



# The Surveillance Project

## Global Privacy of Data International Survey

Summary report  
November, 2006



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# Methodology

- **A total of 7088 respondents from 7 countries completed the survey:**
  - Canada: 1001 (June 26-July 21, 2006)
  - U.S.A.: 1000 (June 27-July 28, 2006)
  - France: 1002 (June 27-July 8, 2006)
  - Spain: 1000 (June 30-July 11, 2006)
  - Hungary: 1005 (June 27-July 9, 2006)
  - Mexico: 1080 (July 25-Aug 5, 2006)
  - Brazil: 1000 (July 4-July 7, 2006)
- **Participants were asked to complete a 20-25 minute survey.**
  - Interviews in Canada, U.S.A., France, Spain and Hungary were administered over the telephone using CATI technology. Respondents were screened to ensure nationally representative samples based on gender, age and regional distribution.
  - In Mexico and Brazil, interviews were conducted in-person. Quasi national sampling was employed in these countries, where urban samples were used instead of a nationally-representative sample.
  - For detailed information on the methodology please see the Methodology document.



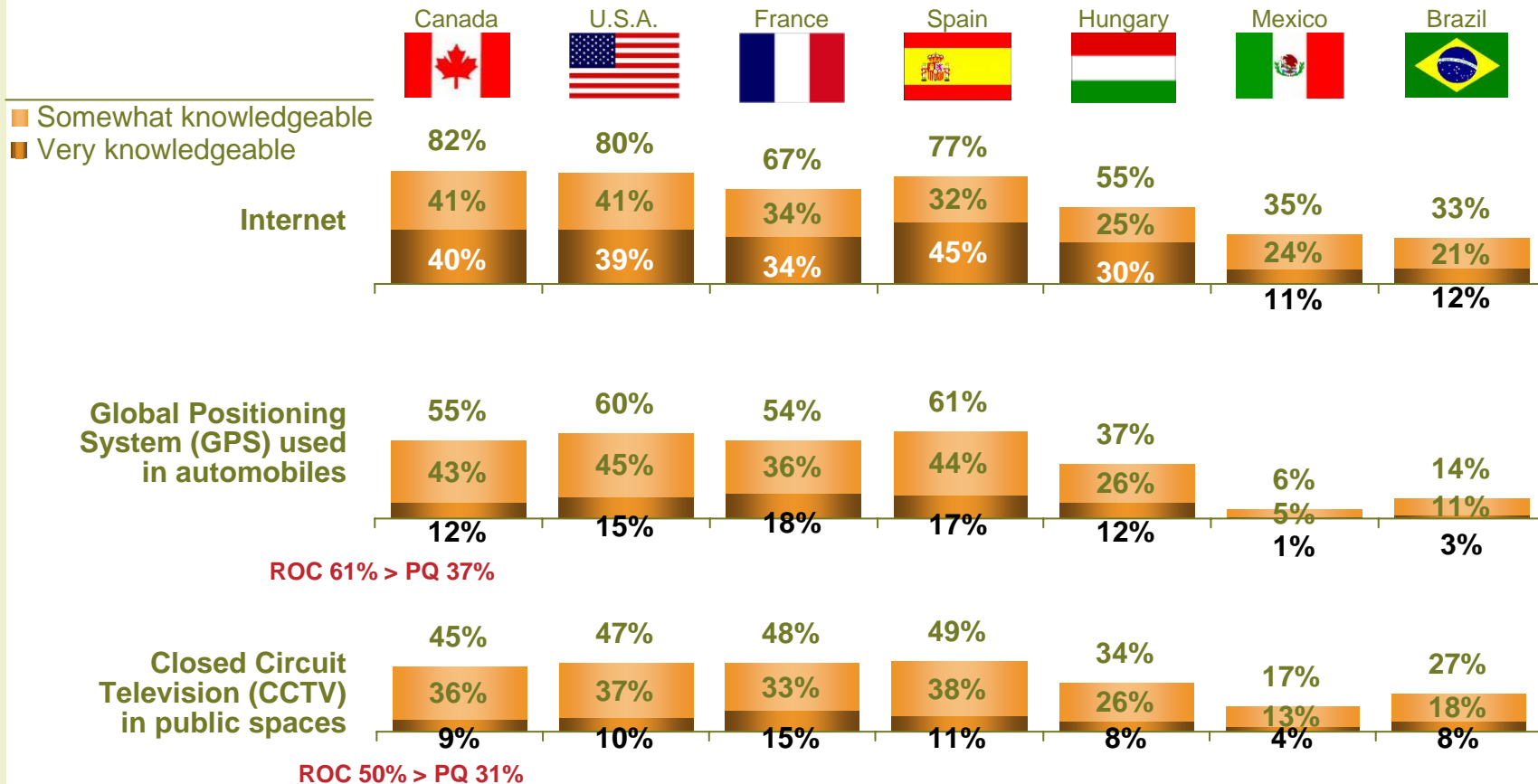
# Knowledge of Surveillance Technology & Privacy Laws

# Knowledge of Internet, Personal Location Technologies & Privacy Laws

- **Canada, US, France and Spain tend to be more knowledgeable of the Internet and other personal location technologies than the rest of the countries surveyed.**
- **Most citizens (especially in Hungary) do not consider themselves knowledgeable about laws protecting information in government departments. Among the knowledgeable, there is scepticism about the effectiveness of these laws.**
- **Most citizens are not knowledgeable about laws to protect their information held by private companies. Among those who have some knowledge, many do not expect those laws to be effective.**

# Knowledge of Surveillance Technology

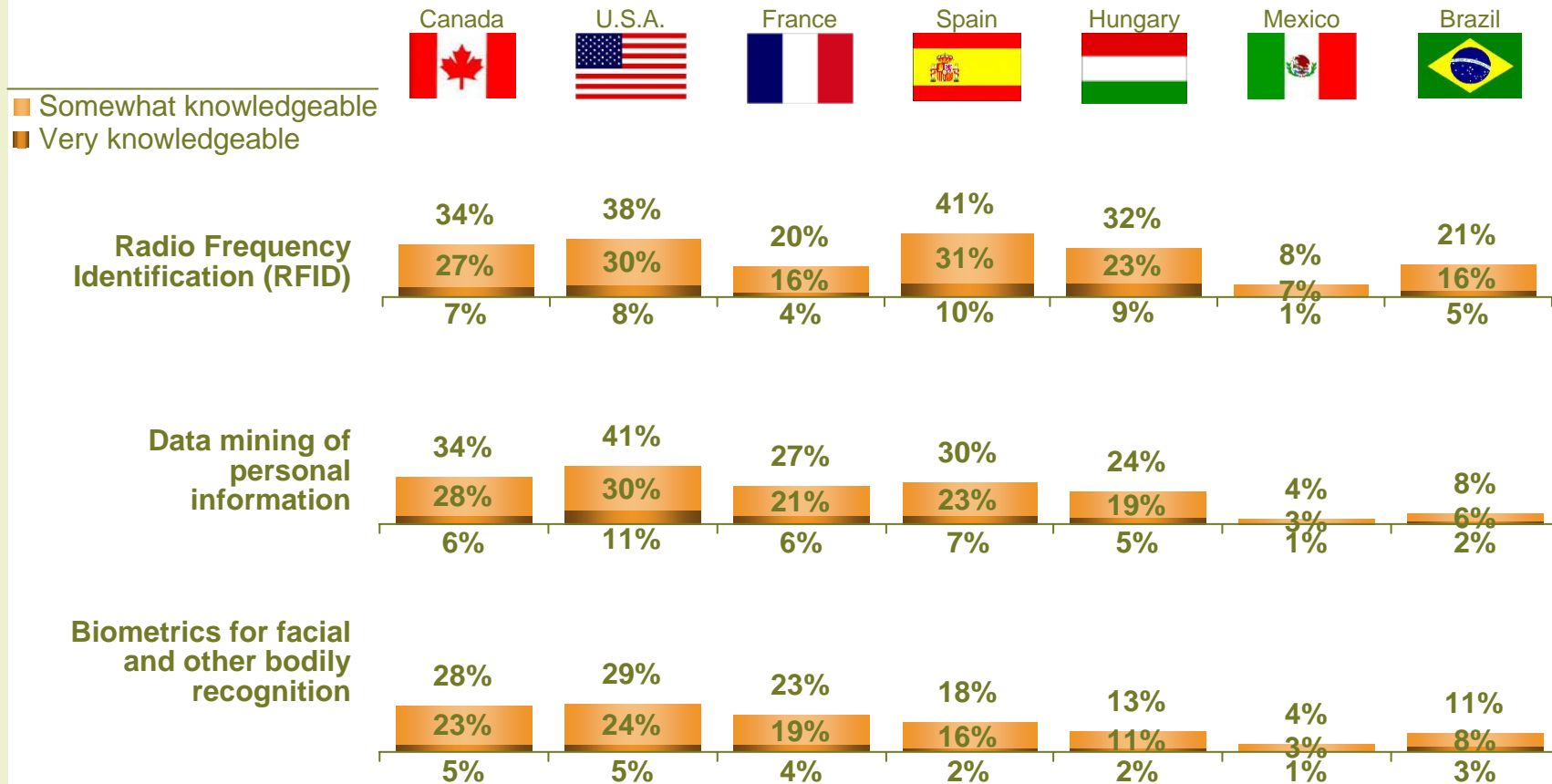
Canada, US, France and Spain tend to be more knowledgeable of the Internet and other personal location technologies than the rest of the countries surveyed.



Q.1 In general, how knowledgeable are you about each of the following?

# Knowledge of Surveillance Technology (Cont'd)

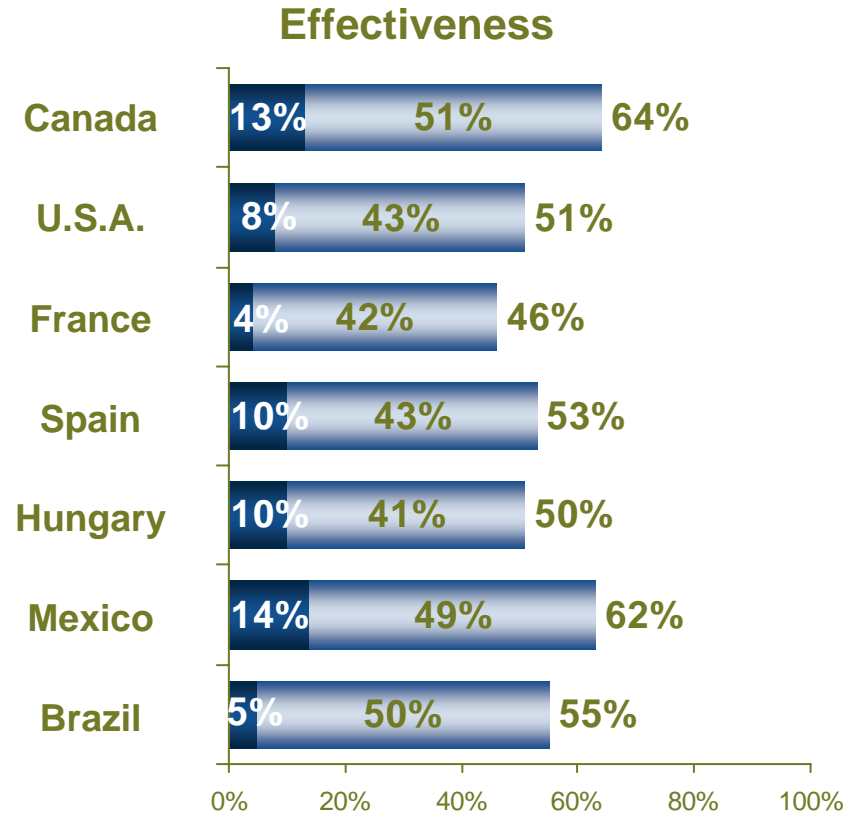
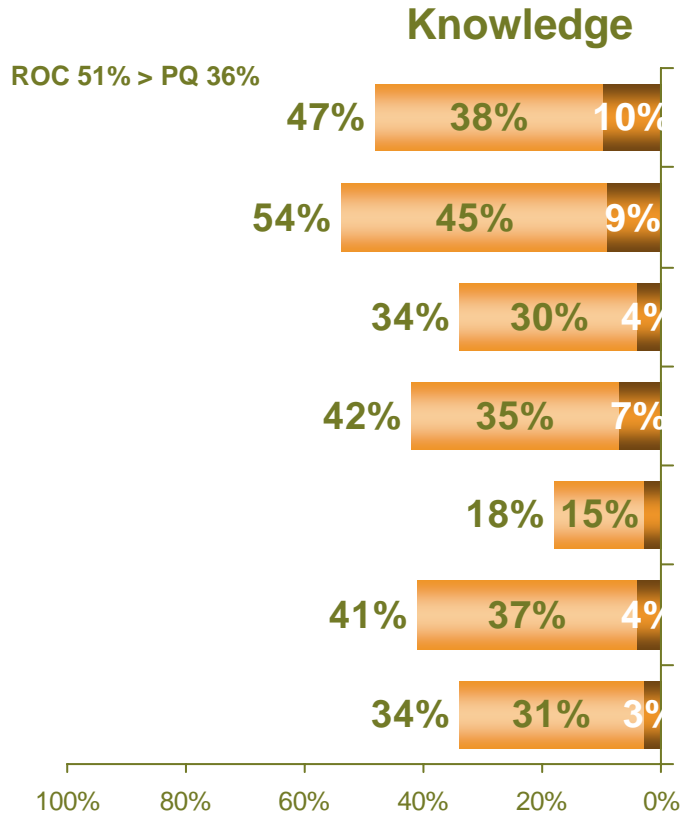
Mexico and Brazil are the least knowledgeable of personal identification technologies.



Base: All respondents  
 Q.1 In general, how knowledgeable are you about each of the following?

# Knowledge And Effectiveness of Laws to Protect Personal Information in Government Departments

Most citizens (especially in Hungary) do not consider themselves knowledgeable about laws protecting information in government departments. Among the knowledgeable, there is scepticism about the effectiveness of those laws, with about half assuming they are not effective and only a handful considering them “very effective”.



Base: Asked only of those very/somewhat knowledgeable

Very knowledgeable Somewhat knowledgeable

Very effective Somewhat effective

Base: All respondents

Q.3 How knowledgeable are you about the laws that deal with the protection of personal information in government departments and private companies in your country?

