

1. DATA COLLECTION AND PRIVACY

1. Do you think that nowadays the privacy of people could be threatened by the fact that ... MAP 1.

	I completely agree	I somewhat agree	I generally do not agree	I do not agree at all	Cannot say
The state of Estonia monitors and collects information about people	1	2	3	4	5
Other states monitor and collect information about people	1	2	3	4	5
Employers monitor and collect information about employees	1	2	3	4	5
Financial companies (such as banks, insurance agencies) monitor and collect information	1	2	3	4	5
Private companies (such as Internet service providers, web stores) monitor and collect information	1	2	3	4	5
Applications (apps) for smart devices (such as mobile phones, tablets) collect information	1	2	3	4	5
Acquaintances monitor or obtain information that a person does not want to disclose	1	2	3	4	5
Strangers monitor or obtain information that a person does not want to disclose	1	2	3	4	5
The collected data is used without my knowledge and permission for other purposes besides the one for which they were originally gathered	1	2	3	4	5
On the basis of collected information, other people can interfere with a person's private matters, and freedom of choice and action	1	2	3	4	5
In a digital environment, it is possible to steal or falsify a person's identity	1	2	3	4	5
In combining data it is possible to learn things about people that they would most likely keep a secret	1	2	3	4	5

2. Do you believe that your data is used for their original intended purpose when such data is collected by ... MAP 2.

	In such a case, it is definitely used for the intended purpose	In such a case, it is most likely used for the intended purpose	In such a case, it is most likely not used for the intended purpose	In such a case, it is definitely not used for the intended purpose	<i>Cannot say</i>
State	1	2	3	4	5
Local government	1	2	3	4	5
Private businesses (such as web stores)	1	2	3	4	5
Internet service providers (e.g., Elion, Starman, Zoom, Elisa)	1	2	3	4	5
Employer	1	2	3	4	5
Educational institutions	1	2	3	4	5
Medical institutions	1	2	3	4	5
Financial institutions (such as banks, insurance agencies)	1	2	3	4	5

3. Do you believe that your data is sufficiently protected in case it is collected by ... MAP 3.

	In such a case, it is definitely protected	In such a case, it is most likely protected than not	In such a case, it is most likely not protected	In such a case, it is definitely not protected	<i>Cannot say</i>
State	1	2	3	4	5
Local government	1	2	3	4	5
Private businesses (such as web stores)	1	2	3	4	5
Internet service providers (e.g., Elion, Starman, Zoom, Elisa)	1	2	3	4	5
Employer	1	2	3	4	5
Educational institutions	1	2	3	4	5
Medical institutions	1	2	3	4	5
Financial institutions (such as banks, insurance agencies)	1	2	3	4	5

4. How would you rate the extent of your knowledge about what kind of data various institutions collect about you?

- 1 Extensive**
- 2 Good**
- 3 Sufficient**
- 4 Poor**
- 5 Non-existent**

6 *Cannot say*

5. Do you think it could be a problem that ... MAP 1.

	I completely agree	I somewhat agree	I generally do not agree	I do not agree at all	<i>I cannot say</i>
The state can gather data about you without your consent	1	2	3	4	5
Private companies can gather data about you without your consent	1	2	3	4	5
Other people can gather data about you without your consent	1	2	3	4	5
The state has access to the data collected about you without your consent	1	2	3	4	5
Private companies have access to the data collected about you without your consent	1	2	3	4	5
Other people have access to the data collected about you without your consent	1	2	3	4	5

6. Who do you think should be responsible for the safety of personal data on the Internet? MAP 1.

	I completely agree	I somewhat agree	I generally do not agree	I do not agree at all	<i>Cannot say</i>
The individual person	1	2	3	4	5
Internet service provider	1	2	3	4	5
Online service provider	1	2	3	4	5
Non-profit associations that represent people's rights	1	2	3	4	5
State	1	2	3	4	5
European Union	1	2	3	4	5

