



**Understanding and improving data linkage consent in surveys:
Questionnaires**

February 2020

Annette Jäckle (University of Essex)

Jonathan Burton (University of Essex)

Mick P. Couper (University of Michigan)

Thomas F. Crossley (European University Institute)

Sandra Walzenbach (University of Essex)



Contents

Questionnaire: Sample 1 Wave 1 (May 2018).....	1
Questionnaire: Sample 1 Wave 2 (May 2019)	32
Questionnaire: Sample 2 Wave 1 (December 2019).....	58

Acknowledgements:

These questionnaires were developed as part of a research project funded by the Nuffield Foundation with co-funding from the ESRC (OSP/43279). The questionnaires were implemented on the PopulusLive online access panel by NatCen Social Research. The data will be made available via the UK Data Service. The Nuffield Foundation is an independent charitable trust with a mission to advance social well-being. It funds research that informs social policy, primarily in Education, Welfare, and Justice. It also funds student programmes that provide opportunities for young people to develop skills in quantitative and qualitative methods. The Nuffield Foundation is the founder and co-funder of the Nuffield Council on Bioethics and the Ada Lovelace Institute. The Foundation has funded this project, but the views expressed are those of the authors and not necessarily the Foundation. Visit www.nuffieldfoundation.org.

CONSENT ACCESS PANEL QUESTIONNAIRE

Sample I Wave I (May 2018)

GENERAL INFO FOR PROGRAMMING

Scripting note

Please show 'Don't know / Prefer not to say' answer options if respondent clicks 'Next' without answering the question.

Paradata to collect

- user agent string
- time stamps
- which if any links are clicked on particular pages
- Detailed navigation information on the order of pages visited – are respondents moving backwards & forwards through the questionnaire?
- What answer options are being selected at each page visit – are respondents initially consenting then changing their answers, or returning to a page to change their answer?

Questions used for routing

ConsentGroup - Treatment group random assignment

- 1 Easy
- 2 Difficult (Standard)
- 3 Most sensitive first-sequence
- 4 Most sensitive first-joint request
- 5 Most sensitive first-single response
- 6 Least sensitive first-sequence
- 7 Least sensitive first-joint request
- 8 Least sensitive first-single response
- 9 Consent as default
- 10 Additional information with follow up
- 11 Additional information

Sample indicator

- 1 Pilot
- 2 Main Study

Diagram version of flowchart explaining linkage

- 1 Version A (easy)
- 2 Version B (difficult)

Wave

- I. Wave one
- II. Wave two

Summary of test's design

Consent Group	1	2	3	4	5	6	7	8	9	10	11
Wave	I / II	I / II	I	I	I	I / II	I / II	I	I	I	I
Sample	1 / 2	1 / 2	2	2	2	1 / 2	1 / 2	2	2	2	2
Diagram	A	B	A	A	A	A	A	A	A	A	A
Questions	One	One	Five	Five	One	Five	Five	One	One	Two	One
Pages	One	One	Five	Five	One	Five	One	One	One	Two	One
Text fill <small>question(s)</small>	N	N	S	S	N	S	S	N	N	N	N
Text fill <small>gov/HMRC</small>	HM	HM	GOV	GOV	GOV	GOV	GOV	GOV	HM	HM	HM

QUESTIONNAIRE

Introduction

Intro [VARLAB - Introductory statement]

Thank you for participating in this survey. As part of the survey we will collect anonymous data about how you complete this survey. This includes information about how long it takes you to complete the survey, what type of device you use to complete the survey, and how you navigate through the questionnaire. We will remove any identifying information from the responses to the survey questions and the additional data we collect. The survey is being conducted on behalf of the University of Essex, and anonymous data will be deposited with the UK Data Service, through which academic researchers can access the data.

Please select >> to continue

Intro2 [VARLAB - Current legislation statement]

Universe - Ask all

To ensure we are compliant with all current legislation we need to make you aware of the following. This project collects sensitive personal data for social science research purposes, with Populus Data Solutions acting as Data Controller.

The sensitive personal data collected includes the following categories:

- Your personal opinions
- Your physical or mental health

Please note data is always anonymised and we will not report data on an individual level. Are you happy for us to collect this information?

1. Yes
2. No

Demographic screening questions

Sex [VARLAB – Sex]

Universe - If Intro2=1

Are you...

Please select one only

1. Female
2. Male
3. Other (please specify) _____
4. Prefer not to say

Age [VARLAB - Date of birth]

Universe - Ask all

Please enter your date of birth.

Please enter the date in the format *dd/mm/yyyy*, so 12th June 1970 would be entered as 12/06/1970.

[textbox]

Qfhigh [VARLAB - Highest educational qualification]

Universe - Ask all

What is the highest level of education you have completed?

Please select one only

1. No formal qualifications
2. GCSE / CSE / O-level
3. AS Level
4. A-Level / Scottish Highers
5. Degree (undergraduate qualification or equivalent)
6. Masters / MBA / MSC (postgraduate qualification or equivalent)
7. PhD (postgraduate qualification or equivalent)

Consent background questions**FrReadbk [VARLAB - Frequency of reading books, magazines, or newspapers]**

Universe - Ask all

How often do you read books, magazines, or newspapers?

Please select one only

1. Every day
2. Several times a week
3. Once a week
4. Less than once a week
5. Rarely or never

FrListmus [VARLAB - Frequency of listening to music]

Universe - Ask all

How often do you listen to music?

Please select one only

1. Every day
2. Several times a week
3. Once a week
4. Less than once a week
5. Rarely or never

Frwatchtv [VARLAB - Frequency of watching television]

Universe - Ask all

How often do you watch television?

Please select one only

1. Every day
2. Several times a week
3. Once a week
4. Less than once a week
5. Rarely or never

Attitudes towards data sharing

DtaAttda [VARLAB - Attitudes towards data sharing statement A]

Universe - Ask all

To what extent do you agree or disagree with the following statements about sharing personal information?

I do not mind sharing personal information as nowadays everyone is doing this anyway

Please select one only

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

DtaAttdb [VARLAB - Attitudes towards data sharing statement B]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

You cannot live in the modern world without sharing personal information

Please select one only

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

DtaAttdc [VARLAB - Attitudes towards data sharing statement C]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

When you provide personal information you never know who else is going to see it

Please select one only

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

DtaAttd [VARLAB - Attitudes towards data sharing statement D]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

I do not mind sharing personal information in return for a product or service that I want

Please select one only

1. Strongly Agree
2. Agree
3. Neither Agree nor Disagree
4. Disagree
5. Strongly Disagree

Privacy [VARLAB - Concerns about privacy]

Universe - Ask all

In general, how worried are you about your personal privacy?

Please select one only

1. Very worried
2. Somewhat worried
3. Not very worried
4. Not worried at all

DtaScrt [VARLAB - Concerns about data security]

Universe - Ask all

Different private and public organizations have personal information about us. How concerned are you about whether or not they keep this information confidential?

Please select one only

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not concerned at all

DtaBhve [VARLAB - Data sharing behaviours]

Universe - Ask all

Which of the following do you do?

Please select all that apply

1. Post text on social media websites or apps
2. Post images of yourself, family or friends online
3. Post videos online
4. Download apps onto your smartphone or tablet
5. Make purchases online (for example booking train tickets, buying clothes, ordering food)
6. Use online banking (for example checking account balance, transferring money)
7. Use GPS/location-aware apps (for example Google Maps)
8. None of these

RdTou [VARLAB - Whether reads app terms of use]

Universe - If DtaBhve = 4 // If respondent download apps onto their smartphone or tablet
How often do you read the terms of use ("end user licence agreement") when you download apps?
Please select one only

1. Always
2. Sometimes
3. Seldom
4. Never

Demographic questions**Country [VARLAB - Country of residence]**

Universe - Ask all

Which of the following describes where you live?

Please select one only

1. Scotland
2. North East
3. North West
4. Yorkshire and the Humber
5. West Midlands
6. East Midlands
7. Wales
8. East of England
9. London
10. South East
11. South West
12. Northern Ireland

Display note - GRID START.

HHcomp [VARLAB - Household composition]

Universe - Ask all

Thinking about the people who live in your household...

Please enter your answers in the boxes below.

HHcompa. How many are children aged 0-4? [textbox]

HHcompb. How many are children aged 5-15? [textbox]

HHcompc. Including yourself, how many are aged 16 or older? [textbox] [hard check: should be 1 or larger]

Display note - GRID END.

Jbstat [VARLAB - Current economic activity]

Universe - Ask all

Which of these best describes your current employment situation? If more than one applies to you then please choose which best applies.

Please select one only

1. Self employed
2. In paid employment (full or part-time)
3. Unemployed
4. Retired
5. Looking after family or home
6. Full-time student
7. Long-term sick or disabled
8. Doing something else

DWPinc1 [VARLAB - Receives pension]

Universe - Ask all

Which of the following income sources do you receive?

Do you currently receive any NI or state retirement pension or pension credit?

- 1 Yes
- 2 No

DWPinc2 [VARLAB - Receives tax credits]

Universe - Ask all

Do you currently receive any other tax credits (such as child tax credit, working tax credit, disabled person's tax credit)?

- 1 Yes
- 2 No

DWPinc3 [VARLAB - Receives benefits]

Universe - Ask all

Do you currently receive any state benefits (such as child benefit, disability-related benefits, housing or council tax benefit, income support, job seekers allowance or universal credit)?

- 1 Yes
- 2 No

HI2gp [VARLAB - Visited GP in last 12 months]

Universe - Ask all

In the last 12 months, approximately how many times have you talked to, or visited a GP or family doctor about your own health? Please do not include any visits to a hospital.

Please select one only

0. None
1. One or two
2. Three to five
3. Six to ten
4. More than ten

HI2hop [VARLAB - Hosp or clinic out-patient last 12 months]

Universe - Ask all

And in the last 12 months, approximately how many times have you attended a hospital or clinic as an out-patient or day patient? Please do not include any visits to accident and emergency.

Please select one only

0. None
1. One or two
2. Three to five
3. Six to ten
4. More than ten

Hosp [VARLAB - Hosp or clinic in-patient last 12 months]

Universe - Ask all

In the last 12 months, how many days have you spent in a hospital or clinic as an in-patient overnight or longer, including for childbirth?

Please select one only

0. None
1. One or two
2. Three to five
3. Six to ten
4. More than ten

Hstype [VARLAB -**Universe** - Ask all

Which type of dwelling do you live in?

Please select one only

1. Detached house/bungalow
2. Semi-detached house/bungalow
3. Terrace house/bungalow
4. Flat/maisonette (under 10 dwellings)
5. Flat/maisonette (10+ dwellings)
6. Bedsitter
7. Other (write in)

Hsownd [VARLAB - House owned or rented]**Universe** - Ask all

Does your household own this accommodation outright, is it being bought with a mortgage, is it rented or does it come rent-free?

Please select one only

1. Owned outright
2. Owned/being bought on mortgage
3. Shared ownership (part-owned part-rented)
4. Rented
5. Rent free
6. Other (write in)

Fuelhave [VARLAB - Types of fuel in accommodation]**Universe** - Ask all

Which of the following types of domestic fuel do you have in your accommodation?

