



Survey on the Protection of Privacy and Personal
Information

CODE BOOK

Korea Social Science Data Archive

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**SURVEY ON THE PROTECTION OF PRIVACY AND PERSONAL INFORMATION
CODE BOOK**

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Study Description

<i>Study Title:</i>	Survey on the Protection of Privacy and Personal Information
<i>Fieldwork Dates:</i>	15 September, 2001 ~ 29 September, 2001
<i>Principal Investigator:</i>	Kim, Seong-Eon
<i>Producers:</i>	Korean Institute of Criminology
<i>Sample Type:</i>	Probability-proportional-to-size sampling
<i>Fieldwork Institute:</i>	Korean Institute of Criminology
<i>Fieldwork Methods:</i>	Internet survey with telephone interview
<i>Number of Cases:</i>	1,050 (valid)
<i>Geographic Coverage:</i>	Seoul
<i>Universe:</i>	Persons aged 20-59
<i>Distributor:</i>	Korea Social Science Data Archive (KOSSDA)

Please note

In the codebook, each frequency table consists of a variable name, question, and frequency table. The first column, RESPONSE, indicates response categories and the second column, PUNCH, is a value for each response category. The third and fourth columns, FREQ and PERCENT, show the number of individuals and percentage of individuals belonging to a specific response category. The last column VALID % is the percentage of individuals who are assigned to a specific response category without missing data, such as DK (Don't know), NA (No answer), and NAP (Not applicable).

A. To begin with, I would like to ask you a few questions about our society. Please tick the number which most closely describes your opinion.

a1_1 How much interested in youth crime

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

1) Youth crime

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	268	25.5	25.5
Somewhat interested	2	518	49.3	49.3
So so	3	215	20.5	20.5
Not very interested	4	39	3.7	3.7
Not at all interested	5	10	1.0	1.0
Total		1,050	100.0	100.0

a1_2 How much interested in education problem

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

2) Education problem

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	387	36.9	36.9
Somewhat interested	2	439	41.8	41.8
So so	3	183	17.4	17.4
Not very interested	4	31	3.0	3.0
Not at all interested	5	8	0.8	0.8
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

a1_3 How much interested in price stability

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

3) Price stability

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	453	43.1	43.1
Somewhat interested	2	417	39.7	39.7

So so	3	147	14.0	14.0
Not very interested	4	26	2.5	2.5
Not at all interested	5	4	0.4	0.4
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

a1_4 How much interested in housing problem

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

4) Housing problem

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	374	35.6	35.6
Somewhat interested	2	402	38.3	38.3
So so	3	196	18.7	18.7
Not very interested	4	55	5.2	5.2
Not at all interested	5	20	1.9	1.9
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

a1_5 How much interested in protection of private life

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

5) Protection of private life

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	261	24.9	24.9
Somewhat interested	2	452	43.0	43.0
So so	3	265	25.2	25.2
Not very interested	4	54	5.1	5.1
Not at all interested	5	14	1.3	1.3
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

a1_6 How much interested in environmental protection

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

6) Environmental protection

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	278	26.5	26.5
Somewhat interested	2	427	40.7	40.7
So so	3	279	26.6	26.6
Not very interested	4	53	5.0	5.0
Not at all interested	5	9	0.9	0.9
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

a1_7 How much interested in stimulation of business

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

7) Stimulation of business

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	308	29.3	29.3
Somewhat interested	2	430	41.0	41.0
So so	3	233	22.2	22.2
Not very interested	4	61	5.8	5.8
Not at all interested	5	13	1.2	1.2
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

a1_8 How much interested in political problems

1. I would like to ask you about several social issues that have come to the fore in our society recently. To what extent are you interested in each of the following issues?

8) Political problems

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very much interested	1	142	13.5	13.5
Somewhat interested	2	315	30.0	30.0
So so	3	309	29.4	29.4
Not very interested	4	188	17.9	17.9
Not at all interested	5	96	9.1	9.1
Total		1,050	100.0	100.0

a2_1 National goal for Korea in next 10 years: 1st

2. What do you think is the most and second most important national goals for our country in the next 10 years? Please select numbers from the examples below.

2.1. Most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rapid growth	1	421	40.1	40.1
Reinforcement of national defense	2	89	8.5	8.5
Increase of participation at work and in society	3	346	33.0	33.0
Expansion of freedom of press	4	190	18.1	18.1
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

a2_2 National goal for Korea in next 10 years: 2nd

2. What do you think is the most and second most important national goals for our country in the next 10 years? Please select numbers from the examples below.

2.2. Second most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Rapid growth	1	191	18.2	18.2
Reinforcement of national defense	2	208	19.8	19.8
Increase of participation at work and in society	3	316	30.1	30.1
Expansion of freedom of press	4	327	31.1	31.1
NA	9	8	0.8	0.8
Total		1,050	100.0	100.0

a3_1 Important thing for Korea: 1st(1)

3. What do you think is the most and second most important things from the examples below?

3.1. Most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Maintenance of social order	1	349	33.2	33.2
Expansion of citizen participation in the process of government policy decisions	2	183	17.4	17.4
Prevention of inflation	3	456	43.4	43.4
Expansion of freedom of press	4	62	5.9	5.9
Total		1,050	100.0	100.0

a3_2 Important thing for Korea: 2nd(1)

3. What do you think is the most and second most important things from the examples below?
3.2. Second most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Maintenance of social order	1	361	34.4	34.4
Expansion of citizen participation in the process of government policy decisions	2	267	25.4	25.4
Prevention of inflation	3	272	25.9	25.9
Expansion of freedom of press	4	148	14.1	14.1
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

a4_1 Important thing for Korea: 1st(2)

4. What do you think is the most and second most important things from the examples below?
4.1. Most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Economic stability	1	636	60.6	60.6
Progress towards a more humane society	2	300	28.6	28.6
Progress towards a society that values ideas above money	3	67	6.4	6.4
Sweeping of crime	4	47	4.5	4.5
Total		1,050	100.0	100.0

a4_2 Important thing for Korea: 2nd(2)

4. What do you think is the most and second most important things from the examples below?
4.2. Second most important

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Economic stability	1	236	22.5	22.5
Progress towards a more humane society	2	415	39.5	39.5
Progress towards a society that values ideas above money	3	179	17.0	17.0
Sweeping of crime	4	217	20.7	20.7
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

B. Nowadays it is customary to request for various personal information to open a bank account, to be issued a credit card, or to purchase a product on the Internet. I would like to ask your opinions with respect to such customs.

b1_1 What would R do if company asks name

1. In general, what would you do if a company asks you for information such as the following?

1) Name

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	360	34.3	34.3
Usually likely to provide	2	534	50.9	50.9
Usually likely to refuse	3	118	11.2	11.2
Always likely to refuse	4	37	3.5	3.5
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_2 What would R do if company asks resident registration number

1. In general, what would you do if a company asks you for information such as the following?

2) Resident registration number

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	143	13.6	13.6
Usually likely to provide	2	393	37.4	37.4
Usually likely to refuse	3	399	38.0	38.0
Always likely to refuse	4	114	10.9	10.9
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_3 What would R do if company asks address

1. In general, what would you do if a company asks you for information such as the following?

3) Address

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	153	14.6	14.6
Usually likely to provide	2	495	47.1	47.1
Usually likely to refuse	3	328	31.2	31.2
Always likely to refuse	4	73	7.0	7.0

NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_4 What would R do if company asks phone number

1. In general, what would you do if a company asks you for information such as the following?
4) Phone number

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	158	15.0	15.0
Usually likely to provide	2	435	41.4	41.4
Usually likely to refuse	3	362	34.5	34.5
Always likely to refuse	4	94	9.0	9.0
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_5 What would R do if company asks gender

1. In general, what would you do if a company asks you for information such as the following?
5) Gender

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	359	34.2	34.2
Usually likely to provide	2	567	54.0	54.0
Usually likely to refuse	3	84	8.0	8.0
Always likely to refuse	4	37	3.5	3.5
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b1_6 What would R do if company asks region of origin

1. In general, what would you do if a company asks you for information such as the following?
6) Region of origin

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	253	24.1	24.1
Usually likely to provide	2	549	52.3	52.3
Usually likely to refuse	3	188	17.9	17.9
Always likely to refuse	4	59	5.6	5.6
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_7 What would R do if company asks alma mater

1. In general, what would you do if a company asks you for information such as the following?
7) Alma mater

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	205	19.5	19.5
Usually likely to provide	2	517	49.2	49.2
Usually likely to refuse	3	257	24.5	24.5
Always likely to refuse	4	70	6.7	6.7
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b1_8 What would R do if company asks marital status

1. In general, what would you do if a company asks you for information such as the following?
8) Marital status

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	307	29.2	29.2
Usually likely to provide	2	568	54.1	54.1
Usually likely to refuse	3	129	12.3	12.3
Always likely to refuse	4	45	4.3	4.3
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b2_1 What would R do if company asks information about parents

2. In general, what would you do if a company asks you for information about your family such as the following?

1) Personal information about parents

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	73	7.0	7.0
Usually likely to provide	2	300	28.6	28.6
Usually likely to refuse	3	525	50.0	50.0
Always likely to refuse	4	150	14.3	14.3
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b2_2 What would R do if company asks information about spouse

2. In general, what would you do if a company asks you for information about your family such as the following?

2) Personal information about spouse

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	56	5.3	5.3
Usually likely to provide	2	295	28.1	28.1
Usually likely to refuse	3	535	51.0	51.0
Always likely to refuse	4	159	15.1	15.1
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

b2_3 What would R do if company asks information about children

2. In general, what would you do if a company asks you for information about your family such as the following?

3) Personal information about children

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	60	5.7	5.7
Usually likely to provide	2	284	27.0	27.0
Usually likely to refuse	3	536	51.0	51.0
Always likely to refuse	4	165	15.7	15.7
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

b2_4 What would R do if company asks information about siblings

2. In general, what would you do if a company asks you for information about your family such as the following?

4) Personal information about siblings

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	49	4.7	4.7
Usually likely to provide	2	266	25.3	25.3
Usually likely to refuse	3	558	53.1	53.1
Always likely to refuse	4	174	16.6	16.6
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b3_1 What would R do if company asks company name

3. In general, what would you do if a company asks you for information about your job such as the following?

1) Company name

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	167	15.9	15.9
Usually likely to provide	2	617	58.8	58.8
Usually likely to refuse	3	211	20.1	20.1
Always likely to refuse	4	52	5.0	5.0
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b3_2 What would R do if company asks company address

3. In general, what would you do if a company asks you for information about your job such as the following?

2) Company address

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	138	13.1	13.1
Usually likely to provide	2	486	46.3	46.3
Usually likely to refuse	3	358	34.1	34.1
Always likely to refuse	4	66	6.3	6.3
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b3_3 What would R do if company asks company phone number

3. In general, what would you do if a company asks you for information about your job such as the following?

3) Company phone number

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	126	12.0	12.0
Usually likely to provide	2	441	42.0	42.0
Usually likely to refuse	3	391	37.2	37.2
Always likely to refuse	4	90	8.6	8.6
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b3_4 What would R do if company asks position at work

3. In general, what would you do if a company asks you for information about your job such as the following?
 4) Your position at work

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	121	11.5	11.5
Usually likely to provide	2	502	47.8	47.8
Usually likely to refuse	3	345	32.9	32.9
Always likely to refuse	4	79	7.5	7.5
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b3_5 What would R do if company asks information on jobs in past

3. In general, what would you do if a company asks you for information about your job such as the following?
 5) Information on jobs in the past

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	63	6.0	6.0
Usually likely to provide	2	320	30.5	30.5
Usually likely to refuse	3	486	46.3	46.3
Always likely to refuse	4	178	17.0	17.0
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b4_1 What would R do if company asks bank balance

4. In general, what would you do if a company asks you for your personal information such as the following?
 1) Bank balance

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	19	1.8	1.8
Usually likely to provide	2	95	9.0	9.0
Usually likely to refuse	3	541	51.5	51.5
Always likely to refuse	4	393	37.4	37.4
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b4_2 What would R do if company asks status of debt

4. In general, what would you do if a company asks you for your personal information such as the following?
2) Status of debt

