

(1311) (41112421)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)  
 FIELDWORK : (MAY 2013)

MILLWARD BROWN

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6	4	Q.1. Ethics in public office		1019
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10	6	Q.1. Crime prevention		1019
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35	19	Q.2. Your Vehicle Registration Number		1019
37	20	Q.3 Have you ever personally experienced any of the following? (SUMMARY)		1019

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42	23	Q.3 Received unsolicited marketing POST, addressed to you personally from commercial organisations		1019
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65	35	Q.4 Post		1019
67	36	Q.5 If you wanted to make a complaint about an invasion of your privacy in terms of personal information (about you) where would you go to make this complaint?		1019

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71	37	Q.6. Have you ever heard of the Data Protection Commissioner?		1019
73	38	Q.7 As far as you are aware, are you legally entitled...? (SUMMARY)		1019
74	39	Q.7 To get a copy of any information about you held by any organisation?		1019
76	40	Q.7 To have inaccurate information about you corrected or deleted?		1019
78	41	Q.7 To be offered a means to opt-out every time you receive a marketing text or email?		1019
80	42	Q.7 To object if an organisation asks you to use a biometric system (such as your fingerprint or the iris of your eye) to control access or attendance?		1019
82	43	Q.7 To object if you feel CCTV is invasive in the workplace?		1019
84	44	Q.7 To have any of your medical records deleted?		1019
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97	51	Q.8. Privacy statements on websites giving you details on how data regarding your visit could be reused		1019
99	52	Q.8. Your Internet usage logs being retained or monitored		1019
101	53	Q.9 When you consider the personal information held about you by organisations, to what extent would you agree or disagree that: (SUMMARY)		1019
102	54	Q.9 Public sector organisations keep personal information held about you in a safe and secure manner		1019
104	55	Q.9 Private sector organisations keep personal information held about you in a safe and secure manner		1019
106	56	Q.9 Public sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately		1019
108	57	Q.9 Private sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately		1019
110	58	Q. 10. Should your medical records be made available for the purpose of advancing medical research?		1019
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Table 1

Q.1. How important or not, are each of the following issues to you personally? (SUMMARY)

	Base (wt)	Very impor tant	Fairl y impor tant	Not very impor tant	Not at all impor tant	Dont know	(NET) Impor tant	(NET) Not Impor tant	Mean
Protection of consumer rights	1000	742 74%	201 20%	35 4%	17 2%	5 *	943 94%	52 5%	4.66
A good health service	1000	833 83%	131 13%	29 3%	4 *	1 *	965 96%	34 3%	4.79
Ethics in public office	1000	718 72%	195 20%	53 5%	18 2%	15 2%	913 91%	72 7%	4.58
Privacy of personal information	1000	782 78%	168 17%	45 5%	5 *	-	950 95%	50 5%	4.73
Crime prevention	1000	794 79%	153 15%	39 4%	12 1%	3 *	947 95%	50 5%	4.72

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Table 2  
Q.1. Protection of consumer rights

