

International survey

May 2006
60-1003-10

RESPONDENT ID: _____

INTERVIEWER ID: _____

Date of Interview: ___ / ___ / ___ (Month/Day/Year)

Country of Respondent: ___

Location of Respondent (region/city): ___

Hello, my name is [INTERVIEWER'S NAME] and I'm calling from Ipsos-Reid, a professional public opinion research company. Please let me assure you we are not selling anything. We are conducting a confidential risk-free random survey about attitudes toward privacy issues on behalf of a University. Please be assured that your participation is voluntary and your responses will remain confidential and anonymous. This survey is for academic purposes only.

[NOTE TO INTERVIEWER: IF RESPONDENT ASKS WHAT UNIVERSITY, PLEASE SAY "QUEEN'S UNIVERSITY"] [IF RESPONDENT ASKS WHERE QUEEN'S UNIVERSITY IS, PLEASE TELL THEM "IT IS LOCATED IN CANADA"]

[NOTE TO INTERVIEWER: IF RESPONDENT ASKS WHERE IPSOS IS, PLEASE TELL THEM "IT IS A COMPANY WITH OFFICES IN [INSERT COUNTRY OF INTERVIEW] AND AROUND THE WORLD"]

[NOTE TO INTERVIEWER: IF RESPONDENT ASKS DURATION OF SURVEY, PLEASE READ THE FOLLOWING] The survey will take approximately 20 minutes to complete depending on your answers.

A: Is now a convenient time to participate in the survey?

Yes [Continue to QC]

No [CONTINUE TO QB]

B: Would it be possible for me to speak with another adult member of your household who might be interested in completing the survey?

Yes [REPEAT INTRO FOR NEW RESPONDENT AND ASK QA, THEN ASK QC IF YES TO QA. IF NEW RESPONDENT SAYS NO TO QA, ASK QD]

No [ASK QD FOR 25% OF RESPONDENTS. FOR REMAINING 75% THANK AND TERMINATE INTERVIEW]

C. First of all are you 18 years of age or older?

Yes [Continue to "Read to all" section (after QD)]

No [ASK QB]

D: It would be helpful for us if you could briefly explain why you are not interested in participating in this interview. [RECORD ALL THAT APPLY. DO NOT READ LIST]

1. Don't have the time
2. I am not interested
3. Unfamiliar with the topic
4. Privacy concerns
5. Other (specify)
- 6.[DO NOT READ]: DK/UNSURE

[ONCE COMPLETED QD. THANK AND TERMINATE INTERVIEW. ALL OTHERS CONTINUE]

[PLEASE READ TO ALL WHO QUALIFY]

Before we start, if there are any questions that you do not wish to answer please feel free to point these out to me and we will go on to the next question. This survey is not connected with a political or media organization. Our interview may be recorded for quality assurance purposes. If you have any questions or concerns about this survey, please let me know at the end of the survey and I will provide you with the contact information for the person you can direct your comments to. [IF THE RESPONDENT ASKS FOR CONTACT INFORMATION, PLEASE PROVIDE THE FOLLOWING NAME AND EMAIL ADDRESS TO THE RESPONDENT AT THE END OF THE INTERVIEW. CONTACT NAME: Elia Zureik CONTACT EMAIL: privpoll@queensu.ca]

E. RECORD SEX OF RESPONDENT [DO NOT ASK QUESTION. RECORD ONLY]: WATCH QUOTAS

Male..... 1
Female 2

F. Which of the following categories best describes your age? You may stop me when I read the correct category. **(READ LIST. RECORD ONLY ONE RESPONSE.) (WATCH QUOTAS)**

Under 18 terminate
18-24 1
25-34 2
35-44 3
45-54 4
55-64 5
65+ 6
DK/unsure 9 [DO NOT READ]

[IF DK/UNSURE or REFUSE AT QF, DO NOT TERMINATE. CONTINUE TO Q1. TRY TO GET COMPLETES FOR QF THAT ARE CLOSE TO THE ESTABLISHED QUOTAS (WITHIN +/- 5%)]

[ASK ALL]

1) In general, how knowledgeable are you about each of the following? Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable or not at all knowledgeable? First is [READ FIRST ITEM. RECORD RESPONSE. REPEAT SCALE AS NECESSARY] Next is [READ NEXT ITEM. RECORD RESPONSE.CHECK ONE BOX FOR EACH ROW]

