

LANDSDOWNE MARKET RESEARCH
 DATA PROTECTION RESEARCH
 FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

Page ----	Table -----	Title -----	Base ----	Total -----
1	1	ANALYSIS OF SAMPLE		1000
4	2	Q.1 IMPORTANCE RATING (SUMMARY)	d on all aged 15+	926
5	3	Q.1 Importance to you of the following issue: Protection of consumer rights ANALYSIS OF SAMPLE	d on all aged 15+	926
11	4	Q.1 Importance to you of the following issue: A good health service ANALYSIS OF SAMPLE	d on all aged 15+	926
17	5	Q.1 Importance to you of the following issue: Ethics in public office ANALYSIS OF SAMPLE	d on all aged 15+	926
23	6	Q.1 Importance to you of the following issue: Privacy of personal information ANALYSIS OF SAMPLE	d on all aged 15+	926
29	7	Q.1 Importance to you of the following issue: crime prevention ANALYSIS OF SAMPLE	d on all aged 15+	926
35	8	Q.2 IMPORTANCE RATING (SUMMARY)	d on all aged 15+	926
36	9	Q.2 Importance to you to keep the following private: Your financial history ANALYSIS OF SAMPLE	d on all aged 15+	926
42	10	Q.2 Importance to you to keep the following private: Your medical records ANALYSIS OF SAMPLE	d on all aged 15+	926
48	11	Q.2 Importance to you to keep the following private: Your personal telephone numbers ANALYSIS OF SAMPLE	d on all aged 15+	926
54	12	Q.2 Importance to you to keep the following private: Your social welfare history ANALYSIS OF SAMPLE	d on all aged 15+	926
60	13	Q.2 Importance to you to keep the following private: Your credit card details ANALYSIS OF SAMPLE	d on all aged 15+	926

LANDSDOWNE MARKET RESEARCH

41108027

DATA PROTECTION RESEARCH
FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Page ----	Table -----	Title -----	Base ----	Total -----
66	14	Q.2 Importance to you to keep the following private: Your personal e-mails ANALYSIS OF SAMPLE	d on all aged 15+	926
72	15	Q.2 Importance to you to keep the following private: Your PPS number ANALYSIS OF SAMPLE	d on all aged 15+	926
78	16	Q.2 Importance to you to keep the following private: Your telephone and internet usage records ANALYSIS OF SAMPLE	d on all aged 15+	926
84	17	Q.2 Importance to you to keep the following private: CV/Resume details ANALYSIS OF SAMPLE	d on all aged 15+	926
90	18	Q.2 Importance to you to keep the following private: Garda Records ANALYSIS OF SAMPLE	d on all aged 15+	926
96	19	Q.3 EXPERIENCE RATING (SUMMARY)	d on all aged 15+	926
97	20	Q.3 Experienced the following: Received unsolicited text messages from commercial organisations ANALYSIS OF SAMPLE	d on all aged 15+	926
100	21	Q.3 Experienced the following: Had information, images or footage of you posted on the internet without your consent ANALYSIS OF SAMPLE	d on all aged 15+	926
103	22	Q.3 Experienced the following: Received unsolicited emails from commercial organisations ANALYSIS OF SAMPLE	d on all aged 15+	926
106	23	Q.3 Experienced the following: Received unsolicited post, addressed to you personally ANALYSIS OF SAMPLE	d on all aged 15+	926
109	24	Q.3 Experienced the following: Had excessive personal information sought from businesses/ public sector organisations ANALYSIS OF SAMPLE	d on all aged 15+	926

LANDSDOWNE MARKET RESEARCH
 DATA PROTECTION RESEARCH
 FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Page -----	Table -----	Title -----	Base -----	Total -----
112	25	Q.3 Experienced the following: Had a virus/ spyware on personal computer ANALYSIS OF SAMPLE	d on all aged 15+	926
115	26	Q.3 Experienced the following: Had your personal information being withheld from you without explanation ANALYSIS OF SAMPLE	d on all aged 15+	926
118	27	Q.3 Experienced the following: Disclosure of your personal information to others without your agreement ANALYSIS OF SAMPLE	d on all aged 15+	926
121	28	Q.3 Experienced the following: Inappropriate access to personal information held about you within an organisation ANALYSIS OF SAMPLE	d on all aged 15+	926
124	29	Q.4 RECEIVING UNASKED MAIL (SUMMARY)	d on all aged 15+	926
125	30	Q.4 How you feel about receiving offers via: The post ANALYSIS OF SAMPLE	d on all aged 15+	926
128	31	Q.4 How you feel about receiving offers via: Email/internet ANALYSIS OF SAMPLE	d on all aged 15+	926
131	32	Q.4 How you feel about receiving offers via: telephone ANALYSIS OF SAMPLE	d on all aged 15+	926
134	33	Q.4 How you feel about receiving offers via: SMS/ text message ANALYSIS OF SAMPLE	d on all aged 15+	926
137	34	Q.5 Where would you make a complaint about invasion of privacy? ANALYSIS OF SAMPLE	d on all aged 15+	926
143	35	Q.6 Have you heard of the Data Protection Commissioner? ANALYSIS OF SAMPLE	d on all aged 15+	926
146	36	Q.7 LEGAL ENTITLEMENT (SUMMARY)	d on all aged 15+	926

LANDSDOWNE MARKET RESEARCH
 DATA PROTECTION RESEARCH
 FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Page -----	Table -----	Title -----	Base -----	Total -----
147	37	Q.7 Are you legally entitled to: To get a copy of any information about you held by any organisation ANALYSIS OF SAMPLE	d on all aged 15+	926
150	38	Q.7 Are you legally entitled to: To have inaccurate information about you corrected/deleted ANALYSIS OF SAMPLE	d on all aged 15+	926
153	39	Q.7 Are you legally entitled to: To have your name removed from junk mail lists ANALYSIS OF SAMPLE	d on all aged 15+	926
156	40	Q.7 Are you legally entitled to: To have your telephone number removed from direct marketing lists ANALYSIS OF SAMPLE	d on all aged 15+	926
159	41	Q.7 Are you legally entitled to: To have any of your medical records deleted ANALYSIS OF SAMPLE	d on all aged 15+	926
162	42	Q.7 Are you legally entitled to: To claim compensation through the courts if personal information held about you is misused ANALYSIS OF SAMPLE	d on all aged 15+	926
165	43	Q.7 Are you legally entitled to: To get personal information about other people ANALYSIS OF SAMPLE	d on all aged 15+	926
168	44	Q.8a Do you use the internet at all nowadays? ANALYSIS OF SAMPLE	d on all aged 15+	926
171	45	Q.8 INTERNET CONCERNS (SUMMARY)	d on all aged 15+	582
172	46	Q.8 Concerns about: The information that might appear if someone entered your name into a search engine ANALYSIS OF SAMPLE	d on all aged 15+	582
175	47	Q.8 Concerns about: The amount of personal information you are asked for when signing up or registering on a website ANALYSIS OF SAMPLE	d on all aged 15+	582

LANDSDOWNE MARKET RESEARCH

41108027

DATA PROTECTION RESEARCH
FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Page -----	Table -----	Title -----	Base ----	Total -----
178	48	Q.8 Concerns about: Privacy settings for your personal profile on social networking sites ANALYSIS OF SAMPLE	d on all aged 15+	582
181	49	Q.8 Concerns about: Information that you have deleted from your social networking pages or email account resurfacing on the internet in future ANALYSIS OF SAMPLE	d on all aged 15+	582
184	50	Q.8 Concerns about: Privacy statements on website detailing how data regarding your visit to the site is gathered or reused ANALYSIS OF SAMPLE	d on all aged 15+	582
187	51	Q.8 Concerns about: Your internet usage logs being retained or monitored ANALYSIS OF SAMPLE	d on all aged 15+	582
190	52	Q.9 PERSONAL INFORMATION HELD BY ORGANISATIONS (SUMMARY)	d on all aged 15+	926
191	53	Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner ANALYSIS OF SAMPLE	d on all aged 15+	926
197	54	Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner ANALYSIS OF SAMPLE	d on all aged 15+	926
203	55	Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately ANALYSIS OF SAMPLE	d on all aged 15+	926
209	56	Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately ANALYSIS OF SAMPLE	d on all aged 15+	926
215	57	Q.10 MEDICAL RECORDS (SUMMARY)	d on all aged 15+	926

41108027

LANDSDOWNE MARKET RESEARCH
DATA PROTECTION RESEARCH
FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Page	Table	Title	Base	Total
----	-----	-----	----	-----
216	58	Q.10 Would you: For particular medical conditions ANALYSIS OF SAMPLE	d on all aged 15+	926
219	59	Q.10 Would you: For advancing health research ANALYSIS OF SAMPLE	d on all aged 15+	926
222	60	ANALYSIS OF SAMPLE ANALYSIS OF SAMPLE ANALYSIS OF SAMPLE		1000

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

REGION	REGION		AREA		WORKING STATUS							FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSE WIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/L/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	

Base	Information Commissioner's office	Data protection Commissioner's office	Director of Commis-sioner of consumer affairs	Press ombudsman	Garda Síochána	Lawyer Solicitor	TD's/Public Representative	The media	Write letter/telephone/email organisation on concerned	Other	DK/No Opinion
1000	25	189	57	32	296	185	13	6	56	19	222

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 IMPORTANCE RATING (SUMMARY)
Based on all aged 15+

	Base (wt)	(1) No t impor tant at all	(2) No t impor tant at all	(3) Fa irly impor tant	(4) Ve ry impor tant	Don't know	Net impor tant	Net not impor tant	Mean
Protection of consumer rights	1000	9 1%	17 2%	192 19%	770 77%	13 1%	961 96%	26 3%	3.74
A good health service	1000	11 1%	13 1%	78 8%	889 89%	9 1%	967 97%	24 2%	3.86
Ethics in public office	1000	10 1%	24 2%	167 17%	766 77%	34 3%	933 93%	34 3%	3.75
Privacy of personal information	1000	10 1%	18 2%	119 12%	837 84%	16 2%	956 96%	28 3%	3.81
crime prevention	1000	11 1%	3 *	92 9%	870 87%	23 2%	963 96%	15 1%	3.86

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	9 1%	6 1%	3 1%	4 1%	2 1%	- -	3 1%	1 1%	1 *	3 1%	4 2%	- -	2 *	7 1%	3 2%	3 1%	3 1%	- -	- -	- -	6 2%	3 1%	- -	- -	1 *
(2)Not very important	17 2%	6 1%	11 2%	3 1%	2 1%	5 2%	6 3%	4 2%	4 2%	5 2%	2 1%	1 1%	8 2%	9 1%	1 1%	6 2%	7 3%	3 2%	- -	- -	7 2%	10 2%	- -	- -	7 2%
(3)Fairly Important	192 19%	105 21%	87 17%	49 19%	56 23%	44 16%	43 19%	56 30%	39 18%	37 15%	31 16%	28 20%	95 23%	97 16%	20 15%	51 19%	43 18%	40 19%	7 13%	30 33%	72 18%	90 18%	24 33%	6 32%	42 15%
(4)Very important	770 77%	374 75%	395 78%	201 78%	174 73%	215 79%	180 77%	125 66%	170 79%	206 81%	159 79%	109 78%	296 73%	474 80%	109 81%	210 77%	183 77%	164 79%	44 79%	60 65%	319 78%	391 78%	47 65%	13 64%	233 82%
Don't know	13 1%	6 1%	8 2%	2 1%	4 2%	7 3%	1 *	3 2%	1 1%	4 1%	4 2%	1 1%	4 1%	9 2%	1 1%	2 1%	2 1%	1 1%	4 8%	2 3%	3 1%	8 2%	2 2%	1 4%	2 1%
Net Important	961 96%	479 97%	482 96%	250 97%	229 97%	259 95%	223 96%	181 96%	209 97%	243 95%	190 95%	137 98%	390 96%	571 96%	129 96%	261 96%	225 95%	204 98%	52 92%	90 97%	390 96%	481 96%	71 98%	19 96%	275 97%
Net not Important	26 3%	11 2%	14 3%	7 3%	4 2%	5 2%	9 4%	6 3%	5 2%	8 3%	6 3%	1 1%	10 3%	16 3%	4 3%	9 3%	10 4%	3 2%	- -	- -	13 3%	13 3%	- -	- -	8 3%
Mean	3.74	3.73	3.76	3.74	3.72	3.79	3.72	3.63	3.77	3.78	3.76	3.77	3.71	3.77	3.76	3.73	3.73	3.78	3.86	3.66	3.74	3.76	3.66	3.66	3.79
Std Dev	0.53	0.54	0.51	0.55	0.53	0.45	0.58	0.56	0.49	0.53	0.57	0.44	0.53	0.53	0.57	0.56	0.57	0.45	0.35	0.48	0.56	0.51	0.48	0.48	0.49

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

	USE INTERNET REGULARLY																				AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSE WIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	9 1%	4 2%	4 1%	- -	7 1%	2 *	1 1%	- -	- -	1 1%	5 1%	1 1%	1 2%	- 1%	8 1%	1 *	- -	3 1%	1 *	5 1%	- -	9 3%	3 *	6 2%	- -
(2)Not very important	17 2%	4 2%	3 1%	3 2%	11 2%	5 1%	3 3%	4 4%	- -	1 1%	6 1%	1 1%	1 1%	1 1%	8 1%	3 1%	4 4%	5 2%	6 2%	7 2%	7 1%	10 3%	14 2%	3 1%	- -
(3)Fairly Important	192 19%	38 15%	72 26%	39 22%	88 14%	103 27%	20 14%	37 34%	8 16%	16 17%	74 17%	15 13%	22 33%	18 18%	108 19%	28 13%	37 34%	53 19%	62 18%	77 20%	92 16%	97 27%	120 18%	72 21%	11 11%
(4)Very important	770 77%	203 80%	197 70%	137 76%	510 82%	260 68%	108 78%	67 61%	37 77%	71 79%	345 80%	99 85%	42 64%	76 76%	440 77%	187 85%	67 61%	212 77%	271 79%	286 75%	476 83%	228 64%	515 79%	254 73%	84 89%
Don't know	13 1%	6 2%	4 1%	1 *	3 *	10 3%	6 5%	1 1%	3 6%	1 2%	1 *	1 1%	- -	5 5%	6 1%	1 *	1 1%	1 *	2 1%	8 2%	1 *	9 3%	1 *	12 4%	- -
Net Important	961 96%	241 94%	269 96%	176 98%	598 96%	363 95%	128 92%	103 95%	45 94%	87 96%	419 97%	114 98%	64 97%	93 94%	548 96%	216 98%	104 95%	265 97%	333 97%	363 95%	569 99%	324 92%	635 97%	326 94%	95 100%
Net not Important	26 3%	8 3%	7 2%	3 2%	19 3%	7 2%	4 3%	4 4%	- -	2 2%	11 3%	2 2%	2 3%	1 1%	16 3%	4 2%	4 4%	7 3%	7 2%	12 3%	7 1%	19 5%	17 3%	9 3%	- -
Mean	3.74	3.77	3.67	3.75	3.78	3.68	3.78	3.58	3.83	3.76	3.77	3.83	3.59	3.79	3.74	3.83	3.58	3.74	3.77	3.72	3.82	3.58	3.76	3.71	3.89
Std Dev	0.53	0.56	0.57	0.48	0.53	0.52	0.51	0.57	0.38	0.54	0.52	0.47	0.61	0.43	0.56	0.44	0.57	0.54	0.48	0.56	0.42	0.68	0.50	0.58	0.32

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	9 1%	-	-	-	-	4 1%	2 1%	1 9%	-	-	-	3 2%
(2)Not very important	17 2%	-	1 *	1 2%	1 5%	6 2%	2 1%	-	-	1 2%	1 4%	4 2%
(3)Fairly Important	192 19%	1 3%	23 12%	7 13%	7 21%	55 19%	35 19%	3 20%	-	5 10%	1 7%	59 27%
(4)Very important	770 77%	24 93%	164 87%	49 86%	24 74%	228 77%	145 78%	8 62%	5 85%	50 88%	17 89%	149 67%
Don't know	13 1%	1 3%	1 1%	-	-	2 1%	-	1 9%	1 15%	-	-	5 2%
Net Important	961 96%	25 97%	187 99%	56 98%	31 95%	284 96%	180 97%	10 82%	5 85%	55 98%	19 96%	209 94%
Net not Important	26 3%	-	1 *	1 2%	1 5%	10 3%	5 3%	1 9%	-	1 2%	1 4%	8 3%
Mean	3.74	3.97	3.87	3.84	3.70	3.73	3.74	3.49	4.00	3.86	3.85	3.64
Std Dev	0.53	0.19	0.35	0.41	0.56	0.57	0.55	0.95	0.00	0.40	0.47	0.60

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

																									COMPL AINT ABOUT INVAS ION OF PRIVA CY
REGION				AREA			WORKING STATUS						FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONE R		PERSONAL EXPERIENCE OF PRIVACY INVASION				

Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.04	0.04	0.04	0.02	0.03	0.04	0.05	0.06	0.06	0.03	0.05	0.10	0.05	0.03	0.03	0.05	0.04	0.03	0.03	0.02	0.04	0.02	0.03	0.04
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Protection of consumer rights
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.04	0.03	0.06	0.10	0.04	0.04	0.27	0.00	0.06	0.13	0.04
Error Var	*	*	*	*	0.01	*	*	0.07	0.00	*	0.02	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: A good health service
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE MARR IED	FE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	11 1%	5 1%	6 1%	4 1%	1 *	2 1%	4 2%	1 1%	1 *	4 1%	5 2%	-	2 *	9 1%	3 2%	4 1%	2 1%	2 1%	-	-	7 2%	4 1%	-	-	2 1%		
(2)Not very important	13 1%	8 2%	5 1%	3 1%	5 2%	1 *	4 2%	5 3%	4 2%	2 1%	2 1%	-	9 2%	4 1%	2 2%	3 1%	5 2%	3 2%	-	-	5 1%	8 2%	-	-	8 3%		
(3)Fairly Important	78 8%	40 8%	39 8%	22 8%	18 7%	13 5%	26 11%	29 15%	13 6%	12 5%	13 7%	11 8%	42 10%	37 6%	11 8%	24 9%	15 6%	14 7%	8 15%	7 7%	35 9%	37 7%	3 5%	3 17%	18 6%		
(4)Very important	889 89%	441 89%	448 89%	228 88%	213 90%	251 92%	197 85%	153 81%	196 91%	234 92%	178 89%	127 91%	349 86%	539 91%	117 87%	239 88%	215 91%	189 91%	46 81%	83 90%	357 88%	449 90%	67 93%	16 79%	256 90%		
Don't know	9 1%	3 1%	6 1%	2 1%	1 1%	5 2%	1 *	2 1%	1 *	4 1%	2 1%	1 1%	2 1%	7 1%	1 1%	2 1%	2 1%	-	2 4%	2 3%	3 1%	4 1%	2 2%	1 4%	1 *		
Net Important	967 97%	480 97%	487 97%	250 97%	230 97%	263 97%	224 96%	182 96%	209 97%	246 96%	191 96%	139 99%	391 97%	576 97%	128 95%	263 97%	229 97%	203 97%	54 96%	90 97%	392 96%	486 97%	71 98%	19 96%	274 96%		
Net not Important	24 2%	13 3%	11 2%	7 3%	6 2%	2 1%	9 4%	6 3%	5 2%	5 2%	7 3%	-	11 3%	12 2%	5 4%	7 2%	6 3%	6 3%	-	-	12 3%	12 2%	-	-	10 3%		
Mean	3.86	3.86	3.87	3.85	3.87	3.93	3.80	3.77	3.89	3.89	3.84	3.92	3.84	3.88	3.82	3.85	3.88	3.87	3.84	3.92	3.84	3.87	3.95	3.82	3.86		
Std Dev	0.46	0.46	0.46	0.50	0.42	0.34	0.56	0.52	0.41	0.45	0.55	0.27	0.46	0.45	0.56	0.49	0.43	0.46	0.37	0.27	0.51	0.44	0.22	0.39	0.47		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: A good health service
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ office of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	11 1%	4 2%	4 1%	1 *	8 1%	2 1%	2 2%	1 1%	- -	1 1%	5 1%	1 1%	- -	- -	9 1%	1 *	1 1%	2 1%	2 1%	7 2%	- -	11 3%	4 1%	6 2%	- -
(2)Not very important	13 1%	2 1%	3 1%	1 *	12 2%	1 *	2 1%	4 4%	- -	1 1%	3 1%	2 2%	1 2%	- -	9 2%	- -	4 4%	3 1%	6 2%	4 1%	5 1%	9 2%	9 1%	4 1%	- -
(3)Fairly Important	78 8%	11 4%	41 15%	8 5%	29 5%	50 13%	6 4%	16 15%	4 9%	5 5%	30 7%	8 7%	9 13%	4 4%	51 9%	8 3%	16 15%	24 9%	24 7%	30 8%	42 7%	35 10%	55 8%	23 7%	5 5%
(4)Very important	889 89%	234 92%	230 82%	169 94%	569 92%	320 84%	123 89%	87 80%	43 90%	83 91%	392 91%	105 90%	56 85%	93 93%	498 87%	211 96%	87 80%	245 90%	307 90%	337 88%	528 92%	294 83%	585 90%	304 88%	90 95%
Don't know	9 1%	4 2%	3 1%	1 *	2 *	7 2%	5 3%	1 1%	1 2%	1 2%	1 *	1 1%	- -	3 3%	5 1%	1 *	1 1%	- -	2 1%	5 1%	1 *	5 2%	- -	9 3%	- -
Net Important	967 97%	245 96%	271 97%	177 99%	598 96%	369 97%	129 94%	103 95%	48 98%	87 96%	422 98%	113 97%	65 98%	97 97%	549 96%	219 99%	103 95%	269 98%	331 97%	367 96%	571 99%	328 93%	640 98%	327 94%	95 100%
Net not Important	24 2%	6 2%	6 2%	2 1%	21 3%	3 1%	4 3%	5 5%	- -	2 2%	8 2%	3 3%	1 2%	- -	18 3%	1 *	5 5%	4 2%	9 3%	11 3%	5 1%	19 5%	13 2%	10 3%	- -
Mean	3.86	3.89	3.79	3.93	3.87	3.84	3.87	3.74	3.91	3.88	3.88	3.87	3.83	3.96	3.83	3.95	3.75	3.87	3.87	3.85	3.91	3.76	3.87	3.85	3.95
Std Dev	0.46	0.46	0.51	0.31	0.48	0.42	0.50	0.57	0.29	0.46	0.43	0.46	0.42	0.19	0.51	0.27	0.57	0.41	0.44	0.51	0.31	0.65	0.43	0.51	0.22

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: A good health service
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	11 1%	-	1 *	-	-	6 2%	3 2%	-	-	-	-	3 2%
(2)Not very important	13 1%	-	-	-	-	3 1%	5 3%	2 16%	-	-	-	4 2%
(3)Fairly Important	78 8%	1 4%	9 5%	2 3%	3 10%	19 6%	11 6%	2 13%	-	4 8%	-	30 14%
(4)Very important	889 89%	24 93%	178 94%	55 97%	29 90%	268 90%	165 89%	9 71%	5 85%	52 92%	19 100%	179 81%
Don't know	9 1%	1 3%	1 1%	-	-	-	-	-	1 15%	-	-	5 2%
Net Important	967 97%	25 97%	187 99%	57 100%	32 100%	286 97%	176 95%	11 84%	5 85%	56 100%	19 100%	209 94%
Net not Important	24 2%	-	1 *	-	-	10 3%	9 5%	2 16%	-	-	-	8 4%
Mean	3.86	3.96	3.94	3.97	3.90	3.85	3.83	3.55	4.00	3.92	4.00	3.77
Std Dev	0.46	0.19	0.30	0.17	0.30	0.53	0.55	0.78	0.00	0.27	0.00	0.56

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

[illegible]

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: A good health service
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.03	0.03	0.03	0.02	0.03	0.04	0.05	0.04	0.05	0.02	0.05	0.07	0.02	0.02	0.02	0.05	0.03	0.03	0.03	0.01	0.04	0.02	0.03	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: A good health service
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Infor	Data	Direct				TD's/		Write			
	matio	prote	tion	tor			Publi		lette			
	commi	Comm	of			Lawye	Repre		r/			
	ssion	ssion	consu			r/	senta		telep			
	er's	er's	mer	Press					hone/			
	offic	offic	affai	ombud	Garda	Solic			email			
	Base	e	e	rs	sman	i	itor	tive	The	conce	Other	DK/No
									media	rned		Opini
												on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.04	0.02	0.02	0.06	0.03	0.04	0.22	0.00	0.04	0.00	0.04
Error Var	*	*	*	*	*	*	*	0.05	0.00	*	0.00	*

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Ethics in public office
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	10 1%	5 1%	5 1%	4 1%	1 *	1 *	4 2%	1 *	1 *	2 1%	6 3%	- -	2 *	8 1%	3 2%	5 2%	1 *	1 1%	- -	- -	8 2%	2 *	- -	- -	- -
(2)Not very important	24 2%	15 3%	9 2%	4 2%	11 5%	5 2%	4 2%	9 5%	2 1%	10 4%	2 1%	1 1%	11 3%	13 2%	- -	8 3%	6 2%	8 4%	2 4%	- -	8 2%	16 3%	- -	- -	6 2%
(3)Fairly Important	167 17%	90 18%	77 15%	48 19%	42 18%	34 13%	43 18%	44 23%	39 18%	33 13%	24 12%	27 19%	83 20%	84 14%	16 12%	47 17%	42 18%	33 16%	8 14%	21 23%	63 16%	83 17%	16 22%	5 23%	36 13%
(4)Very important	766 77%	375 76%	391 78%	197 76%	177 75%	217 80%	174 75%	131 69%	164 76%	201 79%	161 80%	108 77%	295 73%	471 79%	111 83%	205 75%	180 76%	159 76%	42 74%	69 74%	316 78%	381 76%	54 75%	14 71%	239 84%
Don't know	34 3%	11 2%	22 4%	5 2%	6 2%	14 5%	8 3%	5 3%	9 4%	9 3%	7 3%	3 2%	14 4%	19 3%	4 3%	7 3%	8 3%	8 4%	4 7%	3 3%	11 3%	19 4%	2 2%	1 6%	3 1%
Net Important	933 93%	465 94%	468 93%	245 95%	220 93%	251 93%	217 93%	175 92%	203 94%	234 92%	185 92%	135 97%	378 93%	555 93%	128 95%	252 93%	223 94%	192 92%	50 88%	89 97%	379 93%	464 93%	71 98%	19 94%	276 97%
Net not Important	34 3%	20 4%	14 3%	8 3%	12 5%	6 2%	8 3%	10 5%	2 1%	12 5%	8 4%	1 1%	12 3%	22 4%	3 2%	13 5%	7 3%	9 4%	2 4%	- -	16 4%	18 4%	- -	- -	6 2%
Mean	3.75	3.72	3.77	3.73	3.71	3.82	3.72	3.65	3.78	3.76	3.76	3.78	3.72	3.76	3.81	3.71	3.75	3.74	3.76	3.77	3.74	3.75	3.77	3.75	3.83
Std Dev	0.55	0.57	0.53	0.57	0.57	0.46	0.59	0.60	0.46	0.56	0.63	0.44	0.53	0.56	0.54	0.62	0.51	0.55	0.53	0.43	0.59	0.53	0.42	0.44	0.44

FIELDWORK : 16th - 25th April 2008

LANSLOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Ethics in public office
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY	AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	10 1%	6 2%	4 1%	1 *	7 1%	3 1%	2 1%	1 1%	- -	1 1%	5 1%	1 1%	- -	1 1%	7 1%	1 *	1 1%	1 *	2 1%	7 2%	- -	10 3%	3 *	7 2%	- -
(2)Not very important	24 2%	10 4%	4 1%	4 2%	18 3%	6 1%	4 3%	4 3%	1 2%	2 2%	10 2%	2 2%	- -	- -	16 3%	3 2%	4 4%	9 3%	8 2%	7 2%	10 2%	13 4%	18 3%	6 2%	1 1%
(3)Fairly Important	167 17%	39 15%	59 21%	33 18%	72 12%	95 25%	13 9%	26 24%	9 19%	13 14%	69 16%	16 13%	21 32%	16 16%	92 16%	34 15%	25 23%	47 17%	54 16%	65 17%	83 14%	83 23%	112 17%	55 16%	8 9%
(4)Very important	766 77%	185 72%	201 72%	140 78%	513 83%	253 67%	106 76%	75 69%	35 72%	73 80%	339 79%	95 81%	43 65%	74 74%	441 77%	176 79%	76 69%	209 76%	265 78%	292 76%	476 83%	225 64%	502 77%	263 76%	85 90%
Don't know	34 3%	17 7%	12 4%	2 1%	9 2%	24 6%	14 10%	3 3%	3 6%	1 2%	8 2%	3 2%	2 3%	9 9%	15 3%	7 3%	3 3%	8 3%	11 3%	12 3%	8 1%	22 6%	18 3%	16 5%	- -
Net Important	933 93%	223 88%	260 93%	173 96%	585 94%	348 91%	118 86%	101 93%	44 92%	86 95%	408 95%	111 95%	64 97%	90 90%	533 93%	209 95%	101 92%	256 94%	320 94%	357 93%	559 97%	307 87%	615 94%	318 92%	94 99%
Net not Important	34 3%	15 6%	8 3%	5 3%	26 4%	8 2%	6 4%	5 4%	1 2%	4 4%	15 3%	4 3%	- -	1 1%	23 4%	4 2%	5 5%	10 4%	11 3%	13 3%	10 2%	23 7%	21 3%	13 4%	1 1%
Mean	3.75	3.69	3.71	3.76	3.79	3.68	3.79	3.65	3.74	3.76	3.75	3.79	3.67	3.79	3.74	3.80	3.66	3.74	3.76	3.73	3.82	3.58	3.75	3.74	3.89
Std Dev	0.55	0.66	0.57	0.51	0.55	0.54	0.57	0.59	0.50	0.57	0.55	0.52	0.47	0.50	0.57	0.47	0.60	0.53	0.52	0.58	0.43	0.71	0.52	0.60	0.35

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Ethics in public office
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	10 1%	-	-	-	-	4 2%	4 2%	-	-	1 2%	-	3 2%
(2)Not very important	24 2%	-	1 *	2 3%	-	8 3%	6 3%	1 7%	-	-	-	7 3%
(3)Fairly Important	167 17%	1 4%	18 9%	7 13%	4 11%	58 20%	26 14%	3 22%	-	5 9%	2 9%	52 23%
(4)Very important	766 77%	24 93%	163 86%	48 84%	29 89%	220 74%	148 80%	8 62%	5 85%	50 89%	18 91%	146 66%
Don't know	34 3%	1 3%	8 4%	-	-	6 2%	1 1%	1 9%	1 15%	-	-	13 6%
Net Important	933 93%	25 97%	180 95%	55 97%	32 100%	278 94%	174 94%	11 83%	5 85%	55 98%	19 100%	198 89%
Net not Important	34 3%	-	1 *	2 3%	-	12 4%	10 5%	1 7%	-	1 2%	-	11 5%
Mean	3.75	3.96	3.89	3.81	3.89	3.70	3.73	3.60	4.00	3.86	3.91	3.63
Std Dev	0.55	0.19	0.32	0.48	0.32	0.60	0.64	0.66	0.00	0.48	0.29	0.64

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

	SEX																		MARITAL STATUS										AGE										SOCIAL CLASS										REGION	
	Base	MALE	MALE	FE MARR	MALE MARR	FE NOT MARR	MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN																									
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273																									
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285																									
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261																									
Std Err	0.02	0.03	0.03	0.04	0.04	0.03	0.04	0.05	0.03	0.04	0.05	0.05	0.03	0.03	0.05	0.04	0.03	0.04	0.08	0.07	0.03	0.02	0.08	0.08	0.03																									
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*																									

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Ethics in public office
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.05	0.04	0.04	0.02	0.03	0.05	0.06	0.07	0.07	0.03	0.06	0.08	0.06	0.03	0.03	0.06	0.04	0.03	0.03	0.02	0.04	0.02	0.04	0.04
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Ethics in public office
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Infor	Data	Direct				TD's/		Write			
	matio	prote	tion	tor			Publi		lette			
	commi	Comm	of				c		r/			
	ssion	ssion	consu			Lawye	Repre		telep			
	er's	er's	mer	Press		r/	senta		hone/			
	offic	offic	affai	ombud	Garda	Solic	tive		email			
	Base	e	e	rs	sman	i	itor		organ			
									isati			
									on			
									The	conce	Other	DK/No
									media	rned		Opini
												on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.04	0.03	0.06	0.06	0.04	0.05	0.19	0.00	0.07	0.08	0.05
Error Var	*	*	*	*	*	*	*	0.03	0.00	0.01	0.01	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Privacy of personal information
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	10 1%	5 1%	5 1%	4 1%	1 *	1 *	4 2%	- -	1 *	3 1%	6 3%	- -	1 *	9 1%	3 2%	4 1%	2 1%	1 1%	- -	- -	7 2%	3 1%	- -	- -	- -		
(2)Not very important	18 2%	12 2%	6 1%	6 2%	6 3%	2 1%	4 2%	2 1%	6 3%	4 1%	2 1%	3 2%	9 2%	9 2%	- -	3 1%	5 2%	6 3%	1 1%	3 4%	3 1%	11 2%	3 5%	- -	4 1%		
(3)Fairly Important	119 12%	52 11%	67 13%	27 11%	25 11%	27 10%	40 17%	43 22%	21 10%	26 10%	13 7%	17 12%	63 16%	56 9%	15 11%	35 13%	29 12%	21 10%	7 13%	12 13%	50 12%	57 11%	6 8%	6 30%	37 13%		
(4)Very important	837 84%	420 85%	417 83%	218 84%	202 85%	235 87%	182 78%	142 75%	184 86%	220 86%	173 86%	118 84%	326 81%	511 86%	112 83%	228 84%	199 84%	178 85%	45 80%	75 81%	340 84%	422 84%	62 85%	13 66%	243 85%		
Don't know	16 2%	7 1%	9 2%	3 1%	4 2%	7 3%	2 1%	3 2%	3 1%	4 1%	6 3%	1 1%	6 1%	11 2%	4 3%	2 1%	2 1%	2 1%	3 6%	2 3%	6 1%	8 2%	2 2%	1 4%	1 *		
Net Important	956 96%	472 95%	484 96%	246 95%	227 95%	262 96%	222 96%	185 97%	205 95%	245 96%	186 93%	135 97%	390 96%	567 95%	128 95%	263 97%	228 96%	199 96%	52 93%	86 94%	390 96%	480 96%	67 93%	19 96%	280 98%		
Net not Important	28 3%	17 3%	11 2%	10 4%	7 3%	3 1%	8 4%	2 1%	7 3%	6 3%	8 4%	3 2%	10 2%	18 3%	3 2%	8 3%	6 3%	7 3%	1 1%	3 4%	10 3%	14 3%	3 5%	- -	4 1%		
Mean	3.81	3.82	3.81	3.80	3.83	3.88	3.73	3.75	3.83	3.84	3.82	3.83	3.79	3.83	3.82	3.80	3.81	3.83	3.84	3.80	3.81	3.82	3.82	3.69	3.84		
Std Dev	0.50	0.51	0.49	0.54	0.47	0.37	0.59	0.46	0.48	0.48	0.60	0.44	0.47	0.51	0.53	0.53	0.48	0.48	0.41	0.49	0.53	0.48	0.49	0.48	0.40		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Privacy of personal information
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIR ED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89	
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81	
(1)Not important at all	10 1%	5 2%	4 1%	1 *	6 1%	4 1%	3 2%	- -	- -	1 1%	5 1%	1 1%	- -	1 1%	8 1%	1 *	- -	2 1%	1 *	7 2%	- -	10 3%	4 1%	6 2%	- -	
(2)Not very important	18 2%	6 3%	5 2%	3 1%	12 2%	6 2%	3 2%	1 1%	1 2%	1 1%	8 2%	1 1%	3 5%	1 1%	12 2%	4 2%	1 1%	7 3%	6 2%	5 1%	3 *	15 4%	11 2%	7 2%	- -	
(3)Fairly Important	119 12%	17 7%	40 14%	25 14%	54 9%	66 17%	12 8%	27 25%	6 13%	8 9%	49 11%	7 6%	9 14%	5 5%	63 11%	25 11%	26 24%	30 11%	49 14%	41 11%	56 10%	61 17%	88 14%	31 9%	8 8%	
(4)Very important	837 84%	216 85%	227 81%	151 84%	546 88%	291 77%	114 82%	79 73%	41 84%	79 87%	367 85%	106 91%	52 78%	87 87%	482 84%	189 85%	80 73%	233 85%	280 82%	324 85%	516 89%	256 72%	547 84%	290 84%	87 92%	
Don't know	16 2%	10 4%	4 1%	1 *	2 *	14 4%	7 5%	2 2%	1 2%	1 2%	2 1%	1 1%	2 3%	6 6%	6 1%	2 1%	2 2%	2 1%	5 1%	6 2%	2 *	11 3%	4 1%	12 4%	- -	
Net Important	956 96%	233 91%	267 95%	176 98%	600 97%	356 94%	125 91%	106 97%	47 97%	87 96%	417 97%	114 97%	61 92%	92 92%	545 95%	214 97%	106 97%	262 96%	329 96%	365 95%	571 99%	317 90%	635 97%	321 93%	95 100%	
Net not Important	28 3%	12 5%	9 3%	3 2%	18 3%	9 2%	6 4%	1 1%	1 2%	2 2%	12 3%	2 2%	3 5%	2 2%	20 3%	5 2%	1 1%	9 3%	7 2%	11 3%	3 *	25 7%	14 2%	13 4%	- -	
Mean	3.81	3.81	3.78	3.82	3.84	3.76	3.81	3.73	3.84	3.84	3.82	3.89	3.75	3.89	3.81	3.84	3.73	3.82	3.81	3.81	3.89	3.65	3.81	3.81	3.92	
Std Dev	0.50	0.58	0.54	0.45	0.48	0.52	0.57	0.47	0.42	0.49	0.50	0.43	0.55	0.44	0.53	0.45	0.47	0.49	0.46	0.53	0.32	0.70	0.47	0.56	0.28	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Privacy of personal information
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	10 1%	-	-	-	-	5 2%	4 2%	-	-	-	-	3 2%
(2)Not very important	18 2%	-	-	-	-	10 4%	3 1%	1 7%	-	-	1 4%	4 2%
(3)Fairly Important	119 12%	-	14 8%	4 7%	4 11%	27 9%	20 11%	1 6%	-	4 7%	1 7%	45 20%
(4)Very important	837 84%	25 97%	172 91%	53 93%	29 89%	251 85%	158 85%	11 86%	5 85%	52 93%	17 89%	161 73%
Don't know	16 2%	1 3%	2 1%	-	-	2 1%	-	-	1 15%	-	-	8 4%
Net Important	956 96%	25 97%	187 99%	57 100%	32 100%	278 94%	178 96%	12 93%	5 85%	56 100%	19 96%	206 93%
Net not Important	28 3%	-	-	-	-	16 5%	7 4%	1 7%	-	-	1 4%	7 3%
Mean	3.81	4.00	3.92	3.93	3.89	3.78	3.79	3.79	4.00	3.93	3.85	3.70
Std Dev	0.50	0.00	0.27	0.26	0.32	0.59	0.58	0.58	0.00	0.27	0.47	0.59

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Std Err	0.02	0.03	0.02	0.04	0.03	0.02	0.04	0.04	0.03	0.03	0.05	0.05	0.02	0.02	0.05	0.03	0.03	0.04	0.06	0.08	0.03	0.02	0.10	0.08	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	0.01	0.01	*

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Privacy of personal information
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.04	0.04	0.04	0.02	0.03	0.05	0.04	0.06	0.06	0.03	0.05	0.09	0.05	0.02	0.03	0.04	0.03	0.03	0.03	0.01	0.04	0.02	0.03	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: Privacy of personal information
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.00	0.02	0.04	0.06	0.04	0.05	0.16	0.00	0.04	0.13	0.04
Error Var	*	0.00	*	*	*	*	*	0.03	0.00	*	0.02	*

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: crime prevention
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	11 1%	6 1%	5 1%	4 1%	2 1%	1 *	5 2%	1 1%	2 1%	2 1%	6 3%	-	3 1%	8 1%	3 2%	4 1%	1 *	3 2%	-	-	7 2%	4 1%	-	-	1 *
(2)Not very important	3 *	2 *	2 *	-	2 1%	-	2 1%	-	1 1%	-	2 1%	-	1 *	2 *	-	2 1%	1 *	1 1%	-	-	2 *	2 *	-	-	1 *
(3)Fairly Important	92 9%	55 11%	37 7%	33 13%	23 10%	13 5%	24 10%	30 16%	18 8%	19 7%	10 5%	16 11%	47 12%	45 8%	12 9%	24 9%	18 8%	18 9%	3 5%	17 18%	36 9%	40 8%	12 16%	5 26%	23 8%
(4)Very important	870 87%	423 85%	447 89%	216 84%	207 87%	249 92%	198 85%	156 82%	186 87%	228 89%	177 89%	123 88%	342 85%	528 89%	116 86%	237 87%	213 90%	182 87%	50 89%	73 79%	353 87%	444 89%	59 81%	14 71%	259 91%
Don't know	23 2%	10 2%	13 3%	6 2%	4 2%	9 3%	4 2%	3 2%	8 4%	6 3%	4 2%	1 1%	11 3%	12 2%	4 3%	5 2%	5 2%	4 2%	3 6%	2 3%	9 2%	11 2%	2 2%	1 4%	1 *
Net Important	963 96%	479 96%	484 96%	249 96%	230 97%	261 96%	223 96%	186 98%	204 95%	247 97%	188 94%	139 99%	390 96%	573 96%	128 95%	261 96%	231 97%	200 96%	53 94%	90 97%	389 96%	484 96%	71 98%	19 96%	282 99%
Net not Important	15 1%	7 2%	7 1%	4 1%	4 2%	1 *	6 3%	1 1%	3 2%	2 1%	8 4%	-	5 1%	10 2%	3 2%	6 2%	2 1%	5 2%	-	-	8 2%	6 1%	-	-	2 1%
Mean	3.86	3.84	3.88	3.82	3.86	3.94	3.82	3.82	3.87	3.90	3.83	3.89	3.85	3.87	3.84	3.85	3.90	3.85	3.94	3.81	3.85	3.89	3.83	3.73	3.90
Std Dev	0.44	0.46	0.42	0.49	0.43	0.27	0.54	0.43	0.43	0.38	0.59	0.32	0.43	0.45	0.52	0.48	0.35	0.49	0.24	0.39	0.49	0.40	0.37	0.45	0.34