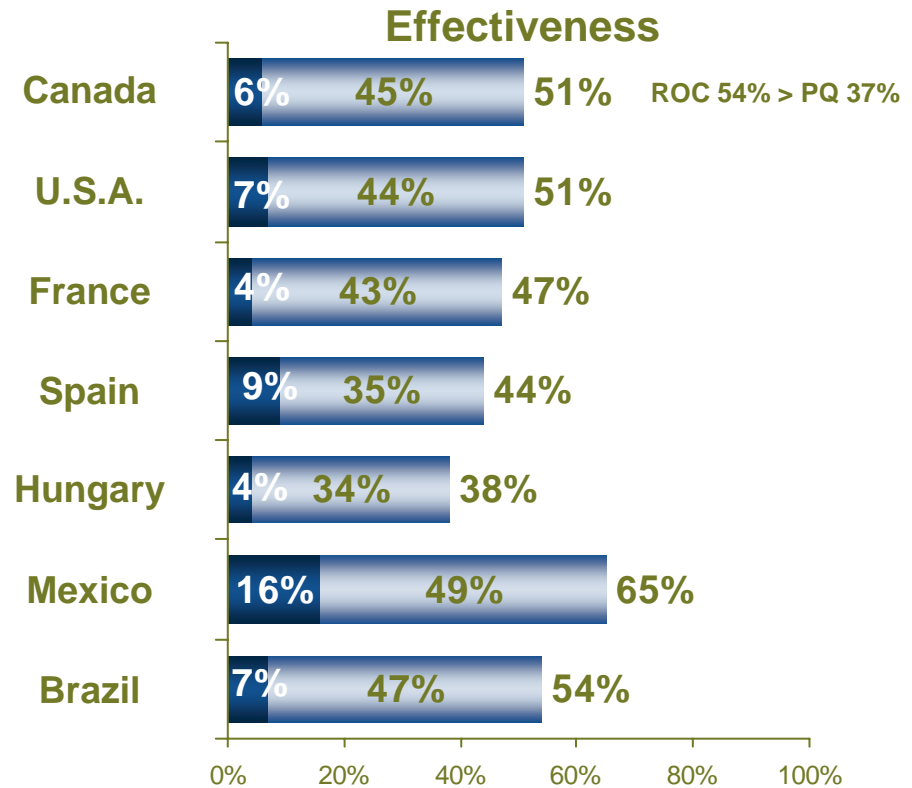
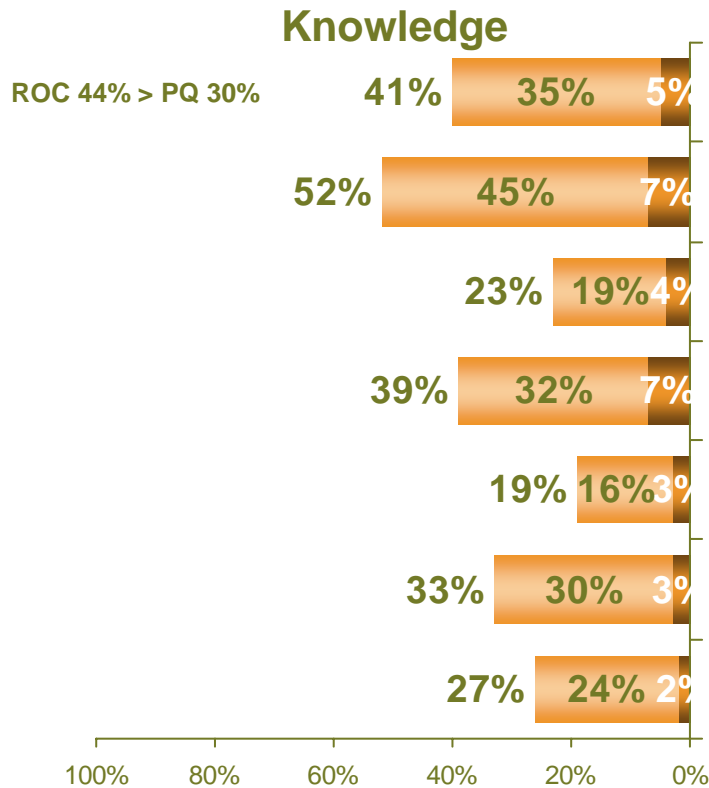
Q.4 To what extent do you believe laws are effective at protecting your personal information that is held by government departments and private companies?



# Knowledge And Effectiveness of Laws to Protect Personal Information in Private Companies

Most citizens are not knowledgeable about laws to protect their information held by private companies. Among those who have some knowledge, many do not expect those laws to be effective

Base: Asked only of those very/somewhat knowledgeable



Very knowledgeable Somewhat knowledgeable

Very effective Somewhat effective

Base: All respondents

Q.3 How knowledgeable are you about the laws that deal with the protection of personal information in government departments and private companies in your country?

Q.4 [IF SOMEWHAT/VERY KNOWLEDGEABLE ASK:] To what extent do you believe laws are effective at protecting your personal information that is held by government departments and private companies?



# Privacy Protection & Personal Experiences of Privacy Invasion



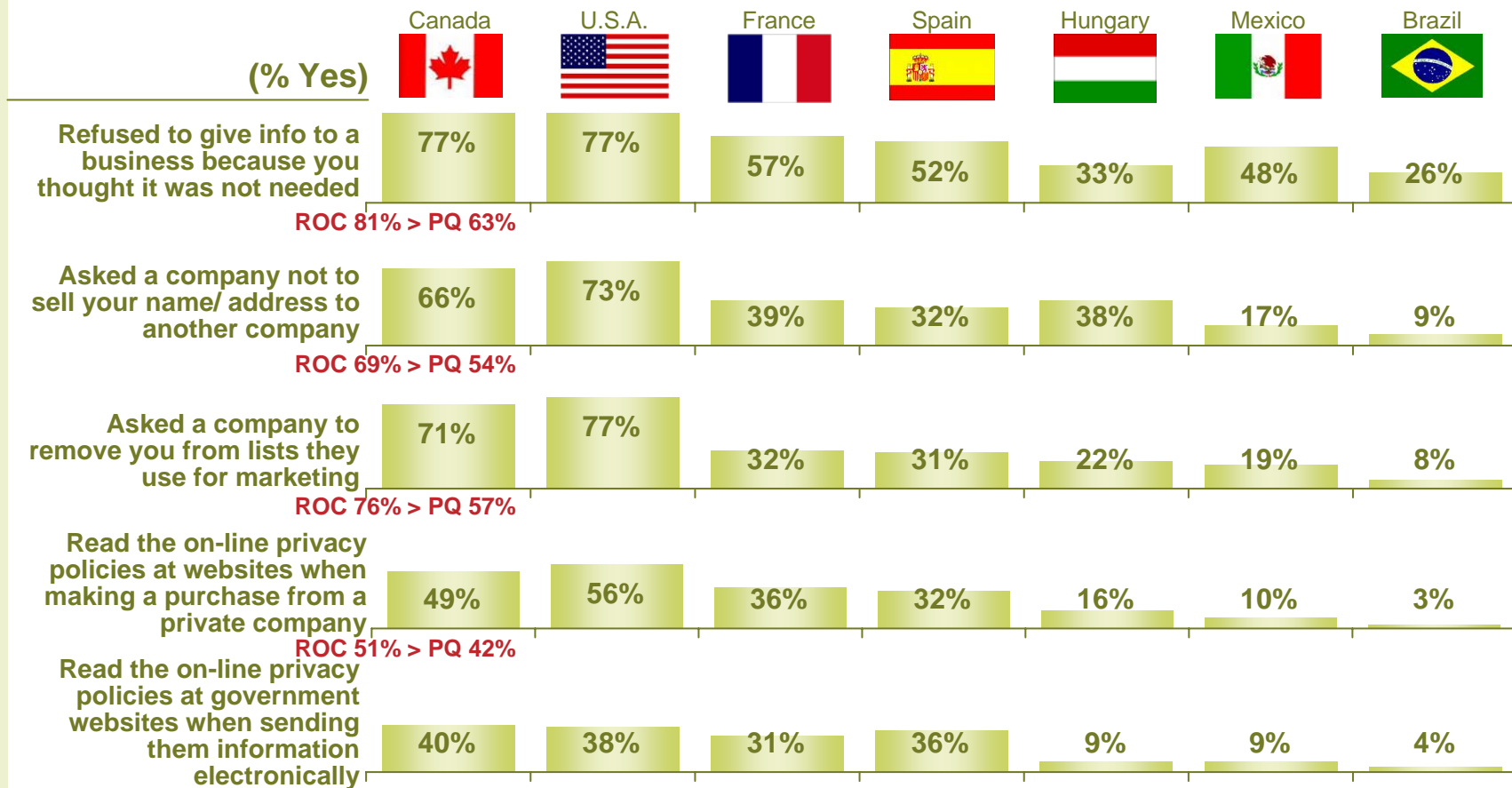
# Privacy Protection and Personal Experiences Relating to/Things Done to Protect Against Breach of Privacy

- **Canadians and Americans tend to be more protective of their personal information than are citizens of other countries.**
- **Personal experiences of privacy invasion are not very common in any of the countries surveyed. But Americans and Canadians tend to have the most experience when it comes to breach of privacy. Brazilians report almost no such experiences.**
- **Credit card fraud and identity theft appear to be the most prevalent in Canada and the USA.**



# Things Done to Protect Personal Information

Canadians and Americans tend to be more protective of their personal information than are citizens of other countries.

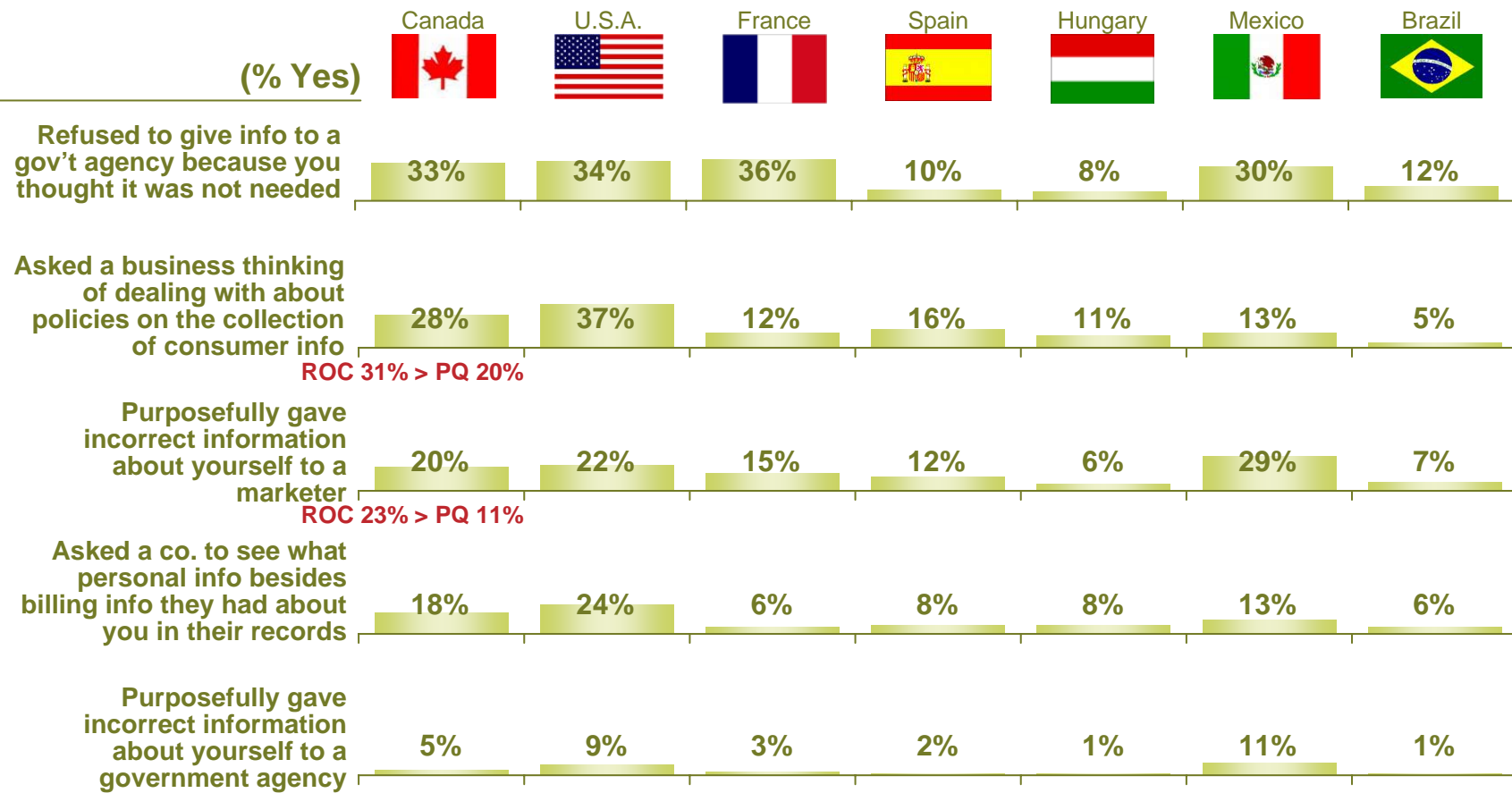


Base: All respondents

Q.7 Have you ever done the following for the purpose of protecting your personal information?

# Things Done to Protect Personal Information (cont'd)

Purposefully giving incorrect information to a government or private agency to protect private information is not something that most citizens would do to protect their personal information.

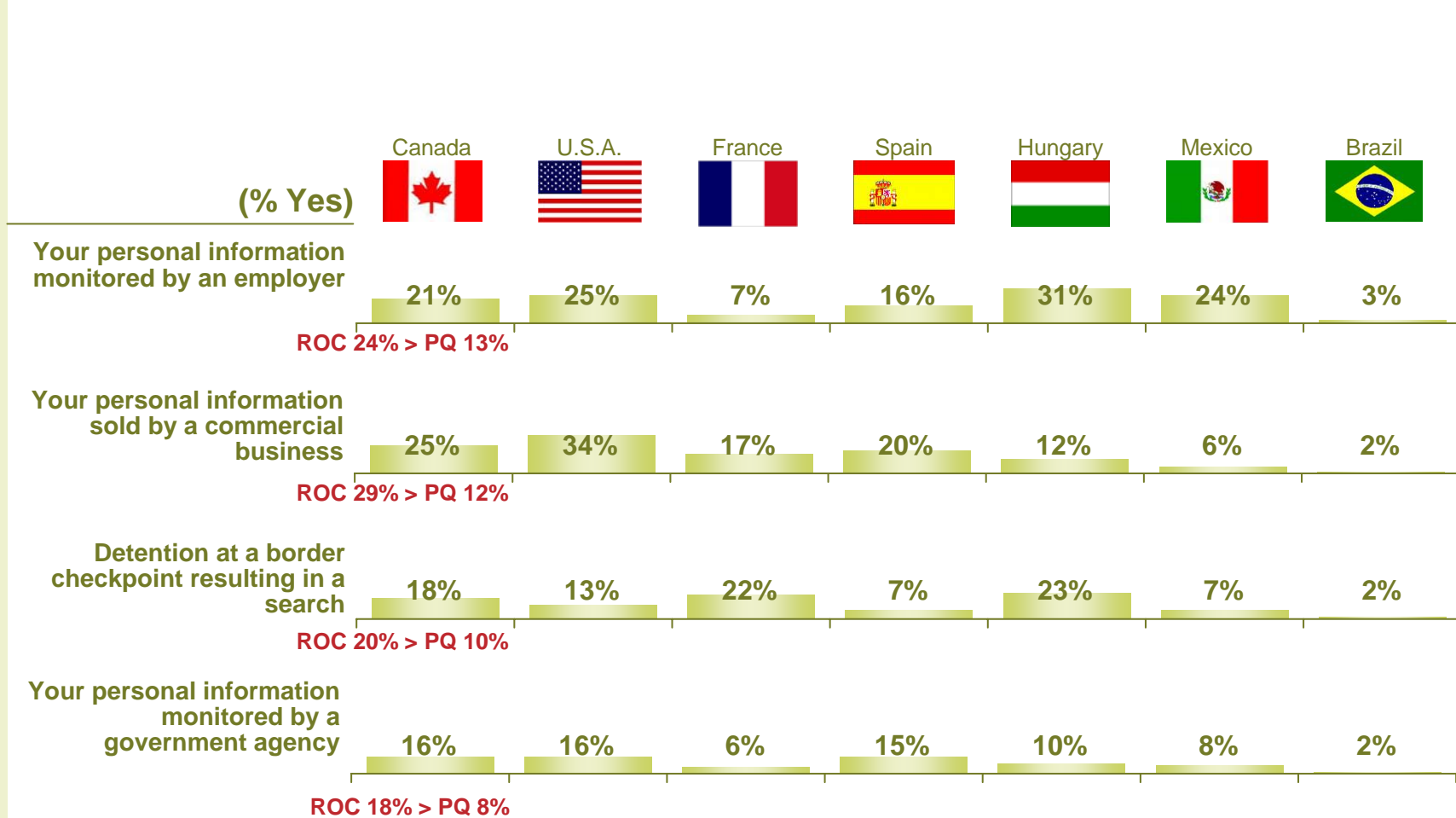


Base: All respondents

Q.7 Have you ever done the following for the purpose of protecting your personal information?

