

**ZA –Archiv Nummer 0656**

# **Public Attitudes to Privacy**

**1971**

0656

S.S.482

Col.1 R  
Col.2 T  
Col.3-6  
CARD Nos. Col.7-8

Area Name	Area No.		Serial No.
	P.1.	P.2	
	(00)		
	Col. 9	Col. 10	Col. 11
Interviewer's No.			

R.B.L. 92,136

Col. 11: 1  
2  
3

i) Was the address composition given by.....

P.3  
Person selected to be informant....1  
Another resident/person.....2

ii) How long did the interview take.....hrs.....minutes

iii) Any other comments?

iv) Number of Eligibles

Number of Electors

(P.4)	(00)
Col. 13-14	
(P.5)	(00)
Col. 15-16	

P.4 = 00  
= Col. 18-19  
Weights

P.6 = 17  
v) Interview before  
25th April.....1

Interview 25th April  
or after.....2

Write in date of interview

.....

Q.1-20. I would like you to look through these cards (Hand informant Card Pack A) and tell me which you think is the most important at the moment.

		RANK	RING START	Extremely Important	Very Important	Quite Important	Not very Important	Not at all Important
21-22	Raising the old age PENSION <u>Q.1</u>	(00)	<u>41</u> Q.11	5	4	3	2	1
23-24	Stopping STRIKES <u>Q.2.</u>		<u>42</u> Q.12	5	4	3	2	1
25-26	Building more HOUSES <u>Q.3</u>		<u>43</u> Q.13	5	4	3	2	1
27-28	Reducing UNEMPLOYMENT <u>Q.4.</u>		<u>44</u> Q.14.	5	4	3	2	1
29-30	Building More SCHOOLS <u>Q.5.</u>		<u>45</u> Q.15	5	4	3	2	1
31-32	Protecting people's PRIVACY <u>Q.6.</u>		<u>46</u> Q.16	5	4	3	2	1
33-34	Keeping down PRICES <u>Q.7</u>		<u>47</u> Q.17	5	4	3	2	1
35-36	Improving the HEALTH SERVICE <u>Q.8</u>		<u>48</u> Q.18	5	4	3	2	1
37-38	Protecting FREEDOM OF SPEECH <u>Q.9.</u>		<u>49</u> Q.19	5	4	3	2	1
39-40	Providing more UNIVERSITY places <u>Q.10</u>		<u>50</u> Q.20	5	4	3	2	1

ENTER 1 BESIDE CHOSEN ITEM AND ASK

And which do you think is the next most important at the moment?

ENTER 2 BESIDE CHOSEN ITEM AND CONTINUE UNTIL ALL ITEMS HAVE BEEN RANKED.

HAND INFORMANT CARD B AND ASK FOR ALL ITEMS, ROTATING START

How important would you say.....is at the moment? Would you say it is

Extremely important?

Very important?

Quite important?

Not very important?

Not at all important?

Would you now look through these cards (Hand informant Card Pack C)  
and tell me which you think is the most important at the moment?

	RANK	RING START	Extremely Important	Very Important	Quite Important	Not very Important	Not at all Important
52-53 Improving RACE Relations <u>Q.21.</u>	(00)	<u>66</u> <u>Q.28.</u>	5	4	3	2	1
54-55 Improving PRISON Conditions <u>Q.22.</u>		<u>67</u> <u>Q.29.</u>	5	4	3	2	1
56-57 Giving equal rights for WOMEN <u>Q.23.</u>		<u>68</u> <u>Q.30</u>	5	4	3	2	1
58-59 Protecting people's PRIVACY <u>Q.24.</u>		<u>69</u> <u>Q.31.</u>	5	4	3	2	1
60-61 Ensuring fair treatment of GIPSIES <u>Q.25.</u>		<u>70</u> <u>Q.32.</u>	5	4	3	2	1
62-63 Defending the freedom of the PRESS <u>Q.26.</u>		<u>71</u> <u>Q.33.</u>	5	4	3	2	1
64-65 Protecting FREEDOM of SPEECH <u>Q.27.</u>		<u>72</u> <u>Q.34.</u>	5	4	3	2	1

ENTER 1 BESIDE CHOSEN ITEM AND CONTINUE UNTIL ALL ITEMS HAVE BEEN RANKED, ASKING

And which do you think is the next most important at the moment?

