



INTERNATIONAL RESEARCH ASSOCIATES

EUROBAROMETER 46.1

INFORMATION TECHNOLOGY AND DATA PRIVACY

Report produced

for

THE EUROPEAN COMMISSION

Directorate General "Internal market and financial services"

by

INRA (EUROPE) - E.C.O.

January 1997

This opinion poll was carried out at the request of the European Commission (Directorate General "Internal market and financial services").

It was carried out in all the countries of the European Union, between 18 October and 22 November 1996, under the overall co-ordination of INRA (EUROPE) - European Co-ordination Office, located in Brussels.

The questionnaire, the name of the institutes involved in the research and the various technical information (sampling methods, composition of the sample, etc.) are enclosed.

The European Commission does not accept any liability for the contents of this report.

TABLE OF CONTENTS

INTRODUCTION	p. 4
CHAPTER 1 : Interest in information technology	
1.1 Interesting services	p. 7
1.2 Analysis per country	p. 8
1.3 Analysis per sex, age and education	p.12
CHAPTER 2 : Data privacy	
2.1 Leaving personal tracks, are Europeans worried?	p. 16
2.2 Under which conditions do we use these new technologies?	p.20
2.3 Protection of our private life and the role of Europe	p.29
THE STUDY AT A GLANCE	
	p.36
QUESTIONNAIRE	
	p.38
TECHNICAL SPECIFICATIONS	
	p.45

INTRODUCTION

INTRODUCTION

The main opinion poll analysed in this report was carried out in the context of Eurobarometer 46.1, at the request of the European Commission's Directorate General XV for "Internal market and financial services", between 19 October and 22 November 1996 simultaneously in the fifteen countries of the European Union.

The aim is to obtain a clearer picture of the extent to which Europeans are interested in information technology and to what extent they are concerned about protecting their data privacy.

In every country, these questions were put to a representative sample of the national population of at least 15 years of age. In total, some 16 246 respondents were interviewed, with at least 1 000 in each country except for Luxembourg (600), Germany (2 000 : 1 000 in former East Germany and 1 000 in former West Germany) and the United Kingdom (1 300 : 1 000 in Great Britain and 300 in Northern Ireland).

Since it is the first time these questions were included in a Eurobarometer survey, it is not possible to compare the figures with previously obtained results.

It is also important to indicate that figures concerning the European Union as a whole are a weighted average of national data. For each country, the weighting used is the proportion of the national population of 15 years of age or older, within the Community population in the same age group.

It is also worth noting that the total percentages shown in the tables in this study may exceed 100%, where the respondent is allowed to give several answers to the same question. It is also possible for this total to deviate from 100% by a small amount (e.g. : 99% or 101%), due to rounding of figures.

Finally, it is important to point out that, in this report, the abbreviation "NA" means "No Answer" (i.e. "refusal to answer the question asked") and the abbreviation "DK" stands for "Do not Know".

CHAPTER 1

CHAPTER -1 : INTEREST IN INFORMATION TECHNOLOGY

1.1 INTERESTING SERVICES

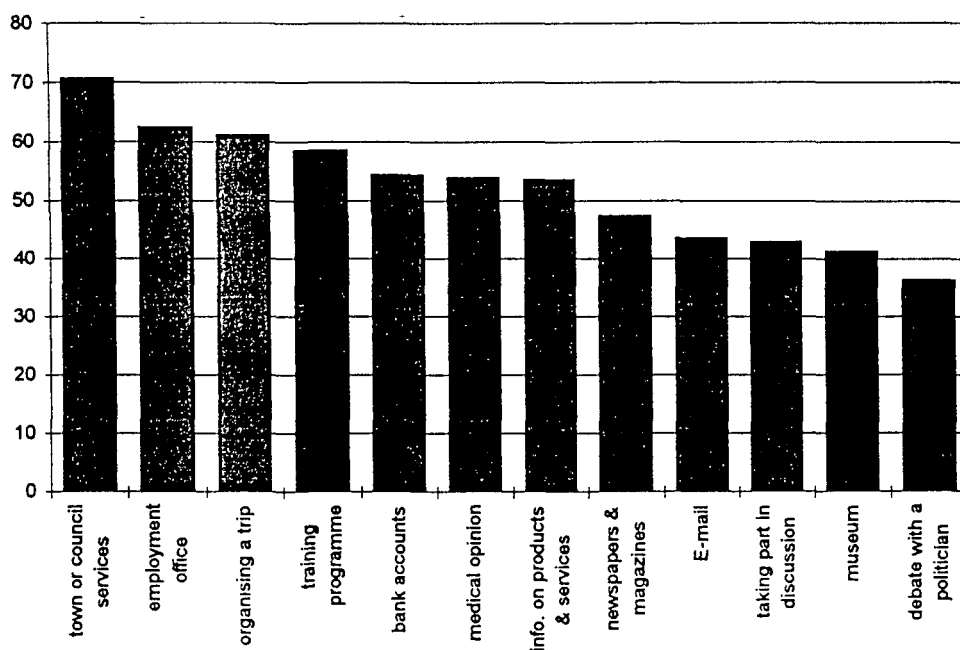
In which services are the Europeans interested? In a first question we tried to detect which services on Internet, teletext, etc., people find interesting. In order to chart this interest, Europeans were presented with the following question :

Question:

By using a communication network such as Internet from your computer, teletext (equivalent in each country) from your television, etc., you can get access to different services. For each of the services I read out, could you please tell me if it interests you, or not?

services - ranking of services based on the level of interest	INTER-ESTING	NOT INTER-ESTING
Consulting local town or council services from home, and getting the documents you need without having to go there	71	27
Making it easier to look for a job by consulting, from a computer or a teletext (equivalent in each country), the employment office (equivalent in each country), or job opportunities with private companies	62	34
Organising a complete trip from home, by getting, on your computer or television screen, information	61	35
Following a training programme from home, as if attending the course in person	59	38
Managing your own bank accounts, consulting stock exchange rates or other financial information from home	54	42
Getting a medical opinion on a health issue, on line on your computer or television screen, for example, getting an explanation of an X-ray or a blood test	54	43
Getting information directly on your television or computer screen on products and services so that you may buy or rent them	54	43
Reading on a screen (nationality) and foreign newspapers and magazines as soon as they are published	47	50
Receiving and sending electronic mail, or "E-mail", from home	44	51
Taking part in a discussion exchange information groups on both work-related and leisure subjects	43	52
Taking part in a complete guided tour of a museum, even from home, "on line" almost as if you were there	41	56
Taking part, from home, as if on the spot, in a debate with a politician	36	60

TABLE 1
RESULTS FOR EUROPE



GRAPH 1
ALL SERVICES - EUROPE - % OF RESPONDENTS INTERESTED

Table 1 and graph 1 show the extent to which Europeans are interested in each of the services proposed. "Consulting local town or council services" was most frequently mentioned throughout Europe. Only in three countries other services were mentioned with a higher frequency, i.e. : Greece and Ireland where "consulting local town or council services" comes in third, and in the United Kingdom where it comes in second.

Europeans appear to be least interested in (in ascending order) "taking part in a debate with a politician", "taking part in a guided tour in a museum" and in "discussion and information exchange groups", all via a computer.

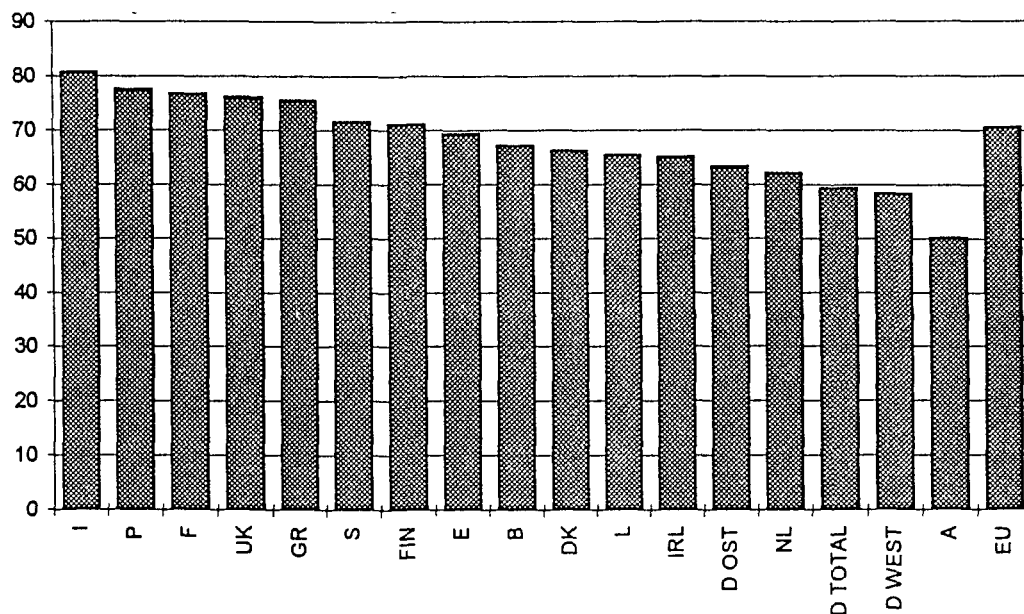
In the next paragraph the services will be analysed on the individual country level.

1.2 ANALYSIS PER COUNTRY

Table 2 (see next page) shows the percentages of people who are interested in the various services for all member countries.