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA			
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER URBAN		
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635	
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615	
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590	
Very important	742 74%	356 73%	386 76%	122 77%	189 74%	79 69%	153 76%	138 73%	131 74%	91 73%	124 80%	231 73%	484 75%	95 73%	199 73%	147 65%	244 81%	58 78%	294 73%	390 74%	184 65%	202 77%	206 74%	151 85%	459 75%	
Fairly important	201 20%	106 22%	96 19%	26 16%	48 19%	26 23%	38 19%	36 19%	40 23%	27 22%	24 15%	64 20%	128 20%	28 22%	59 22%	64 28%	37 12%	13 18%	88 22%	101 19%	82 29%	57 22%	40 14%	22 12%	124 20%	
Not very important	35 4%	17 3%	18 4%	7 4%	11 4%	4 4%	7 3%	9 5%	4 3%	3 3%	7 4%	11 3%	24 4%	2 1%	9 3%	9 4%	12 4%	3 4%	10 3%	22 4%	10 4%	1 *	21 7%	3 1%	23 4%	
Not at all important	17 2%	8 2%	9 2%	3 2%	5 2%	4 4%	4 2%	4 2%	2 1%	2 1%	1 1%	8 3%	8 1%	3 2%	4 2%	6 2%	4 1%	* 1%	7 2%	10 2%	3 1%	- -	11 4%	2 1%	6 1%	
Dont know	5 *	3 1%	1 *	- -	1 *	1 1%	- -	2 1%	- -	1 1%	- -	1 *	3 1%	2 2%	- -	- -	2 1%	- -	2 1%	2 *	1 *	2 1%	1 *	- -	3 1%	
(NET) Important	943 94%	462 94%	482 95%	148 94%	237 93%	105 92%	190 95%	175 92%	171 96%	118 95%	148 95%	295 94%	612 95%	123 95%	258 95%	210 94%	281 94%	71 95%	381 95%	491 94%	266 95%	259 99%	246 88%	173 97%	583 95%	
(NET) Not Important	52 5%	25 5%	27 5%	10 6%	16 6%	8 7%	11 5%	13 7%	6 4%	5 4%	7 5%	19 6%	32 5%	4 3%	13 5%	15 6%	17 6%	4 5%	17 4%	31 6%	14 5%	1 *	32 12%	5 3%	28 5%	
Mean	4.66	4.64	4.68	4.69	4.65	4.55	4.69	4.61	4.69	4.65	4.74	4.64	4.67	4.62	4.67	4.56	4.72	4.72	4.65	4.65	4.58	4.74	4.57	4.81	4.67	
Std Dev	0.67	0.70	0.65	0.65	0.70	0.82	0.64	0.76	0.57	0.71	0.56	0.71	0.66	0.78	0.62	0.69	0.67	0.57	0.67	0.68	0.66	0.54	0.84	0.51	0.65	
Std Err	0.02	0.03	0.03	0.05	0.04	0.08	0.05	0.05	0.04	0.07	0.05	0.04	0.03	0.08	0.03	0.04	0.04	0.08	0.03	0.03	0.04	0.04	0.05	0.04	0.03	
Error Var	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	0.01	*	*	*	0.01	*	*	*	*	*	*	*

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Table 2  
 Q.1. Protection of consumer rights

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	742 74%	283 73%	261 73%	481 75%
Fairly important	201 20%	78 20%	75 21%	126 20%
Not very important	35 4%	13 3%	15 4%	20 3%
Not at all important	17 2%	11 3%	6 2%	11 2%
Dont know	5 *	1 *	1 *	3 1%
(NET) Important	943 94%	360 94%	336 94%	608 95%
(NET) Not Important	52 5%	24 6%	21 6%	31 5%
Mean	4.66	4.63	4.64	4.67
Std Dev	0.67	0.71	0.67	0.67
Std Err	0.02	0.04	0.03	0.03
Error Var	*	*	*	*

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Table 3  
Q.1. A good health service

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA			
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635	
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615	
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590	
Very important	833 83%	403 82%	431 85%	129 82%	211 83%	91 80%	165 82%	161 85%	150 85%	113 91%	128 82%	256 81%	552 85%	114 88%	233 86%	166 74%	252 84%	68 91%	348 87%	418 80%	208 74%	230 88%	236 84%	160 90%	508 83%	
Fairly important	131 13%	73 15%	58 11%	20 13%	30 12%	18 16%	26 13%	21 11%	21 12%	9 7%	25 16%	44 14%	76 12%	16 12%	29 11%	46 21%	34 11%	6 9%	45 11%	80 15%	59 21%	32 12%	24 8%	17 10%	78 13%	
Not very important	29 3%	11 2%	19 4%	8 5%	12 5%	4 4%	7 3%	9 5%	5 3%	1 1%	3 2%	11 3%	17 3%	-	7 2%	11 5%	11 4%	-	7 2%	23 4%	12 4%	1 *	17 6%	-	25 4%	
Not at all important	4 *	3 1%	2 *	-	-	1 1%	2 1%	-	2 1%	-	-	3 1%	2 *	-	2 1%	1 1%	1 *	-	2 1%	2 *	3 1%	-	2 1%	-	3 *	
Dont know	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-	-	1 1%	-	-	
(NET) Important	965 96%	476 97%	489 96%	149 95%	241 95%	109 96%	191 95%	181 95%	171 96%	123 99%	153 98%	300 95%	628 97%	130 100%	262 97%	212 94%	286 95%	74 100%	392 98%	498 95%	266 95%	262 100%	260 93%	177 100%	587 95%	
(NET) Not Important	34 3%	13 3%	21 4%	8 5%	12 5%	5 4%	9 4%	9 5%	6 4%	1 1%	3 2%	14 4%	19 3%	-	9 3%	13 6%	12 4%	-	9 2%	25 5%	15 5%	1 *	18 7%	-	28 5%	
Mean	4.79	4.78	4.80	4.76	4.78	4.75	4.74	4.80	4.80	4.90	4.81	4.75	4.82	4.88	4.82	4.67	4.78	4.91	4.84	4.74	4.68	4.87	4.76	4.90	4.78	
Std Dev	0.52	0.53	0.50	0.54	0.52	0.55	0.64	0.50	0.52	0.33	0.44	0.61	0.46	0.33	0.49	0.60	0.57	0.28	0.45	0.59	0.60	0.34	0.63	0.30	0.53	
Std Err	0.02	0.03	0.02	0.05	0.03	0.05	0.05	0.03	0.04	0.03	0.04	0.04	0.02	0.03	0.03	0.04	0.04	0.04	0.02	0.03	0.04	0.02	0.04	0.02	0.02	
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

