

**INFORMATION TECHNOLOGY
AND
THE PROTECTION OF PERSONAL DATA**

- A QUALITATIVE STUDY -

FOR

**THE EUROPEAN COMMISSION
DG XV: INTERNAL MARKET AND FINANCIAL SERVICES**

BY

INRA (EUROPE) - E.C.O.

30 JULY 1997

This qualitative study on Information Technology and Personal Data was carried out as a follow up to the quantitative study on the same subject in the Standard Eurobarometer, wave 46.1. The study was carried out on request of DG XV - Internal Market and Financial Services, of the European Commission, under the co-ordination of INRA (EUROPE) - E.C.O., Brussels, Belgium. The discussion groups took place between 30 of April and 7 of May 1997.

The Discussion Guide, the names of the national institutes involved in the research and the technical specifications are enclosed.

This report is in no way binding upon the European Commission.

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SUMMARY

Prior to the discussions few respondents had actually given much thought to the consequences of using applications of information technology, with regard to their privacy and personal information.

The overall attitude is that, especially for the “users” the advantages of using applications of information technology are more important than the disadvantages. However, in the domain of the protection of privacy and personal information, the participants express their concern about third parties that could obtain and use or abuse information about them. The information that is considered to be especially delicate typically concerns finances, health, and, religious and political views.

Buying and paying on-line is not considered to be very interesting by the users, however, the non-users could imagine the advantages this way of purchasing goods and services would have. The main reason for its not being popular among the users is that the control on financial information is difficult to exercise. However, both groups foresee that buying and paying on-line might become more popular in the near future.

In the field of legislation, the opinions of the participants are divided with respect to their knowledge of the existence of legislation protecting their private lives and personal information. However, all consider it to be a very important issue that should be addressed by either the national governments, the European Union, or global organisations. On whichever level the authorities would address this issue, the participants were extremely sceptical about the effectiveness of such legislation. They foresee it would be difficult to make global rules and to make users of the information superhighways respect these rules. On the contrary, some thought there should not be too many rules that would restrict the free flow of information throughout the world.

As an alternative to legislation the group of non-users in France suggested a “professional code of ethics” be introduced, together with a list of companies that comply to this code, which should be available to the users of the information superhighways.

In the future, the information society is thought to become more prominently present in everyday life. Some say it will make life easier and collecting information will be much faster. Others, however, express their concern about difficulties with keeping up with the fast changes with regard to the latest technological possibilities, which may lead to the exclusion of groups that are not exposed to the information superhighways.

INTRODUCTION

The present study was carried out in the form of discussion groups that were held in six different countries - one group per country -, where the general topic, the information society, linked to legislation on the protection of privacy and personal information, was discussed. The Discussion Guide (Annex I) that was used, was constructed on the basis of the results of the Eurobarometer 46.1 - autumn 1996 -. DG XV - Internal Market and Financial Services, by whom this study was requested, approved of it.

The study was carried out in a selection of countries belonging to the European Union: Denmark, Germany, Spain, France, Finland and The United Kingdom. These countries were selected on the basis of not only the varying levels of development in terms of modern information technology implementation and usage, the size of the countries and their geographic location, but also on the basis of budgetary considerations, which is the reason why not all fifteen member states of the European Union were included in this project.

In order to collect a variety of views and opinions, the participants of the discussion groups varied per country on age, sex, and socio-economic status, while the main division made was between users and non-users of the applications of modern information technology (i.e. using the Internet). There were four groups of participants that are users of these applications and two groups who are not (see also: Summary).

The decision to make the division between users and non-users was taken because the second group forms, by far, the largest part of the population – other studies showed that on the European Union level, the percentages of people who use the Internet, either for private use or professional use, are respectively 4% and 9% (please note that there might be some overlap). These results were obtained in the Eurobarometer 47.0, which was carried out in February 1997, on request of DG XIII. The views of the group of non-users on the issue might be of interest, as they might become users in the (near) future and because they are also confronted with users (their children, husband, wife) in their daily lives.

In the present study, one third of the groups represent the non-users, with discussion groups that took place in two countries with a relatively high penetration of information technology, so as to not limit the discussion. The age groups and “social class” were also chosen in order to facilitate discussion.

	USERS	NON-USERS
DK		Women, AB*, 30-40
D	Men/Women, students	
E	Men/Women, young professionals	
F		Men, BC*, 30-40
FIN	Men, BC*, 50+	
UK	Women, BC*, 40-50	

*A, B & C are categories of socio-economic status (according to the ESOMAR SOCIAL GRADE classification), wherein A is the highest (upper class), then B (upper middle class), then C (middle class), constructed based on the variables: profession, income/possession of durables & education. (See: Annex III).

The discussions were led by well-trained and experienced moderators (see also: Annex II) in the appropriate language. They had an average duration of one hour and a half. The discussion process typically progresses in a dynamic way; i.e. the group dynamics determine the structure and course of the discussion. The moderator operates like a control agent on the whole process, seeing to it that all participants participate and that, as a minimum, all topics as specified in the Discussion Guide are covered.

Finally, while reading the report, please keep in mind that the data presented, are collected using qualitative methodology, this means that the answers given provide in depth information, however, they can not be generalised to the whole of the population of the countries, nor to the age group or the social class the respondents belong to. The findings provide interesting and useful background information with regard to the way users and non-users think about and act with regard to the applications of modern information technology. Moreover, it provides insight in the perception of the users and the non-users with respect to their level of awareness and knowledge of the topics covered, as well as to their fears and expectations for the future.

Another thing to keep in mind while reading the report is that, whenever a distinction is made with respect to the different countries, this automatically implies that a certain social group is being discussed, as different groups were selected in the various countries.

In this report the focus will first be on the users of information technology applications, followed by a discussion of the results of the non-users. The results are discussed roughly following the outline of the questions as formulated in the Discussion Guide.

PARTICIPANTS

Denmark

- Women, aged 30-39, all active businesswomen belonging to the upper and upper middle socio-economic class.
- Number of participants: 10.

Germany

- Men and women; aged 20-28, students.
- Number of participants: 9.

Spain

- "Young professionals" i.e.: people who have started to work not too long ago and who have good career perspectives, e.g. young doctors, lawyers, business people etc.
- Men and women, aged 23-32.
- Number of participants: 7.

France

- Men, aged 32-40, upper middle and middle socio-economic class.
- Number of participants: 9.

Finland

- Men, aged 51-58, upper middle and middle socio-economic class.
- Number of participants: 6.

The United Kingdom

- Women, aged 40-50, upper middle and middle socio-economic class.
- Number of participants: 8.

USERS

USERS

“Users” refers to the participants in the discussion groups that use the information superhighways.

In this section you will find the results from the discussion groups that took place in Germany, Spain, Finland and The United Kingdom. The topics covered are reported in turn, roughly following the outline of the Discussion Guide (see also ANNEX I), where the different ideas and opinions that were expressed by the respondents, are captured in bullet points.

THE MEANING OF “INFORMATION TECHNOLOGY”.