7. To what extent do you agree with the following statements? MAP 1.

	I completely agree	I somewhat agree	I generally do not agree	I do not agree at all	<i>Cannot say</i>
The worry about the safety of personal data is exaggerated	1	2	3	4	5
I have nothing to hide	1	2	3	4	5
Data is gathered anyway; there's nothing I can do about it	1	2	3	4	5
Agreeing to my data being gathered is unavoidable if I want to use certain services or benefits	1	2	3	4	5
The state should have more rights to process personal data without consent to ensure security	1	2	3	4	5
Information about criminals should be available on the Internet at all times	1	2	3	4	5

8. Have you had the feeling in the past 12 months that your privacy has been violated by ...? MAP 4.

	Several times	Once	Never	Not applicable, does not concern me
State	1	2	3	4
Local government	1	2	3	4
Employer	1	2	3	4
Private businesses	1	2	3	4
Financial institutions	1	2	3	4
Internet service providers	1	2	3	4
Medical institutions	1	2	3	4
Educational institutions	1	2	3	4
Strangers	1	2	3	4
Friends and family members	1	2	3	4

9. If you had a feeling that your privacy had been violated in an Internet environment, to whom would you turn for the protection of your rights? MAP 5.

	Certainly	Maybe	No
Court	1	2	3
Police	1	2	3
Data Protection Inspectorate	1	2	3
Consumer Protection Board	1	2	3
Information System Authority	1	2	3
Ministry of Justice	1	2	3
Some other organisation, such as an organisation that defends human rights	1	2	3
European Union institutions	1	2	3
President	1	2	3
Chancellor of Justice	1	2	3
The company that owns the web page	1	2	3
Internet service provider	1	2	3
The organisation or person to invade the privacy	1	2	3
Media	1	2	3
Other, who? _____	1	2	3

10. Have you ever turned to someone to protect your privacy on the Internet?

- 1 Yes
- 2 No → CONTINUE WITH QUESTION NO. 11

10A To whom have you turned in order to protect your privacy? MAP 6.

	More than once	Only once	Never
Court	1	2	3
Police	1	2	3
Data Protection Inspectorate	1	2	3
Consumer Protection Board	1	2	3
Information System Authority	1	2	3
Ministry of Justice	1	2	3
Some other organisation, such as an organisation that defends human rights	1	2	3
European Union institutions	1	2	3
President	1	2	3
Chancellor of Justice	1	2	3
The company that owns the web page	1	2	3
Internet service provider	1	2	3
The organisation or person to invade the privacy	1	2	3
Media	1	2	3

11. Do you read the conditions of use and/or privacy statement of a service (incl. apps) before you agree to them?

- 1 Always
- 2 Most of the time
- 3 Sometimes
- 4 Seldom
- 5 Never
- 6 Cannot say

12. To what extent are you bothered by the following potentially privacy-invading situations? MAP 7.

	Very bothered	Somewhat bothered	Not particularly bothered	Not bothered at all	<i>Cannot say</i>
In order to provide me with a loan, the bank analyses my payment history	1	2	3	4	5
In order to offer me a discount on products or services, my buying behaviour (incl. online commerce and web searches) is analysed	1	2	3	4	5
In order to ensure the safety of air traffic, my travel behaviour and history are analysed	1	2	3	4	5
In order to provide me with better medical services, all my data is available to all doctors via an information system	1	2	3	4	5
Before hiring me, my employer checks the web for public information on me	1	2	3	4	5
In order to create a community spirit, the kindergarten shows pictures of my child on its web page	1	2	3	4	5
In order to catch criminals, the police analyses my public and private data both in state databases and on social media	1	2	3	4	5
In order to ensure safety in the city and on roads, the police has security cameras in operation 24/7 to detect undesirable behaviour or dangerous situations	1	2	3	4	5
In order to give out means-tested benefits, the state analyses databases and publicly available information	1	2	3	4	5
In order to ensure the safety of schoolchildren, schools have security cameras	1	2	3	4	5
In order to engage in more open communication with pupils, a teacher follows their activities on Facebook	1	2	3	4	5

13. How would you describe your computer skills?

- 1 Extensive
- 2 Good
- 3 Sufficient
- 4 Poor
- 5 I cannot use the computer
- 6 Cannot say