Please select all that apply

- 1 Electricity
- 2 Gas, including Calor Gas
- 3 Oil
- 4 Other fuel, including solid fuel
- 5 None of these

Experimental Consent Questions

Group 1

ConsentQ1 [VARLAB - Group 1 Easy]

Universe - If ConsentGroup=1 and Sample=(1 or 2)

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 2

ConsentQ2 [VARLAB - Group 2 Difficult/Standard]

Universe - If ConsentGroup=2 and Sample=(1 or 2)

We would like to add records held by HM Revenue and Customs, or HMRC, containing information on your employment and self-employment history, your income, National Insurance contributions and tax credits. All information will be used for research purposes only by academic or policy researchers under restricted access arrangements which make sure that the information is used responsibly and safely.

Please read this [leaflet](#) and look at this [diagram](#) {Version B} explaining how we would like to attach your HMRC records to the answers you have given in this study.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 I have read the leaflet and am happy to give consent

2 I do not want to give consent

Group 3

ConsentQ3a [VARLAB - Most sensitive first sequence: HMRC]

Universe - If ConsentGroup=3 and Sample=2

Note: Put each question ConsentQ3a-ConsentQ3e on a separate page

[Page 1]

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

ConsentQ3b [VARLAB - Most sensitive first sequence: DWP]

Universe - If ConsentGroup=3 and Sample=2

[Page 2]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described for HMRC.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ3c [VARLAB - Most sensitive first sequence: BEIS]

Universe - If ConsentGroup=3 and Sample=2

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ3d [VARLAB - Most sensitive first sequence: Educ]

Universe - If ConsentGroup=3 and Sample=2

[Page 4]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ3e [VARLAB - Most sensitive first sequence: NHS]

Universe - If ConsentGroup=3 and Sample=2

[Page 5]

We would also like to add records held by the National Health Service, or NHS, to the answers you have given in this study. The NHS records contain information on your health treatment and use of health services. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

1 Yes

2 No

Group 4

ConsentQ4a [VARLAB - Most sensitive first-joint request: HMRC]

Universe - If ConsentGroup=4 and Sample=2

Note: Put all questions ConsentQ4a-ConsentQ4e on the same page

We would like to add records held by various government departments to the answers you have given in this study. If you agree:

- We will send the departments your name, address, sex and date of birth so that they can identify the records they have about you.
- We will not send the answers you have given in this study to the departments.
- The departments will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the records from the departments to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the departments in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Records held by HM Revenue and Customs, or HMRC, containing information about your current and previous employment, your income, National Insurance contributions and tax credits. Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

ConsentQ4b [VARLAB - Most sensitive first-joint request: DWP]

Universe - If ConsentGroup=4 and Sample=2

Records held by the Department for Work and Pensions, or DWP, containing information on your benefit claims and time on employment programs. Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ4c [VARLAB - Most sensitive first-joint request: BEIS]

Universe - If ConsentGroup=4 and Sample=2

Records held by the Department for Business, Energy and Industrial Strategy (BEIS), containing information on energy use and energy efficiency for each address in the country. Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ4d [VARLAB - Most sensitive first-joint request: Educ]

Universe - If ConsentGroup=4 and Sample=2

Records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} containing information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ4e [VARLAB - Most sensitive first-joint request: NHS]

Universe - If ConsentGroup=4 and Sample=2

Records held by the National Health Service, or NHS, containing information on your health treatment and use of health services. Do you give permission for us to pass your name, address, sex and date of birth to the NHS for this purpose?

1 Yes

2 No

Group 5**ConsentQ5 [VARLAB - Most sensitive first-single response]**

Universe - If ConsentGroup=5 and Sample=2

We would like to add records held by various government departments to the answers you have given in this study. If you agree:

- We will send the departments your name, address, sex and date of birth so that they can identify the records they have about you.
- We will not send the answers you have given in this study to the departments.
- The departments will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the records from the departments to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the departments in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

These are the data we would like to link:

- Records held by HM Revenue and Customs, or HMRC, containing information about your current and previous employment, your income, National Insurance contributions and tax credits.
- Records held by the Department for Work and Pensions, or DWP, containing information on your benefit claims and time on employment programs.
- Records held by the Department for Business, Energy and Industrial Strategy (BEIS), containing information on energy use and energy efficiency for each address in the country.
- Records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} containing information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained.
- Records held by the National Health Service, or NHS, containing information on your health treatment and use of health services.

Do you give permission for us to pass your name, address, sex and date of birth to these departments to link your data?

- 1 Yes
- 2 No

Group 6

ConsentQ6a [VARLAB - Least sensitive first sequence: NHS]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 1]

We would like to add records held by the National Health Service, or NHS, to the answers you have given in this study. If you agree:

- We will send the NHS your name, address, sex and date of birth so that they can identify the records they have about you. The NHS records contain information on your health treatment and use of health services.
- We will not send the NHS the answers you have given in this study.
- The NHS will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the NHS records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the NHS in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

- 1 Yes
- 2 No

ConsentQ6b [VARLAB - Least sensitive first sequence: Educ]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 2]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described for the NHS.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ6c [VARLAB - Least sensitive first sequence: BEIS]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ6d [VARLAB - Least sensitive first sequence: DWP]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 4]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ6e [VARLAB - Least sensitive first sequence: HMRC]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 5]

We would also like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 7**ConsentQ7a [VARLAB - Least sensitive first-joint request: NHS]**

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Note: Put all questions ConsentQ7a-ConsentQ7e on the same page

We would like to add records held by various government departments to the answers you have given in this study. If you agree:

- We will send the departments your name, address, sex and date of birth so that they can identify the records they have about you.
- We will not send the answers you have given in this study to the departments.
- The departments will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the records from the departments to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the departments in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Records held by the National Health Service, or NHS, containing information on your health treatment and use of health services. Do you give permission for us to pass your name, address, sex and date of birth to the NHS for this purpose?

1 Yes

2 No

ConsentQ7b [VARLAB - Least sensitive first-joint request: Educ]**Universe** - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} containing information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ7c [VARLAB - Least sensitive first-joint request: BEIS]**Universe** - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Business, Energy and Industrial Strategy (BEIS), containing information on energy use and energy efficiency for each address in the country. Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ7d [VARLAB - Least sensitive first-joint request: DWP]**Universe** - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Work and Pensions, or DWP, containing information on your benefit claims and time on employment programs. Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ7e [VARLAB - Most sensitive first-joint request: HMRC]**Universe** - If ConsentGroup=7 and Sample=(1 or 2)

Records held by HM Revenue and Customs, or HMRC, containing information about your current and previous employment, your income, National Insurance contributions and tax credits. Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 8

ConsentQ8 [VARLAB - Least sensitive first-single response]

Universe - If ConsentGroup=8 and Sample=2

We would like to add records held by various government departments to the answers you have given in this study. If you agree:

- We will send the departments your name, address, sex and date of birth so that they can identify the records they have about you.
- We will not send the answers you have given in this study to the departments.
- The departments will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the records from the departments to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the departments in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

These are the data we would like to link:

- Records held by the National Health Service, or NHS, containing information on your health treatment and use of health services.
- Records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} containing information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained.
- Records held by the Department for Business, Energy and Industrial Strategy (BEIS), containing information on energy use and energy efficiency for each address in the country.
- Records held by the Department for Work and Pensions, or DWP, containing information on your benefit claims and time on employment programs.
- Records held by HM Revenue and Customs, or HMRC, containing information about your current and previous employment, your income, National Insurance contributions and tax credits.

Do you give permission for us to pass your name, address, sex and date of birth to these departments to link your data?

1 Yes

2 No

Group 9

ConsentQ9 [VARLAB - Consent as default]

Universe - If ConsentGroup=9 and Sample=2

We plan to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. This involves the following steps:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Press “next” to continue.

1. I do not want HMRC records to be added to my answers to this survey.

Group 10

ConsentQ10a [VARLAB - Additional information with follow up]

Universe - If ConsentGroup=10 and Sample=2

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 I need more information before making a decision

3 No

ConsentQ10b [VARLAB - Follow up]

Universe - If ConsentQ10a=2

[PAGE 2]

For more information on the data linkage, please read this [leaflet](#) and look at this [diagram](#) {Version A}.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC to link your data?

1 Yes

2 No

Group 11

ConsentQ11 [VARLAB - Additional information no follow up]

Universe - If ConsentGroup=11 and Sample=2

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 I need more information before making a decision

3 No

Consent follow up questions

CSUndstd2 [VARLAB - Subjective understanding of consent request]

Universe - Ask all

How well do you think you understand what would happen with your data, if you allowed us to link it to records held by {IF CONSENTGROUP = 1, 2, 9, 10, 11: HM Revenue and Customs? / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: government departments}?

Please select one only

- 1 I do not understand at all
- 2 I understand somewhat
- 3 I mostly understand
- 4 I completely understand

CCnfdnc2 [VARLAB - Confidence in linkage consent decision]

Universe - Ask all

We are interested in how people decide whether or not to give us permission to add data held by {IF CONSENTGROUP = 1, 2, 9, 10, 11: HM Revenue and Customs / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: government departments} to the answers they have given in this study.

How confident are you about the {IF CONSENTGROUP = 1, 2, 9, 10, 11: decision / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: decisions} you made?

Please select one only

- 1 very confident in my decision
- 2 confident in my decision
- 3 somewhat confident in my decision
- 4 not confident in my decision

CInfo2 [VARLAB - Whether respondent wanted more information]

Universe - Ask all

Was the amount of information presented on data linking too much, too little, or about right?

Please select one only

- 1 Too much information presented
- 2 Too little information presented
- 3 Amount of information was about right

CDcsn2 [VARLAB - Decision heuristics question]

Universe - Ask all

How did you decide whether to say "yes" or "no" in response to the {IF CONSENTGROUP = 1, 2, 5, 8, 9, 10, 11: question / IF CONSENTGROUP = 3, 4, 6, 7: questions} about data linkage?

Please select all of the answers that apply to you.

- 1 I thought about what would happen if I said "yes" or "no"
- 2 Instinct or gut feeling
- 3 I said what I usually say when I'm asked for information that is very personal
- 4 I thought about how much I trust the organisations involved
- 5 Something else (please specify)

CDcsn2oth [VARLAB - Decision something else]

Universe - If CDcsn1 = 5

How else did you decide whether to say “yes” or “no” in response to the {IF CONSENTGROUP = 1, 2, 5, 8, 9, 10, 11: question / IF CONSENTGROUP = 3, 4, 6, 7: questions} about data linkage?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

{OPEN TEXT BOX}

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

Filter note - FILTER START. Universe - Ask all

COUndstd2a [VARLAB - Objective understanding of consent request A]

To help us understand whether the explanation we gave you about linking {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC data / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: data held by government departments} and your answers to this study was clear or unclear, here are a few statements about how the linkage is done. Please specify whether you think each of the statements is true or false.