[RANDOMIZE LIST]	Very knowledgeable	Somewhat knowledgeable	Not very knowledgeable	Not at all knowledgeable	[DO NOT READ] DK/not sure
a) Internet	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
b) Global Positioning System (GPS) used in automobiles	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
c) Radio Frequency Identification (RFID) Tags on consumer products	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
d) Closed Circuit Television (CCTV) in public spaces	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
e) Biometrics for facial and other bodily recognition	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
f) Data mining of personal information	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉

2. To what extent do you have a say in what happens to your personal information? Would you say you have [READ LIST. RECORD ONE RESPONSE]

- Complete say ₁
- A lot of say ₂
- Some say ₃
- No say ₄
- [DO NOT READ]** Don't know/not sure..... ₉

[NOTE TO INTERVIEWER FOR Q2: IF RESPONDENT SAYS "DON'T KNOW/UNSURE AT Q2, PLEASE PROBE TWICE TO TRY AND GET A RESPONSE FROM THE RESPONSE LIST (CODES 1-4) BEFORE ACCEPTING A DON'T KNOW/UNSURE RESPONSE] POSSIBLE PROBE: Is there anything in the list of response options that I read to you that reflects your opinion? [INTERVIEWER: RE-READ RESPONSE LIST IF NECESSARY]

3. How knowledgeable are you about the laws in [INSERT NAME OF COUNTRY WHERE INTERVIEW IS CONDUCTED] that deal with the protection of personal information in government departments and private companies? First, let's start with [INSERT ONE OF GOV'T DEPT OR PRIVATE COMPANIES. RANDOMIZE]. Would you say you are [READ LIST. RECORD ONE RESPONSE]. And how about [INSERT GOV'T DEPT OR PRIVATE COMPANIES – WHICHEVER WASN'T ASKED FIRST] [READ RESPONSE LIST IF NECESSARY. RECORD ONE RESPONSE]

	Government departments	Private companies
a) Very knowledgeable	<input type="checkbox"/> 1	<input type="checkbox"/> 1
b) Somewhat knowledgeable	<input type="checkbox"/> 2	<input type="checkbox"/> 2
c) Not very knowledgeable	<input type="checkbox"/> 3	<input type="checkbox"/> 3
d) Not at all knowledgeable	<input type="checkbox"/> 4	<input type="checkbox"/> 4
[DO NOT READ] Don't know/unsure	<input type="checkbox"/> 9	<input type="checkbox"/> 9

[ASK Q4 FOR EACH ITEM (GOV'T DEPT, PRIVATE COMPANIES) THAT RESPONDENT IS VERY/SOMEWHAT KNOWLEDGEABLE OF IN Q3. DO NOT ASK IF "NOT VERY/NOT AT ALL KNOWLEDGEABLE" or "dk" IN Q3]

4. To what extent do you believe laws are effective at protecting your personal information that is held by government departments and private companies? First, let's start with [INSERT ITEM VERY/SOMEWHAT KNOWLEDGEABLE IN Q3. INSERT IN SAME ORDER AS Q3]. Do you believe the laws are [INSERT SCALE. RECORD ONE RESPONSE]. And how about [INSERT NEXT ITEM VERY/SOMEWHAT KNOWLEDGEABLE IN Q3.] Do you believe the laws are [READ SCALE. RECORD ONE RESPONSE ONLY]

	Government departments	Private companies
Very effective	<input type="checkbox"/> 1	<input type="checkbox"/> 1
Somewhat effective	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Not very effective	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Not effective at all	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Not sure	<input type="checkbox"/> 9	<input type="checkbox"/> 9

[ASK ALL]

5. When it comes to the privacy of personal information, what level of trust do you have that the [INSERT COUNTRY OF INTERVIEW] government is striking the right balance between national security and individual rights? Do you have a [READ LIST. RECORD ONE RESPONSE]

- Very high level of trust..... 1
- Reasonably high level of trust..... 2
- Fairly low level of trust..... 3
- Very low level of trust..... 4
- Not sure..... 9

6. What level of trust do you have that private companies, such as banks, credit card companies and places where you shop, will protect your personal information? Do you have a [READ LIST. RECORD ONE RESPONSE]

- Very high level of trust..... ₁
- Reasonably high level of trust..... ₂
- Fairly low level of trust..... ₃
- Very low level of trust..... ₄
- Not sure..... ₉

7. Have you ever done the following for the purpose of protecting your personal information? [READ LIST. RECORD YES OR NO FOR EACH] [RANDOMIZE LIST]