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	15	1.4	1.4
Usually likely to provide	2	83	7.9	7.9
Usually likely to refuse	3	534	50.9	50.9
Always likely to refuse	4	415	39.5	39.5
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b4_3 What would R do if company asks information on credit card

4. In general, what would you do if a company asks you for your personal information such as the following?
3) Information on credit card

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	22	2.1	2.1
Usually likely to provide	2	125	11.9	11.9
Usually likely to refuse	3	505	48.1	48.1
Always likely to refuse	4	395	37.6	37.6
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b4_4 What would R do if company asks information on owned cars

4. In general, what would you do if a company asks you for your personal information such as the following?
4) Information on personally owned cars

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	52	5.0	5.0
Usually likely to provide	2	383	36.5	36.5
Usually likely to refuse	3	401	38.2	38.2
Always likely to refuse	4	210	20.0	20.0
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

b4_5 What would R do if company asks information on past work

4. In general, what would you do if a company asks you for your personal information such as the following?
 5) Information on past work

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	11	1.0	1.0
Usually likely to provide	2	123	11.7	11.7
Usually likely to refuse	3	538	51.2	51.2
Always likely to refuse	4	374	35.6	35.6
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

b4_6 What would R do if company asks information on stock/bond

4. In general, what would you do if a company asks you for your personal information such as the following?
 6) Information on stock, bond, securities

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	22	2.1	2.1
Usually likely to provide	2	136	13.0	13.0
Usually likely to refuse	3	532	50.7	50.7
Always likely to refuse	4	358	34.1	34.1
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b4_7 What would R do if company asks monthly income

4. In general, what would you do if a company asks you for your personal information such as the following?
 7) Monthly income

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	21	2.0	2.0
Usually likely to provide	2	281	26.8	26.8
Usually likely to refuse	3	471	44.9	44.9
Always likely to refuse	4	275	26.2	26.2
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b4_8 What would R do if company asks information on licenses

4. In general, what would you do if a company asks you for your personal information such as the following?
8) Information on licenses held

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	112	10.7	10.7
Usually likely to provide	2	506	48.2	48.2
Usually likely to refuse	3	271	25.8	25.8
Always likely to refuse	4	158	15.0	15.0
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b5_1 What would R do if company asks medical records

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
1) Your medical records

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	77	7.3	7.3
Usually likely to provide	2	334	31.8	31.8
Usually likely to refuse	3	485	46.2	46.2
Always likely to refuse	4	151	14.4	14.4
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b5_2 What would R do if company asks disease records of family

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
2) Disease records of your family

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	58	5.5	5.5
Usually likely to provide	2	249	23.7	23.7
Usually likely to refuse	3	518	49.3	49.3
Always likely to refuse	4	222	21.1	21.1
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b5_3 What would R do if company asks physical disability

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
 3) Your physical disability

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	66	6.3	6.3
Usually likely to provide	2	261	24.9	24.9
Usually likely to refuse	3	470	44.8	44.8
Always likely to refuse	4	251	23.9	23.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b5_4 What would R do if company asks blood type

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
 4) Your blood type

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	205	19.5	19.5
Usually likely to provide	2	606	57.7	57.7
Usually likely to refuse	3	160	15.2	15.2
Always likely to refuse	4	74	7.0	7.0
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

b5_5 What would R do if company asks height

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
 5) Your height

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	192	18.3	18.3
Usually likely to provide	2	569	54.2	54.2
Usually likely to refuse	3	204	19.4	19.4
Always likely to refuse	4	83	7.9	7.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b5_6 What would R do if company asks weight

5. In general, what would you do if a company asks you for your or your family's medical information such as the following?
 6) Your weight

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	165	15.7	15.7
Usually likely to provide	2	506	48.2	48.2
Usually likely to refuse	3	265	25.2	25.2
Always likely to refuse	4	112	10.7	10.7
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b6_1 What would R do if company asks video rental records

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?
 1) Records of video rental

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	120	11.4	11.4
Usually likely to provide	2	462	44.0	44.0
Usually likely to refuse	3	348	33.1	33.1
Always likely to refuse	4	119	11.3	11.3
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b6_2 What would R do if company asks sexual life

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?
 2) Sexual life, sexual orientation

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	21	2.0	2.0
Usually likely to provide	2	147	14.0	14.0
Usually likely to refuse	3	479	45.6	45.6
Always likely to refuse	4	402	38.3	38.3
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

b6_3 What would R do if company asks type of newspaper R subscribes to

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?
3) Types of newspapers or magazines that you subscribe to

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	182	17.3	17.3
Usually likely to provide	2	606	57.7	57.7
Usually likely to refuse	3	179	17.0	17.0
Always likely to refuse	4	81	7.7	7.7
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

b6_4 What would R do if company asks purchasing information

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?
4) Purchasing information from department stores

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	126	12.0	12.0
Usually likely to provide	2	477	45.4	45.4
Usually likely to refuse	3	338	32.2	32.2
Always likely to refuse	4	104	9.9	9.9
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

b6_5 What would R do if company asks favorite food

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?
5) Favorite food

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	274	26.1	26.1
Usually likely to provide	2	595	56.7	56.7
Usually likely to refuse	3	119	11.3	11.3
Always likely to refuse	4	59	5.6	5.6
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

b6_6 What would R do if company asks favorite TV programme

6. In general, what would you do if a company asks you for information about your hobbies or personal taste such as the following?

6) Favorite television programme

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always likely to provide	1	281	26.8	26.8
Usually likely to provide	2	593	56.5	56.5
Usually likely to refuse	3	112	10.7	10.7
Always likely to refuse	4	62	5.9	5.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

C. The following is an example of marketing that uses consumers' personal information, which is currently taking place in our society. Please read the story, and choose the number that most closely describes your opinion.

: An automobile company conducted a campaign to recruit quality evaluation group for a newly released car. The purpose of the campaign was to take performance and quality verification by recruiting 200 persons and renting them the new car for free. A total of 150,000 persons applied to this campaign, and the company actively utilized the personal information of these applicants for company promotion.

c1 Agree/Disagree: Marketing using consumers' personal information

1. How do you feel about the use of personal information for marketing by business companies as shown in the example above?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	14	1.3	1.3
Agree	2	175	16.7	16.7
Neither agree nor disagree	3	291	27.7	27.7
Disagree	4	419	39.9	39.9
Strongly disagree	5	151	14.4	14.4
Total		1,050	100.0	100.0

c1_1 Reason for agreeing with marketing using consumers' information

1.1. If you agree, what is the main the reason?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Because restricting the use of personal information for marketing may hamper national economic development	1	11	1.0	5.8
Because restricting the use of personal information for marketing may constrict business activities	2	28	2.7	14.8
Because the customers are able to acquire product information more easily through the marketing that uses personal information	3	63	6.0	33.3
Because it is a free contract between the company and the customers according to their mutual interest	4	62	5.9	32.8
Because the customers are not directly affected by such marketing	5	20	1.9	10.6
Other	6	2	0.2	1.1
NA	9	3	0.3	1.6
NAP	0	861	82.0	
Total		1,050	100.0	100.0

c1_2 Reason for disagreeing with marketing using consumers' information

1.2. If you disagree, what is the main reason?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Because the company used the customers' personal information for the purpose other than that was originally intended	1	298	28.4	52.3
Because such a marketing may invade consumer privacy	2	239	22.8	41.9
Because such an individual marketing may encourage excessive consumption	3	29	2.8	5.1
Other	4	3	0.3	0.5
NA	9	1	0.1	0.2
NAP	0	480	45.7	
Total		1,050	100.0	100.0

c2 Opinion about regulation of marketing using consumers' information

2. What is your opinion about the regulation of such marketing activities?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Government regulation is necessary on the use of personal information for marketing	1	461	43.9	43.9
Self-regulation by private organizations is necessary	2	145	13.8	13.8
It is more desirable that business companies refrain from using personal information for marketing	3	252	24.0	24.0
It is more desirable that the customers cope themselves with business marketing through consumer education	4	155	14.8	14.8
There is no need for regulation, and it should rather be legalized	5	12	1.1	1.1
Other	6	16	1.5	1.5
NA	9	9	0.9	0.9
Total		1,050	100.0	100.0

D. Below is a list of opinions with respect to the collection, utilization, management, and distribution of personal information to a third person. How do you feel about these opinions? Please choose the number which most closely describes your opinion.

d1 Companies should be able to collect consumers' information

1) Business companies should be able freely to collect consumers' personal information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	26	2.5	2.5
Agree	2	86	8.2	8.2
Neither agree nor disagree	3	202	19.2	19.2
Disagree	4	458	43.6	43.6
Strongly disagree	5	277	26.4	26.4
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

d2 Companies should be able to use consumers' information

2) Business companies should be able freely to use consumers' personal information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	9	0.9	0.9
Agree	2	44	4.2	4.2
Neither agree nor disagree	3	97	9.2	9.2
Disagree	4	399	38.0	38.0
Strongly disagree	5	501	47.7	47.7
Total		1,050	100.0	100.0

d3 Consumers' information should be exchanged among companies

3) Consumers' personal information should be freely exchanged among business companies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	12	1.1	1.1
Agree	2	38	3.6	3.6
Neither agree nor disagree	3	103	9.8	9.8
Disagree	4	355	33.8	33.8
Strongly disagree	5	541	51.5	51.5
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

d4 Companies collect consumers' information without agreement

4) Business companies in our country collect consumers' personal information without their agreement

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	263	25.0	25.0
Agree	2	515	49.0	49.0
Neither agree nor disagree	3	137	13.0	13.0
Disagree	4	45	4.3	4.3
Strongly disagree	5	10	1.0	1.0
DK	6	80	7.6	7.6
Total		1,050	100.0	100.0

d5 Companies collect customers' information to provide better service

5) Business companies collect customers' information in order to provide better service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	25	2.4	2.4
Agree	2	119	11.3	11.3
Neither agree nor disagree	3	304	29.0	29.0
Disagree	4	348	33.1	33.1
Strongly disagree	5	198	18.9	18.9
DK	6	55	5.2	5.2
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

d6 Companies collect customers' information to develop new sales strategy

6) Business companies collect customers' information in order to develop new sales strategy

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	115	11.0	11.0
Agree	2	413	39.3	39.3
Neither agree nor disagree	3	264	25.1	25.1
Disagree	4	127	12.1	12.1
Strongly disagree	5	82	7.8	7.8
DK	6	49	4.7	4.7
Total		1,050	100.0	100.0

d7 Companies use customers' information for other purposes

7) Business companies use customers' personal information for the purpose other than that was agreed by the customers

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	217	20.7	20.7
Agree	2	492	46.9	46.9
Neither agree nor disagree	3	197	18.8	18.8
Disagree	4	55	5.2	5.2
Strongly disagree	5	18	1.7	1.7
DK	6	69	6.6	6.6
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

d8 Companies exchange customers' information with one another

8) Business companies exchange customers' personal information with one another

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	205	19.5	19.5
Agree	2	441	42.0	42.0
Neither agree nor disagree	3	188	17.9	17.9
Disagree	4	55	5.2	5.2
Strongly disagree	5	19	1.8	1.8
DK	6	137	13.0	13.0
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

d9 Companies collect customers' information more than needed

9) Business companies collect customers' personal information more than needed

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	293	27.9	27.9
Agree	2	453	43.1	43.1
Neither agree nor disagree	3	165	15.7	15.7
Disagree	4	41	3.9	3.9
Strongly disagree	5	13	1.2	1.2
DK	6	83	7.9	7.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

d10 R feels ill due to companies collecting information on computer

10) I feel ill at ease by the fact that business companies collect personal information on the computer

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	367	35.0	35.0
Agree	2	408	38.9	38.9
Neither agree nor disagree	3	226	21.5	21.5
Disagree	4	42	4.0	4.0
Strongly disagree	5	7	0.7	0.7
Total		1,050	100.0	100.0

d11 R is upset because companies have been using personal information

11) I am quite upset by the fact that business companies have been using my personal information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	320	30.5	30.5
Agree	2	374	35.6	35.6
Neither agree nor disagree	3	284	27.0	27.0
Disagree	4	58	5.5	5.5
Strongly disagree	5	14	1.3	1.3
Total		1,050	100.0	100.0

d12 R is worried about exposure of privacy due to information R submitted

12) I am worried about the exposure of my privacy due to the personal information I submitted to business companies