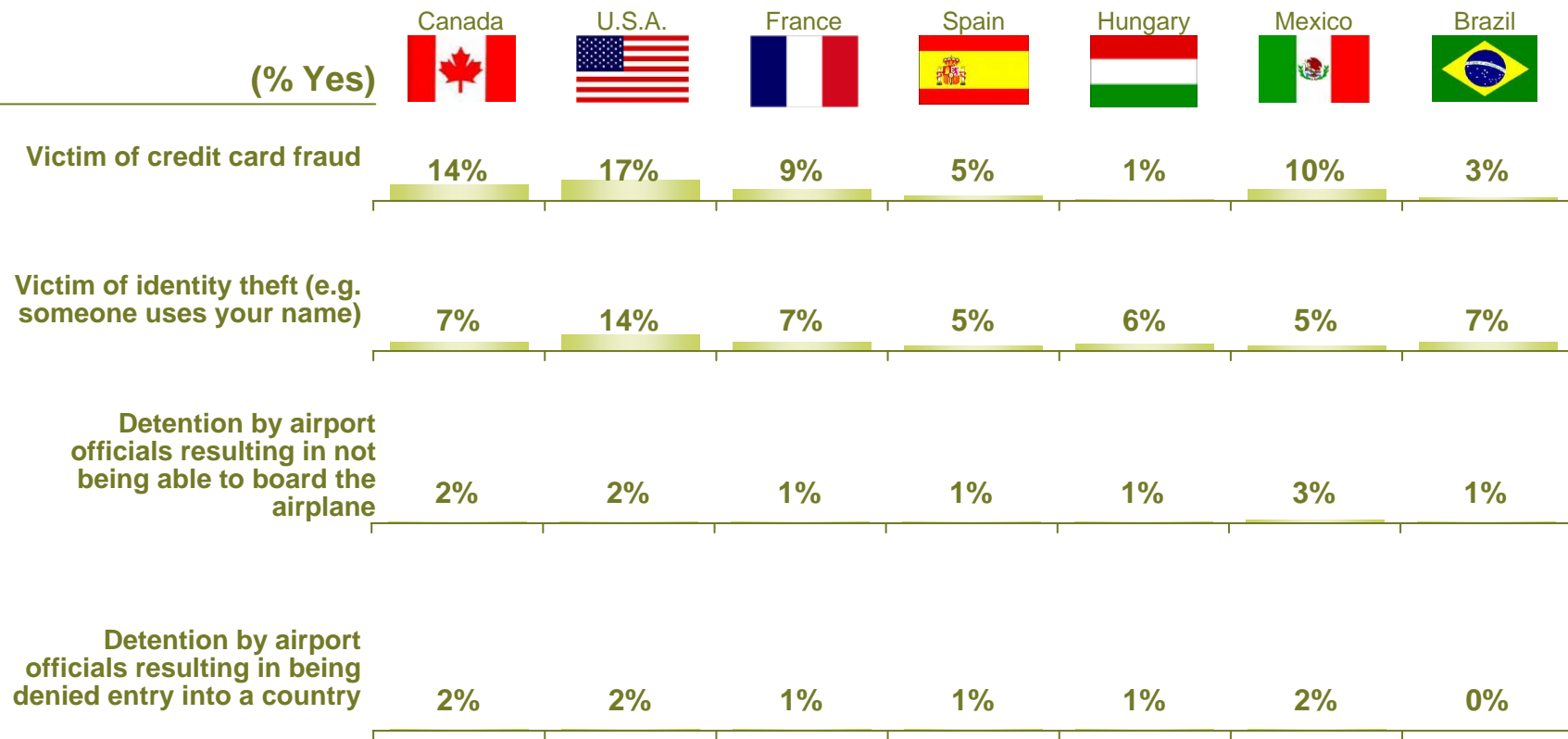
# Personal Experiences of Breach of Privacy

Compared to other countries, Brazil has the least experience when it comes to breach of privacy.



# Personal Experiences of Breach of Privacy (cont'd)

Credit card fraud and identity theft appear to be most prevalent in Canada and the USA.



ROC 2% > PQ 0%



# Knowledge, Privacy Invasions and Resistance

Exploring the relationship between knowledge of surveillance technology, experiences of breaches of privacy and things done to protect privacy



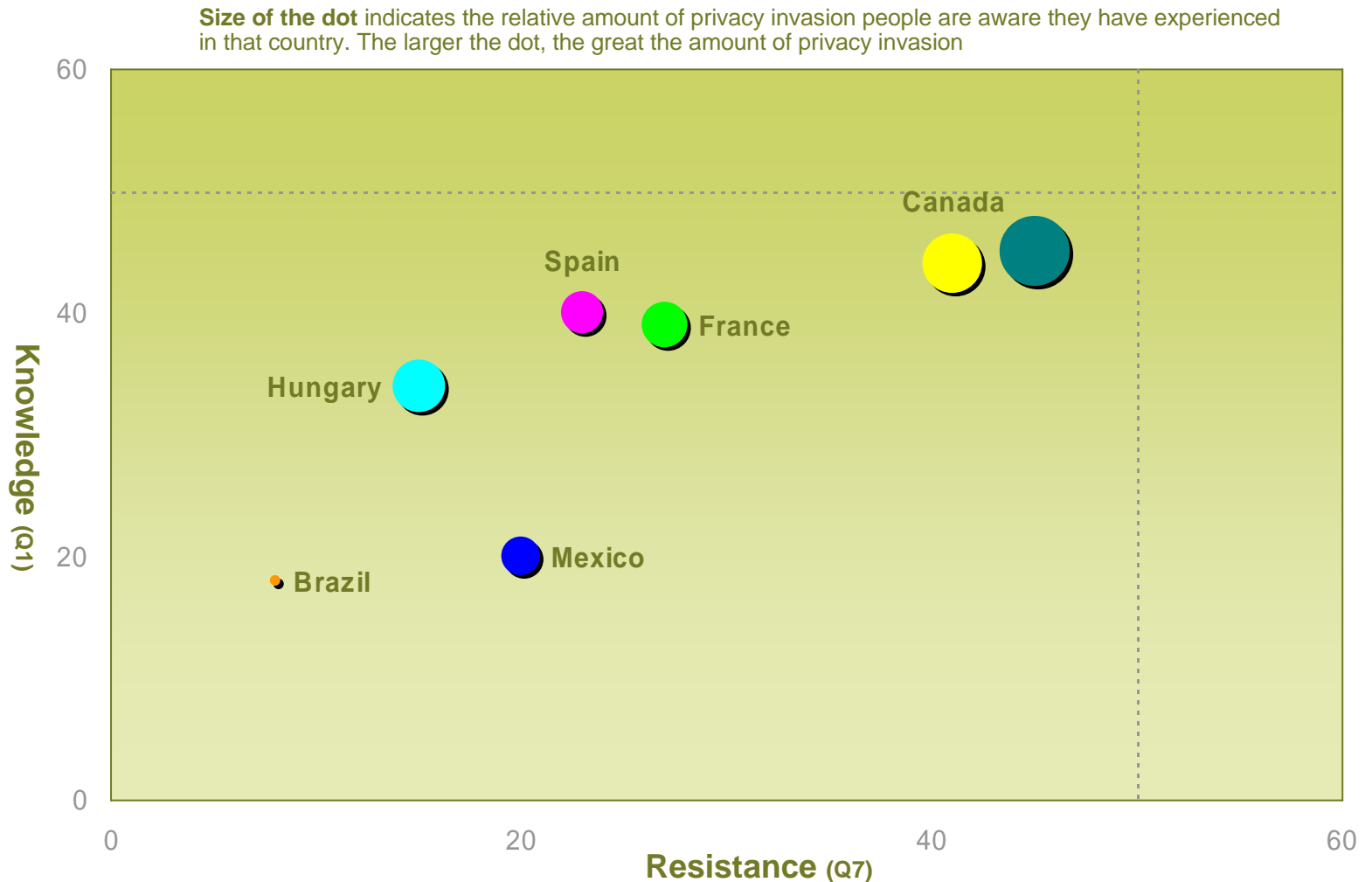
# Exploring the relationship between knowledge of surveillance technology, experiences of breaches of privacy and things done to protect privacy

- Knowledge of how one can be monitored may or may not lead one to put up more resistance to surveillance.
- Likewise, having experienced invasions of one's privacy could increase the number of things done to protect privacy.
- The relationship varies, however, by culture.
- On the following chart we explore, on a national level, the relationship between these three domains.
  - Knowledge was measured using a summated rating scale created from the answers to Q1. Resistance was measured as a count of the number of things done to protect privacy at Q7. Experiences of privacy invasion was measured as a count of breaches of privacy at Q8.

The knowledge and resistance scales had good internal consistency (Cronbach's alpha of .80 and .77 respectively). The measure of privacy invasion had less internal consistency (alpha .52), but that was due to the fact most people are not aware of any breaches of their privacy. All scales were transformed to a min-max of 0-100 where 100 is the greatest (knowledge, resistance, experience of invasion) and 0 the least.



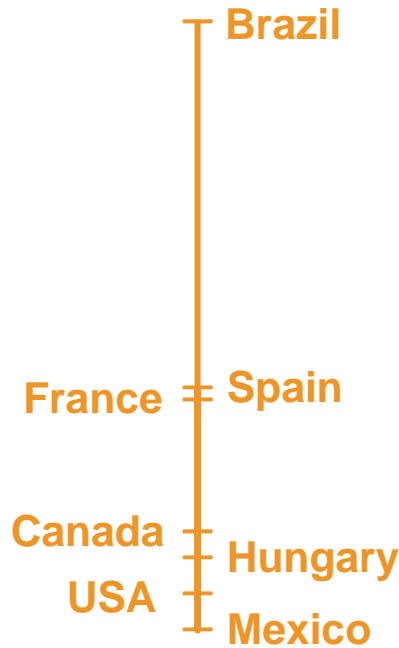
There is a notable relationship with between knowledge and resistance, with countries reporting greater levels of knowledge also showing higher levels of resistance—but there are differences between cultures. There also appears to be some relationship between resistance and the level of privacy invasion experienced, but there is greater variation by country



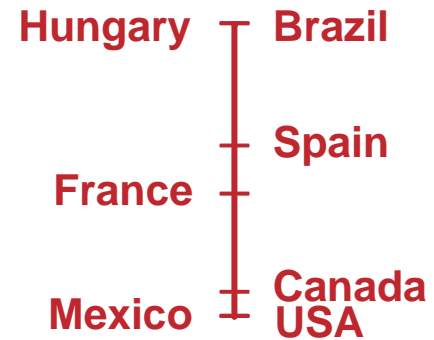


We explored the relative ratio between resistance and knowledge, and resistance and experience of privacy invasion. Brazil stands apart as having a high level of resistance relative to the experience of privacy invasion. Across North America, levels of resistance are basically equal to level of knowledge

Relative ratio of level of Resistance to level of Privacy Invasion



Relative ratio of level of Resistance to level of Knowledge



Note: a previous version of this report had erroneous data for the resistance to privacy ratio. Apologies for any confusion or inconvenience this may have caused





# Media Coverage of Privacy & National Security Issues

# Media Coverage of Privacy & National Security Issues

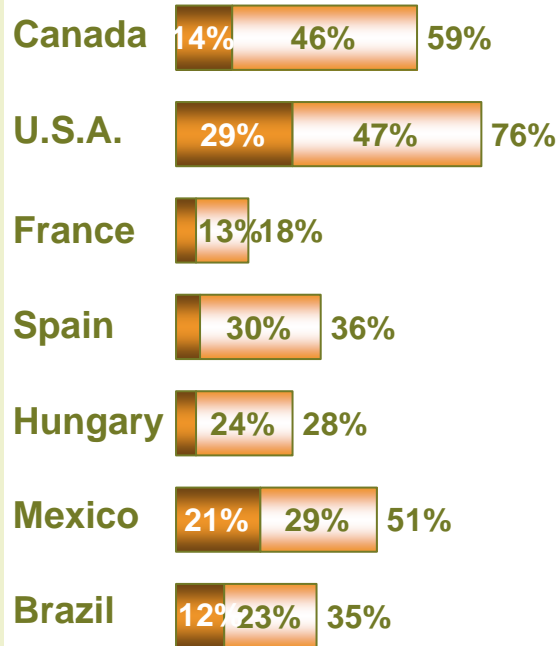
- **US and Canada get the most media coverage when it comes to safety of personal information. The majority of citizens in most countries think that terrorism gets the most media attention.**
- **The majority of citizens are in agreement that the media focuses more on celebrities, government officials and high-income groups than on the poor and the disadvantaged.**

# Attitude Towards Media Coverage of Privacy & Issues on National Security

US and Canada get the most media coverage when it comes to safety of personal information. The majority of citizens in most countries think that terrorism gets the most media attention—relative to public or private sector violations of personal privacy.

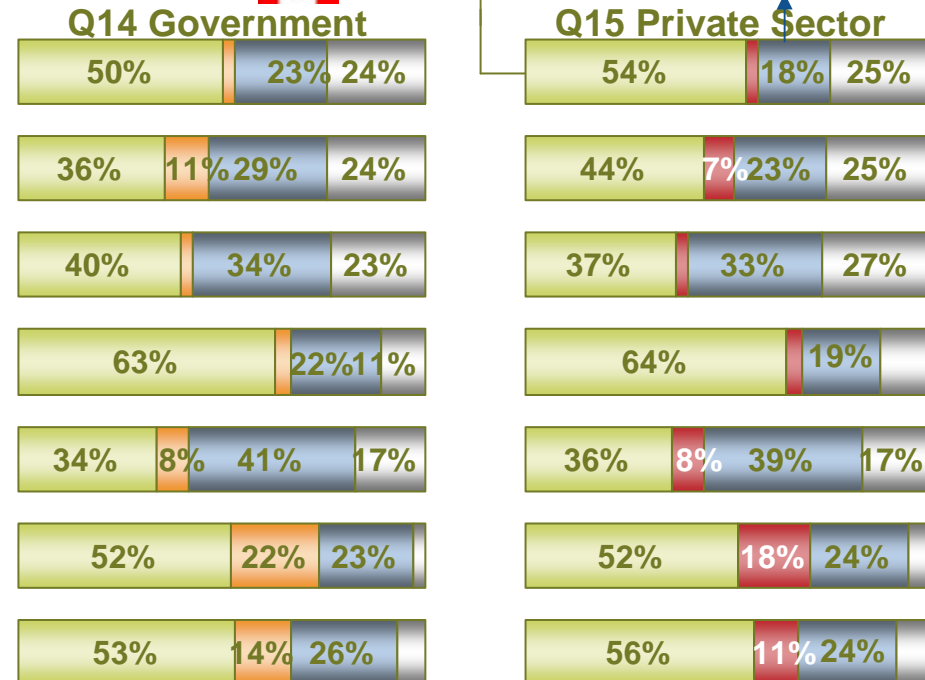
## Amount of Media Coverage Re: Safety of Personal Info

ROC 66%  
> PQ 39%



## Where Media Attention is Most Prevalent

ROC 57% > PQ 47%      PQ 27% > ROC 15%



■ A lot □ Some

■ Terrorism ■ Govn't violation of personal Info ■ Private sector violation of personal Info ■ Both □ Not sure