	Yes	No	[DO NOT READ] DK/not sure
a) Refused to give information to a business because you thought it was not needed?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
b) Refused to give information to a government agency because you thought it was not needed?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
c) Asked a company to remove you from any lists they use for marketing purposes?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
d) Asked a company not to sell your name and address to another company?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
e) Asked a business you were thinking of dealing with about policies on the collection of consumer information?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
f) Asked a company to see what personal information besides billing information they had about you in their consumer records?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
g) Purposefully gave incorrect information about yourself to a marketer?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
h) Purposefully gave incorrect information about yourself to a government agency?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
i) Read the on-line privacy policies at websites when making a purchase from a private company?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
j) Read the on-line privacy policies at government websites when sending them information electronically?	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉

8. Have you personally, to the best of your knowledge, ever experienced any of the following? For each item, please indicate yes, no or not sure. If you have never experienced a particular situation, or if a situation does not apply to you, please say “no”. [READ LIST. RECORD ONE RESPONSE FOR EACH] [RANDOMIZE LIST].

	Yes	No	Not sure/DK
a) Detention at a border checkpoint resulting in a search	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
d) Detention by airport officials resulting in not being able to board the airplane	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
e) Detention by airport officials resulting in being denied entry into a country	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
f) Victim of identity theft (e.g. someone uses your name)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
g) Victim of credit card fraud	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
h) Your personal information monitored by a government agency	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
i) Your personal information monitored by an employer	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉
j) Your personal information sold by a commercial business	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₉

[ASK Q9 FOR ALL COUNTRIES EXCEPT HUNGARY AND BRAZIL]

9. Some have suggested that everyone should have a government-issued national ID card that they must carry on them at all times and present it when asked by police or other security forces. To what extent would you agree or disagree with this idea? Do you [READ LIST. RECORD ONE RESPONSE]

- Strongly agree ₁
 Somewhat agree ₂
 Somewhat disagree ₃
 Strongly disagree ₄
 Not sure..... ₉

[ASK Q9B FOR HUNGARY AND BRAZIL ONLY]

9b) To what extent do you agree or disagree with having a government-issued national ID card that everyone must carry on them at all times and present it when asked by the police or other security forces? Do you...

[READ LIST. RECORD ONE RESPONSE]

- Strongly agree 1
- Somewhat agree 2
- Somewhat disagree 3
- Strongly disagree 4
- Not sure 9

10. In order to put national ID cards into use, the government would need to have a national database containing personal information on all citizens. This information could include address, gender, race, and tax information. How effective do you feel efforts to protect this type of information from disclosure would be? Would you say they would be [READ LIST. RECORD ONE RESPONSE]

- Very effective 1
- Somewhat effective 2
- Not very effective 3
- Not effective at all 4
- Not sure 9

11. When it comes to privacy, how worried are you about providing personal information on websites, such as your name, address, date of birth, and gender? Are you [READ LIST. RECORD ONE RESPONSE]

- Very worried 1
- Somewhat worried 2
- Not very worried 3
- Not worried at all 4
- Not sure 9

12. Who do you think should have the most say over how companies use their websites to track people's activities and personal information online? Should it be [READ LIST. RECORD ONE RESPONSE] [RANDOMIZE LIST, BUT ALWAYS ASK "NOT SURE" LAST]

- Government 1
- Companies that run the websites 2
- People who use the websites 3
- Not sure 9

13. How much coverage have you seen or heard through the media (TV, radio, newspapers, magazines, online information, advertisements) regarding concerns about the safety of your personal information? Do they provide [READ LIST. RECORD ONE RESPONSE]

- A lot of coverage 1
- Some coverage 2
- Not much coverage 3
- No coverage at all 4
- Not sure..... 9

14. In your opinion, would you say the media pays: [READ LIST. RECORD ONE RESPONSE]

[RANDOMIZE ORDER OF FIRST AND SECOND ITEMS]

- More attention to stories about terrorism 1
- More attention to stories about **government** violation of personal privacy of citizens..... 2
- Pays equal attention to both 3
- Not sure..... 9

15. Would you say the media pays: [READ LIST. RECORD ONE RESPONSE]

[RANDOMIZE ORDER OF FIRST AND SECOND ITEMS]

- More attention to stories about terrorism 1
- More attention to stories about **private sector** violation of personal privacy of consumers..... 2
- Pays equal attention to both 3
- Not sure..... 9

16. When it comes to media coverage of privacy of personal information, in your opinion, how much attention does each of the following groups receive by the media? Please use a scale from 1 to 4 where 1 represents low amounts of attention and 4 represents high amounts of attention? If you are unsure, please say “don’t know”. First is [READ FIRST ITEM. REPEAT SCALE IF NECESSARY]. Next is [INSERT SECOND ITEM. REPEAT SCALE IF NECESSARY].

