

## **Appendix C**

### **Privacy Surveys (1979 - 2001)**

#### **2001**

ARC Group and the Wireless Advertising Association. Privacy is not a Barrier to the Success of Mobile Advertising (survey summary). Guildford, Surrey, UK: ARC, October 15, 2001.

ASNE Freedom of Information Committee and the First Amendment Center. Freedom of Information in the Digital Age. Arlington, VA: ASNE, April 2001.

BBBOnline. Third-Party Assurance Boosts Online Purchasing: BBBOnline Privacy, Reliability Seals Increase Consumer Confidence; Privacy Remains Public's Chief Concern (survey summary). Conducted by Greenfield Online. Arlington VA: BBBOnline, October 17, 2001.

Chosun.com (English Edition). Officials Fear of Wiretapping Grows (survey summary). [Seoul]: Chosun, December 2, 2001.

Columbus Group and Ipsos-Reid. Privacy Policies Critical to Online Consumer Trust. Vancouver: Columbus Group, March 1, 2001.

Culnan, Mary J and George R. Milne. The Culnan-Milne Survey on Consumers & Online Privacy Notices: Summary of Responses. Washington DC: FTC, December 2001.

Cyber Dialogue. Cyber Dialogue Survey Data Reveals Lost Revenue for Retailers Due to Widespread Consumer Privacy Concerns (survey summary). New York: Cyber Dialogue, November 7, 2001.

Deloitte Touche Tohmatsu and Dimension Data. Survey Reveals Major Corporations are Getting Ready for New Privacy Law. Canberra: Deloitte, September 17, 2001.

Department for Trade and Industry. Informing Consumers About E-commerce. Conducted by MORI. London: DTI, September 2001.

Economist Intelligence Unit in cooperation with Baker & McKenzie. Private Investigations: Data Privacy and the Challenge to Business. London, NY: EIU, October 2001.

eFunds Corporation. Survey Identifies Place Most Consumers Would Turn in Identity-Theft Situation. Scottsdale, AZ: eFunds, December 19, 2001.

ePolicy Institute. 2001 Electronic Policies and Practices Survey. In collaboration with the American Management Association and US News & World Report. Columbus, OH: ePolicy Institute, August 2001.

Forrester Research. Privacy Issues Inhibit Online Spending (survey summary).  
Cambridge, MA: Forrester, October 3, 2001.

Gallup Poll. Majority of E-mail Users Express Concern About Internet Privacy.  
Princeton, NJ: Gallup, June 28, 2001.

Gartner, Inc. GartnerG2 Report: 86 Percent of Online Adults Very Concerned About Security Untapped Consumer Base Needs Online Reassurance (survey summary).  
Stamford, CT: Gartner, August 7, 2001.

Harris Interactive. Overwhelming Public Support for Increasing Surveillance Powers and, in Spite of Many Concerns About Potential Abuses, Confidence That These Powers Would be Used Properly. Rochester, NY: Harris Interactive, October 3, 2001.

\_\_\_\_\_. Privacy Notices Research Final Results. Conducted for the Privacy Leadership Initiative. Rochester, NY: Harris, December 2001.

\_\_\_\_\_. A Study About Airport Security. Prepared for Identix. Los Gatos, CA: Identix, September 25, 2001.

Harris Interactive and Alan F. Westin. Proceed: But With Great Care, and With Adequate Safeguards. Hackensack, NJ: Privacy & American Business, October 3, 2001.

Information Commissioner of the United Kingdom. Data Controller and Public Authorities Research: Summary of Findings. Conducted by Quaestor for the Information Commissioner's Office. London: IC, June 2001.

\_\_\_\_\_. Data Subject and Individual Research: Main Findings. Conducted by RSGB for the Information Commissioner's Office. London: IC, June 2001.

Information Technology Association of America and Tumbleweed Communications. Keeping the Faith: Government, Information Security and Homeland Cyber Defense. Washington DC: ITAA, December 11, 2001.

