

Codebook – Japan File

File Information

Label			
Weight Variable	<none>		
Number of Cases	Unweighted	516	
	Weighted	516	

Administration

SAMPLEID

		Value
Standard	Position	1
Attributes	Label	[SAMPLEID] ID

ANSWERDATE

		Value	Count	Percent
Standard	Position	2		
Attributes	Label	[ANSWERDATE] Answered date		
Valid Values	2007/12/		516	100.0%

CELLNAME

		Value	Count	Percent
Standard	Position	10		
Attributes	Label	[CELLNAME] CELLNAME		
Valid Values	'18-2		43	8.3%
	'25-3		43	8.3%
	'35-4		43	8.3%
	'45-5		43	8.3%
	'55-6		43	8.3%
	'65		43	8.3%
	'18-2		43	8.3%
	'25-3		43	8.3%
	'35-4		43	8.3%
	'45-5		43	8.3%
'55-6		43	8.3%	
'65		43	8.3%	

Geography

PREFECTURE

		Value	Count	Percent
Standard	Position	6		
Attributes	Label	[PREFECTURE] Prefecture		
Valid Values	1	Hokkaido	21	4.1%
	2	Aomori	5	1.0%
	3	Iwate	2	.4%
	4	Miyagi	7	1.4%
	5	Akita	3	.6%
	6	Yamagata	2	.4%
	7	Fukushima	4	.8%
	8	Ibaraki	4	.8%
	9	Tochigi	6	1.2%
	10	Gunma	9	1.7%
	11	Saitama	28	5.4%
	12	Chiba	26	5.0%
	13	Tokyo	71	13.8%
	14	Kanagawa	62	12.0%
	15	Niigata	6	1.2%
	16	Toyama	5	1.0%
	17	Ishikawa	6	1.2%
	18	Fukui	3	.6%
	19	Yamanashi	0	0.0%
	20	Nagano	8	1.6%
	21	Gifu	8	1.6%
	22	Shizuoka	16	3.1%
	23	Aichi	33	6.4%
	24	Mie	9	1.7%
	25	Shiga	2	.4%
	26	Kyoto	10	1.9%
	27	Osaka	32	6.2%
	28	Hyogo	25	4.8%
	29	Nara	8	1.6%
	30	Wakayama	2	.4%
	31	Tottori	1	.2%
	32	Shimane	3	.6%
	33	Okayama	9	1.7%
	34	Hiroshima	17	3.3%
	35	Yamaguchi	5	1.0%

36	Tokushima	0	0.0%
37	Kagawa	3	.6%
38	Ehime	8	1.6%
39	Kochi	2	.4%
40	Fukuoka	15	2.9%
41	Saga	4	.8%
42	Nagasaki	7	1.4%
43	Kumamoto	4	.8%
44	Oita	5	1.0%
45	Miyazaki	5	1.0%
46	Kagoshima	2	.4%
47	Okinawa	3	.6%

AREA

		Value	Count	Percent
Standard	Position	7		
Attributes	Label	[AREA] Area		
Valid Values	1	Hokkaido	21	4.1%
	2	Tohoku	23	4.5%
	3	Kanto	206	39.9%
	4	Chubu	94	18.2%
	5	Kinki	79	15.3%
	6	Chugoku	35	6.8%
	7	Shikoku	13	2.5%
	8	Kyushu	45	8.7%

Demographics

SEX

		Value	Count	Percent
Standard	Position	3		
Attributes	Label	[SEX] SEX OF RESPONDENT		
Valid Values	1	Male	258	50.0%
	2	Female	258	50.0%

AGE

		Value	Count	Percent
Standard	Position	4		
Attributes	Label	[AGE] Age		
Valid Values	18		2	.4%
	19		7	1.4%
	20		15	2.9%
	21		7	1.4%
	22		15	2.9%
	23		15	2.9%
	24		25	4.8%
	25		2	.4%
	26		8	1.6%
	27		4	.8%
	28		9	1.7%
	29		12	2.3%
	30		9	1.7%
	31		15	2.9%
	32		7	1.4%
	33		9	1.7%
	34		11	2.1%
	35		7	1.4%
	36		12	2.3%
	37		9	1.7%
	38		14	2.7%
	39		6	1.2%
	40		5	1.0%
	41		6	1.2%
	42		9	1.7%
	43		11	2.1%
	44		7	1.4%
	45		11	2.1%
	46		8	1.6%

47		13	2.5%
48		12	2.3%
49		11	2.1%
50		5	1.0%
51		7	1.4%
52		6	1.2%
53		5	1.0%
54		8	1.6%
55		17	3.3%
56		15	2.9%
57		13	2.5%
58		11	2.1%
59		9	1.7%
60		5	1.0%
61		3	.6%
62		5	1.0%
63		3	.6%
64		3	.6%
65		9	1.7%
66		12	2.3%
67		7	1.4%
68		13	2.5%
69		7	1.4%
70		9	1.7%
71		5	1.0%
72		6	1.2%
73		7	1.4%
74		3	.6%
75		1	.2%
76		2	.4%
77		4	.8%
78		1	.2%
79		1	.2%
84		1	.2%

AGEID

		Value	Count	Percent
Standard Attributes	Position Label	5 [AGEID] Which of the following categories best describes your age?		
Valid Values	1	Under 12	0	0.0%
	2	12-19	9	1.7%
	3	20-24	77	14.9%
	4	25-29	35	6.8%
	5	30-34	51	9.9%
	6	35-39	48	9.3%
	7	40-44	38	7.4%
	8	45-49	55	10.7%
	9	50-54	31	6.0%
	10	55-59	65	12.6%
	11	60 or over	107	20.7%

JOB

		Value	Count	Percent
Standard Attributes	Position Label	8 [JOB] Occupation		
Valid Values	1	Public Servant	12	2.3%
	2	Executives	16	3.1%
	3	Office Worker (Clerical)	51	9.9%
	4	Office Worker (Technical)	49	9.5%
	5	Office Worker (Other)	36	7.0%
	6	Self-employed	47	9.1%
	7	Freelance	8	1.6%
	8	Housewife	108	20.9%
	9	Part-timer	51	9.9%
	10	Student	54	10.5%
	11	Other	84	16.3%

CELL

		Value	Count	Percent
Standard Attributes	Position Label	9 [CELL] Quota		
Valid Values	1	Male 18-24	43	8.3%
	2	Male 25-34	43	8.3%
	3	Male 35-44	43	8.3%
	4	Male 45-54	43	8.3%
	5	Male 55-64	43	8.3%