- Information technology is all the technological devices that are used to transmit and distribute information, such as computers, television, radio, etc.
- Having information is very important in our times
- It means innovation, looking toward the future
- It's very fast
- The possibility of accessing all types of information, work, studies ...
- It's a concept created by the press and there are some exaggerated expectations
- It is a field of science
- The Internet opens up a vast new source of information
- The Internet has great educational possibilities
- The Internet holds a much greater quantity of up-to-the-minute information than it is possible to find in school and university library books

In all countries doubts are detected when the respondents were asked to define the complete and concrete concept of Information Technology; i.e. the participants have a notion, but it is not very clear.

THE MEANING OF “INFORMATION SOCIETY”

As to the question of what the “information society” means, opinions relating to a number of different aspects were voiced.

- There are social repercussions of having such a rapid information management. Everything has developed very fast and there are people who have not been able to adapt to it.
- Recognition is detected, of the transformation undergone by society due to the new technological advances in the treatment of information and the accompanying attitudes of acceptance and resignation of knowing these new advances.
- The ‘information society’ is equated with the ‘information age’, which is seen as the next stage of development after the industrial age and the service age.
- People are increasingly more informed and prepared and this puts a pressure on everyone to be more informed and prepared.
- The new technology brings along changes with respect to the structure of work, procedures and processes in the work and the speed of work.

One respondent is sceptical:

"The Internet and everything connected with it is merely an instrument and expression of social change, although it is certainly having far less impact on social development than the media implies. Or in the words of Wilhelm Bush: " We're still the same old monkeys underneath"."(D)

And another respondent commented on the amount of information that can now easily be accessed:

"The more information you have, the more information you seek: it's a vicious circle." (E)

FEELINGS ABOUT THE INFORMATION SOCIETY

Respondents said they have a sensation of being overwhelmed by the magnitude of information, and, they experience difficulty in assimilating new concepts and the way they work. Further, a mistrust of the exaggerated expectations about this phenomenon that exists in society, is expressed.

"One must feel frightened because it is beyond him; there is always something more you have to know. A point is reached where the computer controls you."

"When I read about the subject I find it difficult to understand and to explain."

USAGE OF INFORMATION SUPERHIGHWAYS

The applications of the information superhighways used:

- E-mail
- World Wide Web
- Intranet (internal system)
- Teletext

Generally, users of the communication networks said to spend between half an hour and 2 hours daily on-line, while they occupy themselves with activities as listed below.

The applications are said to be used for both professional and personal purposes.

Professional use:

- Stock market information
- New legislation
- Connection of company with its suppliers
- Communicate with others within the organisation
- Searching out information for specific projects
- Study/homework purposes
- Consult company bulletin board on company policy and products
- Group discussions
- Reply to the inquiries received in their company's net sites

Private use:

- E-mail, to talk to friends, to students in other countries
- Surfing on the Internet
- Collecting information from e.g. universities all over Europe
- Linking up to discussion forums
- Leisure interests: travel and holiday information, recipes, entertainment, TV programmes, events in local newspaper, etc.
- Product information: cars, financial services, etc.

Moreover, respondents were enthusiastic about the opportunities of the Internet, e.g., as a source of up-to-the-minute information and for educational purposes. On the other hand, there were participants expressing their concern about losing too much time wandering along the information superhighways, while they are just browsing.

"The danger is the loss of time that it represents. You start browsing and you end up entering fifty sites."

IDENTIFICATION AND PERSONAL INFORMATION

On the question of the level of awareness with regard to the possibility to localise and identify users of the information superhighways, differences were found between participants from the different countries.

- FIN: All participants are aware that they can be traced and identified, however, they did not know how this, technically, happens.
- E: The majority of the respondents does not know that by moving about the information networks they can leave traces and information, and that they could be localised for commercial and other purposes. Many of them confuse localisation, (i.e. the fact that users of the Internet can be localised by third parties, such as other Internet users, or suppliers of the Internet), with the control of dangerous activities (i.e. the localisation of dangerous or criminal individuals who are communicating through Internet, by authorities, such as the police), and they worry, for example, that ETA (Spain) has a web page, or that children can visit porno pages.
- D: Some respondents read in the media that the Chinese state apparatus monitors users of the Internet and that in the USA visitors to military sites were recorded.
- UK: One respondent said that, on visiting a Web site, he gave data by filling out a form in order to get access. Moreover, this person sees the degree of possibility to be localised, as a function of the skill of side-stepping controls: it is difficult to locate the people who know how to avoid giving out information.

In addition, the issue of employee monitoring was raised, some respondents reported to be fully aware that their usage of the Internet was monitored by their company/ organisation, with information on the Web sites they visited being recorded and a list of their e-mail addresses logged.

Collecting data by third parties without first obtaining permission from the person concerned is generally rejected, due to a belief in self-determination.

Third parties obtaining personal data:

- Some of respondents knew that personal information could be obtained and used by commercial companies, network suppliers and others for commercial purposes.
- Others had vaguer notions of the matter, they did feel there are “people out there” who could trace an individual’s activity on the Internet, although they were not sure exactly who would be doing this tracing, and for what purpose.
- Authorities, hackers and companies offering services and billing for them, were believed to be able to trace user information.

“For example, I visited a security agency and they sent me propaganda afterwards and it surprises you.”

“Information is a business and the Internet could be a way of learning about your habits and preferences, and there will always be something they have to offer you”.

A particular case of third parties obtaining information, is by means of cookies (bits of information put on your hard disk by World Wide Web sites - i.e. anyone - , which use them to keep track of your on-line activities):

The experience with and the opinion on cookies varied throughout the countries as well as between the participants.

FIN: Two of the interviewees were familiar with “cookies”, and both of them had run into them on the Internet.

E: None of the participants knew the term “cookies”, nor could they imagine what they could possibly be.

D: One respondent is aware of the existence of “cookies”.

UK: Two respondents had heard of “cookies”, but none fully understood what they were.

- In some of the discussion groups nobody had heard of this term, nor have they ever found one on their PCs. Respondents do not want to receive cookies for commercial or private purposes, however, the participants would accept them if they would be used as a tool by the police.
- In other groups some participants had heard of cookies. The cookies were considered to be harmless, but it was thought that consumers should be made aware of them, and they should be given the opportunity to opt out of having a cookie deposited on their computer when visiting a web site.
- Someone else (D) stated he found ‘cookies’ as a subdirectory of Windows95, which he deletes regularly. This solution works when you are not given the choice to opt out.

- A few people had run into cookies and they said to be afraid to be traced to a certain location. Even if it is not seen as something dangerous, it is not considered a pleasant feature.

OPINIONS ON INFORMATION GIVEN OUT ON THE NETWORKS

The opinions are divided on the issue of giving out one's name and address, and other details and personal information, on the Internet.

In general, participants are open to giving their personal data in order to receive information that interests them, but they are averse to giving out financial data, such as bank or credit card data, information on their medical status, or, information on their political or religious views.