Please select one only per row

Every researcher can access the combined data via the Internet. [false]

1 True

2 False

COUndstd2b [VARLAB - Objective understanding of consent request B]

HM Revenue and Customs will combine the information they have with your answers to this study. [false]

1 True

2 False

COUndstd2c [VARLAB - Objective understanding of consent request C]

Researchers using the data will only have access to anonymous data. [true]

1 True

2 False

COUndstd2d [VARLAB - Objective understanding of consent request D]

The combined data can be used by HM Revenue and Customs to check that you have been paying your taxes. [false]

1 True

2 False

COUndstd2e [VARLAB - Objective understanding of consent request E]

HM Revenue and Customs will send us the information they have about you. [true]

1 True

2 False

COUndstd2f [VARLAB - Objective understanding of consent request F]

Your name, address, sex, and date of birth will be saved with the linked data. [false]

- 1 True
- 2 False

COUndstd2g [VARLAB - Objective understanding of consent request G]

We will send your name, address, sex, and date of birth to HM Revenue and Customs. [true]

- 1 True
- 2 False

COUndstd2h [VARLAB - Objective understanding of consent request H]

HM Revenue and Customs will send us future data about you, unless you object in writing. [true]

- 1 True
- 2 False

Display note - SCREEN END

Filter note - FILTER END

Linksrc [VARLAB - Linkage reassurance screen]

Universe - Ask all

Thank you for answering the True/False questions about the process of adding {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC data / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: data held by government departments}. Just to reassure you, the information you give us is always treated confidentially. Names, addresses and dates of birth are never included with the data. {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: Government departments} do not get access to the answers you have given in this study.

- 1 Continue

CData2 [VARLAB - Whether know what data HMRC has about them]

Universe - Ask all

Do you know which information HM Revenue and Customs hold about you?

Please select one only one

- 1 Yes, I know what information they hold about me
- 2 Yes, I have a rough idea what information they hold about me
- 3 No, I don't know what information they hold
- 4 They do not have any information about me

Filter note - FILTER START. Universe - Ask all

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CSensitive2a [VARLAB - How sensitive are the data to be linked A]

How sensitive do you think the data different government departments hold about you are?

Please select one only one per row

HM Revenue and Customs (HMRC)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2b [VARLAB - How sensitive are the data to be linked B]

The Department for Work and Pensions (DWP)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2c [VARLAB - How sensitive are the data to be linked C]

The Department for Business, Energy and Industrial Strategy (BEIS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2d [VARLAB - How sensitive are the data to be linked D]

The Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2e [VARLAB - How sensitive are the data to be linked E]

The National Health Service (NHS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

Display note - SCREEN END

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CTrust2b [VARLAB - Trust in data holding organisations B]

How much do you trust each of the following to keep the data they collect confidential, that is not share them with other parties or lose them?

Please select one only one per row

Populus

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2c [VARLAB - Trust in data holding organisations C]

HM Revenue and Customs

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2d [VARLAB - Trust in data holding organisations D]

National Health Service

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2e [VARLAB - Trust in data holding organisations E]

Department for Work and Pensions

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2f [VARLAB - Trust in data holding organisations F]

Banks

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2g [VARLAB - Trust in data holding organisations G]

Online retailers

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2h [VARLAB - Trust in data holding organisations H]

Social media platforms

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

Display note - SCREEN END

Filter note - FILTER END

Debrief1 [VARLAB - Debrief difficulty consent question]

Universe – Ask all

How easy or difficult was it for you to understand the {IF CONSENTGROUP = 1, 2, 5, 8, 9, 10, 11: question / IF CONSENTGROUP = 3, 4, 6,7: questions} asking for permission to add data held by {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: Government departments} to the answers you gave in this survey?

Please select one only one

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult
- 4 Very difficult

Debrief2 [VARLAB - Debrief difficulty flowchart]

Universe – If CONSENTGROUP<>10

How easy or difficult was it for you to understand the diagram explaining what happens if you allow government data to be added?

You can have another look at the diagram here {Version A if CONSENTGROUP = 1,3,4,5,6,7,8,9,11 / Version B if CONSENTGROUP = 2}.

Please select only one

- 1 Very easy
- 2 Somewhat easy
- 3 Somewhat difficult
- 4 Very difficult

Dbopen1 [VARLAB - Debrief open multiple consents]

Universe - If (CONSENTGROUP = 6 or 7 and Sample =1) or (CONSENTGROUP = 3, 4 and Sample =2) // Whether (pilot and and treatment group 6 or 7) or (main survey and treatment group surveyed only in W1)

What was your reaction to the set of questions asking for permission to link your survey data to data held by government departments?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

Please select only one

[Type here]

What did you like or dislike about these questions?

[Type here]

What made these questions easy or difficult to answer?

[Type here]

Display note - SCREEN START. Display all three text boxes on one screen.

Dbopen2 [VARLAB - Debrief open easy difficult]

Universe - If (CONSENTGROUP = 1 or 2 and Sample =1) or (CONSENTGROUP = 5, 8, 9, 10, 11 and Sample =2) // Whether (pilot and and treatment group 1 or 2) or (main survey and treatment group surveyed only in in W1)

What was your reaction to the question asking for permission to link your survey data to data held by a government department?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

[Type here]

What did you like or dislike about this question?

[Type here]

What made this question easy or difficult to answer?

[Type here]

Display note - SCREEN END.

Conclusion

Outro [VARLAB - End statement]

Universe – Ask all

Thank you for participating in this survey.

{ IF (SAMPLE = 1) OR (SAMPLE = 2 AND CONSENTGROUP = 3, 4, 5, 8, 9, 10, 11) // pilot sample or treatment groups who will be surveyed only in W1): Just before you go, we'd like to let you know that we will not actually link the answers from this survey to any other data sources: the purpose of this survey is to collect information about the attitudes and concerns of the general public about data sharing. We thank you for your help with this research.}

Sub [VARLAB - Submit data]

Thank you for your participation. Your opinions are important to us.

CONSENT ACCESS PANEL QUESTIONNAIRE

Sample I Wave II (May 2019)

GENERAL INFO FOR PROGRAMMING

Scripting note

Please show 'Don't know / Prefer not to say' answer options if respondent clicks 'Next' without answering the question.

Paradata to collect

- user agent string
- time stamps
- which if any links are clicked on particular pages
- Detailed navigation information on the order of pages visited – are respondents moving backwards & forwards through the questionnaire?
- What answer options are being selected at each page visit – are respondents initially consenting then changing their answers, or returning to a page to change their answer?

Questions used for routing

Scripting note: feed ConsentGroup forward from wave 1

- 1 Easy
- 2 Difficult (Standard)
- ~~3 Most sensitive first sequence [not in W2]~~
- ~~4 Most sensitive first joint request [not in W2]~~
- ~~5 Most sensitive first single response [not in W2]~~
- 6 Least sensitive first sequence
- 7 Least sensitive first joint request
- ~~8 Least sensitive first single response [not in W2]~~
- ~~9 Consent as default [not in W2]~~
- ~~10 Additional information with follow up [not in W2]~~
- ~~11 Additional information [not in W2]~~

Sample indicator

- 1 Pilot
- 2 Main Study

Diagram version of flowchart explaining linkage

- 1 Version A (easy)
- 2 Version B (difficult)

Wave

- I. Wave one (W1)
- II. Wave two (W2)

New feed-forward variable: Response to W1 consent question(s)

Feed forward variables containing the responses to the wave 1 consent questions:

ff_ConsentQ1 = ConsentQ1 from wave 1

ff_ConsentQ2 = ConsentQ2 from wave 1

ff_ConsentQ6* = ConsentQ6* from wave 1 (one variable for each of ConsentQ6a – ConsentQ6e)

ff_ConsentQ7* = ConsentQ7* from wave 1 (one variable for each of ConsentQ7a – ConsentQ7e)

New feed-forward variable: Response to W1 COUNTRY question

Feed forward variable containing the response to COUNTRY from the wave 1 questionnaire:

ff_country = Country from wave 1

Summary of test's design

Consent Group	1	2	3	4	5	6	7	8	9	10	11
Wave	I / II	I / II	I	I	I	I / II	I / II	I	I	I	I
Sample	1 / 2	1 / 2	2	2	2	1 / 2	1 / 2	2	2	2	2
Diagram	A	B	A	A	A	A	A	A	A	A	A
Questions	One	One	Five	Five	One	Five	Five	One	One	Two	One
Pages	One	One	Five	Five	One	Five	One	One	One	Two	One
Text fill question(s)	N	N	S	S	N	S	S	N	N	N	N
Text fill gov/HMRC	HM	HM	GOV	GOV	GOV	GOV	GOV	GOV	HM	HM	HM

QUESTIONNAIRE

Introduction

Intro [VARLAB - Introductory statement]

Thank you for participating in this survey. As part of the survey we will collect anonymous data about how you complete this survey. This includes information about how long it takes you to complete the survey, what type of device you use to complete the survey, and how you navigate through the questionnaire. We will remove any identifying information from the responses to the survey questions and the additional data we collect. The survey is being conducted on behalf of the University of Essex, and anonymous data will be deposited with the UK Data Service, through which academic researchers can access the data.

Please select >> to continue

Intro2 [VARLAB - Current legislation statement]

Universe - Ask all

To ensure we are compliant with all current legislation around GDPR we need to make you aware of the following:

- this project collects sensitive personal data for social science research purposes on behalf of the University of Essex;
- the sensitive personal data collected includes your personal opinions, your physical or mental health;
- Populus Data Solutions is acting as Data Controller;
- data is always anonymised and we will not report data on an individual level.

Full details of why we collect data and how it is used can be found in our Privacy Statement.

Are you happy for us to collect this information?

Please select one only

1. Yes
2. No

screening questions

Sex [VARLAB – Sex]

Universe - If Intro2=1

Are you...

Please select one only

5. Female
6. Male
7. Other (please specify) _____
8. Prefer not to say

Age [VARLAB - Date of birth]

Universe - Ask all

Please enter your date of birth.

Please enter the date in the format *dd/mm/yyyy*, so 12th June 1970 would be entered as 12/06/1970.

[textbox]

Qfhigh [VARLAB - Highest educational qualification]

Universe - Ask all

What is the highest level of education you have completed?

Please select one only

8. No formal qualifications
9. GCSE / CSE / O-level
10. AS Level
11. A-Level / Scottish Highers
12. Degree (undergraduate qualification or equivalent)
13. Masters / MBA / MSC (postgraduate qualification or equivalent)
14. PhD (postgraduate qualification or equivalent)

Consent background questions**FrReadbk [VARLAB - Frequency of reading books, magazines, or newspapers]**

Universe - Ask all

How often do you read books, magazines, or newspapers?

Please select one only

6. Every day
7. Several times a week
8. Once a week
9. Less than once a week
10. Rarely or never

FrListmus [VARLAB - Frequency of listening to music]

Universe - Ask all

How often do you listen to music?

Please select one only

6. Every day
7. Several times a week
8. Once a week
9. Less than once a week
10. Rarely or never

Frwatchtv [VARLAB - Frequency of watching television]

Universe - Ask all

How often do you watch television?