BELGIUM		DENMARK		GERMANY	
town or council services	67	town or council services	66	town or council services	59
employment office	61	training programme	61	employment office	50
organising a trip	58	E-mail	58	training programme	49
training programme	56	bank accounts	57	organising a trip	47
medical opinion	55	organising a trip	56	inf on products & services	44
bank accounts	55	newspapers & magazines	48	bank accounts	43
inf on products & services	54	employment office	45	medical opinion	38
newspapers & magazines	49	inf on products & services	45	newspapers & magazines	35
museum	40	medical opinion	44	taking part in discussion	31
E-mail	39	debate with a politician	32	debate with a politician	30
taking part in discussion	35	taking part in discussion	28	E-mail	30
debate with a politician	30	museum	23	museum	29
GREECE		SPAIN		FRANCE	
medical opinion	80	town or council services	69	town or council services	77
organising a trip	76	employment office	67	employment office	64
town or council services	75	medical opinion	63	organising a trip	62
employment office	74	organising a trip	63	bank accounts	62
training programme	72	inf on products & services	62	training programme	61
inf on products & services	70	training programme	61	inf on products & services	54
newspapers & magazines	69	bank accounts	55	medical opinion	49
E-mail	67	newspapers & magazines	55	taking part in discussion	44
bank accounts	65	taking part in discussion	52	museum	42
taking part in discussion	65	museum	49	newspapers & magazines	40
museum	63	E-mail	44	E-mail	40
debate with a politician	58	debate with a politician	37	debate with a politician	38
IRELAND		ITALY		LUXEMBOURG	
employment office	69	town or council services	81	town or council services	65
training programme	67	medical opinion	70	employment office	62
town or council services	65	employment office	66	organising a trip	58
organising a trip	63	organising a trip	65	medical opinion	58
inf on products & services	63	inf on products & services	58	training programme	58
medical opinion	54	bank accounts	57	bank accounts	56
taking part in discussion	51	newspapers & magazines	57	inf on products & services	50
newspapers & magazines	50	training programme	55	newspapers & magazines	48
bank accounts	46	E-mail	49	E-mail	48
museum	44	museum	47	taking part in discussion	43
E-mail	44	taking part in discussion	46	museum	41
debate with a politician	33	debate with a politician	40	debate with a politician	36
THE NETHERLANDS		AUSTRIA		PORTUGAL	
town or council services	62	town or council services	50	town or council services	78
employment office	58	employment office	47	medical opinion	74
organising a trip	58	training programme	43	employment office	72
bank accounts	56	inf on products & services	42	organising a trip	65
training programme	54	medical opinion	42	newspapers & magazines	64
medical opinion	51	bank accounts	39	inf on products & services	64
inf on products & services	48	organising a trip	39	bank accounts	62
newspapers & magazines	44	newspapers & magazines	38	training programme	61
E-mail	44	E-mail	33	taking part in discussion	60
taking part in discussion	31	taking part in discussion	31	museum	60
debate with a politician	24	debate with a politician	29	E-mail	55
museum	24	museum	28	debate with a politician	52
FINLAND		SWEDEN		UNITED KINGDOM	
town or council services	71	town or council services	72	organising a trip	77
bank accounts	67	newspapers & magazines	62	town or council services	76
employment office	66	E-mail	62	training programme	74
E-mail	62	organising a trip	60	employment office	73
training programme	62	bank accounts	60	inf on products & services	58
organising a trip	59	employment office	57	medical opinion	57
newspapers & magazines	57	inf on products & services	50	bank accounts	55
inf on products & services	51	training programme	48	E-mail	51
medical opinion	47	museum	40	taking part in discussion	49
taking part in discussion	41	taking part in discussion	39	newspapers & magazines	49
museum	34	debate with a politician	37	museum	48
debate with a politician	34	medical opinion	35	debate with a politician	38

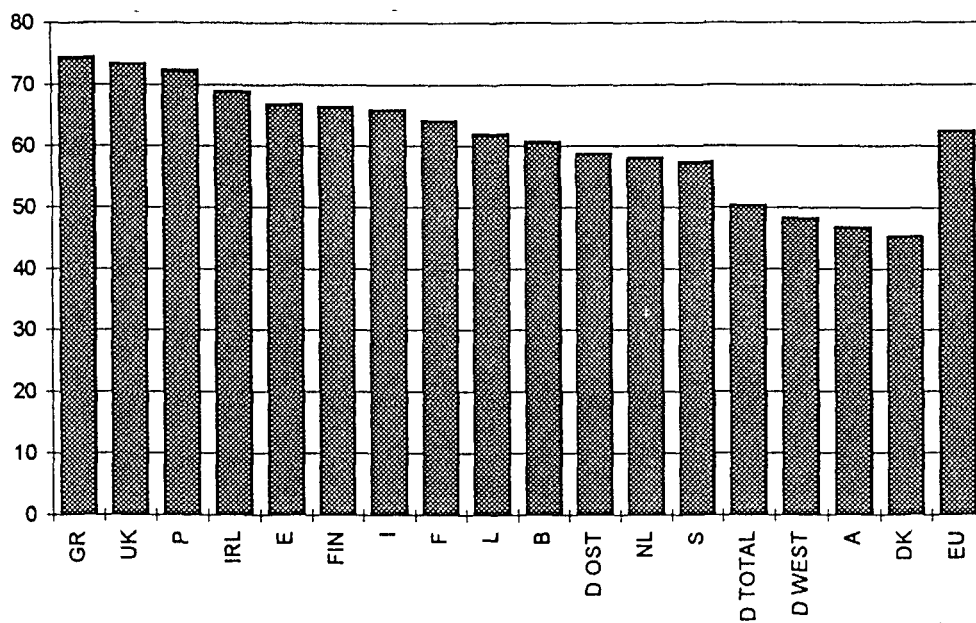
TABLE 2



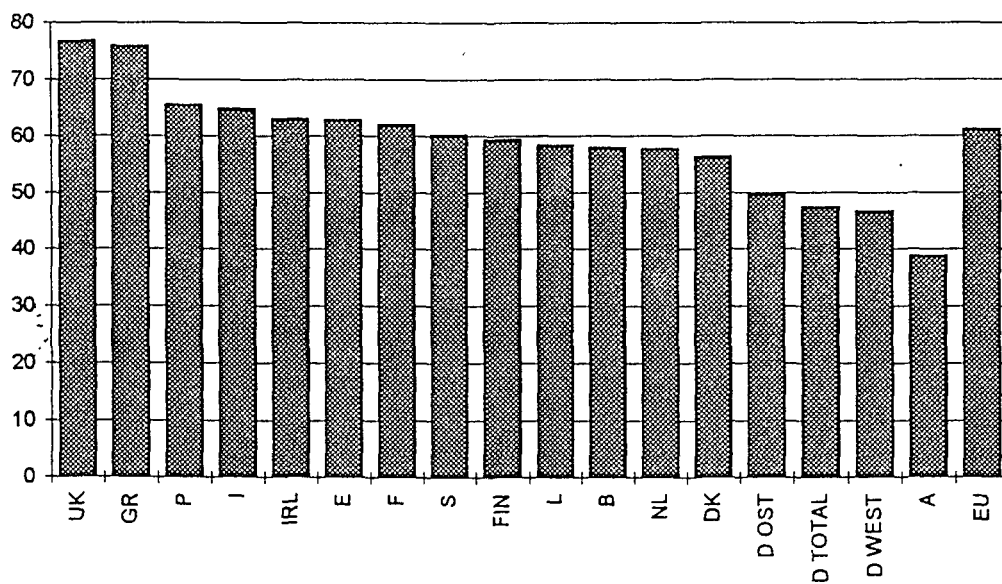
GRAPH 2
CONSULTING LOCAL TOWN OR COUNCIL SERVICES FROM HOME, AND GETTING THE DOCUMENTS YOU NEED WITHOUT HAVING TO GO THERE.

Table 2 and graph 2 show that, even though "consulting local town or council services" is the most important service in practically all countries, the proportions with which the respondents reported to be interested turn out to be very different from one country to the next. For example : "consulting town or council services" is the service with the highest scores in both Italy and in Austria. However, in the latter it only interests 50.2% of the respondents, whereas in Italy the level of interest reaches 81%. The highest proportions of respondents interested in this service were found in Italy (81%), Portugal (78%), France (77%), United Kingdom (76%), Greece (75%).

Graph 2, 3 and 4 are presenting the results on a country level for the three most frequently mentioned services in Europe.



GRAPH 3
MAKING IT EASIER TO LOOK FOR A JOB BY CONSULTING, FROM A COMPUTER OR A TELETEXT, THE EMPLOYMENT OFFICE OR
JOB OPPORTUNITIES WITH PRIVATE COMPANIES.



GRAPH 4
ORGANISING A COMPLETE TRIP FROM HOME, BY GETTING, ON YOUR COMPUTER OR TELEVISION SCREEN, INFORMATION ON
LOCATIONS, TRAVEL COSTS, BOOKINGS, ETC.

Despite the fact that in Austria, Germany, Sweden and The Netherlands the lowest percentages were found, "looking for a job via teletext or Internet" is still the service which was mentioned second most often in these countries (table 2 and graph 3). In Denmark, the percentage found was also one of the lowest, but in this country the service does not come in second, but seventh. The same is true for "the organisation of a trip from home" (graph 4 and table 2); the proportion of interested citizens is small even if the service was mentioned relatively frequently.

Next, the interest expressed by the respondents with regard to the services mentioned will be analysed by the socio-demographic variables sex, age and education.