6	Male 65 or over	43	8.3%
7	Female 18-24	43	8.3%
8	Female 25-34	43	8.3%
9	Female 35-44	43	8.3%
10	Female 45-54	43	8.3%
11	Female 55-64	43	8.3%
12	Female 65 or over	43	8.3%

Q42

		Value	Count	Percent
Standard	Position	97		
Attributes	Label	[Q42] In what year were you born?		
Valid Values	1	1900	0	0.0%
	2	1901	0	0.0%
	3	1902	0	0.0%
	4	1903	0	0.0%
	5	1904	0	0.0%
	6	1905	0	0.0%
	7	1906	0	0.0%
	8	1907	0	0.0%
	9	1908	0	0.0%
	10	1909	0	0.0%
	11	1910	0	0.0%
	12	1911	0	0.0%
	13	1912	0	0.0%
	14	1913	0	0.0%
	15	1914	0	0.0%
	16	1915	0	0.0%
	17	1916	0	0.0%
	18	1917	0	0.0%
	19	1918	0	0.0%
	20	1919	0	0.0%
	21	1920	0	0.0%
	22	1921	0	0.0%
	23	1922	0	0.0%
	24	1923	1	.2%
	25	1924	0	0.0%
	26	1925	0	0.0%
	27	1926	0	0.0%
	28	1927	0	0.0%
	29	1928	1	.2%

30	1929	1	.2%
31	1930	4	.8%
32	1931	2	.4%
33	1932	1	.2%
34	1933	3	.6%
35	1934	7	1.4%
36	1935	6	1.2%
37	1936	5	1.0%
38	1937	9	1.7%
39	1938	7	1.4%
40	1939	13	2.5%
41	1940	7	1.4%
42	1941	12	2.3%
43	1942	9	1.7%
44	1943	3	.6%
45	1944	3	.6%
46	1945	5	1.0%
47	1946	3	.6%
48	1947	5	1.0%
49	1948	9	1.7%
50	1949	11	2.1%
51	1950	13	2.5%
52	1951	15	2.9%
53	1952	18	3.5%
54	1953	7	1.4%
55	1954	5	1.0%
56	1955	6	1.2%
57	1956	7	1.4%
58	1957	5	1.0%
59	1958	11	2.1%
60	1959	12	2.3%
61	1960	13	2.5%
62	1961	8	1.6%
63	1962	14	2.7%
64	1963	4	.8%
65	1964	11	2.1%
66	1965	9	1.7%
67	1966	6	1.2%
68	1967	5	1.0%
69	1968	6	1.2%
70	1969	14	2.7%

71	1970	9	1.7%
72	1971	12	2.3%
73	1972	7	1.4%
74	1973	11	2.1%
75	1974	9	1.7%
76	1975	7	1.4%
77	1976	15	2.9%
78	1977	9	1.7%
79	1978	12	2.3%
80	1979	9	1.7%
81	1980	4	.8%
82	1981	8	1.6%
83	1982	5	1.0%
84	1983	22	4.3%
85	1984	15	2.9%
86	1985	15	2.9%
87	1986	7	1.4%
88	1987	15	2.9%
89	1988	7	1.4%
90	1989	2	.4%
91	1990	0	0.0%

Q43

		Value	Count	Percent
Standard Attributes	Position Label	98 [Q43] Please answer your academic background. Please select your highest education level completed.		
Valid Values	1	Graduated from an elementary school or a middle school? / junior high school	14	2.7%
	2	Graduated from a high school	154	29.8%
	3	Graduated from a national collage	11	2.1%
	4	Graduated from a vocational school? / junior college	115	22.3%
	5	Started a collage but did not graduate	18	3.5%
	6	Graduated from a collage	177	34.3%
	7	Graduated from a graduate school	17	3.3%
Missing Values	8	Not sure?/don't want to answer	10	1.9%

Q44

		Value	Count	Percent
Standard	Position	99		
Attributes	Label	[Q44] Please select your current main occupation.		
Valid Values	1	Employed full time	180	34.9%
	2	Employed part time	53	10.3%
	3	Unemployed	28	5.4%
	4	Student	52	10.1%
	5	Housewife	106	20.5%
	6	Retired	34	6.6%
	7	Self-employed	53	10.3%
Missing Values	8	Not sure?/no answer	10	1.9%

Q45

		Value	Count	Percent
Standard	Position	100		
Attributes	Label	[Q45] Please select one that most appropriately describes your current main occupation.		
Valid Values	1	Professional? / executive	69	13.4%
	2	Sales? / clerical	97	18.8%
	3	Technology? / technical work	66	12.8%
	4	Work? / physical labor that does not require specialized skills	18	3.5%
	5	Other	33	6.4%
Missing Values	6	Not sure	3	.6%
	System		230	44.6%

Q46

		Value	Count	Percent
Standard	Position	101		
Attributes	Label	[Q46] Please select your annual household income from the list below.		
Valid Values	1	Less than 1,000,000	24	4.7%
	2	From 1,000,000 to less than 2,000,000	16	3.1%
	3	From 2,000,000 to less than 3,000,000	44	8.5%
	4	From 3,000,000 to less than 4,000,000	48	9.3%
	5	From 4,000,000 to less than 5,000,000	50	9.7%
	6	From 5,000,000 to less than 6,000,000	46	8.9%
	7	From 6,000,000 to less than 7,000,000	31	6.0%
	8	From 7,000,000 to less than 8,000,000	41	7.9%
	9	From 8,000,000 to less than 10,000,000	56	10.9%
	10	More than 10,000,000	44	8.5%
	11	Not sure	45	8.7%
	12	Don't want to answer	71	13.8%