Information given out on the Internet by the respondents, is primarily the type of information necessary to order products or services, such as, e-mail address and company name, and sometimes information that is already available on web sites such as phone numbers and addresses (e.g. the home page containing the address of their company, the name of the contact person of their company). Handing over information was regarded to be acceptable only when it is necessary for the success of a transaction like sending an e-mail message, participating in group discussions, or in the framework of hobbies, and, as long as it is basic information as mentioned above.

Two typical answers illustrate the general feeling with regard to data like name, phone number and address, as opposed to data that are felt to be more "sensitive":

"I got in touch with an American university about some summer courses and I gave them my data by filling in a form and they sent me information."

"I don't like giving numbers of credit cards or bank accounts".

OPINIONS ON SALE OF PERSONAL INFORMATION

- It is accepted that information is a commodity with which business is done.
- It is considered inevitable; it cannot be prevented.

Few of the interviewees had suspected that personal information might be used for commercial ends and be sold to third parties.

Overall, respondents felt that there was no real harm in companies being able to request personal details from Web site visitors. However, there was a conviction that consumers should be made well aware of the potential security risks surrounding the provision of this information (perhaps via a warning message which could come up on the screen) and be given a clear opportunity to refuse their details being passed on to other organisations (i.e. the equivalent of an 'opt out' box).

BUYING AND PAYING ON-LINE

In general, no great interest was expressed in buying and paying on-line. The main reason for this being that to date it is difficult to estimate the level of trustworthiness of this way of making a purchase.

None of the respondents had ever made a purchase via the Internet, and none claimed they had any intention of doing so in the future. Concern about financial security on the Internet was high, with everyone being much aware of the dangers of giving out their bank or credit card number.

Alternative solutions generated by the participants, concerned anonymous payment systems without having to go through the Internet, such as:

- The new debit cards, such as the “electronic purse”
- Through the supplier, e.g. in cash, upon delivery of the purchase, or by paying for a product once you have seen it.
- Through the telephone, e.g. by giving your credit card number via the telephone.
- Using a prepaid chip card was also mentioned as an option, although one would still have to key in the card number and/or supply a name and address for the delivery of the goods, so the problem of unauthorised parties accessing this information still remained.

Products and services bought through the Internet:

The respondents reported that they would not know what they would buy, but that these products/services would have to be cheaper. Besides, it is thought that purchasing services or goods on the Internet mainly appeals to people who would otherwise buy items through a mail-order catalogue.

TRACES

Personal traces left by debit and credit cards:

The level of awareness with regard to the fact that making use of credit and bankcards produces traces of personal information:

- FIN: All participants were aware of the fact that when using credit and bankcards, they give information about themselves, which was regarded as a problem. The interviewees said to be especially careful when using their credit card abroad. Furthermore, the economical risk was considered important, but also the fact that by following the purchases made with a card is an easy way to construct a profile of the person in question.
- E: The participants are aware they leave traces when paying with a credit card, however, they don't know how these traces are technically produced.
- D: No one was aware that information relating to credit or bank card usage can also be used to provide a user profile. No one felt this is a problem, as they all rejected cashless forms of payment.
- UK: Most respondents were aware that the use of credit cards and bank cards leaves traces.

Some of the participants are aware that they leave traces when they pay with credit cards, although they do not know exactly how this happens. In any case, the use of their bank data seems to be matter of more concern to them than the use of their personal data for

direct advertising or marketing.

Other respondents said they were not aware that information relating to credit or bankcard use could be used to obtain a user profile.

When credit card and Internet tracing were compared, the use of the Internet was regarded as involving a more intimate transaction than the use of a credit card. Therefore, the tracing that takes place in the Internet is considered to be more intervening in the persons' privacy than the one that takes place with credit cards. Finally, as far as the Internet is concerned, the participants are afraid of information getting into the wrong hands and into too many places.

A solution suggested was "charge-by-time-used", that is, for example, the way cyber cafés work. In these places there are computers available that are connected with the information superhighways, that can be used by anyone, who, at the end of their session will be charged according to the amount of time spent on-line.

According to some respondents (UK), research and development of more secure systems would, and should, be initiated primarily by computer hardware, software and system companies, who are on the cutting edge. It was thought that the role of the European Union in supporting and funding of such technological research and development should be limited, because their knowledge of and experience with the latest developments in the field is not as up-to-date as the knowledge and experience of the hardware, software and system companies.

Rapid global distribution of personal information:

As long as information travels around the world for work or study purposes in order to introduce oneself in certain circles, there is no problem. However, the votes are divided when it comes to the use of personal data for commercial purposes, some say it is acceptable and inevitable, while others reject the idea that information could be used for such purposes.

Confidentiality and control over who would receive the personal data are considered to be issues of major importance.

Third parties obtaining personal information:

None of the participants had had the experience where a third party had obtained information about them. Rather, they themselves had run into other people's personal information on the e-mail and personal web sites. For instance, in Finland, some respondents found files on other people that were kept by "the authorities". The respondents regarded this as a particularly Finnish problem, because, according to them, in Finland, large amounts of information are placed on the Web.

In particular, with respect to children, a different issue was raised, i.e. the concern about pornography and violence on the Internet. There was a call for censorship at some level, with the view that there was no reason why the Internet should not be subject to the same controls as the other media.

The matter of control takes us to the domain of legislation, which will be discussed next.

LEGISLATION

Awareness of laws that aim to protect personal information and private life:

The level of awareness of legislation varies per country.

Some participants know about the legislation, the rest either does not know anything about such legislation, or complains about the slowness of reaction of the law in areas prone to changes such as the information superhighways. In addition, one person expressed a clear distrust with regard to the intentions of public authorities regulating this field.

- FIN: All participants are aware of the existence of laws aiming to protect personal information and private life.
- E: Some of the respondents have never heard of such laws, others reflect they have vaguely heard something about this, but that the information is very diffuse. One respondent stated that: *"In Spain there is still no unanimous legislation."*
- D: Most respondents had not given much thought to this topic prior to the discussion and they did not link this matter to applications of information technology. *"It is widely known when you order something by conventional means that data might be used elsewhere. This is not generally known in connection with the Internet, and that is the difference; the data is being collected without my knowledge."*
- UK: In The United Kingdom all participants were aware of the UK's Data Protection Act in relation to the conventional channels providing personal information, however, they did not know whether the DPA applied to the Internet, or not.

Informedness about legislation:

"If I'm in a database, I wouldn't know what to do to be taken out of it"

On this point again, the extent to which the participants felt they were informed, varied from country to country, as reflected below:

- FIN: Approximately half of the respondents thought to have sufficient information about these laws. The other half thought that the information that they have is not sufficient.
- E: The respondent's perception is that there is a total lack of information with regard to the law, their rights and how to protect themselves.
- D: The respondents do not feel well informed about legislation aiming to protect their private life and personal information.
- UK: The respondents considered themselves to be well informed, however, with the access to the Internet becoming more widespread, there was concern that individuals who were less well informed and more gullible would be increasingly open to corruption and fraud in the future.