1.3 ANALYSIS PER SEX, AGE AND EDUCATION

SEX

Analysis by sex points out that, in general, women are less interested by the proposed services than are men. Especially for the following five services : "E-mail", "newspapers and magazines", "information on products and services", "debate with a politician" and "managing bank accounts/financial information". The gap between the percentage of men and the percentage of women that reports to be interested in these services ranges from 11 points to 13 points. However, there is only a small difference (2 points) between men and women with regard to the service "obtaining a medical opinion".

	INTERESTING	
	MALE	FEMALE
medical opinion on a health issue	55	53
guided tour of a museum	44	39
taking part in a debate with a politician	42	31
following a training programme from home	61	56
consulting local town or council services	74	67
reading on a screen newspapers and magazines	53	42
getting information on products and services	60	48
look for a job by consulting employment office	66	59
taking part in a discussion	48	38
receiving and sending electronic mail	50	37
managing bank accounts and financial information	60	48
organising a complete trip	65	57

TABLE 3
RESULTS BY SEX

AGE

The higher the age of the respondents, the lower the percentage of people that reports to be interested in the kind of services mentioned. This trend is relatively more pronounced for services like: "employment office", "following a training programme", "using E-mail" and "organising a trip" than for the other services.

	INTERESTING			
	15-24	25-39	40-54	55+
medical opinion on a health issue	64	60	53	43
guided tour of a museum	46	43	42	36
taking part in a debate with a politician	42	39	36	30
following a training programme from home	71	72	62	38
consulting local town or council services	78	79	73	57
reading on a screen newspapers and magazines	66	54	47	31
getting information on products and services	66	63	55	37
look for a job by consulting employment office	82	77	66	36
taking part in a discussion	55	50	53	29
receiving and sending electronic mail	64	55	43	22
managing bank accounts and financial information	64	65	58	36
organising a complete trip	76	70	63	43

TABLE 4
RESULTS BY AGE

EDUCATION

As becomes clear from examining Table 5 there seems to be a strong correlation between the number of years of full time education one has had and the level of interest expressed in the various services. The percentage of respondents that states to be interested is always ascending as the years of full time education followed ascends. The differences are sometimes as big as 38 points (for: "reading on a screen newspapers and magazines") between the group that finished their education at the age of 15 or before and the group that is still studying.

		EDUCATION			
		up to 15	16 - 19	20 +	still study.
medical opinion	interesting	48	52	59	70
	not interesting	46	45	39	27
	DK	5	3	1	2
museum	interesting	36	39	48	51
	not interesting	59	58	51	46
	DK	5	2	2	3
debate politician	interesting	31	35	43	48
	not interesting	64	62	55	50
	DK	5	3	2	2
training progr.	interesting	43	61	70	74
	not interesting	52	36	28	24
	DK	5	3	2	2
town/council serv.	interesting	59	71	82	84
	not interesting	36	27	17	15
	DK	5	2	1	2
newspapers & mag.	interesting	37	44	57	75
	not interesting	58	53	41	23
	DK	5	2	2	2
inf. on products	interesting	42	55	63	68
	not interesting	52	42	35	29
	DK	6	3	2	3
employment office	interesting	46	65	71	86
	not interesting	48	32	27	12
	DK	6	3	2	2
discussion	interesting	34	43	48	61
	not interesting	60	53	48	35
	DK	6	4	3	4
e-mail	interesting	26	43	57	75
	not interesting	66	52	40	22
	DK	8	5	3	3
bank & financial inf..	interesting	39	56	66	69
	not interesting	55	41	32	28
	DK	6	3	2	3
organising trip	interesting	47	63	70	80
	not interesting	47	34	29	18
	DK	6	3	1	2

TABLE 5
RESULTS FOR EUROPE CONCERNING EDUCATION LEVEL AND INTEREST EXPRESSED IN THE SERVICES

CHAPTER 2

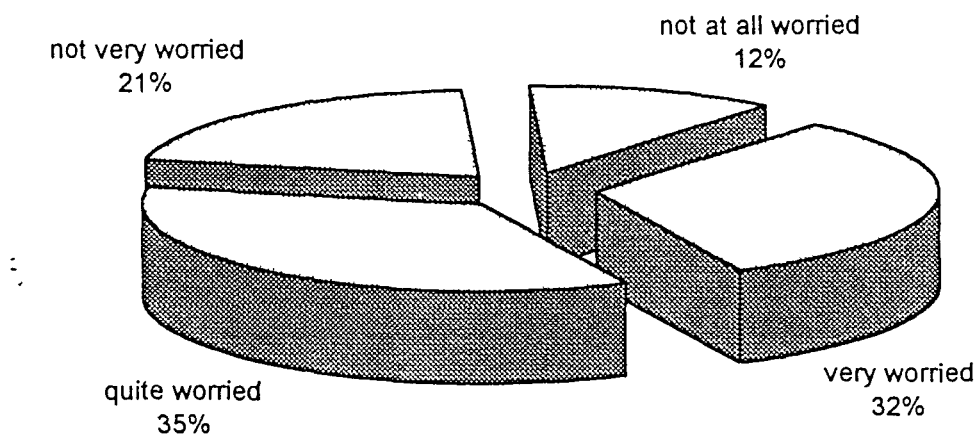
CHAPTER 2 : DATA PRIVACY

2.1 LEAVING PERSONAL TRACKS, ARE EUROPEANS WORRIED?

To what extent are Europeans worried about leaving "electronic tracks" on information networks such as Internet etc. when using them ? Do they mind the fact that pieces of personal information could be left on these networks after using them?

Question:

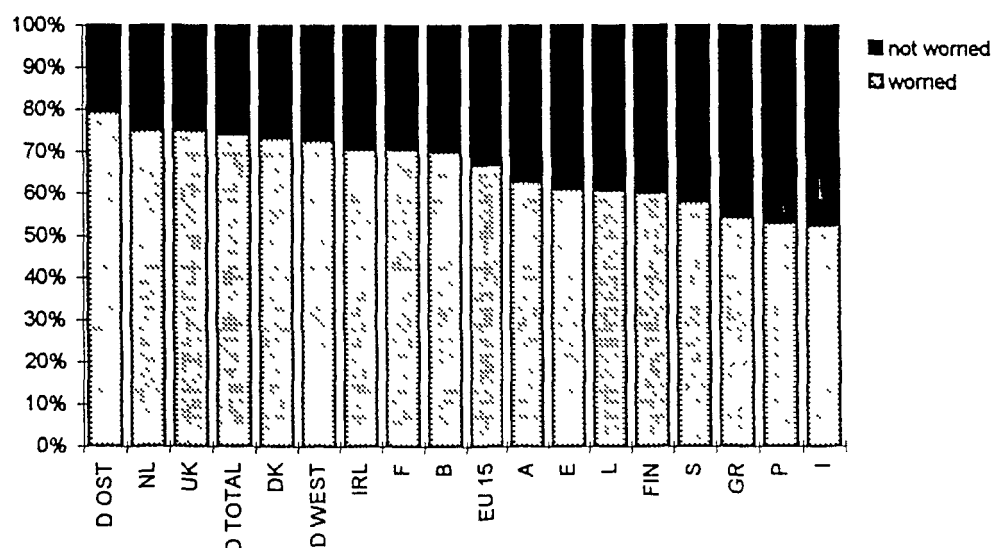
The use of some services provided on the networks we have just mentioned, leaves "electronic tracks", that is pieces of information such as name, address, date of birth, gender. Would you be very worried, quite worried, not very worried or not at all worried about leaving such personal tracks on the networks?



GRAPHS
RESULTS FOR EUROPE

As demonstrated in graph 5 two thirds of the Europeans are worried about the tracks they might leave by using information networks. Only 12% are not at all worried about this.

On the individual country level it appears that the proportion of worried inhabitants varies roughly between 50% and 80% (see also graph 6).



GRAPHS
RESULTS PER COUNTRY

Some countries appear to have relatively more worried inhabitants than others. In Greece, Portugal and Italy the proportion is almost fifty-fifty, whereas in most of the countries at least two thirds of the population are worried about leaving behind personal information on information networks.

In socio-demographic terms it can be concluded that more women than men report to be worried (7 points more). Furthermore, the higher the age the Europeans have, the higher the frequency with which they report to be worried (see Table 6). Europeans with a higher level of education report less often to be worried than others (see Table 7)

	SEX		AGE			
	MALE	FEMALE	15-24	25-39	40-54	55+
very worried	29	32	21	30	31	36
quite worried	33	34	35	36	35	28
not very worried	22	17	25	21	19	16
not at all worried	13	11	15	11	11	12
DK	4	6	4	3	3	8

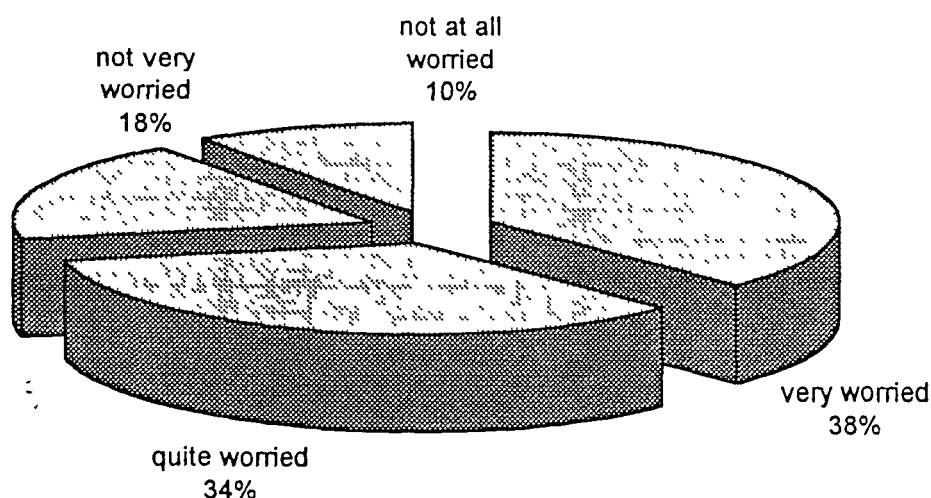
TABLE 6
RESULTS BY SEX AND AGE

	EDUCATION			
	UP TO 15	16-19	20+	SILL STUDY.
very worried	33	32	29	18
quite worried	30	34	35	36
not very worried	16	19	23	27
not at all worried	13	11	12	15
DK	8	4	2	4