Q47

		Value	Count	Percent
Standard Attributes	Position Label	102 [Q47] Which language do you use in your home?		
Valid Values	1	Afrikaans	0	0.0%
	2	Arabic	0	0.0%
	3	Mandarin	1	.2%
	4	Cantonese	0	0.0%
	5	Danish	0	0.0%
	6	Dutch	0	0.0%
	7	English	0	0.0%
	8	Persian	0	0.0%
	9	French	0	0.0%
	10	German	0	0.0%
	11	Greek	0	0.0%
	12	Hebrew	0	0.0%
	13	Hindi (or other Indian languages)	0	0.0%
	14	Hungarian	0	0.0%
	15	Italian	0	0.0%
	16	Japanese	514	99.6%
	17	Portuguese	0	0.0%
	18	Polish	0	0.0%
	19	Panjabi	0	0.0%
	20	Russian	0	0.0%
	21	Spanish	1	.2%
	22	Tagalong (or other Filipino languages)	0	0.0%
	23	Tamil	0	0.0%
	24	Thai	0	0.0%
	25	Turkish	0	0.0%
	26	Urdu	0	0.0%
	27	Vietnamese	0	0.0%
	28	North Korean? / Korean	0	0.0%
	29	Other. Specify:	0	0.0%

Q47_29FA

		Value	Count	Percent
Standard Attributes	Position Label	103 [Q47_29FA] Other? Specify		
Valid Values			516	100.0%

Q48

		Value	Count	Percent
Standard	Position	104		
Attributes	Label	[Q48] Please select your race.		
Valid Values	1	Asian? / Pacific Islander	493	95.5%
	2	Black? / African	0	0.0%
	3	Caucasian? / White	6	1.2%
	4	North American Indian? / Inuit	0	0.0%
	5	Mixed	0	0.0%
	6	Other. Specify:	5	1.0%
Missing Values	7	Don't know? / don't want to answer	12	2.3%

Q48_6FA

		Value	Count	Percent
Standard	Position	105		
Attributes	Label	[Q48_6FA] Other? Specify		
Valid Values			511	99.0%
	“ú–{[3	.6%
	%©F Ží		2	.4%

Knowledge of Surveillance Technology

Q1S1

		Value	Count	Percent
Standard	Position	11		
Attributes	Label	[Q1S1] How knowledgeable are you about the Internet?		
Valid Values	1	Very knowledgeable	59	11.4%
	2	Somewhat knowledgeable	359	69.6%
	3	Not very knowledgeable	93	18.0%
	4	Not at all knowledgeable	5	1.0%
Missing Values	5	Don't know?/not sure	0	0.0%

Q1S2

		Value	Count	Percent
Standard	Position	12		
Attributes	Label	[Q1S2] How knowledgeable are you about Global Positioning System (GPS) used in automobiles?		
Valid Values	1	Very knowledgeable	18	3.5%
	2	Somewhat knowledgeable	104	20.2%
	3	Not very knowledgeable	163	31.6%
	4	Not at all knowledgeable	118	22.9%
Missing Values	5	Don't know?/not sure	113	21.9%

Q1S3

		Value	Count	Percent
Standard	Position	13		
Attributes	Label	[Q1S3] How knowledgeable are you about Radio Frequency Identification (RFID) tags on consumer products?		
Valid Values	1	Very knowledgeable	9	1.7%
	2	Somewhat knowledgeable	72	14.0%
	3	Not very knowledgeable	188	36.4%
	4	Not at all knowledgeable	156	30.2%
Missing Values	5	Don't know?/not sure	91	17.6%

Q1S4

		Value	Count	Percent
Standard	Position	14		
Attributes	Label	[Q1S4] How knowledgeable are you about Closed Circuit Television (CCTV) in public spaces?		
Valid Values	1	Very knowledgeable	10	1.9%
	2	Somewhat knowledgeable	120	23.3%
	3	Not very knowledgeable	215	41.7%
	4	Not at all knowledgeable	136	26.4%
Missing Values	5	Don't know?/not sure	35	6.8%

Q1S5

		Value	Count	Percent
Standard Attributes	Position Label	15 [Q1S5] How knowledgeable are you about biometrics for facial and other bodily recognition?		
Valid Values	1	Very knowledgeable	8	1.6%
	2	Somewhat knowledgeable	141	27.3%
	3	Not very knowledgeable	207	40.1%
	4	Not at all knowledgeable	125	24.2%
Missing Values	5	Don't know?/not sure	35	6.8%

Q1S6

		Value	Count	Percent
Standard Attributes	Position Label	16 [Q1S6] How knowledgeable are you about data mining of personal information?		
Valid Values	1	Very knowledgeable	6	1.2%
	2	Somewhat knowledgeable	21	4.1%
	3	Not very knowledgeable	169	32.8%
	4	Not at all knowledgeable	176	34.1%
Missing Values	5	Don't know?/not sure	144	27.9%

Knowledge of Laws Protecting Personal Information

Q3S1

		Value	Count	Percent
Standard Attributes	Position Label	18 [Q3S1] How knowledgeable are you about the laws in your country that deal with the protection of personal information in government departments?		
Valid Values	1	Very knowledgeable	3	.6%
	2	Somewhat knowledgeable	131	25.4%
	3	Not very knowledgeable	273	52.9%
	4	Not at all knowledgeable	90	17.4%
Missing Values	5	Don't know?/not sure	19	3.7%

Q3S2

		Value	Count	Percent
Standard Attributes	Position Label	19 [Q3S2] How knowledgeable are you about the laws in your country that deal with the protection of personal information in private companies?		
Valid Values	1	Very knowledgeable	3	.6%
	2	Somewhat knowledgeable	147	28.5%
	3	Not very knowledgeable	265	51.4%
	4	Not at all knowledgeable	85	16.5%
Missing Values	5	Don't know?/not sure	16	3.1%

Q4S1

		Value	Count	Percent
Standard Attributes	Position Label	20 [Q4S1] To what extent do you believe laws are effective at protecting your personal information that is held by government departments?		
Valid Values	1	Very effective	15	2.9%
	2	Somewhat effective	66	12.8%
	3	Not very effective	47	9.1%
	4	Not effective at all	6	1.2%
Missing Values	5	Not sure	0	0.0%
	System		382	74.0%

Q4S2

		Value	Count	Percent
Standard	Position	21		
Attributes	Label	[Q4S2] To what extent do you believe laws are effective at protecting your personal information that is held by private companies?		
Valid Values	1	Very effective	12	2.3%
	2	Somewhat effective	78	15.1%
	3	Not very effective	52	10.1%
	4	Not effective at all	8	1.6%
Missing Values	5	Not sure	0	0.0%
	System		366	70.9%

Control over Personal Information

Q2

		Value	Count	Percent
Standard	Position	17		
Attributes	Label	[Q2] To what extent do you have a say in what happens to your personal information?		
Valid Values	1	Complete right	138	26.7%
	2	a lot of right	183	35.5%
	3	Some right	153	29.7%
	4	No right at all	25	4.8%
Missing Values	5	Don't know?/not sure	17	3.3%