Ipsos-Reid, CTV and The Globe and Mail. Majority (58%) Say Terrorism Threats Outweigh Protection of Individual Rights, Freedom and Due Process of Law: Police, Intelligence Officials Should Get Tools They Need to Protect Collective Safety of Canadians Against Terrorism. Toronto: Ipsos-Reid, October 5, 2001.

Ipsos-Reid and Emailthatpays. Canadians' Love Affair with Email Continues.

Vancouver: Ipsos-Reid, October 30, 2001.

Ipsos-Reid. Online Security and Privacy Concerns on the Increase in Canada. Toronto:

Ipsos-Reid, November 28, 2001.

Jupiter Media Metrix. Nearly Half of US Online Financial Consumers are Ready to

Consolidate Their Accounts at a Single Institution (survey summary). New York: JMM,

October 24, 2001.

Kaiser Family Foundation. Generation Rx.com: How Young People Use the Internet for

Health Information. Menlo Park, CA: KFF, December 2001.

McPheters & Company and Beta Research. Renewed Conservatism Sweeps the Country

in Aftermath of Attacks: Media Habits Change. New York: McPheters, November 15,

2001.

MORI. Reaction to Attacks on America & Identity Cards Poll. London: MORI,

September 23, 2001.

National Consumers League. 2001 Shopping Online Survey. Washington DC: NCL,

2001.

PC World. PC World Poll Highlights Privacy Concerns. San Francisco: PC World, October 5, 2001.

Personalization Consortium. Personalization and Privacy Survey. Wakefield, MA: Personalization, January 2001.

Pew Internet and American Life. Fear of Online Crime: Americans Support FBI Interception of Criminal Suspects' Email and New Laws to Protect Online Privacy. Washington DC: PIP, April 2, 2001.

Pew Research Center for the People & the Press. Post-Terrorist Attack Survey and Final Topline. Washington DC: Pew, September 19, 2001.

Privacy Commissioner of Australia. Business Attitudes Towards Privacy in Australia. Sponsored by the Australian Information Industry Association, Centrelink, Freehills, Pricewaterhouse Coopers and the Australian Taxation Office. Conducted by Roy Morgan Research. Sydney: PC of Australia, July 31, 2001.

\_\_\_\_\_. Community Attitudes Towards Privacy in Australia. Sponsored by the Australian Taxation Office. Conducted by Roy Morgan Research. Sydney: PC of Australia, July 31, 2001.

\_\_\_\_\_. Government Attitudes Towards Privacy in Australia. Sponsored by the Australian Information Industry Association, Centrelink, Freehills, Pricewaterhouse Coopers and the Australian Taxation Office. Conducted by Roy Morgan Research. Sydney: PC of Australia, July 31, 2001.

Privacy Commissioner of New Zealand. Privacy Concerns Loom Large, Poll Indicates (survey summary). Conducted by UMR. Auckland:PC of New Zealand, September 2001.

Privacy Leadership Initiative. Privacy Notices Miss the Mark with Consumers (survey summary). Conducted by Harris Interactive. Washington DC: PLI, December 3, 2001.

Public Interest Advocacy Centre. Business Usage of Consumer Information for Direct Marketing: What the Public Thinks. Conducted by Ekos Research Associates Inc. Ottawa: PIAC, August 2001.

Statistical Research, Inc. Even Veteran Web Users Remain Skittish About Sites That Get Personal. (Survey summary) Westfield, NJ: SRI, June 7, 2001.

techies.com. Workplace Privacy: A Thing of the Past? Edina, MN: techies.com, February 2001.

UCLA Center for Communication Policy. The UCLA Internet Report 2001 — Surveying the Digital Future Year Two. Los Angeles: CCP, November 2001.

## **2000**

@plan Institute for Online Commerce. @plan inc Internet Poll Reveals Parents Very Concerned About Child Privacy But Overwhelming Majority Oppose Government Regulation of the Internet. Stamford, CT: @plan, May 3, 2000.