TABLE 7
RESULTS BY EDUCATION

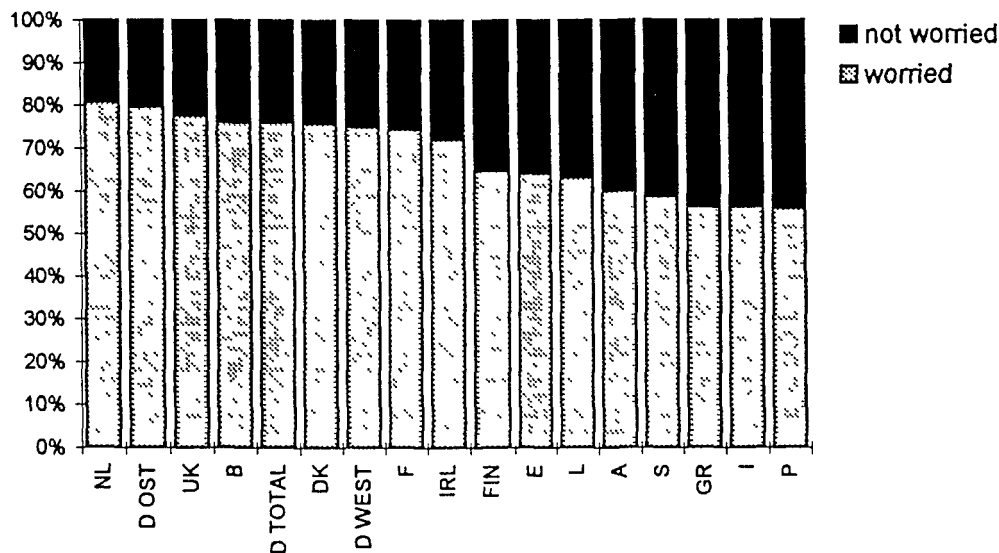
Question:

The personal information that could be collected about people when they use these services could be used to send them advertising leaflets, or be sold to shops, insurance companies or given to public bodies. Would you be very worried, quite worried, not very worried or not at all worried about this?



GRAPH 7
RESULTS FOR EUROPE

The majority (72%) of Europeans replied they are worried about the fact that personal information could be used by third parties without their knowledge or explicit agreement. Even though 34% of the respondents claimed not to be worried to leave tracks, only 28% say they are not worried about the usage of personal information by third parties.



GRAPHS
RESULTS PER COUNTRY

The rank order of countries has remained practically the same with regard to the previous question. Slightly higher percentages of respondents reporting that they are worried were found which could partly be due to the fact that this time they realised that there is a possibility the tracks they leave can be used by other people for a number of purposes. However the relation between the percentages reported by the different countries has remained more or less the same.

By examining the socio-demographics it becomes clear that the proportion of women reporting to be worried is still higher than the proportion of men, but the gap between them has decreased by 2 points. The intervals between the ages remain the same and so the 55+ age group again reports to a relatively high extent to be worried about all of these matters.

	SEX		AGE			
	MALE	FEMALE	15-24	25-39	40-54	55+
very worried	34	37	26	35	37	41
quite worried	31	32	35	33	34	28
not very worried	19	16	23	18	18	14
not at all worried	10	9	12	10	8	10
it depends	2	2	2	2	2	2
DK	3	4	3	2	2	6

TABLE 8
RESULTS BY SEX AND AGE

2.2 UNDER WHICH CONDITIONS DO WE USE THESE NEW TECHNOLOGIES?

If we know that people can get access to personal information we leave behind when using new communication technologies, would we still use these technologies and under which conditions ?

Question:

Which of the following opinions comes closest to your own? (Respondents were only allowed to give one answer).

Opinions (on the European Union level)		%
A	I would not hesitate to use these new technologies and new services if there was a way to guarantee that I could control how my personal information would be used.	35.0
B	I would not use these new communication technologies and new services they offer, because the risk that someone could use my personal information in a way I do not agree with seems to me to be too great.	21.3
C	I would use these technologies and services anyway, because when you use a bank or credit card, for instance, you also leave personal information, tracks.	15.3
D	I would use these new technologies and services but as little as possible so as to leave the least possible information	13.3
E	I already use these new technologies and services, but as little as I can so as to leave the least possible personal information (spontaneous)	1.2
F	I already use these new technologies and services (spontaneous)	1.1
G	none of these (spontaneous)	6.2
H	DK	6.3

TABLE 9
RESULTS FOR EUROPE

Only 15% of the Europeans declare they will use these services if they leave personal tracks : "you already leave tracks by using bank and credit cards". Finland, Sweden and France are countries reporting scores higher than the European average; more than 20% of their citizens is prepared to use these services even if they leave tracks. The percentages in the rest of Europe remain between 11% and 16%.

On the other hand, 21% of the respondents claim never to use these services and technologies because of the risk that someone will use their personal information.

The majority of the respondents, however, would like to use these services if they could either control the way this information would be used or they would only use these technologies as little as possible in order to leave as little information as possible information.

Opinions (see p. 21)	AGE				SEX	
	15-24	25-39	40-54	55 +	Male	Female
A	12	16	23	31	19	24
B	44	42	37	22	38	32
C	21	19	15	10	18	13
D	12	13	14	14	13	14
E	2	1	1	1	1	1
F	1	2	1	1	2	1
G	3	3	5	11	5	7
H	5	4	4	11	5	8

TABLE 10
RESULTS FOR EUROPE BY AGE AND SEX

Opinions (see p. 21)	EDUCATION			
	UP TO 15	16-19	20+	SILL STUDY.
A	30	21	15	8
B	24	37	43	46
C	10	16	19	23
D	13	13	14	13
E	0	1	2	2
F	0	1	2	2
G	10	6	3	3
H	12	5	3	3

TABLE 11
RESULTS FOR EUROPE BY EDUCATION LEVEL

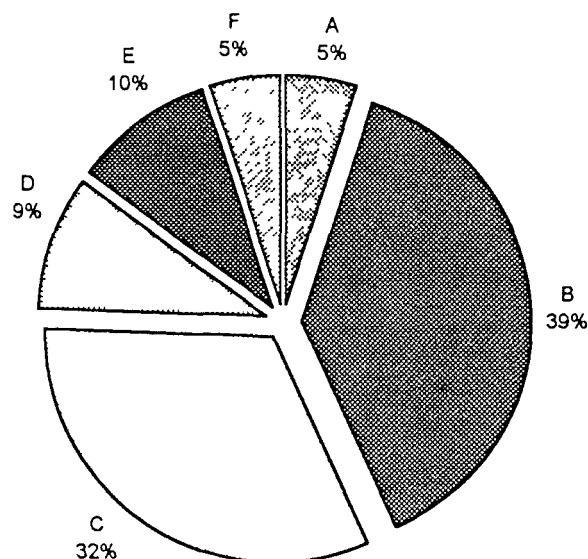
Analysing the data by age and sex provides the same picture again as for the previous questions : women and people over 55 years of age report with higher frequencies to be worried and are less often prepared to use these new technologies and services, while younger people and men are more often inclined to use them.

To what extent are we willing to buy products from these information networks? Does the fact that it is possible to leave personal information behind when buying products mean that we will not buy them? In which way does this influence our purchase habits?

Question-

Thinking about the ways of paying for goods and services that can be bought on these networks, which of the following opinions comes closest to your own?

- A. I would be prepared to use any means of payments, even those leaving tracks
- B. I would be prepared to use any means of payments, even those leaving tracks, provided this information is used only to enable me to control and check my expenses
- C. I would not be prepared to use means of payments which leave tracks
- D. It depends, I want a choice (spontaneous)
- E. I would not buy any products or services on these networks (spontaneous)
- F. None of these



GRAPH 9
RESULTS FOR EUROPE

Almost the same percentages of respondents is prepared to use means of payment that leave tracks, as those that are not willing to use these means of payment. People who are willing to use them want to have some kind of control over the way their personal information is used.

The analysis of the results for opinions A, B and C (the ones most mentioned) per country reveals that opinions differ widely from one European country to another.

Country	A	B	C
Belgium	5	32	29
Denmark	5	37	45
Germany	2	28	38
Greece	8	45	20
Spain	3	45	28
France	8	38	27
Ireland	3	32	35
Italy	6	42	29
Luxembourg	6	28	30
The Netherlands	4	42	36
Austria	3	34	33
Portugal	9	41	23
Finland	3	50	34
Sweden	5	43	37
United Kingdom	4	44	36
EU average	5	38	32

TABLE 12
RESULTS PER COUNTRY FOR OPINION B AND C

In none of the countries the percentage of respondents stating they would be prepared to use any means of payments even if they leave tracks (A) exceeds 10%. The highest percentage of was found in Portugal (9%) and the lowest in Germany.

Half of the Finnish respondents are willing to use the services if the personal information left is only used to control and check expenses and not for other purposes (B). This result is considerably higher than for the rest of Europe. Most reluctant with respect to the use of this service are the respondents in Germany and Luxembourg.