HAND INFORMANT CARD B AND ASK FOR ALL ITEMS, ROTATING START.

How important would you say.....is at the moment? Would you say it is Extremely important; Very important; Quite important; Not very important; Not at all important?

Q.35. IF PROTECTING PEOPLE'S PRIVACY NOT RANKED 1 AT Q.6. OTHERWISE GO TO Q.36.  
You said that.....(from Q.1. - 10) was the most important at the moment?  
Why do you think that?

↓  
Not  
coded  
~~approved~~  
Always 00

73-74 immer '00'

75 blank exhibit # - 200

OFFICE USE (00)

Q.36. One of the items in the previous questions was protecting people's privacy.  
What does the word "Privacy" mean to you?

OFFICE USE (OO)



Q.37. Do you think that in general people have more or less privacy in this country than they used to have?

If more, RUNNING PROMPT {Very much more.....1  
{A bit more.....2

No change (Spontaneous).....3

If less, RUNNING PROMPT {A bit less.....4  
{Very much less.....5

Q.38. In what ways do you think people have more/less privacy?

OFFICE USE (00)

Q.39. Do you think that you yourself have more or less privacy than you did five years ago?

If more, RUNNING PROMPT {Very much more.....1  
{A bit more.....2

No change (Spontaneous).....3

If less, RUNNING PROMPT {A bit less.....4  
{Very much less.....5

Q.40. In what ways do you think you yourself have more/less privacy than you did 5 years ago?

OFFICE USE (00)



Q. 41-50.

Q.41.        The Government has set up a committee to look into the question of privacy, and we are trying to find out for them whether people think their privacy has been invaded or seriously disturbed and if so in what ways. In general we have found that people seem to think that privacy means keeping other people out of your affairs, not being pestered or pried upon.

Has anything happened to you in the last 5 years at home or elsewhere which you think of as an invasion of your privacy?

YES.....1 Ask details of incident (Q.42)

NO.....2 Ask (Q.51)

Q.42.        Can you tell me what happened?

OFFICE USE  
(00)

Q.43.        INTERVIEWER CHECK & RECORD Who was responsible for the invasion?

OFFICE USE  
(000)

Q.44.        INTERVIEWER CHECK & RECORD When did it happen?

Still going on.....1 Up to 1 year ago.....4  
Up to 3 months ago....2 Up to 3 years ago.....5  
Up to 6 months ago....3 Up to 5 years ago.....6

Q.45.        Were you annoyed, or upset, or not? Not annoyed/upset.....1  
Annoyed {RUNNING Just a bit annoyed/upset.....2  
{PROMPT Very annoyed/upset.....3

Q.46.        INTERVIEWER CHECK & RECORD What action did informant take?

OFFICE USE  
(00)

Q.47.        INTERVIEWER CHECK & RECORD Did (the action) make the invasion stop?

Invasion stopped.....1  
Invasion continued.....2

Q.48. Do you think this kind of invasion of privacy should or should not be against the law?

Should.....1

Should not.....2

Q.49. Has anything else happened to you in the last 5 years which you think of as an invasion of your privacy? YES.....1 Ask details (Q.52.)

Q.50. (00) NO.....2 Ask Q.61.

Q. 51-60.

Q.51. Has anything happened to you in the last 12 months which you think of as an invasion of your privacy?

YES.....1

Ask details (Q.52)

NO.....2

Ask Q.61.

Q.52. Could you tell me what happened?

Q.53. INTERVIEWER CHECK & RECORD Who was responsible for the invasion?

OFFICE USE  
(00)

OFFICE USE  
(00)  
(000)

Q.54. INTERVIEWER CHECK & RECORD When did it happen?