Business Week Survey, March 20, 2000,

[http://businessweek.com/2000/00\\_12/b3673006.htm](http://businessweek.com/2000/00_12/b3673006.htm)

A new Business Week / Harris poll confirms that Americans care deeply about their privacy. The poll, published in the March 20 issue of Business Week, reveals that more than half of all Americans favor some sort of public policy on how personal information can be collected and used on the Internet.

California Health Care Foundation. Ethics Survey of Consumer Attitudes About Health Web Sites. Conducted by Cyber Dialogue and the Institute for the Future for CHCF and the Internet Healthcare Coalition. Oakland, CA: CHCF, January 2000.

Center for Communication Policy, University of Southern California. Surveying the Digital Future. Los Angeles: CCP, October 25, 2000.

Cheskin Research. Trust in the Wired Americas. Conducted by Cheskin Research and Studio Archetype/Sapient. Redwood Shores, CA: Cheskin, July 2000.

Freehills, Hollingdale and Page. Internet Privacy Survey. Sydney: Freehills, 2000.

The Gallup Organization. Few Web Users Paying Close Attention to Internet Privacy Issue. Princeton, NJ: Gallup, November 27, 2000.

Information Technology Association of America. Keeping the Faith: Government Information Security in the Internet Age. Washington DC: ITAA, October 16, 2000.

Institute for Health Freedom. Public Attitudes Toward Medical Privacy. Conducted by the Gallup Organization. Washington DC: IHF, September 2000.

National Consumers League and Dell Computer. Online Americans More Concerned about Privacy than Health Care, Crime, and Taxes, New Survey Reveals. Conducted by Harris Interactive. Washington DC: NCL, October 4, 2000.

ORC International and Alan F. Westin. 2000 ChoicePoint Public Opinion Survey. Conducted for ChoicePoint, Inc. Hackensack, NJ: Center for Social and Legal Research, November 2000.

Pew Internet and American Life. New Internet Users: What They Do Online, What They Don't and Implications for the Net's Future. Washington DC: PIP, September 25, 2000.

PEW Internet Project (2000) 'Trust and Privacy Online: Why American Want to Rewrite the Rules', at [www.pewinternet.org/reports/toc.asp?Report=19](http://www.pewinternet.org/reports/toc.asp?Report=19)

\_\_\_\_\_. Trust and Privacy Online: Why Americans Want to Rewrite the Rules. Washington DC:PIP, August 20, 2000.

Responsys.com. Online Marketers Have Little Confidence in Self-Regulation of Internet Privacy. Sponsored by Millard Brown IntelliQuest. Palo Alto, CA: Responsys.com, September 26, 2000.

Vault.com. Results of Vault.com Survey of Internet Use in the Workplace. New York: Vault.com, September 26, 2000.

## **1999**

Ackerman, Mark S., Lorrie Faith Cranor and Joseph Reagle. Beyond Concern: Understanding Net Users' Attitudes About Online Privacy. Florham Park, NJ: AT&T Labs, April 1999.

California Health Care Foundation. Confidentiality of Medical Records. Sponsored by CHCF and Consumers Union. Oakland, CA: CHCF, February 1999.

Cranor L.F., Reagle J., and Mark S. Ackerman M.S. (1999) 'Beyond Concern: Understanding Net Users' Attitudes' AT&T Research Technical Report, 14 April 1999, at [www.research.att.com/projects/privacystudy/](http://www.research.att.com/projects/privacystudy/)

Culnan M. & Armstrong P.K. (1999) 'Information Privacy Concerns, Procedural Fairness and Impersonal Trust: An Empirical Investigation' Organization Science, Vol. 10, No. 1, p. 104-115, January-February 1999, at [www.msb.edu/faculty/culnanm/research/orgsci97.pdf](http://www.msb.edu/faculty/culnanm/research/orgsci97.pdf)

Culnan M.J. "Georgetown Internet Privacy Policy Study", at [www.msb.edu/faculty/culnanm/gippshome.html](http://www.msb.edu/faculty/culnanm/gippshome.html)

Harris Interactive and Alan F. Westin. IBM-Harris Multi-National Consumer Privacy Survey. Sponsored by IBM. Aramok, NY: IBM, October 1999.