14. When was the last time you used the Internet?

- 1 Today or yesterday
- 2 Within the past week
- 3 Within the past month
- 4 A few months ago
- 5 I have used it in the past, but not anymore → NEXT SET OF QUESTIONS
- 6 I have never used the Internet → NEXT SET OF QUESTIONS

15. Which means do you currently use to access the Internet? MAP 8.

	Often	Sometimes	Seldom	Never
PC	1	2	3	4
Laptop	1	2	3	4
TV set	1	2	3	4
Tablet (iPad, etc.)	1	2	3	4
Mobile phone (not a smart phone)	1	2	3	4
Smart phone	1	2	3	4

16. How much time do you spend on average per day on the following activities on the Internet? MAP 9.

	Up to 30 min	31-60 min	1-2 hours	2-4 hours	4-6 hours	More than 6 hours	I do not use the Internet for this	Cannot say
Work	1	2	3	4	5	6	7	
Studies or self-improvement	1	2	3	4	5	6	7	
Media consumption (news portals, television, radio)	1	2	3	4	5	6	7	
Entertainment	1	2	3	4	5	6	7	
Communicating	1	2	3	4	5	6	7	
Gaming	1	2	3	4	5	6	7	

17. Which of the following statements would best describe your social media use (e.g., Facebook, Twitter, Instagram, Geni, etc.)? ONE ANSWER. MAP 10.

- 1 I don't use any social media channels
- 2 I have an account but I haven't used it in a while
- 3 I have an account but I do not create content; I just follow others
- 4 I am not an avid participant; I seldom post information, pictures and other content
- 5 I participate actively by creating content regularly (posting information, photos, etc.)
- 6 Cannot say

18. To what extent do you agree with the following statements? MAP 1.

	I completely agree	I somewhat agree	I generally do not agree	I do not agree at all	Cannot say
It is suspicious if there is no trace of a person on the Internet	1	2	3	4	5
The data that I have entered on the Internet can be freely used by anyone	1	2	3	4	5
If possible, I use my Facebook or Google account to log into various environments	1	2	3	4	5

19. Have you ever done the following to protect your privacy? MAP 11.

	I have	I haven't	I wasn't aware of this possibility
Have you refrained from sharing information on the Internet?	1	2	3
Have you shared information on the Internet to only a limited extent?	1	2	3
Have you shared information in a way that is understandable to only a few select people?	1	2	3
Have you deleted information about yourself from the Internet?	1	2	3
Have you asked others to delete information about you from the Internet?	1	2	3
Have you refrained from opening an account in a web environment?	1	2	3
Have you deleted an account from a web environment?	1	2	3
Have you restricted the number of people who can access your information?	1	2	3
Have you used several identities on the Internet (e.g. pseudonyms, false names)?	1	2	3
Have you published false data about yourself on the Internet?	1	2	3
Have you refrained from downloading an app?	1	2	3
Have you used privacy settings offered by a web environment or app?	1	2	3
Have you used the screen lock function of a phone, computer passwords, fingerprint readers, login with ID card, mobile ID?	1	2	3
Have you used the possibility to encrypt documents or messages?	1	2	3
Have you used security software (e.g. anti-virus software, security settings of an operation system)?	1	2	3
Have you used different passwords in different environments?	1	2	3

Have you avoided the use of public Wi-Fi networks?	1	2	3
Have you restrained from buying from an online store that does not have a security certificate, a secure online store sign or some other measure/tool to ensure safe shopping?	1	2	3
Have you ever cleared your browser history or cookies?	1	2	3