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Table 3  
 Q.1. A good health service

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	833 83%	325 84%	303 85%	530 83%
Fairly important	131 13%	53 14%	40 11%	92 14%
Not very important	29 3%	4 1%	13 4%	16 3%
Not at all important	4 *	2 *	- -	4 1%
Dont know	1 *	1 *	1 *	- -
(NET) Important	965 96%	378 98%	343 96%	622 97%
(NET) Not Important	34 3%	6 1%	13 4%	20 3%
Mean	4.79	4.81	4.80	4.79
Std Dev	0.52	0.49	0.53	0.51
Std Err	0.02	0.03	0.03	0.02
Error Var	*	*	*	*

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Table 4  
Q.1. Ethics in public office

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	718 72%	348 71%	369 73%	113 72%	174 68%	77 68%	141 70%	130 69%	133 75%	96 78%	120 77%	218 69%	479 74%	99 76%	193 71%	151 67%	215 72%	60 80%	292 73%	366 70%	193 69%	187 71%	198 71%	139 79%	449 73%
Fairly important	195 20%	105 21%	91 18%	29 18%	54 21%	27 23%	42 21%	41 22%	34 19%	18 15%	21 13%	69 22%	114 18%	21 16%	60 22%	52 23%	53 18%	9 13%	81 20%	105 20%	62 22%	60 23%	45 16%	28 16%	109 18%
Not very important	53 5%	20 4%	33 7%	12 8%	20 8%	5 4%	15 7%	11 6%	9 5%	3 3%	9 6%	20 6%	32 5%	4 3%	11 4%	15 7%	23 8%	* 1%	15 4%	38 7%	19 7%	6 2%	24 8%	5 3%	38 6%
Not at all important	18 2%	12 3%	6 1%	2 1%	3 1%	4 3%	2 1%	5 2%	1 *	4 3%	3 2%	6 2%	12 2%	3 2%	5 2%	6 3%	1 *	3 4%	8 2%	7 1%	5 2%	4 1%	7 3%	2 1%	11 2%
Dont know	15 2%	5 1%	11 2%	1 *	3 1%	1 1%	1 *	3 2%	1 *	2 2%	4 2%	2 1%	10 2%	4 3%	2 1%	1 *	7 2%	2 3%	5 1%	8 2%	2 1%	5 2%	6 2%	3 2%	8 1%
(NET) Important	913 91%	453 92%	460 90%	142 91%	228 90%	104 91%	183 91%	171 90%	167 94%	115 92%	140 90%	287 91%	593 92%	120 92%	253 93%	203 90%	268 90%	69 93%	373 93%	471 90%	255 91%	247 94%	243 87%	167 94%	558 91%
(NET) Not Important	72 7%	33 7%	39 8%	14 9%	23 9%	9 8%	17 8%	15 8%	10 5%	7 6%	12 7%	26 8%	44 7%	6 5%	16 6%	21 10%	24 8%	3 5%	23 6%	45 9%	23 8%	10 4%	31 11%	7 4%	49 8%
Mean	4.58	4.59	4.58	4.60	4.54	4.54	4.60	4.53	4.68	4.63	4.61	4.57	4.61	4.60	4.62	4.54	4.56	4.64	4.61	4.55	4.56	4.60	4.51	4.69	4.59
Std Dev	0.80	0.77	0.83	0.73	0.79	0.82	0.71	0.85	0.63	0.84	0.86	0.75	0.80	0.88	0.71	0.77	0.85	0.90	0.77	0.81	0.76	0.78	0.91	0.73	0.79
Std Err	0.03	0.04	0.04	0.06	0.05	0.08	0.05	0.06	0.05	0.08	0.08	0.04	0.03	0.08	0.04	0.05	0.06	0.13	0.04	0.04	0.05	0.05	0.06	0.06	0.03
Error Var	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	*	*