[RANDOMIZE LIST]	1	2	3	4	DK/Not sure
a) Low-income persons	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
b) Visible minorities	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
c) Middle class people	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
d) Celebrities	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
e) Government officials	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
f) People like you	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
g) Immigrants	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
h) Homeless	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9
i) High-income people	<input type="checkbox"/> _1	<input type="checkbox"/> _2	<input type="checkbox"/> _3	<input type="checkbox"/> _4	<input type="checkbox"/> _9

17. The government of [INSERT COUNTRY OF INTERVIEW] has enacted laws aimed at protecting national security. To what extent do you believe laws aimed at protecting national security are intrusive upon personal privacy? Are they [READ LIST. RECORD ONE MENTION]

- Highly intrusive..... _1
 Somewhat intrusive..... _2
 Not very intrusive _3
 Not intrusive at all..... _4
 Not sure..... _9

18. To what extent do you think it is appropriate for a government agency to share citizen's personal information with third parties, such as other government agencies, foreign governments and the private sector? First, let's start with sharing [INSERT FIRST ITEM]. Which of the following best describes your beliefs [READ RESPONSE LIST. RECORD ONE RESPONSE]? How about sharing [INSERT NEXT ITEM. READ RESPONSE LIST IF NECESSARY]?

[RANDOMISE ORDER OF ASKING GOVERNMENT AGENCIES, FOREIGN GOVERNMENTS, AND PRIVATE SECTOR]

[RANDOMIZE ORDER OF ASKING government agencies, foreign governments and private sector]	Yes, it is the government's right under all circumstances (1)	Yes, if the citizen is suspected of wrong-doing (2)	Yes, as long as the government has the expressed consent of the citizen. (3)	No, under no circumstances should government share information about citizens (4)	Not sure (9)
a) With other government agencies					
b) With foreign governments					
c) With the private sector					

19. To what extent do you think it is appropriate for a private sector organisation to share or sell its customers' personal information with third parties, such as the national government, foreign governments and other private sector organisations? First, let's start with sharing [INSERT FIRST ITEM]. Which of the following best describes your beliefs [READ RESPONSE LIST. RECORD ONE RESPONSE]? How about sharing [INSERT NEXT ITEM. READ RESPONSE LIST IF NECESSARY]?

[RANDOMISE ORDER OF ASKING NATIONAL GOVERNMENT, FOREIGN GOVERNMENTS, AND OTHER PRIVATE SECTOR ORGANISATIONS]

[RANDOMIZE ORDER OF ASKING national government, foreign governments and other private sector organisations]	Yes, it is the organisation's right under all circumstances (1)	Yes, if the customer is suspected of wrong-doing (2)	Yes, as long as the organization has the expressed consent of the customer (3)	No, under no circumstances should organisations share information about their customers (4)	Not sure (9)
a) With the national government					
b) With foreign governments					
c) With other private sector organisations					

20. Some communities and private companies in [INSERT COUNTRY] are using surveillance cameras, also known as Closed Circuit Television or CCTVs, to monitor public places in order to deter crime and assist in the prosecution of offenders. In your opinion, how effective are [INSERT FIRST ITEM FROM LIST] in reducing crime? Are they [READ RESPONSE LIST, INCLUDE NOT SURE]? How about [INSERT NEXT ITEM. READ RESPONSE LIST IF NECESSARY] [RECORD ONE RESPONSE PER ITEM]

[RANDOMIZE LIST]	Very Effective	Somewhat Effective	Not Very Effective	Not Effective At All	Not sure
a) Community CCTVs (such as outdoor cameras in public places)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉
b) In-store CCTVs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₉

21. To what extent do you think employers should be allowed to monitor their employees electronically with surveillance cameras and to read the e-mails their employees send or receive on the employer's computers. First, let's start with [INSERT FIRST ITEM]. Which of the following best describes your beliefs [READ RESPONSE LIST. RECORD ONE RESPONSE]. How about [INSERT NEXT ITEM. READ RESPONSE LIST IF NECESSARY]

[RANDOMIZE ORDER OF ASKING CAMERAS AND EMAIL]	Yes, it is the right of the employer under any circumstance	Yes, but only for the purpose of evaluating employee's performance	Yes, but only if the employee gives informed consent to be monitored	No, under no circumstances should an employer monitor their employees	Not sure
	(1)	(2)	(3)	(4)	(9)
a) Electronically monitor with surveillance cameras					
b) Read E-mails					