20. To what extent are you bothered by the following potentially privacy-invading situations? MAP 12.

	Very bothered	Somewhat bothered	Not particularly bothered	Not bothered at all	Cannot say
In order for the smart device to recommend the best restaurant or car park in the vicinity or to quickly find me a taxi, my location data is analysed	1	2	3	4	5
In order to efficiently offer me content that I might be interested in (e.g. in Google or YouTube), my general online behaviour is analysed	1	2	3	4	5
In order to suggest potential acquaintances for me, social networks (e.g., Facebook) analyse my network of friends and acquaintances	1	2	3	4	5
In order for me to revisit the history of a conversation, Skype records all my conversations	1	2	3	4	5
In order to ensure national security, the state requests access to my data from the Internet service provider	1	2	3	4	5
In order to spend quality time and play games, I give the applications in mobile and online environments access to my personal data	1	2	3	4	5
In order to target me with specific advertisements, e-mail service providers (e.g., Google, Yahoo, mail.ee) analyse the content of my e-mails	1	2	3	4	5
In order to get advice and support from other parents, I should disclose data on my child in a forum or blog dealing with family matters (e.g., Perekool)	1	2	3	4	5
In order to receive useful workout tips and gain followers, I should publish my workout data via workout applications or social media	1	2	3	4	5
In order to keep in touch with friends and maintain good relations with them, it is presumed that people can publish photos of me partying on the Internet	1	2	3	4	5

11. BACKGROUND INFORMATION

1. Sex:

- 1 Male
- 2 Female

2. Age: _____ full years**3. Nationality:**

- 1 Estonian
- 2 Other

4. Your main language of communication in Estonia:

- 1 Estonian → QUESTION 6
- 2 Russian
- 3 Other

ASK Q5 IF THE RESPONDER'S MAIN LANGUAGE OF COMMUNICATION IS NOT ESTONIAN (Q4#1)

5. How would you rate your Estonian?
ONE ANSWER!

- 1 I understand it well and speak it freely
- 2 I understand it and speak it a little
- 3 I understand a little but do not speak it
- 4 I don't understand or speak it

ASK FROM EVERYONE:

6. Your citizenship:

- 1 Estonian
- 2 Other EU state
- 3 Russian
- 4 Other country
- 5 Stateless

7. Your level of education: MAP T1.

- 1 Elementary or basic
- 2 Vocational, without secondary education
- 3 Secondary or vocational secondary education
- 4 Higher education

8. Are you ...

- 1 married / in a partnership
- 2 divorced / separated
- 3 widowed
- 4 single

9. Together with you, your household includes:

A HOUSEHOLD IS A GROUP OF PEOPLE THAT LIVE AT THE SAME

ADDRESS AND USE THE SAME FINANCIAL RESOURCES

_____ people

10. Number of children under 18 that still live at home:

_____ children

(note 0 when no children live at home)

Ages of children under 18 that still live in the household in full years:

_____ ; _____ ; _____ ; _____ ; _____ ; _____

11. How many members of the household work?

_____ members

12. Are you: MAP T2.

- 1 Employed
- 2 Employed student
- 3 Employed pensioner
- 4 Unemployed, looking for work
- 5 Student
- 6 Receiving pension for incapacity for work
- 7 On parental leave
- 8 Not employed for some other reason (incl. a homemaker)

IF THE RESPONDENT WORKS (Q12, RESPONSES 1-3): ONE ANSWER. MAP T3.

13. Are you ...?

- 1 a freelancer, self-employed
- 2 a private entrepreneur (up to 10 employees)
- 3 a private entrepreneur (more than 10 employees)
- 4 a farmer
- 5 a salaried worker in a private company (incl. a non-profit association)
- 6 a salaried worker in a state or local government institution

14. Your position:

ONE ANSWER. MAP T4.

- 1 Top management / middle management in an institution or company
- 2 Top specialist
- 3 Specialist or assistant specialist
- 4 Office worker
- 5 Customer service representative
- 6 Skilled worker
- 7 Operator of machinery/equipment, driver of a motorised vehicle
- 8 Unskilled worker
- 9 Other, specify _____

ASK FROM EVERYONE:

15. Personal average net income per month (minus the income tax) MAP. T5.

- 1 Up to €200
- 2 €201 – €300
- 3 €301 – €400
- 4 €401 – €500
- 5 €501 – €650
- 6 €651 – €800
- 7 €801 – €1,000
- 8 €1,001 – €1,300
- 9 €1,301 – €1,600
- 10 More than €1,600
- 11 No income
- 12 Refuses to say

ASK Q16 TO Q19 ONLY WHEN THERE IS MORE THAN ONE MEMBER IN THE HOUSEHOLD (Q9#1)

16. TOTAL average net income of the HOUSEHOLD.

MAP T5.