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strongly agree	1	315	30.0	30.0
Agree	2	364	34.7	34.7
Neither agree nor disagree	3	252	24.0	24.0
Disagree	4	93	8.9	8.9
Strongly disagree	5	26	2.5	2.5
Total		1,050	100.0	100.0

E. In our daily life it often happens that some issues, though important when viewed apart, can be conflicting with each other. Next set of questions concern such conflicting issues. Between the two statements shown below, which one do you feel that most closely describes your opinion?

e1 Personal information disclosure vs. Personal information protection

1. Among the statements below about 'personal information disclosure', and 'personal information protection', which one do you feel that most closely describes your opinion?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Information held by public institutions should be open for public access despite the risk of privacy invasion for some people	1	75	7.1	7.1

Privacy of individuals should be protected even if we may not be able to access the information held by public institutions	2	743	70.8	70.8
I disagree with both statements	3	69	6.6	6.6
I agree with both statements	4	48	4.6	4.6
DK	5	113	10.8	10.8
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

e2 Freedom of press vs. Protection of privacy

2. Among the statements below about 'freedom of press', and 'protection of privacy', which one do you feel that most closely describes your opinion?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It is the duty of the press to report the truth in order to meet the public's right to know despite the risk of privacy invasion	1	251	23.9	23.9
The press should not disclose information if it causes an invasion of privacy no matter how it is beneficial for the common good	2	551	52.5	52.5
I disagree with both statements	3	61	5.8	5.8
I agree with both statements	4	85	8.1	8.1
DK	5	101	9.6	9.6
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

e3 Surveillance activities for crime prevention vs. Protection of privacy

3. Among the statements below about 'surveillance activities for crime prevention', and 'protection of privacy', which one do you feel that most closely describes your opinion?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Government organizations may be allowed to keep a watch on the private life of criminal suspects	1	407	38.8	38.8
Even for a criminal suspect, his or her privacy should be protected	2	418	39.8	39.8
I disagree with both statements	3	41	3.9	3.9
I agree with both statements	4	89	8.5	8.5
DK	5	92	8.8	8.8
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

e4 Disclosure of information of public officials

4. Among the statements below about 'disclosure of personal information of public officials', and 'protection of the privacy of public officials', which one do you feel that most closely describes your opinion?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Disclosing the personal information of public officials such as the property status, educational background, family relations, and so on is needed for the public good	1	592	56.4	56.4
Disclosing the personal information of public officials is an invasion of privacy	2	229	21.8	21.8
I disagree with both statements	3	48	4.6	4.6
I agree with both statements	4	79	7.5	7.5
DK	5	101	9.6	9.6
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

F. To what extent do you feel that employer activities such as the following may or may not be allowed?

f1 To what extend is monitoring employee's telephone conversation allowed

1) Monitoring employees' telephone conversation

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	8	0.8	0.8
Sometimes allowed	2	41	3.9	3.9
Neutral	3	76	7.2	7.2
Hard to be allowed	4	366	34.9	34.9
Not at all allowed	5	558	53.1	53.1
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

f2 To what extend is checking on employees' criminal records allowed

2) Checking on employees' criminal records

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	66	6.3	6.3

Sometimes allowed	2	329	31.3	31.3
Neutral	3	199	19.0	19.0
Hard to be allowed	4	221	21.0	21.0
Not at all allowed	5	234	22.3	22.3
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

f3 To what extend is censoring employees' email allowed

3) Censoring employees' email

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	5	0.5	0.5
Sometimes allowed	2	41	3.9	3.9
Neutral	3	106	10.1	10.1
Hard to be allowed	4	396	37.7	37.7
Not at all allowed	5	499	47.5	47.5
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

f4 To what extend is monitoring employees' Internet use allowed

4) Monitoring employees' Internet use

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	5	0.5	0.5
Sometimes allowed	2	95	9.0	9.0
Neutral	3	176	16.8	16.8
Hard to be allowed	4	389	37.0	37.0
Not at all allowed	5	376	35.8	35.8
NA	9	9	0.9	0.9
Total		1,050	100.0	100.0

f5 To what extend is checking on employees' credit status allowed

5) Checking on employees' credit status

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	23	2.2	2.2
Sometimes allowed	2	236	22.5	22.5

Neutral	3	228	21.7	21.7
Hard to be allowed	4	272	25.9	25.9
Not at all allowed	5	283	27.0	27.0
NA	9	8	0.8	0.8
Total		1,050	100.0	100.0

f6 To what extend is controlling employees' life allowed

6) Controlling employees' life outside the workplace

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	8	0.8	0.8
Sometimes allowed	2	38	3.6	3.6
Neutral	3	89	8.5	8.5
Hard to be allowed	4	296	28.2	28.2
Not at all allowed	5	612	58.3	58.3
NA	9	7	0.7	0.7
Total		1,050	100.0	100.0

f7 To what extend is checking on employees' health status allowed

7) Checking on employees' health status or medical records

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	68	6.5	6.5
Sometimes allowed	2	296	28.2	28.2
Neutral	3	219	20.9	20.9
Hard to be allowed	4	262	25.0	25.0
Not at all allowed	5	200	19.0	19.0
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

f8 To what extend is monitoring through surveillance camera allowed

8) Monitoring employees' activities through surveillance camera

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always allowed	1	8	0.8	0.8
Sometimes allowed	2	56	5.3	5.3
Neutral	3	97	9.2	9.2

Hard to be allowed	4	258	24.6	24.6
Not at all allowed	5	625	59.5	59.5
NA	9	6	0.6	0.6
Total		1,050	100.0	100.0

G. How do you feel about the following statements?

g1 R is willing to talk about personal life with employer

1) If my employer requests, I am willing to talk about my personal life with the employer

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	60	5.7	5.7
Somewhat true	2	241	23.0	23.0
So so	3	324	30.9	30.9
Somewhat not true	4	262	25.0	25.0
Not at all true	5	161	15.3	15.3
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

g2 R is willing to talk about health issues with employer

2) If my employer requests, I am willing to talk about my health issues with the employer

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	70	6.7	6.7
Somewhat true	2	386	36.8	36.8
So so	3	360	34.3	34.3
Somewhat not true	4	155	14.8	14.8
Not at all true	5	77	7.3	7.3
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

g3 R is willing to talk about family issues with employer

3) If my employer requests, I am willing to talk about my family issues with the employer

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	51	4.9	4.9
Somewhat true	2	235	22.4	22.4
So so	3	321	30.6	30.6
Somewhat not true	4	284	27.0	27.0
Not at all true	5	157	15.0	15.0
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

g4 R is willing to talk about credit status with employer

4) If my employer requests, I am willing to talk about my credit status with the employer

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	60	5.7	5.7
Somewhat true	2	263	25.0	25.0
So so	3	309	29.4	29.4
Somewhat not true	4	269	25.6	25.6
Not at all true	5	147	14.0	14.0
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

H. The following are questions about various ways of handling issues that are related to the protection of personal information

h1 To what extent can R deal with advertisement phone call

1. If you received an unwanted phone call or mail from an advertisement company and the like, to what extent do you feel that you can or cannot deal with it well?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
I can deal with it very well	1	84	8.0	8.0
I can deal with it	2	393	37.4	37.4
So so	3	350	33.3	33.3

Survey on the Protection of Privacy and Personal Information

I cannot deal with it	4	175	16.7	16.7
I cannot deal with it at all	5	47	4.5	4.5
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

h2 How often R leaves some questions blank for privacy protection

2. Have you ever left some questions blank for privacy protection on a form or application that asked you to provide detailed personal information such as your name, income, spouse information, and so on?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	95	9.0	9.0
Often	2	422	40.2	40.2
Seldom	3	421	40.1	40.1
Never	4	112	10.7	10.7
Total		1,050	100.0	100.0

h3 How often R refuses to provide information requested by companies

3. Have you ever refused to provide information requested by business companies because they were considered to be too personal?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	77	7.3	7.3
Often	2	382	36.4	36.4
Seldom	3	457	43.5	43.5
Never	4	129	12.3	12.3
NA	9	5	0.5	0.5
Total		1,050	100.0	100.0

h4 How often R makes demands to companies to remove personal information

4. Have you ever made demands to business companies to remove your name or address from their customers' list which they were using to sell their products or services?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	20	1.9	1.9
Often	2	122	11.6	11.6
Seldom	3	363	34.6	34.6
Never	4	541	51.5	51.5
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

h5_1 Information that invades privacy when disclosed: 1st

5. From below which one do you feel that most severely invades privacy when disclosed to outside world?
Please choose three from the examples below in the order of severity.

5.1. Most severely damaging

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Name	1	86	8.2	8.2
Resident registration number	2	579	55.1	55.1
Address	3	74	7.0	7.0
Information on educational background	4	8	0.8	0.8
Information on job	5	45	4.3	4.3
Region of origin	6	7	0.7	0.7
Family relations	7	22	2.1	2.1
Medical records	8	6	0.6	0.6
Status of property	9	80	7.6	7.6
Status of credit	10	119	11.3	11.3
Union activities	11	14	1.3	1.3
Political party activities	12	2	0.2	0.2
Religious activities	13	4	0.4	0.4
Hobbies, taste	14	3	0.3	0.3
NA	99	1	0.1	0.1
Total		1,050	100.0	100.0

h5_2 Information that invades privacy when disclosed: 2nd

5. From below which one do you feel that most severely invades privacy when disclosed to outside world?
Please choose three from the examples below in the order of severity.

5.2. Second most severely damaging

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Name	1	72	6.9	6.9
Resident registration number	2	161	15.3	15.3
Address	3	248	23.6	23.6
Information on educational background	4	29	2.8	2.8
Information on job	5	58	5.5	5.5
Region of origin	6	9	0.9	0.9
Family relations	7	53	5.0	5.0
Medical records	8	11	1.0	1.0

Status of property	9	153	14.6	14.6
Status of credit	10	195	18.6	18.6
Union activities	11	30	2.9	2.9
Political party activities	12	11	1.0	1.0
Religious activities	13	8	0.8	0.8
Hobbies, taste	14	9	0.9	0.9
NA	99	3	0.3	0.3
Total		1,050	100.0	100.0

h5_3 Information that invades privacy when disclosed: 3rd

5. From below which one do you feel that most severely invades privacy when disclosed to outside world?
Please choose three from the examples below in the order of severity.