Please select one only

6. Every day
7. Several times a week
8. Once a week
9. Less than once a week
10. Rarely or never

Attitudes towards data sharing**DtaAttda [VARLAB - Attitudes towards data sharing statement A]**

Universe - Ask all

To what extent do you agree or disagree with the following statements about sharing personal information?

I do not mind sharing personal information as nowadays everyone is doing this anyway

Please select one only

6. Strongly Agree
7. Agree
8. Neither Agree nor Disagree
9. Disagree
10. Strongly Disagree

DtaAttdb [VARLAB - Attitudes towards data sharing statement B]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

You cannot live in the modern world without sharing personal information

Please select one only

6. Strongly Agree
7. Agree
8. Neither Agree nor Disagree
9. Disagree
10. Strongly Disagree

DtaAtt dc [VARLAB - Attitudes towards data sharing statement C]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

When you provide personal information you never know who else is going to see it

Please select one only

6. Strongly Agree
7. Agree
8. Neither Agree nor Disagree
9. Disagree
10. Strongly Disagree

DtaAttdd [VARLAB - Attitudes towards data sharing statement D]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

I do not mind sharing personal information in return for a product or service that I want

Please select one only

6. Strongly Agree
7. Agree
8. Neither Agree nor Disagree
9. Disagree
10. Strongly Disagree

Privacy [VARLAB - Concerns about privacy]

Universe - Ask all

In general, how worried are you about your personal privacy?

Please select one only

5. Very worried
6. Somewhat worried
7. Not very worried
8. Not worried at all

DtaScrty [VARLAB - Concerns about data security]

Universe - Ask all

Different private and public organizations have personal information about us. How concerned are you about whether or not they keep this information confidential?

Please select one only

5. Very concerned
6. Somewhat concerned
7. Not very concerned
8. Not concerned at all

DtaBhve [VARLAB - Data sharing behaviours]

Universe - Ask all

Which of the following do you do?

Please select all that apply

9. Post text on social media websites or apps
10. Post images of yourself, family or friends online
11. Post videos online
12. Download apps onto your smartphone or tablet
13. Make purchases online (for example booking train tickets, buying clothes, ordering food)
14. Use online banking (for example checking account balance, transferring money)
15. Use GPS/location-aware apps (for example Google Maps)
16. None of these

RdTou [VARLAB - Whether reads app terms of use]

Universe - If DtaBhve = 4 // If respondent download apps onto their smartphone or tablet

How often do you read the terms of use ("end user licence agreement") when you download apps?

Please select one only

5. Always
6. Sometimes
7. Seldom
8. Never

Demographic questions

Country [VARLAB - Country of residence]

Universe - Ask all

Which of the following describes where you live?

Please select one only

13. Scotland
14. North East
15. North West
16. Yorkshire and the Humber
17. West Midlands
18. East Midlands
19. Wales
20. East of England
21. London
22. South East
23. South West
24. Northern Ireland

Display note - GRID START.

HHcomp [VARLAB - Household composition]

Universe - Ask all

Thinking about the people who live in your household...

Please enter your answers in the boxes below.

HHcompa. How many are children aged 0-4? [textbox]

HHcompb. How many are children aged 5-15? [textbox]

HHcompc. Including yourself, how many are aged 16 or older? [textbox] [hard check: should be 1 or larger]

Display note - GRID END.

Jbstat [VARLAB - Current economic activity]

Universe - Ask all

Which of these best describes your current employment situation? If more than one applies to you then please choose which best applies.

Please select one only

9. Self employed
10. In paid employment (full or part-time)
11. Unemployed
12. Retired
13. Looking after family or home
14. Full-time student
15. Long-term sick or disabled
16. Doing something else

DWPinc1 [VARLAB - Receives pension]

Universe - Ask all

Which of the following income sources do you receive?

Do you currently receive any NI or state retirement pension or pension credit?

1 Yes

2 No

DWPinc2 [VARLAB - Receives tax credits]

Universe - Ask all

Do you currently receive any other tax credits (such as child tax credit, working tax credit, disabled person's tax credit)?

1 Yes

2 No

DWPinc3 [VARLAB - Receives benefits]

Universe - Ask all

Do you currently receive any state benefits (such as child benefit, disability-related benefits, housing or council tax benefit, income support, job seekers allowance or universal credit)?

1 Yes

2 No

HI2gp [VARLAB - Visited GP in last 12 months]

Universe - Ask all

In the last 12 months, approximately how many times have you talked to, or visited a GP or family doctor about your own health? Please do not include any visits to a hospital.

Please select one only

5. None
6. One or two
7. Three to five
8. Six to ten
9. More than ten

HI2hop [VARLAB - Hospital or clinic out-patient last 12 months]

Universe - Ask all

And in the last 12 months, approximately how many times have you attended a hospital or clinic as an out-patient or day patient? Please do not include any visits to accident and emergency.

Please select one only

5. None
6. One or two
7. Three to five
8. Six to ten
9. More than ten

Hosp [VARLAB - Hospital or clinic in-patient last 12 months]

Universe - Ask all

In the last 12 months, how many days have you spent in a hospital or clinic as an in-patient overnight or longer, including for childbirth?

Please select one only

5. None
6. One or two
7. Three to five
8. Six to ten
9. More than ten

Hstype [VARLAB – Type of dwelling lives in]

Universe - Ask all

Which type of dwelling do you live in?

Please select one only

8. Detached house/bungalow
9. Semi-detached house/bungalow
10. Terrace house/bungalow
11. Flat/maisonette (under 10 dwellings)
12. Flat/maisonette (10+ dwellings)
13. Bedsitter
14. Other (write in)

Hsownd [VARLAB - House owned or rented]

Universe - Ask all

Does your household own this accommodation outright, is it being bought with a mortgage, is it rented or does it come rent-free?

Please select one only

7. Owned outright
8. Owned/being bought on mortgage
9. Shared ownership (part-owned part-rented)
10. Rented
11. Rent free
12. Other (write in)

Fuelhave [VARLAB - Types of fuel in accommodation]

Universe - Ask all

Which of the following types of domestic fuel do you have in your accommodation?

Please select all that apply

- 1 Electricity
- 2 Gas, including Calor Gas
- 3 Oil
- 4 Other fuel, including solid fuel
- 5 None of these

Experimental Consent Questions

Group 1

ConsentQ1 [VARLAB - Group 1 Easy]

Universe - If ConsentGroup=1 and Sample=(1 or 2)

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 2

ConsentQ2 [VARLAB - Group 2 Difficult/Standard]

Universe - If ConsentGroup=2 and Sample=(1 or 2)

We would like to add records held by HM Revenue and Customs, or HMRC, containing information on your employment and self-employment history, your income, National Insurance contributions and tax credits. All information will be used for research purposes only by academic or policy researchers under restricted access arrangements which make sure that the information is used responsibly and safely.

Please read this [leaflet](#) and look at this [diagram](#) {Version B} explaining how we would like to attach your HMRC records to the answers you have given in this study.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 I have read the leaflet and am happy to give consent

2 I do not want to give consent

Group 6

ConsentQ6a [VARLAB - Least sensitive first sequence: NHS]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 1]

We would like to add records held by the National Health Service, or NHS, to the answers you have given in this study. If you agree:

- We will send the NHS your name, address, sex and date of birth so that they can identify the records they have about you. The NHS records contain information on your health treatment and use of health services.
- We will not send the NHS the answers you have given in this study.
- The NHS will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the NHS records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the NHS in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

1 Yes

2 No

ConsentQ6b [VARLAB - Least sensitive first sequence: Educ]

Universe - If ConsentGroup=6 and Sample=(1 or 2)

[Page 2]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described for the NHS.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ6c [VARLAB - Least sensitive first sequence: BEIS]**Universe** - If ConsentGroup=6 and Sample=(1 or 2)

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ6d [VARLAB - Least sensitive first sequence: DWP]**Universe** - If ConsentGroup=6 and Sample=(1 or 2)

[Page 4]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ6e [VARLAB - Least sensitive first sequence: HMRC]**Universe** - If ConsentGroup=6 and Sample=(1 or 2)

[Page 5]

We would also like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 7

ConsentQ7a [VARLAB - Least sensitive first-joint request: NHS]

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Note: Put all questions ConsentQ7a-ConsentQ7e on the same page

We would like to add records held by various government departments to the answers you have given in this study. If you agree:

- We will send the departments your name, address, sex and date of birth so that they can identify the records they have about you.
- We will not send the answers you have given in this study to the departments.
- The departments will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the records from the departments to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the departments in any way.

Please read this [leaflet](#) and look at this [diagram](#) {Version A} for further information.

Records held by the National Health Service, or NHS, containing information on your health treatment and use of health services. Do you give permission for us to pass your name, address, sex and date of birth to the NHS for this purpose?

1 Yes

2 No

ConsentQ7b [VARLAB - Least sensitive first-joint request: Educ]

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} containing information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ7c [VARLAB - Least sensitive first-joint request: BEIS]

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Business, Energy and Industrial Strategy (BEIS), containing information on energy use and energy efficiency for each address in the country. Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ7d [VARLAB - Least sensitive first-joint request: DWP]

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Records held by the Department for Work and Pensions, or DWP, containing information on your benefit claims and time on employment programs. Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ7e [VARLAB - Most sensitive first-joint request: HMRC]

Universe - If ConsentGroup=7 and Sample=(1 or 2)

Records held by HM Revenue and Customs, or HMRC, containing information about your current and previous employment, your income, National Insurance contributions and tax credits. Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Consent follow up questions**CSUndstd2 [VARLAB - Subjective understanding of consent request]**

Universe - Ask all

How well do you think you understand what would happen with your data, if you allowed us to link it to records held by {IF CONSENTGROUP = 1, 2, 9, 10, 11: HM Revenue and Customs? / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: government departments}?

Please select one only

- 1 I do not understand at all
- 2 I understand somewhat
- 3 I mostly understand
- 4 I completely understand

CCnfdnc2 [VARLAB - Confidence in linkage consent decision]

Universe - Ask all

We are interested in how people decide whether or not to give us permission to add data held by {IF CONSENTGROUP = 1, 2, 9, 10, 11: HM Revenue and Customs / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: government departments} to the answers they have given in this study.

How confident are you about the {IF CONSENTGROUP = 1, 2, 9, 10, 11: decision / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: decisions} you made?

Please select one only

- 1 Very confident in my decision
- 2 Confident in my decision
- 3 Somewhat confident in my decision
- 4 Not confident in my decision

CInfo2 [VARLAB - Whether respondent wanted more information]

Universe - Ask all

Was the amount of information presented on data linking too much, too little, or about right?

Please select one only

- 1 Too much information presented
- 2 Too little information presented
- 3 Amount of information was about right

CDcsn2 [VARLAB - Decision heuristics question]

Universe - Ask all

How did you decide whether to say “yes” or “no” in response to the {IF CONSENTGROUP = 1, 2, 5, 8, 9, 10, 11: question / IF CONSENTGROUP = 3, 4, 6, 7: questions} about data linkage?

Please select all of the answers that apply to you.