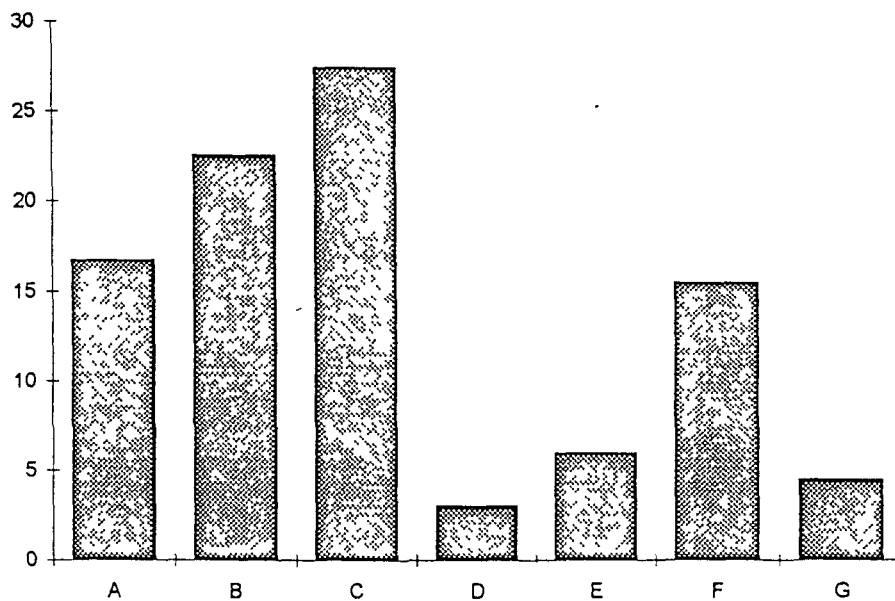
Especially in Denmark, people are not willing to use means of payment that leave tracks of personal information (C), whereas the Greeks report the smallest percentage of total refusal.

To what extent can third parties use information about us, which they obtain by using the new technologies and services we talked about in previous questions?

Question:

Which one or two of the following opinions come closest to your own ?

(Since respondents were only allowed to give one or two answers to this question the sum of the answers does not add up to 100% . One respondent may say: "A and C", the next might answer "F", etc , so the picture we get is that of the relative frequencies with which each of the alternatives was mentioned)



GRAPH 10
RESULTS FOR EUROPE

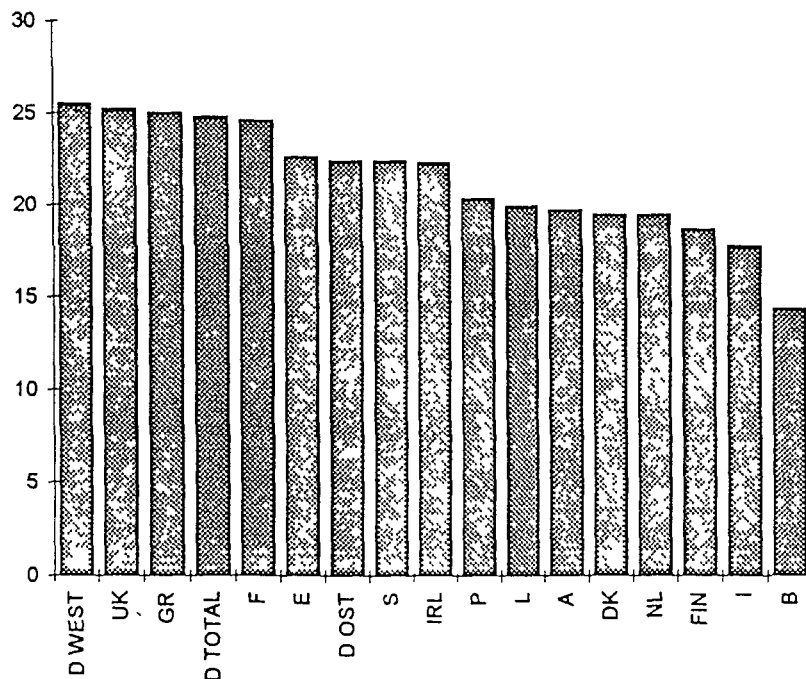
- A. It has to be possible to get access to the services on these networks by giving no or very little personal information
- B. I always want to know who has information about me and what they intend to do with it
- C. I want to be able to give my agreement before information about me is used
- D. It does not matter to me what is done with my personal information, if it enables me to use a new service
- E. If I am told in advance, it does not bother me if companies use information about me to send me advertising leaflets
- F. I want the tracks that I leave on the networks when I use these new technologies to remain confidential or to be erased automatically so that no one can use them
- G. None of these

The majority of Europeans either wants to know what people intend to do with personal information left behind or they want to be able to express their approval before this type of information is used or to refuse this usage(23% and 27%). Almost 16 percent wants personal information about them to be erased and the same number of people think it should be possible to use these networks without leaving behind too much personal information.

Only 3 percent of the respondents does not care about leaving tracks or about what happens with the information as long as they can use the service or technology.

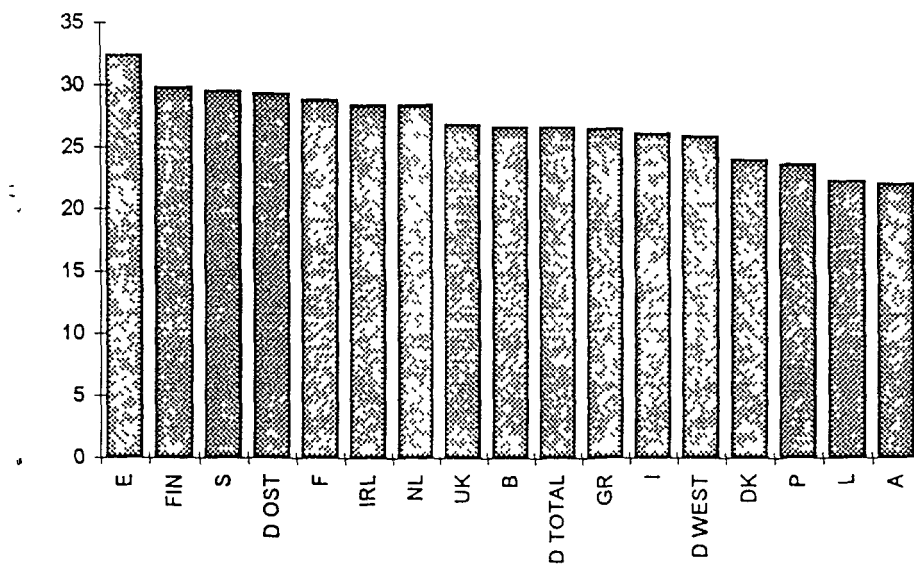
In the next section the opinions "A", "B" and "C" will be analysed per country.

Opinion 8: I always want to know who has information about me and what they intend to do with it.

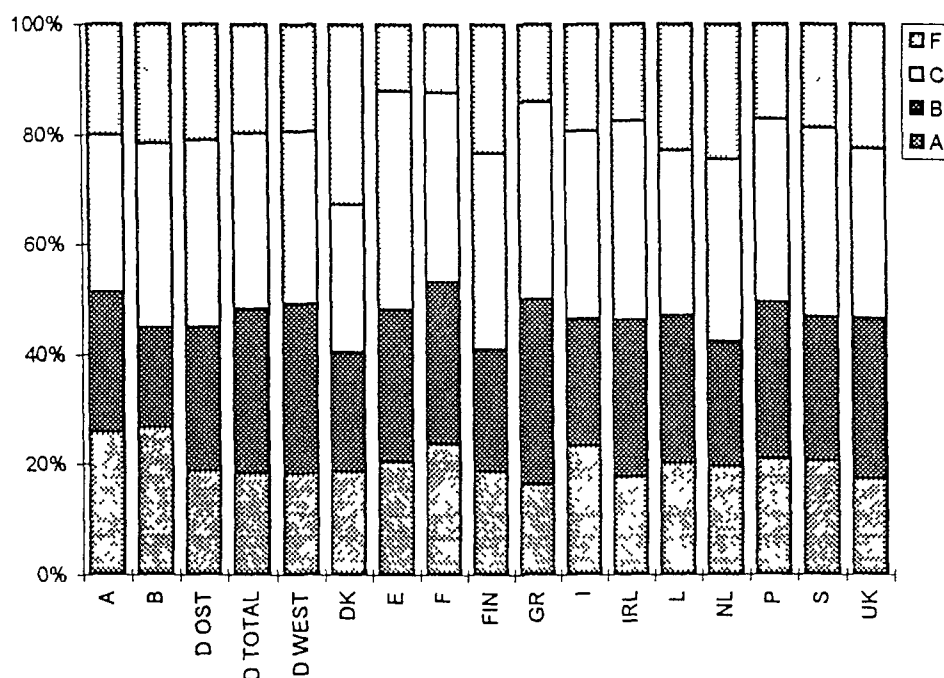


GRAPH 11
OPINION B PER COUNTRY

Opinion C: I want to be able to give my agreement before information about me is used.



GRAPH 12
OPINION C PER COUNTRY



GRAPH 13
OPINIONS A, B, C AND F PER COUNTRY

In the graph the percentages are manipulated so the four opinions discussed together make up 100 percent. The percentages presented will thus be slightly enlarged, but it gives a clear picture of the relative position of each of the countries with respect to the four opinions.

