responses to other information held by DSIT. 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, click [here](#) to view Ipsos privacy policy. DSIT's privacy policy can be found [here](#).

If you have any questions, please contact [ukbusinessdatasurvey@ipsosresearch.com](mailto:ukbusinessdatasurvey@ipsosresearch.com).

Thank you in advance for your participation.



Aris Xylouris  
Head of Data Policy Analysis, DSIT



Allan Simpson  
Project Director, Ipsos

**REMINDER EMAIL****Subject: A reminder to take part in the UK Business Data Survey 2023-2024****IPSOS AND DSIT LOGOS INCLUDED AS LETTERHEADS**

Dear [Contact],

**[IF ABANDONED: We see you have started] [IF FRESH: We would like to invite you]** to take part in the research we are conducting on behalf of the Department for Science, Innovation and Technology (DSIT) 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 DSIT 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.


Ipsos complies with the MRS Code of Conduct, which includes confidentiality and anonymity for all participants. Only a small number of researchers working on this survey 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, and your business will only be identified to DSIT if you give your consent at the end of the interview to link your survey responses to other information held by DSIT. 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, click [here](#) to view Ipsos privacy policy. DSIT's privacy policy can be found [here](#).

If you have any questions, please contact [ukbusinessdatasurvey@ipsosresearch.com](mailto:ukbusinessdatasurvey@ipsosresearch.com).

Thank you in advance for your participation.



Aris Xylouris  
Head of Data Policy Analysis, DSIT



Allan Simpson  
Project Director, Ipsos

## 9. Appendix C: Glass.ai Method note

The Department for Science, Innovation and Technology (DSIT) commissioned a sample of UK businesses undertaking international data transfers – that is, businesses sending data to and/or receiving data from at least one other country.

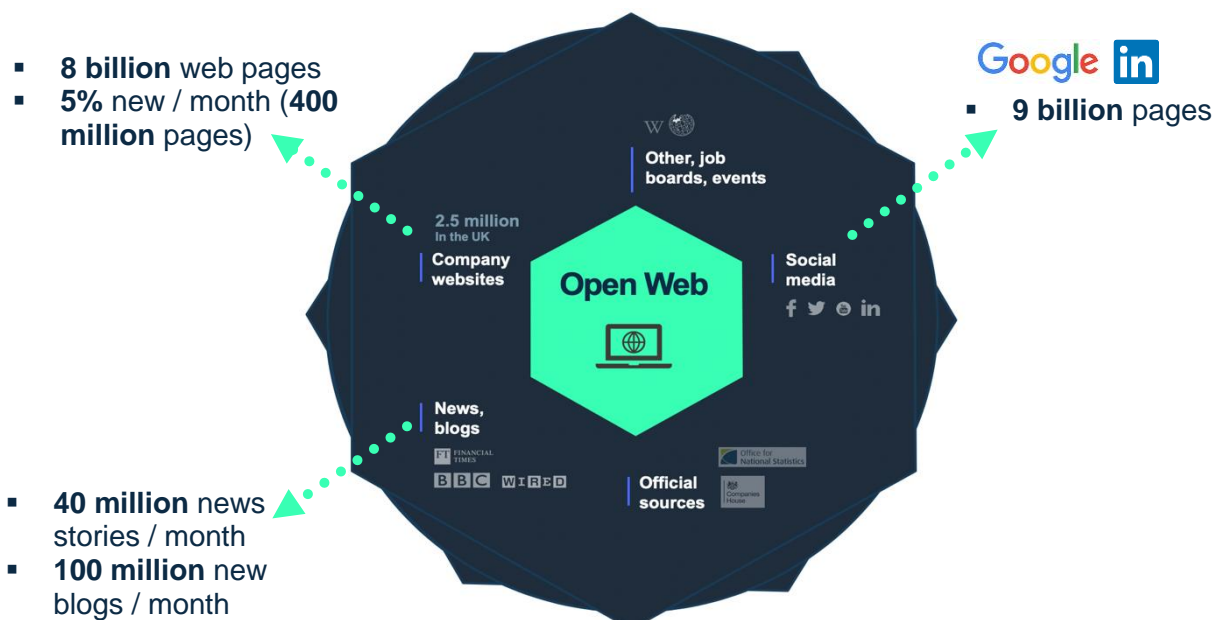
To support Ipsos UK with the sample building efforts, Glass.ai applied its AI capability that deep reads the web to research companies and sectors globally. We produced a sample frame of rich textual data from reading more than 2M UK company websites and other sources like news, social media, and sector-specific sources. The web results were matched with the official Companies House register (official data), a key requirement for the final sample frame. The target sample was 10k companies, but we uncovered a total of **13k+ companies with evidence** of international data transfer. For these firms, we delivered people names and email addresses.

