

ZA6296

**The Privacy and Security Mirrors (PRISMS) -
Towards a European Framework
For Integrated Decision Making**

- Questionnaire -

PRISMS
FINAL questionnaire
27th February 2014

[INTRODUCTION]

Good morning / afternoon / evening. My name is from [IPSOS AGENCY NAME], an independent research organisation. We are carrying out research in your country about how people feel about current issues. [IF NEEDED] This is part of a three and a half year research project being carried out by universities and research institutions from across Europe on behalf of the European Union. The research is being carried out in every country across Europe, so it is really important that we get the views of people like you living in [COUNTRY]. For more information you can visit www.prismsproject.eu.

Participation in this important study is voluntary but we hope you will be willing to take part. The questionnaire should only take about 25 minutes to complete, and [IPSOS AGENCY NAME] guarantees that your answers will be kept completely anonymous and treated in the strictest confidence. It will not be possible for any individual person to be identified from the survey findings and the information will be used for statistical purposes only.

First, we are going to ask some questions about you, such as your age. This is to allow us to look at the views of different types of people, as well as to ensure that we speak to a representative section of society.

QG1. Gender

INT: DO NOT READ OUT

Male

Female

QG2. What was your age on your last birthday?

16-24

25-34

35-44

45-54

55-59

60-64

65-74

75+

(Refused)

QG5. Are you working in a paid job or are you unemployed or doing something else –how would you describe your main activity?

CODE TO LIST BELOW

INT: ONLY READ OUT IF NOT SURE

Paid work – full time

Paid work – part time

Self-employed

Home maker – looking after the home/children/ relatives etc. or on parental leave

Unpaid or voluntary work

Unemployed and looking for work

Unemployed but not looking for work

Student, in training

I am unable to work because of a disability

Retired

In military or community service (INTERVIEWER: MILITARY SERVICE REFERS TO THOSE CURRENTLY DOING THEIR MILITARY SERVICE, NOT THOSE WHO ARE EMPLOYED)

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BY THE MILITARY - THESE SHOULD BE CODED AS WORKING FULL-TIME/PART-TIME)

Other

(Don't know)

(Not applicable)

(Refused)

QREGION.

IF UK ASK:

What region do you live in? READ OUT. SINGLE CODE.

North East

North West

Yorkshire and the Humber

East Midlands

West Midlands

East of England

London

South East

South West

Wales

Scotland

Northern Ireland

IF FRANCE ASK:

Dans quelle région habitez-vous? READ OUT. SINGLE CODE.

IF GERMANY ASK:

In welchem Bundesland leben Sie? READ OUT. SINGLE CODE.

OTHER REGION QUESTIONS USED IN OTHER COUNTRIES

First of all, I'd like to ask you some questions about your life.

QF3. All things considered, how satisfied are you with your life as a whole nowadays? Please tell me on a scale of 0 to 10, where 0 means extremely dissatisfied and 10 means extremely satisfied.

SINGLE CODE ONLY

0 = extremely dissatisfied

1

2

3

4

5

6

7

8

9

10 = extremely satisfied

(Don't know)

Section A: Trust

Understanding privacy and data protection

QA1. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people? Please tell me on a scale of 0 to 10, where 0 means you can't be too careful and 10 means that most people can be trusted.

0 – You can't be too careful

1

2

3

4

5

6

7

8

9

10 – Most people can be trusted

(Don't know)

QA2. Please tell me on a score of 0-10 how much you trust each of the institutions I read out. 0 means you do not trust an institution at all, and 10 means you have complete trust. Firstly...

...[country]'s parliament

...[country]'s government

...the legal system

...the police

...the press and broadcasting media

...politicians

...businesses

0 – No trust at all

1

2

3

4

5

6

7

8

9

10 – Complete trust

(Don't know)

QG14[moved]. **How often do you use the following media?**

INT: READ OUT

- a) Television
- b) Radio
- c) Printed newspaper
- d) Internet
- e) Social networks [IF NEEDED] Such as Facebook, Twitter etc. [DO NOT ASK IF 'NEVER' AT QG14 D]

At least every day
2-3 times a week
Once a week
2-3 times a month
Once a month
Less often than once a month
Never
(Don't know)

Section B: Scenarios

I'm now going to read out some scenarios which people may face in their day to day lives. I'll then ask you some questions to find out what you think about each one.