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Table 4  
 Q.1. Ethics in public office

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	718 72%	269 70%	253 71%	464 72%
Fairly important	195 20%	87 22%	77 22%	118 18%
Not very important	53 5%	15 4%	19 5%	35 5%
Not at all important	18 2%	7 2%	6 2%	13 2%
Dont know	15 2%	8 2%	3 1%	12 2%
(NET) Important	913 91%	355 92%	330 92%	583 91%
(NET) Not Important	72 7%	22 6%	24 7%	47 7%
Mean	4.58	4.56	4.60	4.57
Std Dev	0.80	0.82	0.74	0.84
Std Err	0.03	0.05	0.04	0.04
Error Var	*	*	*	*

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Table 5  
Q.1. Privacy of personal information

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	782 78%	376 77%	406 80%	126 80%	201 79%	90 79%	159 79%	147 78%	145 82%	95 77%	122 78%	249 79%	510 79%	104 80%	217 80%	151 67%	247 82%	64 86%	320 80%	398 76%	188 67%	209 80%	217 78%	169 95%	480 78%
Fairly important	168 17%	93 19%	75 15%	21 13%	35 14%	16 14%	34 17%	31 16%	25 14%	22 18%	29 19%	50 16%	107 17%	26 20%	41 15%	60 27%	32 11%	9 12%	67 17%	93 18%	72 26%	52 20%	35 13%	9 5%	102 17%
Not very important	45 5%	17 3%	28 6%	10 6%	17 7%	7 6%	8 4%	10 5%	6 3%	6 5%	4 3%	16 5%	26 4%	1 1%	12 4%	11 5%	20 7%	2 2%	13 3%	30 6%	20 7%	2 1%	23 8%	- -	30 5%
Not at all important	5 *	5 1%	- -	- -	- -	1 1%	- -	2 1%	2 1%	1 1%	- -	1 *	4 1%	- -	1 *	3 1%	1 *	- -	1 *	4 1%	1 *	- -	4 1%	- -	3 1%
Dont know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(NET) Important	950 95%	469 96%	481 94%	147 94%	237 93%	106 93%	192 96%	178 94%	170 96%	117 94%	151 97%	299 95%	617 95%	129 99%	258 95%	211 94%	279 93%	73 98%	387 97%	490 93%	260 93%	261 99%	252 90%	177 100%	582 95%
(NET) Not Important	50 5%	21 4%	28 6%	10 6%	17 7%	8 7%	8 4%	12 6%	7 4%	7 6%	4 3%	16 5%	30 5%	1 1%	13 5%	14 6%	21 7%	2 2%	14 3%	34 7%	21 7%	2 1%	27 10%	- -	33 5%
Mean	4.73	4.71	4.74	4.74	4.73	4.71	4.75	4.71	4.77	4.70	4.76	4.74	4.73	4.79	4.75	4.60	4.75	4.83	4.76	4.69	4.59	4.79	4.66	4.95	4.72
Std Dev	0.56	0.58	0.55	0.57	0.58	0.61	0.52	0.61	0.54	0.59	0.49	0.55	0.56	0.42	0.54	0.65	0.58	0.43	0.51	0.61	0.64	0.42	0.69	0.22	0.57
Std Err	0.02	0.03	0.03	0.05	0.04	0.06	0.04	0.04	0.04	0.06	0.05	0.03	0.02	0.04	0.03	0.04	0.04	0.06	0.02	0.03	0.04	0.03	0.04	0.02	0.02
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 5  
 Q.1. Privacy of personal information