FIELDWORK : 16th - 25th April 2008

LANSLOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: crime prevention
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	11 1%	5 2%	4 1%	2 1%	8 1%	3 1%	2 1%	1 1%	- -	1 1%	6 1%	1 1%	- -	1 1%	8 1%	1 *	1 1%	1 *	4 1%	7 2%	- -	11 3%	4 1%	7 2%	- -
(2)Not very important	3 *	1 *	1 *	1 *	3 *	1 *	2 1%	- -	- -	1 1%	1 *	- -	- -	- -	3 1%	- -	- -	1 *	- -	3 1%	- -	3 1%	3 *	1 *	- -
(3)Fairly Important	92 9%	15 6%	43 15%	12 7%	33 5%	59 16%	5 4%	18 17%	5 10%	5 5%	37 9%	9 8%	13 20%	10 10%	55 10%	10 5%	17 16%	26 10%	30 9%	36 9%	44 8%	47 13%	62 10%	30 9%	5 5%
(4)Very important	870 87%	218 86%	229 82%	165 91%	570 92%	300 79%	121 88%	87 80%	42 86%	82 91%	380 88%	106 91%	51 78%	84 85%	495 87%	202 92%	89 82%	240 88%	302 88%	329 86%	529 92%	276 78%	575 88%	296 85%	88 93%
Don't know	23 2%	17 6%	4 2%	1 *	5 1%	17 5%	8 6%	2 2%	2 4%	1 2%	8 2%	1 1%	1 2%	4 4%	9 2%	8 3%	2 2%	6 2%	6 2%	8 2%	4 1%	15 4%	10 2%	13 4%	1 1%
Net Important	963 96%	233 91%	271 97%	176 98%	604 97%	359 95%	127 92%	106 97%	47 96%	87 96%	417 97%	115 98%	65 98%	94 95%	550 96%	212 96%	106 97%	266 97%	332 97%	365 96%	573 99%	323 92%	637 98%	326 94%	93 99%
Net not Important	15 1%	6 2%	5 2%	3 1%	11 2%	4 1%	4 3%	1 1%	- -	2 2%	6 2%	1 1%	- -	1 1%	11 2%	1 *	1 1%	2 1%	4 1%	10 2%	- -	15 4%	7 1%	8 2%	- -
Mean	3.86	3.87	3.80	3.89	3.90	3.81	3.89	3.80	3.90	3.88	3.87	3.89	3.79	3.86	3.85	3.94	3.81	3.89	3.88	3.83	3.92	3.74	3.88	3.84	3.94
Std Dev	0.44	0.49	0.50	0.41	0.43	0.45	0.47	0.48	0.31	0.46	0.45	0.39	0.41	0.44	0.48	0.29	0.47	0.36	0.41	0.51	0.27	0.64	0.39	0.52	0.23

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.1 Importance to you of the following issue: crime prevention
Based on all aged 15+

Base	Information Commissioner's Office	Data Protection Commissioner's Office	Director of Consumer Affairs	Press Ombudsman	Garda Síochána	Lawyer/Solicitor	TD's/Public Representative	The Media	Write letter/telephone/email organisation	Other	DK/No Opinion
	926	25	175	56	31	273	171	13	6	50	15
	1000	25	189	57	32	296	185	13	6	56	19
	825	24	160	54	29	243	153	13	6	45	13
	11%	-	-	-	-	7%	4%	-	-	-	-
	3%	-	1%	-	-	-	-	-	-	-	1%
	92%	-	11%	1%	4%	23%	17%	3%	-	3%	-
	870	25	174	56	27	261	162	10	5	53	173
	87%	97%	92%	98%	85%	88%	88%	78%	85%	95%	96%
	23%	1%	4%	-	1%	6%	1%	-	1%	-	-
	963	25	185	57	31	284	179	13	5	56	19
	96%	97%	98%	100%	96%	96%	97%	100%	85%	100%	96%
	15%	-	1%	-	-	7%	4%	-	-	-	1%
	3.86	4.00	3.93	3.98	3.89	3.85	3.83	3.78	4.00	3.95	3.92
	0.44	0.00	0.26	0.13	0.32	0.51	0.53	0.43	0.00	0.23	0.40

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

[illegible]

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: crime prevention
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ office of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.03	0.03	0.03	0.02	0.03	0.04	0.05	0.04	0.05	0.02	0.04	0.07	0.05	0.02	0.02	0.04	0.02	0.02	0.03	0.01	0.04	0.02	0.03	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.1 Importance to you of the following issue: crime prevention
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.00	0.02	0.02	0.06	0.03	0.04	0.12	0.00	0.03	0.11	0.04
Error Var	*	0.00	*	*	*	*	*	0.01	0.00	*	0.01	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 IMPORTANCE RATING (SUMMARY)
Based on all aged 15+

		(1)No t impor tant	(2)No t very impor tant	(3)Fa irly Impor tant	(4)Ve ry impor tant	Don't know	Net Impor tant	Net not Impor tant	Mean
Your financial history	1000	2 *	22 2%	129 13%	834 83%	13 1%	963 96%	25 2%	3.82
Your medical records	1000	2 *	15 1%	119 12%	854 85%	10 1%	973 97%	17 2%	3.84
Your personal telephone numbers	1000	49 5%	66 7%	210 21%	637 64%	38 4%	847 85%	115 11%	3.49
Your social welfare history	1000	15 2%	30 3%	179 18%	742 74%	34 3%	920 92%	45 5%	3.71
Your credit card details	1000	8 1%	11 1%	80 8%	835 83%	66 7%	915 91%	19 2%	3.87
Your personal e-mails	1000	17 2%	35 3%	139 14%	681 68%	128 13%	821 82%	51 5%	3.70
Your PPS number	1000	12 1%	20 2%	157 16%	787 79%	24 2%	943 94%	33 3%	3.76
Your telephone and internet usage records	1000	21 2%	38 4%	171 17%	708 71%	63 6%	878 88%	59 6%	3.67
CV/Resume details	1000	25 3%	51 5%	193 19%	674 67%	57 6%	867 87%	77 8%	3.61
Garda Records	1000	16 2%	34 3%	110 11%	790 79%	50 5%	900 90%	50 5%	3.76

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your financial history
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE MARR IED	FE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	2 *	2 *	- -	2 1%	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	2 *	1 1%	1 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -		
(2)Not very important	22 2%	16 3%	6 1%	10 4%	6 3%	1 *	5 2%	7 4%	8 4%	3 1%	4 2%	- -	15 4%	7 1%	3 2%	6 2%	7 3%	4 2%	1 2%	1 2%	9 2%	12 2%	- -	1 7%	8 3%		
(3)Fairly Important	129 13%	63 13%	65 13%	33 13%	31 13%	27 10%	38 16%	35 18%	28 13%	24 9%	21 10%	22 16%	62 15%	66 11%	16 12%	37 14%	22 9%	30 15%	4 7%	20 21%	53 13%	56 11%	14 20%	6 28%	45 16%		
(4)Very important	834 83%	407 82%	427 85%	209 81%	197 83%	239 88%	189 81%	147 77%	179 83%	222 87%	171 85%	116 83%	326 80%	508 85%	115 85%	225 83%	208 88%	172 83%	46 81%	69 74%	340 84%	425 85%	56 78%	12 62%	230 81%		
Don't know	13 1%	8 2%	5 1%	4 1%	4 2%	4 2%	1 *	1 *	1 *	6 2%	3 1%	2 2%	2 *	11 2%	- -	3 1%	1 *	1 1%	5 10%	2 3%	3 1%	7 1%	2 2%	1 4%	1 *		
Net Important	963 96%	470 95%	493 98%	242 94%	228 96%	266 98%	227 97%	182 96%	206 96%	246 96%	191 96%	138 98%	388 96%	575 97%	130 97%	262 96%	229 97%	203 97%	50 88%	88 96%	393 97%	482 96%	71 98%	18 89%	276 97%		
Net not Important	25 2%	19 4%	6 1%	13 5%	6 3%	1 *	5 2%	7 4%	8 4%	4 2%	6 3%	- -	15 4%	10 2%	4 3%	7 3%	7 3%	4 2%	1 2%	1 2%	11 3%	12 2%	- -	1 7%	8 3%		
Mean	3.82	3.79	3.84	3.76	3.82	3.89	3.79	3.74	3.80	3.87	3.83	3.84	3.77	3.85	3.81	3.81	3.85	3.81	3.87	3.75	3.81	3.84	3.80	3.57	3.78		
Std Dev	0.46	0.51	0.40	0.56	0.45	0.32	0.46	0.52	0.49	0.40	0.48	0.37	0.50	0.42	0.51	0.47	0.43	0.44	0.40	0.47	0.48	0.43	0.40	0.64	0.48		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your financial history
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	2 *	2 1%	-	-	1 *	1 *	-	-	-	1 1%	1 *	-	-	-	2 *	-	-	-	1 *	1 *	1 *	1 *	-	2 1%	1 1%
(2)Not very important	22 2%	8 3%	3 1%	3 2%	13 2%	9 2%	-	7 6%	1 2%	2 2%	10 2%	-	3 4%	-	9 2%	6 3%	7 6%	6 2%	13 4%	4 1%	9 1%	14 4%	18 3%	5 1%	-
(3)Fairly Important	129 13%	15 6%	50 18%	18 10%	73 12%	56 15%	16 12%	21 19%	6 12%	15 17%	46 11%	8 7%	18 27%	12 12%	70 12%	26 12%	20 19%	32 12%	44 13%	51 13%	66 11%	59 17%	88 13%	41 12%	11 12%
(4)Very important	834 83%	224 88%	223 80%	156 87%	530 85%	304 80%	119 86%	80 74%	37 77%	70 78%	373 87%	109 93%	46 69%	81 82%	484 85%	188 85%	81 74%	236 86%	281 82%	317 83%	500 87%	268 76%	547 84%	287 83%	83 87%
Don't know	13 1%	6 2%	4 1%	2 1%	3 1%	10 3%	4 3%	1 1%	4 8%	2 3%	1 *	1 1%	-	6 6%	5 1%	1 *	1 1%	-	2 1%	9 2%	1 *	10 3%	1 *	12 3%	-
Net Important	963 96%	239 94%	273 97%	175 97%	602 97%	360 95%	135 97%	101 93%	43 89%	85 94%	419 97%	116 99%	63 96%	93 94%	554 97%	214 97%	101 93%	268 98%	325 95%	368 96%	566 98%	328 93%	634 97%	328 95%	94 99%
Net not Important	25 2%	10 4%	3 1%	3 2%	15 2%	10 3%	-	7 6%	1 2%	3 3%	11 3%	-	3 4%	-	12 2%	6 3%	7 6%	6 2%	14 4%	5 1%	10 2%	15 4%	18 3%	7 2%	1 1%
Mean	3.82	3.85	3.80	3.86	3.83	3.79	3.88	3.68	3.81	3.75	3.84	3.93	3.65	3.87	3.83	3.83	3.68	3.84	3.78	3.83	3.85	3.73	3.81	3.83	3.85
Std Dev	0.46	0.50	0.43	0.40	0.44	0.48	0.32	0.59	0.46	0.56	0.44	0.25	0.56	0.34	0.45	0.45	0.59	0.42	0.52	0.42	0.41	0.55	0.46	0.46	0.44

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.2 Importance to you to keep the following private: Your financial history
Based on all aged 15+

Base	Information Commissioner's Office	Data Protection Commissioner's Office	Director of Consumer Affairs	Press Ombudsman	Garda Síochána	Lawyer/Solicitor	TD's/Representative	Public Relations	The Media	Written/telephonic/email organisation	Other	DK/No Opinion
926	25	175	56	31	273	171	13	6	50	15	210	
1000	25	189	57	32	296	185	13	6	56	19	222	
825	24	160	54	29	243	153	13	6	45	13	183	
2 *	-	-	1 2%	-	-	-	-	-	-	-	1 1%	
22 2%	-	4 2%	-	1 4%	7 2%	5 3%	-	-	-	1 6%	8 3%	
129 13%	2 7%	16 9%	2 3%	5 16%	38 13%	27 15%	3 22%	-	5 9%	2 12%	32 15%	
834 83%	23 90%	168 89%	54 95%	26 81%	249 84%	152 82%	9 69%	5 85%	51 91%	16 82%	174 79%	
13 1%	1 3%	1 1%	-	-	2 1%	-	1 9%	1 15%	-	-	6 3%	
963 96%	25 97%	184 97%	56 98%	31 96%	287 97%	180 97%	12 91%	5 85%	56 100%	18 94%	207 93%	
25 2%	-	4 2%	1 2%	1 4%	7 2%	5 3%	-	-	-	1 6%	9 4%	
3.82 0.46	3.93 0.26	3.87 0.39	3.91 0.44	3.77 0.51	3.82 0.44	3.79 0.47	3.76 0.45	4.00 0.00	3.91 0.29	3.76 0.56	3.76 0.54	

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

	SEX								MARITAL STATUS								AGE								SOCIAL CLASS								REGION	
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN									
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273									
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285									
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261									
Std Err	0.02	0.03	0.02	0.04	0.03	0.02	0.03	0.04	0.03	0.03	0.04	0.04	0.03	0.02	0.05	0.03	0.03	0.03	0.06	0.07	0.03	0.02	0.08	0.11	0.03									
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	0.01	0.01	*									

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your financial history
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.03	0.03	0.03	0.02	0.03	0.03	0.06	0.07	0.07	0.02	0.03	0.09	0.04	0.02	0.03	0.06	0.03	0.03	0.02	0.02	0.03	0.02	0.03	0.05
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your financial history
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.05	0.03	0.06	0.09	0.03	0.04	0.13	0.00	0.04	0.16	0.04
Error Var	*	*	*	*	0.01	*	*	0.02	0.00	*	0.02	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	2 *	2 *	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	2 *	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	- -	2 1%		
(2)Not very important	15 1%	11 2%	4 1%	3 1%	8 3%	1 *	2 1%	7 3%	2 1%	2 1%	3 1%	1 1%	8 2%	7 1%	1 1%	3 1%	3 1%	7 3%	1 2%	- -	4 1%	11 2%	- -	- -	5 2%		
(3)Fairly Important	119 12%	68 14%	52 10%	35 13%	33 14%	23 9%	28 12%	31 16%	23 11%	24 9%	25 12%	16 12%	54 13%	65 11%	15 11%	32 12%	24 10%	27 13%	8 14%	13 14%	47 12%	59 12%	8 11%	5 24%	33 12%		
(4)Very important	854 85%	410 83%	444 88%	216 84%	194 82%	243 89%	201 86%	150 79%	187 87%	224 88%	172 86%	121 86%	337 83%	517 87%	118 88%	233 86%	210 88%	173 83%	43 76%	77 83%	351 86%	425 85%	62 86%	14 73%	244 86%		
Don't know	10 1%	5 1%	5 1%	3 1%	3 1%	4 2%	1 *	2 1%	2 1%	5 2%	1 *	1 1%	4 1%	7 1%	- -	2 1%	1 *	1 *	5 8%	2 3%	2 *	6 1%	2 2%	1 4%	1 *		
Net Important	973 97%	478 96%	495 98%	251 97%	227 95%	266 98%	230 99%	181 95%	210 98%	248 97%	197 98%	137 98%	391 97%	582 98%	133 99%	265 98%	234 99%	200 96%	51 90%	90 97%	398 98%	485 97%	71 98%	19 96%	277 97%		
Net not Important	17 2%	13 3%	4 1%	5 2%	8 3%	1 *	2 1%	7 3%	4 2%	2 1%	3 1%	1 1%	10 3%	7 1%	1 1%	5 2%	3 1%	7 3%	1 2%	- -	6 2%	11 2%	- -	- -	7 2%		
Mean	3.84	3.80	3.88	3.82	3.79	3.90	3.86	3.76	3.85	3.89	3.85	3.86	3.81	3.87	3.87	3.84	3.88	3.80	3.81	3.86	3.85	3.84	3.88	3.75	3.83		
Std Dev	0.42	0.48	0.35	0.47	0.49	0.31	0.38	0.50	0.45	0.35	0.40	0.38	0.47	0.37	0.37	0.45	0.36	0.48	0.45	0.35	0.42	0.42	0.32	0.44	0.47		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIR ED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	2 *	-	-	-	2 *	-	-	-	-	-	2 *	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *	1 *	2 *	-	-
(2)Not very important	15 1%	2 1%	5 2%	3 2%	10 2%	5 1%	-	5 5%	2 5%	3 3%	3 1%	1 1%	-	-	10 2%	-	5 5%	5 2%	6 2%	4 1%	5 1%	10 3%	12 2%	3 1%	3 3%
(3)Fairly Important	119 12%	27 10%	48 17%	11 6%	71 11%	49 13%	14 10%	17 16%	12 25%	13 14%	44 10%	9 8%	11 17%	9 9%	69 12%	25 11%	16 15%	28 10%	43 13%	48 13%	62 11%	56 16%	90 14%	29 8%	5 6%
(4)Very important	854 85%	222 87%	224 80%	164 91%	533 86%	320 84%	121 87%	85 78%	32 67%	73 81%	381 88%	106 91%	55 83%	87 88%	486 85%	194 88%	86 79%	239 87%	289 85%	324 85%	507 88%	279 79%	549 84%	305 88%	86 91%
Don't know	10 1%	5 2%	4 1%	1 *	4 1%	6 2%	3 2%	2 2%	2 4%	1 2%	1 *	1 1%	-	3 3%	4 1%	1 *	2 2%	1 *	2 1%	6 2%	1 *	8 2%	1 *	10 3%	-
Net Important	973 97%	249 97%	272 97%	176 98%	604 97%	369 97%	135 98%	102 94%	44 91%	86 95%	425 99%	115 98%	66 100%	97 97%	555 97%	219 99%	102 94%	267 98%	333 97%	372 97%	569 99%	335 95%	639 98%	334 96%	92 97%
Net not Important	17 2%	2 1%	5 2%	3 2%	12 2%	5 1%	-	5 5%	2 5%	3 3%	5 1%	1 1%	-	-	11 2%	1 *	5 5%	6 2%	7 2%	4 1%	6 1%	11 3%	13 2%	3 1%	3 3%
Mean	3.84	3.88	3.79	3.90	3.84	3.84	3.90	3.75	3.65	3.78	3.87	3.90	3.83	3.90	3.84	3.88	3.75	3.85	3.83	3.85	3.87	3.77	3.82	3.89	3.89
Std Dev	0.42	0.35	0.44	0.36	0.43	0.40	0.31	0.53	0.58	0.49	0.39	0.33	0.38	0.30	0.43	0.37	0.53	0.43	0.44	0.39	0.38	0.50	0.45	0.34	0.40

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

Base	Information Commissioner's Office	Data Protection Commissioner's Office	Director of Consumer Affairs	Press Ombudsman	Garda Síochána	Lawyer/ Solicitor	TD's/ Public Representative	The media	Written/ telephonic/ email organisation	Other	DK/No Opinion
926 1000 825	25 25 24	175 189 160	56 57 54	31 32 29	273 296 243	171 185 153	13 13 13	6 6 6	50 56 45	15 19 13	210 222 183
2 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -
15 1%	- -	- -	- -	- -	5 2%	1 1%	- -	- -	- -	1 6%	5 2%
119 12%	2 6%	14 7%	5 8%	7 23%	32 11%	22 12%	4 31%	- -	6 11%	2 12%	33 15%
854 85%	23 90%	174 92%	52 92%	25 77%	258 87%	161 87%	9 69%	5 85%	50 89%	16 82%	176 80%
10 1%	1 3%	1 1%	- -	- -	- -	- -	- -	1 15%	- -	- -	7 3%
973 97%	25 97%	188 99%	57 100%	32 100%	290 98%	183 99%	13 100%	5 85%	56 100%	18 94%	209 94%
17 2%	- -	- -	- -	- -	6 2%	2 1%	- -	- -	- -	1 6%	5 2%
3.84 0.42	3.94 0.25	3.93 0.26	3.92 0.28	3.77 0.42	3.85 0.42	3.86 0.41	3.69 0.48	4.00 0.00	3.89 0.31	3.76 0.56	3.80 0.46

LANDSDOWNE MARKET RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89	
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81	
Std Err	0.01	0.02	0.03	0.03	0.02	0.02	0.03	0.05	0.08	0.06	0.02	0.04	0.06	0.04	0.02	0.03	0.05	0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.04	
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your medical records
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.01	0.05	0.02	0.04	0.08	0.03	0.03	0.14	0.00	0.05	0.16	0.03
Error Var	*	*	*	*	0.01	*	*	0.02	0.00	*	0.02	*

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal telephone numbers
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	49 5%	23 5%	26 5%	14 6%	9 4%	20 7%	6 3%	8 4%	10 5%	11 4%	15 8%	4 3%	18 4%	31 5%	4 3%	15 5%	15 6%	8 4%	4 7%	3 3%	19 5%	27 5%	3 4%	- -	3 1%
(2)Not very important	66 7%	36 7%	30 6%	19 7%	17 7%	16 6%	15 6%	14 7%	16 8%	21 8%	13 6%	2 1%	30 8%	36 6%	4 3%	18 7%	18 8%	18 9%	3 6%	5 5%	22 5%	39 8%	4 6%	1 4%	12 4%
(3)Fairly Important	210 21%	106 21%	103 21%	46 18%	61 26%	51 19%	52 23%	50 26%	38 18%	48 19%	40 20%	33 24%	88 22%	121 20%	35 26%	51 19%	49 21%	32 16%	14 25%	28 31%	86 21%	95 19%	23 32%	5 25%	48 17%
(4)Very important	637 64%	309 62%	328 65%	172 67%	137 58%	177 65%	151 65%	111 59%	144 67%	166 65%	125 62%	92 66%	255 63%	383 64%	89 66%	180 66%	151 64%	142 68%	27 48%	49 53%	269 66%	319 64%	37 51%	12 59%	222 78%
Don't know	38 4%	22 4%	17 3%	7 3%	15 6%	8 3%	9 4%	7 4%	6 3%	9 4%	6 3%	10 7%	13 3%	25 4%	3 2%	8 3%	5 2%	8 4%	8 14%	7 8%	11 3%	21 4%	5 7%	2 11%	1 *
Net Important	847 85%	415 84%	432 86%	217 84%	198 83%	228 84%	204 87%	161 85%	182 85%	214 84%	165 83%	125 89%	343 85%	504 85%	124 92%	231 85%	199 84%	175 84%	41 73%	77 84%	355 87%	415 83%	60 83%	17 85%	269 94%
Net not Important	115 11%	59 12%	56 11%	34 13%	25 11%	35 13%	21 9%	22 11%	27 12%	32 13%	28 14%	6 4%	48 12%	66 11%	8 6%	33 12%	33 14%	26 12%	7 13%	8 8%	41 10%	66 13%	7 10%	1 4%	15 5%
Mean	3.49	3.48	3.51	3.49	3.46	3.46	3.55	3.45	3.51	3.50	3.42	3.63	3.48	3.50	3.58	3.50	3.44	3.54	3.32	3.45	3.53	3.47	3.41	3.62	3.72
Std Dev	0.83	0.83	0.83	0.87	0.79	0.90	0.74	0.81	0.84	0.84	0.93	0.66	0.83	0.84	0.70	0.85	0.89	0.82	0.93	0.75	0.80	0.87	0.79	0.60	0.59

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal telephone numbers
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/College	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	49 5%	19 8%	7 2%	19 11%	24 4%	25 7%	8 6%	1 1%	1 2%	6 7%	25 6%	7 6%	2 3%	3 3%	39 7%	6 3%	1 1%	18 7%	14 4%	17 4%	23 4%	23 7%	35 5%	14 4%	7 7%
(2)Not very important	66 7%	21 8%	11 4%	23 13%	39 6%	27 7%	11 8%	7 6%	5 10%	5 5%	29 7%	3 3%	7 10%	3 3%	35 6%	20 9%	7 7%	20 7%	23 7%	23 6%	40 7%	25 7%	51 8%	15 4%	6 6%
(3)Fairly Important	210 21%	35 14%	88 31%	39 22%	119 19%	91 24%	26 19%	30 28%	9 20%	20 22%	82 19%	18 15%	24 37%	22 22%	100 18%	57 26%	31 28%	51 19%	77 22%	81 21%	113 20%	90 25%	142 22%	68 20%	22 23%
(4)Very important	637 64%	153 60%	166 59%	97 54%	433 70%	204 54%	84 61%	66 61%	27 57%	58 63%	287 67%	87 74%	29 43%	60 60%	381 67%	132 60%	65 59%	171 62%	220 64%	247 65%	390 68%	189 54%	408 63%	229 66%	59 62%
Don't know	38 4%	27 11%	8 3%	2 1%	5 1%	33 9%	9 7%	5 5%	6 12%	2 3%	9 2%	2 2%	5 8%	12 12%	15 3%	6 3%	5 5%	14 5%	8 2%	15 4%	10 2%	26 7%	17 3%	21 6%	1 1%
Net Important	847 85%	188 74%	254 91%	135 75%	552 89%	295 77%	111 80%	96 88%	37 76%	78 85%	368 85%	105 89%	53 80%	81 82%	481 84%	189 85%	96 88%	222 81%	296 87%	328 86%	503 87%	279 79%	550 84%	297 86%	81 85%
Net not Important	115 11%	40 16%	17 6%	43 24%	62 10%	52 14%	18 13%	7 7%	6 12%	11 12%	54 12%	10 9%	8 12%	6 6%	75 13%	26 12%	8 8%	38 14%	37 11%	40 10%	62 11%	48 13%	86 13%	28 8%	13 13%
Mean	3.49	3.41	3.52	3.19	3.56	3.36	3.45	3.56	3.47	3.46	3.49	3.61	3.31	3.59	3.48	3.47	3.53	3.44	3.51	3.52	3.54	3.36	3.45	3.57	3.42
Std Dev	0.83	0.97	0.69	1.04	0.78	0.91	0.88	0.65	0.81	0.88	0.86	0.81	0.78	0.71	0.90	0.78	0.67	0.90	0.80	0.81	0.79	0.90	0.86	0.77	0.90

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.2 Importance to you to keep the following private: Your personal telephone numbers
Based on all aged 15+

Base	Information Commissioner's Office	Data Protection Commissioner's Office	Director of Consumer Affairs	Press ombudsman	Garda Síochána	Lawyer/Solicitor	TD's/MP's/Representative	Public media	Write letter/telephone/email organisation	Other	DK/No Opinion	
	926	25	175	56	31	273	171	13	6	50	15	
	1000	25	189	57	32	296	185	13	6	56	19	
	825	24	160	54	29	243	153	13	6	45	13	
	49 5%	2 7%	4 2%	1 2%	-	15 5%	12 6%	1 6%	-	-	2 12%	14 6%
	66 7%	2 7%	9 5%	3 6%	-	21 7%	9 5%	1 9%	-	2 3%	1 6%	18 8%
	210 21%	5 18%	27 14%	12 20%	6 19%	60 20%	34 18%	2 15%	-	7 13%	2 11%	59 26%
	637 64%	16 65%	143 76%	41 72%	26 81%	188 63%	127 69%	8 60%	5 85%	47 84%	12 64%	117 53%
	38 4%	1 3%	6 3%	-	-	12 4%	3 1%	1 9%	1 15%	-	1 7%	14 6%
	847 85%	21 83%	170 90%	52 92%	32 100%	248 84%	161 87%	10 75%	5 85%	54 97%	15 75%	176 79%
	115 11%	4 14%	13 7%	4 8%	-	36 12%	21 11%	2 15%	-	2 3%	3 17%	32 15%
	3.49 0.83	3.45 0.93	3.69 0.67	3.63 0.68	3.81 0.40	3.48 0.85	3.52 0.86	3.42 0.97	4.00 0.00	3.81 0.48	3.37 1.09	3.34 0.90

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

	SEX								MARITAL STATUS								AGE								SOCIAL CLASS								REGION	
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN									
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	142	404	522	100	279	263	171	49	64	379	483	28	36	273									
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285									
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261									
Std Err	0.03	0.04	0.04	0.06	0.06	0.06	0.05	0.06	0.06	0.06	0.07	0.07	0.04	0.04	0.07	0.05	0.06	0.06	0.14	0.12	0.04	0.04	0.15	0.10	0.04									
Error Var	*	*	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	0.01	*	*	0.02	0.01	*									

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal telephone numbers
Based on all aged 15+

	2010 Census of the United States																										COMPLAINT ABOUT INVASION OF PRIVACY
	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION			
	Base	REST OF LEIN	MUN	CONN ACHT/ULS	URBAN	RURAL	HOUSE WIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL	Yes - L/Occasional	Yes - Frequently	No	Yes	No	Yes	No			
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89		
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95		
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81		
Std Err	0.03	0.07	0.05	0.09	0.03	0.05	0.08	0.06	0.12	0.10	0.05	0.09	0.13	0.08	0.04	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.05	0.10		
Error Var	*	*	*	0.01	*	*	0.01	*	0.01	0.01	*	0.01	0.02	0.01	*	*	*	*	*	*	*	*	*	*	0.01		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal telephone numbers
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.03	0.19	0.05	0.09	0.07	0.05	0.07	0.27	0.00	0.07	0.31	0.07
Error Var	*	0.04	*	0.01	0.01	*	*	0.07	0.00	0.01	0.09	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your social welfare history
Based on all aged 15+

	SEX		MARITAL STATUS					AGE										SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN			
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273			
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285			
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261			
(1)Not important at all	15 2%	9 2%	6 1%	4 2%	5 2%	2 1%	4 2%	5 2%	4 2%	1 *	5 3%	- -	9 2%	6 1%	1 1%	8 3%	2 1%	1 1%	3 5%	- -	9 2%	6 1%	- -	- -	3 1%			
(2)Not very important	30 3%	15 3%	15 3%	8 3%	7 3%	7 2%	8 4%	13 7%	3 1%	5 2%	6 3%	3 2%	16 4%	15 2%	8 6%	8 3%	4 2%	5 2%	1 3%	4 5%	16 4%	10 2%	3 4%	1 7%	6 2%			
(3)Fairly Important	179 18%	91 18%	88 17%	53 21%	38 16%	49 18%	38 16%	36 19%	41 19%	41 16%	33 16%	27 20%	78 19%	101 17%	21 15%	44 16%	48 20%	33 16%	7 13%	25 27%	65 16%	89 18%	21 28%	5 23%	55 19%			
(4)Very important	742 74%	363 73%	378 75%	184 71%	180 76%	203 75%	176 75%	127 67%	162 75%	199 78%	152 76%	102 73%	289 71%	453 76%	100 74%	206 76%	177 75%	163 78%	41 74%	54 58%	306 75%	382 76%	41 57%	13 64%	220 77%			
Don't know	34 3%	17 4%	17 3%	10 4%	8 3%	10 4%	7 3%	9 5%	5 3%	8 3%	4 2%	8 6%	14 4%	20 3%	4 3%	6 2%	6 2%	6 3%	3 6%	9 10%	10 2%	15 3%	8 11%	1 6%	1 *			
Net Important	920 92%	454 92%	466 92%	237 92%	218 92%	252 93%	214 92%	163 86%	203 94%	240 94%	184 92%	129 92%	366 90%	554 93%	121 90%	251 92%	225 95%	196 94%	49 87%	79 85%	371 91%	470 94%	61 85%	17 87%	275 96%			
Net not Important	45 5%	24 5%	21 4%	12 5%	12 5%	9 3%	12 5%	17 9%	7 3%	7 3%	11 6%	3 2%	24 6%	21 4%	9 7%	16 6%	6 3%	6 3%	4 7%	4 5%	25 6%	16 3%	3 4%	1 7%	9 3%			
Mean	3.71	3.69	3.72	3.67	3.71	3.73	3.71	3.58	3.72	3.77	3.69	3.75	3.65	3.74	3.69	3.69	3.73	3.77	3.66	3.60	3.69	3.74	3.59	3.61	3.73			
Std Dev	0.60	0.63	0.58	0.62	0.64	0.55	0.62	0.74	0.59	0.50	0.66	0.48	0.67	0.56	0.63	0.67	0.54	0.51	0.76	0.59	0.66	0.56	0.58	0.64	0.55			

FIELDWORK : 16th - 25th April 2008

LANSLOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your social welfare history
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY	AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ Occas ly	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	15 2%	4 1%	- -	8 5%	5 1%	10 3%	3 2%	3 2%	2 4%	1 1%	7 2%	- -	- -	1 1%	10 2%	2 1%	2 2%	6 2%	3 1%	7 2%	2 *	13 4%	15 2%	- -	- -
(2)Not very important	30 3%	5 2%	5 2%	14 8%	16 3%	14 4%	- -	5 4%	3 6%	4 5%	14 3%	1 1%	3 4%	1 1%	15 3%	8 4%	5 5%	6 2%	17 5%	7 2%	20 3%	10 3%	23 3%	7 2%	7 7%
(3)Fairly Important	179 18%	31 12%	64 23%	29 16%	102 16%	77 20%	21 15%	22 20%	8 17%	21 23%	69 16%	13 11%	25 38%	12 12%	97 17%	49 22%	22 20%	48 18%	66 19%	65 17%	107 19%	68 19%	122 19%	56 16%	17 18%
(4)Very important	742 74%	188 74%	206 74%	127 71%	493 80%	248 65%	105 76%	73 67%	33 69%	63 69%	333 77%	98 84%	36 55%	74 75%	438 77%	156 71%	73 67%	204 74%	247 72%	290 76%	432 75%	246 70%	474 73%	267 77%	69 73%
Don't know	34 3%	27 11%	5 2%	1 *	4 1%	30 8%	9 7%	7 7%	2 4%	1 2%	8 2%	4 4%	2 3%	11 11%	11 2%	5 2%	7 7%	10 4%	9 3%	14 4%	14 3%	16 4%	19 3%	16 5%	1 1%
Net Important	920 92%	219 86%	270 96%	157 87%	596 96%	325 85%	126 91%	94 87%	42 86%	84 93%	402 93%	111 95%	61 92%	86 86%	534 94%	205 93%	95 87%	252 92%	313 92%	355 93%	540 94%	314 89%	597 91%	324 93%	87 92%
Net not Important	45 5%	9 3%	5 2%	22 12%	20 3%	25 7%	3 2%	7 7%	5 10%	5 6%	21 5%	1 1%	3 4%	3 3%	25 4%	10 5%	7 7%	12 4%	19 6%	14 4%	22 4%	23 7%	38 6%	7 2%	7 7%
Mean	3.71	3.77	3.73	3.54	3.76	3.61	3.78	3.62	3.56	3.64	3.72	3.86	3.52	3.80	3.72	3.67	3.63	3.70	3.68	3.73	3.73	3.62	3.66	3.79	3.67
Std Dev	0.60	0.57	0.49	0.83	0.53	0.71	0.54	0.70	0.81	0.62	0.61	0.38	0.58	0.52	0.60	0.60	0.67	0.63	0.61	0.59	0.54	0.73	0.66	0.46	0.61

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your social welfare history
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	15 2%	-	-	-	-	7 2%	5 2%	1 6%	-	-	-	6 3%
(2)Not very important	30 3%	-	7 4%	-	-	5 2%	2 1%	1 9%	-	1 2%	1 6%	8 3%
(3)Fairly Important	179 18%	6 25%	23 12%	4 6%	9 29%	60 20%	28 15%	2 16%	-	9 15%	4 20%	37 17%
(4)Very important	742 74%	18 72%	154 81%	53 94%	23 71%	219 74%	144 78%	9 69%	5 85%	47 83%	14 75%	155 70%
Don't know	34 3%	1 3%	5 3%	-	-	5 2%	7 4%	-	1 15%	-	-	17 7%
Net Important	920 92%	25 97%	177 93%	57 100%	32 100%	279 94%	172 93%	11 85%	5 85%	55 98%	18 94%	192 86%
Net not Important	45 5%	-	7 4%	-	-	12 4%	6 3%	2 15%	-	1 2%	1 6%	13 6%
Mean	3.71	3.74	3.80	3.94	3.71	3.69	3.75	3.47	4.00	3.81	3.69	3.66
Std Dev	0.60	0.45	0.49	0.25	0.46	0.63	0.60	0.94	0.00	0.44	0.59	0.68

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

[illegible]

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your social welfare history
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.04	0.03	0.07	0.02	0.04	0.05	0.07	0.12	0.07	0.03	0.04	0.10	0.06	0.03	0.04	0.06	0.04	0.03	0.03	0.02	0.04	0.03	0.03	0.07
Error Var	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your social welfare history
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.09	0.04	0.03	0.09	0.04	0.05	0.26	0.00	0.07	0.17	0.05
Error Var	*	0.01	*	*	0.01	*	*	0.07	0.00	*	0.03	*

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your credit card details
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	8 1%	2 *	6 1%	-	2 1%	-	6 2%	4 2%	-	-	1 1%	3 2%	4 1%	4 1%	-	1 *	3 1%	2 1%	1 3%	-	1 *	7 1%	-	-	1 *
(2)Not very important	11 1%	7 1%	4 1%	3 1%	4 2%	2 1%	2 1%	5 3%	3 1%	1 *	2 1%	-	8 2%	3 1%	1 1%	3 1%	3 1%	3 1%	-	1 1%	4 1%	6 1%	-	1 5%	2 1%
(3)Fairly Important	80 8%	38 8%	42 8%	27 10%	11 5%	24 9%	18 8%	15 8%	18 9%	15 6%	18 9%	14 10%	33 8%	47 8%	12 9%	19 7%	18 7%	16 8%	4 8%	11 12%	32 8%	38 8%	8 11%	3 14%	17 6%
(4)Very important	835 83%	412 83%	423 84%	218 84%	194 82%	230 85%	193 83%	155 82%	185 86%	227 89%	167 84%	100 71%	340 84%	495 83%	117 87%	240 88%	203 86%	175 84%	35 63%	65 71%	357 88%	413 82%	56 77%	9 47%	264 93%
Don't know	66 7%	37 7%	29 6%	11 4%	26 11%	15 6%	14 6%	11 6%	9 4%	12 5%	11 6%	23 16%	20 5%	47 8%	4 3%	9 3%	11 5%	12 6%	15 27%	15 16%	13 3%	38 8%	8 11%	7 35%	1 *
Net Important	915 91%	450 91%	465 92%	245 95%	205 86%	254 94%	211 91%	170 90%	203 95%	242 95%	186 93%	114 82%	373 92%	542 91%	129 96%	259 95%	220 93%	190 92%	39 70%	76 83%	388 96%	450 90%	64 89%	12 60%	281 99%
Net not Important	19 2%	9 2%	10 2%	3 1%	6 3%	2 1%	8 3%	9 5%	3 1%	1 *	3 2%	3 2%	12 3%	7 1%	1 1%	4 1%	6 2%	6 3%	1 3%	1 1%	5 1%	13 3%	-	1 5%	3 1%
Mean	3.87	3.87	3.86	3.87	3.88	3.89	3.82	3.80	3.88	3.93	3.86	3.81	3.84	3.88	3.88	3.90	3.86	3.85	3.79	3.83	3.89	3.85	3.87	3.65	3.91
Std Dev	0.43	0.41	0.46	0.37	0.46	0.34	0.57	0.58	0.37	0.27	0.42	0.55	0.48	0.40	0.35	0.37	0.47	0.49	0.62	0.40	0.36	0.49	0.34	0.63	0.34

FIELDWORK : 16th - 25th April 2008

LANSLOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your credit card details
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STUDENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL	Yes	-	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
		Ge	L/	Occasional													Frequently								
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	8 1%	5 2%	1 *	- -	3 1%	4 1%	4 3%	1 1%	2 4%	- -	- -	- -	1 2%	3 3%	4 1%	1 *	- -	3 1%	1 *	4 1%	2 *	5 1%	6 1%	1 *	- -
(2)Not very important	11 1%	3 1%	2 1%	4 2%	5 1%	6 2%	1 1%	2 1%	1 2%	2 2%	5 1%	- -	- -	1 1%	5 1%	4 2%	2 1%	2 1%	4 1%	5 1%	5 1%	6 2%	6 1%	5 1%	- -
(3)Fairly Important	80 8%	13 5%	43 15%	7 4%	41 7%	40 10%	9 6%	10 9%	5 10%	10 11%	28 7%	7 6%	12 18%	7 7%	49 9%	15 7%	10 9%	23 8%	25 7%	32 8%	40 7%	39 11%	50 8%	30 9%	9 9%
(4)Very important	835 83%	198 78%	209 75%	164 91%	553 89%	282 74%	108 78%	88 81%	28 58%	69 76%	390 90%	100 86%	51 78%	62 62%	488 85%	196 89%	89 81%	239 87%	305 89%	290 76%	499 87%	270 77%	557 85%	278 80%	85 89%
Don't know	66 7%	35 14%	25 9%	6 3%	18 3%	48 13%	16 12%	8 8%	13 26%	10 11%	8 2%	9 8%	2 3%	27 28%	25 4%	5 2%	8 8%	7 2%	7 2%	51 13%	30 5%	33 9%	34 5%	33 9%	1 1%
Net Important	915 91%	212 83%	252 90%	171 95%	594 96%	321 85%	117 85%	98 90%	33 68%	78 86%	418 97%	107 92%	63 95%	69 69%	536 94%	211 96%	99 91%	262 96%	330 97%	322 84%	540 94%	309 87%	607 93%	308 89%	93 99%
Net not Important	19 2%	9 3%	3 1%	4 2%	8 1%	10 3%	5 4%	2 2%	3 6%	2 2%	5 1%	- -	1 2%	4 4%	9 2%	4 2%	2 1%	5 2%	5 1%	9 2%	7 1%	12 3%	13 2%	6 2%	- -
Mean	3.87	3.84	3.80	3.92	3.90	3.81	3.82	3.85	3.66	3.83	3.91	3.93	3.77	3.78	3.87	3.89	3.87	3.87	3.89	3.84	3.90	3.79	3.87	3.86	3.90
Std Dev	0.43	0.56	0.46	0.34	0.37	0.52	0.60	0.46	0.78	0.45	0.33	0.25	0.54	0.65	0.42	0.40	0.38	0.44	0.37	0.49	0.37	0.55	0.44	0.42	0.30