- 1 I thought about what would happen if I said “yes” or “no”
- 2 Instinct or gut feeling
- 3 I said what I usually say when I’m asked for information that is very personal
- 4 I thought about how much I trust the organisations involved
- 5 Something else (please specify)

CDcsn2oth [VARLAB - Decision something else]

Universe - If CDcsn2 = 5

How else did you decide whether to say “yes” or “no” in response to the {IF CONSENTGROUP = 1, 2, 5, 8, 9, 10, 11: question / IF CONSENTGROUP = 3, 4, 6, 7: questions} about data linkage?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

{OPEN TEXT BOX}

CDcsn2main [VARLAB - Decision heuristics question, main]

Universe - Ask if more than one option (including option 5) selected at CDcsn2

And which of these was the most important in your decision?

- 1 {IF CDcsn2 = 1: “I thought about what would happen if I said “yes” or “no””}
- 2 {IF CDcsn2 = 2: “Instinct or gut feeling”}
- 3 {IF CDcsn2 = 3: “I said what I usually say when I’m asked for information that is very personal”}
- 4 {IF CDcsn2 = 4: “I thought about how much I trust the organisations involved”}
- 5 {IF CDcsn2 = 5: “Something else”} - SCRIPT NOTE: Display the response at CDcsn2oth

CDcsn3 [VARLAB – Cognitive effort]

Universe - Ask all

On a scale of 0-10, where 0 is no effort at all and 10 is a great deal of effort, how much effort did you put into coming up with your {IF CONSENTGROUP = 1,2: 'answer'; IF CONSENTGROUP = 6,7:' answers '} about data linkage?

Please select one only

0 No effort at all

1

2

3

4

5

6

7

8

9

10 A great deal of effort

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

Filter note - FILTER START. Universe - Ask all

COUndstd2a [VARLAB - Objective understanding of consent request A]

To help us understand whether the explanation we gave you about linking {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC data / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: data held by government departments} and your answers to this study was clear or unclear, here are a few statements about how the linkage is done. Please specify whether you think each of the statements is true or false.

Please select one only per row

Every researcher can access the combined data via the Internet. [false]

1 True

2 False

COUndstd2b [VARLAB - Objective understanding of consent request B]

HM Revenue and Customs will combine the information they have with your answers to this study. [false]

1 True

2 False

COUndstd2c [VARLAB - Objective understanding of consent request C]

Researchers using the data will only have access to anonymous data. [true]

1 True

2 False

COUndstd2d [VARLAB - Objective understanding of consent request D]

The combined data can be used by HM Revenue and Customs to check that you have been paying your taxes. [false]

1 True

2 False

COUndstd2e [VARLAB - Objective understanding of consent request E]

HM Revenue and Customs will send us the information they have about you. [true]

- 1 True
- 2 False

COUndstd2f [VARLAB - Objective understanding of consent request F]

Your name, address, sex, and date of birth will be saved with the linked data. [false]

- 1 True
- 2 False

COUndstd2g [VARLAB - Objective understanding of consent request G]

We will send your name, address, sex, and date of birth to HM Revenue and Customs. [true]

- 1 True
- 2 False

COUndstd2h [VARLAB - Objective understanding of consent request H]

HM Revenue and Customs will send us future data about you, unless you object in writing. [true]

- 1 True
- 2 False

Display note - SCREEN END

Filter note - FILTER END

Linksrc [VARLAB - Linkage reassurance screen]

Universe - Ask all

Thank you for answering the True/False questions about the process of adding {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC data / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: data held by government departments}. Just to reassure you, the information you give us is always treated confidentially. Names, addresses and dates of birth are never included with the data. {IF CONSENTGROUP = 1, 2, 9, 10, 11: HMRC / IF CONSENTGROUP = 3, 4, 5, 6, 7, 8: Government departments} do not get access to the answers you have given in this study.

- 1 Continue

CData2 [VARLAB - Whether know what data HMRC has about them]

Universe - Ask all

Do you know which information HM Revenue and Customs hold about you?

Please select one only one

- 1 Yes, I know what information they hold about me
- 2 Yes, I have a rough idea what information they hold about me
- 3 No, I don't know what information they hold
- 4 They do not have any information about me

Filter note - FILTER START. Universe - Ask all

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CSensitive2a [VARLAB - How sensitive are the data to be linked A]

How sensitive do you think the data different government departments hold about you are?

Please select one only one per row

HM Revenue and Customs (HMRC)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2b [VARLAB - How sensitive are the data to be linked B]

The Department for Work and Pensions (DWP)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2c [VARLAB - How sensitive are the data to be linked C]

The Department for Business, Energy and Industrial Strategy (BEIS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2d [VARLAB - How sensitive are the data to be linked D]

The Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2e [VARLAB - How sensitive are the data to be linked E]

The National Health Service (NHS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

Display note - SCREEN END

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CTrust2b [VARLAB - Trust in data holding organisations B]

How much do you trust each of the following to keep the data they collect confidential, that is not share them with other parties or lose them?

Please select one only one per row

Populus

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2c [VARLAB - Trust in data holding organisations C]

HM Revenue and Customs

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2d [VARLAB - Trust in data holding organisations D]

National Health Service

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2e [VARLAB - Trust in data holding organisations E]

Department for Work and Pensions

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2f [VARLAB - Trust in data holding organisations F]

Banks

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2g [VARLAB - Trust in data holding organisations G]

Online retailers

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2h [VARLAB - Trust in data holding organisations H]

Social media platforms

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2i [VARLAB - Trust in data holding organisations I]

Universities in the UK

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

Display note - SCREEN END

Filter note - FILTER END

Followup1 [VARLAB – Follow up question, consistent consent]

Universe – If (ConsentGroup = 1 and (ff_ConsentQ1 = 1 and ConsentQ1 = 1) or (ff_ConsentQ1 = (2, DK, REF) and ConsentQ1 = (2, DK, REF))) or (ConsentGroup = 2 and (ff_ConsentQ2 = 1 and ConsentQ2 = 1) or (ff_ConsentQ2 = (2, DK, REF) and ConsentQ2 = (2, DK, REF))) // ask if in treatment group 1 or 2 and said ‘yes’ in both waves or not yes (i.e. any combination of ‘no’, DK, REF) in both waves

A year ago we also asked whether you would allow us to add records held by HMRC to the answers you gave in our survey. Do you remember what you said last time?

Please select one only

- 1 I said ‘yes’
- 2 I said ‘no’
- 3 I didn’t answer this question
- 4 I don’t remember what I said

Followup2a [VARLAB – Follow up question, consent withdrawn]

Universe – If (ConsentGroup = 1 and (ff_ConsentQ1 = 1 and ConsentQ1 = (2, DK, REF))) or (ConsentGroup = 2 and (ff_ConsentQ2 = 1 and ConsentQ2 = (2, DK, REF))) // ask if in treatment group 1 or 2 and said ‘yes’ in wave 1 and ‘no’, DK or REF in wave 2

SCRIPT NOTE: Randomise answer options

A year ago we also asked whether you would allow us to add records held by HMRC to the answers you gave in our survey. At that time you gave us permission to do so. Can you tell us why you have changed your mind and not allowed it this time?

Please select all of the answers that apply to you

- 1 I feel I’ve shared enough personal information already
- 2 I was more worried about what friends and family might say
- 3 I’ve become more worried about data security
- 4 I’ve stopped sharing personal information if possible
- 5 I’ve had a recent negative experience with HMRC
- 6 I recently experienced a breach of my personal data
- 7 I didn’t really give the question much thought
- 8 I thought I didn’t allow this last time
- 9 I don’t remember what I said last time
- 10 Something else

Followup2b [VARLAB – Follow up question, consent added]

Universe – If (ConsentGroup = 1 and (ff_ConsentQ1 = (2, DK, REF) and ConsentQ1 = 1)) or (ConsentGroup = 2 and (ff_ConsentQ2 = (2, DK, REF) and ConsentQ2 = 1)) // ask if in treatment group 1 or 2 and said ‘no’, DK or REF in wave 1 and ‘yes’ in wave 2

SCRIPT NOTE: Randomise answer options

A year ago we also asked whether you would allow us to add records held by HMRC to the answers you gave in our survey. At that time you did not give us permission to do so. Can you tell us why you have changed your mind and said ‘yes’ this time?

Please select all of the answers that apply to you

- 1 I feel I’ve shared so much information already this doesn’t make a difference
- 2 I was less worried about what friends and family might say
- 3 I’ve become less worried about data security
- 4 I’m more comfortable with sharing personal information
- 5 I’ve had a recent positive experience with HMRC
- 6 I didn’t really give the question much thought
- 7 I thought I allowed this last time
- 8 I don’t remember what I said last time
- 9 Something else

Followup3 [VARLAB – Follow up question, open]

Universe – If (ConsentGroup = 1 and (ff_ConsentQ1 = 1 and ConsentQ1 = (2, REF, DK)) or (ff_ConsentQ1 = (2, REF, DK) and ConsentQ1 = 1)) or (ConsentGroup = 2 and (ff_ConsentQ2 = 1 and ConsentQ2 = (2, REF, DK)) or (ff_ConsentQ2 = (2, REF, DK) and ConsentQ2 = 1)) // ask if in treatment groups 1 or 2 and respondent gave consent in one wave but not the other

Can you tell us more about why you have changed your mind about allowing us to link data held by HMRC to your survey responses?

Scripting note: allow respondents to skip this question

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

{OPEN TEXT BOX}

Followup4 [VARLAB – Follow up question, multiple consistent]

Universe – Ask if (((ConsentGroup = 6 and ((ff_ConsentQ6a = 1 and ff_ConsentQ6b = 1 and ff_ConsentQ6c = 1 and ff_ConsentQ6d = 1 and ff_ConsentQ6e = 1 and ConsentQ6a = 1 and ConsentQ6b = 1 and ConsentQ6c = 1 and ConsentQ6d = 1 and ConsentQ6e = 1) or (ff_ConsentQ6a = (2, DK, REF) and ff_ConsentQ6b = (2, DK, REF) and ff_ConsentQ6c = (2, DK, REF) and ff_ConsentQ6d = (2, DK, REF) and ff_ConsentQ6e = (2, DK, REF) and ConsentQ6a = (2, DK, REF) and ConsentQ6b = (2, DK, REF) and ConsentQ6c = (2, DK, REF) and ConsentQ6d = (2, DK, REF) and ConsentQ6e = (2, DK, REF)))))) or (ConsentGroup = 7 and ((ff_ConsentQ7a = 1 and ff_ConsentQ7b = 1 and ff_ConsentQ7c = 1 and ff_ConsentQ7d = 1 and ff_ConsentQ7e = 1 and ConsentQ7a = 1 and ConsentQ7b = 1 and ConsentQ7c = 1 and ConsentQ7d = 1 and ConsentQ7e = 1) or (ff_ConsentQ7a = (2, DK, REF) and ff_ConsentQ7b = (2, DK, REF) and ff_ConsentQ7c = (2, DK, REF) and ff_ConsentQ7d = (2, DK, REF) and ff_ConsentQ7e = (2, DK, REF) and ConsentQ7a = (2, DK, REF) and ConsentQ7b = (2, DK, REF) and ConsentQ7c = (2, DK, REF) and ConsentQ7d = (2, DK, REF) and ConsentQ7e = (2, DK, REF)))))) // ask if in treatment group 6 or 7 and said 'yes' to all five consents in both waves or any combination of 'no', DK, REF to all five in both waves

A year ago we also asked whether you would allow us to add records held by the same five government departments to the answers you gave in our survey. Do you remember what you said last time?