Trust: Government and Private Companies

Q5

		Value	Count	Percent
Standard Attributes	Position Label	22 [Q5] What level of trust do you have that your government is striking the right balance between national security and individual rights?		
Valid Values	1	Very high level of trust	0	0.0%
	2	Reasonably high level of trust	69	13.4%
	3	Fairly low level of trust	304	58.9%
	4	Very low level of trust	103	20.0%
Missing Values	5	Not sure	40	7.8%

Q6

		Value	Count	Percent
Standard Attributes	Position Label	23 [Q6] What level of trust do you have that private companies will protect your personal information?		
Valid Values	1	Very high level of trust	7	1.4%
	2	Reasonably high level of trust	159	30.8%
	3	Fairly low level of trust	250	48.4%
	4	Very low level of trust	69	13.4%
Missing Values	5	Not sure	31	6.0%

Q39_1

		Value	Count	Percent
Standard Attributes	Position Label	87 [Q39_1] In the past year have you contacted the local, state or national government by email/internet or other electronic means?		
Valid Values	0		415	80.4%
	1	I had contact via e-mail, Internet, or other electronic means	101	19.6%

Q39_2

		Value	Count	Percent
Standard Attributes	Position Label	88 [Q39_2] In the past year have you contacted the local, state or national government face-to-face, over the telephone or by mail?		
Valid Values	0		406	78.7%
	1	I had contact in person, on the phone, or through a letter	110	21.3%

Q39_3

		Value	Count	Percent
Standard Attributes	Position Label	89 [Q39_3] In the past year have you had no contact with the local, state or national government?		
Valid Values	0		202	39.1%
	1	I did not have any contact	314	60.9%

Q39_4

		Value	Count	Percent
Standard Attributes	Position Label	90 [Q39_4] In the past year have you contacted the local, state or national government? Don't know / not sure		
Valid Values	0		500	96.9%
	1	Don't know?/not sure	16	3.1%

Actions Taken to Protect Personal Information

Q7S1

		Value	Count	Percent
Standard Attributes	Position Label	24 [Q7S1] Have you ever refused to give information to a business because you thought it was not needed?		
Valid Values	1	Yes	227	44.0%
	2	No	224	43.4%
Missing Values	3	Don't know?/not sure	65	12.6%

Q7S2

		Value	Count	Percent
Standard Attributes	Position Label	25 [Q7S2] Have you ever refused to give information to a government agency because you thought it was not needed?		
Valid Values	1	Yes	52	10.1%
	2	No	356	69.0%
Missing Values	3	Don't know?/not sure	108	20.9%

Q7S3

		Value	Count	Percent
Standard Attributes	Position Label	26 [Q7S3] Have you ever asked a company to remove you from any lists they use for marketing purposes?		
Valid Values	1	Yes	84	16.3%
	2	No	390	75.6%
Missing Values	3	Don't know?/not sure	42	8.1%

Q7S4

		Value	Count	Percent
Standard Attributes	Position Label	27 [Q7S4] Have you ever asked a company not to sell your name and address to another company?		
Valid Values	1	Yes	33	6.4%
	2	No	442	85.7%
Missing Values	3	Don't know?/not sure	41	7.9%

Q7S5

		Value	Count	Percent
Standard Attributes	Position Label	28 [Q7S5] Have you ever asked a business you were thinking of dealing with about policies on the collection of consumer information?		
Valid Values	1	Yes	44	8.5%
	2	No	434	84.1%
Missing Values	3	Don't know?/not sure	38	7.4%

Q7S6

		Value	Count	Percent
Standard Attributes	Position Label	29 [Q7S6] Have you ever asked a company to see what personal information besides billing information they had about you in their consumer records?		
Valid Values	1	Yes	23	4.5%
	2	No	458	88.8%
Missing Values	3	Don't know?/not sure	35	6.8%

Q7S7

		Value	Count	Percent
Standard Attributes	Position Label	30 [Q7S7] Have you ever purposefully given incorrect information about yourself to a marketer?		
Valid Values	1	Yes	81	15.7%
	2	No	400	77.5%
Missing Values	3	Don't know?/not sure	35	6.8%

Q7S8

		Value	Count	Percent
Standard Attributes	Position Label	31 [Q7S8] Have you ever purposefully given incorrect information about yourself to a government agency?		
Valid Values	1	Yes	10	1.9%
	2	No	466	90.3%
Missing Values	3	Don't know?/not sure	40	7.8%

Q7S9

		Value	Count	Percent
Standard Attributes	Position Label	32 [Q7S9] Have you ever read the on-line privacy policies at websites when making a purchase from a private company?		
Valid Values	1	Yes	331	64.1%
	2	No	151	29.3%
Missing Values	3	Don't know?/not sure	34	6.6%

Q7S10

		Value	Count	Percent
Standard Attributes	Position Label	33 [Q7S10] Have you ever read the on-line privacy policies at government websites when sending them information electronically?		
Valid Values	1	Yes	141	27.3%
	2	No	308	59.7%
Missing Values	3	Don't know?/not sure	67	13.0%

Experiences with Surveillance Measures

Q8S1

		Value	Count	Percent
Standard Attributes	Position Label	34 [Q8S1] Have you ever experienced detention at a border checkpoint resulting in a search?		
Valid Values	1	Yes	39	7.6%
	2	No	451	87.4%
Missing Values	3	Don't know?/not sure	26	5.0%

Q8S2

		Value	Count	Percent
Standard Attributes	Position Label	35 [Q8S2] Have you ever experienced detention by airport officials resulting in not being able to board the airplane?		
Valid Values	1	Yes	0	0.0%
	2	No	492	95.3%
Missing Values	3	Don't know?/not sure	24	4.7%

Q8S3

		Value	Count	Percent
Standard Attributes	Position Label	36 [Q8S3] Have you ever experienced detention by airport officials resulting in being denied entry into a country?		
Valid Values	1	Yes	1	.2%
	2	No	491	95.2%
Missing Values	3	Don't know?/not sure	24	4.7%

Q8S4

		Value	Count	Percent
Standard Attributes	Position Label	37 [Q8S4] Have you ever been a victim of identity theft?		
Valid Values	1	Yes	11	2.1%
	2	No	480	93.0%
Missing Values	3	Don't know?/not sure	25	4.8%