The importance of legislation:

When asked whether the existence of legislation on the protection of privacy was considered to be important, or not, the following reactions were evoked:

- *"It 's a fundamental right".*
- *"I had not thought of it that way; maybe starting tomorrow".* (starting to think of the fact that the right on protection of privacy and personal data is a fundamental right).

The whole range of answers was found, from being completely indifferent to the topic to being seriously concerned.

Legislation ensuring that any parties intending to access and use consumer's personal information should be compelled to inform individuals of this intention, giving them the opportunity to withhold such information or to 'opt out' of their details being used in this way was regarded to be a priority action.

Bodies/institutes ensuring that legislation be respected:

Here, the question whether the respondents were aware of the existence of bodies that see to it that legislation is followed up on, was addressed.

- In one of the groups, one person knew of a government run agency in Spain, the *"Agencia de Protección de Datos"* (E) responsible for data protection.
- Other respondents did not know of the existence of such agency, but suggested that, monitoring authorities could certainly be introduced at a national level. Respondents in Germany mentioned the existing *"State Secretary"* as a body that could perform this task.
- There was a general belief that certain measures were needed in order to protect consumers using the networks. Respondents were quite sceptical, however, about how EC directives could possibly be applied to a system that is obviously global in nature and was perceived to be outside the control of any one organisation, country, or block of countries.

Legislation should be world-wide, because the Internet is a world-wide phenomenon, although problems are foreseen in the promulgation and the execution of the law. The UN and the EU were mentioned as authorities that could maintain and control the legislative system.

There is a need for multi-lateral action between the European Commission and other bodies, governments. Someone needs to take the lead and the European Commission is the appropriate body to do this (UK)

Availability of information on legislation:

Upon suggesting that a warning, concerning the risk involved in giving out personal information on the Internet, would appear on the screen before entering a web site, respondents answered the following:

"It would be the best way, although you'd ignore it".

"The language of the law is not accessible to laymen".

- Respondents would like to be provided with information regarding the possible collection of personal data and be given the opportunity of signing a declaration of consent when buying a modem or when first signing up to the Internet. This should then be followed up with a reminder each time you log onto the net.
- Finally, it was thought that the best place to receive information on legislation would be on the Internet.

THE FUTURE

With regard to the information society in the future, many associations erupt:

- It will be possible to do everything from the house without physically moving.
- Years ago the fax or the cellular phone were surprising and today they are already popular. The Internet will acquire the same character.
- A total dehumanisation is being generated.
- People are going to be selfish and more introverted.
- Some organism, some cybernetic police force should exist to control possible legal transgressions.
- Internet will end up dying some day just as the fax or videotex is dying.
- Along with the increased information transmission, the information society was perceived as a necessary result of a dynamic progress. Positive factors are: it makes work easier, life and the course of different events taking place become faster, easier, more diverse and cheaper. The information society brings along more user-friendly technology that can be used for searching information and for example, for studying. On the other hand, a prerequisite for that is us being able to sort and handle more and more information effectively.
- The problem of the constantly increasing amount of crime in the web, adds to the need of information protection.
- Another consequence of the information society could be that a group of people withdraws from the information technology environment in society and this may result in increasing unemployment as the technology advances.

CONCLUDING REMARKS ON THE USERS

Below you will find the concluding remarks on the group of users, as they can be inferred from the previous section. Reflected here are the most outspoken and controversial results of the opinions voiced in the discussion groups.

«Why do participants use the applications of information technology?»

- In order to have access to a enormous amount of information, as well as the ease to communicate with others, both locally and throughout the world.

«Identification through traces left on the information superhighways and by using credit cards.»

- The awareness of the respondents with regard to the traces left by either using the information superhighways or credit cards was low.

«Concerns expressed in relation to the information society.»

- The vast majority is worried about the fact that users of the information superhighways can be traced and identified by “third parties” and that personal information might be used or abused by these parties.
- Another concern expressed was the group of people who would not be able to keep up with the fast changes of the information society, and who, because of this, would get on a side track.
- Finally, the participants expressed their concern about illegal information (pornographic and violent information) distributed on the networks.

«Solutions that were voiced»

- The best way to prevent the use of personal information is to be extremely cautious about giving it out on the communication networks.
- Effective global legislation is thought to be desirable, however, the application was thought to be difficult.
- Respondents feel that the appropriate technological developments should be supported in order to try to prevent the necessity of giving out personal information.

«Legislation»

- Legislation should be of a global nature and should be controlled by governmental bodies.
- Most respondents declared to be sceptical with regard to efficient execution of the law.
- Information on legislation should be more widely available, which will enhance the caution of the users.

NON-USERS

NON-USERS

As the two groups of non-users expressed quite differing opinions on many of the issues at hand, they were described in turn, starting with Denmark, followed by France.

The non-users consist of the group of people who do not use applications of the information superhighways in either their professional, or their private lives.

Denmark

THE MEANING OF "INFORMATION TECHNOLOGY" AND "INFORMATION SOCIETY"

- Information technology covers everything from TV, personal computers, hard- and software programs to global networks like the Internet.
- The term "information society" triggers associations like: a gigantic flow of varied information, a community where communication is the key element and instrument for linking people e.g. across nationalities and social groups, a highly well educated society, a risk of being - unless you know at any time how to use the newest information technology - "left alone" and to become a member of society's lower classes.

Reasons for not using the information superhighways mentioned by the respondents:

- Not having felt the need
- Not available at the workplace
- Do not have the necessary equipment at home
- More "computer technology" in the household like TV, PC-games and e-mail, tend to limit the contact between family members and other people.

Reasons for becoming users in the future:

- All participants expect to become users in the near future, due to fact that they feel forced to by society, although this need is somewhat artificial and felt to have been created by the suppliers
- Time pressure
- The fear of being overtaken by others including children, and to be left on a side-track
- Curiosity, not necessarily absolute interest

IDENTIFICATION AND PERSONAL INFORMATION

Awareness of possibility to trace and identify users of the Internet:

- Nobody is aware of the possibility of tracing users on the Net.
- It is widely believed that one can "surf" on the net without being noticed by anyone.

«By whom could you be traced?»

- It was thought that one could be traced only if an approaching body offering similar or other products and services than the one originally contacted discloses knowledge about one's existence, then you will become aware of having been traced via the system.

Familiarity with cookies:

- No one has heard of the name and the concept "cookies"
- The concept of cookies makes the participants spontaneously turn around and reject the thought of using any given Net.

The type of information given about oneself on the information networks:

- Name, job position, address and telephone-/fax-number, and bank account are generally said to be given without problems.
- Some respondents said they would be willing to give the level of their gross-income as well.

Personal information that is treated more cautiously, i.e., which would not so easily be given out on the communication networks:

- information about medical/psychological treatment
- information about social income, e.g. social welfare, unemployment benefit, etc.

Conditions under which information is given:

- The respondents stated they would agree to give out personal details, if they wanted to buy products or to obtain information, such as tickets, time schedules and fares for flights.
- Personal information would not be given out if the requested information is strictly personal and/or the requesting body is unknown.