Louis Harris & Associates. Consumers and the 21st Century. Conducted for the National Consumers League. Sponsored by Ameritech, Shapiro Educational Foundation and Wyeth-Ayerst Pharmaceuticals. Washington DC: NCL, May 1999.

Opinion Research Corporation and Alan F. Westin. "Freebies" and Privacy: What Net Users Think. Sponsored by Privacy & American Business. Hackensack, NJ: P & AB, July 1999.

\_\_\_\_\_. Personalized Marketing and Privacy on the Net: What Consumers Want. Sponsored by DoubleClick and Privacy & American Business. Hackensack, NJ: P & AB, November 1999.

## **1998**

Louis Harris & Associates and Alan F. Westin. E-Commerce and Privacy: What Net Users Want. Sponsored by Price Waterhouse and Privacy & American Business. Hackensack, NJ: P & AB, June 1998.

Louis Harris & Associates and Alan F. Westin. Privacy Concerns & Consumer Choice. Sponsored by Ameritech and Privacy & American Business. Hackensack, NJ: P & AB, December 1998.

What Net Users Want' (June 1998), at

[www.PandAB.org/E-Commerce%20Exec.%20Summary.html](http://www.PandAB.org/E-Commerce%20Exec.%20Summary.html)

## 1997

CDT (1997-) "Privacy Survey Data", Center for Democracy and Technology, at [www.cdt.org/privacy/survey/findings/surveyframe.html](http://www.cdt.org/privacy/survey/findings/surveyframe.html)

International Research Associates. Eurobarometer 46.1: Information Technology and Data Privacy. Report produced for The European Commission. Brussels: INRA (EUROPE), 1997.

Louis Harris & Associates and Alan F. Westin. Commerce, Communication and Privacy Online. New York: Louis Harris & Associates, 1997. Also of interest is the Privacy & American Business article about the Business Week survey, which confirms the results of this survey.

Privacy and American Business (1997-) 'Surveys', at [www.PandAB.org/pabsurve.htm](http://www.PandAB.org/pabsurve.htm) including E-Commerce & Privacy

Smith, Jeff H., Georgetown University Law School. Data Protection and Privacy Survey Results. Co - Sponsored by the IAHRIM and the Privacy and American Business Global Privacy Project. Hackensack, NJ: Privacy and American Business, September 1997.

Truste (1997) "ETrust Internet Privacy Survey: Summary of Survey Results", TrustE, at [www.truste.org/ppt/bcg\\_powerpoint/sld002.htm](http://www.truste.org/ppt/bcg_powerpoint/sld002.htm)

## **1996**

Dataculture: Privacy, participation and the need for transparency in the information age, 1996.

Louis Harris & Associates and Alan F. Westin. Equifax-Harris Consumer Privacy Survey 1996. New York: Louis Harris & Associates, 1996.

MasterCard. What Do People Really Think? MasterCard's Survey of the Australian Public's Attitudes to Privacy. Canberra:MasterCard, 1996.

Smith H. J., Milberg S.J. & Burke, S.J. (1996) "Information Privacy: Measuring Individuals' Concerns About Corporate Practices" MIS Quarterly, 20, 2, 167-196.

Summary by Roger Clarke prepared for Privacy Law & Policy Report3,9 (January 1997).

## **1995**

Culnan M.J. "Consumer Awareness of Name Removal Procedures: Implications for Direct Marketing" Journal of Direct Marketing, 9, 2, 10-19.

Louis Harris & Associates and Alan F. Westin. Equifax-Harris Consumer Privacy Survey 1995 New York: Louis Harris & Associates, 1995.

Public Interest Advocacy Centre and FÈdÈration nationale des associations de consommateurs du QuÈbec. Surveying Boundaries: Canadians and their Personal Information. Ottawa: Public Interest Advocacy Centre, 1995.

