



GRBN Trust & Personal Data survey

Methodology overview & questionnaire

The survey was commissioned by the GRBN in order to understand:

- How familiar and concerned people around the globe are with how their personal data is collected and used
- How much people trust different types of organisations not to misuse their personal data
- Which types of data people consider to be personal data, and which types sensitive personal data.

Fieldwork was conducted in 4 waves throughout 2014 as follows:

February 2014: UK and USA

March 2014: Argentina, Brazil and Canada

June 2014: Finland, France, Germany, Ireland, Italy, the Netherlands, Spain and Sweden

July 2014: Australia, China, Japan, Malaysia, Mongolia, New Zealand, Singapore, South Korea, Taiwan and Thailand

Fieldwork was conducted by Research Now in 22 of the 24 countries through internet access panels using quota sampling. The achieved sample sizes are shown below, along with information on whether weights have been applied to the achieved sample or not.

In Mongolia and Thailand, fieldwork was conducted by OnDevice using dynamic sampling.

The research universe varied by country as follows....

Country	Universe	Sample size	Weighted
Argentina	18+ year olds	1022	
Australia	18+ year olds	1000	Yes
Brazil	18+ year olds	1013	
Canada	18+ year olds	1015	
China	18-64 y.o. internet users	1000	Yes
Finland	18+ year olds	1025	
France	18+ year olds	1010	Yes
Germany	18+ year olds	1005	
Ireland	18+ year olds	1009	Yes
Italy	18+ year olds	1022	Yes
Japan	18+ year olds	1000	Yes
Malaysia	18-64 y.o. internet users	1013	Yes
Mexico	18+ year olds	1010	
Mongolia	18+ y.o. internet users	500	
New Zealand	18+ year olds	1011	
Singapore	18-64 year olds	1008	
South Korea	18-64 year olds	1003	
Spain	18+ year olds	1001	Yes
Sweden	18+ year olds	1005	
Taiwan	18-64 y.o. internet users	992	
Thailand	18+ y.o. internet users	1000	
The Netherlands	18+ year olds	1008	
UK	18+ year olds	1020	Yes
USA	18+ year olds	1015	Yes

USA QUESTIONNAIRE – MASTER

Individual wording varies from country to country as indicated below in yellow.

S1. What is your gender? Select one

SC

1. Male
2. Female

S2. What is your age? **DROP-DOWN BOX WITH AGES 18-99+.**

SC

DROPDOWN (18-99+)

DAGE. HIDDEN QUESTION: CATEGORIZE AGE ACCORDING TO THIS GROUPING FOR BALANCING:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+

HGENDER/AGE.HIDDEN QUESTION: CATEGORIZE AGE/GENDER NEST [SEE QUOTAS]

S3-S4 ETHNICITY QUESTIONS NOT ASKED IN ALL COUNTRIES

S3. Are you of Hispanic or Latino origin? *Select one*

SC

1. Yes, I am of Hispanic or Latino origin
2. No

S4. Which best describes your race or ethnic background?

SC

1. White or Caucasian
2. Black or African American
3. Asian
4. American Indian, Alaska Native, Native Hawaiian or other Pacific Islander
5. Some other ethnicity (*please specify*)

S5 ANSWER CATEGORIES VARY BY COUNTRY

S5. What was your 2013 annual household income before taxes?

SC

1. \$1 - \$14,999
2. \$15,000-\$19,999
3. \$20,000 - \$24,999
4. \$25,000 - \$34,999
5. \$35,000 - \$49,999
6. \$50,000 - \$74,999
7. \$75,000 - \$99,999
8. \$100,000 - \$124,999
9. \$125,000 - \$149,999
10. \$150,000 - \$199,999
11. \$200,000 - \$299,999
12. \$300,000 - \$399,999
13. \$400,000 - \$499,999
14. \$500,000+

DINCOME.VIRTUAL QUESTION: CATEGORIZE HHI ACCORDING TO THIS GROUPING FOR BALANCING:

1. Less than \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 to \$199,999
7. \$200,000+

S6 MARITAL STATUS NOT ASKED IN ALL COUNTRIES

S6. What is your marital status?

SC

1. Single, never married
2. Married
3. Living with partner
4. Divorced
5. Separated
6. Widowed

S7 ANSWER CATEGORIES VARY BY COUNTRY

S7. What is your education level?

SC

1. Less than high school
2. High school grad
3. Some college / technical school grad
4. College grad
5. Post college grad

S8 ANSWER CATEGORIES VARY BY COUNTRY

S8. Which statement(s) describes your current situation?