Still going on.....1

Up to 1 year ago.....4

Up to 3 months.....2

Up to 3 years ago.....5

Up to 6 months.....3

Up to 5 years ago.....6

Q.55. Were you annoyed or upset, or not?

Not annoyed/upset.....1

Annoyed {  
RUNNING  
PROMPT

Just a bit annoyed/upset....2

Very annoyed/upset.....3

Q.56. INTERVIEWER CHECK & RECORD What action did informant take?

OFFICE USE  
(00)

Q.57. INTERVIEWER CHECK & RECORD Did (the action) make the invasion stop?

Invasion stopped.....1

Invasion continued.....2

Q.58. Do you think this kind of invasion of privacy should or should not be against the law?

Should.....1

Should not.....2

Q.59. Has anything else happened to you in the last 5 years which you think of as an invasion of your privacy?

YES.....1 Ask details on separate sheet

NO.....2 Go to Q.61.

Q.60. (00)  
→ always 00



I am going to read out some of the ways in which people have said their privacy has been invaded.

Q.61-67. Thinking now only of the last year, do you think the privacy of your home has been invaded or seriously disturbed by:

READ DETAILS OF EACH INCIDENT AS MENTIONED BY INFORMANT.

	<u>YES</u>	<u>NO</u>	<u>Already described</u>
Q.61. any of your neighbours?.....	1.....	2.....	3.....
Q.62. anyone from your work?.....	1.....	2.....	3.....
Q.63. a private detective or — private enquiry agency?.....	1.....	2.....	3.....
Q.64. a caller at the door?.....	1.....	2.....	3.....
Q.65. anything you have received — through the post?.....	1.....	2.....	3.....
Q.66. anyone telephoning you?.....	1.....	2.....	3.....
Q.67. anyone else?.....	1.....	2.....	3.....

Q.68-70. Do you think your privacy have been invaded or seriously disturbed in the last year by the publication or reporting of information about you?

	<u>YES</u>	<u>NO</u>	<u>Already described</u>
Q.68. in a newspaper?.....	1.....	2.....	3.....
Q.69. on radio or television?.....	1.....	2.....	3.....
Q.70. by private letters or other matters being made generally available in some way?.....	1.....	2.....	3.....

Q.71-75. Do you think your privacy had been invaded or seriously disturbed in the last year by the information about your personal affairs being obtained and used by;

	<u>YES</u>	<u>NO</u>	<u>Already described</u>
Q.71. your employer or a prospective employers?...	1.....	2.....	3.....
Q.72. your own or your children's — school or college?.....	1.....	2.....	3.....
Q.73. shopkeepers or tradesmen?.....	1.....	2.....	3.....
Q.74. a computer or data-bank?.....	1.....	2.....	3.....
Q.75. a credit rating agency?.....	1.....	2.....	3.....

Q.76. Do you think your privacy has been invaded or seriously disturbed in any other way in the past year?

<u>YES</u>	<u>NO</u>	<u>Already described</u>
1	2	3

Q.77-85.

Q.77. Can you tell me what happened?

OFFICE USE  
(00)

—

Q.78. INTERVIEWER CHECK & RECORD Who was responsible for  
the invasion?

OFFICE USE

~~(00)~~

(000)

Q.79. INTERVIEWER CHECK & RECORD When did it happen?

Still going on.....1

Up to 6 months ago.....3

Up to 3 months ago....2

Up to 1 year ago.....4

Q.80. Were you annoyed or upset, or not?

RUNNING {  
PROMPT {

Not annoyed/upset.....1

Just a bit annoyed/upset.....2

Very annoyed/upset.....3

Q.81. INTERVIEWER CHECK & RECORD What action did  
informant take?

OFFICE USE  
(00)

—

Q.82. INTERVIEWER CHECK & RECORD Did (the action) make the invasion stop?

Invasion stopped.....1

Invasion continued.....2

Q.83. Do you think this kind of invasion of privacy should or should not be  
against the law?

Should.....1

Should not.....2

Q.84. INTERVIEWER CHECK & RECORD

Other incidents from same prompt .....1

Record on Page 10

No more incidents under this prompt....2

Return to page 8

Page 8 completed.....3

Ask Q.104

Q.85. (00)

↓

always 00

Q.86-94.