- A It has to be possible to get access to the services on these networks by giving no or very little personal information
- B I always want to know who has information about me and what they intend to do with it
- C I want to be able to give my agreement before information about me is used
- F. I want the tracks that I leave on the networks when I use these new technologies to remain confidential or to be erased automatically so that no one can use them

Noteworthy is the difference between Denmark on the one hand and Greece, Spain and France on the other hand. The Danish report far more often they would like to have some control over other people using their personal information than others, almost 45% of them either would like the electronic tracks left behind by using an information network to remain confidential or that they be erased automatically so no one can use them

The Greeks and Portuguese are most sceptic with regard to the fact that it could be possible to get access to these networks without leaving tracks

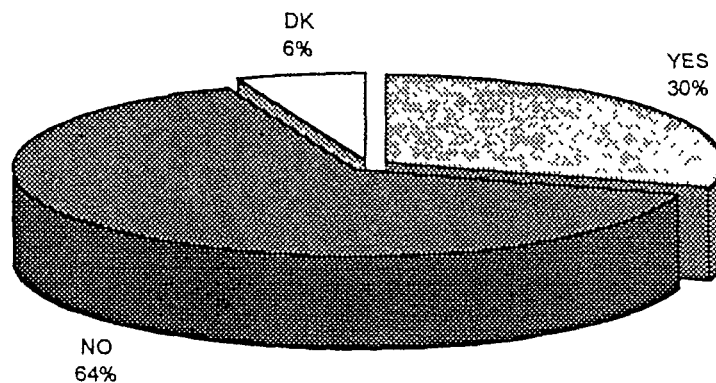
In The United Kingdom and Germany opinion "B" is mentioned most often. Their inhabitants are the most curious with regard to the people who have information about them and what they intend to do with this information.

2.3 PROTECTION OF OUR PRIVATE LIFE AND THE ROLE OF EUROPE

Are we aware of the fact that there are laws to protect us against the arbitrary use of personal information?

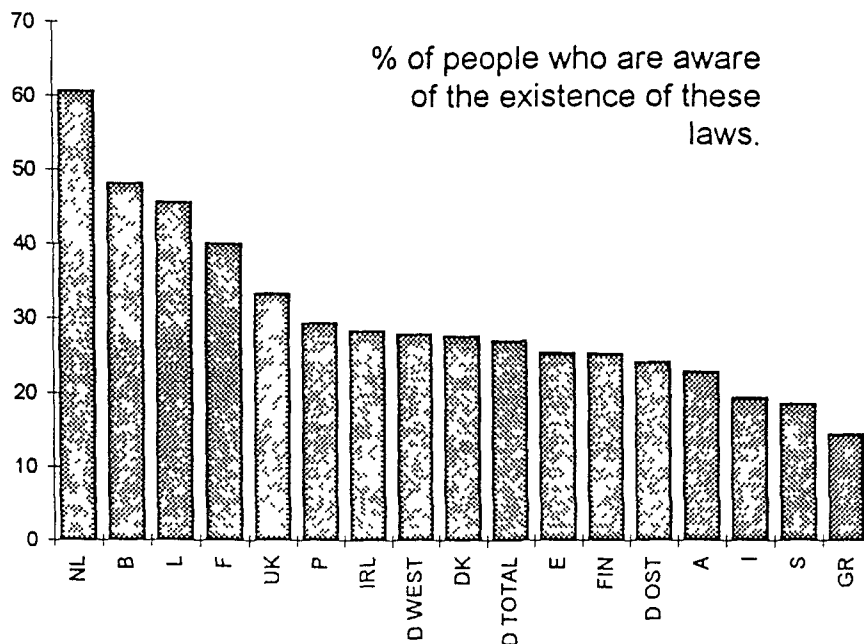
Question:

In the European Union, there are laws that aim to protect your private life and to set rules about the use of information about you. These laws, for instance, make it compulsory to have your agreement to use the information and to give you the right to oppose some uses that you do not want, or do not want anymore. Before today, had you heard about these laws, or not ?



GRAPH 14
RESULTS FOR EUROPE

Two thirds of the Europeans did not know that there are laws to protect their private lives (graph 14).



GRAPH 15
RESULTS PER COUNTRY

There are remarkable differences between the levels of knowledge about the existence of such legislation in Europe (graph 15). Only in The Netherlands more than half of the population is aware of the existence of such laws. On the other hand, even less than 20% of the people in Greece and Sweden have heard of such laws.

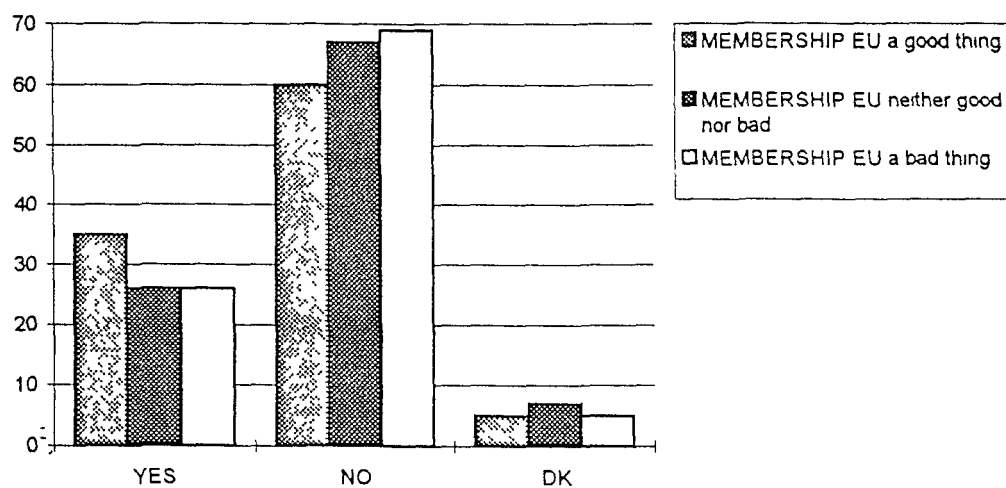
In socio-demographic terms, there is a difference of 8 points between men and women; fewer women know about this legislation. Europeans between 25 and 54 years of age report with the highest frequencies to be aware of these laws' (see Table 13). Furthermore, there are noteworthy differences between the proportion of respondents stating they know about the existence of such a law in connection with the age at which people finished their full-time education. Generally, the older when finishing full-time education, the higher the proportion of respondents that reports to be aware of the existence of such laws (Table 14). Finally, those who are in favour of the European Union are proportionally more often aware of these laws than those who are against (almost 10% more, see also graph 16). And almost 70% of those who are against the membership of the EU states not to be aware of the legislation protecting their privacy (graph 16).

	SEX		AGE			
	MALE	FEMALE	15-24	25-39	40-54	55+
yes	34	26	30	34	34	23
no	60	68	64	61	61	70
DK	6	6	6	5	6	7

TABLE 13
RESULTS BY SEX AND AGE

	EDUCATION			
	UP TO 15	16-19	20+	STILL STUDY.
yes	18	30	43	36
no	74	63	54	59
DK	8	6	4	5

TABLE 14
RESULTS BY EDUCATION LEVEL

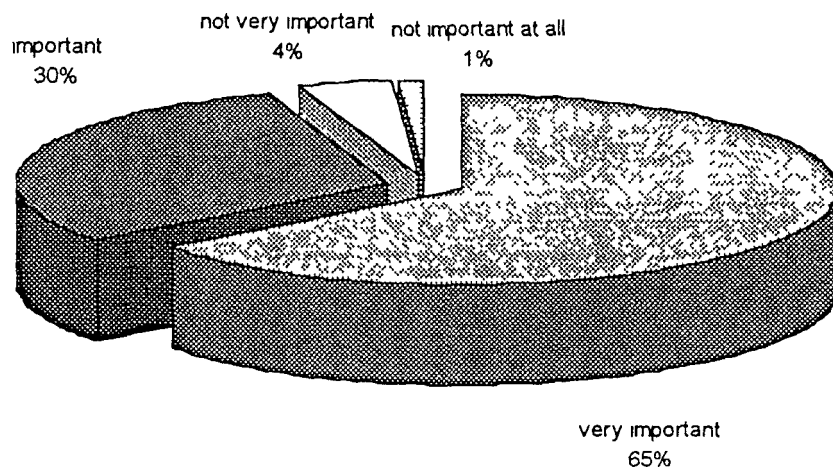


GRAPH 16
RESULTS OF EUROPE WITH REGARD TO THE AWARENESS OF LEGISLATION ABOUT PRIVACY IN RELATION TO THE QUESTION
WHETHER IT IS A GOOD OR A BAD THING THAT THE COUNTRY IS A MEMBER STATE OF THE EU

Is it necessary that the European Union protects personal information on the information networks and by doing so and its citizens' private lives?

Question:

Do you think it is very important, important, not very important or not at all important that the European Union is trying to ensure that your private life and personal information are protected?