Q8S5

		Value	Count	Percent
Standard Attributes	Position Label	38 [Q8S5] Have you ever been a victim of credit card fraud?		
Valid Values	1	Yes	16	3.1%
	2	No	481	93.2%
Missing Values	3	Don't know?/not sure	19	3.7%

Q8S6

		Value	Count	Percent
Standard	Position	39		
Attributes	Label	[Q8S6] Has your personal information ever been monitored by a government agency?		
Valid Values	1	Yes	3	.6%
	2	No	398	77.1%
Missing Values	3	Don't know?/not sure	115	22.3%

Q8S7

		Value	Count	Percent
Standard	Position	40		
Attributes	Label	[Q8S7] Has your personal information ever been monitored by an employer?		
Valid Values	1	Yes	12	2.3%
	2	No	397	76.9%
Missing Values	3	Don't know?/not sure	107	20.7%

Q8S8

		Value	Count	Percent
Standard	Position	41		
Attributes	Label	[Q8S8] Has your personal information ever been sold by a commercial business?		
Valid Values	1	Yes	64	12.4%
	2	No	303	58.7%
Missing Values	3	Don't know?/not sure	149	28.9%

National ID Cards

Q9

		Value	Count	Percent
Standard Attributes	Position Label	42 [Q9] To what extent would you agree or disagree with the idea of having a government-issued national ID card that must be carried at all times?		
Valid Values	1	Strongly agree	28	5.4%
	2	Somewhat agree	262	50.8%
	3	Somewhat disagree	127	24.6%
	4	Strongly disagree	65	12.6%
Missing Values	5	Not sure	34	6.6%

Q10

		Value	Count	Percent
Standard Attributes	Position Label	43 [Q10] How effective do you feel government efforts to protect personal information required for issuing ID cards from disclosure would be?		
Valid Values	1	Very effective	18	3.5%
	2	Somewhat effective	175	33.9%
	3	Not very effective	204	39.5%
	4	Not effective at all	73	14.1%
Missing Values	5	Not sure	46	8.9%

Internet

Q11

		Value	Count	Percent
Standard Attributes	Position Label	44 [Q11] How worried are you about providing personal information on websites?		
Valid Values	1	Very worried	98	19.0%
	2	Somewhat worried	328	63.6%
	3	Not very worried	74	14.3%
	4	Not worried at all	2	.4%
Missing Values	5	Not sure	14	2.7%

Q12

		Value	Count	Percent
Standard Attributes	Position Label	45 [Q12] Who do you think should have the most say over how companies use their websites to track people's activities and personal information online?		
Valid Values	1	The government	63	12.2%
	2	Companies that run the website	166	32.2%
	3	Users of the website	161	31.2%
Missing Values	4	Not sure	126	24.4%

Q38

		Value	Count	Percent
Standard Attributes	Position Label	86 [Q38] Have you purchased a product or service over the internet in the past year?		
Valid Values	1	Yes	463	89.7%
	2	No	50	9.7%
Missing Values	3	Don't know?/not sure	3	.6%

Q40S1

		Value	Count	Percent
Standard Attributes	Position Label	91 [Q40S1] Did you use a computer in the past six months? At home		
Valid Values	1	Yes	507	98.3%
	2	No	7	1.4%
Missing Values	3	Don't know?/not sure	2	.4%

Q40S2

		Value	Count	Percent
Standard	Position	92		
Attributes	Label	[Q40S2] Did you use a computer in the past six months? At work		
Valid Values	1	Yes	272	52.7%
	2	No	223	43.2%
Missing Values	3	Don't know?/not sure	21	4.1%

Q40S3

		Value	Count	Percent
Standard	Position	93		
Attributes	Label	[Q40S3] Did you use a computer in the past six months? At public spaces		
Valid Values	1	Yes	148	28.7%
	2	No	350	67.8%
Missing Values	3	Don't know?/not sure	18	3.5%

Q41S1

		Value	Count	Percent
Standard	Position	94		
Attributes	Label	[Q41S1] Did you use Internet in the past six months? At home		
Valid Values	1	Yes	508	98.4%
	2	No	5	1.0%
Missing Values	3	Don't know?/not sure	3	.6%

Q41S2

		Value	Count	Percent
Standard	Position	95		
Attributes	Label	[Q41S2] Did you use Internet in the past six months? At work		
Valid Values	1	Yes	254	49.2%
	2	No	247	47.9%
Missing Values	3	Don't know?/not sure	15	2.9%

Q41S3

		Value	Count	Percent
Standard	Position	96		
Attributes	Label	[Q41S3] Did you use Internet in the past six months? At public spaces		
Valid Values	1	Yes	140	27.1%
	2	No	362	70.2%
Missing Values	3	Don't know?/not sure	14	2.7%

Media Coverage

Q13

		Value	Count	Percent
Standard Attributes	Position Label	46 [Q13] How much coverage have you seen or heard through the media regarding concerns about the safety of your personal information?		
Valid Values	1	A lot	9	1.7%
	2	Some	158	30.6%
	3	Not much	268	51.9%
	4	Not at all	48	9.3%
Missing Values	5	Not sure	33	6.4%

Q14

		Value	Count	Percent
Standard Attributes	Position Label	47 [Q14] Would you say the media pays more attention to stories about terrorism or government violation of personal privacy of citizens?		
Valid Values	1	The mass media is paying more attention to terrorism.	112	21.7%
	2	The mass media is paying more attention to invasion of privacy of the citizens by the government.	60	11.6%
	3	The mass media is paying equal attention to both issues.	249	48.3%
Missing Values	4	Not sure	95	18.4%

Q15

		Value	Count	Percent
Standard Attributes	Position Label	48 [Q15] Would you say the media pays more attention to stories about terrorism or private sector violation of personal privacy of consumers?		
Valid Values	1	The mass media is paying more attention to terrorism.	92	17.8%
	2	The mass media is paying more attention to invasion of privacy of consumer.	93	18.0%
	3	The mass media is paying equal attention to both issues.	237	45.9%
Missing Values	4	Not sure	94	18.2%

Q16S1

		Value	Count	Percent
Standard Attributes	Position Label	49 [Q16S1] When it comes to media coverage of privacy of personal information, how much attention do you think low income persons receive?		
Valid Values	1	Low attention	155	30.0%
	2	Somewhat low attention	168	32.6%
	3	Somewhat high attention	80	15.5%
	4	High attention	34	6.6%
Missing Values	5	Don't know?/not sure	79	15.3%