5.3. Third most severely damaging

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Name	1	103	9.8	9.8
Resident registration number	2	76	7.2	7.2
Address	3	174	16.6	16.6
Information on educational background	4	83	7.9	7.9
Information on job	5	109	10.4	10.4
Region of origin	6	14	1.3	1.3
Family relations	7	64	6.1	6.1
Medical records	8	31	3.0	3.0
Status of property	9	126	12.0	12.0
Status of credit	10	163	15.5	15.5
Union activities	11	39	3.7	3.7
Political party activities	12	23	2.2	2.2
Religious activities	13	13	1.2	1.2
Hobbies, taste	14	27	2.6	2.6
NA	99	5	0.5	0.5
Total		1,050	100.0	100.0

h6_1 Organization that is likely to abuse personal information: 1st

6. From below which organization do you feel that is most likely to abuse the personal information of general citizens?
6.1. Most likely

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Bank	1	92	8.8	8.8
Stock company	2	25	2.4	2.4
Insurance company	3	79	7.5	7.5
Credit card company	4	387	36.9	36.9
Credit-rating agency	5	49	4.7	4.7
Medical institution	6	2	0.2	0.2
District government office	7	5	0.5	0.5
Press, broadcasting company	8	24	2.3	2.3
Investigation agency	9	77	7.3	7.3
Internet shopping mall	10	151	14.4	14.4
Department store, outlet store	11	51	4.9	4.9
Airline company	12	1	0.1	0.1
Tax office	13	23	2.2	2.2
Messenger office	14	79	7.5	7.5
Motorcycle dispatch service provider	15	4	0.4	0.4
NA	99	1	0.1	0.1
Total		1,050	100.0	100.0

h6_2 Organization that is likely to abuse personal information: 2nd

6. From below which organization do you feel that is most likely to abuse the personal information of general citizens?
6.2. Second most likely

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Bank	1	63	6.0	6.0
Stock company	2	43	4.1	4.1
Insurance company	3	167	15.9	15.9
Credit card company	4	240	22.9	22.9
Credit-rating agency	5	77	7.3	7.3
Medical institution	6	9	0.9	0.9
District government office	7	8	0.8	0.8

Press, broadcasting company	8	36	3.4	3.4
Investigation agency	9	63	6.0	6.0
Internet shopping mall	10	152	14.5	14.5
Department store, outlet store	11	85	8.1	8.1
Airline company	12	1	0.1	0.1
Tax office	13	29	2.8	2.8
Messenger office	14	57	5.4	5.4
Motorcycle dispatch service provider	15	15	1.4	1.4
NA	99	5	0.5	0.5
Total		1,050	100.0	100.0

h6_3 Organization that is likely to abuse personal information: 3rd

6. From below which organization do you feel that is most likely to abuse the personal information of general citizens?

6.3. Third most likely

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Bank	1	73	7.0	7.0
Stock company	2	52	5.0	5.0
Insurance company	3	146	13.9	13.9
Credit card company	4	165	15.7	15.7
Credit-rating agency	5	83	7.9	7.9
Medical institution	6	9	0.9	0.9
District government office	7	19	1.8	1.8
Press, broadcasting company	8	41	3.9	3.9
Investigation agency	9	69	6.6	6.6
Internet shopping mall	10	141	13.4	13.4
Department store, outlet store	11	101	9.6	9.6
Airline company	12	6	0.6	0.6
Tax office	13	39	3.7	3.7
Messenger office	14	68	6.5	6.5
Motorcycle dispatch service provider	15	24	2.3	2.3
NA	99	14	1.3	1.3
Total		1,050	100.0	100.0

I. The following are questions about personal information invasion which may happen in our daily life

i1 Medical records have been used by someone during last year

1. During the last year, has it ever happened to you that your medical records were unlawfully used or exposed by someone?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	21	2.0	2.0
No/DK	2	1,029	98.0	98.0
Total		1,050	100.0	100.0

i1_1 Medical records had been used by someone before

1.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	9	0.9	0.9
No/DK	2	1,006	95.8	97.8
NA	9	14	1.3	1.4
NAP	0	21	2.0	
Total		1,050	100.0	100.0

i2 Credit records have been collected by someone during last year

2. During the last year, has it ever happened to you that your credit records were unlawfully collected or exposed by someone?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	106	10.1	10.1
No/DK	2	944	89.9	89.9
Total		1,050	100.0	100.0

i2_1 Credit records had been collected by someone before

2.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	15	1.4	1.6

No/DK	2	920	87.6	97.5
NA	9	9	0.9	1.0
NAP	0	106	10.1	
Total		1,050	100.0	100.0

i3 Law-breaking records have been disclosed during last year

3. During the last year, has it ever happened to you that your law-breaking records were unlawfully disclosed to others?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	20	1.9	1.9
No	2	1,030	98.1	98.1
Total		1,050	100.0	100.0

i3_1 Law-breaking records had been disclosed before

3.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	12	1.1	1.2
No	2	1,006	95.8	97.7
NA	9	12	1.1	1.2
NAP	0	20	1.9	
Total		1,050	100.0	100.0

i4 Someone has stolen resident registration number/name during last year

4. During the last year, has it ever happened to you that someone unlawfully obtained a credit card or a bank book by stealing your resident registration number or name?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	37	3.5	3.5
No	2	1,013	96.5	96.5
Total		1,050	100.0	100.0

i4_1 Someone had stolen resident registration number/name before

4.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	10	1.0	1.0

No	2	989	94.2	97.6
NA	9	14	1.3	1.4
NAP	0	37	3.5	
Total		1,050	100.0	100.0

i5 R has received advertising phone calls/mails during last year

5. During the last year, have you ever received a phone call or a mail promoting specific products from a financial, insurance, or an advertisement company to whom you had never given your name or telephone number?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	622	59.2	59.2
No	2	428	40.8	40.8
Total		1,050	100.0	100.0

i5_1 R had received advertising phone calls/mails before

5.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	27	2.6	6.0
No	2	402	38.3	89.5
NA	9	20	1.9	4.5
NAP	0	601	57.2	
Total		1,050	100.0	100.0

i6 Credit card R had never applied has delivered during last year

6. During the last year, has it ever happened to you that a credit card, a department store card, or a membership card for which you had never applied was delivered to you?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	236	22.5	22.5
No	2	813	77.4	77.4
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

i6_1 Credit card R had never applied had delivered before

6.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	26	2.5	3.2
No/DK	2	768	73.1	94.3
NA	9	20	1.9	2.5
NAP	0	236	22.5	
Total		1,050	100.0	100.0

J. The following questions aim to examine the kinds of damage that have been caused by the invasion of personal information

j1 Recent experience of invasion of personal information

1. From below, which one have you experienced most recently?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
My medical records were unlawfully used or disclosed	1	4	0.4	0.4
My credit records were unlawfully collected or disclosed	2	22	2.1	2.1
My law-breaking records were unlawfully disclosed	3	4	0.4	0.4
Someone was issued a credit card or a bankbook in my name	4	15	1.4	1.4
I received a phone call or mail from a financial, insurance, or an advertisement company whom I didn't even know	5	469	44.7	44.7
A credit card, department store card, or a membership card for which I had never applied was delivered to me	6	105	10.0	10.0
I have not experienced any of the above	7	429	40.9	40.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

j2_1 [Invasion of personal information] R suffered economic damage

2. What kind of damage did you suffer by that? Please choose all that apply.

1) Suffered economic and material damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	582	55.4	93.7
Yes	1	14	1.3	2.3
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j2_2 [Invasion of personal information] R suffered reputation damage

2. What kind of damage did you suffer by that? Please choose all that apply.

2) Suffered reputation damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	573	54.6	92.3
Yes	1	23	2.2	3.7
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j2_3 [Invasion of personal information] R suffered emotional distress

2. What kind of damage did you suffer by that? Please choose all that apply.

3) Suffered emotional distress such as fear and anxiety

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	526	50.1	84.7
Yes	1	70	6.7	11.3
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j2_4 [Invasion of personal information] R was upset

2. What kind of damage did you suffer by that? Please choose all that apply.
4) Was very upset

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	232	22.1	37.4
Yes	1	364	34.7	58.6
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j2_5 [Invasion of personal information] No specific damage

2. What kind of damage did you suffer by that? Please choose all that apply.
5) Did not suffer any specific damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	338	32.2	54.4
Yes	1	258	24.6	41.5
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j2_6 [Invasion of personal information] Other damages

2. What kind of damage did you suffer by that? Please choose all that apply.
6) Other (Specify: _____)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	585	55.7	94.2
Yes	1	11	1.0	1.8
NA	9	25	2.4	4.0
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_1 [Invasion of personal information] R informed family/friend/coworker

3. Did you ever inform or report to someone about the damage? Please choose all that apply.

1) Informed a family, relative, friend, or a co-worker.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	370	35.2	59.6
Yes	1	225	21.4	36.2
NA	9	26	2.5	4.2
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_2 [Invasion of personal information] R reported to agent concerned

3. Did you ever inform or report to someone about the damage? Please choose all that apply.

2) Reported to an agent such as the personal information protection center which handled such issues

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	576	54.9	92.8
Yes	1	18	1.7	2.9
NA	9	27	2.6	4.3
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_3 [Invasion of personal information] R reported to private agent concerned

3. Did you ever inform or report to someone about the damage? Please choose all that apply.

3) Reported to a private agent working on personal information protection and asked for their advice.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	581	55.3	93.6
Yes	1	14	1.3	2.3
NA	9	26	2.5	4.2
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_4 [Invasion of personal information] R reported to press/media

3. Did you ever inform or report to someone about the damage? Please choose all that apply.
4) Reported to the press or media

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	589	56.1	94.8
Yes	1	6	0.6	1.0
NA	9	26	2.5	4.2
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_5 [Invasion of personal information] R reported to police/prosecutor

3. Did you ever inform or report to someone about the damage? Please choose all that apply.
5) Reported to the police or prosecutor.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	592	56.4	95.3
Yes	1	3	0.3	0.5
NA	9	26	2.5	4.2
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_6 [Invasion of personal information] R did not inform/report to anyone

3. Did you ever inform or report to someone about the damage? Please choose all that apply.
6) Did not inform or report to anyone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	267	25.4	43.0
Yes	1	328	31.2	52.8
NA	9	26	2.5	4.2
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_7 [Invasion of personal information] Other reactions

3. Did you ever inform or report to someone about the damage? Please choose all that apply.
7) Other (Specify: _____)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	576	54.9	92.8
Yes	1	18	1.7	2.9
NA	9	27	2.6	4.3
NAP	8	429	40.9	
Total		1,050	100.0	100.0

j3_3_1 [Invasion of personal information] Reason for not reporting to police

3.1. If you did not report to the police about the damage, what was the main reason?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Did not know how to make a report	1	26	2.5	4.2
Did not think it was worth reporting	2	240	22.9	38.6
Because report procedure was too complicated	3	27	2.6	4.3
Because it would have been of no effect	4	225	21.4	36.2
Could solve it by myself	5	48	4.6	7.7
Other	6	8	0.8	1.3
NA	9	47	4.5	7.6
NAP	8	429	40.9	
Total		1,050	100.0	100.0

K. The following are questions about privacy invasion which may happen in our daily life

k1 House has been broken by someone during last year

1. During the last year, has anyone unlawfully broken into your house(including stairs, corridor, rooftop, basement, garden, garage)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	140	13.3	13.3
No	2	909	86.6	86.6

NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

k1_1 House had been broken by someone before

1.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	82	7.8	9.0
No	2	815	77.6	89.6
NA	9	13	1.2	1.4
NAP	0	140	13.3	
Total		1,050	100.0	100.0

k2 R has suffered damage to reputation by someone during last year

2. During the last year, have you ever suffered tremendous damage to your reputation or deeply insulted by someone?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	71	6.8	6.8
No	2	978	93.1	93.1
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

k2_1 R had suffered damage to reputation by someone before

2.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	30	2.9	3.1
No	2	940	89.5	96.0
NA	9	9	0.9	0.9
NAP	0	71	6.8	
Total		1,050	100.0	100.0

k2_2 Why did R suffer damage to reputation by someone

2.2. If you have suffered a damage to your reputation or received an insult by someone, how did that happen?(Please answer based on the most recent experience)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
It was reported in the press or on media	1	2	0.2	2.3
It was disclosed on the Internet	2	7	0.7	8.1
It was exposed on the bulletin board at workplace	3	3	0.3	3.5
Copies were made and distributed to people	4	1	0.1	1.2
It was directly incurred at a public place	5	18	1.7	20.9
Someone went about spreading defaming or insulting remarks about me	6	37	3.5	43.0
Other	7	6	0.6	7.0
NA	9	12	1.1	14.0
NAP	0	964	91.8	
Total		1,050	100.0	100.0

k3 Telephone conversation has been recorded during last year

3. During the last year, has it ever happened that your private or telephone conversation was unlawfully recorded or monitored?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	24	2.3	2.3
No/DK	2	1,023	97.4	97.4
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

k3_1 Telephone conversation had been recorded before

3.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	11	1.0	1.1
No/DK	2	1,002	95.4	97.7
NA	9	13	1.2	1.3
NAP	0	24	2.3	
Total		1,050	100.0	100.0

k4 Personal life has been disclosed to others during last year

4. During the last year, has it ever happened that your private life or personal facts were randomly disclosed to the press, media, or on the Internet by someone?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	23	2.2	2.2
No	2	1,025	97.6	97.6
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

k4_1 Personal life had been disclosed to others before

4.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	2	0.2	0.2
No	2	1,009	96.1	98.2
NA	9	16	1.5	1.6
NAP	0	23	2.2	
Total		1,050	100.0	100.0

k5 Someone has followed R during last year

5. During the last year, has someone ever kept a watch on or followed you or your family?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	20	1.9	1.9
No/DK	2	1,028	97.9	97.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

k5_1 Someone had followed R before

5.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	12	1.1	1.2
No/DK	2	1,007	95.9	97.8
NA	9	11	1.0	1.1
NAP	0	20	1.9	
Total		1,050	100.0	100.0

k6 R has accused someone of defamation during last year

6. During the last year, have you ever accused someone of defamation or contempt?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	14	1.3	1.3
No	2	1,035	98.6	98.6
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

k6_1 R had accused someone of defamation before

6.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	3	0.3	0.3
No	2	1,021	97.2	98.6
NA	9	12	1.1	1.2
NAP	0	14	1.3	
Total		1,050	100.0	100.0

k7 R has been accused someone of defamation during last year

7. During the last year, have you ever been accused by someone of defamation or contempt?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	10	1.0	1.0
No	2	1,039	99.0	99.0
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

k7_1 R had been accused someone of defamation before

7.1. If not, had it ever happened before?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	2	0.2	0.2
No	2	1,027	97.8	98.8
NA	9	11	1.0	1.1
NAP	0	10	1.0	
Total		1,050	100.0	100.0

L. The following questions aim to examine the kinds of damage that have been caused by the invasion of private life or personal secrets.