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	782 78%	302 78%	281 79%	501 78%
Fairly important	168 17%	66 17%	57 16%	111 17%
Not very important	45 5%	16 4%	17 5%	28 4%
Not at all important	5 *	1 *	2 1%	2 *
Dont know	- -	- -	- -	- -
(NET) Important	950 95%	368 96%	338 95%	612 95%
(NET) Not Important	50 5%	17 4%	20 5%	30 5%
Mean	4.73	4.74	4.72	4.73
Std Dev	0.56	0.55	0.58	0.55
Std Err	0.02	0.03	0.03	0.02
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 6  
Q.1. Crime prevention

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	794 79%	381 78%	413 81%	128 82%	204 80%	86 76%	162 80%	151 79%	134 75%	104 84%	131 84%	248 79%	520 80%	103 79%	220 81%	165 73%	243 81%	64 86%	322 80%	408 78%	193 69%	210 80%	226 81%	165 93%	485 79%
Fairly important	153 15%	89 18%	64 13%	15 10%	29 11%	18 16%	27 13%	26 14%	37 21%	16 13%	19 12%	45 14%	98 15%	22 17%	38 14%	46 20%	37 12%	10 14%	60 15%	82 16%	67 24%	49 19%	24 9%	13 7%	94 15%
Not very important	39 4%	14 3%	24 5%	10 6%	14 6%	6 6%	7 4%	9 5%	5 3%	3 3%	5 3%	14 4%	23 4%	4 3%	9 3%	10 5%	16 5%	- -	13 3%	26 5%	15 5%	1 *	22 8%	- -	27 4%
Not at all important	12 1%	6 1%	6 1%	4 2%	4 2%	3 3%	5 3%	1 *	2 1%	1 1%	- -	8 3%	3 1%	1 1%	4 2%	4 2%	2 1%	- -	5 1%	6 1%	5 2%	- -	6 2%	- -	6 1%
Dont know	3 *	1 *	2 *	- -	2 1%	- -	- -	3 2%	- -	- -	- -	- -	3 *	1 1%	- -	- -	2 1%	- -	1 *	2 *	- -	2 1%	1 *	- -	2 *
(NET) Important	947 95%	469 96%	477 94%	144 91%	233 92%	105 92%	188 94%	177 93%	170 96%	120 97%	151 97%	293 93%	618 95%	125 96%	257 95%	210 94%	280 93%	74 100%	382 95%	490 93%	260 93%	259 99%	250 90%	177 100%	580 94%
(NET) Not Important	50 5%	20 4%	30 6%	14 9%	18 7%	9 8%	13 6%	10 5%	7 4%	4 3%	5 3%	22 7%	26 4%	4 3%	13 5%	14 6%	18 6%	- -	18 4%	32 6%	21 7%	1 *	28 10%	- -	33 5%
Mean	4.72	4.72	4.73	4.70	4.69	4.65	4.72	4.69	4.70	4.80	4.81	4.69	4.74	4.72	4.75	4.65	4.73	4.86	4.74	4.69	4.59	4.77	4.68	4.93	4.72
Std Dev	0.62	0.60	0.64	0.70	0.72	0.71	0.66	0.73	0.58	0.51	0.47	0.68	0.59	0.64	0.60	0.66	0.65	0.35	0.61	0.65	0.68	0.53	0.74	0.26	0.62
Std Err	0.02	0.03	0.03	0.06	0.05	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.02	0.06	0.03	0.04	0.04	0.05	0.03	0.03	0.04	0.03	0.05	0.02	0.03
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 6  
 Q.1. Crime prevention

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	794 79%	309 80%	291 81%	503 78%
Fairly important	153 15%	59 15%	46 13%	106 17%
Not very important	39 4%	11 3%	15 4%	23 4%
Not at all important	12 1%	5 1%	3 1%	9 1%
Dont know	3 *	1 *	2 1%	1 *
(NET) Important	947 95%	367 95%	338 94%	609 95%
(NET) Not Important	50 5%	17 4%	18 5%	32 5%
Mean	4.72	4.73	4.74	4.72
Std Dev	0.62	0.61	0.63	0.61
Std Err	0.02	0.03	0.03	0.03
Error Var	*	*	*	*

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## M I L L W A R D   B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 7  
 Q.2. How important or not is it to you to keep each of the following types of information private by not revealing it to others unless ABSOLUTELY NECESSARY?