Q16S2

		Value	Count	Percent
Standard Attributes	Position Label	50 [Q16S2] When it comes to media coverage of privacy of personal information, how much attention do you think visible minorities receive?		
Valid Values	1	Low attention	132	25.6%
	2	Somewhat low attention	164	31.8%
	3	Somewhat high attention	93	18.0%
	4	High attention	38	7.4%
Missing Values	5	Don't know?/not sure	89	17.2%

Q16S3

		Value	Count	Percent
Standard Attributes	Position Label	51 [Q16S3] When it comes to media coverage of privacy of personal information, how much attention do you think middle class people receive?		
Valid Values	1	Low attention	77	14.9%
	2	Somewhat low attention	187	36.2%
	3	Somewhat high attention	155	30.0%
	4	High attention	21	4.1%
Missing Values	5	Don't know?/not sure	76	14.7%

Q16S4

		Value	Count	Percent
Standard Attributes	Position Label	52 [Q16S4] When it comes to media coverage of privacy of personal information, how much attention do you think celebrities receive?		
Valid Values	1	Low attention	15	2.9%
	2	Somewhat low attention	17	3.3%
	3	Somewhat high attention	110	21.3%
	4	High attention	325	63.0%
Missing Values	5	Don't know?/not sure	49	9.5%

Q16S5

		Value	Count	Percent
Standard Attributes	Position Label	53 [Q16S5] When it comes to media coverage of privacy of personal information, how much attention do you think government officials receive?		
Valid Values	1	Low attention	9	1.7%
	2	Somewhat low attention	42	8.1%
	3	Somewhat high attention	108	20.9%
	4	High attention	299	57.9%
Missing Values	5	Don't know?/not sure	58	11.2%

Q16S6

		Value	Count	Percent
Standard Attributes	Position Label	54 [Q16S6] When it comes to media coverage of privacy of personal information, how much attention do you think people like you receive?		
Valid Values	1	Low attention	126	24.4%
	2	Somewhat low attention	199	38.6%
	3	Somewhat high attention	82	15.9%
	4	High attention	21	4.1%
Missing Values	5	Don't know?/not sure	88	17.1%

Q16S7

		Value	Count	Percent
Standard Attributes	Position Label	55 [Q16S7] When it comes to media coverage of privacy of personal information, how much attention do you think immigrants receive?		
Valid Values	1	Low attention	132	25.6%
	2	Somewhat low attention	185	35.9%
	3	Somewhat high attention	82	15.9%
	4	High attention	35	6.8%
Missing Values	5	Don't know?/not sure	82	15.9%

Q16S8

		Value	Count	Percent
Standard Attributes	Position Label	56 [Q16S8] When it comes to media coverage of privacy of personal information, how much attention do you think homeless receive?		
Valid Values	1	Low attention	196	38.0%
	2	Somewhat low attention	139	26.9%
	3	Somewhat high attention	83	16.1%
	4	High attention	18	3.5%
Missing Values	5	Don't know?/not sure	80	15.5%

Q16S9

		Value	Count	Percent
Standard Attributes	Position Label	57 [Q16S9] When it comes to media coverage of privacy of personal information, how much attention do you think high-income people receive?		
Valid Values	1	Low attention	17	3.3%
	2	Somewhat low attention	66	12.8%
	3	Somewhat high attention	171	33.1%
	4	High attention	201	39.0%
Missing Values	5	Don't know?/not sure	61	11.8%

Terrorism and Security

Q5

		Value	Count	Percent
Standard Attributes	Position Label	22 [Q5] What level of trust do you have that your government is striking the right balance between national security and individual rights?		
Valid Values	1	Very high level of trust	0	0.0%
	2	Reasonably high level of trust	69	13.4%
	3	Fairly low level of trust	304	58.9%
	4	Very low level of trust	103	20.0%
Missing Values	5	Not sure	40	7.8%

Q17

		Value	Count	Percent
Standard Attributes	Position Label	58 [Q17] To what extent do you believe laws aimed at protecting national security are intrusive upon personal privacy?		
Valid Values	1	Highly invade	36	7.0%
	2	Somewhat invade	292	56.6%
	3	Not invade very much	108	20.9%
	4	Not invade at all	4	.8%
Missing Values	5	Not sure	76	14.7%

Information Sharing

Q18S1

		Value	Count	Percent
Standard Attributes	Position Label	59 [Q18S1] To what extent do you think it is appropriate for a government agency to share citizen's personal information with other government agencies?		
Valid Values	1	It is the rights of the government under any circumstances	18	3.5%
	2	It is appropriate if the person concerned is suspected of crime	228	44.2%
	3	It is appropriate only when the government has obtained a clear consent from the person concerned.	141	27.3%
	4	The government should not provide information of the citizens under any circumstances.	59	11.4%
Missing Values	5	Not sure	70	13.6%

Q18S2

		Value	Count	Percent
Standard Attributes	Position Label	60 [Q18S2] To what extent do you think it is appropriate for a government agency to share citizen's personal information with foreign governments?		
Valid Values	1	It is the rights of the government under any circumstances	5	1.0%
	2	It is appropriate if the person concerned is suspected of crime	217	42.1%
	3	It is appropriate only when the government has obtained a clear consent from the person concerned.	113	21.9%
	4	The government should not provide information of the citizens under any circumstances.	100	19.4%
Missing Values	5	Not sure	81	15.7%

Q18S3

		Value	Count	Percent
Standard Attributes	Position Label	61 [Q18S3] To what extent do you think it is appropriate for a government agency to share citizen's personal information with the private sector?		
Valid Values	1	It is the rights of the government under any circumstances	7	1.4%
	2	It is appropriate if the person concerned is suspected of crime	124	24.0%
	3	It is appropriate only when the government has obtained a clear consent from the person concerned.	163	31.6%
	4	The government should not provide information of the citizens under any circumstances.	138	26.7%
Missing Values	5	Not sure	84	16.3%

Q19S1

		Value	Count	Percent
Standard Attributes	Position Label	62 [Q19S1] To what extent do you think it is appropriate for a private organization to share or sell its customers' personal information with the national government?		
Valid Values	1	It is the rights of the company under any circumstances	5	1.0%
	2	It is appropriate if the customer concerned is suspected of crime	200	38.8%
	3	It is appropriate only when the company has obtained a clear consent from the customer concerned.	125	24.2%
	4	A company should not provide information of their customers under any circumstances.	121	23.4%
Missing Values	5	Not sure	65	12.6%