### Phase 1 - Identifying the relevant UK businesses

At the start, Glass.ai confirmed with Ipsos the definition of 'international data transfer'. It was suggested that the transfer of data with another country could be both internal or external, including UK businesses with operations abroad or UK subsidiaries of overseas companies. Then the first step in our process was to deep read the UK web to build an initial dataset of potential candidates. The crawler looked for UK businesses that showed the following signals or indicators:

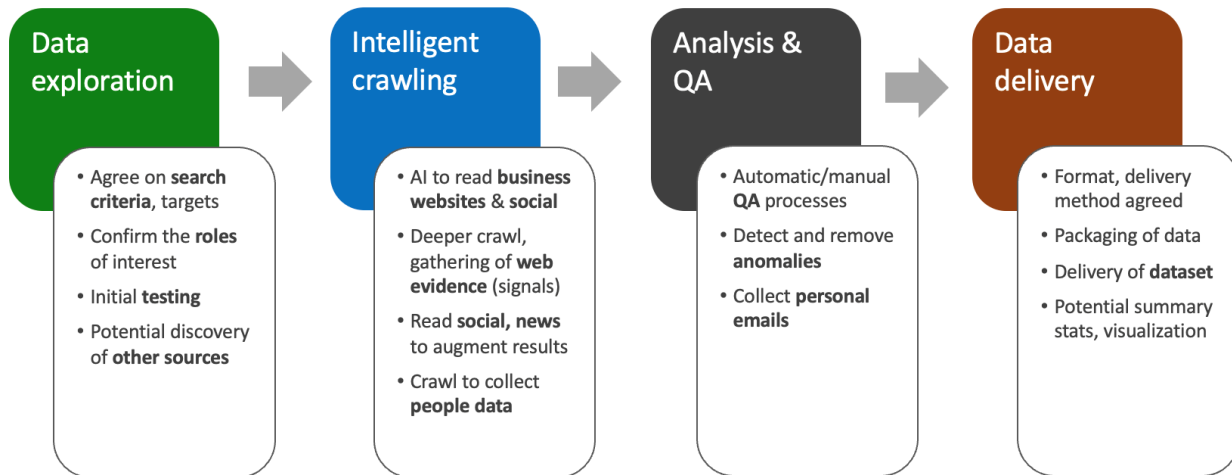
- Does the company have offices abroad?
- Does the company have people/employees abroad?
- Does the company mention international trade/activities on the website (e.g., press releases, mentions of foreign clients, partners, suppliers, JVs, etc.)?

Below are the main **sources** our AI reads to identify the companies:



The initial crawl resulted in 20k candidate companies with evidence and classified by sector, size, and location. For reference, Glass.ai have built a taxonomy of 300k+ topics across sectors and the crawler automatically classifies companies by 100+ sectors. Any web results are also matched with Companies House, whenever possible. After additional filtering and validation of the signals by Glass.ai's data scientists, the final sample had 13k+ firms, all matched to Companies House.

Below is the high-level **process** we followed to build the build the sample:



## Size indicators

Number of employees could be important for the sample, so Glass.ai collected this information for many companies. Official company accounts can mention average number of employees, and total employees might be referenced on the web. However, social sites like LinkedIn usually give the best proxy for the 'employees' associated with a company (especially in certain sectors). Glass.ai crawled LinkedIn and gathered this information about the sample companies.

## Location of the companies

Glass.ai has an ongoing discovery process that reads UK websites and classifies the sites as a business website if it detects certain criteria around content (e.g., active, in English, business content) and if possible, will predict the sector and location of the business. Glass.ai have also developed a process to discover the websites of businesses from official data. This, combined with addresses mentioned on social sites, gives extra validation about the main locations of businesses. The system can also identify and gather evidence on businesses headquartered in other locations but with presence/activity in the UK.

## Matching with official data and social media

It was a requirement that the web results were matched to Companies House. The matching for the 13k companies gave us additional information about the sector (SIC codes), registration and location. Over the past few months, the team at Glass.ai have developed models to match the web results with official data. The capability has been used by the ONS and many others.

## ***Phase 2 - Identifying key decision makers and their contact details.***

Once Glass.ai had built the sample dataset of UK businesses undertaking international data transfers, the final step was to run a deeper crawl of the websites and LinkedIn to find more detailed data about key people/employees. The aim at this stage was to identify certain job titles/roles and their contact details for the survey. Glass.ai confirmed with Ipsos that the following roles were of interest:

*COO, CIO, MI Manager, Data Manager, IT/Compliance/Data Protection, or General Manager, Director, Founder, MD, Owner for the SMEs.*

Please note that in some cases it was not possible to find these exact roles so Glass.ai provided people with similar roles (e.g. C-level positions, founders, etc.).

### **Quality assurance**

To quality-assure the data, Glass.ai ran both manual and automatic quality assurance processes across the data fields. The Glass.ai team checked samples of the data to identify errors and isolate classes of issues. In addition, automated aggregate and statistical checks were run across all data to ensure confidence in the delivered set and to detect and remove any anomalies discovered. All these checks and balances were used to provide assurance that the data outputs were robust and reliable. Glass.ai believe the results of the semantic entity detection technology are world class. The latest quality (accuracy) numbers for some of the main fields are 95%+.

# 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.

# For more information

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