Please select one only

- 1 I said 'yes' to all
- 2 I said 'no' to all
- 3 I said 'yes' to some and 'no' to others
- 4 I didn't answer these questions
- 5 I don't remember what I said

Followup5 [VARLAB – Follow up question, multiple consents]

Universe – Ask if (ConsentGroup = 6 and ((ff_ConsentQ6a = 1 and ConsentQ6a = (2, REF, DK)) or (ff_ConsentQ6a = (2, REF, DK) and ConsentQ6a = 1) or (ff_ConsentQ6b = 1 and ConsentQ6b = (2, REF, DK)) or (ff_ConsentQ6b = (2, REF, DK) and ConsentQ6b = 1) or (ff_ConsentQ6c = 1 and ConsentQ6c = (2, REF, DK)) or (ff_ConsentQ6c = (2, REF, DK) and ConsentQ6c = 1) or (ff_ConsentQ6d = 1 and ConsentQ6d = (2, REF, DK)) or (ff_ConsentQ6d = (2, REF, DK) and ConsentQ6d = 1) or (ff_ConsentQ6e = 1 and ConsentQ6e = (2, REF, DK)) or (ff_ConsentQ6e = (2, REF, DK) and ConsentQ6e = 1)) or (ConsentGroup = 7 and ((ff_ConsentQ7a = 1 and ConsentQ7a = (2, REF, DK)) or (ff_ConsentQ7a = (2, REF, DK) and ConsentQ7a = 1) or (ff_ConsentQ7b = 1 and ConsentQ7b = (2, REF, DK)) or (ff_ConsentQ7b = (2, REF, DK) and ConsentQ7b = 1) or (ff_ConsentQ7c = 1 and ConsentQ7c = (2, REF, DK)) or (ff_ConsentQ7c = (2, REF, DK) and ConsentQ7c = 1) or (ff_ConsentQ7d = 1 and ConsentQ7d = (2, REF, DK)) or (ff_ConsentQ7d = (2, REF, DK) and ConsentQ7d = 1) or (ff_ConsentQ7e = 1 and ConsentQ7e = (2, REF, DK)) or (ff_ConsentQ7e = (2, REF, DK) and ConsentQ7e = 1)) // ask if in treatment groups 6 or 7 and at least one inconsistent consent between waves 1 and 2, where DK and REF are counted as ‘no’

Scripting note: display text fills as a vertical list, without empty lines for text fills that don’t apply

A year ago we also asked whether you would allow us to add records held by government departments to the answers you gave in our survey. At that time you gave us permission to link data held by:

```
{IF ff_ConsentQ6a =1 or ff_ConsentQ7a = 1: National Health Service (NHS)}
{IF ff_ConsentQ6b =1 or ff_ConsentQ7b = 1: Department for Education {if ff_COUNTRY=England} /
the Education Analytical Services {if ff_COUNTRY=Scotland} / the Department for Education and
Skills {if ff_COUNTRY=Wales}}
{IF ff_ConsentQ6c =1 or ff_ConsentQ7c = 1: Department for Business, Energy and Industrial Strategy
(BEIS)}
{IF ff_ConsentQ6d =1 or ff_ConsentQ7d = 1: Department for Work and Pensions (DWP)}
{IF ff_ConsentQ6e =1 or ff_ConsentQ7e = 1: HM Revenue and Customs (HMRC)}
{IF (ConsentGroup = 6 and (ff_ConsentQ6a = (2, REF, DK) and ff_ConsentQ6b = (2, REF, DK) and
ff_ConsentQ6c = (2, REF, DK) and ff_ConsentQ6d = (2, REF, DK) and ff_ConsentQ6e = (2, REF, DK)) or
(ConsentGroup = 7 and (ff_ConsentQ7a = (2, REF, DK) and ff_ConsentQ7b = (2, REF, DK) and
ff_ConsentQ7c = (2, REF, DK) and ff_ConsentQ7d = (2, REF, DK) and ff_ConsentQ7e = (2, REF, DK))):
none of the government departments}
```

This time you have given us permission to link data held by:

```
{IF ConsentQ6a =1 or ConsentQ7a = 1: National Health Service (NHS)}
{IF ConsentQ6b =1 or ConsentQ7b = 1: Department for Education {if COUNTRY=England} / the
Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if
COUNTRY=Wales}}
{IF ConsentQ6c =1 or ConsentQ7c = 1: Department for Business, Energy and Industrial Strategy
(BEIS)}
{IF ConsentQ6d =1 or ConsentQ7d = 1: Department for Work and Pensions (DWP)}
{IF ConsentQ6e =1 or ConsentQ7e = 1: HM Revenue and Customs (HMRC)}
{IF (ConsentGroup = 6 and (ConsentQ6a = (2, REF, DK) and ConsentQ6b = (2, REF, DK) and
ConsentQ6c = (2, REF, DK) and ConsentQ6d = (2, REF, DK) and ConsentQ6e = (2, REF, DK)) or
(ConsentGroup = 7 and (ConsentQ7a = (2, REF, DK) and ConsentQ7b = (2, REF, DK) and ConsentQ7c =
(2, REF, DK) and ConsentQ7d = (2, REF, DK) and ConsentQ7e = (2, REF, DK))): none of the government
departments}
```

Can you tell us why you have changed your mind about which linkages you allow?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

{OPEN TEXT BOX}

Conclusion

Outro [VARLAB - End statement]

Universe – Ask all

Thank you for participating in this survey.

Just before you go, we'd like to let you know that we will not actually link the answers from this survey to any other data sources: the purpose of this survey is to collect information about the attitudes and concerns of the general public about data sharing. We thank you for your help with this research.

Sub [VARLAB - Submit data]

Thank you for your participation. Your opinions are important to us.

CONSENT ACCESS PANEL QUESTIONNAIRE

Sample II Wave I (December 2019)

GENERAL INFO FOR PROGRAMMING

Scripting note

Please show 'Don't know / Prefer not to say' answer options if respondent clicks 'Next' without answering the question.

Paradata to collect

- user agent string
- time stamps
- which if any links are clicked on particular pages
- Detailed navigation information on the order of pages visited – are respondents moving backwards & forwards through the questionnaire?
- What answer options are being selected at each page visit – are respondents initially consenting then changing their answers, or returning to a page to change their answer?

Questions used for routing

ConsentGroup - Treatment group random assignment

- 1 HMRC
- 2 HMRC with trust statement
- 3 NHS
- 4 NHS with trust statement
- 5 Sequence 1 (HMRC – DWP – BEIS – EDU – NHS)
- 6 Sequence 2 (HMRC – EDU – BEIS – DWP – NHS)
- 7 Sequence 3 (NHS – DWP – BEIS – EDU – HMRC)
- 8 Sequence 4 (NHS – EDU – BEIS – DWP – HMRC)

Information leaflet explaining data linkage

- 1 HMRC
- 2 NHS

QUESTIONNAIRE

Introduction

Intro [VARLAB - Introductory statement]

Thank you for participating in this survey. As part of the survey we will collect anonymous data about how you complete this survey. This includes information about how long it takes you to complete the survey, what type of device you use to complete the survey, and how you navigate through the questionnaire. We will remove any identifying information from the responses to the survey questions and the additional data we collect. The survey is being conducted on behalf of the University of Essex, and anonymous data will be deposited with the UK Data Service, through which academic researchers can access the data.

Please select >> to continue

Intro2 [VARLAB - Current legislation statement]

Universe - Ask all

To ensure we are compliant with all current legislation we need to make you aware of the following. This project collects sensitive personal data for social science research purposes, with Populus Data Solutions acting as Data Controller.

The sensitive personal data collected includes the following categories:

- Your personal opinions
- Your physical or mental health

Full details of why we collect data and how it is used can be found in our Privacy Statement.

Please note data is always anonymised and we will not report data on an individual level.

Are you happy for us to collect this information?

Please select one only

1. Yes
2. No

Demographic screening questions

Sex [VARLAB – Sex]

Universe - If Intro2=1

Are you...

Please select one only

9. Female
10. Male
11. Other (please specify) _____
12. Prefer not to say

Age [VARLAB - Date of birth]

Universe - Ask all

Please enter your date of birth.

Please enter the date in the format *dd/mm/yyyy*, so 12th June 1970 would be entered as 12/06/1970.

[textbox]

Qfhigh [VARLAB - Highest educational qualification]

Universe - Ask all

What is the highest educational level that you have achieved to date? *Please select one only*

15. No formal qualifications
16. GCSE / CSE / O-level
17. AS Level
18. A-Level / Scottish Highers
19. Degree (undergraduate qualification or equivalent)
20. Masters / MBA / MSC (postgraduate qualification or equivalent)
21. PhD (postgraduate qualification or equivalent)

Current mood

Mood [VARLAB – Current mood]

Universe – Ask if in ConsentGroup=1-4

Scripting note: randomise items, display as grid with radio buttons. Five point response scale with end labels and numbers (“1 not at all”, 2, 3, 4, “5 very”)

How are you feeling right now?

Please select one only per row

- Happy
- Anxious
- Tired
- Alert
- Stressed
- Relaxed

Consent background questions

FrReadbk [VARLAB - Frequency of reading books, magazines, or newspapers]

Universe - Ask all

How often do you read books, magazines, or newspapers?

Please select one only

11. Every day
12. Several times a week
13. Once a week
14. Less than once a week
15. Rarely or never

FrListmus [VARLAB - Frequency of listening to music]

Universe - Ask all

How often do you listen to music?

Please select one only

11. Every day
12. Several times a week
13. Once a week
14. Less than once a week
15. Rarely or never

Frwatchtv [VARLAB - Frequency of watching television]

Universe - Ask all

How often do you watch television?

Please select one only

11. Every day
12. Several times a week
13. Once a week
14. Less than once a week
15. Rarely or never

Attitudes towards data sharing

DtaAttda [VARLAB - Attitudes towards data sharing statement A]

Universe - Ask all

To what extent do you agree or disagree with the following statements about sharing personal information?

I do not mind sharing personal information as nowadays everyone is doing this anyway

Please select one only

11. Strongly Agree
12. Agree
13. Neither Agree nor Disagree
14. Disagree
15. Strongly Disagree

DtaAttDb [VARLAB - Attitudes towards data sharing statement B]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

You cannot live in the modern world without sharing personal information

Please select one only

11. Strongly Agree
12. Agree
13. Neither Agree nor Disagree
14. Disagree
15. Strongly Disagree

DtaAttDc [VARLAB - Attitudes towards data sharing statement C]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

When you provide personal information you never know who else is going to see it

Please select one only

11. Strongly Agree
12. Agree
13. Neither Agree nor Disagree
14. Disagree
15. Strongly Disagree

DtaAttDd [VARLAB - Attitudes towards data sharing statement D]

Universe - Ask all

(To what extent do you agree or disagree with the following statements about sharing personal information?)