## **1994**

ACLU "American Public Opinion About Privacy at Home and at Work' American Civil Liberties Union, 1994, web-pages at [www.aclu.org/](http://www.aclu.org/)

Cantril, Albert H. and Susan Davis Cantril. Live and Let Live: American Public Opinion About Privacy at Home and at Work. Washington DC: American Civil Liberties Union Foundation, March 1994.

GVU (1994-) 'WWW User Survey', Graphics, Visualization & Usability Center, Georgia Institute of Technology (Georgia Tech), at [www.cc.gatech.edu/gvu/user\\_surveys/](http://www.cc.gatech.edu/gvu/user_surveys/)

Louis Harris & Associates and Alan F. Westin. Consumers and Credit Reporting 1994. New York: Louis Harris & Associates, 1994.

Louis Harris & Associates and Alan F. Westin. Equifax-Harris Consumer Privacy Survey 1994 New York: Louis Harris & Associates, 1994.

Louis Harris & Associates and Alan F. Westin. Interactive Services, Consumers, and Privacy Survey New York: Louis Harris & Associates, 1994.

Louis Harris & Associates and Alan F. Westin. The Equifax Canada Report on Consumers and Privacy in the Information Age. New York: Louis Harris & Associates, 1994.

## **1993**

Culnan M.J. "'How Did They Get My Name?': An Exploratory Investigation of Consumer Attitudes Toward Secondary Information Use" MIS Qlty 17, 3 (September 1993) 341-363.

Gandy O.H.Jr. (1993) 'The Panoptic Sort' Westview, 1993

Gandy O.H.Jr. (1993) "African Americans and Privacy: Understanding the Black Perspective in the Emerging Policy Debate" Journal of Black Studies 24, 2 (December 1993) 178-195.

Louis Harris & Associates and Alan F. Westin. Health Information Privacy Survey 1993. New York: Louis Harris & Associates, 1993.

Louis Harris & Associates and Alan F. Westin. Workplace Health and Privacy Issues: Survey of Private Sector Employees and Leaders. Commissioned by Educational Film Center. New York: Louis Harris & Associates, 1993.

Privacy Rights Clearinghouse (1993-) 'Annual Report' Uni. of San Diego Center for Public Interest Law, at [www.privacyrights.org/ar/ar.html](http://www.privacyrights.org/ar/ar.html)

Singer E., Mathiowetz N.A. & Couper M.P (1993) "The Impact of Privacy and Confidentiality Concerns on Survey Participation" Public Opinion Quarterly, 57, Winter, 465-482.

## **1992**

Louis Harris & Associates and Alan F. Westin. Equifax-Harris Consumer Privacy Survey 1992. New York: Louis Harris & Associates, 1992.

Louis Harris & Associates and Alan F. Westin. The Equifax Canada Report on Consumers and Privacy in the Information Age. New York: Louis Harris & Associates, 1992.

## **1991**

Louis Harris & Associates and Alan F. Westin. Equifax-Harris Consumer Privacy Survey 1991. New York: Louis Harris & Associates, 1991.

## **1990**

Katz J.E. & Tassone A.R. "Public Opinion Trends: Privacy and Information Technology" Public Opinion Qtly 54, 1 (Spring 1990) 125-143.

Louis Harris & Associates and Alan F. Westin. The Equifax Report on Consumers in the Information Age. New York: Louis Harris & Associates, 1990.

National Consumers League. Whose Business is it Anyway?: A National Opinion Survey on Workplace Decisions and Employee Privacy. Washington DC: NCL, January 1990.

**1983**

Louis Harris & Associates and Alan F. Westin. The Road After 1984: The Impact of Technology on Society. Conducted for Southern New England Telephone. New York: Louis Harris & Associates, Inc., 1983.

**1982**

Woodman R., Ganster D., Adams J., McCuddy M., Tolchinsky P., and Fromkin H. "A Survey of Employee Perceptions of Information Privacy in Organizations" Academy of Management Journal. 1982, Vol. 25, No. 3, 647-663.