Base: All respondents

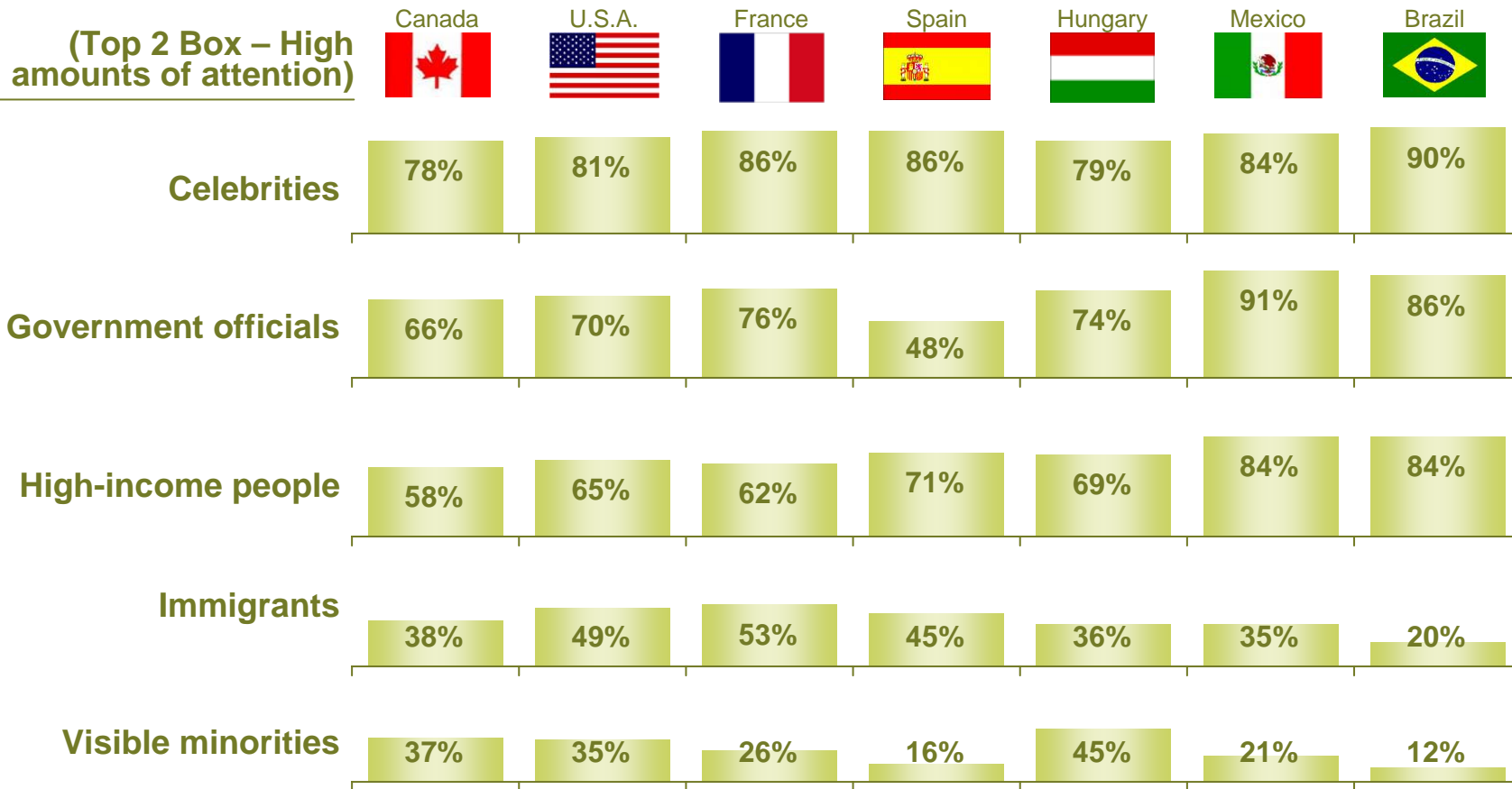
Q.13 How much coverage have you seen or heard through the media (TV, radio, newspapers, magazines, online information, advertisements) regarding concerns about the safety of your personal information?

Q.14 In your opinion, would you say the media pays... "more attention to stories about **government** violation of person privacy of citizens"?

Q.15 Would you say the media pays..... "more attention to stories about **private sector** violation of person privacy of consumers"?

# Attitudes Towards Media Attention Given to Different Social Groups' Privacy of Personal Information

The majority of citizens feel that celebrities, government officials and high income people get more media coverage of privacy of personal information than do immigrants and visible minorities.



Base: All respondents  
 Q.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?



# Attitudes Towards Media Attention Given to Different Social Groups' Privacy of Personal Information (Cont'd)

Most citizens feel that the media does not give much media coverage of privacy of personal information to the poor and the homeless.

(Top 2 Box- High amounts of attention)



Middle class people



People like you



Low-income persons



Homeless



Base: All respondents  
Q.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?







# Level of Trust in Organizations Gathering Personal Information

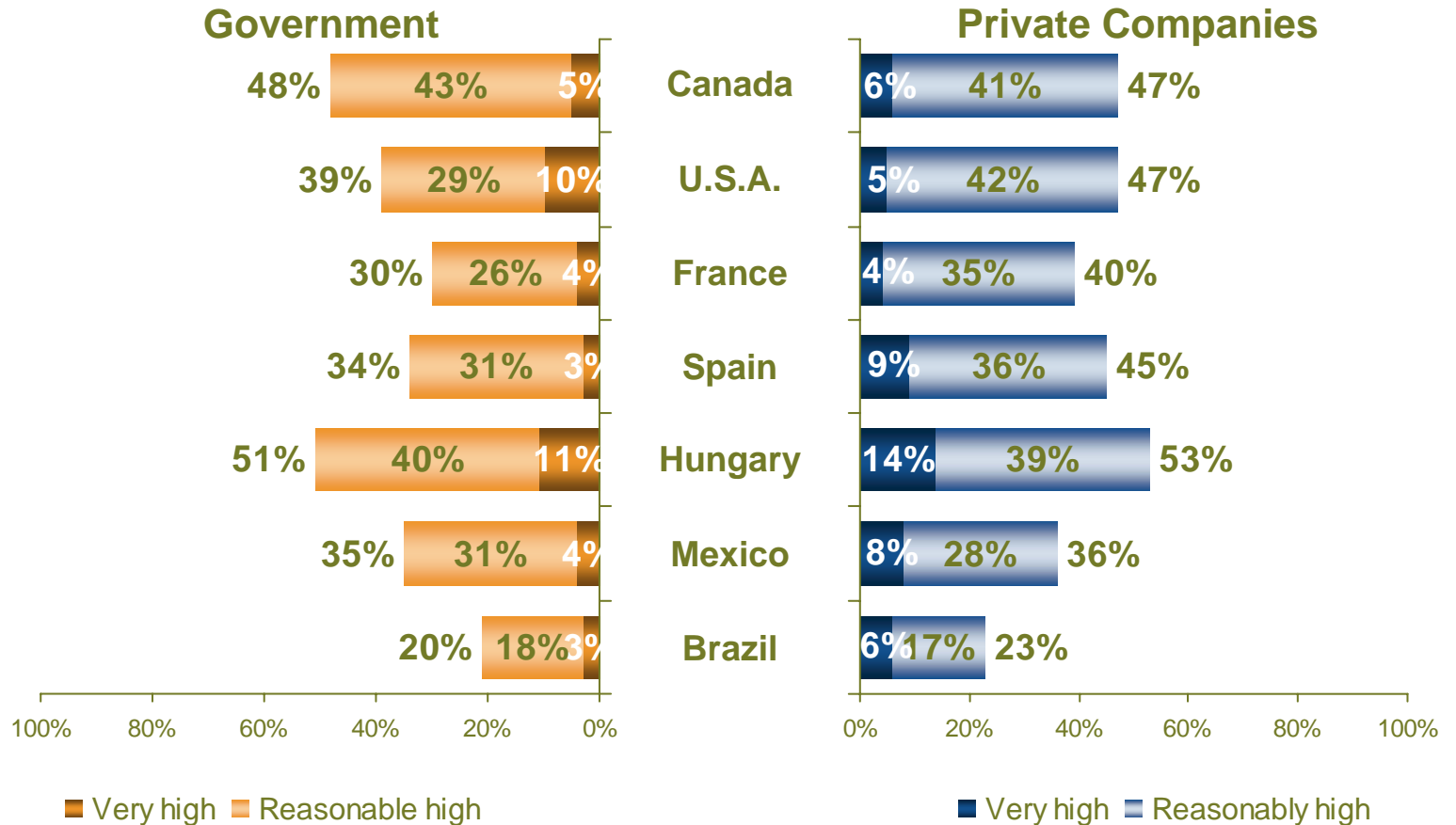
# Level of Trust on Organizations Gathering Personal Information

- **A minority of people trust that their government or private companies will do an appropriate job of protecting their personal information. Just a handful have very high levels of trust. People in Brazil are especially sceptical. In most countries, there is more trust in corporations than in the government.**
- **In most countries, a majority of people are worried about providing personal information on websites.**
- **Except for Brazil, at least half of citizens in all countries think it is acceptable for businesses to use customer profile information to inform them of products and services that might interest them.**
- **There is no relationship between how people feel about businesses creating profiles of their customers and their membership in rewards-type customer profiling programs.**



# Level of Trust That Government/ Private Companies Will Protect Citizen/Customer Personal Info

A minority of people trust that their government or private companies will do an appropriate job of protecting their personal information. Just a handful have “very high” levels of trust. People in Brazil are especially sceptical. In most countries there is more trust in corporations than in the government.



Base: All respondents

Q.5 When it comes to the privacy of personal information, what level of trust do you have that government is striking the right balance between national security and individual rights?

Q.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?

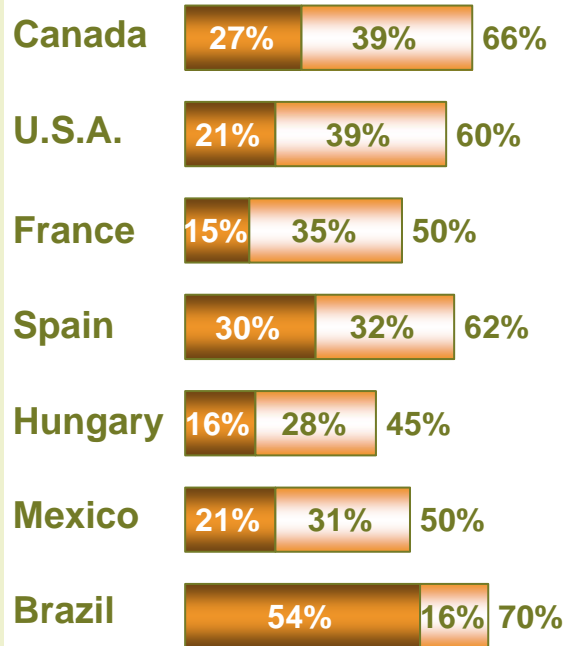


# Attitude Toward Providing Personal Information on Websites and How it is Used

In most countries, a majority of people are worried about providing personal information on websites. Many people—especially Canadians and Americans—are not sure about who should have the most say over how companies use their websites to track personal information online.

## Extent of Worry About Providing Personal Info on Websites

ROC 68% > PQ 61%



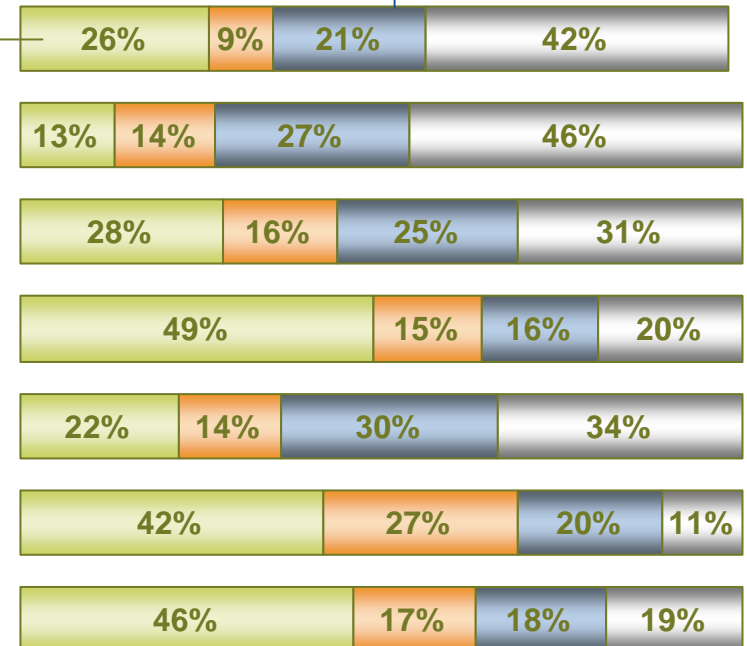
■ Very worried □ Somewhat worried

## Who Should Say How Personal Info is Used on Websites



PQ 38% > ROC 23%

ROC 24% > PQ 12%



■ Govn't ■ Companies who run them  
 ■ People who use them □ Not sure

Base: All respondents

Q.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?

Q.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?

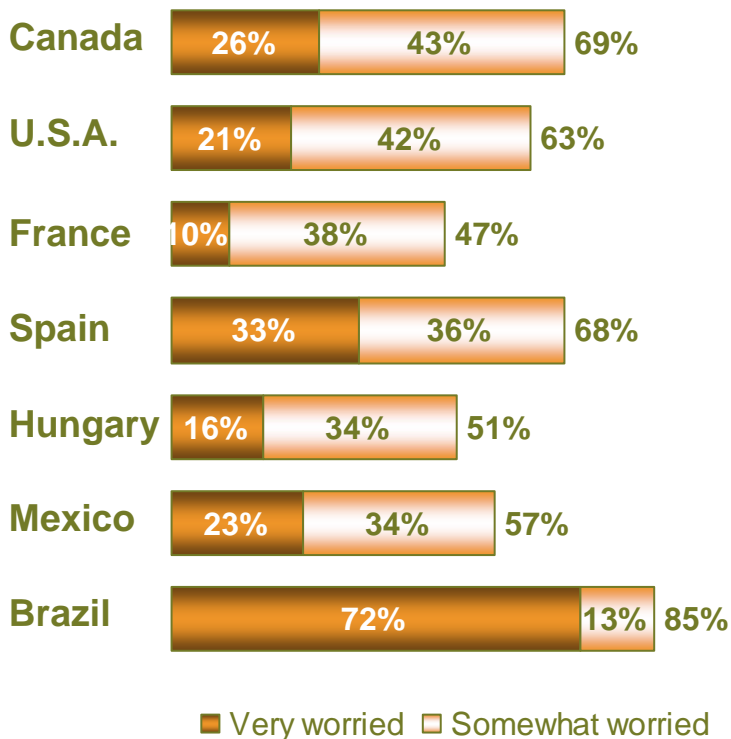


# Attitude Toward Providing Personal Information on Websites (Internet Users Only)

Among internet users, at least half are worried about providing personal information on websites. Brazilian internet users are the most worried group.