Awareness of the fact that information is already being sold:

- Only a few participants were aware of the fact that print-publications are offering lists for sale of names of their customers.

BUYING AND PAYING ON-LINE

Willingness to buy/pay on-line:

- Buying and paying on line are facilities that are considered to be highly attractive, and they were foreseen to become an integrated element of society in the future.

Incitement to buy/pay on-line:

- The participants generally held a favourable opinion on buying/paying on-line, because they assumed it would simple to do and that it would save money and time.

Payment systems on-line:

- Choice element, i.e. the notion that the “customer” decides which service he/she wants to use, is thought to be very important, wherein the use of credit cards will be the number one choice with most people.

TRACES

Traces left by using credit cards:

- The consequences of traces left when using credit cards are not thought of, or rather, ignored, in order to feel freer when using the facility.

Use of technology while avoiding the use of personal data and tracing:

When the respondents were asked whether they could imagine the existence of technology that would be designed, so it would not need to use personal information, the respondents reactions were as follows:

- To control the global information superhighways is merely an illusion
- If someone really wants to “hack” within the Net it is possible.
- Advanced technology can be used only if an independent and reliable body or company re-codes personal data like the Social Security Code (CPR - Denmark), and then the person may carry on using her or his alternative user-code. So, the institution of a kind of “in between body”, that sees to it that you can use the Net without disclosing your security code to various suppliers of information. This body is the only one that knows the identity of the user’s security code.
- The governing attitude is: All systems can be broken into - consequently one should expect that tracing will always be possible.

Reasons for technology to be built so they collect personal information:

« Why is technology designed to collect details about individuals? »

- Mainly for the benefit of direct marketing where companies sell on the basis of segmentation.
- Because society wants to keep track of the population, i.e. groups and individuals.
- To create “images” of possible target audiences for the marketing of information products and services.

The way, the fact that information about a person may travel around the world at fast speed, is faced, is reflected next:

- Participants express anger and frustration at feeling stripped, or “naked” because of what other people may know about them.

Personal experience with third parties that obtained information about them:

- Few respondents have experienced this in a situation where one marketer passed on information from, say, an invoice to another company.

LEGISLATION

Laws that aim to protect personal information and your private life:

To which extent are the respondents aware of the existence of such laws?

- The only law heard about is the one of the Danish government restricting the mixing of personal data from different files (“Registerloven”). The law is considered to be of little importance in reality, mainly because the citizens are not asking to see what information data banks hold.
- This law (“Registerloven”) was heard about in the mass media
- Participants do not feel well informed about these laws and become more aware of and frustrated about the lack of information on the issue of protection of privacy and personal data, during the discussion.
- The only law known is the Danish one. It is being anticipated that there may be similar laws within the EU.
- Nobody in the group (Denmark) believes that laws can solve the problem of free data transmission via a world-wide network like the Internet.
- The existence of laws in this area is considered to be very important. However, the need for security (e.g. through laws) is being confronted with an even stronger belief in a free society, where each grown-up individual takes full responsibility for his/her own behaviour.
- Participants are not aware of the existence of any body founded to ensure that laws on privacy are being respected. They would, however, very much like to see such an

independent and trustworthy, possibly a governmental, body instituted.

- Information on these laws should be available on the computer screen in the form of warnings, every time a person is using a network. Also, this information should be distributed via mass media and in the material supplied by the computer companies together with their hard- and software.
- Because of the believe in a free society the only means to protect the privacy of the users of information technology, seen by the participants is: laws and effective control, and, information and education (DK).

THE FUTURE

Consequences of the information society in the near future foreseen by the Danish respondents:

- Improved education and a better understanding of other nationalities.
- Less personal contacts, leading to loneliness and depressed individuals.

France

In general, the non-users are not familiar with the concept of information superhighways, nor did they show any eagerness to learn more about this.

THE MEANING OF "INFORMATION TECHNOLOGY" AND "INFORMATION SOCIETY"

- They are not of the generation that is impregnated by the information culture
- They are not users of the Internet and it is difficult for them to imagine any situation where they would be.
- The Internet was described, by some, as a means of being able to directly enter into communication with others at a distance. In this context, the Internet is perceived as a space of freedom, that they do not wish to be too restricted by rules.

Reasons for not using the information superhighways mentioned by the respondents:

- Using the information superhighways is not considered to be a necessity by this group. The word used by one of the respondents is "*gadget*".
- Some respondents in this group said that the information superhighways do not appeal to them at all, and they still prefer to use the classic means of communication.

Reasons for becoming users in the future:

- Some respondents expect to be introduced to the Internet sooner or later, through their children, who encounter these means of communication at an early stage at school.

IDENTIFICATION AND PERSONAL INFORMATION

The identification of users of information superhighways:

- This notion does not mean much to the non-users; they don't know the subject well enough and it does not trigger any questions.
- It is doubted that France Telecom can identify all telephone conversations, but this is not a thing to think or worry about, however, it is suspected that they can identify some conversations.

Cookies:

The notion of cookies is completely unknown. After explaining what "cookies" refer to, the first reactions expressed were very negative:

- Spying, "Big Brother", incursions in private territory, were terms associated with the notion of cookies.
- The reactions are even more negative, because there is a tendency to exaggerate the power of cookies to obtain information.
- Less fear is expressed on behalf of the commercial or marketing use of cookies. The problem envisaged here, however, is not so much that of the picking up of personal information, but of the way it is used.
- Some participants are reinforced in their wish not to become "internauts".

Personal information the respondents would be prepared to give:

- They are not very reserved and do not imagine or foresee any malevolence.
- It is considered to be normal that a consulted service wants to obtain a minimum of information on them.
- It is up to individuals to be extremely vigilant about giving out sensitive information about themselves, such as information about health and political convictions.

Present practices with regard to giving out personal information:

Within the frame of the information superhighways, nobody has an exact knowledge about what is happening with personal information that is given out.

- It is known that certain companies build up data files and sometimes resell them. This is more or less accepted, since it is considered normal that a company needs to know its market.
- All in all the respondents do not appreciate that information about them is resold to other companies, especially when they have not previously agreed to this.

BUYING AND PAYING ON-LINE

Buying and paying on-line:

- The principle of buying and paying on-line is known and well accepted by all non-users.
- For buying something on the Internet, in a foreign country, on-line payment seems to be the best solution for a quick transaction.
- A system of a loaded chip-card seems to be an interesting idea to be developed.
- Further, they would prefer to have a choice with regard to payment systems offered on-line, but they did not know of any possible alternatives.
- The majority of the group would be prepared to give out the number of their bank card, while some, however, declare to never give out this number.

TRACES

Technology and the protection of privacy and personal information:

- This theme was difficult to deal with since participants in the group of non-users do not have experience with, nor have they thought about the applications of information technology.

LEGISLATION

Awareness and informedness with respect to legislation:

The group of non-users does not express any strong feelings with regard to legislation, due to their lack of knowledge of the field. However,

- It is considered difficult to legislate in this field, due to the rapid evolution of technology.
- Certain participants say corrupting effects of the legislation should be distrusted.