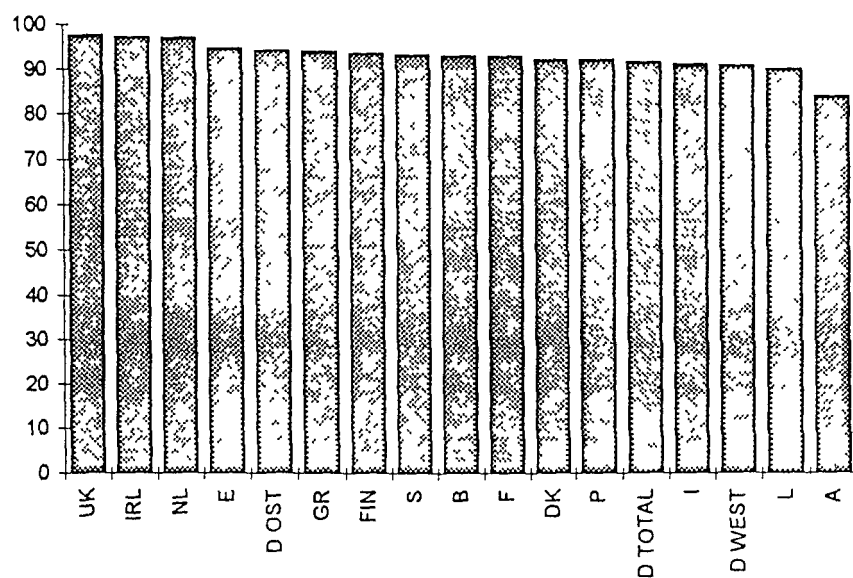


GRAPH 17
RESULTS FOR EUROPE

Virtually all Europeans, save 5%, feel that it is important that the European Union is trying to ensure that our private lives and personal information are protected.

The next graph shows a portrait per country. There are hardly any differences between the countries.

Everybody, all over Europe, agrees with respect to the fact that it is very important that our private life and personal information be protected by law.



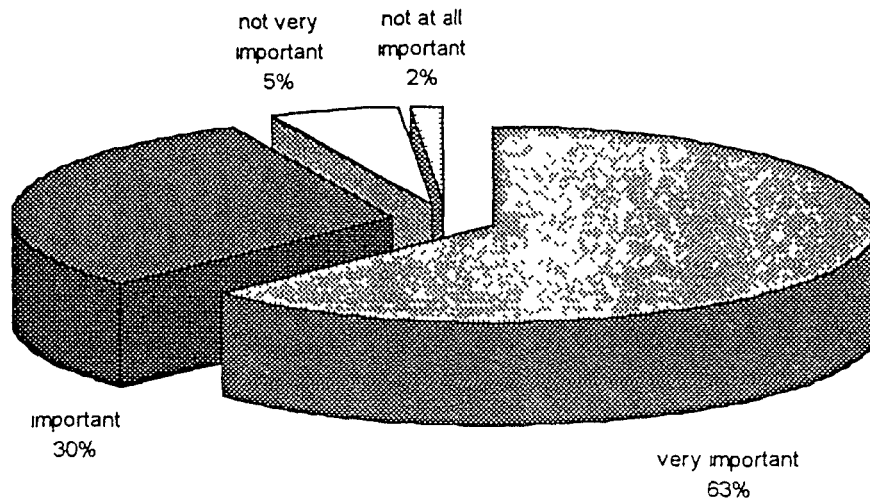
GRAPH 18
RESULTS PER COUNTRY

In socio-demographic terms no noteworthy results need to be reported. It appears that a general consensus exists as to the importance of this objective.

Do the citizens of the European Union want this protection world-wide?

Question :

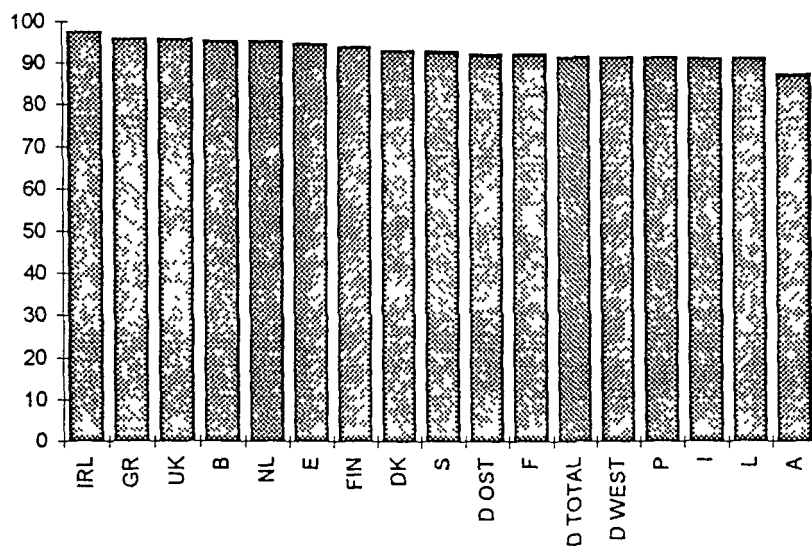
Nowadays, information about you can travel quickly from one part of the world to another. Do you believe that it is very important, important, not very important or not at all important that your private life and personal information are protected efficiently, not only in the European Union but all over the world, too?



GRAPH 19
RESULTS FOR EUROPE

The results with regard to this question are very similar to those of the previous question : 93% of the Europeans considers this matter to be important.

And again very little differences occur between the countries of the European Union as is shown in the next graph.



GRAPH 20
Results PER COUNTRY

In socio-demographic terms the majority of the respondents agrees that private lives and personal information should be protected not only within the European Union, but throughout the world. Men and women state to think this objective is important with percentages close to the EU average. The groups that report slightly less often than the EU average (61%) to find this important are the youngest age group (55%) and those who are "still studying" (54%).

	SEX		AGE			
	MALE	FEMALE	15-24	25-39	40-54	55+
very important	59	62	55	62	63	60
important	31	28	35	30	28	27
not very important	6	5	6	5	5	5
not at all important	2	1	1	1	2	2
DK :	3	4	3	2	3	6

TABLE 15
RESULTS BY SEX AND AGE

	EDUCATION			
	UP TO 15	16-19	20+	SILL STUDY.
very important	57	62	65	54
important	29	29	28	37
not very important	6	5	4	6
not at all important	2	1	1	1
DK	6	3	1	2

TABLE 16
RESULTS BY EDUCATION LEVEL

THE STUDY AT A GLANCE

THE STUDY AT A GLANCE

The majority of respondents, i.e. two thirds, is worried about tracks of personal information that are left behind on information networks, such as the Internet, by using them. Consequently, many Europeans are not prepared to use these services and technologies if there is no control over the use of their private information. Only few people declare they will use the services whether they leave tracks or not. Moreover, slightly more worrying is the fact that the personal information left behind might be used to send advertising leaflets, to sell to shops or insurance companies or to give to public bodies. On the socio-demographic level it becomes clear that women, those in the 55+ age group and those who finished their full time education at a relatively low age are proportionally more often worried about the application and consequences of the usage of the "new" information technologies than the other groups.

Overall it can be said that Europeans are very much interested in new information technologies and services. The extent to which they express their interest varies from one country to the next. However, in each country of the European Union, at least 50% of the inhabitants is interested in one or another service proposed to them. In general, men are more interested than ..women. Older people are less often interested in this kind of services than younger people and higher educated respondents more frequently state to be interested in these new technologies.

Finally, all respondents agree with the idea that it is important that the European Union tries to ensure the protection of its citizens' private lives and personal information. In addition the vast majority of the respondents state that they consider it important that personal information and their private lives are protected not only in the European Union, but on a world wide scale. It is, however, remarkable that only in a few countries the majority of the citizens is aware of the existence of legislation in the European Union protecting them from abuse of information on their private lives and of personal information that may be found on information networks.

THE STUDY AT A GLANCE

The majority of respondents, i.e. two thirds, is worried about tracks of personal information that are left behind on information networks, such as the Internet, by using them. Consequently, many Europeans are not prepared to use these services and technologies if there is no control over the use of their private information. Only a rather small proportion declare they will use the services whether they leave tracks or not. Moreover, even more worrying is the fact that personal information left behind might be used to send advertising leaflets, to sell to shops or insurance companies or to give to public bodies. On the socio-demographic level it becomes clear that women, those in the 55+ age group and those who finished their full time education at a relatively low age are proportionally more worried about the application and consequences of the usage of the "new" information technologies than the other groups.

Overall it can be said that Europeans are very much interested in new information technologies and services. The extent to which they express their interest varies from one country to the next. However, in each country of the European Union, at least 50% of the inhabitants is interested in one or another service proposed to them. In general, men are more interested than women. Older people are less often interested in this kind of services than younger people and higher educated respondents more frequently state to be interested in these new technologies.

Finally, all respondents agree with the idea that it is important to have good legislation in order to prevent the abuse of personal information and private lives both within Europe and on a world-wide level. It is, however, remarkable that only in a few countries the majority of the citizens is aware of the existence of some sort of legislation protecting them from abuse of their private lives and of personal information found on information networks.

QUESTIONNAIRE

1, Let's talk about another topic, information technology and data privacy.

Information and communication technologies are becoming more and more prominent in our private and professional lives. It is possible to link computers, telephones, televisions, video recorders and communication satellites. These so-called "information super-highways" provide access to the information society. So, for example, you can get in contact with different people, different service suppliers, etc. all over the world from your computer, your television or your phone.