EACH PERSON TO BE ASKED A RANDOM SELECTION OF FOUR OF THESE SCENARIOS

1. NSA surveillance

An international disaster relief charity has been sending a monthly newsletter by email to its supporters. The people who run the charity find out through the media that a foreign government has been regularly capturing large amounts of data on citizens of other countries by monitoring their emails. The foreign government says it needs to monitor some communications to help keep its citizens safe and that the main purpose is to focus on terrorism. The charity's officials are unsure whether this means their supporters' personal information is no longer confidential.

QB1. To what extent, if at all, do you think that governments should or should not monitor the communications of people living in other countries?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB2. Do you think the foreign government doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB3. To what extent do you agree or disagree with the following statements about this scenario?

INT: READ OUT

- a) These practices make me feel vulnerable
- b) These practices make the world a safer place
- c) I trust governments that monitor internet and digital communications, even if they are from another country
- d) The charity's officials have no need to worry about their members' personal information

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
(Don't know)

2. Biometric logical access control systems

At a local primary school a new system for getting into the school has been installed. All pupils, teachers, parents, other family members and other visitors have to provide their fingerprints on an electronic pad to identify themselves in order to enter or leave the school.

QB4. To what extent, if at all, do think that the school should or should not be asking people who enter or leave the school to use their fingerprints to identify themselves?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB5. Do you think the school doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB6. To what extent do you agree or disagree with the following statements about this scenario?

INT: READ OUT

- a) It would be better to control access to the school by having staff members who know children and parents at the school gate
- b) Parents should be consulted about decisions like this
- c) I trust the school to store children's fingerprints safely

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
(Don't know)

IF AGREE AT QB6a

QB7. You said it would be better to control access to the school by using staff members at the school gate. Why do you say that?

CODE TO LIST BELOW

INT: DO NOT READ OUT

It would be more likely to stop wrong people getting into the school
It would be cheaper
It doesn't collect as much information about people
It is more respectful of people's rights
Don't like the idea of giving fingerprints generally
Don't like the idea of children giving their fingerprints
I don't think the technology would work
Another reason (please specify)
(Don't know)

3. SMART grids / meters

A power company has decided to offer smart meters to all its consumers. Smart meters enable consumers to use energy more efficiently by allowing them to see how much they are using through a display unit. The data recorded by smart meters allows power companies to improve energy efficiency and charge lower costs. They also enable power companies to build up a more detailed picture of how their customers use energy. It also enables the companies to find out other things, like whether people are living at the address, or how many people are in the household.

QB8. To what extent, if at all, do you think that energy companies should or should not use data from smart meters to get a more detailed picture of how their customers use energy?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB9. Do you think electricity companies doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB10. To what extent do you agree or disagree with the following statements about this scenario?

INT: READ OUT

- a) The power company should only use the information they collect to bill households, not for any other purpose
- b) The power company should be able to use data collected to market new products to consumers based on the energy they use
- c) Energy companies should give information to public authorities to detect fraud or criminal behaviour
- d) I would support any device that helps ensure our country does not run out of energy
- e) A smart meter would help me reduce how much energy I use
- f) I would not trust the power company to keep this data secure

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
(Don't know)

4. Internet Monitoring

A student is doing some research on extremism and as part of his work he visits websites and online forums that contain terrorist propaganda. When his parents find out they immediately ask him to stop this type of online research because they are afraid security agencies such as the police or anti-terrorism bodies will find out what he has been doing and start to watch him.

QB11. To what extent, if at all, do think that security agencies should or should not be watching this kind of internet use?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB12. Do you think security agencies doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB13. Which one of the following statements, if any, comes closest to your view about how the parents should react in these circumstances?

INT: READ OUT

- a) The parents should worry
- b) The parents might be right to worry depending on their family background, because some students are more likely to be watched than others
- c) The parents should not worry, because security agencies can tell the difference between innocent users and those they need to watch

None of the above
(Don't know)

5. ANPR Cameras

Michael lives in a suburban neighbourhood, where his children like to play outside with their friends. However, his street is a short cut for commuters who drive faster than the speed limit. In response to complaints from residents, the local authority decides to install automatic number plate recognition (ANPR) systems, which identify and track all vehicles and calculate their average speed. This allows those who drive too fast to be prosecuted.

