



Codebook for Federal Trade Commission Privacy Notice Study
May 23, 2008

Variable Name	Variable Meaning	Code Values
TransKey		

Variable Name	Variable Meaning	Code Values
Q12	Question 12: <i>Number of seconds spent reading Notice #2</i>	
Pair1	First pair of notices compared by respondent (in order in which they were shown)	1: Mars-Mercury 2: Mercury-Mars 3: Mars-Neptune 4: Neptune-Mars 5: Mercury-Neptune 6: Neptune-Mercury
Q13	Question 13: I want to assume that these two banks are offering you identical products, services and interest rates. Based on what you see in the notices, which one would you select to be your bank?	1: Would select Mars Bank 2: Would select Mercury Bank 3: Would select Neptune Bank 4: No preference--both banks are similar 5: Not sure
Question 16: Why do you prefer the bank that you chose? (<i>Coded responses to open-end question</i>)		

Q16Code11

Code 11: The notice was clearer/
easier to understand

1: Yes
0: No

Variable Name	Variable Meaning	Code Values
Q16Code44	Code 44: The bank does less joint marketing	1: Yes 0: No
Q16Code51	Code 51: The bank provides more options for limiting or opting out of sharing of personal information	1: Yes 0: No
Q16Code61	Code 61: <i>Any reason related to affiliates other than “bank shares less with affiliates”</i>	1: Yes 0: No
Q16Code98	Code 98: <i>No bank preference expressed in Q13 (Response of “No preference” or “Not sure” to Q13)</i>	1: Yes 0: No
Q16Code99	Code 99: <i>Other reason or reason unknown</i>	1: Yes 0: No
Q17	Question 17: Does one of these banks collect more personal information about you than the other bank, or do they both collect the same amount of personal information?	1: Mars Bank collects more information 2: Mercury Bank collects more information 3: Neptune Bank collects more information 4: Both collects the same amount of personal information 5: Not sure
Q18	Question 18: Does one of these banks share personal information with others more than the other bank, or do they both share your personal information equally?	1: Mars Bank shares more information 2: Mercury Bank shares more information 3: Neptune Bank shares more information

Variable Name	Variable Meaning	Code Values
Q20	Question 20: Assume you have limited or opted out of all the possible sharing that you can for both banks. Once you have done this, would one of these banks share your personal information more than the other bank, or would they both share your personal information equally?	1: Mars Bank would share more information 2: Mercury Bank would share more information 3: Neptune Bank would share more information 4: Both would share equally 5: Not sure
Q23	Question 23: <i>Number of seconds spent reading Notice #3</i>	
Pair2	Second pair of notices compared by respondent (in order in which they were shown)	1: Mercury-Neptune 2: Mars-Neptune 3: Neptune-Mercury 4: Mars-Mercury 5: Mercury-Mars 6: Neptune-Mars
Q24	Question 24: I want to assume that these two banks are offering you identical products, services and interest rates. Based on what you see in the notices, which one would you select to be your bank?	1: Would select Mars Bank 2: Would select Mercury Bank 3: Would select Neptune Bank 4: No preference--both banks are similar 5: Not sure
Question 27: Why do you prefer the bank that you chose? (<i>Coded responses to open-end question</i>)		
Q27Code11	Code 11: The notice was clearer/easier to understand	1: Yes 0: No
Q27Code12	Code 12: The notice was more detailed/provided more information	1: Yes 0: No
Q27Code13	Code 13: The notice was simpler/more direct/shorter	1: Yes 0: No
Q27Code14	Code 14: The notice provided more information about how the bank shares personal information	1: Yes 0: No
Q27Code21	Code 21: The bank protects my information better/keeps my information more private or confidential	1: Yes 0: No
Q27Code31	Code 31: The bank is more helpful or provides better service	1: Yes 0: No
Q27Code32	Code 32: The bank offers better interest rates	1: Yes 0: No
Q27Code33	Code 33: The bank offers more services (e.g., ATMs, online banking)	1: Yes 0: No

Variable Name	Variable Meaning	Code Values
Q27Code41	Code 41: The bank shares my personal information less than the other bank	1: Yes 0: No
Q27Code42	Code 42: The bank does not share my personal information	1: Yes 0: No
Q27Code43	Code 43: The bank shares my personal information less with its affiliates/The bank has fewer affiliates	1: Yes 0: No
Q27Code44	Code 44: The bank does less joint marketing	1: Yes 0: No
Q27Code51	Code 51: The bank provides more options for limiting or opting out of sharing of personal information	1: Yes 0: No
Q27Code61	Code 61: <i>Any reason related to affiliates other than “bank shares less with affiliates”</i>	1: Yes 0: No
Q27Code98	Code 98: <i>No bank preference expressed in Q13 (Response of “No preference” or “Not sure” to Q13)</i>	1: Yes 0: No
Q27Code99	Code 99: <i>Other reason or reason unknown</i>	1: Yes 0: No
Q28	Question 28: Does one of these banks collect more personal information about you than the other bank, or do they both collect the same amount of personal information?	1: Mars Bank collects more information 2: Mercury Bank collects more information 3: Neptune Bank collects more information 4: Both collect the same amount of personal information 5: Not sure
Q29	Question 29: Does one of these banks share personal information with others more than the other bank, or do they both share your personal information equally?	1: Mars Bank shares more information 2: Mercury Bank shares more information 3: Neptune Bank shares more information 4: Both share equally 5: Not sure
Q30	Question 30: Which of these two banks gives you the opportunity to limit or to opt out of the sharing of your personal information?	1: Mars Bank only 2: Mercury Bank only 3: Neptune Bank only 4: Both 5: Neither 6: Not sure

Variable Name	Variable Meaning	Code Values
Q31	Question 31: Assume you have limited or opted out of all the possible sharing that you can for both banks. Once you have done this, would one of these banks share your personal information more than the other bank, or would they both share your personal information equally?	1: Mars Bank would share more information 2: Mercury Bank would share more information 3: Neptune Bank would share more information 4: Both would share equally 5: Not sure
NoticeforQ32toQ34	Notice used by respondent to answer Q32 through Q34	2: Mercury 3: Neptune
Q32	Question 32: Does this notice say how you could tell the Bank that you want to limit or opt out of the sharing of your information?	1: Yes 2: No 3: Not sure
Question 33: According to this notice, how could you tell the Bank that you want to limit or opt out of the sharing of information? (<i>Note: This question was skipped if respondent answered "No" or "Not sure" to Q32.</i>)		
Q33a	Question 33a: Call the Bank at the number listed	1: Yes 0: No
Q33b	Question 33b: Go online to the bank's website	1: Yes 0: No
Q33c	Question 33c: Write to the bank	1: Yes 0: No
Q33d	Question 33d: Don't know	1: Yes 0: No
Q33e	Question 33e: Bank does not offer any way to limit or opt out of the sharing	1: Yes 0: No
Q33f	Question 33f: Other	1: Yes 0: No
Q34	Question 34: With this notice, it was easy to find out the ways that the Bank allows you to limit or opt out of sharing information. (<i>Note: This question was skipped if respondent answered "No" or "Not sure" to Q32.</i>)	1: Strongly Disagree 2: Disagree 3: Neither agree nor disagree 4: Agree 5: Strongly agree 9: No Response (<i>skipped</i>)
Q35a	Question 35a: The notices were easy to read and understand.	1: Strongly Disagree 2: Disagree 3: Neither agree nor disagree 4: Agree 5: Strongly agree

Variable Name

Variable Name