- 4 By using a communication network such as Internet from your computer, teletext (EQUIVALENT IN EACH COUNTRY) from your television, etc., you can get access to different services.
For each of the services I read out, could you please tell me if it interests you, or not? (SHOW CARD)

READ OUT TOP/BOTTOM AND BOTTOM/TOP ALTERNATELY	INTERESTING	NOT INTERESTING	DK
Getting a medical opinion on a health issue, on line on your computer or television screen, for example, getting an explanation of an X-ray or a blood test	150 1	2	3
Taking part in a complete guided tour of a museum, even from home, 'on line' lost as if you were there	151 1	2	3
Taking part, from home, as if on the spot, in a debate with a politician	152 1	2	3
Following a training programme from home, as if attending the course in person	153 1	2	3
Consulting local town or council services from home, and getting the documents you need without having to go there	154 1	2	3
Reading on a screen (NATIONALITY) and foreign newspapers and magazines as soon as they are published	155 1	2	3
Getting information directly on your television or computer screen on products and services so that you may buy or rent them	156 1	2	3
Making it easier to look for a job by consulting, from a computer or a teletext (EQUIVALENT IN EACH COUNTRY), the employment office (EQUIVALENT IN EACH COUNTRY), or job opportunities with private companies	157 1	2	3
Taking part in discussion exchange information groups on both work-related and leisure subjects	158 1	2	3
Receiving and sending electronic mail, or "e-mail", from home	159 1	2	3
Managing your own bank accounts, consulting stock exchange rates or other financial information from home	160 1	2	3
Organising a complete trip from home, by getting, on your computer or television screen, information on locations, travel costs, bookings, etc	161 1	2	3

EB46 - NEW + FLASH EB41 (Q10 - MODIFIED) + FLASH EB49 (Q2 - LARGELY MODIFIED)

The use of some services provided on the networks we have just mentioned, leaves "electronic tracks", that is pieces of information such as name, address, date of birth, gender.
Would you be very worried, quite worried, not very worried or not at all worried about leaving such personal tracks on the networks?

Very worried	162 1
Quite worried	2
Not very worried	3
Not at all worried	4
DK	5

EB46 1 - NEW

6. The personal information which could be collected about people when they use these services could be used to send them advertising leaflets, or be sold to shops, insurance companies or given to public bodies.
Would you be very worried, quite worried, not very worried or not at all worried about this ?
- | | | |
|-------------------------------|-----|---|
| Very worried..... | 163 | 1 |
| Quite worried..... | | 2 |
| Not very worried..... | | 3 |
| Not at all worried..... | | 4 |
| It depends (SPONTANEOUS)..... | | 5 |
| OK..... | | 6 |

EB46.1 - NEW

7. Which of the following opinions comes closest to your own ? (SHOW CARD - READ OUT - ONE ANSWER ONLY)
- | | | |
|---|-----|---|
| I would not use these new communication technologies and new services they offer, because the risk that someone could use my personal information in a way I do not agree with seems to me to be too great..... | 164 | 1 |
| I would not hesitate to use these new technologies and new services if there was a way to guarantee that I could control how my personal information would be used..... | | 2 |
| I would use these technologies and services anyway, because when you use a bank or credit card, for instance, you also leave personal information, tracks..... | | 3 |
| I would use these new technologies and services but as little as possible so as to leave the least possible personal information..... | | 4 |
| I already use these new technologies and services, but as little as I can so as to leave the least possible personal information (SPONTANEOUS)..... | | 5 |
| I already use these new technologies and services (SPONTANEOUS)..... | | 6 |
| None of these (SPONTANEOUS)..... | | 7 |
| OK..... | | 8 |

EB46.1 - NEW

8. Thinking about the ways of paying for goods and services which can be bought on these networks, which of the following opinions comes closest to your own ? (SHOW CARD - READ OUT - ONE ANSWER ONLY)
- | | | |
|--|-----|---|
| I would be prepared to use any means of payments, even those leaving tracks..... | 165 | 1 |
| I would be prepared to use any means of payments, even those leaving tracks, provided this information is used only to enable me to control and check my expenses..... | | 2 |
| I would not be prepared to use means of payments which leave tracks..... | | 3 |
| It depends, I want a choice (SPONTANEOUS)..... | | 4 |
| I wouldn't buy any products or services on these networks (SPONTANEOUS)..... | | 5 |
| None of these (SPONTANEOUS)..... | | 6 |
| OK..... | | 7 |

7. Which one or two of the following opinions come closest to your own ? (SHOW CARD - READ OUT - TWO ANSWERS MAXIMUM)

- It has to be possible to get access to the services on these networks by giving no or very little personal information..... 166 1,
- I always want to know who has information about me and what they intend to do with it... 2,
- I want to be able to give my agreement before information about me is used..... 3,
- It does not matter to me what is done with my personal information, if it enables me to use a new service..... 4,
- If I am told in advance, it does not bother me if companies use information about me to send me advertising leaflets..... 5,
- I want the tracks that I leave on the networks when I use these new technologies to remain confidential or to be erased automatically so that no one can use them..... 6,
- None of these (SPONTANEOUS)..... 7,
- DK..... 8,

EB46.1 - NEW

8. In the European Union, there are laws which aim to protect your private life and to set rules about the use of information about you. These laws, for instance, make it compulsory to have your agreement to use the information and to give you the right to oppose some uses that you do not want, or do not want anymore. Before today, had you heard about these laws, or not ?
- Yes..... 167 1
- No..... 2
- DK..... 3

EB46.1 - NEW

9. Do you think it is very important, important, not very important or not at all important that the European Union is trying to ensure that your private life and personal information are protected ?
- Very important..... 168 1
- Important..... 2
- Not very important..... 3
- Not at all important..... 4
- It has nothing to do with the European Union (SPONTANEOUS)..... 5
- DK..... 6

EB46.1 - NEW

10. Nowadays, information about you can travel quickly from one part of the world to another. Do you believe that it is very important, important, not very important or not at all important that your private life and personal information are protected efficiently, not only in the European Union but all over the world, too ?
- Very important..... 169 1
- Important..... 2
- Not very important..... 3
- Not at all important..... 4
- DK..... 5

EB46.1 - NEW

TECHNICAL SPECIFICATIONS

EUROBAROMETER 46.1

TECHNICAL SPECIFICATIONS

Between 18 October 1996 and 22 November 1996, INRA (EUROPE), a European Network of Market and Public Opinion Research agencies, carried out wave 46.1 of the STANDARD EUROBAROMETER, on request of the EUROPEAN COMMISSION

The EUROBAROMETER 46.1 covers the population of the respective nationality of the European Union member states, aged 15 years and over, resident in each of the member states. The basic sample design applied in all member states is a multi-stage, random (probability) one. In each EU country, a number of sampling points was drawn with probability proportional to population size (for a total coverage of the country) and to population density.

For doing so, the points were drawn systematically from all "administrative regional units", after stratification by individual unit and type of area. They thus represent the whole territory of the member states according to the EUROSTAT-NUTS II (or equivalent) and according to the distribution of the resident population of the respective EU-nationalities in terms of metropolitan, urban and rural areas. In each of the selected sampling points, a starting address was drawn, at random. Further addresses were selected as every Nth address by standard random route procedures, from the initial address. In each household, the respondent was drawn, at random. All interviews were face-to-face in people's home and in the appropriate national language.

COUNTRIES	INSTITUTES	N° INTERVIEWS	FIELDWORK DATES	POPULATION 15+ (x 000)
Belgium	MARKETING UNIT	1006	04/11 - 17/11	8,356
Denmark	GFK DANMARK	1000	01/11 - 19/11	4,087
Germany(East)	INRA DEUTSCHLAND	1008	20/10 - 17/11	13,508
Germany(West)	INRA DEUTSCHLAND	1024	25/10 - 14/11	52,083
Greece	KEME	1012	01/11 - 14/11	7,474
Spain	CIMEI	1000	04/11 - 17/11	28,075
France	TMO	1003	26/10 - 17/11	43,590
Ireland	LANSDOWNE Market Research	1003	30/10 - 20/11	2,549
Italy	PRAGMA	1059	03/11 - 15/11	44,495
Luxembourg	ILRES	610	18/10 - 17/11	372
The Netherlands	NIPO	1070	28/10 - 19/11	11,232
Portugal	METRIS	1003	30/10 - 14/11	7,338
Great Britain	NOP Corporate and Financial	1067	24/10 - 15/11	44,225
Northern Ireland	ULSTER MARKETING SURVEYS	324	03/11 - 17/11	1,159
Austria	SPECTRA	1009	04/11 - 17/11	6,044
Sweden	TEMO	1008	02/11 - 22/11	7,808
Finland	MARK. DEVELOPMENT CENTER	1040	01/11 - 19/11	4,017
TOTAL NUMBER OF INTERVIEWS		16246		

For each country a comparison between the sample and the universe was carried out. The Universe description was derived from EUROSTAT population data or from national statistics. For all EU member-countries a national weighting procedure, using marginal and intercellular weighting, was carried out based on this Universe description. As such in all countries, minimum sex, age, region NUTS II were introduced in the iteration procedure. For international weighting (i.e. EU averages), INRA (EUROPE) applies the official population figures as published by EUROSTAT in the Regional Statistics Yearbook of 1989 or national CENSUS data. The total population figures for input in this post-weighting procedure are listed above.

The results of the EUROBAROMETER studies are reported in the form of tables, datafiles and analyses. Per question a table of results is given with the full question text (English and French) on top, the results are expressed 1) as a percentage on total base and 2) as a percentage on the number of "valid" responses (i.e. "Don't Know" and "No Answer" excluded). All EUROBAROMETER datafiles are stored at the Zentral Archiv (Universität Köln, Bachemer Strasse, 40 D-5000 Köln 41). They are at the disposal of all institutes members of the European Consortium for Political Research (Essex) of the Inter-University Consortium for Political and Social Research (Michigan) and of all those interested in social science research. The results of the EUROBAROMETER surveys are analysed and made available through the Public Opinion Surveys and Research Unit (EUROBAROMETER) of DGX/A of the European Commission, Rue de la Loi 200, B-1049 Brussels.

Readers are reminded that survey results are estimates the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1 000 interviews, the real percentages vary within the following confidence limits:

Observed percentages	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Confidence limits	± 1.9%	± 2.5%	± 2.7%	± 3.0%	± 3.1%

EUROBAROMETER 46.1
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