II Recent experience of invasion of private life

1. From below, which one have you experienced most recently?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Unlawfully breaking into someone's house	1	96	9.1	9.1
Someone damaging your reputation or giving insult	2	46	4.4	4.4
Someone unlawfully recording or monitoring your private or telephone conversation	3	12	1.1	1.1
Someone randomly disclosing your private life or personal facts over the press, media, Internet, or other boards	4	13	1.2	1.2
Someone keeping a watch on or following you or your family	5	14	1.3	1.3
Never had any of those experiences	6	868	82.7	82.7
NA	9	1	0.1	0.1
Total		1,050	100.0	100.0

12_1 [Invasion of private life] R suffered economic damage

2. What kind of damage did you suffer by that? Please choose all that apply.

1) Suffered economic and material damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	115	11.0	63.2
Yes	1	65	6.2	35.7
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

12_2 [Invasion of private life] R suffered reputation damage

2. What kind of damage did you suffer by that? Please choose all that apply.

2) Suffered reputation damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	141	13.4	77.5
Yes	1	39	3.7	21.4

NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

12_3 [Invasion of private life] R suffered emotional distress

2. What kind of damage did you suffer by that? Please choose all that apply.

3) Suffered emotional distress such as fear and anxiety

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	91	8.7	50.0
Yes	1	89	8.5	48.9
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

12_4 [Invasion of private life] R was upset

2. What kind of damage did you suffer by that? Please choose all that apply.

4) Was very upset

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	80	7.6	44.0
Yes	1	100	9.5	54.9
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

12_5 [Invasion of private life] Other damages

2. What kind of damage did you suffer by that? Please choose all that apply.

5) Other (Specify: _____)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	180	17.1	98.9
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

12_6 [Invasion of private life] No specific damage

2. What kind of damage did you suffer by that? Please choose all that apply.
6) Did not suffer any specific damage

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	163	15.5	89.6
Yes	1	17	1.6	9.3
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

13_1 [Invasion of private life] R informed family/friend/coworker

3. Did you report to or inform someone about the damage? Please choose all that apply.
1) Informed a family, relative, friend, or a co-worker.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	87	8.3	47.8
Yes	1	93	8.9	51.1
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

13_2 [Invasion of private life] R reported to private agent concerned

3. Did you report to or inform someone about the damage? Please choose all that apply.
2) Reported to a private agent interested in the issue of protecting personal life and asked for their advice.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	171	16.3	94.0
Yes	1	9	0.9	4.9
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

13_3 [Invasion of private life] R reported to press/media

3. Did you report to or inform someone about the damage? Please choose all that apply.
3) Reported to the press or media

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	172	16.4	94.5
Yes	1	8	0.8	4.4
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

13_4 [Invasion of private life] R reported to police/prosecutor

3. Did you report to or inform someone about the damage? Please choose all that apply.
4) Reported the damage to the police or prosecutor

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	119	11.3	65.4
Yes	1	61	5.8	33.5
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

13_5 [Invasion of private life] R did not inform/report to anyone

3. Did you report to or inform someone about the damage? Please choose all that apply.
5) Did not inform or report to anyone

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	137	13.0	75.3
Yes	1	43	4.1	23.6
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

I3_6 [Invasion of private life] Other reactions

3. Did you report to or inform someone about the damage? Please choose all that apply.
 6) Other (Specify: _____)

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	176	16.8	96.7
Yes	1	4	0.4	2.2
NA	9	2	0.2	1.1
NAP	8	868	82.7	
Total		1,050	100.0	100.0

I3_3_1 [Invasion of private life] Reason for not reporting to police

3.1. If you did not report to the police about the damage, what was the reason?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Did not know how to make a report	1	5	0.5	2.7
Did not think it was worth reporting	2	37	3.5	20.3
Because report procedure was too complicated	3	9	0.9	4.9
Because it would have been of no effect	4	56	5.3	30.8
Could solve it by myself	5	10	1.0	5.5
Other	6	5	0.5	2.7
NA	9	60	5.7	33.0
NAP	8	868	82.7	
Total		1,050	100.0	100.0

M. The following are questions about privacy invasion at workplace

m1_1 [Privacy invasion at worksite] Email was monitored

1. During the last year, to what extent have you experienced the following at your workplace?
 1) Your email was monitored

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	723	68.9	68.9
Seldom	2	239	22.8	22.8

Often	3	46	4.4	4.4
Very often	4	9	0.9	0.9
NA	9	33	3.1	3.1
Total		1,050	100.0	100.0

m1_2 [Privacy invasion at worksite] Surveillance camera

1. During the last year, to what extent have you experienced the following at your workplace?
2) Your activities were watched by surveillance camera

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	670	63.8	63.8
Seldom	2	232	22.1	22.1
Often	3	92	8.8	8.8
Very often	4	27	2.6	2.6
NA	9	29	2.8	2.8
Total		1,050	100.0	100.0

m1_3 [Privacy invasion at worksite] Web sites were inspected

1. During the last year, to what extent have you experienced the following at your workplace?
3) Web sites you visited were inspected

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	700	66.7	66.7
Seldom	2	240	22.9	22.9
Often	3	58	5.5	5.5
Very often	4	22	2.1	2.1
NA	9	30	2.9	2.9
Total		1,050	100.0	100.0

m1_4 [Privacy invasion at worksite] Telephone conversations were tapped

1. During the last year, to what extent have you experienced the following at your workplace?
4) Your telephone conversations were tapped by a superior

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	783	74.6	74.6
Seldom	2	214	20.4	20.4
Often	3	14	1.3	1.3
Very often	4	7	0.7	0.7

NA	9	32	3.0	3.0
Total		1,050	100.0	100.0

m1_5 [Privacy invasion at worksite] Superiors made issue of credit status

1. During the last year, to what extent have you experienced the following at your workplace?
5) A superior made an issue of your credit status

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	755	71.9	71.9
Seldom	2	225	21.4	21.4
Often	3	29	2.8	2.8
Very often	4	8	0.8	0.8
NA	9	33	3.1	3.1
Total		1,050	100.0	100.0

m1_6 [Privacy invasion at worksite] Superiors made issue of private life

1. During the last year, to what extent have you experienced the following at your workplace?
6) A superior made an issue of your private life

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	715	68.1	68.1
Seldom	2	242	23.0	23.0
Often	3	56	5.3	5.3
Very often	4	7	0.7	0.7
NA	9	30	2.9	2.9
Total		1,050	100.0	100.0

m1_7 [Privacy invasion at worksite] Superiors made issue of medical records

1. During the last year, to what extent have you experienced the following at your workplace?
7) A superior made an issue of your health status or medical records

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Never	1	746	71.0	71.0
Seldom	2	240	22.9	22.9
Often	3	29	2.8	2.8
Very often	4	6	0.6	0.6
NA	9	29	2.8	2.8
Total		1,050	100.0	100.0

m2 R knows how to obtain compensation when company invaded information

2. Do you know how to obtain compensation when a business company invaded your personal information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	183	17.4	17.4
No	2	848	80.8	80.8
NA	9	19	1.8	1.8
Total		1,050	100.0	100.0

m3 Effective way to protect private life/personal information

3. From below, which one do you think is most effective for protecting private life and personal information? Please choose one.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Strict government regulation	1	470	44.8	44.8
Self-regulation by business corporations	2	171	16.3	16.3
Monitoring activities by non-governmental organizations	3	93	8.9	8.9
Development of information protection technology	4	114	10.9	10.9
Individuals taking greater caution by themselves	5	186	17.7	17.7
NA	9	16	1.5	1.5
Total		1,050	100.0	100.0

N. Next, we would like to ask you about your Internet activities

n1 Yes/No: R uses internet

1. Do you use the Internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	692	65.9	65.9
No	2	356	33.9	33.9
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

n2 How many hours R uses internet per day

2. How many hours per day, on average, do you use the Internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Half an hour or less	1	108	10.3	15.6
An hour or less	2	246	23.4	35.5
2 to 3 hours	3	252	24.0	36.4
4 to 5 hours	4	47	4.5	6.8
6 to 7 hours	5	20	1.9	2.9
8 hours or more	6	13	1.2	1.9
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n3 How much money R spent on internet during last six months

3. During the last six months, about how much of money have spent in total on the Internet including charges for information usage?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	150	14.3	21.7
10,000 Won or less	2	93	8.9	13.4
20,000 to 50,000 Won	3	256	24.4	37.0
60,000 to 90,000 Won	4	69	6.6	10.0
100,000 Won or more	5	119	11.3	17.2
NA	9	5	0.5	0.7
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n4 Yes/No: There is internet site R gave personal information

4. Is there an Internet site to which you have given your personal information and joined membership?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	1	35	3.3	5.1
Yes	2	653	62.2	94.4
NA	9	4	0.4	0.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n4_1 How many sites has R joined membership

4.1. If there is, about how many sites have you joined membership?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
5 or less	1	250	23.8	36.1
10 or less	2	217	20.7	31.4
15 or less	3	94	9.0	13.6
20 or less	4	43	4.1	6.2
25 or less	5	12	1.1	1.7
30 or less	6	18	1.7	2.6
35 or less	7	8	0.8	1.2
40 or less	8	4	0.4	0.6
41 or over	9	9	0.9	1.3
NA	99	37	3.5	5.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n5 How familiar is R with retrieving data on internet

5. In your opinion, how familiar are you with retrieving data on the Internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very familiar	1	98	9.3	14.2
Familiar	2	297	28.3	42.9
So so	3	195	18.6	28.2
Not familiar	4	83	7.9	12.0
Not at all familiar	5	17	1.6	2.5
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n6 To what extent does R provide personal information

6. If asked to provide personal information(your name, address, resident registration number, telephone number, etc) by a web site, to what extent do you provide the information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always provide	1	95	9.0	13.7

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Usually provide	2	464	44.2	67.1
Usually not provide	3	105	10.0	15.2
Never provide	4	9	0.9	1.3
Never provide	5	17	1.6	2.5
NAP	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n7 How often R reads privacy policies for internet sites

7. How often do you read the privacy policies for Internet sites before you register?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Always read	1	37	3.5	5.3
Usually read	2	214	20.4	30.9
Usually not read	3	301	28.7	43.5
Never read	4	138	13.1	19.9
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n7_1 Reason for not reading privacy policies

7.1. If you do not read the privacy policies for Internet sites before you register, what is the main reason for that?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Because I cannot be bothered	1	274	26.1	39.6
Because it won't change my decision anyway	2	69	6.6	10.0
Because the privacy protection policy provided at a web site is merely a matter of routine	3	155	14.8	22.4
Because it is too complicated and difficult to understand	4	49	4.7	7.1
Other	6	6	0.6	0.9
NA	9	139	13.2	20.1
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n8 How concerned is R about possibility of information being disclosed