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your credit card details
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	8 1%	-	-	-	-	1 *	1 1%	1 9%	-	-	1 7%	3 1%
(2)Not very important	11 1%	-	1 1%	-	-	1 *	1 *	-	-	-	1 6%	6 3%
(3)Fairly Important	80 8%	-	9 5%	1 1%	6 19%	20 7%	19 10%	3 22%	-	3 5%	-	25 11%
(4)Very important	835 83%	25 97%	168 89%	52 91%	25 78%	264 89%	151 82%	8 60%	5 85%	52 93%	17 87%	163 74%
Don't know	66 7%	1 3%	11 6%	4 7%	1 3%	10 3%	12 7%	1 9%	1 15%	1 2%	-	25 11%
Net Important	915 91%	25 97%	177 93%	53 93%	31 97%	284 96%	171 92%	10 82%	5 85%	55 98%	17 87%	188 85%
Net not Important	19 2%	-	1 1%	-	-	2 1%	2 1%	1 9%	-	-	3 13%	9 4%
Mean	3.87	4.00	3.93	3.98	3.80	3.91	3.86	3.47	4.00	3.95	3.67	3.77
Std Dev	0.43	0.00	0.28	0.13	0.40	0.33	0.42	0.95	0.00	0.22	0.90	0.57

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

	SEX																		MARITAL STATUS										AGE										SOCIAL CLASS										REGION	
	SEX			MARITAL STATUS				AGE				SOCIAL CLASS										REGION																												
	Base	MALE	FE	MALE	MALE	FE	MALE	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN																									
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273																									
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285																									
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261																									
Std Err	0.02	0.02	0.02	0.03	0.03	0.02	0.04	0.05	0.03	0.02	0.03	0.06	0.02	0.02	0.04	0.02	0.03	0.04	0.09	0.06	0.02	0.02	0.07	0.11	0.02																									
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*																									

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your credit card details
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89	
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81	
Std Err	0.02	0.04	0.03	0.03	0.02	0.03	0.05	0.04	0.11	0.05	0.02	0.03	0.09	0.08	0.02	0.03	0.04	0.03	0.02	0.03	0.02	0.03	0.02	0.03	0.03	
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*	*	*	*	*	*	*	*	*	*	*	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your credit card details
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.00	0.02	0.02	0.08	0.02	0.03	0.27	0.00	0.03	0.26	0.04
Error Var	*	0.00	*	*	0.01	*	*	0.07	0.00	*	0.07	*

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal e-mails
Based on all aged 15+

	SEX			MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN			
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273			
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285			
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261			
(1)Not important at all	17 2%	8 2%	9 2%	3 1%	4 2%	4 1%	5 2%	2 1%	4 2%	3 1%	3 1%	4 3%	7 2%	10 2%	3 2%	5 2%	5 2%	2 1%	1 3%	* *	7 2%	9 2%	- -	* 2%	4 1%			
(2)Not very important	35 3%	19 4%	16 3%	9 3%	11 4%	9 3%	7 3%	11 6%	10 5%	9 3%	3 1%	2 2%	21 5%	14 2%	1 1%	9 3%	10 4%	13 6%	2 3%	- -	10 3%	25 5%	- -	- -	19 7%			
(3)Fairly Important	139 14%	66 13%	73 15%	36 14%	30 12%	35 13%	39 17%	38 20%	27 13%	30 12%	27 14%	17 12%	65 16%	75 13%	13 10%	37 14%	40 17%	17 8%	7 12%	25 27%	50 12%	64 13%	21 29%	4 21%	34 12%			
(4)Very important	681 68%	329 66%	352 70%	176 68%	153 64%	188 69%	164 71%	131 69%	153 71%	189 74%	134 67%	74 53%	285 70%	397 67%	103 76%	207 76%	158 67%	148 71%	21 37%	45 48%	309 76%	327 65%	36 50%	9 44%	227 80%			
Don't know	128 13%	74 15%	54 11%	34 13%	40 17%	36 13%	18 8%	8 4%	20 9%	24 9%	33 17%	43 31%	28 7%	100 17%	15 11%	14 5%	24 10%	28 13%	26 45%	22 24%	29 7%	77 15%	16 21%	7 33%	2 1%			
Net Important	821 82%	395 80%	426 84%	213 82%	183 77%	223 82%	203 87%	169 89%	180 84%	219 86%	162 81%	91 65%	349 86%	471 79%	116 86%	244 90%	199 84%	165 79%	27 49%	70 76%	360 89%	391 78%	57 79%	13 65%	261 91%			
Net not Important	51 5%	27 5%	25 5%	12 5%	15 6%	12 5%	12 5%	13 7%	14 7%	12 5%	5 3%	6 4%	28 7%	24 4%	4 3%	14 5%	15 6%	15 7%	3 6%	* *	17 4%	34 7%	- -	* 2%	22 8%			
Mean	3.70	3.70	3.71	3.72	3.68	3.73	3.68	3.64	3.69	3.75	3.76	3.66	3.66	3.73	3.81	3.73	3.65	3.72	3.52	3.62	3.75	3.67	3.63	3.59	3.71			
Std Dev	0.63	0.64	0.63	0.61	0.67	0.61	0.65	0.65	0.68	0.60	0.56	0.72	0.66	0.61	0.55	0.61	0.68	0.65	0.82	0.53	0.60	0.68	0.49	0.69	0.65			

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal e-mails
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLE GE	Yes - Occas ional	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	17 2%	6 2%	3 1%	4 2%	9 1%	8 2%	5 4%	1 1%	- *	* *	7 2%	2 2%	1 2%	3 3%	9 2%	3 1%	2 2%	2 1%	6 2%	8 2%	7 1%	9 3%	12 2%	4 1%	1 1%
(2)Not very important	35 3%	5 2%	6 2%	6 3%	25 4%	10 3%	2 1%	6 6%	5 10%	4 4%	16 4%	1 1%	1 2%	2 2%	17 3%	10 4%	6 5%	10 4%	14 4%	10 3%	15 3%	20 6%	31 5%	4 1%	3 3%
(3)Fairly Important	139 14%	21 8%	58 21%	26 15%	69 11%	71 19%	16 11%	19 17%	5 10%	7 8%	58 13%	16 14%	19 29%	8 8%	76 13%	37 17%	19 18%	50 18%	48 14%	41 11%	79 14%	60 17%	93 14%	46 13%	18 19%
(4)Very important	681 68%	163 64%	158 56%	133 74%	467 75%	214 56%	84 61%	78 72%	23 46%	56 62%	322 75%	83 71%	35 52%	54 55%	390 68%	160 72%	77 71%	198 72%	266 78%	217 57%	424 74%	192 54%	451 69%	231 66%	66 70%
Don't know	128 13%	60 23%	55 20%	11 6%	51 8%	77 20%	32 23%	5 4%	16 33%	23 26%	28 7%	14 12%	10 15%	33 33%	79 14%	11 5%	5 4%	13 5%	7 2%	105 28%	51 9%	71 20%	67 10%	61 18%	7 7%
Net Important	821 82%	185 72%	216 77%	159 89%	536 86%	285 75%	100 72%	97 89%	27 56%	63 69%	380 88%	99 85%	54 82%	62 62%	466 82%	196 89%	96 88%	249 91%	314 92%	258 68%	503 87%	252 71%	544 83%	277 80%	84 89%
Net not Important	51 5%	10 4%	9 3%	10 5%	33 5%	18 5%	6 5%	7 6%	5 10%	5 5%	23 5%	3 3%	2 4%	5 5%	26 5%	13 6%	8 7%	12 4%	20 6%	19 5%	22 4%	30 8%	43 7%	8 2%	4 4%
Mean	3.70	3.76	3.65	3.71	3.75	3.62	3.68	3.68	3.55	3.76	3.73	3.76	3.55	3.71	3.72	3.68	3.64	3.70	3.72	3.69	3.75	3.54	3.67	3.76	3.69
Std Dev	0.63	0.64	0.61	0.64	0.61	0.68	0.73	0.63	0.76	0.59	0.62	0.58	0.65	0.71	0.61	0.63	0.68	0.58	0.63	0.69	0.57	0.77	0.67	0.55	0.60

FIELDWORK : 16th - 25th April 2008

LANSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal e-mails
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	17 2%	1 4%	4 2%	1 2%	-	4 1%	1 1%	-	-	-	1 7%	5 2%
(2)Not very important	35 3%	2 9%	4 2%	2 3%	1 4%	15 5%	10 5%	2 17%	-	1 2%	1 6%	4 2%
(3)Fairly Important	139 14%	3 12%	21 11%	6 11%	4 12%	40 13%	15 8%	2 13%	-	7 13%	2 11%	42 19%
(4)Very important	681 68%	18 69%	140 74%	43 75%	26 81%	211 71%	138 75%	8 60%	5 85%	45 79%	15 76%	126 57%
Don't know	128 13%	2 6%	21 11%	6 10%	1 3%	27 9%	21 11%	1 9%	1 15%	3 5%	-	45 20%
Net Important	821 82%	21 81%	161 85%	49 86%	30 93%	251 85%	154 83%	9 73%	5 85%	52 92%	17 87%	168 76%
Net not Important	51 5%	3 12%	8 4%	3 5%	1 4%	19 6%	11 6%	2 17%	-	1 2%	3 13%	9 4%
Mean	3.70	3.57	3.76	3.77	3.79	3.70	3.77	3.47	4.00	3.81	3.55	3.63
Std Dev	0.63	0.83	0.60	0.60	0.50	0.64	0.58	0.83	0.00	0.46	0.92	0.67

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

	SEX																		MARITAL STATUS										AGE										SOCIAL CLASS										REGION	
	SEX			MARITAL STATUS				AGE						SOCIAL CLASS										REGION																										
	Base	MALE	FE	MALE	MALE	MALE	FE	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN																									
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273																									
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285																									
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261																									
Std Err	0.02	0.03	0.03	0.04	0.05	0.04	0.05	0.05	0.05	0.04	0.04	0.08	0.03	0.03	0.06	0.04	0.04	0.05	0.12	0.08	0.03	0.03	0.09	0.12	0.04																									
Error Var	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	0.01	0.01	*	*	0.01	0.01	*																									

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal e-mails
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.04	0.04	0.05	0.03	0.04	0.06	0.06	0.11	0.07	0.03	0.06	0.11	0.09	0.03	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.07
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your personal e-mails
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.17	0.05	0.08	0.09	0.04	0.05	0.23	0.00	0.07	0.26	0.05
Error Var	*	0.03	*	0.01	0.01	*	*	0.05	0.00	*	0.07	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your PPS number
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	12 1%	9 2%	4 1%	5 2%	4 2%	- -	4 2%	2 1%	5 2%	1 *	3 1%	1 1%	7 2%	6 1%	4 3%	4 1%	1 *	1 1%	3 5%	- -	8 2%	5 1%	- -	- -	4 1%
(2)Not very important	20 2%	10 2%	11 2%	5 2%	4 2%	5 2%	6 2%	7 4%	4 2%	3 1%	5 2%	1 1%	11 3%	9 1%	1 1%	4 1%	5 2%	9 4%	- -	1 1%	5 1%	14 3%	- -	1 4%	2 1%
(3)Fairly Important	157 16%	73 15%	84 17%	37 14%	36 15%	45 17%	39 17%	40 21%	29 14%	37 14%	25 12%	25 18%	69 17%	87 15%	15 11%	38 14%	45 19%	26 13%	9 15%	24 26%	54 13%	79 16%	19 27%	4 22%	42 15%
(4)Very important	787 79%	391 79%	395 78%	207 80%	185 78%	215 79%	180 78%	136 71%	172 80%	207 81%	163 81%	109 78%	308 76%	479 80%	111 83%	222 82%	182 77%	166 80%	39 70%	65 71%	334 82%	388 77%	51 71%	14 70%	236 83%
Don't know	24 2%	13 3%	11 2%	5 2%	8 3%	7 2%	4 2%	5 2%	5 2%	7 3%	5 3%	3 2%	10 2%	15 2%	3 2%	4 1%	4 2%	6 3%	6 10%	2 3%	6 2%	16 3%	2 2%	1 4%	1 *
Net Important	943 94%	464 94%	479 95%	244 94%	221 93%	260 96%	219 94%	176 93%	201 94%	244 96%	188 94%	134 96%	377 93%	566 95%	127 94%	261 96%	227 96%	192 92%	48 85%	89 96%	387 95%	467 93%	71 98%	18 92%	278 98%
Net not Important	33 3%	19 4%	14 3%	10 4%	9 4%	5 2%	9 4%	9 5%	9 4%	4 2%	7 4%	3 2%	18 5%	14 2%	5 4%	7 3%	6 3%	10 5%	3 5%	1 1%	13 3%	19 4%	- -	1 4%	6 2%
Mean	3.76	3.75	3.77	3.76	3.75	3.79	3.73	3.67	3.75	3.81	3.78	3.76	3.71	3.79	3.77	3.79	3.75	3.77	3.67	3.72	3.78	3.75	3.73	3.68	3.80
Std Dev	0.55	0.58	0.52	0.58	0.58	0.45	0.58	0.61	0.60	0.45	0.55	0.52	0.61	0.50	0.62	0.53	0.51	0.55	0.74	0.47	0.56	0.55	0.45	0.57	0.51

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your PPS number
Based on all aged 15+

	REGION		AREA		WORKING STATUS							FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ Occas ly	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	12 1%	6 3%	- -	2 1%	7 1%	6 2%	1 1%	1 1%	1 2%	1 2%	6 1%	-	2 3%	3 3%	6 1%	3 1%	1 1%	4 1%	6 2%	3 1%	6 1%	6 2%	9 1%	4 1%	1 2%
(2)Not very important	20 2%	- -	12 4%	6 3%	11 2%	9 2%	- -	3 3%	2 4%	3 3%	10 2%	1 1%	1 2%	- -	12 2%	4 2%	4 4%	4 1%	8 2%	8 2%	10 2%	11 3%	14 2%	6 2%	3 3%
(3)Fairly Important	157 16%	24 10%	62 22%	28 16%	89 14%	68 18%	16 11%	28 26%	4 8%	19 21%	54 12%	18 15%	19 28%	9 9%	94 16%	27 12%	27 25%	45 16%	52 15%	59 15%	92 16%	61 17%	108 16%	49 14%	19 20%
(4)Very important	787 79%	209 82%	198 71%	143 80%	506 82%	281 74%	113 82%	72 66%	39 80%	66 73%	356 82%	97 83%	45 68%	83 83%	448 78%	184 83%	72 66%	216 79%	272 80%	299 78%	463 80%	259 73%	515 79%	271 78%	71 75%
Don't know	24 2%	15 6%	8 3%	1 *	8 1%	16 4%	8 6%	5 4%	3 6%	1 2%	6 1%	1 1%	- -	5 5%	11 2%	4 2%	5 4%	6 2%	4 1%	13 3%	6 1%	17 5%	8 1%	17 5%	- -
Net Important	943 94%	234 92%	260 93%	171 95%	595 96%	349 92%	129 93%	100 92%	42 88%	85 93%	409 95%	115 98%	63 96%	92 92%	541 95%	211 95%	99 91%	260 95%	324 95%	358 94%	555 96%	319 90%	623 95%	320 92%	91 96%
Net not Important	33 3%	6 3%	12 4%	8 4%	18 3%	15 4%	1 1%	4 4%	3 6%	5 5%	16 4%	1 1%	3 4%	3 3%	18 3%	7 3%	5 4%	8 3%	14 4%	11 3%	16 3%	17 5%	23 3%	10 3%	4 4%
Mean	3.76	3.82	3.68	3.74	3.79	3.71	3.85	3.64	3.76	3.67	3.79	3.83	3.61	3.82	3.76	3.80	3.64	3.76	3.75	3.77	3.77	3.70	3.75	3.78	3.70
Std Dev	0.55	0.56	0.56	0.57	0.52	0.59	0.42	0.59	0.66	0.63	0.55	0.41	0.66	0.56	0.54	0.52	0.60	0.55	0.59	0.51	0.52	0.62	0.56	0.52	0.60

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your PPS number
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	12 1%	- -	4 2%	- -	- -	3 1%	4 2%	1 6%	- -	- -	- -	2 1%
(2)Not very important	20 2%	1 3%	2 1%	2 3%	- -	5 2%	2 1%	- -	- -	1 2%	3 13%	4 2%
(3)Fairly Important	157 16%	- -	16 9%	2 4%	4 11%	48 16%	27 14%	1 9%	- -	8 15%	2 9%	34 15%
(4)Very important	787 79%	24 93%	164 87%	53 93%	27 84%	234 79%	153 83%	10 75%	5 85%	47 84%	15 78%	170 77%
Don't know	24 2%	1 3%	2 1%	- -	1 4%	6 2%	- -	1 9%	1 15%	- -	- -	12 6%
Net Important	943 94%	24 93%	181 95%	55 97%	31 96%	283 95%	180 97%	11 84%	5 85%	55 98%	17 87%	204 92%
Net not Important	33 3%	1 3%	6 3%	2 3%	- -	8 3%	5 3%	1 6%	- -	1 2%	3 13%	6 3%
Mean	3.76	3.93	3.83	3.89	3.88	3.77	3.78	3.69	4.00	3.82	3.65	3.77
Std Dev	0.55	0.38	0.54	0.41	0.33	0.52	0.56	0.84	0.00	0.43	0.72	0.52

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

	SEX								MARITAL STATUS							AGE						SOCIAL CLASS									REGION
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN						
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273						
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285						
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261						
Std Err	0.02	0.03	0.02	0.04	0.04	0.03	0.04	0.05	0.04	0.03	0.04	0.06	0.03	0.02	0.06	0.03	0.03	0.04	0.11	0.07	0.03	0.03	0.09	0.10	0.03						
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.01	0.01	*						

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your PPS number
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIR ED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.04	0.04	0.05	0.02	0.04	0.04	0.06	0.09	0.07	0.03	0.04	0.11	0.07	0.03	0.04	0.06	0.04	0.03	0.03	0.02	0.04	0.02	0.03	0.07
Error Var	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your PPS number
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Infor	Data	Direct				TD's/		Write			
	matio	prote	tion	tor			Publi		lette			
	commi	Comm	of				c		r/			
	ssion	ssion	consu			Lawye	Repre		telep			
	er's	er's	mer	Press		r/	senta		hone/			
	offic	offic	affai	ombud	Garda	Solic	tive		email			
	Base	e	e	rs	sman	i	itor		organ			
									isati			
									on			
									The	conce	Other	DK/No
									media	rned		Opini
												on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.08	0.04	0.06	0.06	0.03	0.05	0.24	0.00	0.06	0.20	0.04
Error Var	*	0.01	*	*	*	*	*	0.06	0.00	*	0.04	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your telephone and internet usage records
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(1)Not important at all	21 2%	12 2%	9 2%	6 2%	6 2%	2 1%	8 3%	1 1%	3 1%	5 2%	8 4%	4 3%	4 1%	17 3%	4 3%	2 1%	7 3%	2 1%	3 5%	3 3%	6 1%	12 2%	3 4%	* 2%	1 *
(2)Not very important	38 4%	18 4%	20 4%	5 2%	13 5%	10 4%	10 4%	15 8%	8 4%	7 3%	5 3%	3 2%	22 6%	15 3%	3 2%	9 3%	6 3%	16 8%	2 4%	1 1%	12 3%	25 5%	- -	1 4%	10 4%
(3)Fairly Important	171 17%	82 17%	89 18%	32 13%	49 21%	49 18%	40 17%	46 24%	35 16%	39 15%	26 13%	24 17%	82 20%	89 15%	18 13%	45 16%	43 18%	27 13%	11 20%	28 30%	63 15%	80 16%	24 34%	3 17%	46 16%
(4)Very important	708 71%	351 71%	357 71%	196 76%	154 65%	195 72%	162 70%	121 63%	161 75%	192 75%	147 74%	87 62%	281 69%	426 72%	103 76%	206 76%	171 72%	149 72%	31 55%	47 51%	309 76%	352 70%	37 52%	10 49%	226 79%
Don't know	63 6%	33 7%	30 6%	18 7%	15 6%	16 6%	13 6%	7 4%	9 4%	12 5%	13 7%	22 15%	16 4%	47 8%	7 6%	10 3%	10 4%	13 6%	9 16%	14 15%	17 4%	32 6%	8 11%	6 28%	2 1%
Net Important	878 88%	433 87%	446 88%	229 89%	204 86%	244 90%	202 87%	167 88%	196 91%	231 91%	174 87%	111 79%	363 90%	516 87%	120 89%	251 92%	214 90%	176 85%	42 75%	75 81%	372 91%	432 86%	62 85%	13 66%	272 95%
Net not Important	59 6%	30 6%	29 6%	12 4%	19 8%	11 4%	17 8%	16 8%	10 5%	12 5%	13 6%	8 5%	26 7%	33 5%	7 5%	11 4%	13 5%	19 9%	5 9%	4 4%	18 4%	37 7%	3 4%	1 7%	11 4%
Mean	3.67	3.67	3.67	3.74	3.58	3.71	3.62	3.57	3.71	3.72	3.68	3.64	3.64	3.69	3.72	3.74	3.67	3.66	3.48	3.51	3.73	3.64	3.50	3.56	3.76
Std Dev	0.66	0.68	0.65	0.62	0.72	0.57	0.73	0.67	0.60	0.62	0.73	0.71	0.64	0.68	0.66	0.56	0.67	0.69	0.85	0.71	0.59	0.70	0.71	0.77	0.53

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your telephone and internet usage records
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	21 2%	10 4%	3 1%	7 4%	7 1%	14 4%	5 3%	- -	- -	2 2%	7 2%	1 1%	6 10%	4 4%	15 3%	2 1%	- -	2 1%	7 2%	12 3%	10 2%	11 3%	14 2%	7 2%	3 3%
(2)Not very important	38 4%	13 5%	9 3%	7 4%	24 4%	14 4%	4 3%	8 8%	5 9%	5 6%	11 2%	5 4%	- -	2 2%	18 3%	9 4%	8 8%	14 5%	11 3%	13 3%	20 4%	17 5%	28 4%	10 3%	5 5%
(3)Fairly Important	171 17%	18 7%	68 24%	39 21%	86 14%	85 22%	17 12%	28 26%	9 18%	14 16%	66 15%	16 14%	20 31%	10 10%	95 17%	38 17%	28 26%	46 17%	67 20%	57 15%	93 16%	73 21%	122 19%	49 14%	22 23%
(4)Very important	708 71%	170 67%	188 67%	124 69%	489 79%	219 58%	94 68%	67 62%	27 57%	64 71%	335 78%	85 72%	35 53%	58 58%	417 73%	166 75%	68 62%	205 75%	252 74%	250 65%	426 74%	221 63%	466 71%	242 70%	65 69%
Don't know	63 6%	45 18%	12 4%	3 2%	14 2%	49 13%	19 14%	5 4%	8 16%	5 5%	12 3%	10 9%	5 7%	26 26%	26 5%	6 3%	5 4%	6 2%	4 1%	50 13%	27 5%	31 9%	24 4%	38 11%	- -
Net Important	878 88%	188 74%	256 91%	163 91%	575 93%	303 80%	110 80%	96 88%	36 74%	79 87%	402 93%	101 86%	55 83%	67 67%	512 90%	203 92%	96 88%	252 92%	319 94%	308 80%	519 90%	294 83%	587 90%	291 84%	87 92%
Net not Important	59 6%	22 9%	12 4%	14 8%	31 5%	28 7%	9 6%	8 8%	5 9%	7 8%	17 4%	6 5%	6 10%	6 6%	33 6%	12 5%	8 8%	16 6%	18 5%	25 7%	30 5%	28 8%	41 6%	18 5%	7 8%
Mean	3.67	3.66	3.64	3.58	3.74	3.54	3.67	3.56	3.56	3.65	3.74	3.72	3.36	3.65	3.68	3.71	3.57	3.70	3.68	3.64	3.70	3.56	3.65	3.70	3.58
Std Dev	0.66	0.79	0.61	0.75	0.59	0.76	0.72	0.64	0.69	0.70	0.58	0.60	0.94	0.79	0.67	0.60	0.64	0.60	0.64	0.73	0.62	0.75	0.67	0.65	0.72

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your telephone and internet usage records
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	21 2%	- -	2 1%	- -	- -	6 2%	3 2%	- -	- -	- -	1 7%	8 3%
(2)Not very important	38 4%	- -	3 1%	1 2%	1 3%	10 3%	4 2%	2 15%	- -	3 5%	1 6%	10 4%
(3)Fairly Important	171 17%	2 8%	22 12%	9 16%	7 23%	56 19%	27 15%	1 7%	- -	5 9%	1 4%	40 18%
(4)Very important	708 71%	22 88%	146 77%	47 82%	24 74%	207 70%	142 77%	8 59%	5 85%	49 86%	16 83%	145 65%
Don't know	63 6%	1 3%	17 9%	- -	- -	16 5%	9 5%	2 19%	1 15%	- -	- -	19 9%
Net Important	878 88%	25 97%	168 89%	56 98%	31 97%	264 89%	169 92%	8 66%	5 85%	54 95%	17 87%	185 84%
Net not Important	59 6%	- -	4 2%	1 2%	1 3%	16 5%	7 4%	2 15%	- -	3 5%	3 13%	17 8%
Mean	3.67	3.91	3.81	3.80	3.71	3.66	3.75	3.54	4.00	3.81	3.63	3.59
Std Dev	0.66	0.29	0.49	0.45	0.52	0.66	0.57	0.83	0.00	0.50	0.91	0.75

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

	SEX			MARITAL STATUS				AGE										SOCIAL CLASS							REGION
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Std Err	0.02	0.03	0.03	0.04	0.05	0.04	0.05	0.05	0.04	0.04	0.06	0.08	0.03	0.03	0.07	0.03	0.04	0.05	0.12	0.11	0.03	0.03	0.14	0.13	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	0.02	0.01	*	*	0.02	0.02	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your telephone and internet usage records
Based on all aged 15+

	COMPLAINT ABOUT INVASION OF PRIVACY																									
	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ULS TER	URBAN	RURAL	HOUSE WIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL	Yes - L/ Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89	
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81	
Std Err	0.02	0.06	0.04	0.06	0.02	0.05	0.06	0.06	0.10	0.08	0.03	0.06	0.16	0.09	0.03	0.04	0.06	0.04	0.04	0.04	0.03	0.04	0.03	0.04	0.08	
Error Var	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.02	0.01	*	*	*	*	*	*	*	*	*	*	0.01	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Your telephone and internet usage records
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.06	0.04	0.06	0.10	0.04	0.05	0.23	0.00	0.07	0.26	0.06
Error Var	*	*	*	*	0.01	*	*	0.05	0.00	0.01	0.07	*

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	25 3%	12 2%	14 3%	7 3%	5 2%	5 2%	9 4%	4 2%	5 2%	4 2%	5 3%	6 4%	10 2%	16 3%	4 3%	7 3%	7 3%	2 1%	4 7%	* *	11 3%	14 3%	- -	* 2%	6 2%		
(2)Not very important	51 5%	34 7%	18 3%	11 4%	23 10%	10 4%	8 3%	13 7%	13 6%	9 3%	10 5%	7 5%	26 6%	26 4%	6 4%	11 4%	13 6%	12 6%	1 2%	7 7%	17 4%	27 5%	6 8%	1 4%	15 5%		
(3)Fairly Important	193 19%	89 18%	104 21%	49 19%	40 17%	54 20%	49 21%	41 21%	39 18%	49 19%	35 17%	29 21%	80 20%	113 19%	21 16%	52 19%	45 19%	41 20%	8 14%	26 28%	73 18%	95 19%	20 28%	6 28%	50 17%		
(4)Very important	674 67%	327 66%	347 69%	171 66%	155 65%	188 69%	159 68%	125 66%	154 71%	182 71%	136 68%	77 55%	278 69%	395 66%	96 71%	195 72%	161 68%	140 67%	34 61%	47 51%	291 72%	336 67%	38 53%	9 46%	212 74%		
Don't know	57 6%	35 7%	22 4%	20 8%	15 6%	14 5%	8 3%	7 4%	4 2%	10 4%	14 7%	21 15%	11 3%	46 8%	8 6%	7 2%	10 4%	12 6%	9 16%	12 13%	14 4%	31 6%	8 11%	4 19%	2 1%		
Net Important	867 87%	415 84%	451 89%	221 85%	195 82%	243 89%	208 90%	165 87%	193 90%	232 91%	171 86%	105 75%	358 89%	508 85%	117 87%	247 91%	206 87%	182 87%	42 75%	73 79%	363 89%	430 86%	58 81%	15 74%	262 92%		
Net not Important	77 8%	45 9%	31 6%	18 7%	27 12%	15 5%	17 7%	17 9%	18 8%	13 5%	15 8%	13 9%	35 9%	41 7%	10 8%	18 7%	21 9%	15 7%	5 9%	7 8%	29 7%	41 8%	6 8%	1 7%	21 7%		
Mean	3.61	3.59	3.63	3.61	3.55	3.65	3.60	3.56	3.62	3.67	3.62	3.48	3.59	3.62	3.64	3.64	3.59	3.63	3.53	3.49	3.64	3.60	3.50	3.46	3.65		
Std Dev	0.71	0.74	0.69	0.71	0.76	0.65	0.74	0.73	0.71	0.63	0.72	0.83	0.72	0.71	0.73	0.69	0.75	0.66	0.91	0.68	0.70	0.73	0.67	0.75	0.68		

FIELDWORK : 16th - 25th April 2008

LANSLOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	25 3%	12 5%	3 1%	4 2%	11 2%	14 4%	6 5%	1 1%	2 4%	2 2%	8 2%	2 2%	4 6%	4 4%	15 3%	4 2%	2 2%	5 2%	9 3%	12 3%	13 2%	12 3%	21 3%	5 1%	5 5%
(2)Not very important	51 5%	10 4%	11 4%	15 9%	27 4%	24 6%	6 4%	8 8%	6 12%	5 6%	17 4%	1 1%	7 11%	2 2%	28 5%	12 5%	9 8%	11 4%	22 6%	17 4%	23 4%	26 7%	33 5%	18 5%	4 4%
(3)Fairly Important	193 19%	47 18%	65 23%	31 17%	106 17%	87 23%	20 14%	23 21%	6 13%	22 24%	81 19%	21 18%	20 30%	12 12%	107 19%	52 23%	22 20%	56 21%	68 20%	69 18%	128 22%	62 18%	140 21%	53 15%	17 17%
(4)Very important	674 67%	144 57%	192 69%	125 69%	463 75%	211 55%	91 66%	71 66%	26 54%	54 60%	314 73%	87 74%	31 46%	54 54%	401 70%	148 67%	71 65%	194 71%	237 69%	243 64%	389 68%	223 63%	430 66%	243 70%	70 74%
Don't know	57 6%	42 16%	9 3%	5 3%	12 2%	45 12%	15 11%	5 5%	8 16%	8 9%	10 2%	6 5%	4 6%	27 27%	20 3%	5 2%	5 5%	7 3%	6 2%	42 11%	23 4%	30 8%	29 4%	28 8%	- -
Net Important	867 87%	191 75%	257 92%	156 87%	569 92%	297 78%	111 80%	94 87%	32 67%	76 84%	395 92%	108 92%	50 76%	66 66%	508 89%	200 90%	93 85%	250 91%	305 89%	312 82%	517 90%	285 81%	570 87%	296 85%	86 91%
Net not Important	77 8%	22 9%	14 5%	19 11%	39 6%	38 10%	12 9%	9 8%	8 17%	7 8%	26 6%	3 2%	11 17%	6 6%	43 8%	16 7%	11 10%	16 6%	31 9%	28 7%	37 6%	38 11%	54 8%	22 6%	9 9%
Mean	3.61	3.52	3.64	3.58	3.68	3.47	3.59	3.59	3.39	3.54	3.66	3.74	3.25	3.60	3.62	3.59	3.56	3.65	3.59	3.60	3.61	3.53	3.57	3.68	3.60
Std Dev	0.71	0.83	0.62	0.75	0.65	0.81	0.81	0.68	0.93	0.72	0.65	0.56	0.90	0.80	0.71	0.69	0.73	0.65	0.73	0.74	0.68	0.80	0.74	0.65	0.79

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	25 3%	2 7%	6 3%	1 2%	-	5 2%	3 2%	-	-	-	1 7%	7 3%
(2)Not very important	51 5%	1 4%	4 2%	3 5%	-	26 9%	4 2%	-	-	1 2%	1 4%	12 5%
(3)Fairly Important	193 19%	5 18%	39 20%	6 10%	8 26%	43 15%	31 17%	5 37%	-	9 17%	4 21%	42 19%
(4)Very important	674 67%	17 68%	129 68%	47 83%	24 74%	209 70%	137 74%	6 45%	5 85%	46 81%	13 67%	141 64%
Don't know	57 6%	1 3%	11 6%	-	-	13 4%	10 5%	2 18%	1 15%	-	-	21 9%
Net Important	867 87%	22 86%	168 89%	53 93%	32 100%	252 85%	168 91%	10 82%	5 85%	55 98%	17 89%	182 82%
Net not Important	77 8%	3 11%	10 5%	4 7%	-	31 11%	7 4%	-	-	1 2%	2 11%	18 8%
Mean	3.61	3.51	3.64	3.74	3.74	3.61	3.73	3.55	4.00	3.78	3.49	3.58
Std Dev	0.71	0.90	0.69	0.63	0.44	0.73	0.59	0.52	0.00	0.47	0.90	0.75

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
																					</						

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STUDENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.06	0.04	0.06	0.03	0.05	0.07	0.06	0.14	0.08	0.03	0.06	0.15	0.10	0.03	0.05	0.07	0.04	0.04	0.04	0.03	0.05	0.03	0.04	0.09
Error Var	*	*	*	*	*	*	0.01	*	0.02	0.01	*	*	0.02	0.01	*	*	*	*	*	*	*	*	*	*	0.01

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: CV/Resume details
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n commi ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.19	0.05	0.09	0.08	0.05	0.05	0.15	0.00	0.07	0.25	0.06
Error Var	*	0.03	*	0.01	0.01	*	*	0.02	0.00	*	0.06	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Garda Records
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
(1)Not important at all	16 2%	7 1%	9 2%	4 2%	3 1%	4 1%	6 2%	3 1%	4 2%	1 *	5 3%	3 2%	6 2%	10 2%	3 2%	5 2%	5 2%	2 1%	- -	1 1%	8 2%	7 1%	- -	1 5%	4 1%		
(2)Not very important	34 3%	22 4%	12 2%	5 2%	17 7%	7 3%	5 2%	10 5%	8 4%	7 3%	7 4%	2 1%	18 4%	16 3%	8 6%	5 2%	11 5%	4 2%	1 2%	5 5%	13 3%	16 3%	2 3%	3 13%	5 2%		
(3)Fairly Important	110 11%	51 10%	58 12%	35 14%	16 7%	33 12%	25 11%	25 13%	22 10%	30 12%	15 8%	17 12%	47 12%	62 10%	13 10%	24 9%	30 13%	26 12%	3 6%	14 15%	37 9%	59 12%	8 12%	6 28%	43 15%		
(4)Very important	790 79%	385 78%	405 80%	193 75%	192 81%	217 80%	188 81%	142 75%	174 81%	206 81%	163 81%	105 75%	316 78%	474 80%	101 75%	230 85%	183 77%	167 80%	46 82%	63 68%	331 82%	396 79%	54 74%	9 44%	231 81%		
Don't know	50 5%	31 6%	19 4%	22 8%	9 4%	11 4%	8 4%	10 5%	7 3%	10 4%	10 5%	13 10%	17 4%	33 6%	9 7%	7 3%	9 4%	9 4%	6 10%	10 11%	17 4%	23 5%	8 11%	2 11%	1 *		
Net Important	900 90%	437 88%	463 92%	228 88%	209 88%	250 92%	214 92%	167 88%	196 91%	237 93%	178 89%	122 87%	364 90%	536 90%	115 85%	254 93%	212 90%	193 93%	50 88%	76 83%	368 91%	455 91%	62 86%	14 71%	275 96%		
Net not Important	50 5%	28 6%	22 4%	9 3%	19 8%	11 4%	11 5%	13 7%	11 5%	9 3%	12 6%	5 3%	24 6%	26 4%	11 8%	10 4%	16 7%	6 3%	1 2%	6 6%	21 5%	23 5%	2 3%	4 18%	9 3%		
Mean	3.76	3.75	3.77	3.76	3.75	3.78	3.76	3.70	3.77	3.80	3.76	3.77	3.74	3.78	3.70	3.81	3.71	3.80	3.89	3.68	3.78	3.77	3.80	3.24	3.77		
Std Dev	0.59	0.60	0.59	0.57	0.64	0.56	0.62	0.65	0.60	0.50	0.65	0.60	0.62	0.58	0.69	0.56	0.65	0.52	0.39	0.64	0.60	0.58	0.48	0.92	0.55		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Garda Records
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(1)Not important at all	16 2%	7 3%	1 *	3 2%	7 1%	9 2%	5 4%	1 1%	- -	* *	6 1%	- -	3 4%	1 1%	9 2%	4 2%	1 1%	2 1%	7 2%	8 2%	5 1%	11 3%	14 2%	2 *	1 1%
(2)Not very important	34 3%	17 6%	2 1%	10 6%	13 2%	21 6%	3 2%	5 4%	6 11%	2 2%	16 4%	2 2%	1 2%	3 3%	18 3%	7 3%	6 5%	9 3%	14 4%	11 3%	20 3%	12 3%	19 3%	15 4%	3 3%
(3)Fairly Important	110 11%	19 8%	37 13%	10 5%	69 11%	41 11%	12 9%	18 16%	4 9%	7 7%	47 11%	9 8%	12 19%	7 7%	61 11%	24 11%	18 16%	26 9%	50 15%	33 9%	68 12%	39 11%	81 12%	28 8%	8 8%
(4)Very important	790 79%	173 68%	235 84%	152 84%	522 84%	268 71%	107 78%	78 72%	33 69%	78 85%	349 81%	101 86%	44 67%	73 73%	464 81%	176 80%	78 71%	225 82%	261 76%	304 80%	466 81%	263 75%	509 78%	281 81%	83 88%
Don't know	50 5%	39 15%	5 2%	5 3%	9 2%	41 11%	11 8%	6 6%	5 11%	4 5%	13 3%	4 4%	5 8%	16 16%	19 3%	9 4%	6 6%	12 5%	10 3%	26 7%	18 3%	28 8%	30 5%	21 6%	- -
Net Important	900 90%	192 75%	272 97%	161 90%	591 95%	309 81%	119 86%	96 88%	38 78%	84 93%	396 92%	110 94%	57 86%	79 80%	525 92%	200 91%	95 88%	251 92%	311 91%	338 88%	534 93%	303 86%	591 90%	309 89%	91 96%
Net not Important	50 5%	24 9%	3 1%	14 8%	20 3%	30 8%	8 6%	6 6%	6 11%	2 2%	22 5%	2 2%	4 6%	4 4%	27 5%	11 5%	7 7%	10 4%	20 6%	18 5%	25 4%	23 6%	33 5%	17 5%	4 4%
Mean	3.76	3.66	3.84	3.77	3.81	3.67	3.74	3.69	3.64	3.87	3.77	3.88	3.63	3.81	3.77	3.76	3.67	3.82	3.71	3.78	3.78	3.71	3.74	3.80	3.82
Std Dev	0.59	0.76	0.42	0.65	0.51	0.71	0.70	0.63	0.70	0.43	0.59	0.38	0.73	0.56	0.58	0.61	0.65	0.51	0.64	0.60	0.54	0.70	0.62	0.53	0.52

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.2 Importance to you to keep the following private: Garda Records
Based on all aged 15+