QB14. To what extent, if at all, do you think that local authorities should be able to use ANPR in this way?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB15. Do you think local authorities doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB16. For each of the following alternatives, can you tell me whether you think it would be a better or worse way to tackle the problem than installing ANPR cameras, or whether it would be about the same...

INT: READ OUT

- a) Designing the streets in a way that makes it difficult to drive too fast (e.g. by installing speed bumps)
- b) Increasing police presence
- c) Installing speed control cameras, which identify speeding vehicles but do not track them
- d) Making it easier for commuters to use alternatives, for example by improving public transport or introducing incentives for cyclists

Better alternative
Worse alternative
Would make no difference
(Don't know)

RANDOMLY SELECT AN ALTERNATIVE THAT IS SEEN AS BETTER:

QB17. You said [CODE FROM QB16] would be a better alternative to ANPR. Why do you say that?

CODE TO LIST BELOW. DO NOT READ OUT. MULTICODE OK

It would be more effective at reducing speeding
It would be cheaper
It collects less information about people
It is more respectful of people's rights and freedoms
It only affects people who are speeding
Another reason
(Don't know)

6. ISP Data

ONLY ASK VIGNETTE OF THOSE WHO USE THE INTERNET **EVER AT QG14d**

VERSION 1

Companies offering services on the internet want to sell information about your internet use to advertisers and other service providers so the information can be used to create more personal offers and deals. This would include the searches you conduct and the websites you visit. Your provider says the information they sell will be anonymous.

VERSION 2

Companies offering services on the internet want to sell information about their customers' internet use to advertisers and other service providers so the information can be used to create more personal offers and deals. This would include the searches they conduct and the websites they visit. Their provider says the information they sell will be anonymous.

QB18. To what extent, if at all, do you think that companies offering services on the internet should or should not be able to sell information about [PEOPLE/YOU] in this way?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB19. Do you think internet companies doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB20. To what extent do you agree or disagree with the following statements about this scenario?

INT: READ OUT

- a) I like receiving tailored adverts and offers based on my previous online behaviour
- b) My consent should be required before information about my online behaviour is disclosed to other companies
- c) I should be able to do what I want on the internet without companies monitoring my online behaviour
- d) I am worried that companies are regularly watching what I do

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
(Don't know)

7. DNA databases

James voluntarily provided a sample of his DNA to a company that carries out medical research. DNA contains the genetic pattern that is uniquely characteristic to each person. He then learns that the research company has been asked to disclose all their DNA samples to police for use in criminal investigations. Samples of DNA can be used to understand potential health problems but also to identify people and to make inferences about who they are related to.

QB21. To what extent, if at all, do you think that the police should or should not be able to access DNA samples in this way?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB22. Do you think the police having access to people's DNA samples...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB23. Which one of the following statements, if any, comes closest to your view about when police should have access to people's DNA samples?

INT: READ OUT

- a) The police should never have access to this data
- b) The police should only have access to this data if they have permission from a judge
- c) The police should only have access to this data about people suspected of a very serious crime
- d) The police should only have access to this data about people suspected of any crime, but not about anyone else
- e) The police should always be able to access this data about everyone

None of the above
(Don't know)

8. Crowd surveillance

VERSION 1:

Claire is an active member of an environmental group, and is taking part in a demonstration against the building of a new nuclear plant. The police monitor the crowd in various ways to track and identify individuals who cause trouble: they use uniformed and plain-clothes police, CCTV, helicopters and drones, phone-tapping, and try to find people on social media.

IF NEEDED: in this case drones are unmanned aerial vehicles that are only used for observation. These drones do not carry weapons.

VERSION 2:

David is a football fan who regularly attends home matches. The police monitor the crowd in various ways to track and identify individuals who cause trouble: through uniformed police and plain-clothes police, CCTV, by using helicopters and drones, tapping phones, and by trying to find people on social media.

QB24. To what extent, if at all, do you think that the police should or should not monitor the [DEMONSTRATION/CROWD] in this way?