## Extent of Worry About Providing Personal Info on Websites

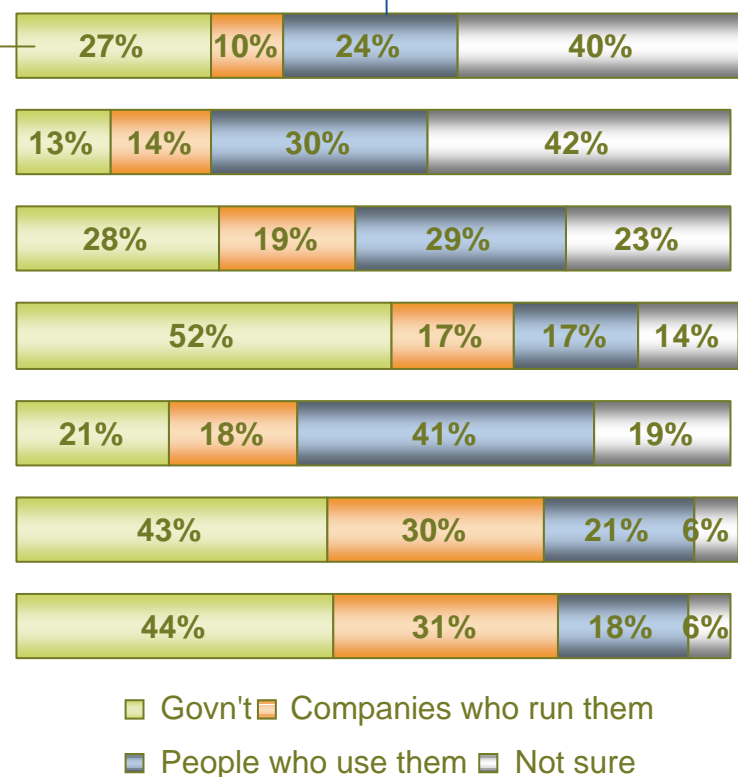
ROC 71% > PQ 61%



## Who Should Say How Personal Info is Used on Websites

PQ 39% > ROC 23%

ROC 27% > PQ 13%



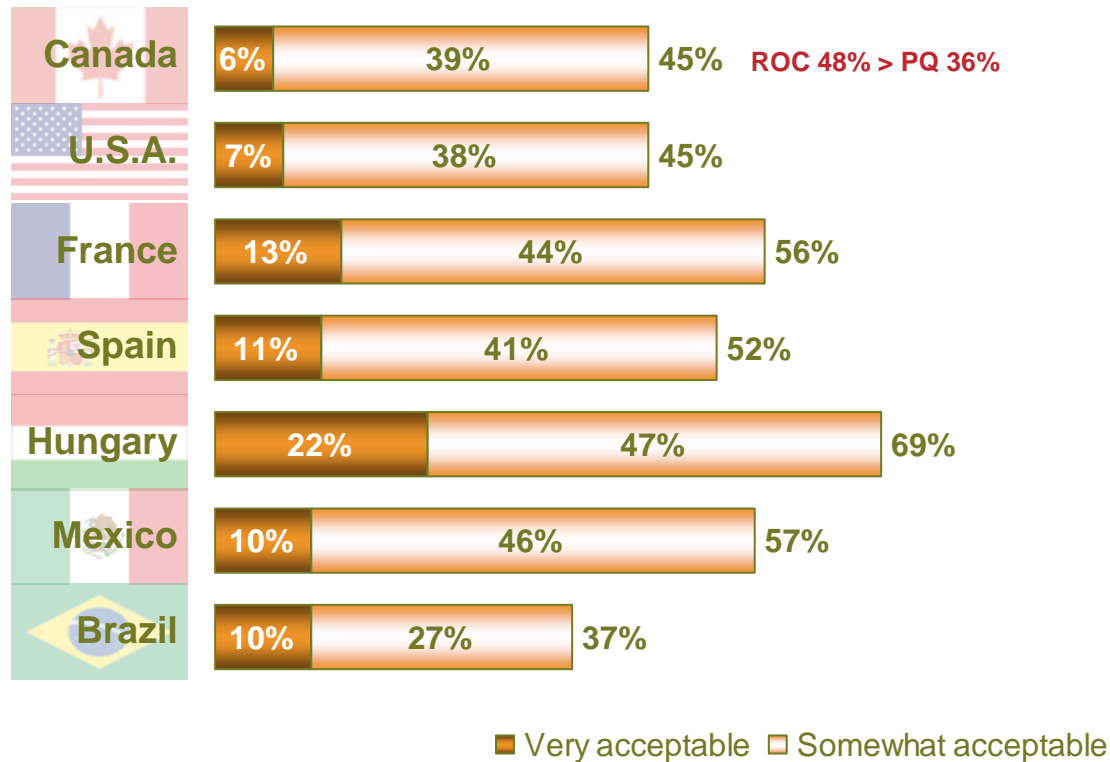
Base: Respondents who use internet (Canada=829, U.S.A.=822, France=689, Spain=729, Hungary=477, Mexico=530, Brazil=193)

Q.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?

Q.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?

# Attitudes Towards Businesses Creating Profiles of Customers

Except for Brazil, at least half of citizens in all countries think it is acceptable for businesses to use customer profile information to inform them of products and services that might interest them.



Base: All respondents

Q.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?

# Attitude toward Business Creation of Customer Profiles and Membership in Rewards Programs

- There is no relationship between how people feel about businesses creating profiles of their customers and their membership in rewards-type customer profiling programs (Q27). Either people don't know, or they don't care.

- Acceptability of business creating profiles (Q28):

	% in 1+ programs	Average # programs
– Very acceptable	53%	2.5
– Somewhat acceptable	50%	1.8
– Somewhat unacceptable	51%	2.4
– Very unacceptable	48%	2.4



# Extent of Say in What Happens to Personal Information

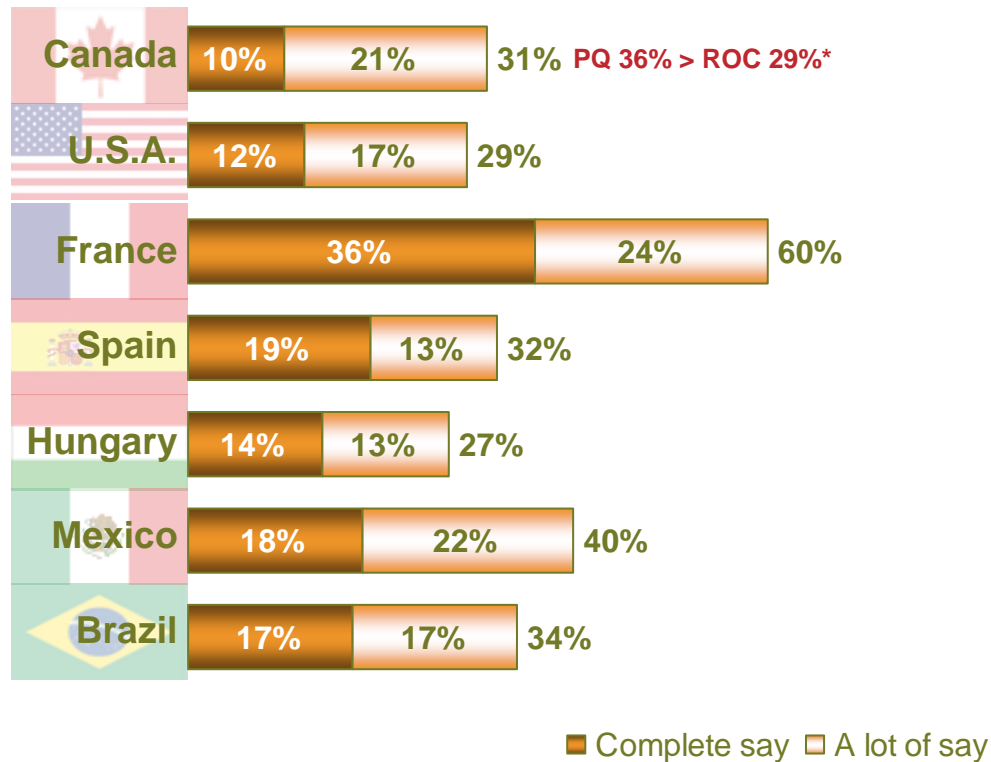


# Extent of Say on What Happens to Personal Information

- The majority feel they do not have much say in what happens to their personal information. Only in France do a large proportion feel empowered.
- When presented with the vignettes, the French are among the least likely to feel that the character in the scenario had a lot of control over their information. The Spanish and Mexicans tend to view the characters as having the most say in what happened to their personal details.

# Extent of Say on What Happens to Personal Information

The majority feel they do not have much say in what happens to their personal information. Only in France do a large proportion feel empowered.

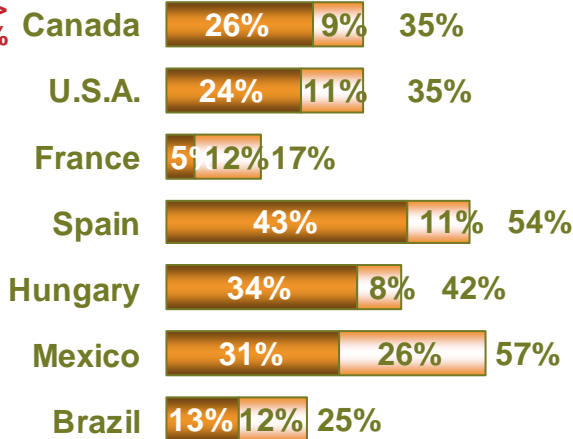


# Extent of Say on What Happens to Personal Info Collected by Private and Government Organizations

[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.



PQ 47% >  
ROC 31%

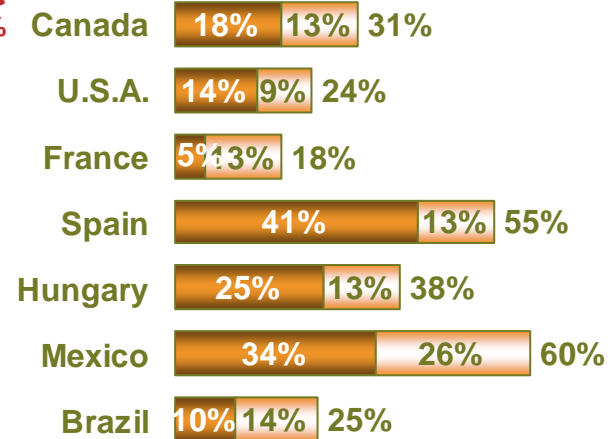


■ Complete say □ A lot of say

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.



PQ 54% >  
ROC 24%



■ Complete say □ A lot of say

# Extent of Say on What Happens to Personal Info Collected by Private and Government Organizations

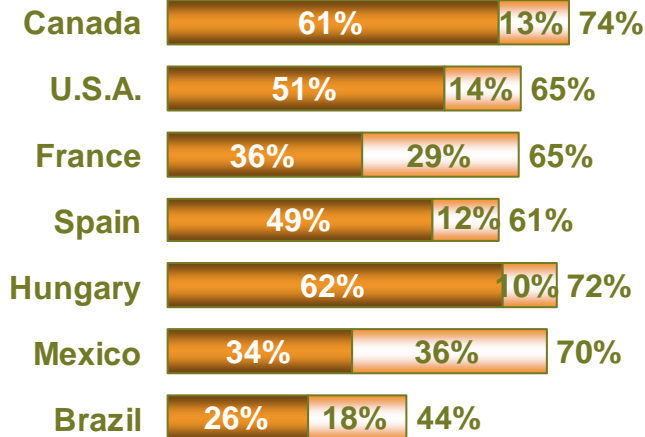
[Mary] pays cash at a large, crowded department store and provides no information about herself to the cashier. The cashier asks for [Mary's] postal code/zip code; [Mary] refuses and still makes her purchase.



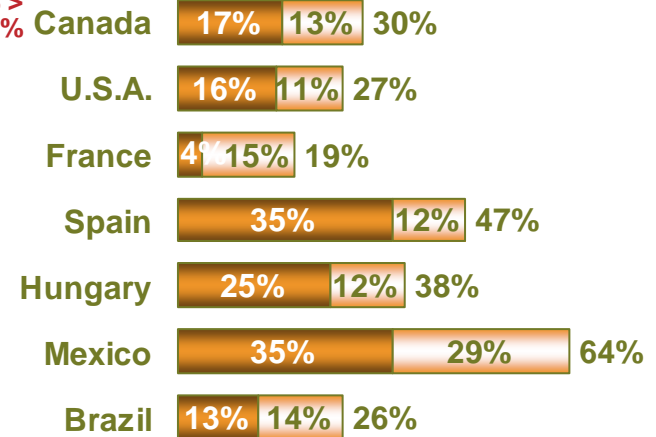
Assume that as part of the concern for national security, the government creates a database to search for terrorist activity. The government requires everyone, including [Rita], to submit an annual form containing detailed information about themselves. The form asks for employment information, criminal 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.



ROC 77% >  
PQ 65%



PQ 42% >  
ROC 26%



■ Complete say □ A lot of say

■ Complete say □ A lot of say



# Information Sharing by Government, Private Sector Organizations and Employers

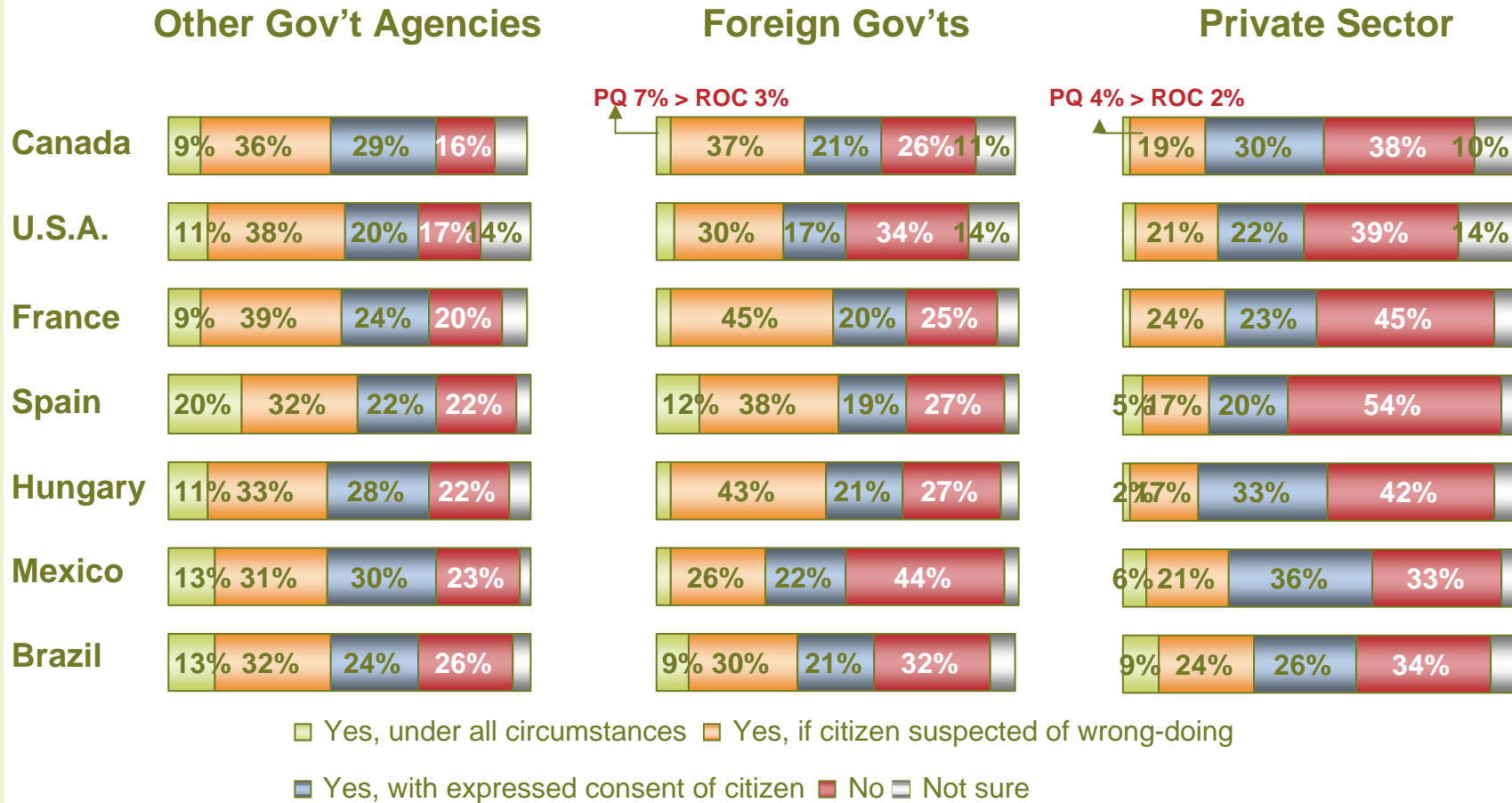
# Information Sharing by Government, Private Sector Organizations and Employers

- The majority of citizens of all countries are accepting of having their personal information shared with government agencies, though less so when the third party is a foreign government agency.
- People are much less open to the idea of personal information held by government agencies going to private sector organizations.