MC

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Not employed, but looking for work
5. Not employed and not looking for work
6. I am a full-time parent/care-giver and/or home maker
7. Retired
8. Student
9. I am currently serving in the military
10. Other (please specify)

S9. ANSWER CATEGORIES VARY BY COUNTRY

S9. Please select the state you currently reside in.

DROP DOWN MENU OF THE N=50 STATES+WASHINGTON, DC

DREGION - HIDDEN QUESTION

CENSUS REGION

DDIVISION - HIDDEN QUESTION

CENSUS DIVISION

S10. ANSWER CATEGORIES VARY BY COUNTRY

S10. What is your residence's five digit zip code?

OE NUM, VALID 5 DIGITS

S11. Do you currently have any children in the household under 18 years of age?

SC

1. Yes, I do
2. No, I do not

ASK IF S11=1

S12. Please tell us the number of children you have in the household between the following ages?

VALIDATE ANSWER AT LEAST "1" FOR ONE OF OPTIONS 1-3 OR THE RESPONDENT CAN SELECT OPTION 4 TO PROCEED.

1. 0-6 years **OE NUM (MIN=0, MAX=10)**
2. 7-12 years **OE NUM (MIN=0, MAX=10)**
3. 13-17 years **OE NUM (MIN=0, MAX=10)**
4. No under 18s in household - **EXCLUSIVE**

Here are a few questions about personal data. Please read this introduction carefully before answering the questions. By personal data we mean any data that can be used to identify you, whether alone or in combination. This could be your name and address, your credit card information, or your photo. For example... “The tall, elderly man with a poodle who lives on Sunny Street” is an example of data that can identify an individual in combination, even if individually each bit of data does not. While the concept of personal data is not new, the amount of data people generate (whether they are aware of it or not) is increasing due to developments in technology such as the internet and the smart phone. Data about you is often collected and processed in order to provide you with many different services.

Q1. How familiar do you feel with how your personal data is currently collected and used?

PN: SC

ROTATE FROM 1-4 THEN 4-1, IN ORDER

1. Very familiar
2. Somewhat familiar
3. Not very familiar
4. Not at all familiar
5. Don't know/Prefer not to say **[FIXED]**

Q2. How concerned are you that your personal data might be misused?

PN: SC

ROTATE FROM 1-4 THEN 4-1, IN ORDER

1. Very concerned
2. Somewhat concerned
3. Not very concerned
4. Not at all concerned
5. Don't know/Prefer not to say **[FIXED]**

Q3. Here is a list of different organizations or companies that may collect and process your personal data. To what degree do you trust each of them to protect and appropriately use your personal data?

PN: RANDOMIZE

PN: GRID, SC PER ROW

Trust Fully	7
	6
	5
	4
	3
	2
Do not trust at all	1
Don't know/Prefer not to say	0

ANSWER CATEGORIES LOCALISED BY COUNTRY

- a. The National Security Agency (NSA)
- b. Your local police
- c. The US government
- d. Mobile phone operators
- e. Internet operators
- f. Online stores based in the United States
- g. Online stores based outside of the United States
- h. Social media companies such as Facebook and Twitter
- i. Companies that provide internet search engines such as Google and Bing
- j. Retailers with loyalty card programs
- k. Media companies based in the United States
- l. Media companies based outside the United States
- m. Banks or other financial institutions based in the United States
- n. Banks or other financial institutions based outside the United States
- o. Credit card companies
- p. Market research companies
- q. Foreign secret service organizations

Q4. Please tell us how you personally would classify the following types of information. Do you see each type as sensitive personal data, personal data that is not sensitive or not something you would consider personal data?

PN: GRID, SC PER ROW

PN:RANDOMIZE

RESPONSE OPTIONS:

- 1 Sensitive personal data
- 2 Personal data
- 3 Not personal data
- 4 DON'T KNOW/PREFER NOT TO SAY

Your name

Your home address

Social security number **ANSWER CATEGORY LOCALISED BY COUNTRY**

Passport number

Your mobile phone number

Your date of birth

A picture of yourself

Where you were born

Vehicle registration information

Websites you have visited

Posts you make about yourself on social media sites such as Facebook

Posts others make about you on social media sites such as Facebook

Data about your location via your mobile phone signals

Products or services purchased on the internet
Your IP or MAC address
Your salary
Your age
Your voice signature
A scan of your retina
Financial account numbers
Your email address
Your religion
Your weight
Information from loyalty programs you belong to
Political affiliation
Union membership
Sexual orientation
Health records
Criminal record

Q5. In general, do you think your approval should be obtained before information you consider to be sensitive personal data is released to or used by companies or organizations for commercial purposes?

PN: SC

- 1 Yes, my approval should be obtained
- 2 No, my approval is not necessary
- 3 Don't know/prefer not to say