“Quand on commence à contrôler, on commence à abuser”.

- It seems to be difficult to legislate on a global level.
- It seems to be equally difficult to have the laws respected.

- Rather than legislation they wish there would be a professional code of ethics. A list of companies who apply this code would enable the user of a service offered on the networks to know whether a company respects this code of ethics, or not.

THE FUTURE

The consequences of the information society in the near future:

- The group of French non-users is not really worried about the current applications of information technology. They think the situation will sort itself out, in time.

CONCLUDING REMARKS ON THE NON-USERS

Below you will find the concluding remarks with regard to the group of non-users, that can be inferred from the previous section. The most often mentioned and the most outspoken opinions and ideas are reflected below.

«The meaning of “information technology” and “information society”.»

- The terms “information technology” and “information society” do not evoke a clear notion in the minds of the none-users. However, they are not adverse to the perceived advantages such as the easy way to order and pay for goods and services.

«Why do the participants not use applications of information technology?»

- Because they do not need to use them, or because they are not interested in using them.
- Because they do not have access to information superhighways at their workplace.
- Most respondents also said that they do not have the equipment at home, either because they are not interested, or because they can not afford to purchase it.
- Some voiced the idea that the use of the networks is an anti-social activity.

«Concerns expressed with regard to tracing and identifying users of the information superhighways.»

- Concern is expressed about financial data becoming available to third parties; it would be desirable if precautions, both technical and by the individuals themselves, would be taken.
- High levels of anxiety were heard after pointing out the dangers of the use of the communication networks, where personal data might be available to anyone who cares to look.
- The theme of the protection of privacy is not a top-of-the-mind concern for most non-users. However, they all feel that it is a fundamental right to that one’s private life would be protected, in particular with regard to sensitive information, such as: health, religion, politics, etc.

«Solutions suggested with respect to the protection of privacy on the information superhighways.»

- The introduction of clear-cut direct warnings on the screen every time a person is about to enter a given site.
- Another solution suggested was the introduction of a “code of ethics”, together with a list of service suppliers that complied with this code.

ANNEX I: DISCUSSION GUIDE

CONTENTS

1. INTRODUCTION

2. THE CONTEXT

3. USERS

4. NON-USERS

1. INTRODUCTION

- Thanking those present for their participation.
- General Introduction about information technology and the protection of privacy and personal data.
- Introduction about the main discussion rules:

Examples:

- ⇒ There are neither good nor bad answers.
- ⇒ We are interested in your opinions and in how you feel about the topic to be discussed
- ⇒ Please listen to what others say, too.
- ⇒ Each opinion is important.
- ⇒ Etc.

- Participants introduce themselves (name, profession, household type,...).

2. THE CONTEXT

Purpose: "Warming up" - to enable participants to be more at ease so they talk and react freely.

Types of questions:

- *If I say "information technology", what comes to your mind? What else?*
- *And if I say "information society", what comes to mind? And what else? What is this information society made out of?*
- *How do you feel towards this information society? Do you see bad points to it? Such as ...? And good points? Such as ...?*

TO ALL USERS:

Continue with section 3: Users

TO ALL NON-USERS

Continue with section 4: Non-users

3. USERS

1. *Let us be more concrete; could you tell me which applications of the information superhighways, the Internet, e-mail, you often use? What do you use them for? For work, to play, to get into contact with other people, to chat ...? What type of information do you usually search for?*
2. *When did you start to use these means of information and communication? Why? Where? (Home, school, work, cyber cafe?) What do you know about the Internet?*
3. *Do you use the information systems from your work place, or also from your home computer? Why both? Why one and not the other?*
4. *Do you like using them? Why? Why not? How much time do you spend using information technology applications such as the Internet, e-mail, local network in your company, teletext, Minitel, the World Wide Web, etc.?*
5. *Did you know it is possible to trace and identify users of the information superhighways? Do you know the different ways in which you could be traced? Do you know of any other ways? How did you find out about them?*
6. *Do you know by whom you can be traced? By whom else? How did you find out about them? And to whom, do you think, information about you could be given? To whom else?*
7. *One of the ways information about you can be traced on the Internet is through "cookies". What do you know about "cookies? How do you feel about the existence of these cookies? Did you ever find one in your personal computer yet? If yes, what did you do? What should happen to these "cookies"?*
8. *Which kind of information about yourself do you give and / or is collected, when you, for example, arrive at a web site, or when you use a service? What else?*
9. *When would you and when would you not give information about yourself?*
10. *What, do you think, happens to this information?*
11. *Did you know that this type of information is already being sold and used for advertising, direct marketing, off- and on-line and is used to make hit lists? How do you feel about this?*
12. *If the information provider you are consulting, would provide a privacy policy that gives complete information and allows for choice concerning the use of personal information; would this have influence on your usage? How? Would you, for instance, only go to "sites" that apply such policy, or not? Why? Why not?*

13. *When making use of the information super highways; do you only browse (i.e. look for information/surfing on the web through e.g. Netscape, Microsoft Internet Explorer..), or do you also buy and pay "on-line" (i.e. pay via e.g. your personal computer)? If not, would you be willing to buy and pay on-line? Why? Why not?*
14. *What would incite you to be willing to buy and pay "on-line"?*
15. *Would you like to have the choice with regard to the payment systems offered on-line, for example, also systems that do not need personal data? Why? Why not? Do you know which technical possibilities there are to anonymously pay "on-line"? Do you know of any other ones? Did you already use any of these systems?*
16. *Did you know that when you use credit cards and bankcards to pay you also leave personal traces? How do you feel about this? Do you think there is a difference between the consequences of leaving traces through using your bank/credit card, or through e.g. the Internet, e-mail? Why? Why not? Which differences?*
17. *Do you think technology could be used in a way that avoids the use of personal data and tracing? How? Would you like that to be supported by policy makers, for example, by supporting research projects in this area, or not? What do you think would be particularly useful to do research on? Why?*
18. *Why do you think the technology is often built to collect personal information? Do you think it would be useful that you have more control over what technology is doing, or not? Why? Why not?*
19. *Does the fact that personal information about you is left behind, influence the way you use the information networks (the frequency, the amount of time you spend, the kind of services you use etc.)? Why? Why not?*
20. *And how would you face the fact that all this information about you could be collected and spread around the world at fast speed?*
21. *And you, personally, when using these technologies, did you find personal information about other people yet? What type of information did you find? What did you do with this information?*
22. *Do you, personally, have experience with "third parties" that obtained information about you? How did you find out? What did they do with this information? What did you do?*
23. *Have you heard about laws that aim to protect personal information and your private life?*
24. *Where have you heard about them?*
25. *Would you say you are well informed about these laws protecting your personal data and your private life?*
26. *Do you think this legislation is national, European, or global? What, do you think, it should be?*

27. *Are these laws important to you, or not? Necessary, or not? Why? Why not?*
28. *Is there any body or institute founded to ensure that these privacy laws are respected? Should there be such bodies/institutes?*

And with regard to the information society:

29. *Where do you think information on these laws should be available? Could you imagine that this information is given to you on the screen before you are going on-line, or before you start looking for the information, or services you are interested in? What do you think of this? Do you think this would be useful, or not?*
30. *Apart from the existing laws, do you think other measures should be taken to protect the privacy of the users of information technology? What else?*
31. *What will be important consequences of the information society, in the near future? (What do you expect, hope, think, fear?) And in connection with the protection of personal information?*

4. NON- USERS

PLEASE NOTE THAT EVEN THOUGH YOU ARE NOT A USER OF THE APPLICATIONS OF INFORMATION TECHNOLOGY; DURING THE INTERVIEW, FROM TIME TO TIME YOU WILL BE ASKED TO IMAGINE THAT YOU ARE

- 1. You just said you are not using applications of information technology; could you explain why? Why do you not use the information superhighways, such as the Internet, e-mail, local networks in your company, teletext, Minitel, the World Wide Web, etc.?*
- 2. Do you think you are going to use them in the future? Why? Why not? Would you like to use them in the future? Why? Why not? Is there anybody using them in your family?*
- 3. Did you know it is possible to trace and identify users of the information superhighways? Do you know the different ways in which you could be traced? Do you know of any other ways? How did you find out about them?*
- 4. Would you know by whom you could be traced? By whom else? How did you find out about them? And to whom, do you think, information about you could be given? And to whom else?*
- 5. One of the ways information about you could be traced on the Internet is through "cookies". Have you heard of these "cookies"? What do you know about "cookies"? How do you feel about the existence of these cookies? What would you do if you found one in your computer? What should happen to these "cookies"?*
- 6. If you were a user of the Internet, which kind of information about yourself do you think you would give and / or would be collected, when you, for example, arrive at a web site, or when you use a service? What else?*
- 7. When would you and when would you not give information about yourself?*
- 8. Did you know that this type of information is already being sold and used for advertising, direct marketing, off- and on-line and is used to make hit lists? How do you feel about this?*
- 9. If you would be making use of the information superhighways, would you be willing to buy and pay on-line? Why? Why not?*
- 10. What would incite you to be willing to buy and pay "on-line"?*
- 11. Would you like to have the choice with regard to the payment systems offered on-line, for example, also systems that do not need personal data? Why? Why not? Do you know which technical possibilities there are to anonymously pay "on-line"? Do you know of any other ones?*

12. *Did you know that when you use credit cards and bankcards to pay you also leave personal traces? How do you feel about this? Do you think there is a difference between the consequences of leaving traces through using your bank/credit card, or through e.g. the Internet, e-mail? Why? Why not? Which differences?*
 13. *Do you think technology could be used in a way that avoids the use of personal data and tracing? How? Would you like that to be supported by policy makers, for example, by supporting research projects in this area, or not? What do you think would be particularly useful to do research on? Why?*
 14. *Why do you think the technology is often built to collect personal information? Do you think it would be useful that you could have more control over what technology is doing? Why? Why not?*
 15. *And how would you face the fact that all this information about you could be collected and spread around the world at fast speed?*
 16. *Do you, personally, have experience with "third parties" that obtained information about you? How did you find out? What did they do with this information? What did you do?*
 17. *Have you heard about laws that aim to protect personal information and your private life?*
 18. *Where have you heard about them?*
 19. *Would you say you are well informed about these laws protecting your personal data and your private life?*
 20. *Do you think this legislation is national, European, or global? What, do you think, it should be?*
 21. *Are these laws important to you, or not? Necessary, or not? Why? Why not?*
 22. *Is there any body or institute founded to ensure that these privacy laws are respected? Should there be such bodies/institutes?*
- And with regard to the information society:*
23. *Where do you think information on these laws should be available? Could you imagine that this information is given to you on the screen before you are going on-line, or before you start looking for the information, or services you are interested in? What do you think of this? Do you think this would be useful, or not?*
 24. *Apart from the existing laws, do you think other measures should be taken to protect the privacy of the users of information technology?*
 25. *What will be important consequences of the information society, in the near future? (What do you expect, hope, think, fear?) And in connection with the protection of personal information?*

INFORMATION FOR MODERATORS FOCUS GROUPS¹:

- General:** The Internet is an international network of computers that allows you to find and give information on "servers" with databases as well as to communicate with others. For example, if the public library of Brussels has an on-line connection to the Internet, all users of the Internet could retrieve information from its server/data base. The Internet functions simultaneously as a medium for publishing and for communication. It is essentially user-driven, that is, the users themselves generate a substantial part of the content. An Internet user may "speak" or "listen" interchangeably.
- ad Q. 5/3 By your browser/software, the web site software (hit lists), the telecommunication connections, filling out forms.
- ad Q. 6/4 You could be identified by the access provider (because they have your name, address, bank account or credit card number and password), the service provider (if you answer their questions and through cookies and hit lists), and the telecommunication service provider (via the access provider and time + connection - as with the traditional phone companies, they know when you talked to whom for how long - specified bills).
- ad Q. 7/5 "Cookies" are bits of information put on your hard drive by World Wide Web sites (servers = computers) which use them to keep track of your on-line activities. They are "spy files" that register for the server they belong to, for example, how often a certain user visits its Web site. The software you are using to browse on the Internet allows cookies to be put on your hard drive.
- ad Q. 8/6 N.B. Distinguish between:
AUTOMATIC (i.e. personal information is collected unknown to the user of the site): this could be e.g. e-mail address, visited web site, time, country of the user ... etc.)
ACTIVE (known, i.e. you were filling in a form - name, address, date of birth, income etc. - before you are allowed to access the web site).
- ad Q.11/8 Hit lists: Audience measuring, that is, the frequency with which Web sites are visited is recorded and then advertising space on Web sites is sold.
- ad Q.15/11 For example, "digicash" in NL, this functions like cash today - no personal data needed, or by using your credit card number on line, MONDEX UK, a prepaid chip card, Germany: Deutsche Bank works with digicash model, etc., APPROPRIATE EXAMPLE IN DIFFERENT COUNTRIES)

¹ The first number of the question refers to the questions for the USERS and the second number refers to the corresponding question for the NON-USERS.

ANNEX II: MODERATORS

Denmark

- Master degree in psychology
Bachelor of Commerce degree
- Experience: More than 20 years experience in conducting qualitative research, since 1982 for Danish research agencies.
- Presently teaching “communication psychology” at the Danish School of Advertising and the Danish University of Architecture.

Germany

- Graduate psychologist
- Long-year experience in market research and marketing at advertising agencies and international firms.
- Presently: Free consultant for market research and marketing.
- Also: Internet-user

Spain

- Degree in psychology, university of Madrid, specialisation: social psychology.
- Worked in several research agencies as a qualitative researcher; since 1990 freelancer, works on a continuous basis for CIMEI - INRA ESPAÑA.