Q.86. Can you tell me what happened?

OFFICE USE  
(00)

Q.87. INTERVIEWER CHECK & RECORD Who was responsible for the invasion?

OFFICE USE  
(00)000

Q.88. INTERVIEWER CHECK & RECORD When did it happen?

Still going on.....1 Up to 6 months ago.....3  
Up to 3 months ago...2 Up to 1 year ago.....4

Q.89. Were you annoyed or upset, or not?

RUNNING {  
PROMPT {

Not annoyed/upset.....1  
Just a bit annoyed/upset.....2  
Very annoyed/upset.....3

Q.90. INTERVIEWER CHECK & RECORD What action did informant take?

OFFICE USE  
(00)

Q.91. INTERVIEWER CHECK & RECORD Did (the action) make the invasion stop?

Invasion stopped.....1  
Invasion continued.....2

Q.92. Do you think this kind of invasion of privacy should or should not be against the law?

Should.....1  
Should not.....2

Q.93. INTERVIEWER CHECK & RECORD

Other incidents from same prompt.....1 Record on Page 11  
No more incidents under this prompt....2 Return to page 8  
Page 8 completed.....3 Ask Q.104

Q.94. (00)  
↓  
always 00

Q.95-103.

Q.95. Can you tell me what happened?

OFFICE USE  
(00)

Q.96. INTERVIEWER CHECK & RECORD Who was responsible for the invasion?

OFFICE USE  
(00) 000

Q.97. INTERVIEWER CHECK & RECORD When did it happen?

Still going on.....1  
Up to 3 months ago...2

Up to 6 months ago.....3  
Up to 1 year ago.....4

Q.98. Were you annoyed or upset, or not?

RUNNING{  
PROMPT {

Not annoyed/upset.....1  
Just a bit annoyed/upset.....2  
Very annoyed/upset.....3

Q.99. INTERVIEWER CHECK & RECORD What action did informant take?

OFFICE USE  
(00)

Q.100. INTERVIEWER CHECK & RECORD Did (the action) make the invasion stop?

Invasion stopped.....1  
Invasion continued.....2

Q.101. Do you think this kind of invasion of privacy should or should not be against the law?

Should.....1  
Should not.....2

Q.102. INTERVIEWER CHECK & RECORD

Other incidents from same prompt.....1  
No more incidents under this prompt....2  
Page 8 completed.....3

Record on  
separate sheets  
Return to page 8  
Ask Q.104

Q.103. (00)

always 00

The Government Committee are considering some sorts of things which people might say are invasions of their privacy. I will read out these examples and then ask how you would feel if the incident happened to you.

Q. 104-6. Your house has been built so close to your next door neighbours that it is very easy for them to see what you are doing in your living room. They take advantage of this and always seem to be watching you.

Q. 104. If this happened to you, would you regard the people watching you as an invasion of your privacy or not?

YES.....1

NO.....2

Q. 105. Would you be annoyed or upset by it or not?

RUNNING

PROMPT

Not annoyed/upset.....1

{Just a bit annoyed/upset.....2

{Very annoyed/upset.....3

Q. 106. Do you think it should be prohibited by law, or not? YES.....1

NO.....2

Q. 107-9. At various points at the place where you work closed circuit television cameras have been fixed up, without any explanation being given. As well as the main entrance, they also watch the accounts office, the main workshop, and the entrance to the canteen.