	Base	Information Commissioner's office	Data Protection Commissioner's office	Director of Consumer Affairs	Press Ombudsman	Garda Síochána	Lawyer/Solicitor	TD's/Member of Public	The media	Write letter/telephone/email organisation	Other	DK/No Opinion
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(1)Not important at all	16 2%	- -	4 2%	- -	- -	2 1%	4 2%	- -	- -	- -	- -	7 3%
(2)Not very important	34 3%	- -	10 5%	- -	- -	8 3%	2 1%	1 9%	- -	- -	- -	8 4%
(3)Fairly Important	110 11%	3 10%	23 12%	1 1%	8 23%	26 9%	17 9%	1 7%	- -	5 8%	1 6%	27 12%
(4)Very important	790 79%	22 87%	147 78%	56 99%	25 77%	249 84%	153 83%	8 60%	5 85%	52 92%	16 82%	158 71%
Don't know	50 5%	1 3%	5 3%	- -	- -	11 4%	9 5%	3 25%	1 15%	- -	2 12%	21 10%
Net Important	900 90%	25 97%	170 90%	57 100%	32 100%	275 93%	170 92%	9 67%	5 85%	56 100%	17 88%	185 84%
Net not Important	50 5%	- -	14 7%	- -	- -	10 3%	6 3%	1 9%	- -	- -	- -	15 7%
Mean	3.76	3.90	3.70	3.99	3.77	3.83	3.81	3.68	4.00	3.92	3.94	3.67
Std Dev	0.59	0.31	0.67	0.12	0.43	0.49	0.55	0.70	0.00	0.28	0.25	0.72

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

	SEX																		MARITAL STATUS										AGE										SOCIAL CLASS										REGION
	SEX			MARITAL STATUS				AGE						SOCIAL CLASS										REGION																									
	Base	MALE	FE	MALE	MALE	MALE	FE	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN																								
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273																								
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285																								
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261																								
Std Err	0.02	0.03	0.03	0.04	0.05	0.04	0.04	0.05	0.04	0.03	0.05	0.07	0.03	0.03	0.07	0.03	0.04	0.04	0.06	0.10	0.03	0.03	0.09	0.16	0.03																								
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	0.01	0.02	*																								

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Garda Records
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY			AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Std Err	0.02	0.05	0.03	0.05	0.02	0.04	0.06	0.06	0.10	0.05	0.03	0.04	0.12	0.07	0.03	0.04	0.06	0.03	0.04	0.03	0.02	0.04	0.03	0.03	0.06
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	0.02	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.2 Importance to you to keep the following private: Garda Records
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Infor	Data	Direct				TD's/		Write			
	matio	prote	tion	tor			Publi		lette			
	commi	Comm	of				c		r/			
	ssion	ssion	consu			Lawye	Repre		telep			
	er's	er's	mer	Press		r/	senta		hone/			
	offic	offic	affai	ombud	Garda	Solic	tive		email			
	Base	e	e	rs	sman	i	itor		organ			
									isati			
									on			
									The	conce	Other	DK/No
									media	rned		Opini
												on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Std Err	0.02	0.06	0.05	0.02	0.08	0.03	0.04	0.20	0.00	0.04	0.07	0.05
Error Var	*	*	*	*	0.01	*	*	0.04	0.00	*	0.01	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 EXPERIENCE RATING (SUMMARY)

Based on all aged 15+

	Base (wt)	(2)Yes (1)No	Don't Recall	1	Mean
Received unsolicited text messages from commercial organisations	1000	347 35%	565 57%	87 9%	1.38
Had information, images or footage of you posted on the internet without your consent	1000	114 11%	791 79%	96 10%	1.13
Received unsolicited emails from commercial organisations	1000	284 28%	608 61%	108 11%	1.32
Received unsolicited post, addressed to you personally	1000	503 50%	428 43%	69 7%	1.54
Had excessive personal information sought from businesses/public sector organisations	1000	199 20%	703 70%	99 10%	1.22
Had a virus/spyware on personal computer	1000	199 20%	668 67%	133 13%	1.23
Had your personal information being withheld from you without explanation	1000	105 10%	772 77%	124 12%	1.12
Disclosure of your personal information to others without your agreement	1000	143 14%	719 72%	137 14%	1.17
Inappropriate access to personal information held about you within an organisation	1000	98 10%	741 74%	162 16%	1.12

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited text messages from commercial organisations
Based on all aged 15+

	SEX		MARITAL STATUS					AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN			
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273			
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285			
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261			
(2)Yes	347 35%	177 36%	170 34%	107 41%	70 30%	90 33%	81 35%	81 43%	101 47%	104 41%	45 22%	17 12%	182 45%	165 28%	61 45%	99 36%	87 37%	76 37%	12 21%	12 13%	160 39%	176 35%	10 14%	2 9%	133 47%			
(1)No	565 57%	272 55%	293 58%	131 51%	142 60%	158 58%	135 58%	100 53%	100 47%	129 50%	136 68%	101 72%	200 49%	365 61%	66 49%	152 56%	135 57%	111 53%	35 62%	67 72%	218 54%	281 56%	52 72%	15 74%	139 49%			
Don't Recall	87 9%	46 9%	41 8%	21 8%	25 11%	23 9%	17 8%	9 5%	14 7%	22 9%	20 10%	22 16%	23 6%	65 11%	8 6%	21 8%	15 6%	21 10%	10 17%	14 15%	29 7%	45 9%	10 14%	3 17%	14 5%			
Mean	1.38	1.39	1.37	1.45	1.33	1.36	1.37	1.45	1.50	1.45	1.25	1.14	1.48	1.31	1.48	1.39	1.39	1.41	1.26	1.16	1.42	1.38	1.17	1.11	1.49			
Std Dev	0.49	0.49	0.48	0.50	0.47	0.48	0.48	0.50	0.50	0.50	0.43	0.35	0.50	0.46	0.50	0.49	0.49	0.49	0.44	0.36	0.49	0.49	0.38	0.33	0.50			
Std Err	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.02	0.05	0.03	0.03	0.04	0.06	0.06	0.03	0.02	0.07	0.06	0.03			
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*			

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited text messages from commercial organisations
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	347 35%	68 27%	75 27%	71 40%	242 39%	105 28%	27 19%	45 42%	15 31%	12 14%	186 43%	38 33%	23 35%	17 17%	184 32%	101 46%	45 42%	111 40%	171 50%	65 17%	210 36%	113 32%	347 53%	- -	42 44%
(1) No	565 57%	167 66%	155 55%	104 58%	330 53%	235 62%	91 66%	56 51%	28 57%	66 73%	227 53%	67 57%	31 47%	62 63%	338 59%	110 50%	56 51%	146 53%	160 47%	260 68%	324 56%	199 56%	279 43%	287 83%	51 53%
Don't Recall	87 9%	20 8%	49 18%	5 3%	47 8%	40 11%	20 15%	8 7%	6 12%	12 14%	18 4%	11 10%	12 18%	20 20%	49 9%	10 5%	8 7%	17 6%	10 3%	57 15%	42 7%	41 12%	27 4%	60 17%	2 3%
Mean	1.38	1.29	1.33	1.41	1.42	1.31	1.23	1.45	1.35	1.16	1.45	1.36	1.43	1.22	1.35	1.48	1.45	1.43	1.52	1.20	1.39	1.36	1.55	1.00	1.45
Std Dev	0.49	0.45	0.47	0.49	0.49	0.46	0.42	0.50	0.48	0.37	0.50	0.48	0.50	0.41	0.48	0.50	0.50	0.50	0.50	0.40	0.49	0.48	0.50	0.00	0.50
Std Err	0.02	0.03	0.03	0.04	0.02	0.03	0.04	0.05	0.07	0.04	0.03	0.05	0.08	0.05	0.02	0.04	0.05	0.03	0.03	0.02	0.02	0.03	0.02	0.00	0.06
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited text messages from commercial organisations
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	347 35%	15 59%	83 44%	28 49%	16 49%	98 33%	70 38%	8 59%	4 68%	25 44%	5 26%	56 25%
(1) No	565 57%	10 38%	98 52%	25 43%	13 41%	163 55%	95 51%	4 31%	2 32%	27 48%	14 74%	139 63%
Don't Recall	87 9%	1 3%	8 4%	4 8%	3 10%	35 12%	20 11%	1 9%	- -	4 8%	- -	26 12%
Mean	1.38	1.61	1.46	1.53	1.54	1.38	1.43	1.65	1.68	1.48	1.26	1.29
Std Dev	0.49	0.50	0.50	0.50	0.51	0.49	0.50	0.50	0.52	0.50	0.45	0.45
Std Err	0.02	0.10	0.04	0.07	0.09	0.03	0.04	0.14	0.21	0.08	0.13	0.03
Error Var	*	0.01	*	*	0.01	*	*	0.02	0.04	0.01	0.02	*

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had information, images or footage of you posted on the internet without your consent
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	114 11%	58 12%	56 11%	37 14%	21 9%	35 13%	21 9%	31 16%	24 11%	34 13%	22 11%	3 2%	55 13%	59 10%	24 18%	41 15%	26 11%	18 9%	4 6%	1 1%	65 16%	48 10%	- -	1 3%	67 24%
(1) No	791 79%	388 78%	403 80%	201 78%	187 79%	213 79%	190 81%	148 78%	168 78%	198 78%	161 81%	114 82%	317 78%	474 80%	104 78%	210 77%	190 80%	166 80%	42 75%	78 84%	314 77%	399 79%	61 85%	17 84%	203 71%
Don't Recall	96 10%	50 10%	45 9%	20 8%	30 13%	23 8%	22 10%	11 6%	23 11%	23 9%	16 8%	23 17%	34 8%	62 10%	6 5%	21 8%	20 9%	24 11%	10 19%	14 15%	27 7%	55 11%	11 15%	3 13%	15 5%
Mean	1.13	1.13	1.12	1.15	1.10	1.14	1.10	1.17	1.12	1.15	1.12	1.02	1.15	1.11	1.19	1.16	1.12	1.10	1.08	1.01	1.17	1.11	1.00	1.03	1.25
Std Dev	0.33	0.34	0.33	0.36	0.30	0.35	0.30	0.38	0.33	0.35	0.33	0.15	0.35	0.31	0.39	0.37	0.33	0.30	0.27	0.09	0.38	0.31	0.00	0.18	0.43
Std Err	0.01	0.02	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.02	0.03	0.02	0.02	0.01	0.04	0.02	0.02	0.02	0.04	0.01	0.02	0.01	0.00	0.03	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.00	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had information, images or footage of you posted on the internet without your consent
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ Occas ly	Yes - Occas ly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89	
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81	
(2) Yes	114 11%	9 4%	16 6%	21 12%	88 14%	26 7%	7 5%	20 18%	2 4%	6 7%	60 14%	12 10%	6 9%	8 8%	54 9%	31 14%	21 19%	37 13%	61 18%	16 4%	67 12%	37 10%	114 17%	- -	7 8%	
(1) No	791 79%	227 89%	208 74%	153 85%	482 78%	309 81%	113 82%	81 74%	41 84%	73 80%	344 80%	93 79%	46 70%	68 68%	462 81%	181 82%	80 73%	220 80%	271 80%	300 78%	468 81%	268 76%	502 77%	288 83%	83 88%	
Don't Recall	96 10%	19 7%	56 20%	6 3%	50 8%	45 12%	18 13%	8 8%	6 12%	11 13%	26 6%	12 11%	14 21%	24 24%	55 10%	9 4%	8 8%	17 6%	9 3%	67 17%	41 7%	48 14%	37 6%	59 17%	4 5%	
Mean	1.13	1.04	1.07	1.12	1.15	1.08	1.06	1.20	1.04	1.08	1.15	1.11	1.11	1.11	1.10	1.15	1.21	1.14	1.18	1.05	1.13	1.12	1.18	1.00	1.08	
Std Dev	0.33	0.19	0.26	0.33	0.36	0.27	0.24	0.40	0.21	0.27	0.36	0.32	0.32	0.31	0.31	0.35	0.41	0.35	0.39	0.22	0.33	0.33	0.39	0.00	0.28	
Std Err	0.01	0.01	0.02	0.03	0.02	0.02	0.02	0.04	0.03	0.03	0.02	0.03	0.05	0.04	0.01	0.03	0.04	0.02	0.02	0.01	0.02	0.02	0.02	0.00	0.03	
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had information, images or footage of you posted on the internet without your consent
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	114 11%	3 10%	27 14%	4 7%	5 17%	36 12%	18 10%	-	-	12 22%	-	14 6%
(1) No	791 79%	23 90%	154 82%	50 87%	24 74%	216 73%	144 78%	10 74%	6 100%	42 75%	19 100%	181 82%
Don't Recall	96 10%	-	8 4%	3 6%	3 10%	44 15%	22 12%	3 26%	-	2 3%	-	27 12%
Mean	1.13	1.10	1.15	1.07	1.18	1.14	1.11	1.00	1.00	1.22	1.00	1.07
Std Dev	0.33	0.30	0.36	0.27	0.39	0.35	0.32	0.00	0.00	0.42	0.00	0.26
Std Err	0.01	0.06	0.03	0.04	0.07	0.02	0.03	0.00	0.00	0.06	0.00	0.02
Error Var	*	*	*	*	0.01	*	*	0.00	0.00	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited emails from commercial organisations
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	284 28%	145 29%	139 28%	96 37%	49 21%	80 30%	59 25%	59 31%	80 37%	91 36%	41 21%	13 10%	139 34%	146 24%	58 43%	101 37%	60 25%	56 27%	3 4%	7 7%	159 39%	118 24%	4 6%	2 12%	122 43%
(1) No	608 61%	289 58%	319 63%	134 52%	156 66%	166 61%	153 66%	116 61%	114 53%	137 54%	137 68%	105 75%	229 57%	379 64%	71 53%	144 53%	155 65%	119 57%	44 79%	75 82%	215 53%	318 63%	60 84%	15 74%	147 52%
Don't Recall	108 11%	62 12%	46 9%	29 11%	33 14%	25 9%	21 9%	15 8%	21 10%	27 11%	22 11%	22 16%	37 9%	71 12%	5 4%	27 10%	23 10%	32 16%	10 17%	10 11%	32 8%	65 13%	8 10%	3 13%	16 5%
Mean	1.32	1.33	1.30	1.42	1.24	1.33	1.28	1.34	1.41	1.40	1.23	1.11	1.38	1.28	1.45	1.41	1.28	1.32	1.05	1.08	1.43	1.27	1.07	1.14	1.45
Std Dev	0.47	0.47	0.46	0.49	0.43	0.47	0.45	0.47	0.49	0.49	0.42	0.32	0.49	0.45	0.50	0.49	0.45	0.47	0.23	0.28	0.50	0.45	0.25	0.36	0.50
Std Err	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.02	0.05	0.03	0.03	0.04	0.03	0.04	0.03	0.02	0.05	0.06	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited emails from commercial organisations
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	284 28%	51 20%	61 22%	49 27%	212 34%	72 19%	24 17%	34 31%	6 12%	15 17%	158 37%	32 27%	16 24%	14 14%	126 22%	108 49%	36 33%	97 35%	169 50%	18 5%	196 34%	66 19%	284 44%	- -	34 36%
(1) No	608 61%	180 70%	157 56%	125 69%	351 57%	258 68%	93 67%	65 60%	36 74%	63 69%	241 56%	73 63%	38 57%	66 66%	377 66%	102 46%	64 59%	159 58%	159 47%	290 76%	335 58%	232 66%	324 50%	284 82%	52 55%
Don't Recall	108 11%	24 9%	62 22%	6 3%	57 9%	50 13%	22 16%	10 9%	7 14%	13 14%	32 7%	12 10%	12 19%	20 20%	68 12%	11 5%	9 8%	18 7%	13 4%	74 19%	45 8%	55 15%	45 7%	63 18%	9 10%
Mean	1.32	1.22	1.28	1.28	1.38	1.22	1.20	1.34	1.14	1.20	1.40	1.30	1.30	1.17	1.25	1.52	1.36	1.38	1.52	1.06	1.37	1.22	1.47	1.00	1.39
Std Dev	0.47	0.42	0.45	0.45	0.49	0.41	0.40	0.48	0.35	0.40	0.49	0.46	0.46	0.38	0.43	0.50	0.48	0.49	0.50	0.24	0.48	0.42	0.50	0.00	0.49
Std Err	0.02	0.03	0.03	0.04	0.02	0.02	0.04	0.05	0.05	0.05	0.03	0.05	0.08	0.05	0.02	0.04	0.05	0.03	0.03	0.01	0.02	0.02	0.02	0.00	0.05
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited emails from commercial organisations
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	284 28%	10 41%	82 43%	24 42%	12 36%	90 30%	50 27%	4 28%	1 17%	23 41%	5 27%	33 15%
(1) No	608 61%	14 56%	97 52%	30 52%	16 51%	165 56%	110 59%	6 47%	2 31%	30 53%	14 73%	157 71%
Don't Recall	108 11%	1 3%	10 5%	3 6%	4 13%	41 14%	25 14%	3 25%	3 51%	3 6%	- -	31 14%
Mean	1.32	1.42	1.46	1.45	1.42	1.35	1.31	1.37	1.35	1.43	1.27	1.17
Std Dev	0.47	0.50	0.50	0.50	0.50	0.48	0.47	0.51	0.60	0.50	0.46	0.38
Std Err	0.02	0.10	0.04	0.07	0.09	0.03	0.04	0.14	0.25	0.07	0.13	0.03
Error Var	*	0.01	*	*	0.01	*	*	0.02	0.06	0.01	0.02	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited post, addressed to you personally
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	503 50%	246 50%	257 51%	154 59%	92 39%	149 55%	108 47%	76 40%	109 51%	147 57%	107 54%	64 46%	185 46%	318 53%	77 57%	159 58%	111 47%	97 47%	18 32%	41 44%	236 58%	226 45%	33 46%	8 40%	131 46%
(1) No	428 43%	215 43%	213 42%	87 34%	127 54%	105 39%	109 47%	103 54%	92 43%	91 36%	82 41%	60 43%	195 48%	233 39%	51 38%	96 35%	114 48%	90 43%	31 55%	45 49%	147 36%	236 47%	34 47%	11 54%	141 49%
Don't Recall	69 7%	36 7%	33 7%	18 7%	18 8%	18 6%	16 7%	11 6%	14 6%	17 7%	11 6%	16 11%	25 6%	44 7%	6 5%	17 6%	12 5%	21 10%	7 12%	6 7%	23 6%	40 8%	5 7%	1 6%	14 5%
Mean	1.54	1.53	1.55	1.64	1.42	1.59	1.50	1.43	1.54	1.62	1.57	1.52	1.49	1.58	1.60	1.62	1.49	1.52	1.37	1.48	1.62	1.49	1.49	1.43	1.48
Std Dev	0.50	0.50	0.50	0.48	0.49	0.49	0.50	0.50	0.50	0.49	0.50	0.50	0.50	0.49	0.49	0.49	0.50	0.50	0.49	0.50	0.49	0.50	0.50	0.51	0.50
Std Err	0.02	0.03	0.02	0.03	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.06	0.03	0.02	0.05	0.03	0.03	0.04	0.07	0.08	0.03	0.02	0.10	0.09	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	0.01	*	*	0.01	0.01	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited post, addressed to you personally
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	503 50%	139 54%	141 50%	93 51%	307 50%	196 51%	67 49%	32 30%	20 41%	42 46%	243 56%	56 48%	43 64%	40 40%	298 52%	130 59%	35 32%	133 49%	194 57%	176 46%	321 56%	142 40%	503 77%	- -	60 63%
(1) No	428 43%	98 38%	106 38%	83 46%	273 44%	155 41%	59 43%	67 62%	25 51%	37 41%	168 39%	54 46%	18 27%	43 43%	238 42%	82 37%	65 60%	127 46%	138 40%	163 43%	228 39%	175 50%	140 21%	288 83%	33 34%
Don't Recall	69 7%	19 7%	33 12%	4 2%	40 7%	29 8%	12 8%	9 8%	4 8%	11 13%	20 5%	8 6%	6 9%	16 16%	36 6%	8 4%	9 8%	14 5%	9 3%	43 11%	28 5%	36 10%	10 2%	59 17%	2 3%
Mean	1.54	1.59	1.57	1.53	1.53	1.56	1.53	1.32	1.45	1.53	1.59	1.51	1.71	1.48	1.56	1.61	1.35	1.51	1.58	1.52	1.59	1.45	1.78	1.00	1.65
Std Dev	0.50	0.49	0.50	0.50	0.50	0.50	0.50	0.47	0.50	0.50	0.49	0.50	0.46	0.50	0.50	0.49	0.48	0.50	0.49	0.50	0.49	0.50	0.41	0.00	0.48
Std Err	0.02	0.03	0.03	0.04	0.02	0.03	0.04	0.04	0.07	0.06	0.03	0.05	0.08	0.06	0.02	0.04	0.05	0.03	0.03	0.03	0.02	0.03	0.02	0.00	0.05
Error Var	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Received unsolicited post, addressed to you personally
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	503 50%	13 51%	97 51%	35 61%	14 42%	150 51%	94 51%	6 45%	5 85%	41 73%	8 42%	86 39%
(1) No	428 43%	12 46%	87 46%	18 32%	15 46%	117 40%	76 41%	5 40%	1 15%	14 25%	10 52%	114 51%
Don't Recall	69 7%	1 3%	5 3%	4 7%	4 12%	28 10%	15 8%	2 15%	- -	1 2%	1 5%	22 10%
Mean	1.54	1.52	1.53	1.66	1.48	1.56	1.55	1.53	1.85	1.74	1.45	1.43
Std Dev	0.50	0.51	0.50	0.48	0.51	0.50	0.50	0.52	0.39	0.44	0.51	0.50
Std Err	0.02	0.10	0.04	0.07	0.09	0.03	0.04	0.15	0.16	0.07	0.14	0.04
Error Var	*	0.01	*	*	0.01	*	*	0.02	0.03	*	0.02	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had excessive personal information sought from businesses/public sector organisations
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	199 20%	114 23%	85 17%	67 26%	47 20%	55 20%	30 13%	31 16%	49 23%	56 22%	41 20%	22 16%	80 20%	118 20%	31 23%	55 20%	45 19%	39 19%	12 21%	17 19%	86 21%	96 19%	15 20%	3 14%	61 21%
(1) No	703 70%	335 68%	367 73%	171 66%	164 69%	188 69%	179 77%	145 76%	145 67%	174 68%	147 73%	92 66%	289 71%	413 69%	94 70%	195 72%	173 73%	150 72%	35 63%	56 60%	289 71%	358 71%	41 56%	15 75%	210 74%
Don't Recall	99 10%	47 9%	52 10%	21 8%	27 11%	28 10%	24 10%	14 7%	21 10%	25 10%	13 6%	26 18%	35 9%	64 11%	9 7%	22 8%	20 8%	19 9%	9 17%	19 21%	31 8%	48 10%	17 24%	2 11%	15 5%
Mean	1.22	1.25	1.19	1.28	1.22	1.23	1.14	1.18	1.25	1.24	1.22	1.19	1.22	1.22	1.25	1.22	1.21	1.21	1.25	1.24	1.23	1.21	1.26	1.16	1.22
Std Dev	0.41	0.44	0.39	0.45	0.42	0.42	0.35	0.38	0.44	0.43	0.41	0.40	0.41	0.42	0.43	0.41	0.41	0.41	0.44	0.43	0.42	0.41	0.45	0.37	0.42
Std Err	0.01	0.02	0.02	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.04	0.02	0.02	0.04	0.03	0.03	0.03	0.06	0.07	0.02	0.02	0.09	0.06	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had excessive personal information sought from businesses/public sector organisations
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	199 20%	48 19%	46 16%	45 25%	120 19%	79 21%	26 19%	16 14%	8 16%	10 11%	94 22%	24 21%	21 32%	13 13%	120 21%	50 22%	16 14%	52 19%	85 25%	61 16%	130 23%	55 16%	199 30%	- -	25 27%
(1) No	703 70%	189 74%	184 66%	120 67%	452 73%	250 66%	95 69%	81 75%	35 72%	64 70%	315 73%	80 68%	32 49%	64 64%	397 70%	160 73%	81 75%	199 73%	238 70%	266 70%	407 71%	246 70%	414 63%	289 83%	61 64%
Don't Recall	99 10%	18 7%	51 18%	16 9%	48 8%	51 13%	17 12%	12 11%	6 11%	17 18%	22 5%	13 11%	13 19%	23 23%	53 9%	11 5%	12 11%	23 9%	18 5%	55 14%	40 7%	52 15%	41 6%	58 17%	8 9%
Mean	1.22	1.20	1.20	1.27	1.21	1.24	1.21	1.16	1.18	1.14	1.23	1.23	1.39	1.17	1.23	1.24	1.16	1.21	1.26	1.19	1.24	1.18	1.32	1.00	1.29
Std Dev	0.41	0.40	0.40	0.45	0.41	0.43	0.41	0.37	0.39	0.35	0.42	0.42	0.49	0.38	0.42	0.43	0.37	0.41	0.44	0.39	0.43	0.39	0.47	0.00	0.46
Std Err	0.01	0.03	0.03	0.04	0.02	0.03	0.04	0.04	0.06	0.04	0.02	0.05	0.08	0.04	0.02	0.03	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.00	0.05
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had excessive personal information sought from businesses/public sector organisations
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	199 20%	6 25%	46 24%	12 20%	7 23%	45 15%	25 13%	3 22%	- -	28 50%	5 28%	30 14%
(1) No	703 70%	17 68%	136 72%	41 73%	21 65%	209 70%	136 73%	6 48%	3 49%	23 41%	12 64%	171 77%
Don't Recall	99 10%	2 6%	7 4%	4 7%	4 12%	42 14%	24 13%	4 30%	3 51%	5 8%	2 8%	20 9%
Mean	1.22	1.27	1.25	1.22	1.26	1.18	1.16	1.31	1.00	1.55	1.30	1.15
Std Dev	0.41	0.45	0.44	0.42	0.45	0.38	0.36	0.49	0.00	0.50	0.47	0.36
Std Err	0.01	0.09	0.03	0.06	0.08	0.02	0.03	0.14	0.00	0.08	0.13	0.03
Error Var	*	0.01	*	*	0.01	*	*	0.02	0.00	0.01	0.02	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had a virus/spyware on personal computer
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	199 20%	102 21%	97 19%	64 25%	38 16%	62 23%	36 15%	41 22%	51 24%	65 25%	33 17%	10 7%	92 23%	107 18%	42 31%	68 25%	51 22%	31 15%	4 8%	3 3%	110 27%	87 17%	2 3%	1 5%	77 27%
(1) No	668 67%	326 66%	342 68%	162 63%	164 69%	174 64%	168 72%	129 68%	138 64%	160 63%	136 68%	104 75%	267 66%	401 67%	81 60%	172 63%	158 67%	142 68%	41 74%	73 80%	253 62%	341 68%	58 80%	16 78%	189 66%
Don't Recall	133 13%	68 14%	65 13%	32 12%	36 15%	36 13%	29 13%	20 10%	26 12%	30 12%	31 15%	26 19%	46 11%	87 15%	12 9%	32 12%	28 12%	35 17%	11 19%	16 17%	43 11%	74 15%	12 17%	3 17%	19 7%
Mean	1.23	1.24	1.22	1.28	1.19	1.26	1.17	1.24	1.27	1.29	1.20	1.08	1.26	1.21	1.34	1.28	1.24	1.18	1.09	1.04	1.30	1.20	1.04	1.06	1.29
Std Dev	0.42	0.43	0.42	0.45	0.39	0.44	0.38	0.43	0.44	0.45	0.40	0.28	0.44	0.41	0.48	0.45	0.43	0.39	0.29	0.20	0.46	0.40	0.19	0.24	0.45
Std Err	0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.05	0.03	0.03	0.03	0.04	0.03	0.02	0.02	0.04	0.04	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had a virus/spyware on personal computer
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONE R		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETI RED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2)Yes	199 20%	50 20%	31 11%	41 23%	138 22%	61 16%	14 10%	25 23%	5 10%	14 16%	104 24%	23 19%	14 22%	9 9%	88 15%	78 35%	25 23%	72 26%	110 32%	18 5%	136 24%	51 14%	199 31%	- -	20 21%
(1)No	668 67%	174 68%	176 63%	128 71%	408 66%	260 68%	99 71%	68 63%	36 74%	63 69%	291 67%	74 63%	37 56%	69 70%	399 70%	130 59%	70 64%	177 65%	209 61%	281 74%	379 66%	240 68%	389 60%	279 80%	62 66%
Don't Recall	133 13%	31 12%	73 26%	11 6%	74 12%	59 16%	26 19%	15 14%	8 16%	14 15%	36 8%	20 17%	14 22%	21 21%	84 15%	13 6%	15 14%	25 9%	22 7%	83 22%	61 11%	63 18%	65 10%	68 20%	13 14%
Mean	1.23	1.22	1.15	1.24	1.25	1.19	1.12	1.27	1.12	1.19	1.26	1.23	1.28	1.12	1.18	1.37	1.26	1.29	1.34	1.06	1.26	1.17	1.34	1.00	1.24
Std Dev	0.42	0.42	0.36	0.43	0.44	0.39	0.33	0.45	0.33	0.39	0.44	0.43	0.45	0.32	0.39	0.48	0.44	0.45	0.48	0.24	0.44	0.38	0.47	0.00	0.43
Std Err	0.01	0.03	0.02	0.04	0.02	0.02	0.03	0.04	0.05	0.05	0.02	0.05	0.08	0.04	0.02	0.03	0.04	0.03	0.03	0.01	0.02	0.02	0.02	0.00	0.05
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had a virus/spyware on personal computer
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	199 20%	7 27%	51 27%	11 20%	7 22%	72 24%	28 15%	1 9%	-	16 29%	5 25%	27 12%
(1) No	668 67%	18 73%	124 65%	42 74%	20 62%	176 59%	125 68%	9 67%	3 49%	33 58%	14 75%	163 74%
Don't Recall	133 13%	-	14 8%	3 6%	5 15%	49 16%	32 17%	3 25%	3 51%	8 13%	-	31 14%
Mean	1.23	1.27	1.29	1.21	1.26	1.29	1.18	1.12	1.00	1.33	1.25	1.14
Std Dev	0.42	0.45	0.46	0.41	0.45	0.45	0.39	0.34	0.00	0.48	0.45	0.35
Std Err	0.01	0.09	0.04	0.06	0.08	0.03	0.03	0.09	0.00	0.07	0.13	0.03
Error Var	*	0.01	*	*	0.01	*	*	0.01	0.00	0.01	0.02	*

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had your personal information being withheld from you without explanation
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	105 10%	50 10%	55 11%	31 12%	18 8%	28 10%	27 12%	22 12%	26 12%	32 13%	12 6%	12 9%	48 12%	56 9%	18 13%	29 11%	24 10%	22 11%	2 4%	10 11%	46 11%	48 10%	9 12%	1 5%	50 18%
(1) No	772 77%	374 75%	397 79%	187 72%	187 79%	213 78%	185 79%	150 79%	163 76%	191 75%	164 82%	103 74%	313 77%	458 77%	105 78%	214 79%	183 77%	160 77%	44 79%	67 72%	318 78%	387 77%	50 70%	16 82%	220 77%
Don't Recall	124 12%	72 15%	52 10%	40 16%	32 13%	31 11%	21 9%	18 9%	25 12%	32 13%	23 12%	25 18%	43 11%	80 14%	12 9%	30 11%	31 13%	26 13%	10 17%	16 17%	42 10%	66 13%	13 18%	3 13%	15 5%
Mean	1.12	1.12	1.12	1.14	1.09	1.12	1.13	1.13	1.14	1.14	1.07	1.10	1.13	1.11	1.15	1.12	1.11	1.12	1.05	1.13	1.13	1.11	1.15	1.05	1.19
Std Dev	0.32	0.32	0.33	0.35	0.29	0.32	0.34	0.34	0.35	0.35	0.26	0.31	0.34	0.31	0.35	0.32	0.32	0.33	0.22	0.34	0.33	0.31	0.36	0.23	0.39
Std Err	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.02	0.02	0.03	0.02	0.01	0.04	0.02	0.02	0.03	0.03	0.05	0.02	0.01	0.07	0.04	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had your personal information being withheld from you without explanation
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/College	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	105 10%	6 3%	16 6%	32 18%	70 11%	35 9%	9 6%	15 14%	- -	8 9%	51 12%	8 7%	13 20%	9 9%	57 10%	24 11%	15 14%	35 13%	46 13%	23 6%	64 11%	31 9%	105 16%	- -	10 10%
(1) No	772 77%	216 85%	204 73%	132 73%	488 79%	284 75%	113 82%	82 75%	43 88%	67 73%	344 80%	87 74%	37 56%	69 69%	437 77%	183 83%	83 76%	207 76%	272 80%	292 76%	446 77%	270 77%	490 75%	282 81%	76 80%
Don't Recall	124 12%	32 13%	60 21%	17 9%	62 10%	61 16%	16 12%	12 11%	6 12%	16 18%	36 8%	22 19%	16 24%	22 22%	77 13%	14 6%	11 10%	31 11%	23 7%	66 17%	67 12%	51 15%	58 9%	65 19%	9 9%
Mean	1.12	1.03	1.07	1.19	1.12	1.11	1.07	1.16	1.00	1.11	1.13	1.09	1.26	1.11	1.12	1.11	1.15	1.15	1.14	1.07	1.12	1.10	1.18	1.00	1.11
Std Dev	0.32	0.17	0.26	0.40	0.33	0.31	0.26	0.37	0.00	0.31	0.34	0.29	0.44	0.32	0.32	0.32	0.36	0.35	0.35	0.26	0.33	0.31	0.38	0.00	0.32
Std Err	0.01	0.01	0.02	0.03	0.01	0.02	0.02	0.03	0.00	0.04	0.02	0.03	0.07	0.04	0.01	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.04
Error Var	*	*	*	*	*	*	*	*	0.00	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Had your personal information being withheld from you without explanation
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	105 10%	- -	34 18%	7 12%	6 19%	26 9%	19 10%	- -	4 68%	8 13%	- -	13 6%
(1) No	772 77%	23 89%	140 74%	45 78%	22 68%	226 76%	143 77%	11 84%	2 32%	45 80%	17 86%	173 78%
Don't Recall	124 12%	3 11%	16 8%	5 9%	4 13%	45 15%	23 13%	2 16%	- -	4 7%	3 14%	35 16%
Mean	1.12	1.00	1.19	1.14	1.22	1.10	1.12	1.00	1.68	1.14	1.00	1.07
Std Dev	0.32	0.00	0.40	0.35	0.42	0.30	0.32	0.00	0.52	0.35	0.00	0.26
Std Err	0.01	0.00	0.03	0.05	0.08	0.02	0.03	0.00	0.21	0.05	0.00	0.02
Error Var	*	0.00	*	*	0.01	*	*	0.00	0.04	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Disclosure of your personal information to others without your agreement
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	143 14%	79 16%	65 13%	47 18%	32 13%	43 16%	22 9%	30 16%	35 16%	42 17%	21 10%	15 11%	65 16%	78 13%	31 23%	41 15%	38 16%	23 11%	1 2%	9 10%	72 18%	62 12%	9 12%	1 3%	56 19%
(1) No	719 72%	348 70%	372 74%	176 68%	172 72%	191 70%	181 78%	141 75%	149 69%	176 69%	157 78%	96 69%	290 72%	429 72%	92 69%	196 72%	170 72%	155 75%	40 72%	66 72%	288 71%	365 73%	50 69%	16 80%	217 76%
Don't Recall	137 14%	70 14%	68 13%	36 14%	34 14%	38 14%	30 13%	19 10%	31 14%	37 15%	23 11%	28 20%	49 12%	88 15%	11 8%	35 13%	30 12%	30 14%	15 26%	17 19%	46 11%	74 15%	14 19%	3 17%	13 4%
Mean	1.17	1.18	1.15	1.21	1.16	1.18	1.11	1.17	1.19	1.19	1.12	1.14	1.18	1.15	1.25	1.17	1.18	1.13	1.03	1.12	1.20	1.15	1.15	1.03	1.20
Std Dev	0.37	0.39	0.36	0.41	0.36	0.39	0.31	0.38	0.39	0.40	0.32	0.35	0.39	0.36	0.43	0.38	0.39	0.34	0.18	0.33	0.40	0.35	0.36	0.19	0.40
Std Err	0.01	0.02	0.02	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.04	0.02	0.02	0.04	0.02	0.02	0.03	0.03	0.05	0.02	0.02	0.07	0.03	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Disclosure of your personal information to others without your agreement
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	143 14%	36 14%	15 5%	37 20%	98 16%	46 12%	11 8%	17 15%	3 7%	9 10%	74 17%	11 10%	18 27%	9 10%	75 13%	42 19%	17 15%	41 15%	69 20%	34 9%	90 16%	45 13%	143 22%	-	17 18%
(1) No	719 72%	183 72%	191 68%	129 72%	463 75%	257 68%	104 75%	81 75%	35 72%	65 72%	319 74%	82 70%	33 50%	68 68%	409 72%	161 73%	81 74%	202 74%	248 73%	269 70%	412 72%	254 72%	433 66%	287 83%	70 74%
Don't Recall	137 14%	36 14%	74 27%	14 8%	60 10%	78 20%	23 17%	10 10%	10 21%	17 18%	38 9%	24 20%	15 23%	22 22%	86 15%	17 8%	11 10%	31 11%	24 7%	79 21%	75 13%	54 15%	77 12%	60 17%	8 9%
Mean	1.17	1.17	1.07	1.22	1.17	1.15	1.09	1.17	1.09	1.12	1.19	1.12	1.35	1.12	1.15	1.21	1.17	1.17	1.22	1.11	1.18	1.15	1.25	1.00	1.19
Std Dev	0.37	0.37	0.26	0.42	0.38	0.36	0.29	0.38	0.28	0.33	0.39	0.33	0.48	0.33	0.36	0.41	0.38	0.37	0.41	0.32	0.38	0.36	0.43	0.00	0.40
Std Err	0.01	0.03	0.02	0.04	0.02	0.02	0.03	0.04	0.04	0.04	0.02	0.04	0.08	0.04	0.02	0.03	0.04	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.04
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Disclosure of your personal information to others without your agreement
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	143 14%	6 24%	45 24%	11 19%	8 23%	41 14%	23 12%	1 9%	-	12 21%	5 28%	15 7%
(1) No	719 72%	17 66%	125 66%	44 77%	19 59%	213 72%	136 74%	9 69%	3 49%	35 62%	14 72%	165 75%
Don't Recall	137 14%	3 10%	20 10%	2 4%	6 18%	42 14%	26 14%	3 23%	3 51%	10 17%	-	41 18%
Mean	1.17	1.27	1.26	1.20	1.29	1.16	1.14	1.11	1.00	1.25	1.28	1.09
Std Dev	0.37	0.45	0.44	0.40	0.46	0.37	0.35	0.33	0.00	0.44	0.46	0.28
Std Err	0.01	0.09	0.03	0.05	0.09	0.02	0.03	0.09	0.00	0.07	0.13	0.02
Error Var	*	0.01	*	*	0.01	*	*	0.01	0.00	*	0.02	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Inappropriate access to personal information held about you within an organisation
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Yes	98 10%	47 9%	51 10%	31 12%	16 7%	33 12%	18 8%	17 9%	18 8%	32 13%	21 10%	9 7%	35 9%	62 10%	23 17%	23 8%	28 12%	12 6%	2 4%	9 10%	46 11%	42 8%	9 12%	1 3%	42 15%
(1) No	741 74%	372 75%	369 73%	188 73%	184 77%	187 69%	182 78%	148 78%	159 74%	183 72%	148 74%	102 73%	307 76%	433 73%	97 72%	201 74%	177 75%	163 79%	41 72%	62 68%	298 73%	381 76%	46 64%	16 82%	228 80%
Don't Recall	162 16%	78 16%	84 17%	40 15%	38 16%	51 19%	33 14%	24 13%	38 18%	40 16%	31 16%	29 21%	62 15%	100 17%	15 11%	48 18%	32 14%	33 16%	13 23%	21 22%	63 15%	78 16%	18 24%	3 16%	15 5%
Mean	1.12	1.11	1.12	1.14	1.08	1.15	1.09	1.10	1.10	1.15	1.12	1.08	1.10	1.13	1.20	1.10	1.14	1.07	1.05	1.13	1.13	1.10	1.16	1.03	1.16
Std Dev	0.32	0.32	0.33	0.35	0.27	0.36	0.29	0.31	0.30	0.36	0.33	0.28	0.30	0.33	0.40	0.30	0.35	0.25	0.23	0.34	0.34	0.30	0.37	0.19	0.36
Std Err	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.03	0.02	0.02	0.04	0.02	0.02	0.02	0.03	0.05	0.02	0.01	0.07	0.03	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Inappropriate access to personal information held about you within an organisation
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2) Yes	98 10%	15 6%	8 3%	33 18%	65 10%	33 9%	9 6%	10 10%	1 3%	5 6%	50 12%	8 7%	14 21%	4 4%	60 11%	23 11%	10 10%	31 11%	45 13%	21 6%	68 12%	23 6%	98 15%	- -	8 8%
(1) No	741 74%	198 78%	186 66%	129 72%	482 78%	259 68%	97 70%	82 75%	39 80%	70 77%	336 78%	83 71%	35 52%	75 75%	410 72%	175 79%	81 75%	208 76%	259 76%	273 72%	412 71%	275 78%	456 70%	285 82%	74 78%
Don't Recall	162 16%	42 17%	86 31%	19 10%	73 12%	89 23%	33 24%	16 15%	8 17%	15 17%	45 10%	26 23%	17 26%	21 21%	101 18%	23 10%	17 16%	34 12%	37 11%	87 23%	97 17%	55 16%	100 15%	62 18%	13 14%
Mean	1.12	1.07	1.04	1.20	1.12	1.11	1.08	1.11	1.03	1.07	1.13	1.09	1.29	1.05	1.13	1.12	1.11	1.13	1.15	1.07	1.14	1.08	1.18	1.00	1.09
Std Dev	0.32	0.25	0.20	0.40	0.32	0.32	0.28	0.32	0.19	0.26	0.34	0.28	0.46	0.22	0.33	0.32	0.32	0.34	0.36	0.26	0.35	0.27	0.38	0.00	0.29
Std Err	0.01	0.02	0.01	0.03	0.01	0.02	0.02	0.03	0.03	0.03	0.02	0.03	0.08	0.03	0.02	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	0.00	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.3 Experienced the following: Inappropriate access to personal information held about you within an organisation
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Yes	98 10%	3 13%	32 17%	5 9%	3 8%	20 7%	17 9%	- -	- -	14 24%	3 16%	10 5%
(1) No	741 74%	16 61%	132 70%	45 79%	26 79%	228 77%	135 73%	10 77%	3 49%	31 54%	13 67%	170 77%
Don't Recall	162 16%	7 26%	25 13%	7 12%	4 13%	48 16%	33 18%	3 23%	3 51%	12 22%	3 17%	41 18%
Mean	1.12	1.18	1.20	1.10	1.09	1.08	1.11	1.00	1.00	1.31	1.19	1.06
Std Dev	0.32	0.39	0.40	0.31	0.29	0.27	0.31	0.00	0.00	0.47	0.41	0.23
Std Err	0.01	0.08	0.03	0.04	0.05	0.02	0.03	0.00	0.00	0.07	0.12	0.02
Error Var	*	0.01	*	*	*	*	*	0.00	0.00	*	0.01	*