# Attitude Towards Government's Sharing of Citizen's Personal Info to Third Parties

Citizens are not as open to their government's sharing of citizen information with private companies as they are with sharing with other government agencies or other governments.



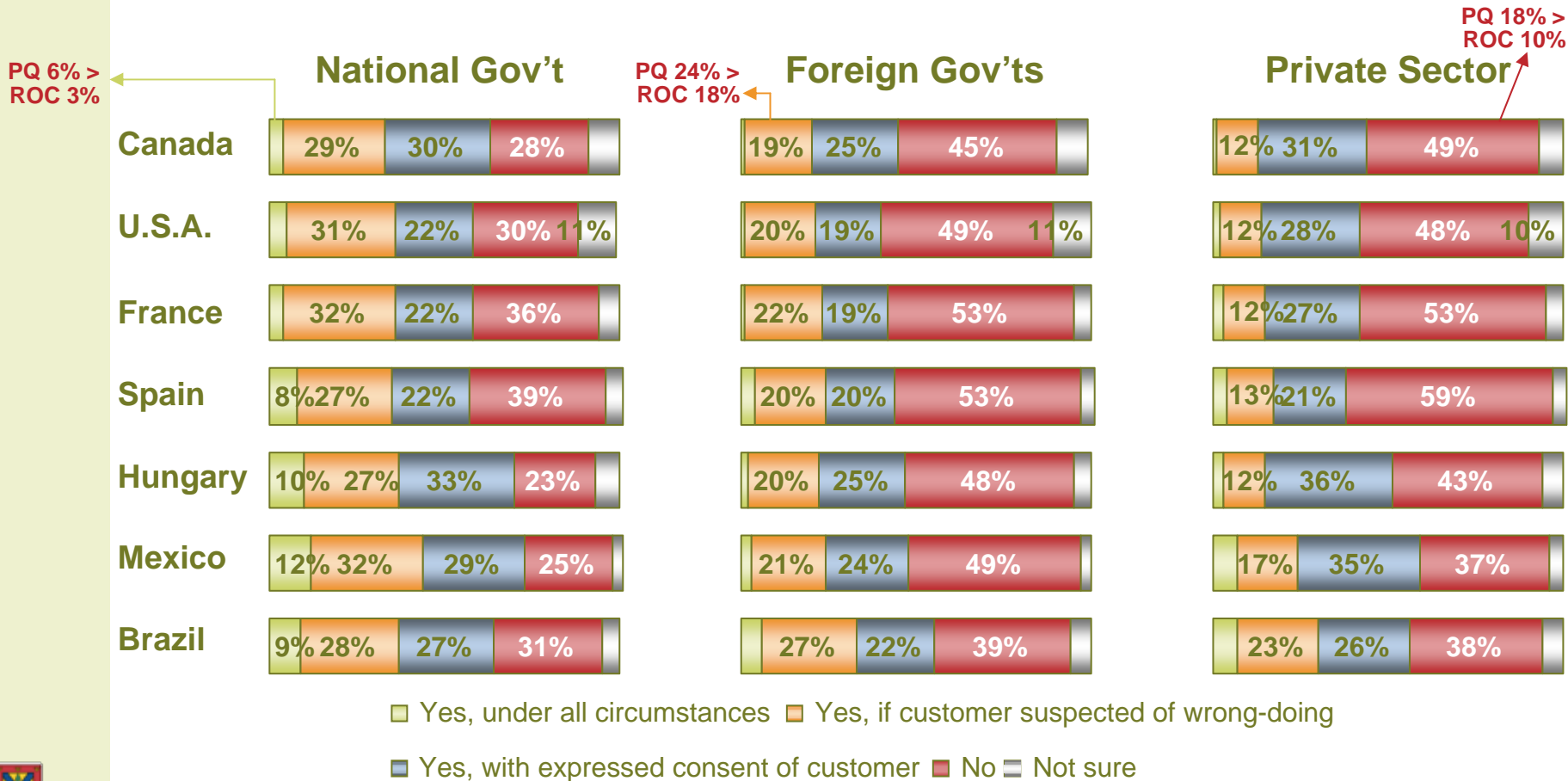
Base: All respondents

Q.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?



# Attitude Towards Private Sector Organization's Sharing of Customer Personal Info to Third Parties

Citizens are not as open to the idea of sharing of customer info to foreign governments or other private sector organizations as they are to sharing with the national government.



Base: All respondents

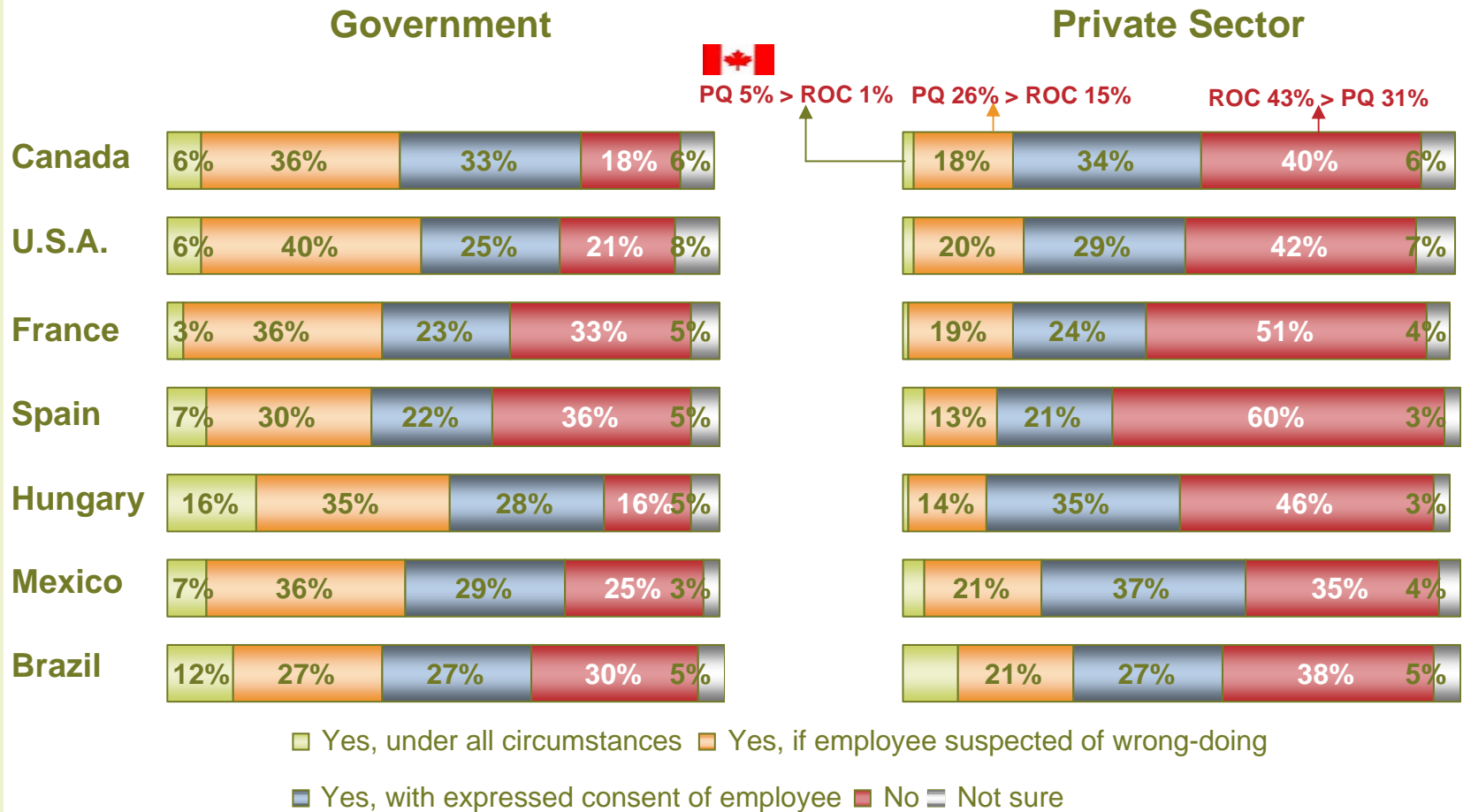
Q.19 To what extent do you think it is appropriate for a private sector organization to share or sell its customers' personal information with third parties, such as the national government, foreign governments and other private sector organizations?



# Attitudes Towards Employer's Sharing of Employees' Personal Info to Third Parties



The majority think it is appropriate for an employer to share their employees' personal information to the government, but are reticent when it comes to sharing employee information to the private sector.



█ **PQ 5% > ROC 1%**  
 █ **PQ 26% > ROC 15%**  
 █ **ROC 43% > PQ 31%**



# Patterns of Response in Questions about Sharing Personal Information

- Through counts of patterns of response, and the creation of a cluster analysis-based segmentation, we found that people tended to maintain a consistent pattern of response across this series of questions (Q18, 19, 22).
- Those who thought it was always (or never) acceptable for government to always share citizens information typically felt the same way about the consumer and employee information.



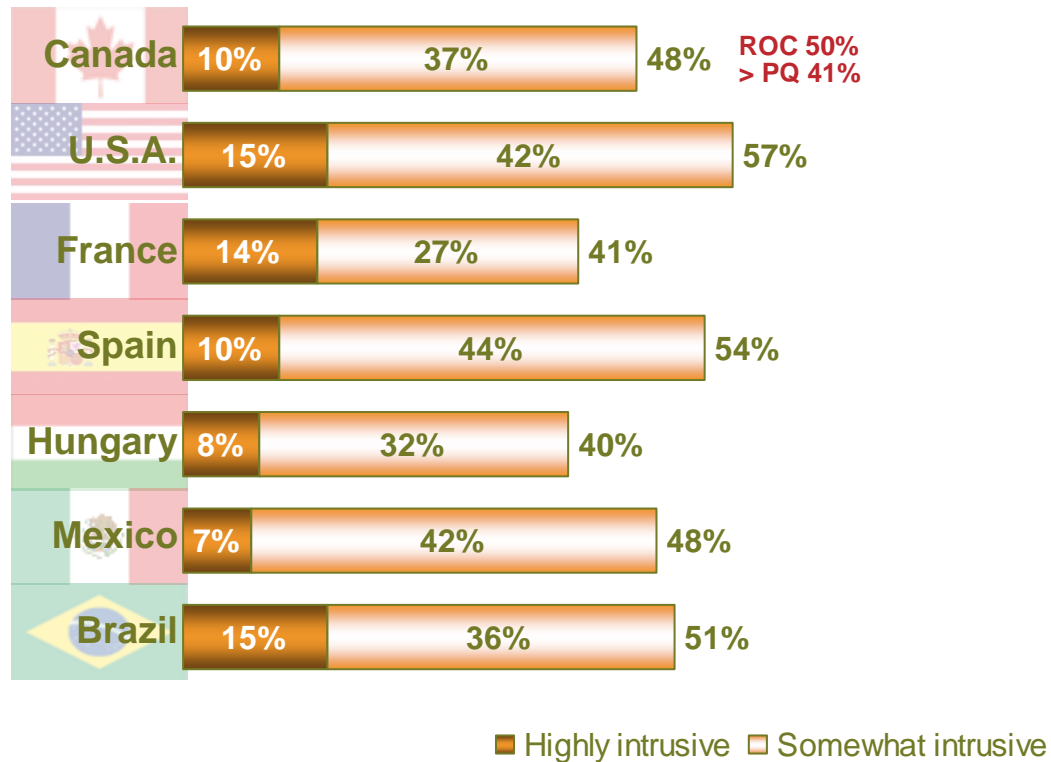
# Laws Aimed at National Security and Surveillance

# Laws Aimed at National Security and Surveillance

- **Except for Hungary and France, about half of all citizens believe that laws aimed at protecting national security are intrusive upon personal privacy.**
- **Canadians and Americans are more reticent of the idea of national ID cards. They are also the least convinced of the efforts to protect from disclosure the personal information in the national database created to put these ID cards into use.**

# Attitude Towards Laws Aimed at Protecting National Security

Except for Hungary and France, about half of all citizens believe that laws aimed at protecting national security are intrusive upon personal privacy.

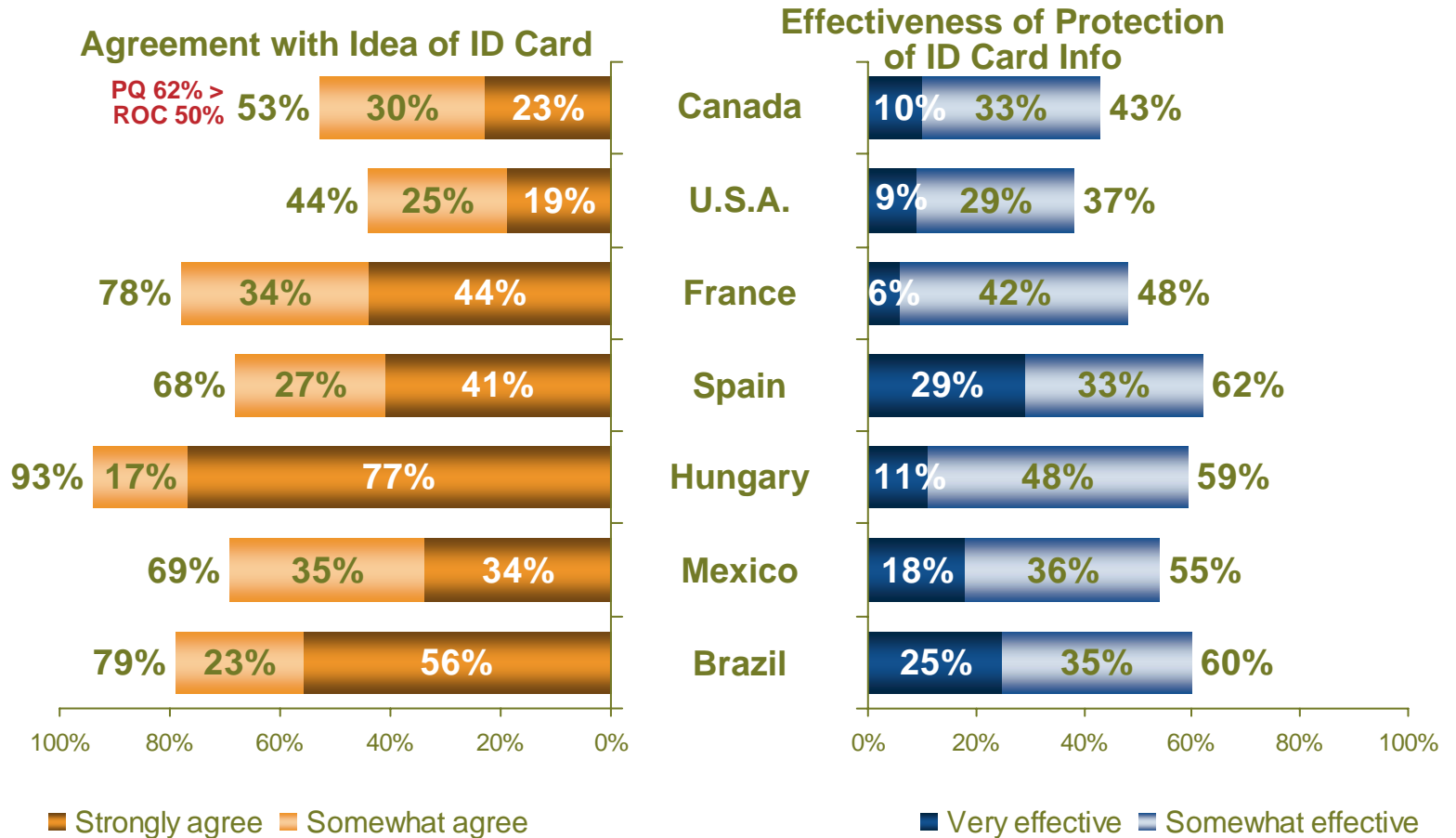


Base: All respondents

Q.17 The government 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?