Q. 107. If this happened to you, would you regard the use of closed circuit television at work as an invasion of your privacy, or not. YES.....1

NO.....2

Q. 108. Would you be annoyed or upset by it or not?

RUNNING

PROMPT

Not annoyed/upset.....1

{Just a bit annoyed/upset.....2

{Very annoyed/upset.....3

Q. 109. Do you think it should be prohibited by law or not? YES.....1

NO.....2

Q. 110-12. You discover from your neighbours that they have been approached by a private detective who has been trying to find out where you live. You later find out that he is acting on behalf of a long-lost relative who is trying to trace you,

Q. 110. If this happened to you, would you regard the private detective asking questions as an invasion of your privacy, or not? YES.....1

NO.....2

Q. 111. Would you be annoyed or upset by it or not?

RUNNING

PROMPT

Not annoyed/upset.....1

{Just a bit annoyed/upset.....2

{Very annoyed/upset.....3

Q. 112. Do you think it should be prohibited by law, or not? YES.....1

NO.....2

Q. 113-15. Two people call at your home and ask you to buy literature about a particular religious faith. You tell them you are not interested, but they persist in telling you what it is all about until you lose patience and close the door.

Q. 113. If this happened to you, would you regard their persistence in talking to you as an invasion of your privacy, or not? YES.....1

NO.....2

Q. 114. Would you be annoyed or upset by it or not?

RUNNING

PROMPT

Not annoyed/upset.....1

{Just a bit annoyed/upset.....2

{Very annoyed/upset.....3

Q. 115. Do you think it should be prohibited by law, or not? YES.....1

NO.....2



- Q. 116-18. Amongst your post one morning is a fat envelope addressed to "the Occupier" at your address. It contains a lot of glossy brochures advertising holidays in Spain.
- Q. 116. If this happened to you, would you regard the brochures as an invasion of your privacy, or not? YES.....1  
NO.....2
- Q. 117. Would you be annoyed or upset by it Not annoyed/upset.....1  
or not? RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3
- Q. 118. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2
- 
- Q. 119-21. Also amongst your post is a plain envelope addressed to you. It contains a brochure advertising an illustrated manual of sexual techniques.
- Q. 119. If this happened to you, would you regard the brochure as an invasion of your privacy or not? YES.....1  
NO.....2
- Q. 120. Would you be annoyed or upset by it Not annoyed/upset.....1  
or not? RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3
- Q. 121. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2
- 
- Q. 121-24. When an aunt dies and leaves you a lot of money, the full details of her will are published in both the national and local newspapers, mentioning you by name.
- Q. 122. If this happened to you, would you regard the publication of the details of the will as an invasion of your privacy, YES.....1  
or not? NO.....2
- Q. 123. Would you be annoyed or upset by it Not annoyed/upset.....1  
or not? RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3
- Q. 124. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2
- 
- Q. 125-27. While you are watching a television programme about Christmas shoppers, the camera shows you yourself trying on a hat. The commentary is rather scathing at this point. You had no idea you were being photographed.
- Q. 125. If this happened to you, would you regard the fact that you had been filmed without giving permission as an invasion of your privacy, or not? YES.....1  
NO.....2
- Q. 126. Would you be annoyed or upset by it Not annoyed/upset.....1  
or not? RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3
- Q. 127. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2
- 
- Q. 128-30. When you apply for an attractive new job, the application form asks for details of your father's birth place, occupation and career. National Security does not seem to be involved in the job.
- Q. 128. If this happened to you, would you regard the details asked for about your father on the application form as an YES.....1  
invasion of your privacy or not? NO.....2
- Q. 129. Would you be annoyed or upset by it Not annoyed/upset.....1  
or not? RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3
- Q. 130. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2

Q.131-33. One evening you attend a re-union of some of your old friends whom you have not seen for many years. Unfortunately you have too much to drink and on your way home are arrested for being drunk and disorderly. When the case comes before the magistrates you are discharged without being punished. The following week your local paper reports the case and gives your name, age, occupation and address.

Q.131. If this happened to you, would you regard the publication of these details about you as an invasion of your privacy or not?

YES.....1

NO.....2

Q.132. Would you be annoyed or upset by it or not? Not annoyed/upset.....1  
RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3

Q.133 Do you think it should be prohibited by law, or not? YES.....1  
NO.....2

Q.134-36. When you wanted to buy a new washing machine recently, you asked for hire purchase terms. The dealer told you that before giving you credit, he would have to check with a credit rating agency.

Q.134. If this happened to you, would you regard the credit rating agency knowing anything about you as an invasion of your privacy, or not?