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 RECEIVING UNASKED MAIL (SUMMARY)

Based on all aged 15+

	Base (wt)	Not happy at all	Not very happy	Fairl y happy	Very happy	Don't know	Net Happy	Net not Happy
The post	1000	410 41%	349 35%	124 12%	42 4%	75 8%	166 17%	759 76%
Email/internet	1000	333 33%	272 27%	76 8%	24 2%	295 30%	100 10%	605 60%
telephone	1000	464 46%	284 28%	78 8%	41 4%	133 13%	119 12%	748 75%
SMS/text message	1000	428 43%	284 28%	89 9%	39 4%	160 16%	129 13%	712 71%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: The post
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS								REGION
	Base	MALE	FE MALE	MALE MARRIED	MALE NOT MARRIED	FE MALE MARRIED	FE MALE NOT MARRIED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Not happy at all	410 41%	193 39%	217 43%	110 42%	83 35%	107 40%	110 47%	59 31%	90 42%	104 41%	98 49%	59 42%	149 37%	261 44%	65 48%	111 41%	95 40%	84 41%	20 35%	35 38%	176 43%	200 40%	27 37%	8 38%	135 47%
Not very happy	349 35%	186 38%	163 32%	91 35%	95 40%	97 36%	66 28%	61 32%	79 37%	96 38%	62 31%	52 37%	140 34%	209 35%	37 28%	99 37%	83 35%	80 39%	21 37%	28 30%	137 34%	184 37%	21 30%	7 33%	82 29%
Fairly happy	124 12%	62 13%	62 12%	33 13%	29 12%	33 12%	29 13%	37 20%	23 11%	23 9%	23 11%	18 13%	60 15%	64 11%	19 14%	31 11%	31 13%	20 9%	7 12%	18 19%	49 12%	57 11%	15 21%	3 14%	38 13%
Very happy	42 4%	24 5%	18 4%	17 7%	6 3%	10 4%	9 4%	6 3%	10 5%	17 6%	6 3%	4 3%	16 4%	26 4%	7 5%	13 5%	7 3%	8 4%	5 9%	2 2%	20 5%	20 4%	2 3%	- -	10 4%
Don't know	75 8%	31 6%	44 9%	8 3%	24 10%	25 9%	19 8%	27 14%	13 6%	15 6%	12 6%	8 6%	40 10%	35 6%	7 5%	18 7%	21 9%	16 7%	4 7%	9 10%	25 6%	41 8%	6 9%	3 15%	20 7%
Net Happy	166 17%	86 17%	81 16%	50 19%	35 15%	43 16%	38 16%	43 23%	33 16%	40 16%	29 14%	22 16%	76 19%	90 15%	26 19%	43 16%	38 16%	28 13%	12 21%	20 22%	69 17%	77 15%	17 24%	3 14%	49 17%
Net not Happy	759 76%	379 76%	380 75%	201 78%	178 75%	204 75%	176 76%	120 63%	169 78%	200 79%	159 80%	110 79%	288 71%	470 79%	102 76%	210 77%	178 75%	165 79%	41 72%	63 68%	312 77%	384 77%	49 67%	14 71%	216 76%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: The post
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION				USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Not happy at all	410 41%	117 46%	97 35%	62 34%	268 43%	141 37%	52 37%	37 34%	16 33%	43 47%	180 42%	54 47%	28 43%	52 52%	222 39%	99 45%	37 34%	113 41%	137 40%	159 42%	259 45%	126 36%	283 43%	127 37%	45 48%
Not very happy	349 35%	61 24%	133 47%	73 41%	212 34%	137 36%	47 34%	35 32%	15 31%	30 33%	161 37%	39 33%	22 33%	26 26%	209 37%	80 36%	35 32%	108 40%	106 31%	135 35%	187 33%	137 39%	243 37%	106 31%	26 27%
Fairly happy	124 12%	32 12%	19 7%	36 20%	70 11%	55 14%	16 12%	17 16%	8 16%	10 12%	50 12%	13 11%	10 16%	6 6%	77 14%	24 11%	17 15%	31 11%	59 17%	34 9%	73 13%	40 11%	93 14%	31 9%	18 19%
Very happy	42 4%	23 9%	2 1%	6 3%	31 5%	11 3%	5 4%	3 3%	3 7%	6 6%	16 4%	5 4%	4 6%	7 7%	25 4%	7 3%	3 3%	7 2%	15 4%	20 5%	21 4%	18 5%	16 2%	26 8%	1 1%
Don't know	75 8%	23 9%	29 10%	3 2%	39 6%	36 9%	18 13%	17 15%	7 14%	2 2%	25 6%	5 5%	2 3%	9 9%	38 7%	11 5%	17 15%	15 5%	23 7%	34 9%	36 6%	32 9%	19 3%	56 16%	5 5%
Net Happy	166 17%	55 21%	21 8%	42 23%	100 16%	66 17%	22 16%	20 18%	11 22%	16 18%	66 15%	18 15%	14 22%	13 13%	102 18%	31 14%	20 18%	37 14%	75 22%	54 14%	94 16%	58 16%	109 17%	58 17%	19 20%
Net not Happy	759 76%	178 70%	230 82%	135 75%	480 77%	278 73%	99 71%	72 66%	31 64%	73 80%	341 79%	94 80%	50 76%	77 78%	431 75%	179 81%	72 66%	222 81%	243 71%	294 77%	447 77%	263 75%	525 80%	234 67%	71 75%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: The post
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Not happy at all	410 41%	15 59%	95 50%	31 55%	15 46%	140 47%	84 45%	5 35%	3 51%	19 34%	8 42%	82 37%
Not very happy	349 35%	5 20%	47 25%	15 26%	12 38%	111 38%	70 38%	6 49%	2 32%	27 48%	7 36%	69 31%
Fairly happy	124 12%	4 17%	27 14%	9 17%	3 10%	24 8%	13 7%	1 6%	1 16%	9 16%	4 21%	21 9%
Very happy	42 4%	- -	16 8%	1 2%	- -	4 1%	3 2%	- -	- -	- -	- -	19 9%
Don't know	75 8%	1 4%	5 3%	- -	2 5%	17 6%	15 8%	1 9%	- -	1 2%	- -	30 14%
Net Happy	166 17%	4 17%	42 22%	11 19%	3 10%	28 9%	16 9%	1 6%	1 16%	9 16%	4 21%	40 18%
Net not Happy	759 76%	20 78%	142 75%	46 81%	27 85%	251 85%	153 83%	11 84%	5 84%	46 82%	15 79%	151 68%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: Email/internet
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Not happy at all	333 33%	155 31%	177 35%	96 37%	60 25%	93 34%	84 36%	56 29%	81 37%	99 39%	67 33%	31 22%	136 34%	196 33%	60 45%	100 37%	86 36%	55 26%	12 21%	20 22%	160 39%	153 30%	17 24%	2 12%	124 43%
Not very happy	272 27%	144 29%	128 25%	69 27%	75 32%	74 27%	54 23%	59 31%	70 32%	74 29%	49 25%	20 14%	129 32%	143 24%	39 29%	96 35%	57 24%	57 27%	5 9%	18 20%	135 33%	119 24%	16 23%	2 9%	81 28%
Fairly happy	76 8%	39 8%	37 7%	21 8%	18 8%	21 8%	16 7%	21 11%	20 9%	19 8%	11 5%	6 4%	40 10%	36 6%	15 11%	22 8%	18 8%	14 7%	2 4%	5 5%	38 9%	34 7%	4 6%	1 4%	28 10%
Very happy	24 2%	9 2%	15 3%	8 3%	1 *	6 2%	9 4%	6 3%	7 3%	8 3%	2 1%	- -	14 3%	10 2%	3 2%	9 3%	6 3%	2 1%	1 1%	3 3%	12 3%	10 2%	3 4%	- -	12 4%
Don't know	295 30%	149 30%	146 29%	65 25%	84 35%	78 29%	69 30%	48 25%	38 18%	55 22%	71 36%	83 59%	86 21%	209 35%	18 13%	45 17%	70 29%	80 38%	36 65%	47 51%	63 15%	186 37%	32 44%	15 75%	41 14%
Net Happy	100 10%	48 10%	52 10%	29 11%	19 8%	27 10%	25 11%	27 14%	27 13%	27 11%	13 7%	6 4%	54 13%	46 8%	18 13%	31 12%	24 10%	16 8%	3 5%	8 8%	49 12%	44 9%	7 9%	1 4%	40 14%
Net not Happy	605 60%	299 60%	306 61%	164 63%	135 57%	167 62%	139 59%	115 60%	150 70%	173 68%	116 58%	51 36%	265 65%	340 57%	99 74%	195 72%	143 60%	112 54%	17 30%	38 41%	295 73%	272 54%	34 47%	4 21%	204 72%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: Email/internet
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Not happy at all	333 33%	78 30%	67 24%	64 36%	232 37%	101 27%	30 22%	34 31%	13 26%	26 29%	175 41%	36 31%	19 29%	23 23%	185 32%	93 42%	33 30%	118 43%	131 38%	85 22%	215 37%	92 26%	242 37%	90 26%	44 46%
Not very happy	272 27%	46 18%	93 33%	52 29%	176 28%	96 25%	30 22%	39 36%	5 11%	17 18%	133 31%	31 27%	17 26%	12 12%	141 25%	80 36%	40 37%	92 34%	126 37%	54 14%	165 29%	90 26%	199 30%	73 21%	21 22%
Fairly happy	76 8%	16 6%	9 3%	23 13%	51 8%	25 7%	8 6%	10 9%	3 6%	4 4%	40 9%	7 6%	5 7%	1 1%	41 7%	25 11%	10 9%	21 8%	43 13%	12 3%	46 8%	22 6%	57 9%	19 5%	7 8%
Very happy	24 2%	7 3%	- -	5 3%	16 3%	8 2%	1 1%	3 3%	1 2%	3 3%	13 3%	2 2%	1 2%	1 1%	15 3%	5 2%	3 3%	6 2%	15 5%	3 1%	13 2%	8 2%	16 2%	8 2%	5 5%
Don't know	295 30%	108 42%	112 40%	35 19%	146 23%	150 39%	69 50%	23 21%	26 55%	41 45%	71 16%	40 34%	24 37%	63 63%	190 33%	19 8%	23 22%	37 14%	26 8%	229 60%	138 24%	141 40%	139 21%	156 45%	18 19%
Net Happy	100 10%	23 9%	9 3%	28 16%	67 11%	33 9%	9 7%	13 12%	4 8%	7 8%	53 12%	9 8%	6 8%	2 2%	56 10%	30 13%	13 12%	27 10%	59 17%	15 4%	59 10%	30 8%	73 11%	27 8%	12 13%
Net not Happy	605 60%	124 49%	159 57%	117 65%	408 66%	197 52%	60 44%	73 67%	18 37%	43 47%	307 71%	67 58%	36 55%	34 34%	325 57%	172 78%	73 67%	210 77%	257 75%	138 36%	379 66%	183 52%	441 68%	163 47%	65 68%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: Email/internet
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Not happy at all	333 33%	14 55%	89 47%	30 53%	17 52%	96 32%	60 33%	4 29%	2 34%	20 35%	6 31%	62 28%
Not very happy	272 27%	5 21%	50 26%	11 18%	8 24%	92 31%	50 27%	4 28%	1 15%	17 31%	9 44%	43 19%
Fairly happy	76 8%	3 12%	23 12%	7 12%	5 16%	17 6%	9 5%	2 18%	- -	5 9%	2 10%	8 4%
Very happy	24 2%	- -	5 3%	2 4%	1 2%	4 1%	3 2%	- -	- -	- -	- -	7 3%
Don't know	295 30%	3 11%	23 12%	8 13%	2 7%	87 29%	62 33%	3 25%	3 51%	14 26%	3 15%	102 46%
Net Happy	100 10%	3 12%	28 15%	9 15%	6 18%	21 7%	13 7%	2 18%	- -	5 9%	2 10%	15 7%
Net not Happy	605 60%	19 76%	138 73%	40 71%	24 75%	188 63%	110 60%	7 57%	3 49%	37 66%	14 75%	105 47%

FIELDWORK : 16th - 25th April 2008

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: telephone
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Not happy at all	464 46%	219 44%	245 49%	125 48%	94 40%	128 47%	117 50%	82 43%	105 49%	121 47%	91 45%	65 46%	188 46%	276 46%	69 51%	138 51%	113 47%	86 41%	21 37%	38 41%	207 51%	219 44%	34 47%	4 20%	158 55%
Not very happy	284 28%	151 30%	134 26%	72 28%	79 33%	82 30%	51 22%	47 25%	63 29%	77 30%	60 30%	38 27%	109 27%	175 29%	33 25%	81 30%	65 27%	67 32%	15 27%	24 26%	114 28%	147 29%	19 26%	5 24%	59 21%
Fairly happy	78 8%	43 9%	35 7%	28 11%	15 6%	19 7%	16 7%	18 9%	11 5%	18 7%	18 9%	13 9%	30 7%	49 8%	19 14%	13 5%	14 6%	15 7%	4 7%	14 15%	32 8%	32 6%	12 17%	2 9%	20 7%
Very happy	41 4%	20 4%	20 4%	15 6%	5 2%	10 4%	10 4%	8 4%	9 4%	16 6%	4 2%	3 2%	17 4%	23 4%	5 4%	16 6%	7 3%	6 3%	3 6%	3 3%	21 5%	17 3%	3 4%	- -	15 5%
Don't know	133 13%	63 13%	70 14%	19 7%	44 18%	32 12%	39 17%	34 18%	26 12%	23 9%	28 14%	21 15%	61 15%	73 12%	8 6%	24 9%	39 16%	35 17%	14 24%	14 15%	33 8%	87 17%	4 6%	9 47%	34 12%
Net Happy	119 12%	63 13%	55 11%	43 17%	20 8%	29 11%	26 11%	26 14%	21 10%	34 13%	22 11%	16 11%	47 12%	72 12%	24 18%	29 11%	21 9%	21 10%	7 13%	17 18%	53 13%	49 10%	15 21%	2 9%	34 12%
Net not Happy	748 75%	370 75%	378 75%	196 76%	174 73%	210 77%	168 72%	129 68%	168 78%	198 78%	150 75%	103 74%	297 73%	451 76%	102 76%	219 81%	177 75%	153 74%	36 63%	62 67%	321 79%	366 73%	53 73%	9 44%	217 76%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: telephone
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIR ED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRDCOLLEGE	STILL AT SCHOOL/ L/ Occasional	Yes - Fully	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Not happy at all	464 46%	101 39%	129 46%	76 42%	319 51%	145 38%	56 41%	51 47%	19 39%	43 47%	206 48%	59 50%	30 45%	43 43%	253 44%	116 53%	52 48%	139 51%	156 46%	169 44%	287 50%	144 41%	344 53%	120 35%	61 64%
Not very happy	284 28%	66 26%	106 38%	54 30%	169 27%	116 30%	34 25%	29 27%	14 28%	27 30%	133 31%	35 30%	13 19%	19 20%	173 30%	64 29%	28 26%	84 31%	100 29%	101 26%	154 27%	110 31%	183 28%	101 29%	16 17%
Fairly happy	78 8%	11 4%	11 4%	36 20%	39 6%	39 10%	11 8%	9 9%	2 5%	5 6%	30 7%	4 3%	17 25%	3 3%	46 8%	20 9%	9 9%	14 5%	41 12%	22 6%	49 9%	21 6%	56 9%	22 6%	9 10%
Very happy	41 4%	18 7%	2 1%	6 3%	30 5%	11 3%	3 2%	3 2%	3 7%	5 6%	22 5%	4 3%	1 2%	6 6%	24 4%	8 4%	3 2%	8 3%	17 5%	16 4%	23 4%	14 4%	21 3%	20 6%	4 4%
Don't know	133 13%	59 23%	32 12%	8 4%	64 10%	69 18%	34 24%	17 15%	11 22%	10 11%	40 9%	15 13%	6 9%	29 29%	75 13%	13 6%	17 15%	29 10%	27 8%	74 19%	63 11%	63 18%	49 8%	84 24%	5 5%
Net Happy	119 12%	29 12%	13 5%	42 23%	69 11%	50 13%	14 10%	12 11%	5 11%	11 12%	51 12%	8 7%	18 27%	8 8%	70 12%	28 13%	12 11%	22 8%	58 17%	38 10%	73 13%	36 10%	77 12%	42 12%	13 14%
Net not Happy	748 75%	167 65%	235 84%	130 72%	487 79%	261 69%	91 66%	80 73%	32 67%	70 77%	339 79%	94 80%	42 64%	62 63%	426 75%	180 82%	80 73%	223 81%	256 75%	270 71%	440 76%	254 72%	527 81%	221 64%	77 81%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: telephone
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Not happy at all	464 46%	15 58%	92 49%	32 56%	18 57%	159 54%	95 52%	5 35%	3 55%	35 62%	6 31%	81 37%
Not very happy	284 28%	5 21%	38 20%	16 28%	7 22%	88 30%	57 31%	4 31%	2 31%	15 27%	10 52%	64 29%
Fairly happy	78 8%	2 9%	30 16%	3 5%	5 16%	13 4%	6 3%	2 15%	- -	4 8%	2 10%	12 5%
Very happy	41 4%	1 3%	12 7%	3 6%	1 2%	5 2%	2 1%	- -	- -	1 2%	- -	14 6%
Don't know	133 13%	2 8%	16 9%	4 6%	1 3%	31 10%	25 14%	2 19%	1 14%	1 1%	1 7%	51 23%
Net Happy	119 12%	3 12%	42 22%	6 10%	6 18%	18 6%	8 4%	2 15%	- -	5 9%	2 10%	26 12%
Net not Happy	748 75%	20 79%	130 69%	47 83%	26 79%	247 83%	152 82%	8 66%	5 86%	50 89%	16 83%	145 65%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: SMS/text message
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Not happy at all	428 43%	199 40%	229 45%	114 44%	84 35%	113 42%	116 50%	77 41%	104 48%	117 46%	86 43%	43 31%	181 45%	247 41%	68 51%	124 45%	107 45%	84 40%	18 31%	27 29%	192 47%	209 42%	22 30%	5 26%	142 50%
Not very happy	284 28%	148 30%	136 27%	70 27%	78 33%	84 31%	52 22%	52 27%	64 30%	85 33%	56 28%	27 19%	116 29%	168 28%	32 24%	85 31%	73 31%	65 31%	8 14%	21 23%	117 29%	146 29%	18 25%	3 15%	67 24%
Fairly happy	89 9%	51 10%	39 8%	29 11%	22 9%	21 8%	18 8%	25 13%	19 9%	19 8%	17 8%	9 7%	44 11%	46 8%	19 14%	26 9%	13 5%	18 9%	5 9%	8 9%	45 11%	36 7%	6 9%	2 9%	32 11%
Very happy	39 4%	19 4%	21 4%	13 5%	5 2%	10 4%	11 5%	10 5%	10 5%	12 5%	4 2%	3 2%	20 5%	19 3%	5 4%	11 4%	10 4%	6 3%	4 8%	3 3%	16 4%	21 4%	3 4%	- 4%	11 4%
Don't know	160 16%	80 16%	80 16%	32 13%	48 20%	44 16%	36 16%	26 14%	18 9%	21 8%	38 19%	57 41%	44 11%	116 19%	9 7%	27 10%	34 14%	35 17%	21 38%	33 36%	37 9%	90 18%	23 32%	10 50%	33 11%
Net Happy	129 13%	69 14%	59 12%	42 16%	27 12%	31 11%	29 12%	35 18%	29 14%	32 12%	21 10%	12 9%	64 16%	65 11%	25 18%	36 13%	23 10%	25 12%	9 17%	11 12%	61 15%	57 11%	9 12%	2 9%	43 15%
Net not Happy	712 71%	347 70%	365 72%	184 71%	163 68%	197 72%	168 72%	129 68%	167 78%	203 79%	142 71%	70 50%	297 73%	415 70%	101 75%	208 77%	180 76%	149 71%	25 45%	48 52%	309 76%	354 71%	40 55%	8 41%	209 73%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: SMS/text message
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Not happy at all	428 43%	99 39%	110 39%	76 42%	287 46%	140 37%	52 37%	48 44%	17 34%	35 39%	200 46%	48 41%	29 43%	35 35%	237 41%	107 48%	49 45%	131 48%	151 44%	145 38%	262 45%	136 39%	309 47%	119 34%	50 53%
Not very happy	284 28%	62 24%	104 37%	50 28%	171 28%	113 30%	31 23%	31 29%	10 20%	20 22%	138 32%	39 33%	15 23%	10 10%	175 31%	69 31%	31 28%	90 33%	105 31%	88 23%	160 28%	106 30%	194 30%	90 26%	22 23%
Fairly happy	89 9%	23 9%	7 2%	28 16%	57 9%	33 9%	11 8%	12 11%	5 11%	5 5%	43 10%	7 6%	7 11%	4 4%	47 8%	26 12%	12 11%	23 8%	51 15%	15 4%	57 10%	23 6%	67 10%	22 6%	11 12%
Very happy	39 4%	19 7%	2 1%	7 4%	30 5%	9 2%	4 3%	4 3%	3 7%	5 6%	18 4%	6 5%	- -	5 5%	25 4%	6 3%	4 3%	10 4%	13 4%	16 4%	20 3%	15 4%	17 3%	22 6%	3 3%
Don't know	160 16%	52 20%	58 21%	18 10%	75 12%	85 22%	41 29%	14 13%	14 28%	26 28%	34 8%	17 15%	15 23%	46 46%	87 15%	13 6%	14 13%	19 7%	21 6%	117 31%	77 13%	73 21%	66 10%	94 27%	9 9%
Net Happy	129 13%	42 16%	8 3%	35 20%	87 14%	42 11%	15 11%	15 14%	8 17%	10 11%	60 14%	13 11%	7 11%	9 9%	72 13%	32 15%	15 14%	33 12%	64 19%	32 8%	77 13%	38 11%	84 13%	44 13%	14 15%
Net not Happy	712 71%	161 63%	214 76%	127 71%	459 74%	253 67%	83 60%	79 73%	26 54%	55 61%	337 78%	87 74%	44 66%	44 45%	412 72%	176 80%	79 73%	222 81%	257 75%	233 61%	422 73%	242 69%	503 77%	208 60%	72 76%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.4 How you feel about receiving offers via: SMS/text message
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Not happy at all	428 43%	15 58%	97 51%	31 55%	19 59%	140 47%	88 47%	5 42%	3 51%	29 52%	6 31%	83 38%
Not very happy	284 28%	4 15%	36 19%	15 27%	8 25%	92 31%	58 31%	4 33%	1 15%	18 33%	7 36%	54 25%
Fairly happy	89 9%	4 15%	34 18%	6 10%	3 11%	17 6%	7 4%	1 6%	- -	3 6%	2 10%	9 4%
Very happy	39 4%	2 7%	9 5%	2 4%	- -	6 2%	- -	- -	1 16%	- -	- -	18 8%
Don't know	160 16%	1 4%	13 7%	3 5%	2 6%	41 14%	32 17%	2 19%	1 17%	6 10%	5 23%	57 26%
Net Happy	129 13%	6 22%	44 23%	8 14%	3 11%	23 8%	7 4%	1 6%	1 16%	3 6%	2 10%	27 12%
Net not Happy	712 71%	19 73%	132 70%	46 81%	27 83%	232 78%	145 79%	10 75%	4 66%	48 85%	13 67%	138 62%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANSLOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
Ombudsman/office of the ombudsman	95 9%	42 8%	53 10%	23 9%	19 8%	32 12%	21 9%	13 7%	21 10%	30 12%	21 11%	10 7%	34 8%	61 10%	16 12%	32 12%	24 10%	13 6%	4 7%	7 7%	47 12%	41 8%	5 7%	2 8%	23 8%		
Information commissioner's office	25 3%	11 2%	15 3%	8 3%	3 1%	11 4%	4 2%	3 2%	8 4%	7 3%	5 3%	1 1%	11 3%	14 2%	6 4%	9 3%	7 3%	3 2%	- -	- -	15 4%	11 2%	- -	- -	14 5%		
Data protection Commissioner's office	189 19%	100 20%	89 18%	66 26%	34 14%	58 22%	31 13%	24 13%	54 25%	64 25%	32 16%	15 11%	78 19%	111 19%	43 32%	71 26%	29 12%	32 16%	1 2%	13 14%	114 28%	62 12%	8 11%	5 23%	82 29%		
Director of consumer affairs	57 6%	27 5%	30 6%	14 6%	13 5%	17 6%	12 5%	8 4%	17 8%	26 10%	4 2%	2 2%	25 6%	32 5%	10 8%	18 6%	15 6%	11 5%	3 6%	- -	28 7%	29 6%	- -	- -	25 9%		
Press ombudsman	32 3%	16 3%	16 3%	9 4%	7 3%	9 3%	7 3%	4 2%	8 4%	14 5%	4 2%	2 2%	13 3%	20 3%	8 6%	11 4%	7 3%	6 3%	- -	* *	19 5%	13 3%	- -	* 2%	12 4%		
Gardai	296 30%	162 33%	134 27%	81 31%	81 34%	67 25%	67 29%	54 28%	68 32%	70 28%	62 31%	41 30%	122 30%	174 29%	38 28%	81 30%	77 33%	66 32%	8 14%	25 28%	119 29%	152 30%	21 29%	4 21%	100 35%		
Lawyer/Solicitor	185 18%	94 19%	91 18%	49 19%	45 19%	46 17%	45 19%	30 16%	47 22%	46 18%	38 19%	24 17%	77 19%	108 18%	26 19%	53 19%	43 18%	39 19%	4 7%	21 23%	78 19%	86 17%	18 25%	3 13%	58 20%		
TD's/Public Representative	13 1%	8 2%	5 1%	2 1%	6 3%	2 1%	3 1%	3 1%	5 2%	2 1%	3 2%	- -	8 2%	5 1%	- -	2 1%	6 2%	5 2%	- -	- -	2 1%	10 2%	- -	- -	4 1%		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Ombudsman/office of the ombudsman	95 9%	28 11%	22 8%	21 12%	67 11%	28 7%	12 9%	6 6%	1 3%	11 12%	45 10%	12 10%	8 11%	3 3%	55 10%	30 14%	6 6%	24 9%	42 12%	29 8%	80 14%	11 3%	74 11%	20 6%	95 100%
Information commissioner's office	25 3%	4 2%	3 1%	4 2%	22 4%	3 1%	5 3%	2 1%	- -	1 1%	16 4%	1 1%	1 2%	- -	12 2%	11 5%	2 1%	2 1%	19 6%	4 1%	20 3%	4 1%	20 3%	6 2%	11 12%
Data protection Commissioner's office	189 19%	33 13%	37 13%	37 20%	135 22%	54 14%	16 11%	11 11%	7 15%	5 5%	110 25%	25 21%	15 23%	9 9%	91 16%	77 35%	12 11%	39 14%	115 34%	36 9%	176 31%	3 1%	127 19%	62 18%	8 9%
Director of consumer affairs	57 6%	8 3%	14 5%	11 6%	37 6%	20 5%	6 4%	5 5%	2 4%	3 4%	32 7%	7 6%	2 3%	- -	35 6%	16 7%	6 5%	23 8%	25 7%	10 2%	43 8%	10 3%	42 6%	15 4%	8 8%
Press ombudsman	32 3%	1 *	16 6%	3 2%	24 4%	8 2%	1 1%	4 3%	1 3%	1 1%	16 4%	4 4%	5 7%	- -	18 3%	11 5%	4 3%	8 3%	14 4%	10 3%	22 4%	7 2%	19 3%	13 4%	5 6%
Gardai	296 30%	65 26%	81 29%	50 28%	192 31%	104 27%	32 23%	28 26%	16 32%	29 32%	134 31%	29 25%	28 42%	32 32%	169 30%	65 29%	30 27%	92 34%	88 26%	116 30%	143 25%	120 34%	200 31%	96 28%	14 15%
Lawyer/Solicitor	185 18%	33 13%	71 25%	24 13%	116 19%	69 18%	23 17%	21 19%	4 9%	25 28%	80 19%	13 11%	18 27%	21 21%	104 18%	40 18%	21 19%	50 18%	57 17%	77 20%	100 17%	61 17%	124 19%	61 18%	12 13%
TD's/Public Representative	13 1%	3 1%	4 1%	2 1%	6 1%	7 2%	- -	2 2%	2 5%	- -	4 1%	3 3%	1 2%	2 2%	7 1%	1 *	2 2%	5 2%	3 1%	6 1%	6 1%	5 2%	8 1%	4 1%	2 2%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Lawye r/ Solic itor	TD's/ Publi c Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Ombudsman/office of the ombudsman	95 9%	11 44%	8 4%	8 14%	5 17%	14 5%	12 6%	2 13%	1 18%	1 2%	2 12%	-
Information commissioner's office	25 3%	25 100%	8 4%	8 13%	4 13%	7 2%	6 3%	2 13%	1 15%	1 2%	2 12%	-
Data protection Commissioner's office	189 19%	8 33%	189 100%	14 25%	9 27%	17 6%	19 10%	2 19%	-	3 6%	2 12%	-
Director of consumer affairs	57 6%	8 30%	14 8%	57 100%	9 28%	18 6%	16 9%	3 26%	1 16%	2 3%	-	-
Press ombudsman	32 3%	4 17%	9 5%	9 16%	32 100%	13 4%	10 6%	2 19%	-	-	-	-
Gardai	296 30%	7 29%	17 9%	18 32%	13 40%	296 100%	68 37%	4 28%	2 35%	5 9%	-	-
Lawyer/Solicitor	185 18%	6 24%	19 10%	16 28%	10 32%	68 23%	185 100%	5 38%	4 69%	2 4%	-	-
TD's/Public Representative	13 1%	2 6%	2 1%	3 6%	2 8%	4 1%	5 3%	13 100%	-	-	-	-

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

	SEX		MARITAL STATUS				AGE							SOCIAL CLASS										REGION	
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
The media	6 1%	2 *	4 1%	1 *	1 *	2 1%	2 1%	2 1%	1 *	2 1%	1 1%	-	3 1%	3 1%	-	2 1%	3 1%	1 1%	-	-	2 *	4 1%	-	-	1 *
Would write a letter/ telephone/email organisation concerned	56 6%	19 4%	37 7%	11 4%	8 4%	17 6%	20 9%	9 5%	8 4%	20 8%	10 5%	9 7%	17 4%	39 7%	10 7%	15 6%	10 4%	11 5%	3 5%	8 8%	25 6%	24 5%	6 9%	1 6%	16 6%
Other	19 2%	7 1%	13 3%	4 2%	3 1%	8 3%	4 2%	1 1%	4 2%	3 1%	7 4%	4 3%	5 1%	15 2%	5 4%	4 1%	3 1%	3 2%	1 3%	3 3%	9 2%	7 1%	3 4%	-	-
DK/No Opinion	222 22%	111 22%	110 22%	51 20%	60 25%	51 19%	59 26%	60 32%	36 17%	45 18%	42 21%	38 27%	96 24%	125 21%	17 13%	42 16%	54 23%	53 25%	34 60%	22 24%	60 15%	140 28%	15 21%	7 35%	33 11%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONE R		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY			
	Base	REST OF LEIN	MUN	CONN ACHT/ ULS	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
		STER	STER	TER																					
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
The media	6 1%	2 1%	3 1%	- *	1 *	5 1%	1 1%	2 1%	- -	- -	2 *	1 1%	- -	- -	3 1%	1 *	2 1%	- -	3 1%	3 1%	2 *	2 1%	5 1%	1 *	1 1%
Would write a letter/ telephone/email organisation concerned	56 6%	18 7%	11 4%	11 6%	30 5%	26 7%	8 6%	8 7%	3 6%	5 6%	20 5%	10 8%	2 3%	5 5%	31 5%	13 6%	8 7%	18 7%	20 6%	19 5%	32 6%	16 5%	47 7%	9 3%	1 1%
Other	19 2%	12 5%	4 1%	3 2%	11 2%	9 2%	3 2%	1 1%	- -	3 3%	11 3%	- -	1 2%	2 2%	10 2%	6 3%	1 1%	9 3%	4 1%	6 2%	14 2%	4 1%	12 2%	7 2%	2 2%
DK/No Opinion	222 22%	66 26%	73 26%	50 28%	119 19%	103 27%	40 29%	41 37%	17 35%	19 21%	62 14%	32 27%	11 16%	29 29%	130 23%	23 10%	39 35%	56 20%	46 14%	119 31%	71 12%	149 42%	111 17%	110 32%	-

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.5 Where would you make a complaint about invasion of privacy?
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
The media	6 1%	1 3%	-	1 2%	-	2 1%	4 2%	-	6 100%	-	-	-
Would write a letter/ telephone/email organisation concerned	56 6%	1 3%	3 2%	2 3%	-	5 2%	2 1%	-	-	56 100%	-	-
Other	19 2%	2 9%	2 1%	-	-	-	-	-	-	-	19 100%	-
DK/No Opinion	222 22%	-	-	-	-	-	-	-	-	-	-	222 100%

Based on all aged 15+

		SEX							MARITAL STATUS							AGE							SOCIAL CLASS							REGION	
		SEX							MARITAL STATUS							AGE							SOCIAL CLASS							REGION	
		SEX							MARITAL STATUS							AGE							SOCIAL CLASS							REGION	
		Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN					
Base (nw)		926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273					
Base (wt)		1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285					
Effective Base		825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261					
Yes		576	289	287	170	120	171	116	88	125	172	127	64	213	363	96	192	128	108	13	40	288	249	29	11	197					
		58%	58%	57%	66%	50%	63%	50%	47%	58%	67%	64%	46%	53%	61%	71%	71%	54%	52%	23%	43%	71%	50%	40%	53%	69%					
No		353	176	177	71	105	77	100	88	77	62	56	70	164	189	24	66	93	88	43	37	91	225	29	8	74					
		35%	35%	35%	28%	44%	28%	43%	46%	36%	24%	28%	50%	41%	32%	18%	24%	39%	43%	77%	40%	22%	45%	40%	43%	26%					

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.6 Have you heard of the Data Protection Commissioner?
Based on all aged 15+

	COMPLAINT ABOUT INVASION OF PRIVACY																								
	REGION				AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		Ombudsman/office of the ombudsman	
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/Collegial	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes		No
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes	576 58%	146 57%	146 52%	87 48%	383 62%	193 51%	63 46%	48 45%	18 37%	43 48%	287 67%	76 65%	41 62%	41 42%	315 55%	169 77%	51 47%	168 62%	230 67%	178 47%	576 100%	- -	405 62%	171 49%	80 84%
No	353 35%	91 36%	118 42%	71 39%	203 33%	150 39%	67 48%	51 47%	29 61%	44 49%	105 24%	34 29%	23 35%	53 53%	216 38%	35 16%	49 45%	88 32%	85 25%	180 47%	- -	353 100%	198 30%	155 45%	11 11%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.6 Have you heard of the Data Protection Commissioner?

Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes	576 58%	20 79%	176 93%	43 76%	22 68%	143 48%	100 54%	6 44%	2 31%	32 57%	14 72%	71 32%
No	353 35%	4 14%	3 2%	10 17%	7 20%	120 40%	61 33%	5 43%	2 33%	16 28%	4 23%	149 67%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 LEGAL ENTITLEMENT (SUMMARY)

Based on all aged 15+

	Base	Yes	Not	
	Entit	entit	entit	Don't
	(wt)	led	led	Know
To get a copy of any information about you held by any organisation	1000	701 70%	55 6%	244 24%
To have inaccurate information about you corrected/deleted	1000	714 71%	54 5%	233 23%
To have your name removed from junk mail lists	1000	712 71%	58 6%	230 23%
To have your telephone number removed from direct marketing lists	1000	710 71%	57 6%	233 23%
To have any of your medical records deleted	1000	401 40%	210 21%	389 39%
To claim compensation through the courts if personal information held about you is misused	1000	579 58%	66 7%	355 35%
To get personal information about other people	1000	222 22%	457 46%	321 32%

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get a copy of any information about you held by any organisation
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes Entitled	701 70%	357 72%	344 68%	196 76%	160 67%	196 72%	148 64%	122 64%	156 73%	199 78%	137 69%	86 62%	278 69%	423 71%	116 86%	213 78%	160 68%	135 65%	20 35%	56 61%	329 81%	315 63%	44 60%	12 62%	227 80%
Not entitled	55 6%	26 5%	29 6%	13 5%	13 6%	14 5%	16 7%	12 6%	18 8%	11 4%	12 6%	2 2%	30 7%	25 4%	3 2%	8 3%	22 9%	11 5%	6 11%	5 6%	11 3%	39 8%	5 7%	- -	16 6%
Don't Know	244 24%	114 23%	131 26%	50 19%	64 27%	62 23%	69 30%	56 30%	41 19%	45 17%	51 26%	51 37%	97 24%	147 25%	16 12%	50 19%	55 23%	62 30%	31 55%	31 34%	66 16%	147 29%	23 32%	8 38%	42 15%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get a copy of any information about you held by any organisation
Based on all aged 15+

	COMPLAINT ABOUT INVASION OF PRIVACY																								
	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		Ombudsman/office of the ombudsman	
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes		No
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes Entitled	701 70%	147 58%	199 71%	127 71%	453 73%	248 65%	80 58%	69 64%	23 47%	58 64%	334 78%	88 75%	49 74%	51 52%	379 66%	200 91%	70 64%	194 71%	281 82%	225 59%	482 84%	163 46%	477 73%	223 64%	84 89%
Not entitled	55 6%	23 9%	8 3%	9 5%	39 6%	16 4%	7 5%	7 6%	6 12%	5 5%	25 6%	6 5%	1 2%	5 5%	34 6%	8 4%	7 7%	18 6%	23 7%	15 4%	24 4%	29 8%	50 8%	5 2%	2 2%
Don't Know	244 24%	85 33%	74 26%	43 24%	129 21%	116 30%	52 38%	33 30%	20 41%	28 31%	72 17%	23 20%	16 25%	43 44%	157 28%	13 6%	31 29%	62 23%	37 11%	142 37%	71 12%	161 46%	126 19%	118 34%	9 9%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get a copy of any information about you held by any organisation
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	701 70%	23 89%	182 96%	48 84%	29 90%	219 74%	138 74%	11 84%	5 85%	45 80%	15 80%	83 38%
Not entitled	55 6%	1 5%	4 2%	5 9%	1 3%	19 6%	9 5%	1 6%	- -	3 6%	3 16%	10 5%
Don't Know	244 24%	2 7%	3 2%	4 7%	2 7%	58 20%	39 21%	1 9%	1 15%	8 14%	1 4%	128 58%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have inaccurate information about you corrected/deleted
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION		
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes Entitled	714	363	350	195	168	198	152	124	156	203	138	93	279	435	112	210	168	141	21	62	323	329	48	13	219
	71%	73%	70%	76%	71%	73%	65%	65%	72%	80%	69%	67%	69%	73%	83%	77%	71%	68%	37%	67%	79%	66%	67%	67%	77%
Not entitled	54	29	25	17	12	10	14	13	16	10	12	3	29	25	6	9	18	9	6	5	15	33	5	-	23
	5%	6%	5%	6%	5%	4%	6%	7%	7%	4%	6%	2%	7%	4%	4%	3%	8%	4%	11%	6%	4%	7%	7%	-	8%
Don't Know	233	104	129	47	57	63	66	53	44	42	51	43	97	136	16	52	51	58	30	25	68	139	19	7	44
	23%	21%	26%	18%	24%	23%	28%	28%	20%	16%	25%	31%	24%	23%	12%	19%	22%	28%	53%	27%	17%	28%	26%	33%	15%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have inaccurate information about you corrected/deleted
Based on all aged 15+

	2010 Census of the United States,																							
--	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have inaccurate information about you corrected/deleted
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	714 71%	23 89%	178 94%	50 87%	29 90%	219 74%	141 76%	9 72%	4 69%	45 80%	15 79%	93 42%
Not entitled	54 5%	1 5%	5 2%	4 7%	1 3%	21 7%	5 3%	1 9%	1 16%	3 6%	3 16%	9 4%
Don't Know	233 23%	2 7%	6 3%	3 5%	2 7%	56 19%	39 21%	2 19%	1 15%	8 14%	1 5%	119 54%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your name removed from junk mail lists
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN		
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273		
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261		
Yes Entitled	712	355	358	194	161	198	160	130	157	201	139	85	287	425	115	215	164	135	22	62	330	321	48	14	209		
	71%	71%	71%	75%	68%	73%	69%	69%	73%	79%	70%	61%	71%	71%	85%	79%	69%	65%	39%	67%	81%	64%	66%	70%	73%		
Not entitled	58	33	24	17	17	13	11	11	10	17	14	6	21	36	5	13	18	13	5	3	19	36	3	-	24		
	6%	7%	5%	7%	7%	5%	5%	6%	5%	7%	7%	4%	5%	6%	4%	5%	8%	6%	9%	3%	5%	7%	4%	-	8%		
Don't Know	230	108	122	48	60	60	62	49	48	37	47	49	96	134	14	44	55	60	30	27	58	145	21	6	53		
	23%	22%	24%	18%	25%	22%	27%	26%	22%	15%	24%	35%	24%	22%	11%	16%	23%	29%	52%	30%	14%	29%	30%	30%	19%		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your name removed from junk mail lists
Based on all aged 15+

	USE INTERNET REGULARLY																									AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY						
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman					
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89					
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95					
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81					
Yes Entitled	712 71%	155 61%	218 78%	131 73%	459 74%	253 67%	82 59%	76 70%	25 51%	61 67%	333 77%	87 75%	47 72%	50 50%	394 69%	190 86%	79 72%	194 71%	284 83%	235 61%	483 84%	172 49%	485 74%	228 66%	84 89%					
Not entitled	58 6%	24 9%	3 1%	8 4%	40 6%	18 5%	5 4%	7 6%	4 8%	6 7%	25 6%	8 7%	2 3%	5 5%	30 5%	15 7%	7 6%	22 8%	24 7%	12 3%	30 5%	24 7%	52 8%	6 2%	5 5%					
Don't Know	230 23%	76 30%	60 21%	41 23%	121 20%	109 29%	51 37%	26 24%	20 41%	24 26%	72 17%	21 18%	16 25%	44 44%	146 26%	16 7%	24 22%	58 21%	33 10%	136 36%	64 11%	157 44%	117 18%	113 33%	6 6%					

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your name removed from junk mail lists
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	712 71%	24 93%	179 95%	47 83%	29 90%	214 72%	140 75%	8 66%	4 69%	42 75%	14 73%	98 44%
Not entitled	58 6%	- -	2 1%	6 10%	- -	24 8%	9 5%	1 6%	1 16%	7 12%	3 16%	7 3%
Don't Know	230 23%	2 7%	8 4%	4 6%	3 10%	57 19%	36 20%	4 28%	1 15%	7 13%	2 11%	116 53%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your telephone number removed from direct marketing lists
Based on all aged 15+

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGIO N
																			</								

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your telephone number removed from direct marketing lists
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes Entitled	710 71%	145 57%	219 78%	134 74%	461 74%	248 65%	79 57%	77 71%	24 50%	61 67%	332 77%	89 76%	47 72%	51 51%	393 69%	187 85%	78 72%	194 71%	284 83%	232 61%	473 82%	177 50%	483 74%	227 65%	81 85%
Not entitled	57 6%	29 11%	1 *	5 3%	36 6%	21 6%	5 3%	6 6%	4 8%	5 5%	26 6%	6 6%	5 8%	2 2%	35 6%	14 6%	6 6%	23 8%	22 6%	12 3%	32 5%	22 6%	54 8%	3 1%	5 5%
Don't Know	233 23%	81 32%	60 22%	41 23%	123 20%	110 29%	54 39%	26 23%	20 42%	25 28%	73 17%	22 19%	14 20%	46 46%	142 25%	20 9%	25 23%	57 21%	35 10%	138 36%	72 12%	154 44%	116 18%	117 34%	9 10%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have your telephone number removed from direct marketing lists
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	710 71%	23 89%	176 93%	45 80%	29 90%	223 75%	139 75%	8 66%	5 85%	44 78%	13 68%	98 44%
Not entitled	57 6%	1 5%	6 3%	5 8%	- -	20 7%	10 6%	2 15%	- -	5 8%	3 16%	7 3%
Don't Know	233 23%	2 7%	8 4%	7 12%	3 10%	53 18%	36 19%	2 19%	1 15%	8 14%	3 16%	117 53%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have any of your medical records deleted
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes Entitled	401 40%	215 43%	187 37%	121 47%	94 40%	104 38%	82 35%	66 35%	99 46%	106 42%	71 35%	59 42%	165 41%	236 40%	65 48%	115 42%	92 39%	81 39%	12 21%	36 39%	180 44%	185 37%	30 42%	6 29%	143 50%
Not entitled	210 21%	96 19%	114 23%	50 19%	46 19%	57 21%	58 25%	41 22%	44 20%	64 25%	46 23%	15 11%	85 21%	125 21%	34 25%	65 24%	51 21%	46 22%	8 15%	6 7%	99 24%	105 21%	5 7%	1 5%	83 29%
Don't Know	389 39%	186 37%	203 40%	88 34%	98 41%	110 41%	93 40%	83 44%	73 34%	85 33%	83 42%	65 47%	155 38%	234 39%	35 26%	92 34%	94 40%	81 39%	36 65%	50 54%	127 31%	211 42%	37 51%	13 66%	59 21%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have any of your medical records deleted
Based on all aged 15+

	REGION		AREA		WORKING STATUS							FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/OL	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes Entitled	401 40%	56 22%	121 43%	82 45%	265 43%	136 36%	34 25%	43 39%	11 22%	42 47%	187 43%	50 43%	34 51%	26 27%	229 40%	103 47%	43 40%	100 36%	162 48%	139 36%	268 46%	88 25%	252 39%	149 43%	46 49%
Not entitled	210 21%	76 30%	19 7%	32 18%	156 25%	54 14%	27 20%	21 19%	12 25%	14 16%	100 23%	25 21%	11 17%	15 15%	109 19%	63 29%	23 21%	73 27%	91 27%	46 12%	132 23%	68 19%	178 27%	32 9%	25 27%
Don't Know	389 39%	123 48%	140 50%	66 37%	199 32%	189 50%	77 56%	45 42%	26 53%	34 38%	144 33%	42 36%	21 31%	58 59%	233 41%	55 25%	43 39%	101 37%	88 26%	197 51%	176 31%	197 56%	223 34%	166 48%	23 25%

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To have any of your medical records deleted
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio e	Data prote e	Direc tion of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	401 40%	13 49%	120 63%	29 52%	21 67%	141 48%	95 52%	6 43%	5 85%	22 40%	6 31%	28 13%
Not entitled	210 21%	8 31%	34 18%	19 33%	4 13%	62 21%	31 16%	4 30%	- -	15 27%	9 45%	35 16%
Don't Know	389 39%	5 19%	35 18%	9 16%	7 20%	93 31%	59 32%	3 27%	1 15%	19 33%	5 24%	159 72%

Q.7 Are you legally entitled to: To claim compensation through the courts if personal information held about you is misused
Based on all aged 15+

	SEX			MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN	
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273	
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285	
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261	
Yes Entitled	579 58%	286 58%	293 58%	156 60%	131 55%	168 62%	125 54%	109 57%	125 58%	163 64%	115 58%	68 49%	233 58%	346 58%	98 72%	171 63%	137 58%	113 54%	14 24%	48 51%	268 66%	263 52%	37 52%	10 51%	200 70%	
Not entitled	66 7%	35 7%	31 6%	21 8%	14 6%	18 7%	13 6%	9 5%	15 7%	22 8%	17 8%	3 2%	25 6%	42 7%	9 7%	14 5%	21 9%	15 7%	6 10%	2 2%	23 6%	41 8%	2 3%	- -	26 9%	
Don't Know	355 35%	174 35%	180 36%	81 31%	93 39%	86 32%	95 41%	72 38%	75 35%	71 28%	68 34%	69 49%	147 36%	208 35%	28 21%	87 32%	80 34%	81 39%	37 65%	43 47%	115 28%	197 39%	33 46%	10 49%	59 21%	

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To claim compensation through the courts if personal information held about you is misused
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes Entitled	579 58%	108 42%	167 60%	104 58%	392 63%	187 49%	59 43%	63 58%	18 38%	48 53%	281 65%	74 63%	37 56%	36 36%	313 55%	165 75%	65 60%	150 55%	255 75%	174 46%	394 68%	130 37%	393 60%	186 54%	64 68%
Not entitled	66 7%	29 11%	2 1%	10 5%	46 7%	20 5%	11 8%	3 3%	5 11%	5 5%	26 6%	11 10%	5 7%	3 3%	43 7%	17 8%	3 3%	26 10%	22 6%	18 5%	37 6%	26 7%	54 8%	13 4%	8 8%
Don't Know	355 35%	119 47%	110 39%	66 37%	182 29%	173 46%	69 50%	43 39%	25 52%	38 42%	124 29%	32 27%	24 37%	60 61%	215 38%	39 17%	41 37%	97 35%	65 19%	190 50%	145 25%	197 56%	206 32%	149 43%	23 24%

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To claim compensation through the courts if personal information held about you is misused
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	579 58%	20 77%	166 88%	41 72%	29 90%	191 64%	120 65%	7 55%	4 69%	30 52%	16 83%	61 28%
Not entitled	66 7%	3 10%	3 1%	4 7%	- -	24 8%	9 5%	1 9%	1 16%	7 13%	- -	11 5%
Don't Know	355 35%	3 13%	20 11%	12 20%	3 10%	81 27%	56 30%	5 36%	1 15%	19 34%	3 17%	150 68%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get personal information about other people
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes Entitled	222 22%	114 23%	109 22%	72 28%	41 17%	65 24%	43 19%	34 18%	53 25%	73 29%	39 20%	23 16%	87 22%	135 23%	42 32%	66 24%	49 21%	43 20%	2 3%	20 22%	109 27%	93 19%	17 23%	4 18%	91 32%
Not entitled	457 46%	221 45%	236 47%	117 45%	104 44%	122 45%	114 49%	89 47%	99 46%	125 49%	92 46%	51 36%	189 47%	268 45%	66 49%	136 50%	115 48%	90 43%	19 33%	31 34%	203 50%	223 44%	24 33%	8 39%	140 49%
Don't Know	321 32%	161 33%	160 32%	69 27%	92 39%	84 31%	75 32%	66 35%	63 29%	57 22%	68 34%	67 48%	129 32%	192 32%	26 19%	69 25%	74 31%	76 36%	36 64%	41 44%	95 23%	185 37%	32 44%	9 43%	54 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get personal information about other people
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY	AWARE DATA PROTECTION COMMISSIONER	PERSONAL EXPERIENCE OF PRIVACY INVASION	COMPLAINT ABOUT INVASION OF PRIVACY					
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes Entitled	222 22%	32 12%	46 16%	54 30%	157 25%	65 17%	19 14%	21 19%	7 15%	12 13%	109 25%	28 24%	27 40%	10 10%	126 22%	65 30%	22 20%	63 23%	92 27%	67 18%	169 29%	32 9%	134 20%	88 26%	24 25%
Not entitled	457 46%	109 43%	130 46%	78 43%	303 49%	154 40%	52 37%	51 47%	19 40%	50 55%	213 49%	56 48%	16 25%	38 38%	238 42%	128 58%	53 48%	117 43%	198 58%	142 37%	285 49%	134 38%	352 54%	105 30%	54 57%
Don't Know	321 32%	115 45%	105 37%	48 27%	160 26%	161 42%	68 49%	37 34%	22 45%	29 32%	110 25%	32 27%	23 35%	52 53%	207 36%	27 12%	35 32%	93 34%	52 15%	173 45%	122 21%	187 53%	168 26%	153 44%	17 18%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.7 Are you legally entitled to: To get personal information about other people
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes Entitled	222 22%	8 33%	84 44%	17 29%	17 52%	73 25%	52 28%	4 28%	2 36%	13 24%	2 10%	11 5%
Not entitled	457 46%	15 57%	84 44%	32 57%	11 35%	155 53%	77 41%	6 46%	3 49%	32 57%	14 71%	62 28%
Don't Know	321 32%	3 10%	22 11%	8 14%	4 13%	67 23%	56 31%	3 26%	1 15%	11 20%	4 20%	148 67%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8a Do you use the internet at all nowadays?
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes - Occasionally	274 27%	134 27%	140 28%	75 29%	59 25%	77 28%	62 27%	67 35%	61 28%	92 36%	41 21%	13 9%	127 31%	147 25%	42 31%	72 27%	80 34%	52 25%	7 12%	21 23%	114 28%	139 28%	19 26%	2 11%	88 31%
Yes - Frequently	341 34%	168 34%	174 34%	91 35%	77 32%	85 31%	89 38%	91 48%	105 49%	91 36%	43 22%	11 8%	196 48%	146 24%	72 54%	133 49%	67 28%	55 26%	3 4%	11 12%	206 51%	125 25%	9 13%	2 10%	143 50%
No	382 38%	194 39%	188 37%	93 36%	101 43%	106 39%	82 35%	32 17%	50 23%	70 28%	114 57%	116 83%	82 20%	300 50%	19 14%	66 24%	89 38%	102 49%	47 84%	59 64%	85 21%	238 47%	43 59%	16 79%	55 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8a Do you use the internet at all nowadays?
Based on all aged 15+

	REGION		AREA		WORKING STATUS					FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes - Occasionally	274 27%	90 35%	57 20%	39 21%	166 27%	108 28%	32 23%	40 37%	7 14%	11 12%	133 31%	33 28%	18 27%	15 15%	159 28%	61 28%	39 36%	274 100%	- -	- -	168 29%	88 25%	186 29%	87 25%	24 25%
Yes - Frequently	341 34%	62 24%	76 27%	61 34%	259 42%	82 22%	23 16%	59 54%	9 18%	12 13%	191 44%	31 27%	16 25%	7 7%	137 24%	138 62%	60 55%	- -	341 100%	- -	230 40%	85 24%	267 41%	75 22%	42 44%
No	382 38%	102 40%	145 52%	81 45%	195 31%	187 49%	81 59%	10 9%	33 68%	68 75%	107 25%	52 45%	32 48%	78 79%	272 48%	22 10%	10 9%	- -	- -	382 100%	178 31%	180 51%	200 31%	182 52%	29 31%

DATA PROTECTION RESEARCH

Q.8a Do you use the internet at all nowadays?
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes - Occasionally	274 27%	2 7%	39 20%	23 40%	8 25%	92 31%	50 27%	5 35%	-	18 32%	9 46%	56 25%
Yes - Frequently	341 34%	19 76%	115 61%	25 44%	14 43%	88 30%	57 31%	3 22%	3 48%	20 35%	4 21%	46 21%
No	382 38%	4 17%	36 19%	10 17%	10 32%	116 39%	77 42%	6 43%	3 52%	19 34%	6 33%	119 54%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 INTERNET CONCERNS (SUMMARY)

Based on all aged 15+

	Base Entit (wt)	Yes Entit led	Not entit led	Don't Know
The information that might appear if someone entered your name into a search engine	615	400 65%	136 22%	79 13%
The amount of personal information you are asked for when signing up or registering on a website	615	410 67%	126 20%	79 13%
Privacy settings for your personal profile on social networking sites	615	376 61%	143 23%	97 16%
Information that you have deleted from your social networking pages or email account resurfacing on the internet in future	615	401 65%	123 20%	91 15%
Privacy statements on website detailing how data regarding your visit to the site is gathered or reused	615	403 65%	118 19%	94 15%
Your internet usage logs being retained or monitored	615	386 63%	133 22%	96 16%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The information that might appear if someone entered your name into a search engine
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	400 65%	193 64%	207 66%	112 68%	81 59%	108 66%	99 66%	99 63%	110 67%	124 68%	54 63%	13 54%	209 65%	191 65%	76 67%	140 68%	95 64%	69 65%	3 33%	16 52%	216 68%	167 63%	14 52%	2 49%	162 70%
Not entitled	136 22%	65 21%	72 23%	30 18%	35 26%	37 23%	35 23%	35 22%	35 21%	42 23%	20 24%	4 18%	70 22%	66 23%	28 25%	40 19%	37 25%	18 17%	4 44%	9 28%	68 21%	60 23%	7 24%	2 51%	46 20%
Don't Know	79 13%	45 15%	34 11%	24 15%	21 15%	18 11%	16 11%	24 15%	20 12%	17 10%	11 13%	7 28%	44 13%	35 12%	10 9%	26 12%	15 10%	20 18%	2 23%	7 20%	35 11%	37 14%	7 24%	- -	23 10%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The information that might appear if someone entered your name into a search engine
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	400 65%	76 50%	98 73%	64 65%	289 68%	111 58%	35 65%	61 62%	7 47%	14 60%	224 69%	40 62%	18 52%	16 74%	191 65%	130 65%	63 63%	173 63%	227 67%	- -	282 71%	86 50%	299 66%	101 62%	45 69%
Not entitled	136 22%	38 25%	20 15%	32 32%	90 21%	46 24%	14 26%	24 24%	6 38%	6 28%	64 20%	17 26%	7 19%	1 7%	56 19%	54 27%	25 25%	55 20%	81 24%	- -	82 21%	45 26%	104 23%	32 20%	16 24%
Don't Know	79 13%	38 25%	15 11%	3 3%	46 11%	33 17%	5 10%	14 14%	2 16%	3 12%	37 11%	8 12%	10 28%	4 19%	49 16%	15 7%	12 12%	46 17%	33 10%	- -	34 9%	42 24%	50 11%	29 18%	4 7%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The information that might appear if someone entered your name into a search engine
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	400 65%	15 73%	121 79%	30 64%	17 77%	111 62%	75 69%	5 73%	1 36%	30 79%	4 30%	44 43%
Not entitled	136 22%	5 23%	30 20%	12 26%	5 23%	46 26%	20 19%	2 27%	2 64%	5 12%	5 38%	21 20%
Don't Know	79 13%	1 4%	2 1%	5 10%	- -	22 12%	13 12%	- -	- -	3 9%	4 33%	37 37%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The amount of personal information you are asked for when signing up or registering on a website
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION		
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	410 67%	205 68%	204 65%	117 71%	88 65%	109 67%	95 63%	101 64%	105 63%	135 74%	53 62%	16 66%	206 64%	204 70%	78 68%	141 69%	103 70%	68 64%	2 23%	17 54%	219 68%	174 66%	15 55%	2 49%	161 70%
Not entitled	126 20%	55 18%	71 23%	24 14%	31 23%	36 22%	35 23%	34 21%	38 23%	29 16%	23 28%	1 6%	72 22%	54 18%	25 22%	37 18%	29 20%	18 17%	5 54%	11 35%	62 19%	53 20%	9 33%	2 51%	45 19%
Don't Know	79 13%	41 14%	38 12%	25 15%	17 12%	17 11%	21 14%	23 15%	22 13%	19 10%	9 10%	7 28%	45 14%	34 12%	11 10%	28 13%	15 10%	20 19%	2 23%	3 11%	39 12%	37 14%	3 12%	- -	25 11%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The amount of personal information you are asked for when signing up or registering on a website
Based on all aged 15+

	USE INTERNET REGULARLY																				AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION														
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/LE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	410 67%	86 57%	96 72%	67 67%	301 71%	109 57%	33 61%	59 60%	7 47%	18 76%	226 70%	47 73%	19 55%	17 82%	190 64%	142 72%	61 61%	175 64%	235 69%	- -	282 71%	94 54%	309 68%	101 62%	52 79%
Not entitled	126 20%	32 21%	20 15%	29 29%	76 18%	50 26%	13 23%	24 24%	6 37%	3 12%	61 19%	13 20%	7 20%	1 7%	58 20%	41 21%	26 26%	48 18%	78 23%	- -	82 21%	37 21%	99 22%	27 17%	10 16%
Don't Know	79 13%	33 22%	17 13%	4 4%	48 11%	31 16%	8 16%	16 16%	2 16%	3 12%	38 12%	4 6%	8 25%	2 12%	48 16%	16 8%	13 13%	51 19%	29 8%	- -	34 9%	42 24%	45 10%	34 21%	3 5%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: The amount of personal information you are asked for when signing up or registering on a website
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	410 67%	18 84%	119 77%	32 68%	16 73%	111 62%	73 68%	4 58%	1 36%	30 80%	7 53%	49 48%
Not entitled	126 20%	2 12%	32 21%	9 20%	6 27%	43 24%	24 23%	2 30%	2 64%	5 13%	3 24%	15 15%
Don't Know	79 13%	1 4%	3 2%	6 12%	- -	25 14%	10 10%	1 11%	- -	3 8%	3 22%	38 37%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy settings for your personal profile on social networking sites
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	376 61%	193 64%	183 58%	109 66%	84 62%	95 59%	88 58%	90 57%	104 63%	120 65%	48 57%	15 61%	193 60%	182 62%	74 65%	125 61%	86 58%	69 65%	5 53%	16 52%	199 62%	160 61%	14 52%	2 49%	140 61%
Not entitled	143 23%	57 19%	85 27%	28 17%	30 22%	45 28%	41 27%	41 26%	37 22%	41 22%	21 25%	3 11%	78 24%	65 22%	23 20%	46 22%	42 28%	17 16%	3 35%	12 36%	69 21%	62 24%	10 36%	2 40%	58 25%
Don't Know	97 16%	52 17%	45 14%	29 18%	22 16%	22 14%	23 15%	27 17%	25 15%	23 13%	15 18%	7 28%	52 16%	45 15%	17 15%	35 17%	20 14%	20 18%	1 13%	4 12%	52 16%	41 16%	3 12%	* 11%	32 14%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy settings for your personal profile on social networking sites
Based on all aged 15+

	USE INTERNET REGULARLY																				AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	376 61%	73 48%	100 75%	63 63%	271 64%	104 55%	33 61%	55 56%	9 59%	16 69%	199 61%	40 62%	23 67%	18 84%	177 60%	124 62%	57 57%	154 56%	222 65%	-	263 66%	89 51%	278 61%	98 60%	44 68%
Not entitled	143 23%	38 25%	17 13%	29 29%	93 22%	50 26%	9 17%	27 27%	4 24%	3 15%	75 23%	20 31%	4 12%	-	64 22%	51 25%	28 29%	67 24%	76 22%	-	89 22%	42 24%	110 24%	32 20%	14 21%
Don't Know	97 16%	41 27%	16 12%	7 7%	60 14%	36 19%	12 22%	17 17%	3 17%	4 16%	50 15%	4 6%	7 21%	3 16%	55 19%	24 12%	14 14%	53 19%	44 13%	-	46 11%	43 25%	65 14%	32 20%	7 11%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy settings for your personal profile on social networking sites
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio e	Data prote e	Direc tion of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	376 61%	16 76%	116 76%	34 71%	15 67%	98 55%	66 61%	4 58%	1 35%	27 71%	6 46%	52 51%
Not entitled	143 23%	3 14%	29 19%	7 14%	6 28%	52 29%	27 25%	3 42%	2 65%	6 17%	3 24%	14 14%
Don't Know	97 16%	2 10%	8 5%	7 14%	1 5%	30 17%	15 14%	- -	- -	4 11%	4 30%	36 35%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Information that you have deleted from your social networking pages or email account resurfacing on the internet in future
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	401 65%	196 65%	205 65%	116 70%	80 59%	105 65%	100 66%	97 61%	108 65%	130 71%	50 59%	16 66%	205 63%	196 67%	81 71%	129 63%	102 69%	67 63%	5 50%	17 53%	211 66%	174 66%	14 52%	2 57%	159 69%
Not entitled	123 20%	58 19%	65 21%	24 14%	35 25%	33 21%	32 21%	36 23%	33 20%	31 17%	22 26%	1 6%	69 21%	54 18%	25 22%	44 21%	27 19%	19 18%	2 26%	6 19%	68 21%	49 18%	5 17%	1 32%	44 19%
Don't Know	91 15%	47 16%	43 14%	26 15%	22 16%	24 15%	20 13%	25 16%	24 14%	22 12%	13 15%	7 28%	49 15%	42 14%	8 7%	33 16%	18 12%	21 20%	2 23%	9 28%	41 13%	41 16%	9 31%	* 11%	28 12%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Information that you have deleted from your social networking pages or email account resurfacing on the internet in future
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY	AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occas ional	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	401 65%	73 48%	99 74%	69 70%	286 67%	115 61%	35 64%	60 61%	11 69%	17 73%	219 68%	40 62%	19 56%	17 82%	193 65%	129 65%	62 62%	162 59%	239 70%	- -	277 70%	97 56%	302 67%	99 61%	45 68%
Not entitled	123 20%	43 28%	15 11%	22 22%	87 20%	36 19%	9 17%	23 24%	1 8%	4 15%	62 19%	18 28%	5 16%	1 7%	50 17%	47 24%	25 25%	57 21%	66 19%	- -	82 21%	30 17%	93 20%	30 19%	18 27%
Don't Know	91 15%	35 23%	19 15%	8 8%	52 12%	39 20%	10 19%	15 16%	4 23%	3 12%	43 13%	6 10%	10 28%	2 12%	53 18%	23 11%	13 13%	55 20%	36 10%	- -	40 10%	46 27%	58 13%	32 20%	3 5%

FIELDWORK : 16th - 25th April 2008

DATA PROTECTION RESEARCH

Q.8 Concerns about: Information that you have deleted from your social networking pages or email account resurfacing on the internet in future
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	401 65%	15 71%	119 77%	34 72%	19 85%	108 60%	75 70%	6 77%	1 36%	29 76%	4 35%	49 48%
Not entitled	123 20%	5 25%	27 18%	8 16%	2 10%	45 25%	16 15%	2 23%	1 35%	5 13%	3 25%	15 15%
Don't Know	91 15%	1 4%	8 5%	6 12%	1 5%	27 15%	17 16%	- -	1 29%	4 11%	5 40%	38 37%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy statements on website detailing how data regarding your visit to the site is gathered or reused
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	403 65%	199 66%	204 65%	119 72%	80 59%	107 66%	97 64%	97 61%	109 66%	131 71%	51 61%	15 61%	206 64%	197 67%	83 72%	136 66%	94 64%	69 64%	5 51%	16 52%	219 68%	168 64%	14 52%	2 49%	160 70%
Not entitled	118 19%	53 18%	65 21%	22 13%	31 23%	34 21%	32 21%	35 22%	28 17%	33 18%	19 23%	3 11%	63 19%	55 19%	20 18%	37 18%	32 22%	15 15%	3 37%	10 31%	57 18%	51 19%	8 28%	2 51%	39 17%
Don't Know	94 15%	50 17%	44 14%	25 15%	25 18%	22 13%	22 15%	26 17%	28 17%	20 11%	14 16%	7 28%	54 17%	40 14%	11 10%	32 16%	21 15%	22 21%	1 13%	5 17%	44 14%	45 17%	5 20%	- -	31 14%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy statements on website detailing how data regarding your visit to the site is gathered or reused
Based on all aged 15+

	USE INTERNET REGULARLY																				AWARE DATA PROTECTION COMMISSIONER	PERSONAL EXPERIENCE OF PRIVACY INVASION	COMPLAINT ABOUT INVASION OF PRIVACY		
	REGION		AREA		WORKING STATUS							FINISHED EDUCATION													
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	403 65%	71 47%	102 76%	70 71%	294 69%	108 57%	32 58%	60 61%	9 57%	15 67%	222 68%	44 69%	20 58%	17 82%	188 64%	136 68%	62 62%	168 61%	235 69%	- -	280 70%	94 54%	304 67%	99 61%	47 72%
Not entitled	118 19%	42 28%	17 12%	20 20%	75 18%	43 22%	12 22%	23 23%	3 20%	5 21%	58 18%	12 19%	5 14%	1 7%	52 18%	40 20%	24 25%	50 18%	68 20%	- -	75 19%	33 19%	91 20%	28 17%	13 20%
Don't Know	94 15%	39 26%	15 12%	9 9%	55 13%	39 21%	11 20%	16 16%	4 23%	3 12%	44 14%	8 12%	9 27%	2 12%	56 19%	23 11%	13 13%	55 20%	39 11%	- -	43 11%	46 27%	58 13%	36 22%	5 8%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Privacy statements on website detailing how data regarding your visit to the site is gathered or reused
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio e	Data prote e	Direc tion tor	Press ombud sman	Garda i	Solic itor	TD's/ Publi c	Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	403 65%	14 68%	125 81%	34 72%	17 77%	108 60%	70 65%	5 73%	1 36%	27 72%	7 53%	50 49%
Not entitled	118 19%	5 24%	22 14%	7 16%	4 18%	42 23%	22 20%	1 11%	1 35%	4 12%	3 24%	15 15%
Don't Know	94 15%	2 9%	7 4%	6 12%	1 5%	30 17%	16 15%	1 15%	1 29%	6 16%	3 22%	37 36%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Your internet usage logs being retained or monitored
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION		
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	582	276	306	149	127	161	145	147	174	177	69	15	321	261	85	213	166	89	9	20	298	264	11	9	223
Base (wt)	615	302	313	166	136	162	151	158	165	183	85	24	323	292	114	206	148	106	9	32	320	263	28	4	230
Effective Base	532	251	282	141	110	146	136	134	164	169	64	12	296	238	83	208	162	86	9	14	284	252	10	9	213
Yes Entitled	386 63%	189 62%	197 63%	105 64%	83 61%	106 65%	92 61%	91 57%	106 64%	124 68%	50 60%	15 61%	197 61%	189 65%	79 69%	129 63%	89 60%	66 62%	5 50%	19 58%	208 65%	160 61%	17 60%	2 49%	143 62%
Not entitled	133 22%	62 21%	71 23%	31 18%	32 23%	32 20%	38 25%	43 27%	32 19%	39 21%	17 20%	3 11%	75 23%	58 20%	21 19%	45 22%	42 29%	18 17%	2 26%	4 14%	66 21%	63 24%	3 10%	2 40%	61 26%
Don't Know	96 16%	51 17%	45 14%	30 18%	21 15%	24 15%	21 14%	24 15%	27 16%	21 11%	17 21%	7 28%	51 16%	45 15%	14 12%	32 16%	16 11%	22 21%	2 23%	9 28%	46 14%	41 15%	9 31%	* 11%	27 12%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.8 Concerns about: Your internet usage logs being retained or monitored
Based on all aged 15+

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/office of the ombudsman
Base (nw)	582	138	125	96	403	179	66	106	18	20	292	55	25	18	274	183	107	258	324	-	375	169	431	151	59
Base (wt)	615	152	134	99	425	190	54	99	15	23	325	64	34	21	296	199	99	274	341	-	398	173	453	162	65
Effective Base	532	127	111	82	385	150	62	100	17	19	272	50	21	17	243	173	101	229	304	-	350	149	402	131	54
Yes Entitled	386 63%	70 46%	100 75%	73 74%	271 64%	115 60%	34 62%	59 60%	9 58%	18 77%	208 64%	43 67%	15 44%	17 81%	174 59%	134 67%	61 61%	160 59%	225 66%	- -	265 67%	91 52%	289 64%	97 60%	49 74%
Not entitled	133 22%	39 26%	15 12%	18 18%	101 24%	32 17%	11 21%	26 26%	2 14%	3 11%	72 22%	15 22%	4 13%	- -	63 21%	43 21%	27 27%	54 20%	80 23%	- -	87 22%	37 21%	100 22%	33 21%	12 19%
Don't Know	96 16%	43 28%	18 14%	8 8%	52 12%	43 23%	9 17%	14 14%	4 28%	3 12%	44 14%	7 10%	15 44%	4 19%	58 20%	23 11%	11 11%	60 22%	36 11%	- -	46 12%	46 26%	64 14%	32 19%	5 7%

DATA PROTECTION RESEARCH

Q.8 Concerns about: Your internet usage logs being retained or monitored
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	582	20	143	47	22	170	105	8	3	34	9	103
Base (wt)	615	21	153	47	22	180	107	7	3	37	13	102
Effective Base	532	19	135	45	20	154	98	8	3	32	7	92
Yes Entitled	386 63%	17 78%	115 75%	38 79%	19 86%	107 60%	69 64%	5 73%	1 36%	23 62%	7 53%	50 49%
Not entitled	133 22%	4 17%	30 19%	4 9%	3 14%	45 25%	22 20%	- -	1 35%	7 19%	2 14%	16 15%
Don't Know	96 16%	1 4%	8 5%	6 12%	- -	27 15%	17 16%	2 27%	1 29%	7 19%	4 33%	36 36%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 PERSONAL INFORMATION HELD BY ORGANISATIONS (SUMMARY)

Based on all aged 15+

		(2)St rongl y agree	(1)Sl ightl y agree	(0)Ne ither agree ree	(- 1)Sl ighl y disag ree	(- 2)Str ongly disag ree	Don't know	Net Agree	Net Disag ree	Mean
Public Sector organisations keep personal information held about you in a safe and secure manner	1000	231 23%	328 33%	123 12%	53 5%	98 10%	167 17%	559 56%	152 15%	0.65
Private Sector organisations keep personal information held about you in a safe and secure manner	1000	245 24%	284 28%	132 13%	76 8%	99 10%	165 16%	529 53%	175 17%	0.60
Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately	1000	244 24%	272 27%	120 12%	75 8%	105 11%	184 18%	516 52%	180 18%	0.58
Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately	1000	215 21%	280 28%	132 13%	78 8%	112 11%	183 18%	495 49%	191 19%	0.50

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Strongly agree	231 23%	117 24%	114 23%	65 25%	52 22%	67 25%	48 20%	39 21%	50 23%	60 23%	53 27%	28 20%	90 22%	141 24%	38 28%	72 26%	57 24%	39 19%	8 14%	18 19%	109 27%	104 21%	15 20%	3 15%	83 29%
(1) Slightly agree	328 33%	163 33%	164 33%	80 31%	84 35%	97 36%	67 29%	62 33%	69 32%	86 34%	61 30%	50 36%	131 32%	197 33%	51 38%	86 32%	82 34%	65 31%	15 27%	29 31%	137 34%	162 32%	19 27%	9 47%	99 35%
(0) Neither agree nor disagree	123 12%	63 13%	59 12%	42 16%	21 9%	28 10%	31 13%	18 10%	27 13%	31 12%	24 12%	22 16%	45 11%	77 13%	12 9%	35 13%	29 12%	26 12%	4 7%	17 18%	48 12%	58 12%	12 16%	5 24%	25 9%
(-1) Slightly disagree	53 5%	22 4%	31 6%	7 3%	15 6%	17 6%	14 6%	16 8%	6 3%	10 4%	14 7%	6 5%	22 5%	31 5%	10 7%	18 7%	7 3%	9 4%	1 2%	9 10%	27 7%	17 3%	9 13%	- -	11 4%
(-2) Strongly disagree	98 10%	53 11%	46 9%	27 11%	25 11%	23 9%	22 10%	13 7%	27 13%	30 12%	21 10%	7 5%	40 10%	58 10%	11 8%	25 9%	29 12%	26 13%	2 4%	6 6%	36 9%	57 11%	5 7%	1 3%	36 12%
Don't know	167 17%	77 16%	89 18%	37 14%	40 17%	39 14%	51 22%	41 22%	35 16%	38 15%	26 13%	26 19%	76 19%	91 15%	13 10%	36 13%	35 15%	43 21%	26 46%	14 16%	49 12%	104 21%	12 17%	2 12%	31 11%
Net Agree	559 56%	280 57%	279 55%	145 56%	136 57%	164 61%	114 49%	101 53%	119 56%	146 57%	114 57%	78 56%	221 54%	338 57%	89 66%	158 58%	138 58%	104 50%	23 41%	46 50%	247 61%	266 53%	34 47%	12 62%	182 64%
Net Disagree	152 15%	75 15%	77 15%	35 13%	40 17%	40 15%	37 16%	29 15%	33 16%	41 16%	35 18%	13 10%	62 15%	89 15%	20 15%	43 16%	35 15%	35 17%	3 6%	15 16%	63 16%	74 15%	14 20%	1 3%	47 16%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY	
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2)Strongly agree	231 23%	39 15%	36 13%	74 41%	149 24%	82 22%	31 22%	24 22%	5 11%	24 26%	116 27%	17 15%	14 21%	19 19%	122 21%	66 30%	24 22%	80 29%	83 24%	68 18%	150 26%	69 20%	170 26%	62 18%	25 26%
(1)Slightly agree	328 33%	82 32%	93 33%	54 30%	205 33%	123 32%	48 35%	36 33%	13 26%	30 33%	144 33%	37 31%	21 32%	22 22%	194 34%	76 34%	36 33%	76 28%	127 37%	125 33%	194 34%	116 33%	192 29%	136 39%	29 31%
(0)Neither agree nor disagree	123 12%	38 15%	53 19%	6 3%	52 8%	71 19%	12 9%	9 8%	5 9%	11 12%	46 11%	24 21%	15 23%	16 16%	69 12%	29 13%	8 8%	25 9%	42 12%	56 15%	81 14%	33 9%	88 14%	34 10%	13 14%
(-1)Slightly disagree	53 5%	19 7%	17 6%	6 3%	25 4%	28 7%	6 5%	9 8%	2 4%	4 4%	23 5%	5 4%	5 7%	4 4%	31 5%	10 5%	9 8%	24 9%	14 4%	14 4%	27 5%	16 5%	36 6%	17 5%	6 7%
(-2)Strongly disagree	98 10%	32 13%	7 2%	24 13%	74 12%	25 7%	9 6%	5 4%	5 10%	7 7%	55 13%	14 12%	5 8%	15 15%	55 10%	24 11%	5 4%	32 12%	38 11%	29 8%	68 12%	18 5%	83 13%	15 4%	11 12%
Don't know	167 17%	45 18%	75 27%	16 9%	115 19%	52 14%	32 23%	27 25%	19 40%	15 17%	48 11%	20 17%	6 9%	25 25%	99 17%	16 7%	27 25%	38 14%	37 11%	90 24%	57 10%	100 28%	84 13%	83 24%	10 10%
Net Agree	559 56%	121 47%	128 46%	128 71%	354 57%	205 54%	79 57%	60 55%	18 37%	54 60%	260 60%	54 46%	35 53%	40 41%	317 56%	142 64%	60 55%	156 57%	210 62%	193 50%	344 60%	185 52%	361 55%	198 57%	54 57%
Net Disagree	152 15%	52 20%	24 8%	30 17%	99 16%	53 14%	15 11%	13 12%	7 14%	10 11%	78 18%	19 16%	10 15%	18 18%	86 15%	34 16%	13 12%	55 20%	52 15%	43 11%	95 16%	35 10%	119 18%	32 9%	18 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Strongly agree	231 23%	2 8%	52 27%	9 16%	3 10%	83 28%	41 22%	1 6%	-	11 20%	6 30%	30 14%
(1) Slightly agree	328 33%	8 32%	68 36%	20 35%	17 54%	92 31%	61 33%	3 24%	1 17%	14 24%	3 15%	62 28%
(0) Neither agree nor disagree	123 12%	4 14%	25 13%	3 5%	2 5%	39 13%	27 14%	-	1 16%	10 18%	3 16%	30 13%
(-1) Slightly disagree	53 5%	2 9%	2 1%	4 7%	1 3%	21 7%	13 7%	2 13%	2 37%	2 4%	3 16%	5 2%
(-2) Strongly disagree	98 10%	6 23%	34 18%	13 23%	8 25%	33 11%	19 10%	3 22%	-	9 17%	1 5%	12 5%
Don't know	167 17%	3 13%	7 4%	8 14%	1 3%	29 10%	24 13%	4 35%	2 29%	10 18%	4 18%	83 37%
Net Agree	559 56%	10 40%	120 63%	29 51%	21 64%	174 59%	102 55%	4 31%	1 17%	25 44%	9 45%	92 42%
Net Disagree	152 15%	8 33%	37 19%	17 29%	9 28%	54 18%	32 17%	4 35%	2 37%	11 20%	4 21%	17 7%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Mean	0.65	0.64	0.65	0.67	0.62	0.72	0.57	0.66	0.61	0.62	0.64	0.76	0.63	0.66	0.79	0.68	0.65	0.50	0.85	0.56	0.72	0.60	0.48	0.81	0.72
Std Dev	1.27	1.29	1.26	1.27	1.30	1.24	1.29	1.23	1.33	1.31	1.32	1.09	1.29	1.27	1.22	1.27	1.31	1.34	1.09	1.18	1.25	1.31	1.26	0.85	1.34
Std Err	0.04	0.06	0.06	0.09	0.10	0.08	0.09	0.10	0.09	0.09	0.11	0.12	0.07	0.06	0.12	0.08	0.08	0.10	0.16	0.18	0.07	0.06	0.24	0.14	0.08
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.02	0.01	0.01	0.01	0.03	0.03	*	*	0.06	0.02	0.01

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

		REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Mean	0.65	-0.09	0.56	0.18	0.22	0.64	0.58	-0.30	-0.28	0.33	0.61	0.68
Std Dev	1.27	1.42	1.41	1.52	1.43	1.32	1.28	1.58	0.96	1.43	1.35	1.11
Std Err	0.04	0.29	0.11	0.21	0.27	0.08	0.10	0.44	0.39	0.21	0.38	0.08
Error Var	*	0.09	0.01	0.04	0.07	0.01	0.01	0.20	0.15	0.05	0.15	0.01