# Attitude Towards National ID Cards

Canadians and Americans are most reticent of the idea of national ID cards. They are also the least convinced of the effectiveness of efforts to protect from disclosure the personal information in the national database created to put these ID cards into use.



Base: All respondents

Q.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?

Q.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. How effective do you feel efforts to protect this type of information from disclosure would be?



# Community and Employer Surveillance

# Community and Employer Surveillance

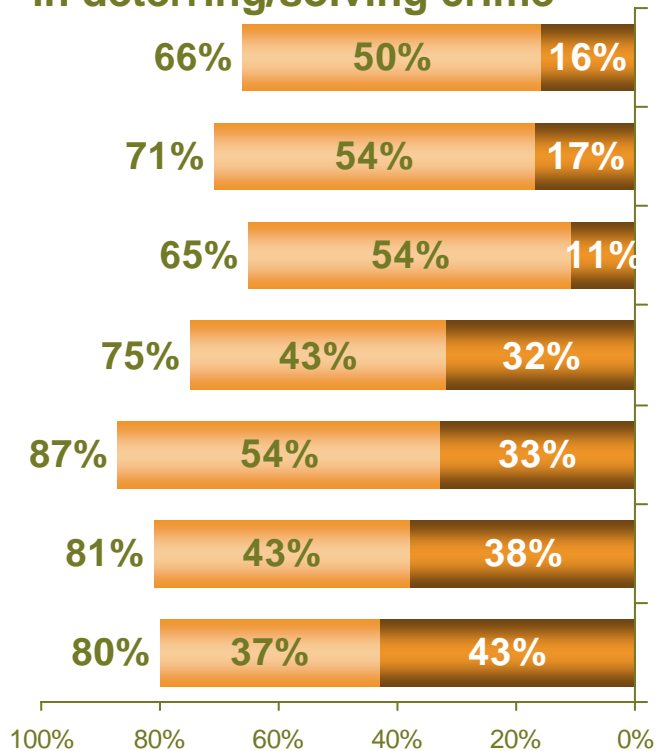
- The majority believe community and in-store CCTVs are at least somewhat effective in reducing crime. In-store CCTVs are more widely seen as effective.
- The French and Spanish object the most to employers' electronically monitoring employees through surveillance cameras and emails. Canadians and Americans are notably more accepting of monitoring of emails, than are people in other countries.



# Attitudes Towards Community and In-Store Surveillance Cameras

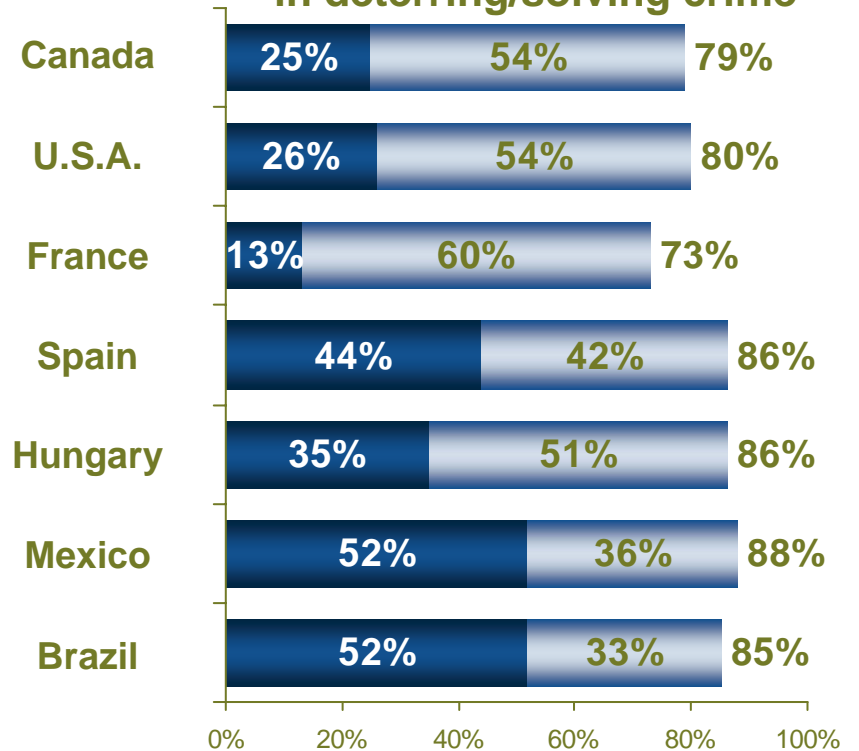
The majority believe community and in-store CCTVs are at least somewhat effective in reducing crime. In-store CCTV's are more widely seen as effective

### Effectiveness of community CCTVs in deterring/solving crime



Very effective Somewhat effective

### Effectiveness of in-store CCTVs in deterring/solving crime



Very effective Somewhat effective

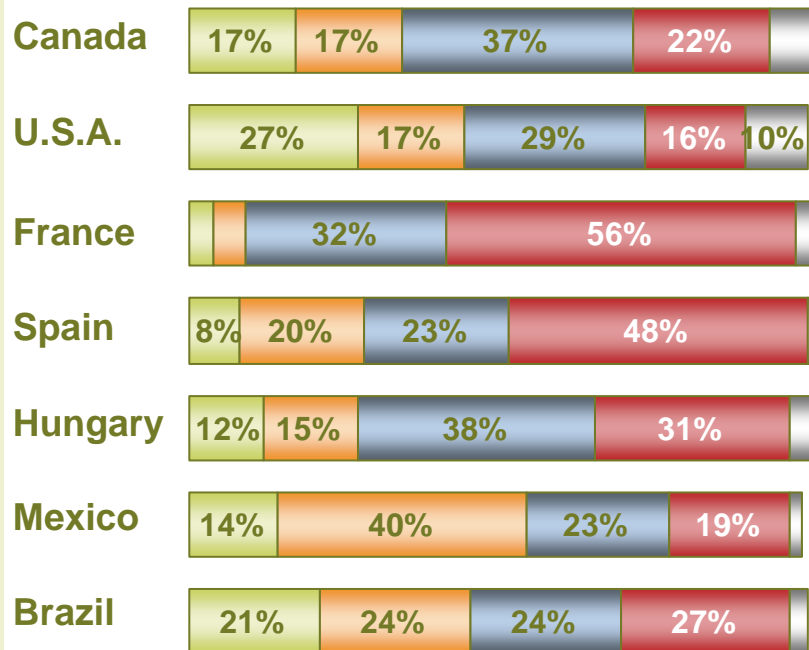
Base: All respondents

Q.20 Some communities and private companies 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 they in reducing crime?

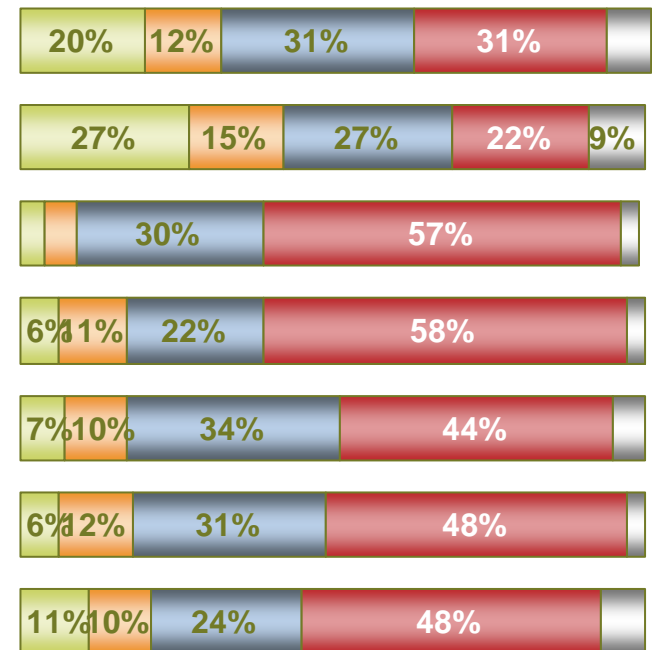
# Attitudes Towards Employers Electronic Surveillance of Employees

The French and Spanish object the most to employers' electronically monitoring employees through surveillance cameras and emails. Canadians and Americans are notably more accepting of monitoring of emails, than are people in other countries

## Monitoring with Surveillance Cameras



## Reading e-mails



- Yes, under all circumstances
- Yes, but only for purpose of evaluating performance
- Yes, with informed consent of employee
- No
- Not sure

Base: All respondents

Q.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.



# Airport Surveillance & Collection of Traveller Information

# Airport Surveillance & Collection of Traveller Information

- **At least a third of citizens in all countries studied object to the government's collecting and sharing traveller's personal information, unless the traveller is suspected of wrong-doing.**
- **The French and Spanish are the most likely to feel airport and customs officials respect their privacy.**
- **The Mexicans and Spanish are more accepting than others of the idea of increased scrutiny of minority groups at airport security checks.**

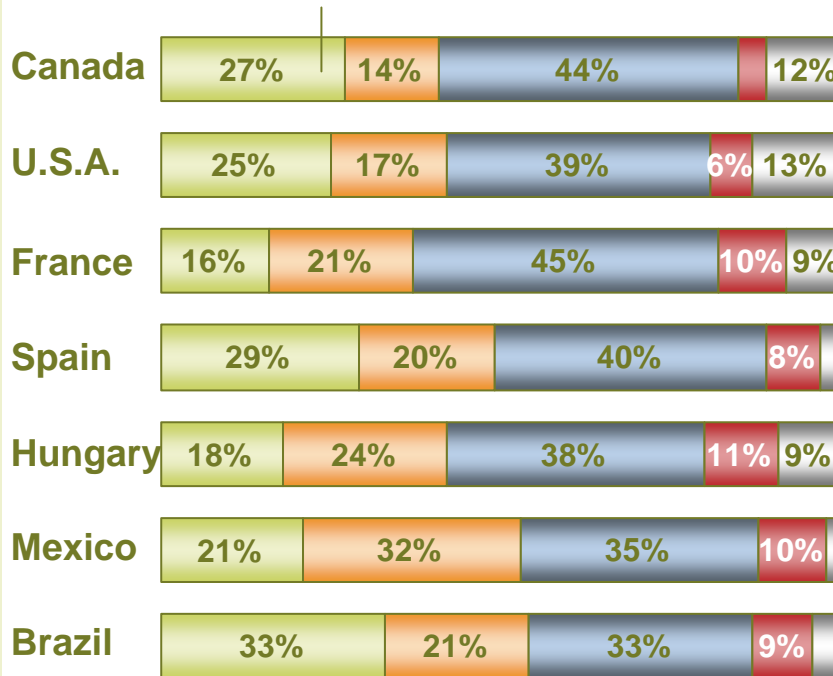


# Attitudes Towards Government's Right to Collect and Share Travellers' Personal Information

At least a third of citizens in all countries studied object to the government's collecting and especially sharing travellers' personal information, unless the traveller is suspected of wrong-doing.

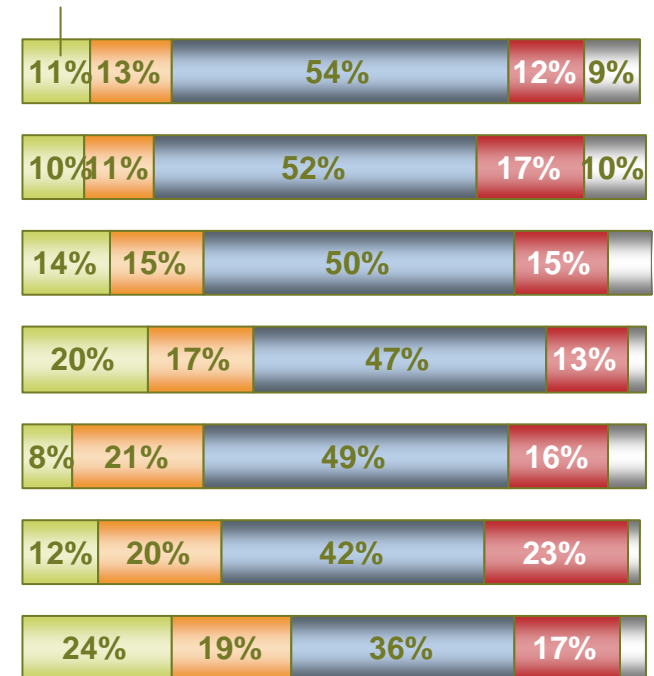
## Collecting Traveller Information

PQ 34% > ROC 24%



## Sharing Traveller Information

PQ 21% > ROC 8%



- Yes, under all circumstances
- Yes, but only with consent of traveler
- No, unless suspected wrong-doing by traveler
- No
- Not sure

Base: All respondents

Q.24 Do you think the government should have the right to collect personal information about travelers?

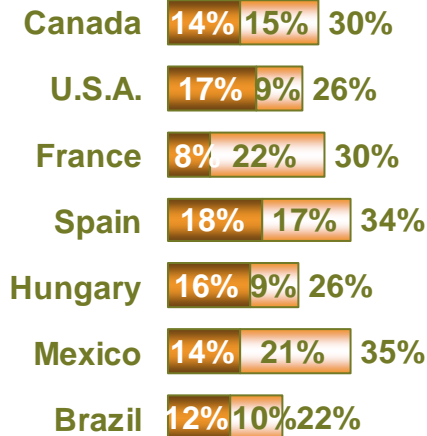
Q.25 Do you think the government should be able to share travelers' personal information with foreign governments?

# Extent of Say on What Happens to Personal Info Collected by Private and Government Organizations

[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.



PQ 47% >  
ROC 24%

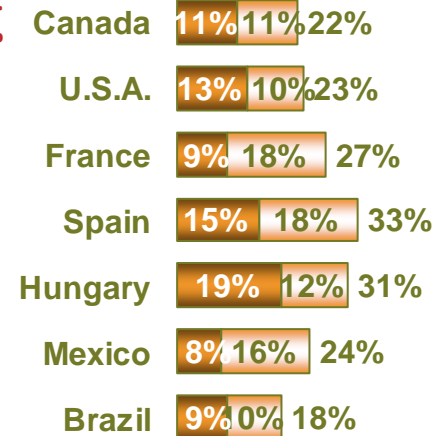


■ Completely respected □ A lot of respect

[Shekeel] is traveling 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.