- 1 Up to €200
- 2 €201 – €300
- 3 €301 – €400
- 4 €401 – €500
- 5 €501 – €650
- 6 €651 – €800
- 7 €801 – €1,000
- 8 €1,001 – €1,300
- 9 €1,301 – €1,600
- 10 More than €1,600
- 11 No income
- 12 Refuses to say
- 13 Cannot say

17. Household's average net income per month per member of household.

MAP T5.

- 1 Up to €200
- 2 €201 – €300
- 3 €301 – €400
- 4 €401 – €500
- 5 €501 – €650
- 6 €651 – €800
- 7 €801 – €1,000
- 8 €1,001 – €1,300
- 9 €1,301 – €1,600
- 10 More than €1,600
- 11 No income
- 12 *Refuses to say*
- 13 *Cannot say*

18. Are you the person in the family to mainly decide on the purchase of everyday food products and staple goods?

- 1 Yes
- 2 No
- 3 It's a common decision

19. Are you the person in the family with the highest income?

- 1 Yes, or the incomes are equal
- 2 No

ASK FROM EVERYONE:

20. Where do you mostly buy your everyday food products and staple goods?

ONE ANSWER. MAP T6.

- 1 Maxima
- 2 ETK (A&O, Konsum, Maksimarket)
- 3 Selver, Kaubamaja Food Store
- 4 Säästumarket
- 5 Rimi, Hyper Rimi
- 6 OG Elektra or Grossi Toidukaubad
- 7 Comarket
- 8 Prisma
- 9 Other store
- 10 Market
- 11 Does not go food shopping

21. Your type of accommodation:

- 1 Private house
- 2 Semi-detached house, terraced house
- 3 Small block of flats (up to 12 flats)
- 4 Large block of flats

22. Do you (does your household) have the use of ... :

MAY HAVE SEVERAL ANSWERS!

- 1 A car
- 2 A cottage or a summer house
- 3 A landline phone

23. Which type of transport do you mostly use to cover longer distances?

ONE ANSWER.

- 1 A car
- 2 Public transport
- 3 Both equally
- 4 Other
- 5 Nothing

24. Do you personally use ...

	Yes	No
A PC	1	2
A laptop	1	2
A tablet	1	2
A smart phone	1	2

25. Do you use the Internet?

- 1 Yes
- 2 No → QUESTION 31

ASK QUESTIONS 26 TO 30 FROM THOSE WHO USE THE INTERNET (Q25=1):

26. Do you use the Internet ...?

SEVERAL ANSWERS POSSIBLE.

- 1 At home
- 2 At work/school
- 3 Elsewhere

27. Do you use the Internet ...

	Yes	No
On a mobile phone	1	2
In a computer via the so-called net stick (3G USB modem)	1	2

28. How often do you use the Internet?

ONE ANSWER!

- 1 Every day
- 2 At least once a week
- 3 At least once a month
- 4 Less often

29. ASK, IF THE PERSON USES THE INTERNET EVERY DAY (Q28=1):

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

NOTE DOWN A WHOLE NUMBER

_____ HOURS

30. Are you willing to occasionally answer to e-mail questionnaires?

1 Yes → NOTE DOWN THE E-MAIL ADDRESS ON THE E-MAIL ADDRESS PAGE

2 No

3 The respondent has already been added to the web panel of Turu-uuringute AS

31. Which religion or denomination do you follow?

ONE ANSWER! MAP T9

- 1 Lutheran
- 2 Catholic
- 3 Orthodox
- 4 Baptist
- 5 Methodist
- 6 Other free church
- 7 Judaist
- 8 Muslim
- 9 Buddhist
- 10 Hindu
- 11 Pagan/Tharapitaist
- 12 Other, specify

13 Non-believer, atheist

14 Does not wish to disclose

32. End of the interview:

_____hrs _____min