8. How concerned are you about the possibility of your personal information being disclosed when you apply for a membership at a web site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very concerned	1	127	12.1	18.4
Somewhat concerned	2	379	36.1	54.8
So so	3	135	12.9	19.5
Somewhat not concerned	4	43	4.1	6.2
Not at all concerned	5	6	0.6	0.9
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n9 How often R requests to remove personal information

9. To what extent have you made requests to Internet sites for fears of privacy disclosure to remove your name and address from the list which was being used for marketing or advertisement purposes?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	13	1.2	1.9
Often	2	65	6.2	9.4
A few times	3	242	23.0	35.0
Never	4	369	35.1	53.3
NA	9	3	0.3	0.4
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n10 How often R requests to use payment options other than credit card

10. To what extent have you made requests or selected to use payment options other than credit card for fears of privacy disclosure when purchasing a product or making a reservation on the Internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	20	1.9	2.9
Often	2	56	5.3	8.1
A few times	3	228	21.7	32.9
Never	4	382	36.4	55.2
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n11 How often R provides false information when applying for membership

11. When you applied for a membership at a web site, to what extent have you provided false information for fears of privacy disclosure?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	27	2.6	3.9
Often	2	53	5.0	7.7
A few times	3	276	26.3	39.9
Never	4	334	31.8	48.3
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

n12 How often R withdraws from membership for fear or privacy disclosure

12. To what extent have you withdrawn from or given up applying for a membership to a web site because it had the history of unlawfully disclosing members' personal information?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very often	1	12	1.1	1.7
Often	2	31	3.0	4.5
A few times	3	188	17.9	27.2
Never	4	459	43.7	66.3
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

O. Please read the following carefully, and choose an answer for each question which most closely describes your opinion
 : Suppose that you are visiting the web site of a bank which provides online investment consulting service. On the web site, you will be asked about your income, current state of investment, the purpose of investment, and so on. However, they will not ask you to provide personal information such as your name or resident registration number.

o1 How likely is R to provide information to website of bank

1. How likely are you to provide the information(income, investment state, investment purpose, etc) requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Certainly likely to provide	1	56	5.3	8.1
Probably likely to provide	2	381	36.3	55.1
Not sure	3	115	11.0	16.6
Probably not likely to provide	4	104	9.9	15.0
Certainly not likely to provide	5	33	3.1	4.8
NA	9	3	0.3	0.4
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o1_1 Sending guide book+C159: How likely is R to provide information

1.1. If the web site asked you for your name, address, resident registration number, and so on, and also sent you a guide book on investment, how likely are you to provide the information requested in the previous question(Q1)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Certainly likely to provide	1	17	1.6	2.5
Probably likely to provide	2	198	18.9	28.6
Not sure	3	203	19.3	29.3
Probably not likely to provide	4	212	20.2	30.6
Certainly not likely to provide	5	60	5.7	8.7
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

O. Please read the following carefully, and choose an answer for each question which most closely describes your opinion
 : Suppose that you are visiting a web site which provides information on news, weather, sports events, and so on. It is the site in which you are very interested and visit quite often. The site asks you a few questions about your postal code and matters of interest, and requests for your response. The site explains that they need such information in order to provide information suited for customer's personal interest and for service improvement. However, the site does not ask for your name

o2 How likely is R to provide postal code/interests to portal site

2. How likely are you to provide the information(your postal code and matters of interest) requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Certainly likely to provide	1	41	3.9	5.9
Probably likely to provide	2	439	41.8	63.4
Not sure	3	101	9.6	14.6
Probably not likely to provide	4	90	8.6	13.0
Certainly not likely to provide	5	19	1.8	2.7
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o2_1 How likely is R to provide name to portal site

2.1. If the web site asked you for your name, how likely are you to provide the information requested in the previous question(Q2)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Certainly likely to provide	1	27	2.6	3.9
Probably likely to provide	2	345	32.9	49.9
Not sure	3	138	13.1	19.9
Probably not likely to provide	4	143	13.6	20.7
Certainly not likely to provide	5	37	3.5	5.3
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o2_2 Removing information: How likely is R to provide information

2.2. If the web site collected your name, and had the policy of removing your name and all other information from the database had you not visited the site for three months, would you provide more or less of the information requested in the previous question(question #2)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Would provide more information	1	177	16.9	25.6
Would provide less information	2	93	8.9	13.4
My answer would not change	3	420	40.0	60.7
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

O. Please read the following carefully, and choose an answer for each question which most closely describes your opinion
: Suppose that you found an interesting web site on the Internet while searching for information related to hobbies. However, the site is maintained by a company which you have never heard of or are unfamiliar with. If you register for this site, you will receive coupons or a pamphlet containing additional information for free of charge. The site asks you for your name, address, etc for membership registration.

o3 Providing coupons: How likely is R to provide information

3. How likely are you to provide the information(your name, address, etc) requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Certainly likely to provide	1	18	1.7	2.6
Probably likely to provide	2	267	25.4	38.6
Not sure	3	140	13.3	20.2
Probably not likely to provide	4	214	20.4	30.9
Certainly not likely to provide	5	51	4.9	7.4
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o3_1 Legal regulation for using information: How likely is R to provide information

3.1. If the web site was subject to legal regulation for using your name, address, etc for purposes other than that was originally specified, would you provide more or less of the information requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Would provide more information	1	194	18.5	28.0
Would provide less information	2	107	10.2	15.5
My answer would not change	3	390	37.1	56.4
NA	9	1	0.1	0.1
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o3_2 For mailing coupons: How likely is R to provide information

3.2. If the web site clearly stated that they were going to use your name and address only for the purpose of mailing pamphlets or coupons to you, would you provide more or less of the information requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Would provide more information	1	196	18.7	28.3
Would provide less information	2	57	5.4	8.2
My answer would not change	3	436	41.5	63.0
NA	9	3	0.3	0.4
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o3_3 For promoting new products: How likely is R to provide information

3.3. If the web site used your name and address not only for mailing pamphlets or coupons but also for regularly promoting new products, and shared your information with other companies, would you provide more or less of the information requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Would provide more information	1	57	5.4	8.2
Would provide less information	2	313	29.8	45.2
My answer would not change	3	321	30.6	46.4
NA	9	1	0.1	0.1
NAP	0	358	34.1	
Total		1,050	100.0	100.0

o3_4 If information can be removed: How likely is R to provide information

3.4. Suppose that your information can be removed from the site at your wish, would you provide more or less of the information requested by the site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	213	20.3	30.8
No	2	476	45.3	68.8
NA	9	3	0.3	0.4
NAP	0	358	34.1	
Total		1,050	100.0	100.0

P. The following questions aim to examine how active you are on Internet activities. To begin with, among the web sites that you have membership with, please choose one in which you are most actively participating.

p1 [Internet activity] Type of website

1. What type of web site is that?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Business company, business forum, public office, or university web site	1	47	4.5	6.8
Computer company, or software web site	2	10	1.0	1.4
Information and communication company web site(n016, TTL, etc)	3	15	1.4	2.2
Newspaper/magazine/broadcast-related web site	4	47	4.5	6.8
Shopping-related web site(Amazon, Interpark, etc)	5	44	4.2	6.4
Knowledge or information providing web site(language, movies, music, health, medical service, childcare, market information, etc.)	6	107	10.2	15.5
Internet community web site(Yahoo, Simmani, Netian, etc.)	7	269	25.6	38.9
Voluntarily created personal or fraternal web site aside from community web site(hobby club, etc.)	8	83	7.9	12.0
Entertainment or game-related web site	9	44	4.2	6.4
Other	10	7	0.7	1.0
Never joined an Internet site	11	18	1.7	2.6
NA	99	1	0.1	0.1

NAP	0	358	34.1	
Total		1,050	100.0	100.0

p2 [Internet activity] How long R has been member of website

2. How long have you been a member of that web site?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
A week or less	1	13	1.2	1.9
2 weeks or less	2	15	1.4	2.2
A month or less	3	22	2.1	3.2
3 months or less	4	64	6.1	9.2
6 months or less	5	132	12.6	19.1
11 months or less	6	44	4.2	6.4
12 months or more	7	381	36.3	55.1
NA	9	21	2.0	3.0
NAP	0	358	34.1	
Total		1,050	100.0	100.0

p3_1 [Internet activity] Why joined: For interest

3. What is the purpose for joining the web site? Please choose all that apply.

1) Simply for interest

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	547	52.1	79.0
Yes	1	126	12.0	18.2
NA	9	19	1.8	2.7
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_2 [Internet activity] Why joined: To obtain information

3. What is the purpose for joining the web site? Please choose all that apply.

2) To obtain information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	262	25.0	37.9
Yes	1	412	39.2	59.5
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_3 [Internet activity] Why joined: To buy products

3. What is the purpose for joining the web site? Please choose all that apply.
3) To buy products or to make reservations

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	582	55.4	84.1
Yes	1	92	8.8	13.3
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_4 [Internet activity] Why joined: Membership benefits

3. What is the purpose for joining the web site? Please choose all that apply.
4) Because of the attractiveness of the membership benefits such as giveaways

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	650	61.9	93.9
Yes	1	24	2.3	3.5
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_5 [Internet activity] Why joined: To get know many people

3. What is the purpose for joining the web site? Please choose all that apply.
5) To get to know many people

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	542	51.6	78.3
Yes	1	132	12.6	19.1
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_6 [Internet activity] Why joined: To use service such as email

3. What is the purpose for joining the web site? Please choose all that apply.
6) To use additional service such as email or home page

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	392	37.3	56.6
Yes	1	282	26.9	40.8
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p3_7 [Internet activity] Why joined: Other purpose

3. What is the purpose for joining the web site? Please choose all that apply.
7) Other purpose

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	665	63.3	96.1
Yes	1	9	0.9	1.3
NA	9	18	1.7	2.6
NAP	8	358	34.1	
Total		1,050	100.0	100.0

p4 How much information did R provide for membership

4. How much of personal information requested by the web site did you provide for membership registration?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Faithfully provided all of the information	1	122	11.6	17.6
Faithfully Provided some of the information	2	327	31.1	47.3
Provided required information only and left optional ones blank	3	216	20.6	31.2
Provided false information	4	9	0.9	1.3
NA	9	18	1.7	2.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

Q. The following questions aim to understand about the web sites that you have joined. As in the previous questions, among the sites that you have registered for membership, please answer about the one in which you are most actively participating.

q1_1 [Internet site R joined] Well known site

1. To begin with, we would like to ask about the general characteristics of the web site. For each statement below, please choose one which most closely represents your opinion.

1) It is a well known site

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	337	32.1	48.7
True	2	244	23.2	35.3
So so	3	58	5.5	8.4
Not true	4	17	1.6	2.5
Not at all true	5	9	0.9	1.3
DK	6	8	0.8	1.2
NA	9	19	1.8	2.7
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q1_2 [Internet site R joined] Large membership

1. To begin with, we would like to ask about the general characteristics of the web site. For each statement below, please choose one which most closely represents your opinion.

2) It has a large membership

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	330	31.4	47.7
True	2	235	22.4	34.0
So so	3	68	6.5	9.8
Not true	4	17	1.6	2.5
Not at all true	5	9	0.9	1.3
DK	6	12	1.1	1.7
NA	9	21	2.0	3.0
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q1_3 [Internet site R joined] Good reputation

1. To begin with, we would like to ask about the general characteristics of the web site. For each statement below, please choose one which most closely represents your opinion.

3) In general, it has a good reputation

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	182	17.3	26.3
True	2	292	27.8	42.2
So so	3	122	11.6	17.6
Not true	4	18	1.7	2.6
Not at all true	5	8	0.8	1.2
DK	6	48	4.6	6.9
NA	9	22	2.1	3.2
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q1_4 [Internet site R joined] High-quality service

1. To begin with, we would like to ask about the general characteristics of the web site. For each statement below, please choose one which most closely represents your opinion.

4) It provides a high-quality service

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	100	9.5	14.5
True	2	299	28.5	43.2
So so	3	213	20.3	30.8
Not true	4	28	2.7	4.0
Not at all true	5	9	0.9	1.3
DK	6	21	2.0	3.0
NA	9	22	2.1	3.2
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q2_1 [Internet site R joined] Members can read/remove information

2. The following questions aim to examine the ways in which the web site manages membership information. For each statement below, please choose one which most closely represents your opinion.