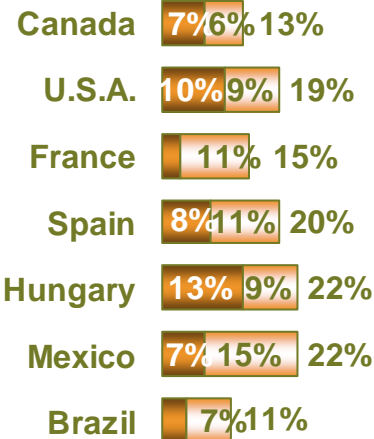
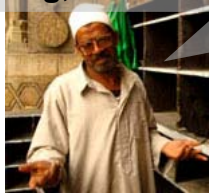
PQ 32% >  
ROC 19%



■ Completely respected □ A lot of respect

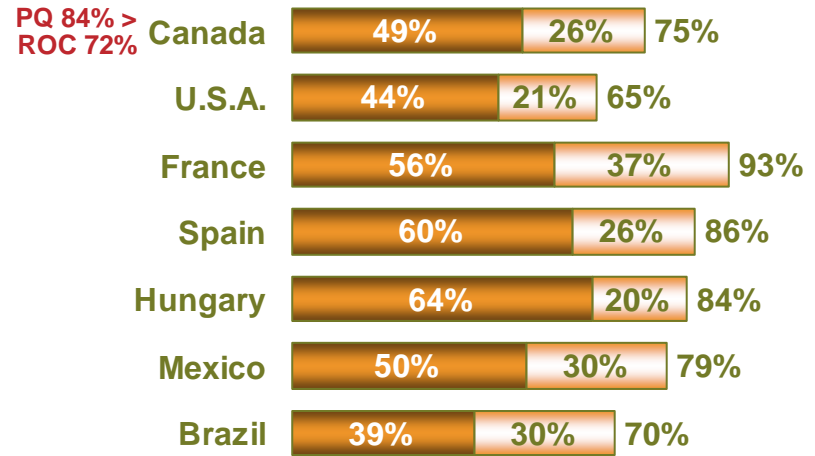
# Extent of Say on What Happens to Personal Info Collected by Private and Government Organizations

[Mohammad] is traveling out of the country. Because of the racial profiling, he is separated from the other travelers. 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.



■ Completely respected □ A lot of respect

[Hanna] is traveling out of the country. She shows her passport and is permitted to board the plane.



■ Completely respected □ A lot of respect

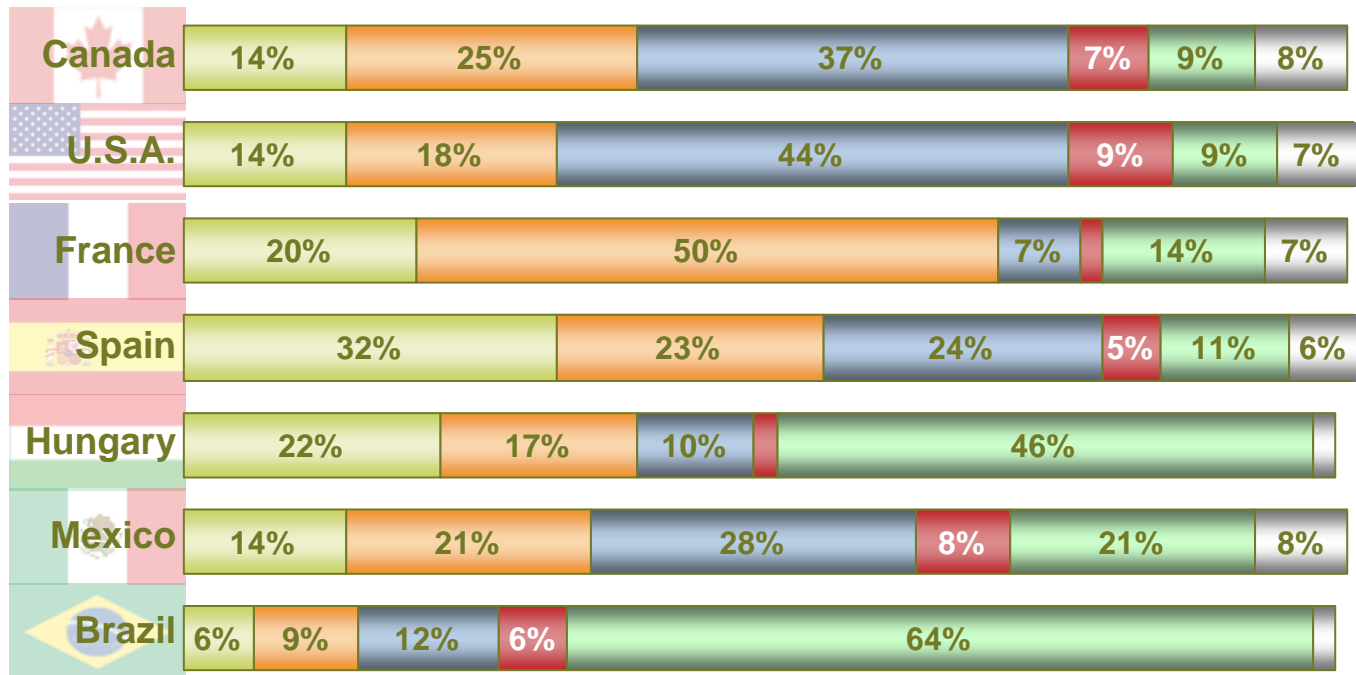
PQ 84% > ROC 72%

# Respect of Privacy Given by Airport and Customs Officials

The French and Spanish are the most likely to feel airport and customs officials respect their privacy.

(Completely / a lot of respect)

PQ 59% >  
ROC 33%



■ Completely 
 ■ A lot 
 ■ Somewhat 
 ■ Not at all 
 ■ Don't travel 
 ■ Don't know

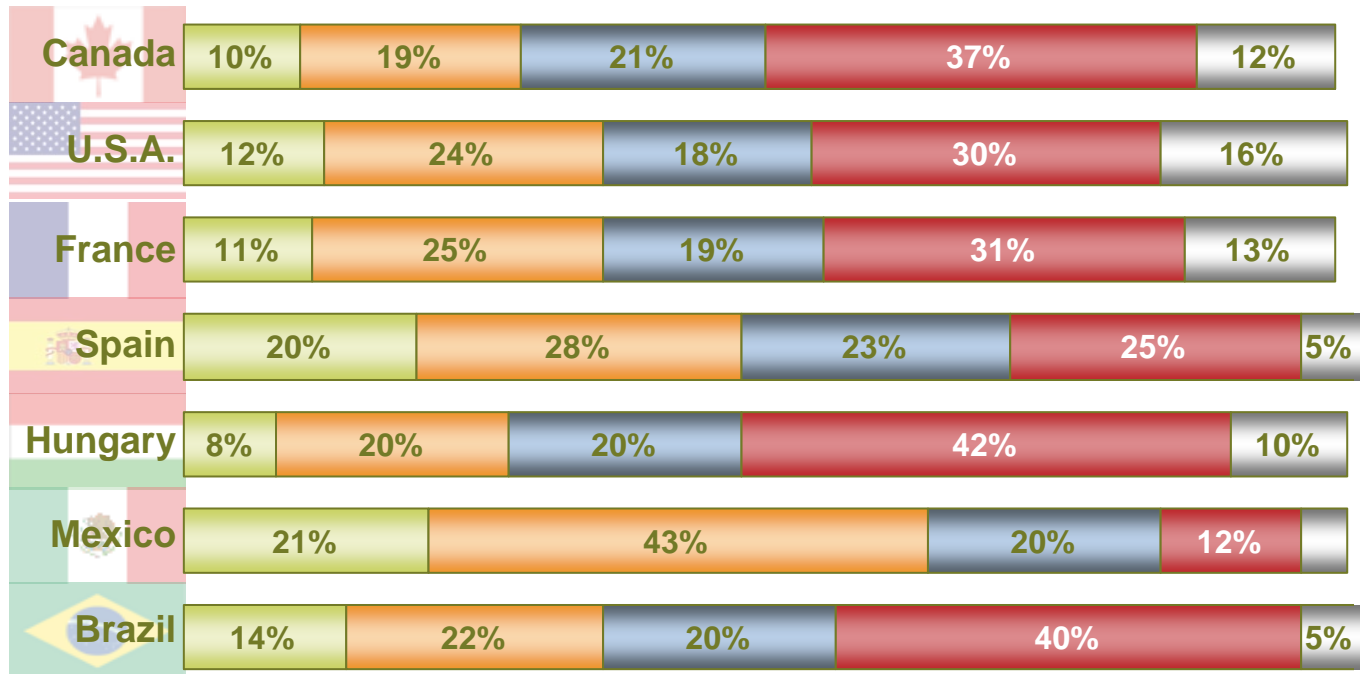


# Acceptability of Airport Officials Giving Extra Security Checks to Visible Minorities

The Mexicans and Spanish are more accepting than others of the idea of increased scrutiny of minority groups at airport security checks.

(Very / somewhat acceptable)

PQ 34% >  
ROC 28%



■ Very 
 ■ Somewhat 
 ■ Not really 
 ■ Not at all 
 ■ Don't know



# Summaries by Country



## Compared to the other countries surveyed:

**Among most knowledgeable about internet, personal location technologies, and privacy laws.**

**Among most protective of their personal information**

**Among the highest media coverage on safety of personal information, but more focused on threat of terrorism.**

**Among most likely to have experienced breaches of privacy**

**Among the most worried about providing personal information on websites**

**Among most reluctant to accept national ID cards**

**Feel that laws aimed at protecting national security are intrusive upon personal privacy.**

**More accepting of monitoring of employees through surveillance cameras and reading emails**

**Uncomfortable with increased security checks for certain visible minorities**





## Compared to the other countries surveyed:

**Among most knowledgeable about internet, personal location technologies and privacy laws.**

**Among most protective of their personal information**

**Report the highest media coverage on safety of personal information, but more focused on threat of terrorism.**

**Among the most likely to have experienced breaches or privacy**

**Among the most worried about providing personal information on websites**

**Most reluctant to accept national ID cards**

**Feel that laws aimed at protecting national security are intrusive upon personal privacy.**

**More accepting of monitoring of employees through surveillance cameras and reading emails**

**Uncomfortable with increased security checks for certain visible minorities**



## Compared to the other countries surveyed:

Fairly knowledgeable about internet and personal location technologies, but not as knowledgeable about privacy laws.

Fairly protective of their personal information

Report lowest media coverage on safety of personal information, but more focused on threat of terrorism.

Report few personal experiences of breaches of privacy.

Among least worried about providing personal information on websites

Among the most accepting of national ID cards

Most empowered when it comes to what happens to their personal information.

Among least likely to feel that laws aimed at protecting national security are intrusive upon personal privacy

Least accepting of monitoring of employees through surveillance cameras and reading emails

Uncomfortable with increased security checks for certain visible minorities

## Compared to the other countries surveyed:

**Very knowledgeable about internet, personal location technologies and privacy laws**

**Fairly protective of their personal information**

**Report fairly low media coverage on the safety of personal information**

**Report few personal experiences of breaches of privacy.**

**Fairly worried about providing personal information on websites**

**Fairly accepting of the national ID card**

**Feel that laws aimed at protecting national security are intrusive upon personal privacy**

**Among least accepting of monitoring of employees through surveillance cameras and reading emails**

**More open to the idea of increased security checks for certain visible minorities**

## Compared to the other countries surveyed:

Fairly knowledgeable about internet, personal location technologies but not about privacy laws.

Somewhat less protective of their personal information

Report fairly low media coverage on the safety of personal information

Fairly likely to have experienced breaches of privacy

Among least worried about providing personal information on websites.

Most accepting of the idea of national ID cards.

Least likely to feel that laws aimed at protecting national security are intrusive upon personal privacy

More accepting of monitoring of employees through surveillance cameras and reading emails

Uncomfortable with increased security checks for certain visible minorities

## Compared to the other countries surveyed:

**Among the least knowledgeable about internet and personal location technologies, though somewhat knowledgeable about privacy laws**

**Fairly protective of their personal information**

**Report fairly high media coverage on safety of personal information.**

**Report relatively few personal experiences of breaches of privacy**

**Report relatively few personal experiences of breaches of privacy.**

**Somewhat less worried about providing personal information on websites.**

**Fairly accepting of national ID cards.**

**Feel that laws aimed at protecting national security are intrusive to personal privacy.**

**Accept monitoring of employees through surveillance cameras but not thru reading of employee emails**

**More open to the idea of increased security checks for certain visible minorities**





## Compared to the other countries surveyed:

**Among the least knowledgeable about internet, personal location technologies and about privacy laws**

**Among the least protective of their personal information**

**Report fairly low media coverage on the safety of personal information**

**Least likely to have experienced breaches of privacy.**

**Most worried about providing personal information on websites.**

**Among the most accepting of national ID cards.**

**Feel that laws aimed at protecting national security are intrusive**

**Accept monitoring of employees through surveillance cameras but not thru reading of employee emails**

**Uncomfortable with increased security checks for certain visible minorities**





# Demographics

# Demographics








## - Gender and Age Distribution -



Base:	Canada (n=1001)	US (n=1000)	France (n=1002)	Spain (n=1000)	Hungary (n=1005)	Mexico (n=1080)	Brazil (n=1000)
<b>Gender</b>							
Male	48%	48%	46%	48%	46%	48%	48%
Female	52%	52%	54%	52%	54%	52%	52%
<b>Avg Age</b>	<b>45</b>	<b>46</b>	<b>47</b>	<b>42</b>	<b>46</b>	<b>38</b>	<b>40</b>

# Demographics

## - Rewards Program Membership and Times Travelled by Air -

							
Base:	Canada (n=1001)	US (n=1000)	France (n=1002)	Spain (n=1000)	Hungary (n=1005)	Mexico (n=1080)	Brazil (n=1000)
<b># Memberships</b>							
None	34%	59%	38%	67%	59%	91%	1%
1-2	44%	25%	32%	26%	30%	7%	4%
3-5	17%	11%	23%	6%	10%	1%	1%
6-10	2%	3%	4%	-	1%	-	95%
11+	-	1%	1%	-	-	-	-
Don't know	2%	1%	2%	1%	-	1%	-
<b># Times Travelled by Air</b>							
None	52%	47%	68%	57%	85%	74%	92%
1-2	29%	25%	22%	26%	12%	15%	4%
3-5	9%	12%	6%	9%	2%	2%	1%
6-10	5%	6%	3%	5%	-	1%	-
11+	2%	4%	1%	2%	-	0%	-
Don't know	2%	4%	-	1%	-	8%	2%

Base: All respondents

Q.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. How many of these types of programmes do you collect points or rewards from?

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

# Demographics

## - Computer and Internet Use in Past 6 and 12 Month -



Base:	Canada (n=1001)	US (n=1000)	France (n=1002)	Spain (n=1000)	Hungary (n=1005)	Mexico (n=1080)	Brazil (n=1000)
<b>Purchase Over Internet in Past Year</b>							
% Yes	47%	59%	45%	31%	18%	9%	5%
<b>Computer Use Past 6 Months</b>							
At home	80%	78%	71%	68%	50%	33%	10%
At work	56%	57%	42%	43%	33%	24%	10%
At a public place	29%	32%	15%	22%	18%	36%	12%
Never used one	13%	15%	24%	24%	43%	45%	78%
<b>Contacted Government in Past Year</b>							
By email/internet	42%	35%	52%	20%	22%	8%	6%
Face-to-face, phone or mail	53%	43%	64%	33%	60%	21%	9%
No contact	27%	39%	20%	54%	35%	75%	85%

Base: All respondents

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

Q.39 In the past year have you contacted the local, state or national government for any reason?

Q.39b For each of the following scenarios, please indicate yes or no for each. Have you used a computer/the Internet in the past 6 months