I do not mind sharing personal information in return for a product or service that I want

Please select one only

11. Strongly Agree
12. Agree
13. Neither Agree nor Disagree
14. Disagree
15. Strongly Disagree

Privacy [VARLAB - Concerns about privacy]

Universe - Ask all

In general, how worried are you about your personal privacy?

Please select one only

9. Very worried
10. Somewhat worried
11. Not very worried
12. Not worried at all

DtaScrty [VARLAB - Concerns about data security]

Universe - Ask all

Different private and public organizations have personal information about us. How concerned are you about whether or not they keep this information confidential?

Please select one only

9. Very concerned
10. Somewhat concerned
11. Not very concerned
12. Not concerned at all

DtaBhve [VARLAB - Data sharing behaviours]

Universe - Ask all

Which of the following do you do?

Please select all that apply

17. Post text on social media websites or apps
18. Post images of yourself, family or friends online
19. Post videos online
20. Download apps onto your smartphone or tablet
21. Make purchases online (for example booking train tickets, buying clothes, ordering food)
22. Use online banking (for example checking account balance, transferring money)
23. Use GPS/location-aware apps (for example Google Maps)
24. None of these

RdTou [VARLAB - Whether reads app terms of use]

Universe - If DtaBhve = 4 // If respondent download apps onto their smartphone or tablet

How often do you read the terms of use ("end user licence agreement") when you download apps?

Please select one only

9. Always
10. Sometimes
11. Seldom
12. Never

Demographic questions

Country [VARLAB - Country of residence]

Universe - Ask all

Which of the following describes where you live?

Please select one only

25. Scotland
26. North East
27. North West
28. Yorkshire and the Humber
29. West Midlands
30. East Midlands
31. Wales
32. East of England
33. London
34. South East
35. South West
36. Northern Ireland

Display note - GRID START.

HHcomp [VARLAB - Household composition]

Universe - Ask all

Thinking about the people who live in your household...

Please enter your answers in the boxes below.

HHcompa. How many are children aged 0-4? [textbox]

HHcompb. How many are children aged 5-15? [textbox]

HHcompc. Including yourself, how many are aged 16 or older? [textbox] [hard check: should be 1 or larger]

Display note - GRID END.

Jbstat [VARLAB - Current economic activity]

Universe - Ask all

Which of these best describes your current employment situation? If more than one applies to you then please choose which best applies.

Please select one only

17. Self employed
18. In paid employment (full or part-time)
19. Unemployed
20. Retired
21. Looking after family or home
22. Full-time student
23. Long-term sick or disabled
24. Doing something else

DWPinc1 [VARLAB - Receives pension]

Universe - Ask all

Which of the following income sources do you receive?

Do you currently receive any NI or state retirement pension or pension credit?

1 Yes

2 No

DWPinc2 [VARLAB - Receives tax credits]

Universe - Ask all

Do you currently receive any other tax credits (such as child tax credit, working tax credit, disabled person's tax credit)?

1 Yes

2 No

DWPinc3 [VARLAB - Receives benefits]

Universe - Ask all

Do you currently receive any state benefits (such as child benefit, disability-related benefits, housing or council tax benefit, income support, job seekers allowance or universal credit)?

1 Yes

2 No

HI2gp [VARLAB - Visited GP in last 12 months]

Universe - Ask all

In the last 12 months, approximately how many times have you talked to, or visited a GP or family doctor about your own health? Please do not include any visits to a hospital.

Please select one only

10. None

11. One or two

12. Three to five

13. Six to ten

14. More than ten

HI2hop [VARLAB - Hosp or clinic out-patient last 12 months]

Universe - Ask all

And in the last 12 months, approximately how many times have you attended a hospital or clinic as an out-patient or day patient? Please do not include any visits to accident and emergency.

Please select one only

10. None

11. One or two

12. Three to five

13. Six to ten

14. More than ten

Hosp [VARLAB - Hosp or clinic in-patient last 12 months]

Universe - Ask all

In the last 12 months, how many days have you spent in a hospital or clinic as an in-patient overnight or longer, including for childbirth?

Please select one only

10. None
11. One or two
12. Three to five
13. Six to ten
14. More than ten

Hstype [VARLAB -

Universe - Ask all

Which type of dwelling do you live in?

Please select one only

15. Detached house/bungalow
16. Semi-detached house/bungalow
17. Terrace house/bungalow
18. Flat/maisonette (under 10 dwellings)
19. Flat/maisonette (10+ dwellings)
20. Bedsitter
21. Other (write in)

Hsownd [VARLAB - House owned or rented]

Universe - Ask all

Does your household own this accommodation outright, is it being bought with a mortgage, is it rented or does it come rent-free?

Please select one only

13. Owned outright
14. Owned/being bought on mortgage
15. Shared ownership (part-owned part-rented)
16. Rented
17. Rent free
18. Other (write in)

Fuelhave [VARLAB - Types of fuel in accommodation]

Universe - Ask all

Which of the following types of domestic fuel do you have in your accommodation?

Please select all that apply

- 1 Electricity
- 2 Gas, including Calor Gas
- 3 Oil
- 4 Other fuel, including solid fuel
- 5 None of these

Experimental Consent Questions

Intro [VARLAB – Consent intro]

Universe – Ask if in ConsentGroup=1-4

The next question is about linking the information you provide in this survey, to data that {IF treatment group = 1,2: HM Revenue and Customs, or HMRC, / IF treatment group = 3,4: the National Health Service, or NHS, } hold about you.

{IF treatment group = 2,4: {IF treatment group = 2: HMRC / IF treatment group = 4: The NHS} is a trusted data holder {display trust symbol}}



1 Continue

Group 1, 2

ConsentHMRC [VARLAB - HMRC consent]

Universe - If ConsentGroup=1,2

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) {leaflet_HMRC} and look at this [diagram](#) {diagram} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 3, 4

ConsentNHS [VARLAB - NHS consent]

Universe - If ConsentGroup=3,4

We would like to add records held by the National Health Service, or NHS, to the answers you have given in this study. If you agree:

- We will send the NHS your name, address, sex and date of birth so that they can identify the records they have about you. The NHS records contain information on your health treatment and use of health services.
- We will not send the NHS the answers you have given in this study.
- The NHS will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the NHS records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the NHS in any way.

Please read this [leaflet](#) {leaflet_NHS} and look at this [diagram](#) {diagram} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to the NHS for this purpose?

- 1 Yes
- 2 No

Group 5

ConsentQ5a [VARLAB - Sequence 1: HMRC]

Universe - If ConsentGroup=5

Note: Put each question ConsentQ5a-ConsentQ5e on a separate page

[Page 1]

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.

- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) {leaflet_HMRC} and look at this [diagram](#) {diagram}} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

ConsentQ5b [VARLAB - Sequence 1: DWP]

Universe - If ConsentGroup=5

[Page 2]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described for HMRC.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ5c [VARLAB - Sequence 1: BEIS]

Universe - If ConsentGroup=5

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ5d [VARLAB - Sequence 1: Educ]**Universe** - If ConsentGroup=5

[Page 4]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ5e [VARLAB - Sequence 1: NHS]**Universe** - If ConsentGroup=5

[Page 5]

We would also like to add records held by the National Health Service, or NHS, to the answers you have given in this study. The NHS records contain information on your health treatment and use of health services. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

1 Yes

2 No

Group 6**ConsentQ6a [VARLAB - Sequence 2: HMRC]****Universe** - If ConsentGroup=6

Note: Put each question ConsentQ5a-ConsentQ5e on a separate page

[Page 1]

We would like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. If you agree:

- We will send HMRC your name, address, sex and date of birth so that they can identify the records they have about you. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits.
- We will not send HMRC the answers you have given in this study.
- HMRC will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the HMRC records to the answers you have given in this study.

- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the HMRC in any way.

Please read this [leaflet](#) {leaflet_HMRC} and look at this [diagram](#) {diagram} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

- 1 Yes
- 2 No

ConsentQ6b [VARLAB - Sequence 2: Educ]

Universe - If ConsentGroup=6

[Page 4]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

- 1 Yes
- 2 No

ConsentQ6c [VARLAB - Sequence 2: BEIS]

Universe - If ConsentGroup=6

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

- 1 Yes
- 2 No

ConsentQ6d [VARLAB - Sequence 2: DWP]

Universe - If ConsentGroup=6

[Page 2]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described for HMRC.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

- 1 Yes
- 2 No

ConsentQ6e [VARLAB - Sequence 2: NHS]

Universe - If ConsentGroup=6

[Page 5]

We would also like to add records held by the National Health Service, or NHS, to the answers you have given in this study. The NHS records contain information on your health treatment and use of health services. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

- 1 Yes
- 2 No

Group 7**ConsentQ7a [VARLAB - Sequence 3: NHS]**

Universe - If ConsentGroup=7

[Page 1]

We would like to add records held by the National Health Service, or NHS, to the answers you have given in this study. If you agree:

- We will send the NHS your name, address, sex and date of birth so that they can identify the records they have about you. The NHS records contain information on your health treatment and use of health services.
- We will not send the NHS the answers you have given in this study.
- The NHS will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the NHS records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the NHS in any way.

Please read this [leaflet](#) {leaflet_NHS} and look at this [diagram](#) {diagram} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

- 1 Yes
- 2 No

ConsentQ7b [VARLAB - Sequence 3: DWP]

Universe - If ConsentGroup=7

[Page 4]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

- 1 Yes
- 2 No

ConsentQ7c [VARLAB - Sequence 3: BEIS]

Universe - If ConsentGroup=7

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

- 1 Yes
- 2 No

ConsentQ7d [VARLAB - Sequence 3: Educ]

Universe - If ConsentGroup=7

[Page 2]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described for the NHS.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

- 1 Yes

2 No

ConsentQ7e [VARLAB - Sequence 3: HMRC]

Universe - If ConsentGroup=7

[Page 5]

We would also like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

1 Yes

2 No

Group 8

ConsentQ8a [VARLAB - Sequence 4: NHS]

Universe - If ConsentGroup=8

[Page 1]

We would like to add records held by the National Health Service, or NHS, to the answers you have given in this study. If you agree:

- We will send the NHS your name, address, sex and date of birth so that they can identify the records they have about you. The NHS records contain information on your health treatment and use of health services.
- We will not send the NHS the answers you have given in this study.
- The NHS will send us your records. These will contain an anonymous identification number but not your name, address, sex or date of birth.
- We will add the NHS records to the answers you have given in this study.
- We will make the combined anonymous data available for academic and policy research purposes only.
- Access to the data will be restricted and controlled, to make sure that researchers use the information responsibly and safely.
- This will not affect the way that you deal with the NHS in any way.

Please read this [leaflet](#) {leaflet_NHS} and look at this [diagram](#) {diagram} for further information.

Do you give permission for us to pass your name, address, sex and date of birth to NHS for this purpose?

1 Yes

2 No

ConsentQ8b [VARLAB - Sequence 4: Educ]**Universe** - If ConsentGroup=8

[Page 2]

We would also like to add records held by the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}, to the answers you have given in this study. These records contain information on schools or colleges you've attended, the courses you've studied and the qualifications you've gained. The process of linking is the same as described for the NHS.