Q19S2

		Value	Count	Percent
Standard Attributes	Position Label	63 [Q19S2] To what extent do you think it is appropriate for a private organization to share or sell its customers' personal information with foreign governments?		
Valid Values	1	It is the rights of the company under any circumstances	3	.6%
	2	It is appropriate if the customer concerned is suspected of crime	174	33.7%
	3	It is appropriate only when the company has obtained a clear consent from the customer concerned.	118	22.9%
	4	A company should not provide information of their customers under any circumstances.	147	28.5%
Missing Values	5	Not sure	74	14.3%

Q19S3

		Value	Count	Percent
Standard Attributes	Position Label	64 [Q19S3] To what extent do you think it is appropriate for a private organization to share or sell its customers' personal information with other private organizations?		
Valid Values	1	It is the rights of the company under any circumstances	3	.6%
	2	It is appropriate if the customer concerned is suspected of crime	110	21.3%
	3	It is appropriate only when the company has obtained a clear consent from the customer concerned.	162	31.4%
	4	A company should not provide information of their customers under any circumstances.	173	33.5%
Missing Values	5	Not sure	68	13.2%

Closed Circuit TV (CCTV)

Q20S1

		Value	Count	Percent
Standard	Position	65		
Attributes	Label	[Q20S1] How effective are community CCTVs in reducing crime?		
Valid Values	1	Very effective	125	24.2%
	2	Somewhat effective	310	60.1%
	3	Not very effective	54	10.5%
	4	Not effective at all	8	1.6%
Missing Values	5	Not sure	19	3.7%

Q20S2

		Value	Count	Percent
Standard	Position	66		
Attributes	Label	[Q20S2] How effective are in-store CCTVs in reducing crime?		
Valid Values	1	Very effective	173	33.5%
	2	Somewhat effective	283	54.8%
	3	Not very effective	39	7.6%
	4	Not effective at all	2	.4%
Missing Values	5	Not sure	19	3.7%

Workers

Q21S1

		Value	Count	Percent
Standard Attributes	Position Label	67 [Q21S1] To what extent do you think employers should be allowed to monitor their employees electronically with surveillance cameras?		
Valid Values	1	It is the rights of the company under any circumstances.	48	9.3%
	2	It is allowed only if it is for the purpose of evaluating the employee.	71	13.8%
	3	It is allowed only when the company has obtained informed-consent of the employees.	316	61.2%
	4	It is not allowed under any circumstances.	53	10.3%
Missing Values	5	Not sure	28	5.4%

Q21S2

		Value	Count	Percent
Standard Attributes	Position Label	68 [Q21S2] To what extent do you think employers should be allowed to read the e-mails their employees send or receive on the employer's computers?		
Valid Values	1	It is the rights of the company under any circumstances.	52	10.1%
	2	It is allowed only if it is for the purpose of evaluating the employee.	53	10.3%
	3	It is allowed only when the company has obtained informed-consent of the employees.	260	50.4%
	4	It is not allowed under any circumstances.	120	23.3%
Missing Values	5	Not sure	31	6.0%

Q22S1

		Value	Count	Percent
Standard Attributes	Position Label	69 [Q22S1] To what extent do you think it is appropriate for an employer to share their employees' personal information with the government?		
Valid Values	1	It is the rights of the company under any circumstances.	18	3.5%
	2	It is appropriate if the employees concerned is suspected of crime.	195	37.8%
	3	It is appropriate only when the company has obtained clear consent from the employees.	181	35.1%
	4	It is not appropriate under any circumstances.	78	15.1%
Missing Values	5	Not sure	44	8.5%

Q22S2

		Value	Count	Percent
Standard Attributes	Position Label	70 [Q22S2] To what extent do you think it is appropriate for an employer to share their employees' personal information with the private sector?		
Valid Values	1	It is the rights of the company under any circumstances.	14	2.7%
	2	It is appropriate if the employees concerned is suspected of crime.	133	25.8%
	3	It is appropriate only when the company has obtained clear consent from the employees.	211	40.9%
	4	It is not appropriate under any circumstances.	115	22.3%
Missing Values	5	Not sure	43	8.3%

Travellers

Q23

		Value	Count	Percent
Standard Attributes	Position Label	71 [Q23] To what extent is your privacy respected by airport and customs officials when travelling by airplane?		
Valid Values	1	complete respect	6	1.2%
	2	a lot of respect	52	10.1%
	3	some respect	236	45.7%
	4	no respect at all	46	8.9%
Missing Values	5	Don't know?/not sure (I have used airplanes for domestic? / international flights)	131	25.4%
	6	Not applicable (I have never used airplane for domestic? / international flights)	45	8.7%

Q24

		Value	Count	Percent
Standard Attributes	Position Label	72 [Q24] Do you think your government should have the right to collect personal information about travellers?		
Valid Values	1	Yes, the government should have the right under any circumstances	51	9.9%
	2	Yes, but only if there is a clear consent from the traveler concerned	212	41.1%
	3	No, except when the traveler concerned is suspected of a crime	177	34.3%
	4	No, the government should not have such right under any circumstances	19	3.7%
Missing Values	5	Not sure	57	11.0%

Q25

		Value	Count	Percent
Standard Attributes	Position Label	73 [Q25] Do you think your government should be able to share travellers' personal information with foreign governments?		
Valid Values	1	Yes, the governments should be able to share such information under any circumstances	45	8.7%
	2	Yes but only when there is a clear consent from the traveler concerned	199	38.6%
	3	No, except when the traveler concerned is suspected of a crime	207	40.1%
	4	No, such information should not be shared under any circumstances	18	3.5%
Missing Values	5	Not sure	47	9.1%

Q26

		Value	Count	Percent
Standard Attributes	Position Label	74 [Q26] How acceptable do you feel it would be for airport officials to give extra security checks to visible minorities?		
Valid Values	1	Very acceptable	24	4.7%
	2	Somewhat acceptable	206	39.9%
	3	Not very acceptable	203	39.3%
	4	Not acceptable at all	42	8.1%
Missing Values	5	Not sure	41	7.9%