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Strongly agree	245 24%	123 25%	121 24%	69 27%	55 23%	75 28%	46 20%	50 26%	55 26%	60 23%	55 27%	25 18%	105 26%	140 23%	37 28%	77 28%	65 28%	40 19%	9 16%	16 17%	114 28%	115 23%	13 18%	3 16%	104 36%
(1) Slightly agree	284 28%	134 27%	150 30%	57 22%	78 33%	87 32%	63 27%	51 27%	54 25%	75 29%	53 26%	50 36%	106 26%	178 30%	43 32%	74 27%	65 27%	55 27%	15 27%	31 34%	117 29%	135 27%	23 32%	8 41%	68 24%
(0) Neither agree nor disagree	132 13%	72 14%	60 12%	48 19%	23 10%	31 11%	29 13%	21 11%	31 15%	33 13%	32 16%	15 10%	52 13%	80 14%	25 18%	34 12%	33 14%	27 13%	1 2%	12 13%	58 14%	61 12%	7 9%	6 29%	32 11%
(-1) Slightly disagree	76 8%	36 7%	40 8%	21 8%	15 6%	17 6%	22 10%	17 9%	15 7%	18 7%	13 6%	13 9%	32 8%	44 7%	8 6%	28 10%	11 4%	12 6%	2 3%	15 16%	36 9%	24 5%	15 21%	- -	21 7%
(-2) Strongly disagree	99 10%	53 11%	46 9%	25 10%	28 12%	23 8%	23 10%	15 8%	27 13%	31 12%	19 9%	7 5%	42 10%	57 10%	10 8%	22 8%	31 13%	28 13%	2 4%	6 6%	32 8%	61 12%	5 7%	1 3%	30 11%
Don't know	165 16%	77 16%	87 17%	39 15%	38 16%	38 14%	49 21%	36 19%	32 15%	38 15%	29 14%	30 21%	69 17%	96 16%	11 8%	37 14%	33 14%	45 22%	27 48%	12 13%	48 12%	105 21%	9 13%	2 12%	31 11%
Net Agree	529 53%	258 52%	271 54%	125 48%	132 56%	162 60%	109 47%	101 53%	109 51%	135 53%	108 54%	75 54%	211 52%	318 53%	81 60%	151 55%	130 55%	96 46%	24 43%	47 51%	232 57%	250 50%	36 50%	11 57%	171 60%
Net Disagree	175 17%	89 18%	85 17%	46 18%	43 18%	40 15%	46 20%	32 17%	42 20%	49 19%	31 16%	20 15%	74 18%	101 17%	18 14%	50 18%	41 17%	40 19%	4 7%	21 23%	69 17%	85 17%	20 28%	1 3%	51 18%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2)Strongly agree	245 24%	47 19%	32 11%	62 34%	171 28%	74 19%	29 21%	30 27%	9 18%	22 24%	127 29%	16 13%	13 19%	19 19%	123 22%	73 33%	30 27%	88 32%	94 28%	63 16%	158 27%	73 21%	168 26%	77 22%	21 22%
(1)Slightly agree	284 28%	72 28%	89 32%	55 31%	161 26%	123 32%	48 35%	29 27%	10 21%	29 32%	113 26%	37 32%	18 27%	18 18%	176 31%	62 28%	28 26%	64 23%	101 30%	118 31%	167 29%	99 28%	173 26%	111 32%	31 33%
(0)Neither agree nor disagree	132 13%	31 12%	60 21%	10 5%	65 10%	68 18%	12 9%	12 11%	5 9%	11 12%	58 13%	17 14%	18 27%	10 10%	85 15%	25 12%	12 11%	33 12%	40 12%	58 15%	87 15%	37 11%	96 15%	36 11%	13 13%
(-1)Slightly disagree	76 8%	27 11%	17 6%	12 6%	38 6%	38 10%	7 5%	9 9%	3 5%	5 6%	33 8%	10 9%	9 13%	12 12%	33 6%	21 10%	9 8%	20 7%	34 10%	22 6%	41 7%	27 8%	55 8%	21 6%	10 11%
(-2)Strongly disagree	99 10%	32 13%	12 4%	24 13%	75 12%	24 6%	9 6%	6 6%	4 8%	8 9%	53 12%	16 14%	4 5%	15 15%	56 10%	22 10%	6 6%	31 11%	38 11%	30 8%	68 12%	18 5%	83 13%	16 4%	13 14%
Don't know	165 16%	45 18%	71 25%	18 10%	111 18%	54 14%	33 24%	23 21%	18 38%	15 17%	48 11%	21 18%	6 9%	26 26%	98 17%	17 8%	24 22%	38 14%	34 10%	91 24%	55 10%	99 28%	78 12%	86 25%	7 7%
Net Agree	529 53%	119 47%	121 43%	117 65%	332 54%	197 52%	77 56%	58 54%	19 40%	51 56%	240 56%	53 45%	30 46%	37 37%	299 52%	135 61%	58 53%	152 56%	195 57%	181 47%	325 56%	172 49%	341 52%	188 54%	52 55%
Net Disagree	175 17%	60 23%	29 10%	35 20%	112 18%	62 16%	16 11%	16 14%	6 13%	13 15%	86 20%	26 22%	12 19%	27 27%	89 16%	44 20%	16 14%	51 19%	72 21%	52 14%	109 19%	45 13%	138 21%	36 10%	23 25%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Strongly agree	245 24%	5 19%	47 25%	9 16%	7 21%	97 33%	45 24%	1 6%	-	11 20%	4 21%	31 14%
(1) Slightly agree	284 28%	6 24%	63 33%	14 25%	13 40%	72 24%	53 28%	-	1 17%	15 27%	3 15%	54 25%
(0) Neither agree nor disagree	132 13%	4 15%	26 14%	10 17%	4 12%	39 13%	28 15%	2 15%	1 16%	7 12%	2 9%	31 14%
(-1) Slightly disagree	76 8%	3 12%	12 6%	3 5%	1 3%	24 8%	13 7%	2 15%	1 18%	6 11%	6 32%	11 5%
(-2) Strongly disagree	99 10%	6 23%	31 16%	15 26%	8 25%	34 11%	19 11%	4 28%	-	8 15%	1 5%	12 5%
Don't know	165 16%	2 7%	10 5%	6 11%	-	30 10%	26 14%	4 35%	3 48%	8 15%	4 18%	82 37%
Net Agree	529 53%	11 43%	110 58%	24 41%	20 61%	169 57%	98 53%	1 6%	1 17%	27 47%	7 36%	85 38%
Net Disagree	175 17%	9 36%	43 23%	17 31%	9 27%	58 19%	33 18%	6 43%	1 18%	15 26%	7 37%	23 10%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

	SOCIAL CLASS																								REGION
	SEX				MARITAL STATUS				AGE																
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Mean	0.60	0.57	0.63	0.56	0.58	0.75	0.47	0.68	0.52	0.53	0.66	0.66	0.59	0.60	0.72	0.66	0.60	0.42	0.92	0.45	0.68	0.55	0.37	0.76	0.76
Std Dev	1.31	1.33	1.29	1.32	1.34	1.25	1.33	1.30	1.39	1.35	1.30	1.15	1.35	1.29	1.20	1.30	1.38	1.39	1.15	1.21	1.27	1.37	1.28	0.87	1.37
Std Err	0.05	0.07	0.06	0.09	0.10	0.08	0.09	0.10	0.09	0.09	0.10	0.13	0.07	0.06	0.12	0.08	0.09	0.11	0.17	0.19	0.07	0.06	0.25	0.15	0.08
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	*	*	0.01	0.01	0.01	0.01	0.03	0.04	*	*	0.06	0.02	0.01

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

		REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPL AINT ABOUT INVAS ION OF PRIVA CY			
		-----		-----		-----						-----					-----		-----		-----					
		REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman	
Base (nw)		926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)		1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base		825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Mean		0.60	0.35	0.53	0.74	0.62	0.56	0.78	0.76	0.61	0.69	0.60	0.27	0.45	0.20	0.59	0.70	0.76	0.67	0.58	0.55	0.59	0.72	0.50	0.82	0.41
Std Dev		1.31	1.37	1.04	1.41	1.39	1.17	1.17	1.24	1.34	1.26	1.38	1.33	1.16	1.49	1.27	1.34	1.25	1.39	1.35	1.21	1.34	1.19	1.38	1.12	1.36
Std Err		0.05	0.10	0.07	0.12	0.06	0.07	0.10	0.12	0.19	0.15	0.07	0.14	0.19	0.18	0.06	0.10	0.12	0.09	0.08	0.07	0.06	0.07	0.06	0.07	0.15
Error Var		*	0.01	*	0.01	*	*	0.01	0.01	0.04	0.02	0.01	0.02	0.04	0.03	*	0.01	0.01	0.01	0.01	*	*	*	*	*	0.02

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations keep personal information held about you in a safe and secure manner
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Mean	0.60	0.03	0.46	0.01	0.30	0.66	0.57	-0.90	-0.02	0.31	0.19	0.58
Std Dev	1.31	1.52	1.40	1.51	1.49	1.38	1.31	1.33	1.02	1.43	1.39	1.17
Std Err	0.05	0.31	0.11	0.21	0.28	0.09	0.11	0.37	0.42	0.21	0.39	0.09
Error Var	*	0.10	0.01	0.04	0.08	0.01	0.01	0.14	0.18	0.05	0.15	0.01

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2) Strongly agree	244 24%	122 25%	122 24%	75 29%	46 19%	73 27%	50 21%	40 21%	53 24%	62 24%	55 27%	35 25%	93 23%	151 25%	39 29%	70 26%	65 28%	40 19%	8 15%	22 23%	109 27%	113 23%	18 25%	4 18%	91 32%
(1) Slightly agree	272 27%	134 27%	138 27%	64 25%	69 29%	80 30%	58 25%	48 25%	57 26%	69 27%	57 29%	40 29%	105 26%	167 28%	45 34%	72 26%	58 25%	59 29%	14 25%	23 25%	117 29%	132 26%	18 24%	5 27%	79 28%
(0) Neither agree nor disagree	120 12%	62 12%	58 11%	35 14%	27 11%	34 12%	24 10%	20 11%	30 14%	31 12%	21 10%	18 13%	50 12%	70 12%	14 10%	35 13%	32 14%	21 10%	1 2%	17 18%	49 12%	55 11%	10 14%	6 32%	25 9%
(-1) Slightly disagree	75 8%	39 8%	36 7%	15 6%	24 10%	19 7%	17 7%	24 13%	9 4%	22 9%	15 8%	5 3%	33 8%	42 7%	10 8%	25 9%	20 8%	12 6%	1 2%	6 7%	36 9%	33 7%	6 8%	1 3%	19 7%
(-2) Strongly disagree	105 11%	56 11%	49 10%	29 11%	27 11%	24 9%	26 11%	17 9%	27 13%	33 13%	21 11%	7 5%	44 11%	61 10%	12 9%	30 11%	26 11%	28 13%	3 6%	6 6%	42 10%	57 11%	5 7%	1 3%	37 13%
Don't know	184 18%	84 17%	100 20%	39 15%	45 19%	42 16%	58 25%	41 21%	39 18%	39 15%	31 15%	35 25%	80 20%	104 17%	14 11%	40 15%	35 15%	47 23%	29 51%	19 21%	54 13%	111 22%	16 22%	3 17%	34 12%
Net Agree	516 52%	255 51%	260 52%	140 54%	116 49%	153 56%	108 46%	88 47%	109 51%	131 51%	112 56%	75 54%	197 49%	318 53%	84 63%	142 52%	124 52%	99 48%	22 39%	45 48%	226 56%	245 49%	36 49%	9 45%	170 60%
Net Disagree	180 18%	95 19%	85 17%	45 17%	51 21%	43 16%	42 18%	41 21%	36 17%	55 21%	37 18%	12 9%	77 19%	103 17%	22 16%	56 20%	46 19%	40 19%	4 8%	12 13%	78 19%	91 18%	11 15%	1 5%	55 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2)Strongly agree	244 24%	48 19%	29 10%	75 42%	155 25%	89 23%	34 25%	25 23%	4 8%	24 26%	128 30%	15 13%	15 23%	17 17%	135 24%	68 31%	25 23%	89 32%	85 25%	70 18%	158 27%	73 21%	166 25%	78 23%	29 31%
(1)Slightly agree	272 27%	63 25%	78 28%	51 29%	174 28%	98 26%	34 24%	32 30%	8 17%	27 30%	116 27%	36 31%	19 28%	16 16%	159 28%	63 29%	33 30%	58 21%	114 33%	101 26%	164 28%	90 25%	156 24%	116 33%	27 28%
(0)Neither agree nor disagree	120 12%	31 12%	59 21%	5 3%	54 9%	66 17%	19 14%	13 12%	5 11%	12 14%	39 9%	20 17%	11 17%	13 14%	71 12%	22 10%	13 12%	22 8%	41 12%	56 15%	80 14%	33 9%	84 13%	36 10%	9 9%
(-1)Slightly disagree	75 8%	29 11%	20 7%	8 4%	41 7%	35 9%	6 5%	10 9%	2 4%	5 5%	37 9%	8 7%	7 10%	6 6%	44 8%	17 8%	8 8%	33 12%	16 5%	26 7%	39 7%	29 8%	60 9%	15 4%	8 9%
(-2)Strongly disagree	105 11%	37 15%	8 3%	24 13%	74 12%	31 8%	8 6%	6 5%	6 13%	8 8%	59 14%	15 13%	4 6%	14 14%	57 10%	29 13%	6 5%	34 12%	43 13%	28 7%	69 12%	21 6%	90 14%	15 4%	9 10%
Don't know	184 18%	47 18%	86 31%	17 9%	122 20%	62 16%	37 27%	23 22%	23 48%	15 17%	52 12%	23 20%	10 16%	33 33%	105 18%	21 9%	25 23%	39 14%	42 12%	101 26%	67 12%	108 31%	98 15%	86 25%	12 13%
Net Agree	516 52%	111 44%	107 38%	127 70%	329 53%	186 49%	68 49%	57 52%	12 24%	51 56%	244 57%	51 44%	34 51%	33 33%	294 51%	132 60%	57 53%	146 53%	199 58%	171 45%	322 56%	163 46%	321 49%	194 56%	56 59%
Net Disagree	180 18%	66 26%	28 10%	32 18%	114 18%	66 17%	14 10%	15 14%	8 17%	13 14%	97 22%	23 20%	10 16%	20 20%	101 18%	46 21%	14 13%	67 24%	59 17%	54 14%	108 19%	49 14%	150 23%	31 9%	18 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Strongly agree	244 24%	3 12%	48 25%	6 10%	4 11%	85 29%	44 24%	1 6%	1 19%	11 19%	5 26%	37 17%
(1) Slightly agree	272 27%	8 32%	62 33%	15 26%	14 43%	74 25%	48 26%	2 15%	1 16%	9 16%	4 19%	56 25%
(0) Neither agree nor disagree	120 12%	2 7%	26 14%	8 15%	4 13%	35 12%	31 16%	- -	2 31%	4 8%	2 8%	26 12%
(-1) Slightly disagree	75 8%	3 13%	6 3%	8 14%	1 3%	31 11%	16 9%	4 30%	1 18%	7 12%	5 24%	6 3%
(-2) Strongly disagree	105 11%	6 23%	33 17%	13 23%	8 25%	36 12%	17 9%	3 22%	- -	15 27%	1 5%	14 6%
Don't know	184 18%	3 13%	14 7%	8 13%	2 5%	36 12%	29 16%	3 26%	1 15%	11 19%	4 18%	83 37%
Net Agree	516 52%	11 43%	110 58%	20 35%	17 54%	158 54%	92 50%	3 22%	2 35%	20 35%	9 45%	93 42%
Net Disagree	180 18%	9 37%	38 20%	21 37%	9 28%	67 23%	33 18%	7 52%	1 18%	22 38%	5 28%	20 9%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

		SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

COMPLAINT ABOUT INVASION OF PRIVACY																									
REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Mean	0.58	0.27	0.52	0.90	0.60	0.56	0.79	0.71	0.04	0.72	0.57	0.29	0.62	0.24	0.58	0.63	0.74	0.57	0.61	0.56	0.59	0.67	0.45	0.87	0.71
Std Dev	1.34	1.42	1.00	1.41	1.39	1.27	1.20	1.19	1.43	1.26	1.44	1.29	1.20	1.46	1.32	1.40	1.18	1.47	1.34	1.24	1.35	1.25	1.43	1.09	1.35
Std Err	0.05	0.10	0.07	0.12	0.06	0.08	0.10	0.11	0.21	0.15	0.08	0.14	0.20	0.18	0.06	0.10	0.11	0.10	0.08	0.07	0.06	0.07	0.06	0.07	0.15
Error Var	*	0.01	*	0.01	*	0.01	0.01	0.01	0.04	0.02	0.01	0.02	0.04	0.03	*	0.01	0.01	0.01	0.01	0.01	*	0.01	*	*	0.02

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Public Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Mean	0.58	-0.06	0.50	-0.16	0.13	0.54	0.55	-0.62	0.42	-0.14	0.47	0.70
Std Dev	1.34	1.50	1.41	1.41	1.44	1.40	1.30	1.40	1.19	1.63	1.39	1.20
Std Err	0.05	0.31	0.11	0.19	0.27	0.09	0.11	0.39	0.49	0.24	0.39	0.09
Error Var	*	0.09	0.01	0.04	0.07	0.01	0.01	0.16	0.24	0.06	0.15	0.01

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGIO N		
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
(2)Strongly agree	215 21%	104 21%	111 22%	60 23%	44 18%	66 24%	45 19%	43 22%	42 20%	49 19%	54 27%	28 20%	85 21%	130 22%	34 25%	68 25%	52 22%	36 17%	8 14%	19 20%	101 25%	95 19%	16 22%	3 13%	87 30%
(1)Slightly agree	280 28%	139 28%	141 28%	67 26%	72 30%	84 31%	57 24%	50 27%	58 27%	71 28%	56 28%	44 31%	108 27%	171 29%	52 38%	72 26%	66 28%	52 25%	12 21%	26 28%	124 30%	130 26%	19 27%	6 32%	82 29%
(0)Neither agree nor disagree	132 13%	65 13%	67 13%	41 16%	24 10%	36 13%	31 13%	21 11%	35 16%	35 14%	20 10%	22 16%	55 14%	77 13%	11 8%	36 13%	39 16%	27 13%	1 2%	19 20%	46 11%	67 13%	12 16%	7 35%	29 10%
(-1)Slightly disagree	78 8%	42 8%	37 7%	17 7%	24 10%	20 7%	16 7%	17 9%	15 7%	27 11%	15 7%	5 3%	32 8%	47 8%	11 8%	28 10%	16 7%	13 6%	2 3%	8 9%	39 10%	31 6%	8 12%	- -	21 7%
(-2)Strongly disagree	112 11%	63 13%	49 10%	33 13%	30 13%	25 9%	24 10%	16 8%	31 14%	37 14%	22 11%	7 5%	46 11%	66 11%	14 11%	29 11%	31 13%	31 15%	3 6%	3 3%	44 11%	65 13%	3 4%	1 3%	32 11%
Don't know	183 18%	84 17%	99 20%	40 15%	44 19%	40 15%	59 25%	44 23%	35 16%	36 14%	34 17%	34 24%	78 19%	104 18%	14 10%	39 14%	33 14%	49 24%	30 53%	18 19%	53 13%	112 22%	14 20%	3 17%	34 12%
Net Agree	495 49%	243 49%	252 50%	127 49%	116 49%	150 55%	102 44%	93 49%	100 46%	120 47%	110 55%	72 51%	193 48%	302 51%	85 63%	140 51%	117 50%	88 42%	20 35%	44 48%	225 55%	225 45%	35 49%	9 45%	169 59%
Net Disagree	191 19%	105 21%	86 17%	51 20%	54 23%	45 17%	41 17%	32 17%	46 21%	64 25%	36 18%	12 8%	78 19%	112 19%	25 19%	57 21%	47 20%	44 21%	5 9%	12 12%	82 20%	97 19%	11 15%	1 3%	53 19%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ional ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
(2)Strongly agree	215 21%	36 14%	28 10%	64 36%	140 23%	74 20%	27 20%	24 22%	3 6%	22 25%	114 26%	12 10%	12 19%	16 16%	112 20%	64 29%	23 21%	82 30%	71 21%	61 16%	147 26%	55 16%	149 23%	66 19%	24 25%
(1)Slightly agree	280 28%	63 25%	81 29%	53 29%	175 28%	105 28%	40 29%	36 33%	7 15%	27 30%	118 27%	31 27%	20 30%	18 18%	163 29%	61 28%	37 34%	64 23%	115 34%	101 26%	166 29%	98 28%	162 25%	118 34%	23 24%
(0)Neither agree nor disagree	132 13%	33 13%	61 22%	10 6%	60 10%	72 19%	14 10%	11 11%	5 11%	12 14%	49 11%	24 21%	17 26%	17 17%	79 14%	26 12%	11 10%	29 11%	41 12%	61 16%	80 14%	45 13%	96 15%	36 10%	15 16%
(-1)Slightly disagree	78 8%	27 10%	20 7%	11 6%	43 7%	35 9%	8 6%	7 6%	3 6%	5 6%	40 9%	9 8%	7 10%	6 6%	49 9%	18 8%	5 5%	27 10%	26 8%	25 7%	43 8%	25 7%	56 9%	22 6%	5 6%
(-2)Strongly disagree	112 11%	45 17%	14 5%	21 12%	81 13%	31 8%	9 7%	7 7%	6 13%	9 10%	60 14%	17 15%	4 5%	14 14%	60 11%	31 14%	7 7%	35 13%	45 13%	32 8%	75 13%	21 6%	98 15%	14 4%	16 17%
Don't know	183 18%	52 20%	76 27%	20 11%	120 19%	63 16%	40 29%	23 21%	24 50%	15 17%	52 12%	23 19%	6 9%	30 30%	108 19%	21 10%	24 22%	36 13%	43 13%	102 27%	65 11%	110 31%	92 14%	91 26%	12 12%
Net Agree	495 49%	99 39%	110 39%	117 65%	316 51%	179 47%	68 49%	60 55%	10 21%	49 54%	232 54%	43 37%	32 49%	34 34%	275 48%	126 57%	61 56%	146 53%	186 55%	162 42%	313 54%	152 43%	311 48%	184 53%	46 49%
Net Disagree	191 19%	71 28%	34 12%	32 18%	124 20%	66 17%	17 12%	14 13%	9 19%	14 15%	99 23%	27 23%	10 16%	19 19%	110 19%	49 22%	13 12%	62 23%	71 21%	57 15%	118 21%	46 13%	154 24%	36 10%	21 22%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
(2) Strongly agree	215 21%	2 8%	45 24%	5 9%	3 10%	82 28%	40 22%	1 6%	1 19%	9 17%	4 21%	27 12%
(1) Slightly agree	280 28%	8 32%	63 33%	15 26%	16 50%	68 23%	57 31%	1 7%	1 17%	7 12%	3 15%	59 26%
(0) Neither agree nor disagree	132 13%	4 14%	23 12%	10 18%	4 13%	44 15%	24 13%	1 9%	- -	6 10%	- -	33 15%
(-1) Slightly disagree	78 8%	1 3%	11 6%	5 9%	1 3%	33 11%	17 9%	3 24%	2 35%	9 16%	6 29%	4 2%
(-2) Strongly disagree	112 11%	7 29%	34 18%	16 27%	8 25%	33 11%	20 11%	4 28%	- -	16 28%	2 12%	14 6%
Don't know	183 18%	3 13%	14 7%	6 10%	- -	35 12%	27 15%	3 26%	2 29%	10 17%	4 23%	85 38%
Net Agree	495 49%	10 40%	108 57%	20 35%	19 60%	151 51%	97 52%	2 13%	2 36%	16 29%	7 36%	86 39%
Net Disagree	191 19%	8 32%	44 23%	21 37%	9 27%	67 22%	37 20%	7 52%	2 35%	25 44%	8 41%	18 8%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

	SOCIAL CLASS																								REGION				
	SEX				MARITAL STATUS				AGE																				
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-		DUBLIN			
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273				
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285				
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261				
Mean	0.50	0.44	0.56	0.48	0.39	0.63	0.47	0.60	0.36	0.31	0.63	0.77	0.47	0.52	0.66	0.52	0.44	0.31	0.73	0.65	0.57	0.41	0.65	0.64	0.68				
Std Dev	1.34	1.37	1.31	1.37	1.37	1.28	1.34	1.31	1.38	1.39	1.36	1.10	1.35	1.33	1.30	1.35	1.36	1.41	1.34	1.10	1.33	1.38	1.17	0.89	1.36				
Std Err	0.05	0.07	0.06	0.10	0.10	0.08	0.09	0.10	0.09	0.09	0.11	0.12	0.07	0.06	0.13	0.08	0.08	0.11	0.19	0.17	0.07	0.06	0.23	0.15	0.08				
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.02	0.01	0.01	0.01	0.04	0.03	*	*	0.05	0.02	0.01				

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

		REGION		AREA		WORKING STATUS						FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
		-----		-----		-----						-----					-----		-----		-----					
		REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLEGE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ office of the ombud sman	
Base (nw)		926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)		1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base		825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Mean		0.50	0.09	0.44	0.80	0.50	0.49	0.70	0.73	-0.10	0.64	0.49	0.12	0.52	0.23	0.47	0.55	0.75	0.55	0.47	0.48	0.52	0.57	0.37	0.78	0.40
Std Dev		1.34	1.42	1.07	1.39	1.40	1.24	1.22	1.21	1.41	1.29	1.42	1.30	1.13	1.41	1.31	1.42	1.19	1.44	1.35	1.25	1.37	1.20	1.42	1.09	1.45
Std Err		0.05	0.10	0.07	0.12	0.06	0.07	0.11	0.12	0.20	0.15	0.07	0.14	0.19	0.17	0.06	0.10	0.11	0.10	0.08	0.07	0.06	0.07	0.06	0.07	0.16
Error Var		*	0.01	0.01	0.01	*	0.01	0.01	0.01	0.04	0.02	0.01	0.02	0.04	0.03	*	0.01	0.01	0.01	0.01	0.01	*	*	*	*	0.03

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.9 Agreement Rating: Private Sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Mean	0.50	-0.15	0.43	-0.23	0.18	0.51	0.51	-0.82	0.28	-0.32	0.05	0.60
Std Dev	1.34	1.48	1.43	1.41	1.39	1.38	1.31	1.34	1.52	1.56	1.57	1.15
Std Err	0.05	0.31	0.11	0.19	0.26	0.09	0.11	0.38	0.62	0.23	0.44	0.08
Error Var	*	0.09	0.01	0.04	0.07	0.01	0.01	0.14	0.39	0.05	0.20	0.01

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 MEDICAL RECORDS (SUMMARY)

Based on all aged 15+

	Base (wt)	Yes	No	Don't Know
For particular medical conditions	1000	448 45%	424 42%	128 13%
For advancing health research	1000	437 44%	429 43%	134 13%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For particular medical conditions
Based on all aged 15+

	SEX			MARITAL STATUS				AGE							SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes	448 45%	225 45%	223 44%	112 43%	114 48%	118 44%	105 45%	99 52%	94 44%	97 38%	102 51%	57 41%	193 48%	256 43%	58 43%	135 50%	108 46%	97 47%	26 46%	24 27%	193 47%	231 46%	16 22%	8 42%	115 40%
No	424 42%	207 42%	216 43%	113 44%	95 40%	115 42%	101 44%	68 36%	94 44%	122 48%	72 36%	68 49%	162 40%	262 44%	61 46%	106 39%	104 44%	88 43%	17 30%	47 51%	168 41%	209 42%	39 54%	8 39%	150 53%
Don't Know	128 13%	63 13%	65 13%	34 13%	29 12%	38 14%	27 11%	23 12%	27 13%	36 14%	27 13%	15 10%	50 12%	78 13%	16 12%	30 11%	25 11%	22 11%	14 24%	21 23%	46 11%	61 12%	17 23%	4 19%	20 7%

LANDSDOWNE MARKET RESEARCH

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For particular medical conditions
Based on all aged 15+

	COMPLAINT ABOUT INVASION OF PRIVACY																								Ombudsman/office of the ombudsman
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION				
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/LE	Yes - Occasionaly	Yes - Frequently	No	Yes	No	Yes	No	
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes	448 45%	109 43%	158 57%	66 37%	289 47%	159 42%	57 41%	52 48%	31 64%	41 45%	182 42%	56 48%	30 45%	37 38%	249 44%	111 50%	51 47%	129 47%	160 47%	159 42%	284 49%	145 41%	307 47%	142 41%	54 57%
No	424 42%	117 46%	68 24%	89 50%	260 42%	164 43%	63 46%	36 33%	9 19%	43 47%	200 46%	40 34%	31 48%	55 55%	245 43%	86 39%	38 35%	112 41%	151 44%	161 42%	236 41%	151 43%	285 44%	139 40%	28 30%
Don't Know	128 13%	30 12%	54 19%	24 13%	71 11%	57 15%	18 13%	20 19%	8 17%	7 8%	48 11%	21 18%	5 8%	7 8%	77 13%	23 11%	20 19%	33 12%	31 9%	63 16%	56 10%	57 16%	62 9%	66 19%	13 13%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For particular medical conditions
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes	448 45%	7 29%	91 48%	22 38%	21 65%	123 41%	67 36%	7 53%	-	20 35%	13 65%	98 44%
No	424 42%	15 57%	82 43%	27 47%	9 29%	147 50%	93 50%	5 37%	5 85%	31 54%	4 19%	76 34%
Don't Know	128 13%	3 13%	17 9%	8 15%	2 6%	26 9%	24 13%	1 9%	1 15%	6 11%	3 16%	48 22%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For advancing health research
Based on all aged 15+

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION		
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base (nw)	926	445	481	228	217	262	219	175	229	246	174	102	404	522	100	279	263	171	49	64	379	483	28	36	273
Base (wt)	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
Effective Base	825	392	435	205	187	235	200	161	215	231	157	83	373	459	98	272	257	166	47	41	361	460	27	34	261
Yes	437 44%	219 44%	218 43%	113 44%	106 45%	119 44%	99 43%	97 51%	94 44%	103 40%	93 47%	50 36%	191 47%	246 41%	56 42%	132 48%	107 45%	94 45%	24 42%	25 27%	188 46%	224 45%	18 25%	6 32%	115 40%
No	429 43%	212 43%	217 43%	114 44%	98 41%	113 42%	104 45%	68 36%	94 44%	119 46%	77 39%	70 50%	162 40%	267 45%	62 46%	107 40%	102 43%	93 45%	19 34%	46 50%	169 42%	214 43%	39 54%	6 32%	150 53%
Don't Know	134 13%	66 13%	69 14%	32 12%	34 14%	39 15%	29 13%	25 13%	27 13%	34 13%	29 15%	19 14%	52 13%	83 14%	17 13%	33 12%	28 12%	21 10%	14 24%	22 24%	50 12%	63 13%	15 20%	7 35%	20 7%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For advancing health research
Based on all aged 15+

	COMPLAINT ABOUT INVASION OF PRIVACY																								
	REGION		AREA		WORKING STATUS								FINISHED EDUCATION					USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		Ombudsman/office of the ombudsman	
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes		No
Base (nw)	926	227	255	171	581	345	148	116	50	82	387	98	45	83	522	204	117	258	324	342	532	334	607	319	89
Base (wt)	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
Effective Base	825	203	223	142	554	279	131	110	48	74	359	86	36	70	458	194	111	229	304	294	482	293	548	278	81
Yes	437 44%	109 43%	146 52%	67 37%	285 46%	152 40%	58 42%	50 46%	28 58%	35 39%	190 44%	49 42%	27 41%	36 36%	240 42%	113 51%	49 45%	128 47%	154 45%	154 40%	271 47%	142 40%	301 46%	136 39%	51 54%
No	429 43%	119 47%	71 25%	89 49%	262 42%	167 44%	62 45%	38 35%	12 25%	48 53%	194 45%	43 36%	33 50%	57 57%	249 44%	83 38%	39 36%	113 41%	152 45%	163 43%	241 42%	154 44%	285 44%	143 41%	30 32%
Don't Know	134 13%	27 10%	63 23%	24 14%	73 12%	62 16%	18 13%	21 19%	9 18%	8 9%	47 11%	25 22%	6 9%	7 7%	81 14%	25 11%	21 19%	33 12%	35 10%	65 17%	64 11%	57 16%	66 10%	68 20%	13 14%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

Q.10 Would you: For advancing health research
Based on all aged 15+

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY												
	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base (nw)	926	25	175	56	31	273	171	13	6	50	15	210
Base (wt)	1000	25	189	57	32	296	185	13	6	56	19	222
Effective Base	825	24	160	54	29	243	153	13	6	45	13	183
Yes	437 44%	10 40%	88 47%	25 43%	20 63%	125 42%	71 38%	6 51%	1 16%	21 37%	12 60%	92 42%
No	429 43%	12 46%	80 42%	24 42%	9 27%	148 50%	92 50%	5 40%	4 69%	29 52%	4 19%	77 35%
Don't Know	134 13%	3 13%	21 11%	8 15%	3 10%	23 8%	22 12%	1 9%	1 15%	6 11%	4 21%	52 24%

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX			MARITAL STATUS				AGE										SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN			
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285			
SEX																												
MALE	496 50%	496 100%	- -	259 100%	237 100%	- -	- -	91 48%	103 48%	126 49%	103 51%	73 52%	195 48%	301 51%	77 57%	126 46%	124 52%	85 41%	29 52%	56 61%	202 50%	238 47%	44 60%	12 63%	136 48%			
FEMALE	504 50%	- -	504 100%	- -	- -	271 100%	233 100%	98 52%	112 52%	130 51%	98 49%	67 48%	210 52%	294 49%	58 43%	146 54%	113 48%	123 59%	27 48%	36 39%	204 50%	264 53%	29 40%	7 37%	149 52%			
MARITAL STATUS																												
MALE MARRIED	259 26%	259 52%	- -	259 100%	- -	- -	- -	7 4%	48 22%	100 39%	69 34%	35 25%	55 14%	204 34%	53 39%	73 27%	61 26%	41 20%	10 18%	21 23%	126 31%	112 22%	16 23%	5 23%	84 29%			
MALE NOT MARRIED	237 24%	237 48%	- -	- -	237 100%	- -	- -	85 45%	55 26%	25 10%	34 17%	39 28%	140 35%	98 16%	24 18%	53 19%	63 26%	44 21%	19 34%	35 38%	77 19%	126 25%	27 38%	8 40%	52 18%			
FEMALE MARRIED	271 27%	- -	271 54%	- -	- -	271 100%	- -	10 5%	60 28%	99 39%	67 33%	36 26%	70 17%	202 34%	33 25%	77 28%	71 30%	53 26%	11 20%	25 27%	110 27%	136 27%	21 29%	4 20%	80 28%			
FEMALE NOT MARRIED	233 23%	- -	233 46%	- -	- -	- -	233 100%	88 47%	52 24%	31 12%	31 15%	31 22%	141 35%	92 16%	25 18%	70 26%	42 18%	70 34%	16 28%	11 12%	94 23%	128 25%	8 11%	4 18%	68 24%			
AGE																												
15-24	190 19%	91 18%	98 20%	7 3%	85 36%	10 4%	88 38%	190 100%	- -	- -	- -	- -	190 47%	- -	30 22%	55 20%	52 22%	34 16%	9 16%	10 11%	84 21%	95 19%	7 10%	3 15%	53 19%			
25-34	215 21%	103 21%	112 22%	48 19%	55 23%	60 22%	52 22%	- -	215 100%	- -	- -	- -	215 53%	- -	23 17%	71 26%	58 24%	46 22%	7 12%	10 11%	95 23%	110 22%	8 12%	2 8%	82 29%			