22. To what extent do you think it is appropriate for an **employer** to share their employees' personal information with third parties, such as the government or the private sector? First, let's start with sharing with [INSERT FIRST ITEM]. Which of the following best describes your beliefs [READ RESPONSE LIST. RECORD ONE RESPONSE]. How about sharing with [INSERT NEXT ITEM. READ RESPONSE LIST IF NECESSARY]

[RANDOMIZE ORDER OF ASKING GOVERNMENT AND PRIVATE SECTOR]

[RANDOMIZE ORDER OF ASKING government and private sector]	Yes, it is the employers' right under any circumstance (1)	Yes, if the employee is suspected of wrong-doing (2)	Yes, as long as the employer has the expressed consent of the employees. (3)	No, under no circumstances should an employer share information about employees (4)	Not sure (9)
a) Government					
b) Private Sector					

23. To what extent is your privacy respected by airport and customs officials when traveling by airplane? Is it [READ LIST. RECORD ONE RESPONSE]

- Completely respected 1
- A lot of respect 2
- Somewhat respected 3
- Not respected at all 4
- [DO NOT READ] Don't know/not sure 9
- [DO NOT READ]** Not applicable (never travels by airplane)

[NOTE TO INTERVIEWER FOR Q23: IF RESPONDENT SAYS "DON'T KNOW/UNSURE AT Q23, PLEASE PROBE TWICE TO TRY AND GET A RESPONSE FROM THE RESPONSE LIST (CODES 1-4) BEFORE ACCEPTING A DON'T KNOW/UNSURE RESPONSE] POSSIBLE PROBE: Is there anything in the list of response options that I read to you that reflects your opinion? [INTERVIEWER: RE-READ RESPONSE LIST IF NECESSARY]

24. Do you think [INSERT COUNTRY] government should have the right to collect personal information about travellers? Would you say [READ LIST. RECORD ONE RESPONSE]

- Yes, under any circumstances..... 1
- Yes, only if there is expressed consent by the affected traveller 2
- No, unless there is suspected wrong-doing by the traveler 3
- No, under no circumstances 4
- Not sure..... 9

25. Do you think the [INSERT COUNTRY] government should be able to share travelers' personal information with foreign governments? Would you say [READ LIST. RECORD ONE RESPONSE]

- Yes, under any circumstance..... 1
- Yes, only if there is expressed consent by the affected traveler 2
- No, unless there is suspected wrong-doing by the traveler 3
- No, under no circumstances 4
- Not sure..... 9

26. How acceptable do you feel it would be for airport officials to give extra security checks to visible minorities? Would it be [READ LIST. RECORD ONE RESPONSE]

- Very acceptable 1
- Somewhat acceptable..... 2
- Not really acceptable..... 3
- Not acceptable at all..... 4
- Not sure..... 9

27. Some companies offer customer rewards programmes where you can earn points or rewards based on how often you buy something from them or use their services (for example frequent flyer programmes or [local examples like Air Miles]). How many of these types of programmes do you collect points or rewards from? If you don't belong to any, just say "none". [DO NOT READ LIST. RECORD RESPONSE]

[Q27 RANGE: 0-999]

[RECORD NUMBER] _____

- [DO NOT READ] None..... 0
- [DO NOT READ] Not sure..... 999

28. Many businesses create profiles about their customers that include information about purchasing habits, personal characteristics and credit history. How acceptable to you would it be for a business to use information from your customer profile to inform you of products or services that they think would be of interest to you? Do you feel it is [READ LIST. RECORD ONE RESPONSE]

- Very acceptable 1
- Somewhat acceptable..... 2
- Somewhat unacceptable..... 3
- Not acceptable at all..... 4
- Not sure..... 9

NOTE TO SCRIPTING/INTERVIEWER: FOR Q29-36 THE QUESTIONS ARE SPLIT INTO TWO GROUPS: GROUP A AND GROUP B. GROUP A QUESTIONS WILL BE ASKED OF A RANDOM SELECTION OF 50% OF THE RESPONDENTS. GROUP B QUESTIONS WILL BE ASKED OF A RANDOM SELECTION OF 50% OF RESPONDENTS. DO NOT ASK ONE RESPONDENT QUESTIONS FROM GROUP A AND B. IF RESPONDENT IS RANDOMIZED TO GROUP A, THEN THEY MUST BE ASKED ALL GROUP A QUESTIONS. THEY CANNOT BE ASKED ANY GROUP B QUESTIONS. IF RESPONDENT IS RANDOMIZED TO GROUP B, THEY MUST BE ASKED ALL GROUP B QUESTIONS, THEY CANNOT BE ASKED ANY GROUP A QUESTIONS.