SINGLE CODE ONLY

INT: READ OUT

Definitely should
Probably should
No preference either way
Probably should not
Definitely should not
(Don't know)

QB25. Do you think the police doing this...

INT: READ OUT

...helps to protect people's rights and freedoms
...threatens people's rights and freedoms
...has no impact on people's rights and freedoms
(Don't know)

QB26. To what extent do you agree or disagree with the following statements about this scenario?

INT: READ OUT

- a) The police should only rely on uniformed policemen on the spot to control the situation
- b) People participating in [DEMONSTRATIONS/FOOTBALL MATCHES] should expect to be monitored by the police in a number of different ways
- c) People should not be monitored at all before any trouble has happened
- d) It is unnecessary to monitor everyone just because there are a few trouble-makers

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
(Don't know)

PRISMS Deliverable 9.2

IF AGREE AT QB26a

QB27. You said the police should only rely on uniformed policemen. Why do you say that?

CODE TO LIST BELOW. DO NOT READ OUT. MULTICODE OK

It would be more effective at controlling the crowd/stopping troublemakers

It would be cheaper

It collects less information about people

It is more respectful of people's rights and freedoms

Another reason

(Don't know)

Section C: Security

SPLIT SAMPLE ON QC3ALT AND QC4ALT

QC3ALT. How often, if at all, have you worried about each of the following in your country in the last year?

INT: READ OUT

- a) Poor people not being able to access healthcare services
- b) Youth unemployment
- c) Corporate tax evasion
- d) Women not being treated equally to men
- e) Terrorist attacks anywhere in your country
- f) Young people using alcohol and drugs excessively
- g) Extreme weather conditions
- h) Viruses damaging the national internet infrastructure

Most days

At least once a week

At least once a month

At least once in the last year

Not in the last year

Never

(Don't know)

SPLIT SAMPLE ON QC3ALT AND QC4ALT

QC4ALT. And how often, if at all, have you worried about each of the following in the last year?

INT: READ OUT

- a) Getting a serious sickness
- b) Losing your job
- c) Being a victim of a theft in your neighbourhood
- d) Being discriminated against
- e) Being a victim of a bomb attack (in your country/in your city)
- f) Immigrant families moving to your neighbourhood
- g) Being a victim of a natural disaster
- h) Someone hacking into your computer

Most days

At least once a week

At least once a month

At least once in the last year

Not in the last year

Never

(Don't know)

Section D: Privacy

Privacy worries

QD1. How important, if at all, is it for you to be able to...

INT: READ OUT

- a) ...know who has information about you?
- b) ...control who has access to your medical files?
- c) ...use the Internet anonymously?
- d) ...make telephone calls without being monitored?
- e) ...keep who you vote for in elections private?
- f) ...keep your religious beliefs private?
- g) ...attend a demonstration without being monitored?
- h) ...meet with people without being monitored?

Essential

Very important

Fairly important

Not very important

Not at all important

(Don't know)

Section E: Privacy and data protection specifics

Understanding privacy and data protection

QE1. To what extent do you have a say in what happens to your personal information?

Would you say you have...

Complete say
A lot of say
Some say
No say
(Don't know)

QE2: Generally speaking, do you know whether or not you have a legal right to:

INT: READ OUT

- a) know who is holding data about you?
- b) know exactly which data they hold about you?
- c) correct any inaccurate data they might have?
- d) seek help from authorities to exercise these rights?

Do have a legal right
Do not have a legal right
(Don't know)

Individual privacy experience and practices

QE3. Have you ever done the following for the purpose of protecting your personal information?

INT: READ OUT

- a) Refused to give information because you thought it was not needed?
- b) Asked a company to remove you from any lists they use for marketing purposes?
- c) Asked a company not to disclose data about you to other companies?
- d) Asked a company to see what personal information they had about you in their records?
- e) Deliberately given incorrect information about yourself?
- f) Read the online privacy policies on websites?

Yes
No
(Don't know / Not sure)

QE4. Have you, to the best of your knowledge, ever felt uncomfortable because you felt your privacy was invaded, in the following situations?

For each item, please indicate yes or no whether that situation applies to you or not.