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOO L	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOO L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No	Yes	No	Yes	No	Ombud sman/ offic e of the ombud sman
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
SEX																									
MALE	496 50%	123 48%	141 50%	96 53%	302 49%	194 51%	- -	53 49%	35 72%	58 64%	270 63%	22 19%	58 88%	51 51%	285 50%	110 50%	50 46%	134 49%	168 49%	194 51%	289 50%	176 50%	320 49%	176 51%	42 44%
FEMALE	504 50%	132 52%	139 50%	84 47%	318 51%	186 49%	138 100%	56 51%	14 28%	32 36%	162 37%	94 81%	8 12%	49 49%	285 50%	111 50%	59 54%	140 51%	174 51%	188 49%	287 50%	177 50%	333 51%	171 49%	53 56%
MARITAL STATUS																									
MALE MARRIED	259 26%	70 28%	60 21%	44 25%	169 27%	90 24%	- -	1 1%	12 24%	30 33%	167 39%	12 10%	37 56%	23 23%	161 28%	74 33%	1 1%	75 27%	91 27%	93 24%	170 29%	71 20%	186 28%	73 21%	23 25%
MALE NOT MARRIED	237 24%	53 21%	81 29%	51 29%	134 22%	104 27%	- -	52 48%	23 48%	28 31%	103 24%	10 9%	21 32%	28 28%	124 22%	36 16%	50 46%	59 22%	77 23%	101 27%	120 21%	105 30%	135 21%	103 30%	19 20%
FEMALE MARRIED	271 27%	76 30%	69 25%	47 26%	166 27%	106 28%	108 78%	2 2%	3 5%	10 11%	85 20%	60 51%	4 7%	27 27%	178 31%	63 29%	4 3%	77 28%	85 25%	106 28%	171 30%	77 22%	188 29%	83 24%	32 34%
FEMALE NOT MARRIED	233 23%	56 22%	70 25%	38 21%	152 25%	81 21%	31 22%	53 49%	11 23%	22 25%	77 18%	35 30%	4 5%	22 22%	108 19%	48 22%	55 50%	62 23%	89 26%	82 21%	116 20%	100 28%	144 22%	88 25%	21 22%
AGE																									
15-24	190 19%	54 21%	49 18%	34 19%	125 20%	65 17%	3 2%	103 95%	9 19%	- -	65 15%	9 7%	1 2%	3 3%	62 11%	24 11%	102 93%	67 24%	91 27%	32 8%	88 15%	88 25%	123 19%	67 19%	13 13%
25-34	215 21%	49 19%	50 18%	34 19%	145 23%	70 18%	21 15%	2 2%	10 20%	1 1%	146 34%	28 24%	8 11%	4 4%	125 22%	82 37%	4 3%	61 22%	105 31%	50 13%	125 22%	77 22%	148 23%	67 19%	21 22%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of consu mer affai rs	Press ombud sman	Garda i	Lawye r/ Solic itor	TD's/ Publi c Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
SEX												
MALE	496 50%	11 43%	100 53%	27 48%	16 50%	162 55%	94 51%	8 63%	2 34%	19 34%	7 35%	111 50%
FEMALE	504 50%	15 57%	89 47%	30 52%	16 50%	134 45%	91 49%	5 37%	4 66%	37 66%	13 65%	110 50%
MARITAL STATUS												
MALE MARRIED	259 26%	8 32%	66 35%	14 25%	9 28%	81 27%	49 27%	2 16%	1 16%	11 19%	4 21%	51 23%
MALE NOT MARRIED	237 24%	3 11%	34 18%	13 23%	7 22%	81 27%	45 24%	6 47%	1 17%	8 15%	3 14%	60 27%
FEMALE MARRIED	271 27%	11 42%	58 31%	17 30%	9 27%	67 23%	46 25%	2 12%	2 37%	17 30%	8 43%	51 23%
FEMALE NOT MARRIED	233 23%	4 15%	31 16%	12 22%	7 23%	67 23%	45 24%	3 25%	2 29%	20 36%	4 22%	59 27%
AGE												
15-24	190 19%	3 12%	24 13%	8 15%	4 14%	54 18%	30 16%	3 22%	2 29%	9 16%	1 6%	60 27%
25-34	215 21%	8 33%	54 28%	17 29%	8 25%	68 23%	47 25%	5 38%	1 17%	8 14%	4 19%	36 16%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS					AGE								SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN	
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285	
35-49	255 26%	126 25%	130 26%	100 39%	25 11%	99 36%	31 13%	- -	- -	255 100%	- -	- -	- -	255 43%	41 30%	82 30%	61 26%	50 24%	9 15%	13 14%	123 30%	120 24%	11 15%	2 10%	79 28%	
50-64	200 20%	103 21%	98 19%	69 27%	34 14%	67 25%	31 13%	- -	- -	- -	200 100%	- -	- -	200 34%	31 23%	47 17%	45 19%	46 22%	12 21%	20 22%	78 19%	102 20%	15 20%	6 28%	46 16%	
65+	140 14%	73 15%	67 13%	35 13%	39 16%	36 13%	31 13%	- -	- -	- -	- -	140 100%	- -	140 24%	10 7%	17 6%	22 9%	32 15%	20 36%	39 42%	27 7%	74 15%	31 43%	8 38%	26 9%	
>35	405 40%	195 39%	210 42%	55 21%	140 59%	70 26%	141 60%	190 100%	215 100%	- -	- -	- -	405 100%	- -	53 39%	126 46%	110 46%	80 38%	16 28%	21 22%	179 44%	205 41%	16 22%	5 24%	135 47%	
35+	595 60%	301 61%	294 58%	204 79%	98 41%	202 74%	92 40%	- -	- -	255 100%	200 100%	140 100%	- -	595 100%	82 61%	146 54%	127 54%	129 62%	40 72%	72 78%	227 56%	296 59%	57 78%	15 76%	150 53%	
SOCIALCLASS																										
AB	135 13%	77 15%	58 12%	53 20%	24 10%	33 12%	25 11%	30 16%	23 11%	41 16%	31 16%	10 7%	53 13%	82 14%	135 100%	- -	- -	- -	- -	- -	135 33%	- -	- -	- -	38 13%	
C1	272 27%	126 25%	146 29%	73 28%	53 22%	77 28%	70 30%	55 29%	71 33%	82 32%	47 23%	17 12%	126 31%	146 24%	- -	272 100%	- -	- -	- -	- -	272 67%	- -	- -	- -	99 35%	
C2	237 24%	124 25%	113 22%	61 24%	63 26%	71 26%	42 18%	52 27%	58 27%	61 24%	45 22%	22 16%	110 27%	127 21%	- -	- -	237 100%	- -	- -	- -	- -	237 47%	- -	- -	74 26%	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SOCIALLY RESPONSIBLE INVESTING																									COMPLAINT ABOUT INVASION OF PRIVACY
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION					
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No		
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
35-49	255 26%	63 25%	71 25%	43 24%	172 28%	83 22%	39 28%	4 3%	13 27%	- -	136 31%	44 37%	20 31%	13 13%	169 30%	69 31%	4 3%	92 34%	91 27%	70 18%	172 30%	62 18%	181 28%	74 21%	30 31%	
50-64	200 20%	54 21%	56 20%	44 25%	108 17%	92 24%	40 29%	- -	14 30%	26 29%	77 18%	25 21%	18 28%	24 24%	141 25%	36 16%	- -	41 15%	43 13%	114 30%	127 22%	56 16%	128 20%	72 21%	21 23%	
65+	140 14%	35 14%	54 19%	26 14%	70 11%	70 18%	36 26%	- -	2 3%	64 71%	8 2%	12 10%	19 28%	56 57%	74 13%	10 5%	- -	13 5%	11 3%	116 30%	64 11%	70 20%	73 11%	67 19%	10 10%	
>35	405 40%	103 41%	100 36%	67 37%	270 44%	135 35%	24 17%	105 97%	19 40%	1 1%	211 49%	37 31%	9 13%	6 6%	187 33%	106 48%	105 97%	127 46%	196 57%	82 21%	213 37%	164 47%	271 42%	134 39%	34 36%	
35+	595 60%	152 59%	181 64%	113 63%	350 56%	246 65%	115 83%	4 3%	29 60%	90 99%	220 51%	80 69%	57 87%	93 94%	384 67%	115 52%	4 3%	147 54%	146 43%	300 79%	363 63%	189 53%	382 58%	213 61%	61 64%	
SOCIALCLASS																										
AB	135 13%	38 15%	32 11%	27 15%	90 14%	45 12%	7 5%	23 21%	2 4%	9 10%	67 15%	7 6%	19 29%	3 3%	42 7%	68 31%	22 20%	42 15%	72 21%	19 5%	96 17%	24 7%	99 15%	36 10%	16 17%	
C1	272 27%	62 24%	72 26%	38 21%	186 30%	85 22%	28 21%	33 31%	4 8%	19 21%	151 35%	21 18%	16 24%	4 4%	127 22%	103 47%	37 34%	72 26%	133 39%	66 17%	192 33%	66 19%	197 30%	75 22%	32 34%	
C2	237 24%	69 27%	63 23%	31 17%	161 26%	76 20%	29 21%	30 28%	4 9%	11 12%	126 29%	33 28%	4 6%	13 13%	162 28%	33 15%	29 27%	80 29%	67 20%	89 23%	128 22%	93 26%	158 24%	80 23%	24 25%	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
35-49	255 26%	7 29%	64 34%	26 45%	14 42%	70 24%	46 25%	2 13%	2 35%	20 35%	3 18%	45 20%
50-64	200 20%	5 20%	32 17%	4 7%	4 11%	62 21%	38 21%	3 27%	1 19%	10 18%	7 37%	42 19%
65+	140 14%	1 5%	15 8%	2 4%	2 8%	41 14%	24 13%	- -	- -	9 17%	4 21%	38 17%
>35	405 40%	11 45%	78 41%	25 44%	13 39%	122 41%	77 42%	8 60%	3 46%	17 30%	5 24%	96 43%
35+	595 60%	14 55%	111 59%	32 56%	20 61%	174 59%	108 58%	5 40%	3 54%	39 70%	15 76%	125 57%
SOCIALCLASS												
AB	135 13%	6 22%	43 23%	10 18%	8 25%	38 13%	26 14%	- -	- -	10 17%	5 25%	17 8%
C1	272 27%	9 35%	71 38%	18 31%	11 33%	81 27%	53 29%	2 19%	2 36%	15 27%	4 20%	42 19%
C2	237 24%	7 29%	29 15%	15 27%	7 23%	77 26%	43 23%	6 44%	3 45%	10 17%	3 13%	54 24%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
D	208 21%	85 17%	123 24%	41 16%	44 18%	53 20%	70 30%	34 18%	46 21%	50 20%	46 23%	32 23%	80 20%	129 22%	-	-	-	208 100%	-	-	-	208 42%	-	-	67 24%
E	56 6%	29 6%	27 5%	10 4%	19 8%	11 4%	16 7%	9 5%	7 3%	9 3%	12 6%	20 14%	16 4%	40 7%	-	-	-	-	56 100%	-	-	56 11%	-	-	7 2%
F	92 9%	56 11%	36 7%	21 8%	35 15%	25 9%	11 5%	10 6%	10 5%	13 5%	20 10%	39 28%	21 5%	72 12%	-	-	-	-	-	92 100%	-	-	72 100%	20 100%	-
ABC1	406 41%	202 41%	204 41%	126 49%	77 32%	110 41%	94 40%	84 44%	95 44%	123 48%	78 39%	27 19%	179 44%	227 38%	135 100%	272 100%	-	-	-	-	406 100%	-	-	-	137 48%
C2DE	501 50%	238 48%	264 52%	112 43%	126 53%	136 50%	128 55%	95 50%	110 51%	120 47%	102 51%	74 53%	205 51%	296 50%	-	-	237 100%	208 100%	56 100%	-	-	501 100%	-	-	148 52%
F50+	72 7%	44 9%	29 6%	16 6%	27 11%	21 8%	8 3%	7 4%	8 4%	11 4%	15 7%	31 22%	16 4%	57 10%	-	-	-	-	-	72 78%	-	-	72 100%	-	-
F50-	20 2%	12 3%	7 1%	5 2%	8 3%	4 1%	4 2%	3 2%	2 1%	2 1%	6 3%	8 5%	5 1%	15 3%	-	-	-	-	-	20 22%	-	-	-	20 100%	-
REGION																									
DUBLIN	285 29%	136 28%	149 29%	84 32%	52 22%	80 30%	68 29%	53 28%	82 38%	79 31%	46 23%	26 19%	135 33%	150 25%	38 28%	99 36%	74 31%	67 32%	7 13%	-	137 34%	148 30%	-	-	285 100%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY		
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
D	208 21%	50 20%	61 22%	30 17%	143 23%	65 17%	43 31%	15 14%	17 36%	27 30%	64 15%	40 34%	1 2%	40 40%	146 26%	8 4%	14 13%	52 19%	55 16%	102 27%	108 19%	88 25%	129 20%	80 23%	13 13%
E	56 6%	15 6%	19 7%	14 8%	37 6%	20 5%	16 11%	2 2%	21 43%	13 15%	3 1%	2 1%	- -	20 20%	30 5%	3 2%	2 2%	7 2%	3 1%	47 12%	13 2%	43 12%	26 4%	30 9%	4 4%
F	92 9%	21 8%	33 12%	39 22%	3 1%	89 23%	15 11%	4 4%	* 1%	10 12%	22 5%	14 12%	26 40%	19 19%	64 11%	5 2%	4 4%	21 8%	11 3%	59 15%	40 7%	37 11%	45 7%	47 14%	7 7%
ABC1	406 41%	100 39%	104 37%	65 36%	276 45%	130 34%	36 26%	57 52%	6 12%	29 32%	217 50%	28 24%	34 52%	8 8%	169 30%	171 77%	59 54%	114 42%	206 60%	85 22%	288 50%	91 26%	296 45%	111 32%	47 50%
C2DE	501 50%	134 53%	143 51%	76 42%	341 55%	161 42%	88 63%	48 44%	42 87%	51 57%	193 45%	74 64%	5 8%	73 73%	338 59%	45 20%	46 42%	139 51%	125 36%	238 62%	249 43%	225 64%	312 48%	189 55%	41 43%
F50+	72 7%	14 5%	27 10%	31 17%	3 *	70 18%	13 9%	2 2%	- -	5 6%	20 5%	9 8%	23 35%	12 12%	54 9%	4 2%	2 2%	19 7%	9 3%	43 11%	29 5%	29 8%	37 6%	36 10%	5 5%
F50-	20 2%	7 3%	6 2%	7 4%	1 *	19 5%	2 2%	2 2%	* 1%	5 6%	2 *	5 4%	3 5%	6 7%	10 2%	1 *	2 2%	2 1%	2 1%	16 4%	11 2%	8 2%	9 1%	11 3%	2 2%
REGION																									
DUBLIN	285 29%	- -	- -	- -	285 46%	- -	30 22%	30 27%	13 27%	19 21%	161 37%	26 23%	6 9%	19 19%	143 25%	92 42%	31 28%	88 32%	143 42%	55 14%	197 34%	74 21%	202 31%	84 24%	23 24%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
D	208 21%	3 14%	32 17%	11 19%	6 18%	66 22%	39 21%	5 36%	1 19%	11 20%	3 18%	53 24%
E	56 6%	- -	1 *	3 6%	- -	8 3%	4 2%	- -	- -	3 5%	1 7%	34 15%
F	92 9%	- -	13 7%	- -	* 1%	25 9%	21 11%	- -	- -	8 14%	3 16%	22 10%
ABC1	406 41%	15 57%	114 60%	28 49%	19 58%	119 40%	78 42%	2 19%	2 36%	25 44%	9 45%	60 27%
C2DE	501 50%	11 43%	62 33%	29 51%	13 41%	152 51%	86 46%	10 81%	4 64%	24 43%	7 39%	140 63%
F50+	72 7%	- -	8 4%	- -	- -	21 7%	18 10%	- -	- -	6 12%	3 16%	15 7%
F50-	20 2%	- -	5 2%	- -	* 1%	4 1%	3 1%	- -	- -	1 2%	- -	7 3%
REGION												
DUBLIN	285 29%	14 56%	82 44%	25 44%	12 36%	100 34%	58 31%	4 31%	1 16%	16 29%	- -	33 15%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS				AGE								SOCIAL CLASS								REGION		
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
REST OF LEINSTER	255 26%	123 25%	132 26%	70 27%	53 22%	76 28%	56 24%	54 28%	49 23%	63 25%	54 27%	35 25%	103 26%	152 25%	38 28%	62 23%	69 29%	50 24%	15 27%	21 22%	100 25%	134 27%	14 19%	7 34%	- -
MUNSTER	280 28%	141 28%	139 28%	60 23%	81 34%	69 25%	70 30%	49 26%	50 23%	71 28%	56 28%	54 38%	100 25%	181 30%	32 24%	72 27%	63 27%	61 29%	19 34%	33 35%	104 26%	143 29%	27 37%	6 29%	- -
CONNACHT/ ULSTER	180 18%	96 19%	84 17%	44 17%	51 22%	47 17%	38 16%	34 18%	34 16%	43 17%	44 22%	26 18%	67 17%	113 19%	27 20%	38 14%	31 13%	30 15%	14 26%	39 42%	65 16%	76 15%	31 43%	7 38%	- -
AREA																									
URBAN	620 62%	302 61%	318 63%	169 65%	134 56%	166 61%	152 65%	125 66%	145 68%	172 67%	108 54%	70 50%	270 67%	350 59%	90 67%	186 69%	161 68%	143 69%	37 65%	3 4%	276 68%	341 68%	3 4%	1 3%	285 100%
RURAL	380 38%	194 39%	186 37%	90 35%	104 44%	106 39%	81 35%	65 34%	70 32%	83 33%	92 46%	70 50%	135 33%	246 41%	45 33%	85 31%	76 32%	65 31%	20 35%	89 96%	130 32%	161 32%	70 96%	19 97%	- -
WORKING STATUS																									
HOUSEWIFE	138 14%	- -	138 27%	- -	- -	108 40%	31 13%	3 1%	21 10%	39 15%	40 20%	36 26%	24 6%	115 19%	7 5%	28 10%	29 12%	43 20%	16 28%	15 16%	36 9%	88 18%	13 18%	2 11%	30 11%
STUDENT/AT SCHOOL	109 11%	53 11%	56 11%	1 *	52 22%	2 1%	53 23%	103 54%	2 1%	4 1%	- -	- -	105 26%	4 1%	23 17%	33 12%	30 13%	15 7%	2 4%	4 5%	57 14%	48 10%	2 3%	2 12%	30 10%
UNEMPLOYED	48 5%	35 7%	14 3%	12 5%	23 10%	3 1%	11 5%	9 5%	10 5%	13 5%	14 7%	2 1%	19 5%	29 5%	2 1%	4 1%	4 2%	17 8%	21 37%	* *	6 1%	42 8%	- -	* 2%	13 5%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	REGION				AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/ AT SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
REST OF LEINSTER	255 26%	255 100%	- -	- -	134 22%	121 32%	48 35%	27 25%	13 27%	18 19%	97 23%	37 32%	14 22%	44 44%	139 24%	46 21%	25 23%	90 33%	62 18%	102 27%	146 25%	91 26%	172 26%	83 24%	28 30%
MUNSTER	280 28%	- -	280 100%	- -	156 25%	124 33%	40 29%	31 29%	15 31%	31 34%	93 21%	39 33%	32 48%	24 24%	182 32%	44 20%	31 29%	57 21%	76 22%	145 38%	146 25%	118 33%	171 26%	109 31%	22 24%
CONNACHT/ ULSTER	180 18%	- -	- -	180 100%	45 7%	135 35%	20 14%	20 19%	7 15%	24 26%	80 19%	14 12%	14 21%	13 13%	106 19%	39 18%	22 20%	39 14%	61 18%	81 21%	87 15%	71 20%	109 17%	71 20%	21 22%
AREA																									
URBAN	620 62%	134 53%	156 56%	45 25%	620 100%	- -	76 55%	69 64%	30 62%	60 66%	294 68%	70 60%	21 32%	57 58%	328 58%	164 74%	70 65%	166 61%	259 76%	195 51%	383 67%	203 58%	424 65%	196 56%	67 71%
RURAL	380 38%	121 47%	124 44%	135 75%	- -	380 100%	63 45%	39 36%	18 38%	31 34%	137 32%	47 40%	45 68%	42 42%	242 42%	57 26%	39 35%	108 39%	82 24%	187 49%	193 33%	150 42%	229 35%	151 44%	28 29%
WORKING STATUS																									
HOUSEWIFE	138 14%	48 19%	40 14%	20 11%	76 12%	63 16%	138 100%	- -	- -	- -	- -	- -	- -	26 26%	99 17%	13 6%	1 1%	32 12%	23 7%	81 21%	63 11%	67 19%	80 12%	59 17%	12 13%
STUDENT/AT SCHOOL	109 11%	27 11%	31 11%	20 11%	69 11%	39 10%	- -	109 100%	- -	- -	- -	- -	- -	- -	3 1%	- -	105 97%	40 15%	59 17%	10 3%	48 8%	51 15%	64 10%	45 13%	6 7%
UNEMPLOYED	48 5%	13 5%	15 5%	7 4%	30 5%	18 5%	- -	- -	48 100%	- -	- -	- -	- -	12 12%	29 5%	7 3%	1 1%	7 3%	9 2%	33 9%	18 3%	29 8%	29 4%	19 5%	1 1%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Commi ssion er's offic e	Direc tor of con sum er's affai rs	Press ombud sman	Garda i	Lawye r/ Solic itor	TD's/ Publi c Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
REST OF LEINSTER	255 26%	4 16%	33 18%	8 14%	1 3%	65 22%	33 18%	3 25%	2 32%	18 32%	12 63%	66 30%
MUNSTER	280 28%	3 13%	37 20%	14 24%	16 51%	81 27%	71 38%	4 29%	3 51%	11 20%	4 21%	73 33%
CONNACHT/ ULSTER	180 18%	4 15%	37 19%	11 19%	3 11%	50 17%	24 13%	2 15%	-	11 19%	3 16%	50 22%
AREA												
URBAN	620 62%	22 87%	135 71%	37 65%	24 76%	192 65%	116 63%	6 45%	1 16%	30 53%	11 55%	119 53%
RURAL	380 38%	3 13%	54 29%	20 35%	8 24%	104 35%	69 37%	7 55%	5 84%	26 47%	9 45%	103 47%
WORKING STATUS												
HOUSEWIFE	138 14%	5 18%	16 8%	6 10%	1 5%	32 11%	23 13%	-	1 19%	8 15%	3 16%	40 18%
STUDENT/AT SCHOOL	109 11%	2 6%	11 6%	5 9%	4 11%	28 10%	21 11%	2 19%	2 29%	8 14%	1 6%	41 18%
UNEMPLOYED	48 5%	-	7 4%	2 3%	1 4%	16 5%	4 2%	2 18%	-	3 5%	-	17 8%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS					AGE								SOCIAL CLASS								REGION	
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285
RETIRED	91 9%	58 12%	32 6%	30 12%	28 12%	10 4%	22 10%	- -	1 *	- -	26 13%	64 46%	1 *	90 15%	9 7%	19 7%	11 5%	27 13%	13 23%	10 11%	29 7%	51 10%	5 7%	5 27%	19 7%
FULL TIME	431 43%	270 54%	162 32%	167 64%	103 43%	85 31%	77 33%	65 34%	146 68%	136 53%	77 38%	8 5%	211 52%	220 37%	67 49%	151 55%	126 53%	64 31%	3 4%	22 23%	217 53%	193 38%	20 28%	2 8%	161 57%
PART TIME	117 12%	22 5%	94 19%	12 5%	10 4%	60 22%	35 15%	9 5%	28 13%	44 17%	25 12%	12 9%	37 9%	80 13%	7 5%	21 8%	33 14%	40 19%	2 3%	14 16%	28 7%	74 15%	9 13%	5 25%	26 9%
SELF EMPLOYED	66 7%	58 12%	8 2%	37 14%	21 9%	4 2%	4 2%	1 1%	8 4%	20 8%	18 9%	19 13%	9 2%	57 10%	19 14%	16 6%	4 2%	1 1%	- -	26 29%	34 8%	5 1%	23 32%	3 17%	6 2%
FINISHED EDUCATION																									
PRIMARY LEVEL	100 10%	51 10%	49 10%	23 9%	28 12%	27 10%	22 10%	3 1%	4 2%	13 5%	24 12%	56 40%	6 2%	93 16%	3 2%	4 2%	13 6%	40 19%	20 36%	19 20%	8 2%	73 15%	12 17%	6 32%	19 7%
SECONDARY LEVEL	571 57%	285 58%	285 57%	161 62%	124 52%	178 65%	108 46%	62 33%	125 58%	169 66%	141 70%	74 53%	187 46%	384 64%	42 31%	127 47%	162 68%	146 70%	30 54%	64 69%	169 42%	338 67%	54 74%	10 51%	143 50%
THIRD LEVEL	221 22%	110 22%	111 22%	74 29%	36 15%	63 23%	48 21%	24 12%	82 38%	69 27%	36 18%	10 7%	106 26%	115 19%	68 50%	103 38%	33 14%	8 4%	3 6%	5 6%	171 42%	45 9%	4 6%	1 5%	92 32%
STILL AT SCHOOL/ COLLEGE	109 11%	50 10%	59 12%	1 *	50 21%	4 1%	55 24%	102 54%	4 2%	4 1%	- -	- -	105 26%	4 1%	22 16%	37 14%	29 12%	14 7%	2 4%	4 5%	59 15%	46 9%	2 3%	2 12%	31 11%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	HOUSEHOLD CHARACTERISTICS																				PERSONAL EXPERIENCE OF PRIVACY INVASION				COMPLAINT ABOUT INVASION OF PRIVACY	
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION					
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No		
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
RETIRED	91 9%	18 7%	31 11%	24 13%	60 10%	31 8%	- -	- -	- -	91 100%	- -	- -	- -	38 38%	40 7%	13 6%	- -	11 4%	12 4%	68 18%	43 8%	44 13%	50 8%	41 12%	11 11%	
FULL TIME	431 43%	97 38%	93 33%	80 45%	294 47%	137 36%	- -	- -	- -	- -	431 100%	- -	- -	10 10%	263 46%	158 72%	- -	133 49%	191 56%	107 28%	287 50%	105 30%	306 47%	125 36%	45 47%	
PART TIME	117 12%	37 14%	39 14%	14 8%	70 11%	47 12%	- -	- -	- -	- -	- -	117 100%	- -	9 9%	88 16%	17 8%	2 2%	33 12%	31 9%	52 14%	76 13%	34 10%	73 11%	44 13%	12 13%	
SELF EMPLOYED	66 7%	14 6%	32 11%	14 8%	21 3%	45 12%	- -	- -	- -	- -	- -	- -	66 100%	5 5%	48 8%	13 6%	- -	18 7%	16 5%	32 8%	41 7%	23 6%	52 8%	14 4%	8 8%	
FINISHED EDUCATION																										
PRIMARY LEVEL	100 10%	44 17%	24 8%	13 7%	57 9%	42 11%	26 19%	- -	12 24%	38 42%	10 2%	9 8%	5 8%	100 100%	- -	- -	- -	15 5%	7 2%	78 21%	41 7%	53 15%	48 7%	51 15%	3 4%	
SECONDARY LEVEL	571 57%	139 55%	182 65%	106 59%	328 53%	242 64%	99 71%	3 3%	29 61%	40 44%	263 61%	88 76%	48 72%	- -	571 100%	- -	- -	159 58%	137 40%	272 71%	315 55%	216 61%	375 57%	196 56%	55 58%	
THIRD LEVEL	221 22%	46 18%	44 16%	39 22%	164 26%	57 15%	13 9%	- -	7 13%	13 14%	158 37%	17 15%	13 20%	- -	- -	221 100%	- -	61 22%	138 40%	22 6%	169 29%	35 10%	166 25%	55 16%	30 32%	
STILL AT SCHOOL/ COLLEGE	109 11%	25 10%	31 11%	22 12%	70 11%	39 10%	1 *	105 97%	1 2%	- -	- -	2 2%	- -	- -	- -	- -	109 100%	39 14%	60 18%	10 3%	51 9%	49 14%	64 10%	45 13%	6 7%	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sumer affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
RETIRED	91 9%	1 3%	5 2%	3 6%	1 3%	29 10%	25 14%	-	-	5 10%	3 14%	19 9%
FULL TIME	431 43%	16 62%	110 58%	32 56%	16 49%	134 45%	80 43%	4 29%	2 34%	20 36%	11 57%	62 28%
PART TIME	117 12%	1 5%	25 13%	7 12%	4 14%	29 10%	13 7%	3 25%	1 18%	10 17%	-	32 14%
SELF EMPLOYED	66 7%	1 6%	15 8%	2 4%	5 14%	28 9%	18 10%	1 9%	-	2 3%	1 8%	11 5%
FINISHED EDUCATION												
PRIMARY LEVEL	100 10%	-	9 5%	-	-	32 11%	21 11%	2 18%	-	5 8%	2 12%	29 13%
SECONDARY LEVEL	571 57%	12 49%	91 48%	35 62%	18 56%	169 57%	104 56%	7 56%	3 54%	31 54%	10 51%	130 59%
THIRD LEVEL	221 22%	11 45%	77 41%	16 28%	11 33%	65 22%	40 21%	1 7%	1 17%	13 24%	6 31%	23 10%
STILL AT SCHOOL/ COLLEGE	109 11%	2 6%	12 7%	6 10%	4 11%	30 10%	21 11%	2 19%	2 29%	8 14%	1 6%	39 17%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS				AGE										SOCIAL CLASS										REGION
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUBLIN		
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285		
USE INTERNET REGULARLY																											
Yes - Occasionally	274 27%	134 27%	140 28%	75 29%	59 25%	77 28%	62 27%	67 35%	61 28%	92 36%	41 21%	13 9%	127 31%	147 25%	42 31%	72 27%	80 34%	52 25%	7 12%	21 23%	114 28%	139 28%	19 26%	2 11%	88 31%		
Yes - Frequently	341 34%	168 34%	174 34%	91 35%	77 32%	85 31%	89 38%	91 48%	105 49%	91 36%	43 22%	11 8%	196 48%	146 24%	72 54%	133 49%	67 28%	55 26%	3 4%	11 12%	206 51%	125 25%	9 13%	2 10%	143 50%		
No	382 38%	194 39%	188 37%	93 36%	101 43%	106 39%	82 35%	32 17%	50 23%	70 28%	114 57%	116 83%	82 20%	300 50%	19 14%	66 24%	89 38%	102 49%	47 84%	59 64%	85 21%	238 47%	43 59%	16 79%	55 19%		
AWARE DATA PROTECTION COMMISSIONER																											
Yes	576 58%	289 58%	287 57%	170 66%	120 50%	171 63%	116 50%	88 47%	125 58%	172 67%	127 64%	64 46%	213 53%	363 61%	96 71%	192 71%	128 54%	108 52%	13 23%	40 43%	288 71%	249 50%	29 40%	11 53%	197 69%		
No	353 35%	176 35%	177 35%	71 28%	105 44%	77 28%	100 43%	88 46%	77 36%	62 24%	56 28%	70 50%	164 41%	189 32%	24 18%	66 24%	93 39%	88 43%	43 77%	37 40%	91 22%	225 45%	29 40%	8 43%	74 26%		
PERSONAL EXPERIENCE OF PRIVACY INVASION																											
Yes	653 65%	320 65%	333 66%	186 72%	135 57%	188 69%	144 62%	123 65%	148 69%	181 71%	128 64%	73 52%	271 67%	382 64%	99 73%	197 73%	158 66%	129 62%	26 46%	45 49%	296 73%	312 62%	37 51%	9 44%	202 71%		
No	347 35%	176 35%	171 34%	73 28%	103 43%	83 31%	88 38%	67 35%	67 31%	74 29%	72 36%	67 48%	134 33%	213 36%	36 27%	75 27%	80 34%	80 38%	30 54%	47 51%	111 27%	189 38%	36 49%	11 56%	84 29%		

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY			
	Base	REST OF LEINSTER	MUNSTER	CONNACHT/ULSTER	URBAN	RURAL	HOUSEWIFE	STUDENT/SCHOOL	UNEMPLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ COLLEGE	Yes - Occasionally	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman	
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
USE INTERNET REGULARLY																										
Yes - Occasionally	274 27%	90 35%	57 20%	39 21%	166 27%	108 28%	32 23%	40 37%	7 14%	11 12%	133 31%	33 28%	18 27%	15 15%	159 28%	61 28%	39 36%	274 100%	- -	- -	168 29%	88 25%	186 29%	87 25%	24 25%	
Yes - Frequently	341 34%	62 24%	76 27%	61 34%	259 42%	82 22%	23 16%	59 54%	9 18%	12 13%	191 44%	31 27%	16 25%	7 7%	137 24%	138 62%	60 55%	- -	341 100%	- -	230 40%	85 24%	267 41%	75 22%	42 44%	
No	382 38%	102 40%	145 52%	81 45%	195 31%	187 49%	81 59%	10 9%	33 68%	68 75%	107 25%	52 45%	32 48%	78 79%	272 48%	22 10%	10 9%	- -	- -	382 100%	178 31%	180 51%	200 31%	182 52%	29 31%	
AWARE DATA PROTECTION COMMISSIONER																										
Yes	576 58%	146 57%	146 52%	87 48%	383 62%	193 51%	63 46%	48 45%	18 37%	43 48%	287 67%	76 65%	41 62%	41 42%	315 55%	169 77%	51 47%	168 62%	230 67%	178 47%	576 100%	- -	405 62%	171 49%	80 84%	
No	353 35%	91 36%	118 42%	71 39%	203 33%	150 39%	67 48%	51 47%	29 61%	44 49%	105 24%	34 29%	23 35%	53 53%	216 38%	35 16%	49 45%	88 32%	85 25%	180 47%	- -	353 100%	198 30%	155 45%	11 11%	
PERSONAL EXPERIENCE OF PRIVACY INVASION																										
Yes	653 65%	172 67%	171 61%	109 61%	424 68%	229 60%	80 58%	64 59%	29 61%	50 55%	306 71%	73 62%	52 78%	48 48%	375 66%	166 75%	64 59%	186 68%	267 78%	200 52%	405 70%	198 56%	653 100%	- -	74 79%	
No	347 35%	83 33%	109 39%	71 39%	196 32%	151 40%	59 42%	45 41%	19 39%	41 45%	125 29%	44 38%	14 22%	51 52%	196 34%	55 25%	45 41%	87 32%	75 22%	182 48%	171 30%	155 44%	- -	347 100%	20 21%	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
USE INTERNET REGULARLY												
Yes - Occasionally	274 27%	2 7%	39 20%	23 40%	8 25%	92 31%	50 27%	5 35%	- -	18 32%	9 46%	56 25%
Yes - Frequently	341 34%	19 76%	115 61%	25 44%	14 43%	88 30%	57 31%	3 22%	3 48%	20 35%	4 21%	46 21%
No	382 38%	4 17%	36 19%	10 17%	10 32%	116 39%	77 42%	6 43%	3 52%	19 34%	6 33%	119 54%
AWARE DATA PROTECTION COMMISSIONER												
Yes	576 58%	20 79%	176 93%	43 76%	22 68%	143 48%	100 54%	6 44%	2 31%	32 57%	14 72%	71 32%
No	353 35%	4 14%	3 2%	10 17%	7 20%	120 40%	61 33%	5 43%	2 33%	16 28%	4 23%	149 67%
PERSONAL EXPERIENCE OF PRIVACY INVASION												
Yes	653 65%	20 77%	127 67%	42 74%	19 59%	200 68%	124 67%	8 66%	5 85%	47 84%	12 61%	111 50%
No	347 35%	6 23%	62 33%	15 26%	13 41%	96 32%	61 33%	4 34%	1 15%	9 16%	7 39%	110 50%

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	SEX		MARITAL STATUS					AGE										SOCIAL CLASS										REGIO N
	Base	MALE	FE MALE	MALE MARR IED	MALE NOT MARR IED	FE MALE MARR IED	FE MALE NOT MARR IED	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN			
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285			
Q.5 COMPLAINT ABOUT INVASION OF PRIVACY																												
Ombudsman/office of the ombudsman	95 9%	42 8%	53 10%	23 9%	19 8%	32 12%	21 9%	13 7%	21 10%	30 12%	21 11%	10 7%	34 8%	61 10%	16 12%	32 12%	24 10%	13 6%	4 7%	7 7%	47 12%	41 8%	5 7%	2 8%	23 8%			
Information commissioner's office	25 3%	11 2%	15 3%	8 3%	3 1%	11 4%	4 2%	3 2%	8 4%	7 3%	5 3%	1 1%	11 3%	14 2%	6 4%	9 3%	7 3%	3 2%	- -	- -	15 4%	11 2%	- -	- -	14 5%			
Data protection Commissioner's office	189 19%	100 20%	89 18%	66 26%	34 14%	58 22%	31 13%	24 13%	54 25%	64 25%	32 16%	15 11%	78 19%	111 19%	43 32%	71 26%	29 12%	32 16%	1 2%	13 14%	114 28%	62 12%	8 11%	5 23%	82 29%			
Director of consumer affairs	57 6%	27 5%	30 6%	14 6%	13 5%	17 6%	12 5%	8 4%	17 8%	26 10%	4 2%	2 2%	25 6%	32 5%	10 8%	18 6%	15 6%	11 5%	3 6%	- -	28 7%	29 6%	- -	- -	25 9%			
Press ombudsman	32 3%	16 3%	16 3%	9 4%	7 3%	9 3%	7 3%	4 2%	8 4%	14 5%	4 2%	2 2%	13 3%	20 3%	8 6%	11 4%	7 3%	6 3%	- -	* *	19 5%	13 3%	- -	* 2%	12 4%			
Gardai	296 30%	162 33%	134 27%	81 31%	81 34%	67 25%	67 29%	54 28%	68 32%	70 28%	62 31%	41 30%	122 30%	174 29%	38 28%	81 30%	77 33%	66 32%	8 14%	25 28%	119 29%	152 30%	21 29%	4 21%	100 35%			
Lawyer/Solicitor	185 18%	94 19%	91 18%	49 19%	45 19%	46 17%	45 19%	30 16%	47 22%	46 18%	38 19%	24 17%	77 19%	108 18%	26 19%	53 19%	43 18%	39 19%	4 7%	21 23%	78 19%	86 17%	18 25%	3 13%	58 20%			
TD's/Public Representative	13 1%	8 2%	5 1%	2 1%	6 3%	2 1%	3 1%	3 1%	5 2%	2 1%	3 2%	- -	8 2%	5 1%	- -	2 1%	6 2%	5 2%	- -	- -	2 1%	10 2%	- -	- -	4 1%			

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	Q.5 COMPLAINT ABOUT INVASION OF PRIVACY																				Ombud man/ offic e of the ombud sman					
	REGION		AREA		WORKING STATUS						FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER			PERSONAL EXPERIENCE OF PRIVACY INVASION				
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYE D	RETIR ED	FULL TIME	PART TIME	SELF EMPLO YED	PRIMA RY LEVEL	SECON DARY LEVEL	THIRD LEVEL	STILL AT SCHOOL L/ COLLE GE	Yes - Occas ly	Yes - Frequ ently	No		Yes	No	Yes	No	
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95	
Q.5 COMPLAINT ABOUT INVASION OF PRIVACY																										
Ombudsman/office of the ombudsman	95 9%	28 11%	22 8%	21 12%	67 11%	28 7%	12 9%	6 6%	1 3%	11 12%	45 10%	12 10%	8 11%	3 3%	55 10%	30 14%	6 6%	24 9%	42 12%	29 8%	80 14%	11 3%	74 11%	20 6%	95 100%	
Information commissioner's office	25 3%	4 2%	3 1%	4 2%	22 4%	3 1%	5 3%	2 1%	- -	1 1%	16 4%	1 1%	1 2%	- -	12 2%	11 5%	2 1%	2 1%	19 6%	4 1%	20 3%	4 1%	20 3%	6 2%	11 12%	
Data protection Commissioner's office	189 19%	33 13%	37 13%	37 20%	135 22%	54 14%	16 11%	11 11%	7 15%	5 5%	110 25%	25 21%	15 23%	9 9%	91 16%	77 35%	12 11%	39 14%	115 34%	36 9%	176 31%	3 1%	127 19%	62 18%	8 9%	
Director of consumer affairs	57 6%	8 3%	14 5%	11 6%	37 6%	20 5%	6 4%	5 5%	2 4%	3 4%	32 7%	7 6%	2 3%	- -	35 6%	16 7%	6 5%	23 8%	25 7%	10 2%	43 8%	10 3%	42 6%	15 4%	8 8%	
Press ombudsman	32 3%	1 *	16 6%	3 2%	24 4%	8 2%	1 1%	4 3%	1 3%	1 1%	16 4%	4 4%	5 7%	- -	18 3%	11 5%	4 3%	8 3%	14 4%	10 3%	22 4%	7 2%	19 3%	13 4%	5 6%	
Gardai	296 30%	65 26%	81 29%	50 28%	192 31%	104 27%	32 23%	28 26%	16 32%	29 32%	134 31%	29 25%	28 42%	32 32%	169 30%	65 29%	30 27%	92 34%	88 26%	116 30%	143 25%	120 34%	200 31%	96 28%	14 15%	
Lawyer/Solicitor	185 18%	33 13%	71 25%	24 13%	116 19%	69 18%	23 17%	21 19%	4 9%	25 28%	80 19%	13 11%	18 27%	21 21%	104 18%	40 18%	21 19%	50 18%	57 17%	77 20%	100 17%	61 17%	124 19%	61 18%	12 13%	
TD's/Public Representative	13 1%	3 1%	4 1%	2 1%	6 1%	7 2%	- -	2 2%	2 5%	- -	4 1%	3 3%	1 2%	2 2%	7 1%	1 *	2 2%	5 2%	3 1%	6 1%	6 1%	5 2%	8 1%	4 1%	2 2%	

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Info ratio	Data protection Commissioner's office	Director of Consumer Affairs	Press Ombudsman	Garda i	Solicitor	TD's/ Public Representative	Lawyer/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222	
Q.5 COMPLAINT ABOUT INVASION OF PRIVACY													
Ombudsman/office of the ombudsman	95 9%	11 44%	8 4%	8 14%	5 17%	14 5%	12 6%	2 13%	1 18%	1 2%	2 12%	-	-
Information commissioner's office	25 3%	25 100%	8 4%	8 13%	4 13%	7 2%	6 3%	2 13%	1 15%	1 2%	2 12%	-	-
Data protection Commissioner's office	189 19%	8 33%	189 100%	14 25%	9 27%	17 6%	19 10%	2 19%	-	3 6%	2 12%	-	-
Director of consumer affairs	57 6%	8 30%	14 8%	57 100%	9 28%	18 6%	16 9%	3 26%	1 16%	2 3%	-	-	-
Press ombudsman	32 3%	4 17%	9 5%	9 16%	32 100%	13 4%	10 6%	2 19%	-	-	-	-	-
Gardai	296 30%	7 29%	17 9%	18 32%	13 40%	296 100%	68 37%	4 28%	2 35%	5 9%	-	-	-
Lawyer/Solicitor	185 18%	6 24%	19 10%	16 28%	10 32%	68 23%	185 100%	5 38%	4 69%	2 4%	-	-	-
TD's/Public Representative	13 1%	2 6%	2 1%	3 6%	2 8%	4 1%	5 3%	13 100%	-	-	-	-	-

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

	SEX								MARITAL STATUS								AGE								SOCIAL CLASS								REGION
	Base	MALE	FE MALE	MALE MARR	MALE NOT MARR	FE MALE MARR	FE MALE NOT MARR	15-24	25-34	35-49	50-64	65+	>35	35+	AB	C1	C2	D	E	F	ABC1	C2DE	F50+	F50-	DUB LIN								
Base	1000	496	504	259	237	271	233	190	215	255	200	140	405	595	135	272	237	208	56	92	406	501	72	20	285								
The media	6 1%	2 *	4 1%	1 *	1 *	2 1%	2 1%	2 1%	1 *	2 1%	1 1%	- -	3 1%	3 1%	- -	2 1%	3 1%	1 1%	- -	- -	2 *	4 1%	- -	- -	1 *								
Write letter/telephone/ email organisation concerned	56 6%	19 4%	37 7%	11 4%	8 4%	17 6%	20 9%	9 5%	8 4%	20 8%	10 5%	9 7%	17 4%	39 7%	10 7%	15 6%	10 4%	11 5%	3 5%	8 8%	25 6%	24 5%	6 9%	1 6%	16 6%								
Other	19 2%	7 1%	13 3%	4 2%	3 1%	8 3%	4 2%	1 1%	4 2%	3 1%	7 4%	4 3%	5 1%	15 2%	5 4%	4 1%	3 1%	3 2%	1 3%	3 3%	9 2%	7 1%	3 4%	- -	- -								
DK/No Opinion	222 22%	111 22%	110 22%	51 20%	60 25%	51 19%	59 26%	60 32%	36 17%	45 18%	42 21%	38 27%	96 24%	125 21%	17 13%	42 16%	54 23%	53 25%	34 60%	22 24%	60 15%	140 28%	15 21%	7 35%	33 11%								

FIELDWORK : 16th - 25th April 2008

41108027

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

	REGION		AREA		WORKING STATUS								FINISHED EDUCATION						USE INTERNET REGULARLY		AWARE DATA PROTECTION COMMISSIONER		PERSONAL EXPERIENCE OF PRIVACY INVASION		COMPLAINT ABOUT INVASION OF PRIVACY
	Base	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	RURAL	HOUSE WIFE	STU DENT/ AT SCHOOL	UNEM PLOYED	RETIRED	FULL TIME	PART TIME	SELF EMPLOYED	PRIMARY LEVEL	SECONDARY LEVEL	THIRD LEVEL	STILL AT SCHOOL/ L/GE	Yes - Occasional	Yes - Frequently	No	Yes	No	Yes	No	Ombudsman/ office of the ombudsman
Base	1000	255	280	180	620	380	138	109	48	91	431	117	66	100	571	221	109	274	341	382	576	353	653	347	95
The media	6 1%	2 1%	3 1%	- -	1 *	5 1%	1 1%	2 1%	- -	- -	2 *	1 1%	- -	- -	3 1%	1 *	2 1%	- -	3 1%	3 1%	2 *	2 1%	5 1%	1 *	1 1%
Write letter/telephone/ email organisation concerned	56 6%	18 7%	11 4%	11 6%	30 5%	26 7%	8 6%	8 7%	3 6%	5 6%	20 5%	10 8%	2 3%	5 5%	31 5%	13 6%	8 7%	18 7%	20 6%	19 5%	32 6%	16 5%	47 7%	9 3%	1 1%
Other	19 2%	12 5%	4 1%	3 2%	11 2%	9 2%	3 2%	1 1%	- -	3 3%	11 3%	- -	1 2%	2 2%	10 2%	6 3%	1 1%	9 3%	4 1%	6 2%	14 2%	4 1%	12 2%	7 2%	2 2%
DK/No Opinion	222 22%	66 26%	73 26%	50 28%	119 19%	103 27%	40 29%	41 37%	17 35%	19 21%	62 14%	32 27%	11 16%	29 29%	130 23%	23 10%	39 35%	56 20%	46 14%	119 31%	71 12%	149 42%	111 17%	110 32%	- -

FIELDWORK : 16th - 25th April 2008

LANDSDOWNE MARKET RESEARCH

DATA PROTECTION RESEARCH

ANALYSIS OF SAMPLE
ANALYSIS OF SAMPLE

Q.5 COMPLAINT ABOUT INVASION OF PRIVACY

	Base	Infor matio n com ssion er's offic e	Data prote ction Comm ssion er's offic e	Direc tor of con sum er affai rs	Press ombud sman	Garda i	Solic itor	TD's/ Publi c Lawye r/ Repre senta tive	The media	Write lette r/ telep hone/ email organ isati on conce rned	Other	DK/No Opini on
Base	1000	25	189	57	32	296	185	13	6	56	19	222
The media	6 1%	1 3%	- -	1 2%	- -	2 1%	4 2%	- -	6 100%	- -	- -	- -
Write letter/telephone/ email organisation concerned	56 6%	1 3%	3 2%	2 3%	- -	5 2%	2 1%	- -	- -	56 100%	- -	- -
Other	19 2%	2 9%	2 1%	- -	- -	- -	- -	- -	- -	- -	19 100%	- -
DK/No Opinion	222 22%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	222 100%