1) The site makes it possible for members to read, revise, and remove member information at their wish

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	477	45.4	68.9

No	2	56	5.3	8.1
Don't know	3	138	13.1	19.9
NA	9	21	2.0	3.0
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q2_2 [Internet site R joined] It asks for members' prior consent when using information

2. The following questions aim to examine the ways in which the web site manages membership information. For each statement below, please choose one which most closely represents your opinion.
2) The site asks for members' prior consent when using member information for purposes other than the originally specified

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	176	16.8	25.4
No	2	100	9.5	14.5
Don't know	3	395	37.6	57.1
NA	9	21	2.0	3.0
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q2_3 [Internet site R joined] It offers option menu for newsletter subscription

2. The following questions aim to examine the ways in which the web site manages membership information. For each statement below, please choose one which most closely represents your opinion.
3) The site offers an option menu for newsletter subscription

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Yes	1	486	46.3	70.2
No	2	58	5.5	8.4
Don't know	3	125	11.9	18.1
NA	9	23	2.2	3.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q3_1 [Internet site R joined] Participating is beneficial

3. Now we would like to ask your opinion about the benefits you gain from the web site. For each statement below, please choose one which most closely represents your opinion.
1) Participating in this site as a member is beneficial for me

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	114	10.9	16.5

True	2	342	32.6	49.4
So so	3	190	18.1	27.5
Not true	4	17	1.6	2.5
Not at all true	5	9	0.9	1.3
NA	9	20	1.9	2.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q3_2 [Internet site R joined] Information is helpful

3. Now we would like to ask your opinion about the benefits you gain from the web site. For each statement below, please choose one which most closely represents your opinion.

2) The information gained from the site is helpful for me

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	103	9.8	14.9
True	2	367	35.0	53.0
So so	3	168	16.0	24.3
Not true	4	24	2.3	3.5
Not at all true	5	10	1.0	1.4
NA	9	20	1.9	2.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q3_3 [Internet site R joined] Incoming emails are helpful

3. Now we would like to ask your opinion about the benefits you gain from the web site. For each statement below, please choose one which most closely represents your opinion.

3) The incoming emails from the site are helpful for me

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	70	6.7	10.1
True	2	193	18.4	27.9
So so	3	266	25.3	38.4
Not true	4	113	10.8	16.3
Not at all true	5	28	2.7	4.0
NA	9	22	2.1	3.2
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q4_1 [Internet site R joined] R trusts that it would not use information

4. The following are questions about privacy invasion on the Internet. Concerning the web site referred to above as your most actively participating site, please choose one which most closely represents your opinion.

1) I trust that the site would not unlawfully use my personal information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	68	6.5	9.8
True	2	290	27.6	41.9
So so	3	234	22.3	33.8
Not true	4	71	6.8	10.3
Not at all true	5	12	1.1	1.7
NA	9	17	1.6	2.5
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q4_2 [Internet site R joined] It will use information bringing benefits to R

4. The following are questions about privacy invasion on the Internet. Concerning the web site referred to above as your most actively participating site, please choose one which most closely represents your opinion.

2) The site will use my personal information towards bringing benefits to me

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	43	4.1	6.2
True	2	182	17.3	26.3
So so	3	318	30.3	46.0
Not true	4	112	10.7	16.2
Not at all true	5	19	1.8	2.7
NA	9	18	1.7	2.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q4_3 [Internet site R joined] It is possible that information will be disclosed

4. The following are questions about privacy invasion on the Internet. Concerning the web site referred to above as your most actively participating site, please choose one which most closely represents your opinion.

3) It is highly possible that my personal information will be disclosed from this site

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	44	4.2	6.4

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True	2	185	17.6	26.7
So so	3	306	29.1	44.2
Not true	4	125	11.9	18.1
Not at all true	5	14	1.3	2.0
NA	9	18	1.7	2.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q4_4 [Internet site R joined] It is possible that private life will be invaded by information

4. The following are questions about privacy invasion on the Internet. Concerning the web site referred to above as your most actively participating site, please choose one which most closely represents your opinion.

4) It is possible that my private life will be invaded by the personal information given to the site

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very true	1	36	3.4	5.2
True	2	214	20.4	30.9
So so	3	273	26.0	39.5
Not true	4	133	12.7	19.2
Not at all true	5	18	1.7	2.6
NA	9	18	1.7	2.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q5_1 Web site R considers to be reliable: 1st

5. In terms of personal information protection, what type of web sites do you consider to be most reliable? Please choose three from below in the order of your feeling of reliability.

5.1. Most reliable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Sites that offer high-quality service in both quality and quantity	1	156	14.9	22.5
Sites that are maintained by the company or organization that I trust	2	112	10.7	16.2
Sites that clearly define personal information protection policy	3	121	11.5	17.5
Sites that are certified by an institution with public confidence	4	144	13.7	20.8
Sites that are well-known among Internet users	5	106	10.1	15.3
Sites that are recommended by the professionals in the field	6	26	2.5	3.8

Sites that clearly offer technical measures against hacking	7	25	2.4	3.6
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q5_2 Web site R considers to be reliable: 2nd

5. In terms of personal information protection, what type of web sites do you consider to be most reliable?
Please choose three from below in the order of your feeling of reliability.

5.2. Second most reliable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Sites that offer high-quality service in both quality and quantity	1	117	11.1	16.9
Sites that are maintained by the company or organization that I trust	2	98	9.3	14.2
Sites that clearly define personal information protection policy	3	101	9.6	14.6
Sites that are certified by an institution with public confidence	4	157	15.0	22.7
Sites that are well-known among Internet users	5	111	10.6	16.0
Sites that are recommended by the professionals in the field	6	72	6.9	10.4
Sites that clearly offer technical measures against hacking	7	33	3.1	4.8
Other	8	1	0.1	0.1
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q5_3 Web site R considers to be reliable: 3rd

5. In terms of personal information protection, what type of web sites do you consider to be most reliable?
Please choose three from below in the order of your feeling of reliability.

5.3. Third most reliable

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Sites that offer high-quality service in both quality and quantity	1	104	9.9	15.0
Sites that are maintained by the company or organization that I trust	2	118	11.2	17.1
Sites that clearly define personal information protection policy	3	89	8.5	12.9

Sites that are certified by an institution with public confidence	4	89	8.5	12.9
Sites that are well-known among Internet users	5	117	11.1	16.9
Sites that are recommended by the professionals in the field	6	107	10.2	15.5
Sites that clearly offer technical measures against hacking	7	63	6.0	9.1
NA	9	5	0.5	0.7
NAP	0	358	34.1	
Total		1,050	100.0	100.0

q6 Who is responsible for regulating use of personal information on internet

6. Who do you consider to be most responsible for protecting and regulating the use of personal information on the Internet?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Government	1	206	19.6	29.8
The companies or the web sites themselves	2	397	37.8	57.4
Private self-regulatory organization	3	26	2.5	3.8
Individuals using web sites	4	51	4.9	7.4
Web sites should not be regulated	5	8	0.8	1.2
Other	6	2	0.2	0.3
NA	9	2	0.2	0.3
NAP	0	358	34.1	
Total		1,050	100.0	100.0

R. The following are questions about the damages of private life or personal information invasion in cyberspace. During the last year, to what extent have you experienced each of the following damages?

r1 In cyberspace: Credit card was stolen online

1) Credit card was stolen online

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	660	62.9	95.4
1-2 times	2	18	1.7	2.6
3-5 times	3	8	0.8	1.2

6-9 times	4	1	0.1	0.1
10 times or more	5	1	0.1	0.1
NA	9	4	0.4	0.6
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r2 In cyberspace: Cyber banking/Cyber stock was stolen

2) Cyber banking or cyber stock was stolen

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	660	62.9	95.4
1-2 times	2	17	1.6	2.5
3-5 times	3	4	0.4	0.6
6-9 times	4	2	0.2	0.3
10 times or more	5	3	0.3	0.4
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r3 In cyberspace: Electronic document was stolen/destroyed

3) Electronic document(including web contents) was stolen, altered, or destroyed

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	636	60.6	91.9
1-2 times	2	34	3.2	4.9
3-5 times	3	10	1.0	1.4
6-9 times	4	3	0.3	0.4
10 times or more	5	2	0.2	0.3
NA	9	7	0.7	1.0
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r4 In cyberspace: False information was transmitted

4) False information about you was transmitted, or your reputation was damaged

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	648	61.7	93.6

1-2 times	2	20	1.9	2.9
3-5 times	3	10	1.0	1.4
6-9 times	4	3	0.3	0.4
10 times or more	5	3	0.3	0.4
NA	9	8	0.8	1.2
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r5 In cyberspace: Private life was invaded by candid camera

5) Private life was invaded by a candid camera

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	656	62.5	94.8
1-2 times	2	19	1.8	2.7
3-5 times	3	5	0.5	0.7
6-9 times	4	3	0.3	0.4
10 times or more	5	3	0.3	0.4
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r6 In cyberspace: ID/Password was stolen

6) Id or password was stolen

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	540	51.4	78.0
1-2 times	2	106	10.1	15.3
3-5 times	3	26	2.5	3.8
6-9 times	4	7	0.7	1.0
10 times or more	5	7	0.7	1.0
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r7 In cyberspace: Someone joined website using R's information

7) Someone joined a web site using my information

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	1	553	52.7	79.9
1-2 times	2	112	10.7	16.2
3-5 times	3	17	1.6	2.5
6-9 times	4	1	0.1	0.1
10 times or more	5	4	0.4	0.6
NA	9	5	0.5	0.7
NAP	0	358	34.1	
Total		1,050	100.0	100.0

r8 How often R receives spam mails

8. To what extent have you have received a spam mail(unwanted or unidentified electronic email)?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Everyday	1	181	17.2	26.2
Every 2-3 days	2	142	13.5	20.5
Every 4-6 days	3	41	3.9	5.9
Once a week	4	56	5.3	8.1
Every 2-4 weeks	5	19	1.8	2.7
Once a month	6	22	2.1	3.2
Rarely	7	154	14.7	22.3
Never	8	71	6.8	10.3
NA	9	6	0.6	0.9
NAP	0	358	34.1	
Total		1,050	100.0	100.0

S. Now, we are going to ask a few questions about your personal information. The information provided by you will be used for classification purpose only.

s1 Political affiliation

1. In general, which one from below do you consider to be closer to your political orientation?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Progressive	1	248	23.6	23.6
Moderate	2	578	55.0	55.0
Conservative	3	217	20.7	20.7
NA	9	7	0.7	0.7
Total		1,050	100.0	100.0

s2 Respondent: Sex

2. What is your sex?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Male	1	518	49.3	49.3
Female	2	532	50.7	50.7
Total		1,050	100.0	100.0

s3 Respondent: Age

3. What is your age?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
20	20	13	1.2	1.2
21	21	13	1.2	1.2
22	22	24	2.3	2.3
23	23	22	2.1	2.1
24	24	39	3.7	3.7
25	25	40	3.8	3.8
26	26	40	3.8	3.8
27	27	38	3.6	3.6
28	28	46	4.4	4.4
29	29	42	4.0	4.0