NOTE TO INTERVIEWER FOR Q29-q36: IF RESPONDENT SAYS “DON’T KNOW/UNSURE FOR ANY QUESTION IN THIS SECTION, PLEASE PROBE TWICE TO TRY AND GET A RESPONSE FROM THE RESPONSE LIST (CODES 1-4) BEFORE ACCEPTING A DON’T KNOW/UNSURE RESPONSE] POSSIBLE PROBE: Is there anything in the list of response options that I read to you that reflects your opinion? [INTERVIEWER: RE-READ RESPONSE LIST IF NECESSARY]

We are now nearing the end of the survey. Once we have completed this group of questions I will just have a few final questions for statistical purposes.

The following questions reflect a series of situations that we would like to get your opinions on, based on the information I provide you for each scenario. Please understand there are no right or wrong answers, we are interested in your opinion.

[NAMES IN Q29-Q36 WILL CHANGE TO REFLECT COUNTRY OF INTERVIEW]

GROUP A: (q29-q32)

RANDOMLY ASK GROUP A QUESTIONS OF 50% OF RESPONDENTS.
RANDOMIZE THE ORDER OF THE QUESTIONS WITHIN GROUP A.
RESPONDENT MUST BE ASKED ALL QUESTIONS IN GROUP A.

29. [Mike] goes to the drug store to buy film, which was advertised to be on sale. He finds out at the store that in order to receive the discount, he must apply for a customer loyalty card, which involves filling out an application form. It requires [Mike] to fill out his home address, occupation, and marital status. He fills the form out to get the special pricing. To what extent does [Mike] have a say in what happens to his personal information? Is it [READ LIST. RECORD ONE RESPONSE]

- Complete say 1
- A lot of say 2
- Some say 3
- No say 4
- [DO NOT READ]** Don't know/unsure..... 9

30. As part of the concern for national security, assume that the government creates a database to search for terrorist activity. All government records are merged with any available commercial data such as bank records, credit statements, and travel manifests. Citizens, such as [James] are required to provide fingerprints, photographs, and iris scans. [James] does this. To what extent does James have a say in what happens to his personal information? Is it [READ LIST. RECORD ONE RESPONSE]

- Complete say 1
- A lot of say 2
- Some say 3
- No say at all 4
- [DO NOT READ]** Don't know/unsure..... 9

31. [Mary] pays cash at a large, crowded department store and provides no information about herself to the cashier. The cashier asks for [Mary's] postal code/zip code; [Mary] refuses and still makes her purchase. To what extent does [Mary] have a say in what happens to her personal information? Is it [READ LIST. RECORD ONE RESPONSE}

- Complete say 1
- A lot of say 2
- Some say 3
- No say at all 4
- [DO NOT READ]** Don't know/unsure..... 9

32. Assume that as part of the concern for national security, the government creates a database to search for terrorist activity. The government requires everyone, including [Rita], to submit an annual form containing detailed information about themselves. The form asks for employment information, criminal activity, and any travel abroad by the individual or any family members in the last five years. [Rita] complies, but decides not complete the section on travel. To what extent does [Rita] have a say in what happens to her personal information? Is it [READ LIST. RECORD ONE RESPONSE}

- Complete say 1
- A lot of say 2
- Some say 3
- No say at all 4
- [DO NOT READ]** Don't know/unsure..... 9

GROUP B (Q33-Q36)

**RANDOMLY ASK GROUP B QUESTIONS OF 50% OF RESPONDENTS.
RANDOMIZE THE ORDER OF THE QUESTIONS WITHIN GROUP B.
RESPONDENT MUST BE ASKED ALL QUESTIONS IN GROUP B.**

33. [Magda] is traveling out of the country. She is selected to have all her baggage opened and checked. She cannot board the plane until this is done. To what extent is [Magda's] privacy respected by airport and customs officials when traveling by airplane? Is it [READ LIST. RECORD ONE RESPONSE}

- Completely respected 1
- A lot of respect 2
- Somewhat respected 3
- Not respected at all 4
- [DO NOT READ]** Don't know/unsure..... 9