**1981**

Tolchinsky P.D., McCuddy M.K., Adams J., Ganster D.C., Woodman R.W. & Fromkin H.L. "Employee Perceptions of Invasion of Privacy: A Field Simulation Experiment" J. of Applied Psychology 66, 3 (June 1981) 308-313.

**1979**

Louis Harris & Associates and Alan F. Westin. The Dimensions of Privacy: A National Opinion Research Survey of Attitudes Towards Privacy. New York: Louis Harris & Associates, Inc., 1979.

Harris/Westin/Equifax have undertaken and published a long series of surveys, since 1979, heavily funded by industry and in particular the Equifax credit rating service.

These have been made available at Privacy Exchange's site, at

[www.privacyexchange.org/iss/surveys/surveys.html](http://www.privacyexchange.org/iss/surveys/surveys.html)

- Harris & Westin A.F., 'The Dimensions of Privacy: A National Opinion Research Survey of Attitudes Towards Privacy' Garland, New York NY, 1981
- Harris-Equifax (1990) 'Consumers in the Information Age'
- Harris-Equifax (1991) 'Harris-Equifax Consumer Privacy Survey 1991', Equifax Inc., Atlanta GA, 1991
- Harris-Equifax (1992) 'Harris-Equifax Consumer Privacy Survey 1992', Equifax Inc., Atlanta GA, 1992
- Harris-Equifax (1993) 'Health Information Privacy Survey', Equifax Inc., Atlanta GA, 1993
- Harris-Equifax (1995) 'Mid-Decade Consumer Privacy Survey', Equifax Inc., Atlanta GA, 1995
- Harris-Equifax (1996) '1996 Equifax/Harris Consumer Privacy Survey', Equifax Inc., Atlanta GA, 1996, web-page at [www.equifax.com/consumer/parchive/](http://www.equifax.com/consumer/parchive/)

- document at

[www.equifax.com/consumer/parchive/svry96/docs/summary.html](http://www.equifax.com/consumer/parchive/svry96/docs/summary.html)

## **Privacy Surveys - International**

### **European Union**

International Research Associates, Information Technology and Data Privacy,  
Eurobarometer 46.1, Report produced for the European Commission Directorate General  
Internal Market and Financial Services, Brussels: INRA, 1997.

### **United Kingdom**

DPR (1996) 'Data Protection - General Public Survey' Data Protection Registrar,  
Wilmslow Cheshire, +44 1625 545 700

Henley Centre, Dataculture, London: Henley Centre for Forecasting, Ltd., 1995.

Hine C. & Eve J. (1998) 'Privacy in the marketplace' The Information Society 14, 4 (Oct-  
Nov 1998) 253-262

Perri 6, with Kristen Lasky & Adrian Fletcher, *The Future of Privacy*, Vol. 2, *Public Trust in the Use of Private Information*,  
London: Demos, 1998 [note the author's surname is the number '6'; this is not a misprint]

## **The Netherlands**

J. Holvast, H. van Dijk & G. Schep, *Privacy Doorgelicht. Onderzoeksrapport N. 71*.  
s'Gravenhage, SWOKA, 1989.

## **Hungary**

Ivan Skékely (ed.), *Information Privacy in Hungary*, Budapest: Hungarian Institute for  
Public Opinion Research, 1991

## **Canada**

Ekos Research Associates (2001), "Business Usage of Customer Information for Direct  
Marketing: What the Public Thinks", prepared on behalf of the Public Interest Advocacy  
Centre, Ottawa, August 2001, at <http://www.piac.ca/>

Graves F., Porteous N. & Beauchamp P. (1995) "Privacy Revealed: The Canadian Privacy Survey" Ekos Research Associates, Ottawa, ON., Canada, 1995, available from Industry Canada, Communications Development and Planning Branch, 20th floor, General Tower North, 300 Slater St., Ottawa, ON, K1A 0C8; Tel: (613) 990-4573; Fax: (613) 941-0178; Email: mcdonald.helen@ic.gc.ca