France

- Master of psychology
- 15 years of experience in market research, of which 4 with TMO
- Current activities: Research director; Specialised in qualitative studies in diverse areas including consumer goods and with professionals; Frequent moderator of focus groups

Finland

- Master of science: economy; Master of science: social sciences
- Managing Director of Suomen Gallup-AD Oy
- 7 years Media and Research Manager in the advertising field.
7 years Research Manager and Vice President, Suomen Gallup-AD Oy.

The United Kingdom

- 16 years experience in the market research industry, in three leading market research organisations in the UK; latterly worked at Director level, before setting up own consultancy in 1991.
- Presently working as independent consultant specialising in qualitative research in both the business-to-business and consumer sectors.
- Also: user of the Information Superhighway and the Internet.
-
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EXPLANATORY NOTE on the new constructed variables
in the Standard Eurobarometer surveys :

C.12 EUROPEAN SOCIAL GRADE

Introduction:

The ESOMAR SOCIAL GRADE variable is based on the recommendation of the European Society for Opinion and Marketing Research (ESOMAR) to harmonise the measurement of social grade across borders.

This approach uses three different types of input variables (Occupation of the Main Income Earner, Education level of the Main Income Earner and Household purchase power operationalized as ownership of selected Durables). The combination of these input variables results in a new social grade classification with, as categories, (upper to lower) A, B, C, D, E1, E2, E3.

Input variable 1: Occupation of the Main Income Earner

is based on a re-classification into 16 groups (E.1 to E.16) of the occupation of the Main Income Earner (NOT of the respondent):

- E.1 General management, director or top management/6 empl or more
- E.2 Self employed professional
- E.3 Employed professional
- E.4 General management, director or top management/5 empl or less
- E.5 Middle management, other management/6 empl or more
- E.6 Middle management, other management/5 empl or less
- E.7 Business proprietors, owner (full/partner) of company AND owner of a shop, craftsmen, other self employed person/6 empl or more
- E.8 Employed position, working mainly at a desk
- E.9 Business proprietors, owner (full/partner) of company/5 empl or less
- E.10 Student
- E.11 Employed position, not at a desk but travelling or in a service job
- E.12 Farmer & Fisherman
- E.13 Responsible for ordinary shopping and looking after the home, housewife
- E.14 Supervisor & skilled manual worker
- E.15 Other (unskilled) manual worker, servant
- E.16 Retired or unable to work through illness, unemployed or temporarily not working

The *INPUT QUESTIONS* are as follows (in the Eurobarometer surveys):

D.15

a) *What is your current occupation ?*

b) *(IF NOT DOING ANY PAID WORK CURRENTLY IN D.15a)*

Did you do any paid work in the past ? (IF YES) What was your last occupation ?

NON-ACTIVE

1. *Responsible for ordinary shopping and looking after the home, or without any current occupation, not working*
2. *Student*
3. *Unemployed or temporarily not working*
4. *Retired or unable to work through illness*

SELF EMPLOYED

5. *Farmer*
6. *Fisherman*
7. *Professional (lawyer, medical practitioner, accountant, architect, ...)*
8. *Owner of a shop, craftsmen, other self employed person*
9. *Business proprietors, owner (full or partner) of a company*

EMPLOYED

10. *Employed professional (employed doctor, lawyer, accountant, architect)*
11. *General management, director or top management (managing directors, director general, other director)*
12. *Middle management, other management (department head, junior manager, teacher, technician)*
13. *Employed position, working mainly at a desk*
14. *Employed position, not at a desk but travelling (salesmen, driver, ...)*
15. *Employed position, not at a desk, but in a service job (hospital, restaurant, police, fireman, ...)*
16. *Supervisor*
17. *Skilled manual worker*
18. *Other (unskilled) manual worker, servant*
19. **NEVER DID ANY PAID WORK**

D.17 (TO THOSE WHO DO OR DID PAID WORK OR WERE SELF-EMPLOYED IN D15A OR IN D15B)

How many people are working/were working under your supervision ?

1. *None,*
2. *1 to 4,*
3. *5 to 9,*
4. *10 and over,*
5. *DK*

D.21 (IF RESPONDENT IS NOT CONTRIBUTING MOST TO THE INCOME OF THE HOUSEHOLD)

a) *What is the current occupation of the person who contributes most to the household income ?*

b) *(IF NOT DOING ANY PAID WORK CURRENTLY IN D.21a)*

Did he/she do any paid work in the past ? What was his/her last occupation ?

SAME LIST AS D.15a

D.22 (IF RESPONDENT IS NOT CONTRIBUTING MOST TO THE INCOME OF THE HOUSEHOLD) and TO THOSE WHO DO OR DID PAID WORK OR WERE SELF-EMPLOYED IN D.21a OR IN D.21b)

How many people are working/were working under his/her supervision ?

SAME LIST AS D.17

Input variable 2: Education level of the Main Income Earner

is based on a classification into 6 groups of education level (adjusting the finishing age of general education in accordance with extra general education or specific apprenticeship and/or professional training, if any) :

1. 21 years and over
2. 17 - 20 years
3. 15 - 16 years
4. 14 years
5. 13 years or less

The *INPUT QUESTIONS* are as follows (in the Eurobarometer surveys):

D.8

How old were you when you stopped full-time education ?

D.9

Since stopping full-time education, have you ... (READ OUT) ?

- a) ... resumed general education at all ?
(IF YES) For how many months ?
- b) ... taken apprenticeship or professional training for your job ?
(IF YES) For how many months ?

D.20 (IF RESPONDENT IS NOT CONTRIBUTING MOST TO THE INCOME OF THE HOUSEHOLD)

How old was the person who contributes most to the household income when he/she stopped full-time education ?

Input variable 3: Household Ownership of selected Durables

is based on ownership in terms of number of products owned (list of products measured):

The *INPUT QUESTIONS* are as follows (in the Eurobarometer surveys):

D.14

Do you or anyone else in your household own .. ? (READ OUT)

1. a colour TV set,
2. a video recorder,
3. a video camera,
4. a radio-clock,
5. a PC/home computer,
6. a still camera,
7. an electric drill,
8. an electric deep fat fryer,
9. 2 or more cars,
10. a second home or a holiday home/flat

Combination of input variables :

On the basis of all active MIE (E1+E2+E3+E4+E5+E6+E7+E8+E9+E11+E12+E14+E15):

Input 1: Occupation of the Main Income Earner

Input 2:

Education level of the Main Income Earner

	E1+E4	E2+E6	E3+E5 +E9	E7+E8	E11	E14	E12 +E15
21 +	A	A	B	B	C	D	D
17-20	A	A	B	C	C	D	D
15-16	C	C	C	D	E1	E1	E3
14	C	D	D	D	E1	E2	E3
13-	D	D	D	E2	E2	E3	E3

On the basis of all non active MIE (E10 + E13 + E16):

Input 3: Household Ownership of selected Durables

Input 2:

Education level of the Main Income Earner

	5+	4	3	2	1	0
21 +	A	A	B	C	C	D
17-20	A	B	B	D	D	D
15-16	C	C	C	E1	E1	E2
14	C	C	D	E1	E2	E3
13-	C	D	D	E2	E3	E3

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