34. [Shekeel] is travelling out of the country. He has to have a metal detecting wand passed over him before he can board the plane, while other passengers do not. To what extent is [Shekeel's] privacy respected by airport and customs officials when travelling by airplane? Is it [READ LIST. RECORD ONE RESPONSE]

- Completely respected 1
- A lot of respect 2
- Somewhat respected 3
- Not respected at all 4
- [DO NOT READ]** Don't know/unsure..... 9

35. [Mohammad] is travelling out of the country. Because of the racial profiling, he is separated from the other travellers. He is asked very detailed questions about his marital status, his family situation, his employment, the purpose of his trip, past political affiliations, and his associates. Airport and customs officials then do a physical search of his baggage and person. After finding nothing, he is free to travel. To what extent is [Mohammad's] privacy respected by airport and customs officials when travelling by airplane? Is it [READ LIST. RECORD ONE RESPONSE]

- Completely respected 1
- A lot of respect 2
- Somewhat respected 3
- Not respected at all 4
- [DO NOT READ]** Don't know/unsure..... 9

36. [Hanna] is traveling out of the country. She shows her passport and is permitted to board the plane. To what extent is [Hanna's] privacy respected by airport and customs officials when traveling by airplane? Is it [READ LIST. RECORD ONE RESPONSE]

- Completely respected 1
- A lot of respect 2
- Somewhat respected 3
- Not respected at all 4
- [DO NOT READ]** Don't know/unsure..... 9

DEMOGRAPHICS (ASK ALL RESPONDENTS)

Now we have a few final questions that we will be using for statistical purposes only. Remember, all your responses will be kept strictly confidential, as the findings will only be reported in aggregate format.

[ASK ALL RESPONDENTS]

37. How many times in the last year have you traveled by air? Please include all flights both within and outside your country.

[Q37 RANGE: 0-999]

[RECORD NUMBER] _____
 [DO NOT READ] Don't know/unsure 999

38. Have you purchased a product or service over the internet in the past year?

Yes 1
 No 2
 [DO NOT READ] Don't know/unsure 9

39. In the past year have you contacted the local, state or national government for any reason? [READ LIST. **ACCEPT MULTIPLE RESPONSES.** CHECK EACH THAT APPLIES]

By email/internet or other electronic means..... 1
 Face-to-face, over the telephone or by mail 2
 No contact 3
 [DO NOT READ] Don't know/unsure 9

[FOR Q39. IF CODE 1 AND/OR CODE 2 ARE SELECTED, DO NOT SELECT CODE 3 (No contact) OR CODE 9 (Don't know/unsure). MULTIPLE RESPONSES ARE ALLOWED FOR CODE 1 AND CODE 2]

39b) For each of the following scenarios, please indicate yes or no for each.

Have you used a **computer** in the **past 6 months**

[NOTE TO INTERVIEWER: IF RESPONDENT INDICATES THEY CURRENTLY ARE NOT EMPLOYED/DO NOT WORK, PLEASE SELECT THE "NO" OPTION]

[RANDOMIZE LIST]	Yes	No	[DO NOT READ] Don't know/Not sure
a) At home	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
b) At work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
c) At a public place (e.g. library, internet café, etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9

39c) For each of the following scenarios, please indicate yes or no for each.

Have you used the **Internet** in the past 6 months

[NOTE TO INTERVIEWER: IF RESPONDENT INDICATES THEY CURRENTLY ARE NOT EMPLOYED/DO NOT WORK, PLEASE SELECT THE “NO” OPTION]

[RANDOMIZE LIST]	Yes	No	[DO NOT READ] Don't know/Not sure
a) At home	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
b) At work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9
c) At a public place (e.g. library, internet café, etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 9

40. What year were you born in?

1900-1988	____
9999	DO NOT READ (Don't Know/Not Stated)

41. CANADA: What is the highest level of formal education that you have completed? [READ LIST]
 [CUSTOMIZE ACCORDING TO COUNTRY OF INTERVIEW]

	Education Categories
01	Grade school or some high school
02	Complete high school
03	Complete technical or trade school/Community college
04	Some community college or university, but did not finish
05	Complete university degree, such as a Bachelor's
06	Graduate degree, such as a Master's or Ph.D.
99	DO NOT READ (Don't Know/Not Stated) (Don't Know/Not Stated)

UNITED STATES: What is the last year of school you completed? (READ LIST. ENTER SINGLE RESPONSE.)