Harris/Westin (1992) 'The Equifax Canada Report on Consumers and Privacy in the Information Age' Equifax Canada, 1992

Harris/Westin (1995) 'The Equifax Canada Report on Consumers and Privacy in the Information Age' Equifax Canada, 1995

PIAC/FNACQ (1996) 'Surveying Boundaries : Canadians and their Personal Information' Public Interest Advocacy Centre (PIAC) and the Fédération Nationale des Associations de Consommateurs du Québec (FNACQ), Ottawa, ON., Canada, 1996, available from: PIAC, 1204 - One Nicholas St., Ottawa, ON., K1N 7B7. Tel: +1 613 562-4002; Fax: +1 613 562-0007; Email: 74051.3157@compuserve.com; web-pages at [www.web.net/piac/](http://www.web.net/piac/)

## **Australia**

"Community attitudes towards privacy in Australia', Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rcommunity.html](http://www.privacy.gov.au/publications/rcommunity.html)

"Business attitudes towards privacy in Australia', Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rbusiness.html](http://www.privacy.gov.au/publications/rbusiness.html)

"Government attitudes towards privacy in Australia', Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rgovernment.html](http://www.privacy.gov.au/publications/rgovernment.html)

ACFF (1995) 'Smart Cards and the Future of Your Money', Australian Commission for the Future, Melbourne.

Boykett J., O'Reilly H. and Tucker G. (1996) 'Private sector attitudes to information privacy' Privacy Law & Policy Reporter 3, 6 (September 1996) 101-105, to be available from the PLPR archives.

MasterCard (1996) "Privacy and Payments: A Study of Attitudes of the Australian Public to Privacy - Summary and Findings", MasterCard International, Sydney, September 1996, reviewed at [www.anu.edu.au/people/Roger.Clarke/DV/MCardSurvey.html](http://www.anu.edu.au/people/Roger.Clarke/DV/MCardSurvey.html)

NSWPC (1975-) "Annual Reports", N.S.W. Privacy Committee, Sydney, web-pages at [www.lawlink.nsw.gov.au/pc.nsf/pages/index](http://www.lawlink.nsw.gov.au/pc.nsf/pages/index)

PCA (1995) "Community Attitudes to Privacy", Privacy Commissioner of Australia, Information Paper No. 3, August 1995, +61 2 9284 9600, web-pages at [www.privacy.gov.au](http://www.privacy.gov.au)

PCA (2001) "Community attitudes towards privacy in Australia", Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rcommunity.html](http://www.privacy.gov.au/publications/rcommunity.html)

PCA (2001) "Business attitudes towards privacy in Australia", Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rbusiness.html](http://www.privacy.gov.au/publications/rbusiness.html)

PCA (2001) "Government attitudes towards privacy in Australia", Privacy Commissioner of Australia, July 2001, at [www.privacy.gov.au/publications/rgovernment.html](http://www.privacy.gov.au/publications/rgovernment.html)

PW (1996) "Privacy Survey - 1996", Price Waterhouse, Melbourne, Contact Stephen Woolley, +61 3 9666 6307. A survey of the attitude of Australian businesses towards privacy, and toward privacy regulation.

PW (1998) "Privacy Survey - 1998", Price Waterhouse, Melbourne, Contact Stephen Woolley, +61 3 9666 6307.

## Works Cited

PrivacyExchange, [www.privacyexchange.org/](http://www.privacyexchange.org/), surveys located at, [www.privacyexchange.org/iss/surveys/surveys.html](http://www.privacyexchange.org/iss/surveys/surveys.html), January 2002.

Reference List: Surveys of Privacy Attitudes, Roger Clarke, [Roger.Clarke@anu.edu.au](mailto:Roger.Clarke@anu.edu.au), [www.anu.edu.au/people/Roger.Clarke/DV/Surveys.html](http://www.anu.edu.au/people/Roger.Clarke/DV/Surveys.html), Principal, Xamax Consultancy Pty Ltd, Canberra, [www.xamax.com.au/](http://www.xamax.com.au/), January 2002.