Do you give permission for us to pass your name, address, sex and date of birth to the Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales} for this purpose?

1 Yes

2 No

ConsentQ8c [VARLAB - Sequence 4: BEIS]**Universe** - If ConsentGroup=8

[Page 3]

We would also like to add records held by the Department for Business, Energy and Industrial Strategy (BEIS), to the answers you have given in this study. The BEIS records contain information on energy use and energy efficiency for each address in the country. The process of linking is the same as described earlier.

Do you give permission for us to pass your name and address to BEIS for this purpose?

1 Yes

2 No

ConsentQ8d [VARLAB - Sequence 4: DWP]**Universe** - If ConsentGroup=8

[Page 4]

We would also like to add records held by the Department for Work and Pensions, or DWP, to the answers you have given in this study. The DWP records contain information on your benefit claims and time on employment programs. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to DWP for this purpose?

1 Yes

2 No

ConsentQ8e [VARLAB - Sequence 4: HMRC]

Universe - If ConsentGroup=8

[Page 5]

We would also like to add records held by HM Revenue and Customs, or HMRC, to the answers you have given in this study. The HMRC records contain information about your current and previous employment, your income, National Insurance contributions and tax credits. The process of linking is the same as described earlier.

Do you give permission for us to pass your name, address, sex and date of birth to HMRC for this purpose?

- 1 Yes
- 2 No

Consent follow up questions

CSUndstd2 [VARLAB - Subjective understanding of consent request]

Universe - Ask all

How well do you think you understand what would happen with your data, if you allowed us to link it to records held by {IF CONSENTGROUP = 1, 2: HM Revenue and Customs? / IF CONSENTGROUP = 3, 4: the NHS / IF CONSENTGROUP = 5-8: government departments}?

Please select one only

- 1 I do not understand at all
- 2 I understand somewhat
- 3 I mostly understand
- 4 I completely understand

CCnfdnc2 [VARLAB - Confidence in linkage consent decision]

Universe - Ask all

We are interested in how people decide whether or not to give us permission to add data held by {IF CONSENTGROUP = 1, 2: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: the NHS / IF CONSENTGROUP = 5-8: government departments} to the answers they have given in this study.

How confident are you about the {IF CONSENTGROUP = 1-4: decision / IF CONSENTGROUP = 5-8: decisions} you made?

Please select one only

- 1 very confident in my decision
- 2 confident in my decision
- 3 somewhat confident in my decision
- 4 not confident in my decision

CInfo2 [VARLAB - Whether respondent wanted more information]

Universe - Ask all

Was the amount of information presented on data linking too much, too little, or about right?

Please select one only

- 1 Too much information presented
- 2 Too little information presented
- 3 Amount of information was about right

CDcsn2a [VARLAB - Decision heuristics question, single consent]

Universe - Ask IF CONSENTGROUP = 1-4

How did you decide whether to say “yes” or “no” in response to the question about data linkage?

Please select all that apply

- 1 I thought about what would happen if I said “yes” or “no”
- 2 Instinct or gut feeling
- 3 I said what I usually say when I’m asked for information that is very personal
- 4 Something else (please specify)

CDcsn2b [VARLAB - Decision heuristics question, multiple consent]

Universe - Ask IF CONSENTGROUP = 5-8

Scripting note: do NOT randomise order of response categories

How did you decide whether to say “yes” or “no” in response to the questions about data linkage?

Please select all of the answers that apply to you.

- 1 I thought about what would happen if I said “yes” or “no”
- 2 Instinct or gut feeling
- 3 I said what I usually say when I’m asked for information that is very personal
- 4 I thought about how much I trust the organisations involved
- 5 Something else (please specify)

CDcsn2oth [VARLAB - Decision something else]

Universe - If CDcsn2a = 4 or CDcsn2b = 5

How else did you decide whether to say “yes” or “no” in response to the {IF CONSENTGROUP = 1-4: question / IF CONSENTGROUP = 5-8: questions} about data linkage?

Please enter your answer in the box below. Please ensure your response is full and relates to the question being asked.

{OPEN TEXT BOX}

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

Filter note - FILTER START. Universe - Ask all

CDcsn3 [VARLAB – Cognitive effort]

Universe - Ask all

On a scale of 0-10, where 0 is no effort at all and 10 is a great deal of effort, how much effort did you put into coming up with your {IF CONSENTGROUP = 1-4: 'answer'; IF CONSENTGROUP = 5-8: 'answers'} about data linkage?

Please select one only

0 No effort at all

1

2

3

4

5

6

7

8

9

10 A great deal of effort

CFactors [VARLAB – Information considered in making consent decision]

Universe – Ask all

Scripting note: randomise items, display as grid with radio buttons. Five point response scale with end labels but no numbers (“1 Played no role”, 2, 3, 4, 5 “Played very big role”)

When you were deciding whether or not to allow your data to be linked, how much of a role did each of the following aspects play in your decision?

- What information the government has about me
- The way I usually make decisions
- My gut feelings
- How much I trust the organisations involved
- What friends and family would do
- Avoiding difficult decisions
- Wanting to be helpful
- The benefits to society
- How much information I’ve already shared
- How much I know about the organisations involved
- Who might have access to my information
- Whether the Government would use this data to check on me
- Recent news stories related to data security
- The chances of my personal data getting into the wrong hands or being misused

COUndstd2a [VARLAB - Objective understanding of consent request A]

To help us understand whether the explanation we gave you about linking {IF CONSENTGROUP = 1, 2: HMRC data / IF CONSENTGROUP = 3, 4: NHS data / IF CONSENTGROUP = 5-8: data held by government departments} and your answers to this study was clear or unclear, here are a few statements about how the linkage is done. Please specify whether you think each of the statements is true or false.

Please select one only per row

Every researcher can access the combined data via the Internet. [false]

- 1 True
- 2 False

COUndstd2b [VARLAB - Objective understanding of consent request B]

{IF CONSENTGROUP = 1,2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: The NHS} will combine the information they have with your answers to this study. [false]

- 1 True
- 2 False

COUndstd2c [VARLAB - Objective understanding of consent request C]

Researchers using the data will only have access to anonymous data. [true]

- 1 True
- 2 False

COUndstd2d [VARLAB - Objective understanding of consent request D]

The combined data can be used by {IF CONSENTGROUP = 1,2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: the Government} to check that you have been paying your taxes. [false]

- 1 True
- 2 False

COUndstd2e [VARLAB - Objective understanding of consent request E]

{IF CONSENTGROUP = 1,2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: The NHS} will send us the information they have about you. [true]

- 1 True
- 2 False

COUndstd2f [VARLAB - Objective understanding of consent request F]

Your name, address, sex, and date of birth will be saved with the linked data. [false]

- 1 True
- 2 False

COUndstd2g [VARLAB - Objective understanding of consent request G]

We will send your name, address, sex, and date of birth to {IF CONSENTGROUP = 1,2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: the NHS}. [true]

- 1 True
- 2 False

COUndstd2h [VARLAB - Objective understanding of consent request H]

{IF CONSENTGROUP = 1,2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: The NHS} will send us future data about you, unless you object in writing. [true]

- 1 True
- 2 False

Display note - SCREEN END

Filter note - FILTER END

Linkrsrc [VARLAB - Linkage reassurance screen]

Universe - Ask all

Thank you for answering the True/False questions about the process of adding {IF CONSENTGROUP = 1, 2: HMRC data / IF CONSENTGROUP = 3, 4: NHS data / IF CONSENTGROUP = 5-8: data held by government departments}. Just to reassure you, the information you give us is always treated confidentially. Names, addresses and dates of birth are never included with the data. {IF CONSENTGROUP = 1, 2: HMRC / IF CONSENTGROUP = 3, 4: The NHS / IF CONSENTGROUP = 5-8: Government departments} do not get access to the answers you have given in this study.

- 1 Continue

CData2 [VARLAB - Whether know what data HMRC/NHS has about them]

Universe - Ask all

Do you know which information {IF CONSENTGROUP = 1, 2, 5, 6, 7, 8: HM Revenue and Customs / IF CONSENTGROUP = 3, 4: the NHS} hold about you?

Please select one only one

- 1 Yes, I know what information they hold about me
- 2 Yes, I have a rough idea what information they hold about me
- 3 No, I don't know what information they hold
- 4 They do not have any information about me

Filter note - FILTER START. Universe - Ask all

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CSensitive2a [VARLAB - How sensitive are the data to be linked A]

How sensitive do you think the data different government departments hold about you are?

Please select one only one per row

HM Revenue and Customs (HMRC)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2b [VARLAB - How sensitive are the data to be linked B]

The Department for Work and Pensions (DWP)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2c [VARLAB - How sensitive are the data to be linked C]

The Department for Business, Energy and Industrial Strategy (BEIS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2d [VARLAB - How sensitive are the data to be linked D]

The Department for Education {if COUNTRY=England} / the Education Analytical Services {if COUNTRY=Scotland} / the Department for Education and Skills {if COUNTRY=Wales}

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

CSensitive2e [VARLAB - How sensitive are the data to be linked E]

The National Health Service (NHS)

- 1 Highly sensitive
- 2 Sensitive
- 3 Somewhat sensitive
- 4 Not sensitive
- 5 They do not have any data about me

Display note - SCREEN END

Display note - SCREEN START. Arrange in table with response options listed horizontally as column headings and questions listed vertically as rows.

CTrust2b [VARLAB - Trust in data holding organisations B]

How much do you trust each of the following to keep the data they collect confidential, that is not share them with other parties or lose them?

Please select one only one per row

Populus

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2c [VARLAB - Trust in data holding organisations C]

HM Revenue and Customs

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2d [VARLAB - Trust in data holding organisations D]

National Health Service

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2e [VARLAB - Trust in data holding organisations E]

Department for Work and Pensions

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2f [VARLAB - Trust in data holding organisations F]

Department for Business, Energy and Industrial Strategy

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2g [VARLAB - Trust in data holding organisations G]

Department for Education {if COUNTRY=England} / Education Analytical Services {if COUNTRY=Scotland} / Department for Education and Skills {if COUNTRY=Wales}

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2h [VARLAB - Trust in data holding organisations H]

Banks

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2i [VARLAB - Trust in data holding organisations I]

Online retailers

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2j [VARLAB - Trust in data holding organisations J]

Social media platforms

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

CTrust2k [VARLAB - Trust in data holding organisations K]

Universities in the UK

- 1 Do not trust at all
- 2 Trust a little
- 3 Trust somewhat
- 4 Trust a lot

Display note - SCREEN END

Filter note - FILTER END

Conclusion

Outro [VARLAB - End statement]

Universe – Ask all

Thank you for participating in this survey.

Just before you go, we'd like to let you know that we will not actually link the answers from this survey to any other data sources: the purpose of this survey is to collect information about the attitudes and concerns of the general public about data sharing. We thank you for your help with this research.

Sub [VARLAB - Submit data]

Thank you for your participation. Your opinions are important to us.