YES.....1

NO.....2

Q.135. Would you be annoyed or upset by it or not? Not annoyed/upset.....1  
RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3

Q.136. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2

Q.137-39. When you visit your local public library, you find that the electoral register containing you name and address is available for anyone to look at who wants to.

Q.137. Do you think that the fact that the electoral register is available to anyone is an invasion of your privacy, or not?

YES.....1

NO.....2

Q.138. Are you annoyed or upset by it or not? Not annoyed/upset.....1  
RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3

Q.139. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2

Q.140-42. In a few years from now, it may be technically possible for details of your life such as family circumstances, financial situation, political views and so on to be recorded on a big central computer, with any of the information being available to anyone who asks for it.

Q.140. If this happened to you, would you regard this central record as an invasion of your privacy or not?

YES.....1

NO.....2

Q.141. Would you be annoyed or upset by it or not? Not annoyed/upset.....1  
RUNNING {Just a bit annoyed/upset.....2  
PROMPT {Very annoyed/upset.....3

Q.142. Do you think it should be prohibited by law, or not? YES.....1  
NO.....2

Q.143-156.

I would like to ask you about how you would feel if certain types of information were known about you. Would you object to any of the following being available to anyone who wanted to know?

Yes(would object)    No(would not object)

Q.143.	Your address.....	1.....	2
Q.144.	Your telephone number.....	1.....	2
Q.145.	Your/your wife's maiden name.....	1.....	2
Q.146.	Your nationality.....	1.....	2
Q.147.	Your racial origin.....	1.....	2
Q.148.	Your occupation.....	1.....	2
Q.149.	Your education.....	1.....	2
Q.150.	Your political views.....	1.....	2
Q.151.	Your religious views.....	1.....	2
Q.152.	Your main leisure activities.....	1.....	2
Q.153.	Your income.....	1.....	2
Q.154.	Details of your sex-life.....	1.....	2
Q.155.	Your medical history.....	1.....	2

Q.156. As I have mentioned this survey is being carried out for the Committee on Privacy. Is there anything else you would like to say on the subject?

OFFICE USE (oo)



# CLASSIFICATION SECTION

Sex P-7 157  
 Male.....1  
 Female.....2 P-8  
Age last birthday(Write in).....00

Code 18-30.....1  
 31-44.....2  
 45-64.....3  
 65+.....4

Marital Status P-10 160

Married.....1  
 Single.....2  
 W/D/S.....3

Employment Status P-11 161

Full time.....1  
 Part time.....2  
 Unemployed.....3  
 Not working - retired.....4  
 -housewife.....5  
 Others.....6  
 - specify.....

Age completed full time education

P-12 162

14 & under.....1  
 15.....2  
 16.....3  
 17/18.....4  
 19 & over.....5

No. of persons in household P-13 163

Write in.....00

Are there any children(in h/h)who go to school?

P-14 164

Yes.....1  
 No.....2

How long have you lived in this accommodation? P-15 165

Up to one year.....1  
 Up to 5 years.....2  
 More than 5 years...3

## Tenure

Owner occupied(inc.mortgage).....1  
 Privately rented,furnished.....2  
 Privately rented,unfurnished.....3  
 Rented from council.....4  
 Rent free.....5  
 Boarder.....6  
 Others(specify).....7

Occupation of Informant if not h/o/h

Occupation of h/o/h

Occupation.....

Industry

Employee T  
 Self employed V

If manager, superintendent or self employed no. of employed in the establishment P-17

25 or more...W  
 1-24.....X  
 None.....Y  
 D.N.A.....Z

OFFICE USE

167 (00)

↑  
 Socio-economic group

BY OBSERVATION

168 P-18

Whole house detached.....1  
 semi-detached.....2  
 terraced.....3  
 Flat/maisonette ,self-contained  
 Basement/ground floor.....4  
 1-3 floor.....5  
 4th floor & above.....6  
 Rooms.....7  
 Caravan.....8  
 Others (specify).....9

169 P-19

W.....1  
 C.....2

170 P-20  
 (00)  
 Industry of  
 Head of Household