	Education Categories
01	Grade school or some high school
02	Completed high school
03	Some college but did not finish
04	Completed a two year college degree
05	Completed a four year college degree
06	Completed a post-graduate degree such as a Master's or Ph.D.
99	(Don't know/not stated)

[ASK ALL]

42. What is your current employment status? (READ LIST. ONE RESPONSE ONLY)

[CUSTOMIZE ACCORDING TO COUNTRY OF INTERVIEW]

- Working full time..... 1
- Working part time..... 2
- Not employed..... 3
- Student..... 4
- Homemaker..... 5
- Retired..... 6
- Self-employed..... 7
- [DO NOT READ]** Don't know/Not stated 9

(IF "WORKING FULL-TIME, PART-TIME OR SELF-EMPLOYED" IN Q.42, THEN ASK Q.43 OTHERWISE SKIP TO Q.44)

43. Which of the following best describes your current occupation? Is it best described as....? (READ LIST. ONE RESPONSE ONLY)

[CUSTOMIZE ACCORDING TO COUNTRY OF INTERVIEW]

- Professional/Managerial..... 1
- Sales/Clerical 2
- Technical/Skilled 3
- Unskilled/Laborer 4
- Other occupations [DO NOT SPECIFY] 5
- [DO NOT READ]** Not sure..... 9

(ASK ALL RESPONDENTS)

44. And which of the following categories best describes your annual household income? That is, the total income before taxes – or gross income – of all persons in your household combined? Just stop me when I reach your category. READ LIST.

[INSERT APPROPRIATE CATEGORIES FOR EACH COUNTRY]

[CUSTOMIZE ACCORDING TO COUNTRY OF INTERVIEW]

	Income Categories
01	Under \$10,000
02	\$10,000 to just under \$20,000
03	\$20,000 to just under \$30,000
04	\$30,000 to just under \$40,000
05	\$40,000 to just under \$50,000
06	\$50,000 to just under \$60,000
07	\$60,000 to just under \$70,000
08	\$70,000 to just under \$80,000
09	\$80,000 to just under \$100,000
10	\$100,000 and over
99	[DO NOT READ]: Don't know/Not stated
999	[DO NOT READ] Refused

[SUPPLIER TO RECORD FOLLOWING DATA AS APPROPRIATE:]

[ASK ALL RESPONDENTS]

45. What language do you speak at home? [DO NOT READ LIST. SELECT ALL THAT APPLY. RECORD RESPONSE]

- Afrikaans..... 1
- Arabic..... 2
- Mandarin..... 3
- Cantonese 4
- Danish 5
- Dutch 6
- English 7
- Farsi 8
- French 9
- German 10
- Greek..... 11
- Hebrew..... 12
- Hindi (or other Indian language) 13
- Hungarian..... 14
- Italian..... 15
- Japanese..... 16
- Portuguese..... 17
- Polish 18
- Punjabi 19
- Russian 20
- Spanish..... 21
- Tagalog (or other Philippines language) 22
- Tamil..... 23
- Thai..... 24
- Turkish 25
- Urdu 26
- Vietnamese..... 27
- Custom..... 28
- Custom..... 29
- Custom..... 30
- Custom..... 31
- Custom 32
- Other language (Please specify) 33

46. [ASK IN US ONLY] Are you of Hispanic ethnicity?
- Yes [Skip to Q47] 1
 - No [Skip to Q47] 2
 - [DO NOT READ] Not sure/refused [Skip to Q47] 99

47. [ASK ALL]

Are you [READ LIST. RANDOMIZE]
[CUSTOMIZE ACCORDING TO COUNTRY OF INTERVIEW]

- | | | |
|---|--------------------------|----|
| Asian/Pacific Islander | <input type="checkbox"/> | 1 |
| Black/African [INSERT COUNTRY OF INTERVIEW] | <input type="checkbox"/> | 2 |
| Caucasian/White | <input type="checkbox"/> | 3 |
| North American Indian/Inuit | <input type="checkbox"/> | 4 |
| Mixed ethnic background | <input type="checkbox"/> | 5 |
| Another population group (specify) | <input type="checkbox"/> | 6 |
| [DO NOT READ] Don't know/refused | <input type="checkbox"/> | 99 |

48. [DO NOT READ] RECORD LANGUAGE OF INTERVIEW:

- | | | |
|------------|--------------------------|---|
| English | <input type="checkbox"/> | 1 |
| French | <input type="checkbox"/> | 2 |
| Hungarian | <input type="checkbox"/> | 3 |
| Portuguese | <input type="checkbox"/> | 4 |
| Spanish | <input type="checkbox"/> | 5 |

Thank you for your time.