INT: READ OUT

- a) When you were online?
- b) When a picture of you was posted online without you knowing it?
- c) When you were stopped for a security check at an airport?
- d) When you were stopped by the police (eg for speeding or drinking)?
- e) When you visited a bank for personal business?
- f) When you were shopping at a supermarket?
- g) When you were in a public place (a square, a governmental building, a football stadium)?

Yes
No
(Not applicable)
(Don't know) / Not sure

Government and industry privacy practices

QE6. I am now going to read out a list of specific uses of technologies. For each, I would like you to tell me whether you think they generally have a positive or negative impact on people's [PRIVACY/SECURITY], or make no difference.

INT: READ OUT. PLEASE SPLIT SAMPLE SO 50% OF SAMPLE ARE SHOWN WORD 'PRIVACY' AND 50% OF SAMPLE SHOWN WORD 'SECURITY' IN QUESTION WORDING.

- a) Use of camera surveillance IF NEEDED (for example, road safety, street crime)
- b) Use of biometric technologies such as fingerprint scanning IF NEEDED (for example for proving identity)
- c) Use of devices that collect information about people's behaviour IF NEEDED (for example, smart meters, CCTV cameras in public transport)
- d) Use of techniques to monitor Internet traffic IF NEEDED (for example, monitoring visits to different websites)
- e) Use of body scanners IF NEEDED (for example, at airports)

Very positive impact
Fairly positive impact
Makes no difference
Fairly negative impact
Very negative impact
(Don't know)

Section F: Values

QF2. In politics people sometimes talk of "left" and "right". Where would you place yourself on a scale, where 0 means the left and 10 means the right?

SINGLE CODE ONLY

0 = left
1
2
3
4
5
6
7
8
9
10 = right
(Don't know)

QF4. Regardless of whether you belong to a particular religion, how religious would you say you are? Please tell me on a scale of 0 to 10, where 0 means not at all religious and 10 means very religious.

0 = not at all religious

1

2

3

4

5

6

7

8

9

10 = very religious

(Don't know)

QF5ALT. We would like to ask your opinion regarding some general issues. In the following questions, please indicate your answer by selecting a number from 1 to 5, where 1 corresponds to not at all important and 5 corresponds to very important.

INT: READ OUT

- a) Protecting my privacy is...
- b) Taking action against important security risks (e.g., international terrorism, organised crime) is...
- c) Defending civil liberties and human rights is...

1 = not at all important

2

3

4

5 = very important

(Don't know)

(Prefer not to answer)

QF6. To what extent do you agree or disagree with the following statements?

INT: READ OUT

- a) The benefits of science and technology are greater than any harmful effects
- b) I don't think I'm clever enough to understand science and technology
- c) I can pretty much decide what will happen in my life
- d) People like me don't have much of a chance in life
- e) I'm someone who is generally comfortable with taking risks

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

(Don't know)

Section G: Demographics

We are now going to ask some more questions about you, such as the type of area where you live. This is to allow us to look at the views of different types of people, as well as to ensure that we speak to a representative section of society. Again we will keep your answers anonymous and they will not be linked back to you personally.

QG6. Which of the following best describes the area where you live?

INT: READ OUT

- A big city
- The suburbs or outskirts of a big city
- A town or a small city
- A country village
- A farm or home in the countryside
- (Don't know)

QG4. What is the highest level of education you have achieved?

CODE TO LIST BELOW

INT: READ OUT

- Not completed primary education
- Completed primary education (up to 11)
- Lower secondary education (ages 11-16)
- Upper secondary education (ages 16-18)
- Post secondary but not university (ages 18+)
- First degree
- Postgraduate degree
- (Don't know)
- (Not applicable)
- (Refused)

QG3. Thinking about where you live, do you consider yourself to be part of any of the following? Please tell me all that apply.

INT: READ OUT

- An ethnic minority
- An immigrant minority
- A religious minority
- A sexual minority
- A minority in terms of disability
- (SPONTANEOUS) None
- (SPONTANEOUS) Any other minority group, specify:
- (Don't know)
- (Not applicable)
- (No answer/refused)

QG7. How often do you meet socially with friends, relatives or work colleagues?

INT: DO NOT READ OUT

- Never
- Less than once a month
- Once a month
- Several times a month
- Once a week
- Several times a week
- Every day
- (Don't know)