Q37

		Value	Count	Percent
Standard Attributes	Position Label	85 [Q37] How many times in the last year have you travelled by air both within and outside your country?		
Valid Values	1	Once	71	13.8%
	2	Twice	71	13.8%
	3	Three times	32	6.2%
	4	Four times	18	3.5%
	5	Five times	9	1.7%
	6	Six times	9	1.7%
	7	Seven times	2	.4%
	8	Eight times	3	.6%
	9	Nine times	0	0.0%
	10	Ten times	9	1.7%
	11	11 times	0	0.0%
	12	12 times	3	.6%
	13	13 times	0	0.0%
	14	14 times	1	.2%
	15	15 times	0	0.0%
	16	16 times	0	0.0%
	17	17 times	0	0.0%
	18	18 times	0	0.0%
	19	19 times	0	0.0%
	20	20 times	2	.4%
	21	21 times	0	0.0%
	22	22 times	0	0.0%
	23	23 times	1	.2%
	24	24 times	1	.2%
	25	25 times	0	0.0%
	26	26 times	0	0.0%
	27	27 times	0	0.0%
	28	28 times	0	0.0%

	29	29 times	0	0.0%
	30	30 times	0	0.0%
	31	31 times	0	0.0%
	32	32 times	0	0.0%
	33	33 times	0	0.0%
	34	34 times	0	0.0%
	35	35 times	0	0.0%
	36	36 times	0	0.0%
	37	37 times	0	0.0%
	38	38 times	0	0.0%
	39	39 times	0	0.0%
	40	40 times	0	0.0%
	41	41 times	0	0.0%
	42	42 times	0	0.0%
	43	43 times	0	0.0%
	44	44 times	0	0.0%
	45	45 times	0	0.0%
	46	46 times	0	0.0%
	47	47 times	0	0.0%
	48	48 times	0	0.0%
	49	49 times	0	0.0%
	50	50 times	0	0.0%
	51	More than 51 times	2	.4%
	52	Zero	272	52.7%
Missing Values	53	Don't know?/not sure	10	1.9%

Consumers

Q27

		Value	Count	Percent
Standard Attributes	Position Label	75 [Q27] How many customer reward programs do you collect points or rewards from?		
Valid Values	1	1	18	3.5%
	2	2	37	7.2%
	3	3	60	11.6%
	4	4	24	4.7%
	5	5	95	18.4%
	6	6	18	3.5%
	7	7	11	2.1%
	8	8	12	2.3%
	9	9	5	1.0%
	10	10	67	13.0%
	11	11	3	.6%
	12	12	6	1.2%
	13	13	1	.2%
	14	14	3	.6%
	15	15	13	2.5%
	16	16	0	0.0%
	17	17	0	0.0%
	18	18	0	0.0%
	19	19	0	0.0%
	20	20	14	2.7%
	21	21	0	0.0%
	22	22	0	0.0%
	23	23	0	0.0%
	24	24	0	0.0%
	25	25	0	0.0%
	26	26	0	0.0%
	27	27	0	0.0%
	28	28	0	0.0%
	29	29	0	0.0%
	30	30	2	.4%
	31	More than 31	9	1.7%
	32	None	52	10.1%
Missing Values	33	Not sure	66	12.8%

Q28

		Value	Count	Percent
Standard Attributes	Position Label	76 [Q28] How acceptable would it be for a business to use information from your customer profile to inform you of products or services?		
Valid Values	1	Very acceptable	14	2.7%
	2	Somewhat acceptable	293	56.8%
	3	Not very acceptable	151	29.3%
	4	Not acceptable at all	38	7.4%
Missing Values	5	Not sure	20	3.9%

Anchoring Vignettes

Q29

		Value	Count	Percent
Standard	Position	77		
Attributes	Label	[Q29] Taro's situation		
Valid Values	1	Complete right	57	11.0%
	2	A lot of right	151	29.3%
	3	Some right	218	42.2%
	4	No right at all	62	12.0%
Missing Values	5	Don't know?/not sure	28	5.4%

Q30

		Value	Count	Percent
Standard	Position	78		
Attributes	Label	[Q30] Kenta's situation		
Valid Values	1	Complete right	91	17.6%
	2	A lot of right	141	27.3%
	3	Some right	113	21.9%
	4	No right at all	137	26.6%
Missing Values	5	Don't know?/not sure	34	6.6%

Q31

		Value	Count	Percent
Standard	Position	79		
Attributes	Label	[Q31] Hanako's situation		
Valid Values	1	Complete right	165	32.0%
	2	A lot of right	168	32.6%
	3	Some right	118	22.9%
	4	No right at all	37	7.2%
Missing Values	5	Don't know?/not sure	28	5.4%

Q32

		Value	Count	Percent
Standard	Position	80		
Attributes	Label	[Q32] Yuka's situation		
Valid Values	1	Complete right	45	8.7%
	2	A lot of right	135	26.2%
	3	Some right	252	48.8%
	4	No right at all	38	7.4%
Missing Values	5	Don't know?/not sure	46	8.9%

Q33

		Value	Count	Percent
Standard	Position	81		
Attributes	Label	[Q33] Saori's situation		
Valid Values	1	Completely respected	13	2.5%
	2	Very respected	43	8.3%
	3	Somewhat respected	209	40.5%
	4	Not respected at all	214	41.5%
Missing Values	5	Don't know?/not sure	37	7.2%

Q34

		Value	Count	Percent
Standard	Position	82		
Attributes	Label	[Q34] Wang's situation		
Valid Values	1	Completely respected	5	1.0%
	2	Very respected	52	10.1%
	3	Somewhat respected	183	35.5%
	4	Not respected at all	234	45.3%
Missing Values	5	Don't know?/not sure	42	8.1%

Q35

		Value	Count	Percent
Standard	Position	83		
Attributes	Label	[Q35] Muhammad's situation		
Valid Values	1	Completely respected	5	1.0%
	2	Very respected	36	7.0%
	3	Somewhat respected	160	31.0%
	4	Not respected at all	274	53.1%
Missing Values	5	Don't know?/not sure	41	7.9%

Q36

		Value	Count	Percent
Standard	Position	84		
Attributes	Label	[Q36] Kana's situation		
Valid Values	1	Completely respected	96	18.6%
	2	Very respected	208	40.3%
	3	Somewhat respected	167	32.4%
	4	Not respected at all	17	3.3%
Missing Values	5	Don't know?/not sure	28	5.4%