30	30	31	3.0	3.0
31	31	39	3.7	3.7
32	32	48	4.6	4.6
33	33	36	3.4	3.4
34	34	36	3.4	3.4
35	35	30	2.9	2.9
36	36	31	3.0	3.0
37	37	25	2.4	2.4
38	38	27	2.6	2.6
39	39	21	2.0	2.0
40	40	25	2.4	2.4
41	41	18	1.7	1.7
42	42	32	3.0	3.0
43	43	24	2.3	2.3
44	44	16	1.5	1.5
45	45	20	1.9	1.9
46	46	25	2.4	2.4
47	47	15	1.4	1.4
48	48	42	4.0	4.0
49	49	19	1.8	1.8
50	50	20	1.9	1.9
51	51	15	1.4	1.4
52	52	31	3.0	3.0
53	53	16	1.5	1.5
54	54	19	1.8	1.8
55	55	19	1.8	1.8
56	56	13	1.2	1.2
57	57	17	1.6	1.6
58	58	16	1.5	1.5
59	59	4	0.4	0.4
60	60	1	0.1	0.1
61	61	1	0.1	0.1
63	63	1	0.1	0.1
Total		1,050	100.0	100.0

s4 Respondent: Marital status

4. What is your marital status?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Married	1	635	60.5	60.5
Living with someone as a couple	2	9	0.9	0.9
Separated	3	6	0.6	0.6
Divorced	4	10	1.0	1.0
Widow/Widower	5	11	1.0	1.0
Never married	6	379	36.1	36.1
Total		1,050	100.0	100.0

s5 Respondent: Highest level of education

5. What is the highest level of education you have obtained?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Elementary school or below	1	10	1.0	1.0
Middle school(including drop-out)	2	46	4.4	4.4
High school(including drop-out)	3	363	34.6	34.6
2-year college(including currently attending, drop-out, or graduated)	4	135	12.9	12.9
4-year college(including currently attending, drop-out, or graduated)	5	453	43.1	43.1
Graduate school or over	6	43	4.1	4.1
Total		1,050	100.0	100.0

s6 Amount of monthly household income

6. What is the monthly income in your household?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
500,000 Won or less	1	28	2.7	2.7
500,000 to 1,000,000 Won	2	60	5.7	5.7
1,000,000 to 1,500,000 Won	3	210	20.0	20.0
1,500,000 to 2,000,000 Won	4	247	23.5	23.5
2,000,000 to 2,500,000 Won	5	201	19.1	19.1
2,500,000 to 3,000,000 Won	6	120	11.4	11.4
3,000,000 to 3,500,000 Won	7	75	7.1	7.1

3,500,000 to 4,000,000 Won	8	32	3.0	3.0
4,000,000 to 4,500,000 Won	9	33	3.1	3.1
4,500,000 Won or more	10	37	3.5	3.5
NA	99	7	0.7	0.7
Total		1,050	100.0	100.0

s7 Type of housing

7. Type of housing currently residing

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
House	1	252	24.0	24.0
Multi-family housing	2	331	31.5	31.5
Apartment	3	408	38.9	38.9
Shanty	4	3	0.3	0.3
Commercial building	5	44	4.2	4.2
Other	6	12	1.1	1.1
Total		1,050	100.0	100.0

s8 Ownership of housing

8. Ownership of the housing currently residing

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Self-owned	1	610	58.1	58.1
Leased on a deposit basis(house)	2	290	27.6	27.6
Leased on a deposit basis(room)	3	66	6.3	6.3
Monthly rent	4	48	4.6	4.6
Other	5	34	3.2	3.2
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s9 Number of rooms in housing

9. Number of rooms in the housing currently residing

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
1	1	60	5.7	5.7
2	2	222	21.1	21.1
3	3	582	55.4	55.4

4	4	147	14.0	14.0
5	5	21	2.0	2.0
6	6	3	0.3	0.3
7	7	4	0.4	0.4
8 or more	8	7	0.7	0.7
NA	9	4	0.4	0.4
Total		1,050	100.0	100.0

s10_1 Type of car R owns(1)

10. Do you own a car? If so, what type of car do you own?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	0	298	28.4	28.4
Small size car	1	302	28.8	28.8
Midsize car	2	253	24.1	24.1
Luxury car	3	60	5.7	5.7
RV (recreation vehicle)	4	104	9.9	9.9
Van	5	16	1.5	1.5
Light truck	6	10	1.0	1.0
Large truck	7	1	0.1	0.1
NA	9	6	0.6	0.6
Total		1,050	100.0	100.0

s10_2 Type of car R owns(2)

10. Do you own a car? If so, what type of car do you own?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	0	3	0.3	0.3
Small size car	1	10	1.0	1.0
Midsize car	2	3	0.3	0.3
RV (recreation vehicle)	4	3	0.3	0.3
Light truck	6	2	0.2	0.2
NA	9	1,029	98.0	98.0
Total		1,050	100.0	100.0

s10_3 Type of car R owns(3)

10. Do you own a car? If so, what type of car do you own?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
None	0	3	0.3	0.3
Small size car	1	1	0.1	0.1
NA	9	1,046	99.6	99.6
Total		1,050	100.0	100.0

s11_1 R owns washing machine in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

1) Washing machine

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	28	2.7	2.7
Yes	1	1,020	97.1	97.1
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_2 R owns large stereo system in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

2) Large stereo system

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	528	50.3	50.3
Yes	1	520	49.5	49.5
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_3 R owns condominium membership

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

3) Condominium membership

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	948	90.3	90.3
Yes	1	100	9.5	9.5

NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_4 R owns air conditioner in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

4) Air conditioner

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	492	46.9	46.9
Yes	1	556	53.0	53.0
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_5 R owns digital camcorder in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

5) Digital camcorder

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	830	79.0	79.0
Yes	1	218	20.8	20.8
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_6 R owns Kimchi refrigerator in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

6) Kimchi refrigerator

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	632	60.2	60.2
Yes	1	415	39.5	39.5
NA	9	3	0.3	0.3
Total		1,050	100.0	100.0

s11_7 R owns sports center membership

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.
 7) Sports center membership

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	948	90.3	90.3
Yes	1	100	9.5	9.5
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_8 R owns TV sized over 29 inches in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.
 8) TV sized over 29 inches

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	436	41.5	41.5
Yes	1	612	58.3	58.3
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_9 R owns gas oven in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.
 9) Gas oven

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	628	59.8	59.8
Yes	1	420	40.0	40.0
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_10 R owns refrigerator in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.
 10) Refrigerator

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	29	2.8	2.8

Yes	1	1,019	97.0	97.0
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s11_11 R owns microwave oven in house

11. Among the household goods listed below, which ones do you own in your house? Please choose all that apply.

11) Microwave oven

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
No	0	168	16.0	16.0
Yes	1	880	83.8	83.8
NA	9	2	0.2	0.2
Total		1,050	100.0	100.0

s12 Respondent: Occupation

12. What is your main occupation? Please write the number from the occupation classification table shown on the next page.

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Medical Doctors	11	2	0.2	0.2
Pharmacists/Nurses	12	21	2.0	2.0
Lawyers/Judges/Public Prosecutors/Accountants	13	3	0.3	0.3
College Professors/Researchers	14	8	0.8	0.8
Teachers	15	34	3.2	3.2
Journalists/Broadcasters	16	7	0.7	0.7
Religious Professionals/Athletes/Artists	17	18	1.7	1.7
Engineers	18	22	2.1	2.1
Other Professionals	19	27	2.6	2.6
Small Business CEO (employ 5 or more)	21	12	1.1	1.1
Large Company Executives	22	23	2.2	2.2
Senior Government Officials	23	6	0.6	0.6
Senior Officials of Social Organization	24	3	0.3	0.3
Field Officers or over/Police Managers	25	3	0.3	0.3
Other Professional Services Managers	26	6	0.6	0.6
Office Workers/Bank Workers/General Office Clerks	31	253	24.1	24.1
Clerks of Social Organization	32	14	1.3	1.3
Telephonists/Postmen/Typists	33	2	0.2	0.2

Company Grade Officers and Warrant Officers/Police Officers	34	12	1.1	1.1
Other Clerks	37	11	1.0	1.0
Retail and Wholesale Shop Keepers (employ fewer than 5)/Real Estate Agents	41	104	9.9	9.9
Retail Salespersons/Door to Door Salespersons	42	45	4.3	4.3
Street Stall Salespersons and Vendors	43	8	0.8	0.8
Other Salespersons	44	11	1.0	1.0
Restaurants/Inn/Barbershop/Hair Saloon/Laundry Owners, etc.	51	58	5.5	5.5
Food Service/Lodging Service/Barbers/Hairdressers/Laundry and Ironing Workers	52	35	3.3	3.3
Other Service Workers	54	13	1.2	1.2
Manufacturing Supervisors/Skilled(Semi-Skilled) Manufacturing Workers	61	24	2.3	2.3
Manufacturing labourers	62	15	1.4	1.4
Elementary Workers/Chauffeurs	63	12	1.1	1.1
Drivers(auto, heavy equipment)	64	7	0.7	0.7
Small Farmers	73	1	0.1	0.1
Poor Farmers	74	1	0.1	0.1
Housemakers	81	158	15.0	15.0
Unemployed Persons	83	16	1.5	1.5
Others	84	43	4.1	4.1
NA	99	12	1.1	1.1
Total		1,050	100.0	100.0

s13 Number of employees at workplace

13. What is the total number of employees at the workplace you are currently working?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
5 or less	1	241	23.0	23.0
6-9	2	90	8.6	8.6
10-19	3	96	9.1	9.1
20-49	4	128	12.2	12.2
50-99	5	69	6.6	6.6
100-199	6	65	6.2	6.2
200-299	7	29	2.8	2.8
300 or more	8	99	9.4	9.4

Not working	9	190	18.1	18.1
NA	99	43	4.1	4.1
Total		1,050	100.0	100.0

s14 R has worked in fields that deal with information of customers

14. Are you currently working, or have you ever worked in fields that deal with personal information of general citizens or customers?

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Currently working in such a field	1	83	7.9	7.9
Worked in such a field in the past	2	79	7.5	7.5
Never worked in such a field	3	856	81.5	81.5
NA	9	32	3.0	3.0
Total		1,050	100.0	100.0

t1 Characteristics of survey area

1. Characteristics of survey area

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
City, residential area	1	904	86.1	86.1
City, commercial area	2	121	11.5	11.5
City, industrial area	3	14	1.3	1.3
NA	9	11	1.0	1.0
Total		1,050	100.0	100.0

t2 Type of housing currently residing

2. Respondent's type of residence

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
House	1	249	23.7	23.7
Townhouse	2	76	7.2	7.2
Multi-family housing	3	241	23.0	23.0
Low-rise apartment (5 floors or less)	4	80	7.6	7.6
High-rise apartment (6 floors or more)	5	323	30.8	30.8
Commercial building	6	56	5.3	5.3
Other	7	14	1.3	1.3
NA	9	11	1.0	1.0
Total		1,050	100.0	100.0

t3 Survey method

3. Type of survey

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Interview	1	170	16.2	16.2
Filled out by respondent	2	622	59.2	59.2
Both	3	245	23.3	23.3
NA	9	13	1.2	1.2
Total		1,050	100.0	100.0

t4 Respondent reaction

4. Respondent reaction

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
Very interested	1	97	9.2	9.2
Somewhat interested	2	459	43.7	43.7
Not interested	3	475	45.2	45.2
NA	9	19	1.8	1.8
Total		1,050	100.0	100.0

t5 How long did it take to complete survey

5. Total duration

: _____ minutes

RESPONSE	PUNCH	FREQ.	PERCENT	VALID %
10	10	6	0.6	0.6
15	15	49	4.7	4.7
16	16	1	0.1	0.1
17	17	2	0.2	0.2
18	18	9	0.9	0.9
19	19	2	0.2	0.2
20	20	145	13.8	13.8
21	21	4	0.4	0.4
22	22	9	0.9	0.9
23	23	11	1.0	1.0
24	24	8	0.8	0.8

25	25	137	13.0	13.0
26	26	9	0.9	0.9
27	27	13	1.2	1.2
28	28	20	1.9	1.9
29	29	7	0.7	0.7
30	30	285	27.1	27.1
31	31	13	1.2	1.2
32	32	12	1.1	1.1
33	33	11	1.0	1.0
34	34	6	0.6	0.6
35	35	91	8.7	8.7
36	36	5	0.5	0.5
37	37	2	0.2	0.2
38	38	4	0.4	0.4
39	39	1	0.1	0.1
40	40	75	7.1	7.1
41	41	1	0.1	0.1
42	42	3	0.3	0.3
43	43	1	0.1	0.1
44	44	1	0.1	0.1
45	45	29	2.8	2.8
46	46	1	0.1	0.1
47	47	1	0.1	0.1
48	48	2	0.2	0.2
50	50	29	2.8	2.8
55	55	1	0.1	0.1
60	60	3	0.3	0.3
80	80	1	0.1	0.1
NA	99	40	3.8	3.8
Total		1,050	100.0	100.0