	Base (wt)	Very impor tant	Fairl y impor tant	Not very impor tant	Not at all impor tant	Don't know	(NET) (NET) Not Impor Import		Mean
Your financial history	1000	731 73%	188 19%	68 7%	11 1%	3 *	918 92%	78 8%	4.63
Your medical records	1000	754 75%	175 17%	61 6%	7 1%	3 *	928 93%	68 7%	4.67
Your personal mobile phone number	1000	502 50%	297 30%	144 14%	49 5%	8 1%	799 80%	192 19%	4.24
Your social welfare history	1000	649 65%	236 24%	77 8%	29 3%	10 1%	885 88%	106 11%	4.48
Your penalty points	1000	454 45%	246 25%	189 19%	85 9%	26 3%	700 70%	274 27%	4.02
Your insurance claims	1000	555 55%	236 24%	145 14%	45 4%	20 2%	790 79%	189 19%	4.26
Your PPS Number i.e. tax and social welfare number	1000	712 71%	188 19%	71 7%	20 2%	9 1%	900 90%	91 9%	4.57
Your telephone usage records	1000	487 49%	268 27%	179 18%	59 6%	7 1%	755 75%	238 24%	4.17
Your internet usage records	1000	479 48%	264 26%	147 15%	74 7%	35 4%	743 74%	222 22%	4.08
CV detail	1000	423 42%	280 28%	178 18%	105 10%	14 1%	703 70%	283 28%	3.99
Garda Record	1000	629 63%	209 21%	86 9%	48 5%	28 3%	838 84%	134 13%	4.36
Your Vehicle Registration Number	1000	350 35%	235 24%	241 24%	149 15%	25 2%	586 59%	390 39%	3.74

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M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 8  
Q.2. Your financial history

	GENDER			FEMALES										AGE										SOCIAL CLASS										REGION				AREA	
	Base (wt)	Male	Female	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN														
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635														
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615														
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590														
Very important	731 73%	362 74%	369 72%	116 74%	184 73%	73 64%	157 78%	139 73%	136 77%	87 70%	117 75%	230 73%	479 74%	97 74%	203 75%	146 65%	223 74%	62 84%	300 75%	368 70%	163 58%	199 76%	230 82%	138 78%	433 70%														
Fairly important	188 19%	87 18%	101 20%	28 18%	46 18%	27 23%	31 15%	32 17%	28 16%	29 23%	33 21%	58 18%	121 19%	24 19%	47 17%	58 26%	47 16%	11 15%	71 18%	105 20%	84 30%	53 20%	24 9%	27 15%	116 19%														
Not very important	68 7%	34 7%	34 7%	12 8%	19 7%	13 11%	12 6%	14 7%	13 7%	6 5%	6 4%	24 8%	38 6%	7 5%	16 6%	16 7%	28 9%	1 1%	23 6%	44 8%	29 10%	7 3%	20 7%	12 7%	55 9%														
Not at all important	11 1%	7 1%	4 1%	1 1%	3 1%	1 1%	2 1%	4 2%	1 *	3 2%	- -	3 1%	8 1%	1 1%	3 1%	4 2%	2 1%	- -	4 1%	7 1%	4 1%	1 1%	5 2%	- -	9 1%														
Dont know	3 *	1 *	2 *	- -	1 *	- -	- -	2 1%	- -	- -	- -	- -	2 *	1 1%	2 1%	- -	- -	* 1%	3 1%	- -	1 *	2 1%	- -	* *	2 *														
(NET) Important	918 92%	449 91%	470 92%	144 92%	230 91%	100 88%	188 93%	170 90%	164 92%	115 93%	150 96%	288 91%	599 93%	121 93%	250 92%	204 91%	270 90%	73 98%	371 93%	474 90%	247 88%	252 96%	254 91%	165 93%	549 89%														
(NET) Not Important	78 8%	41 8%	38 7%	13 8%	22 9%	14 12%	13 7%	18 9%	14 8%	9 7%	6 4%	27 9%	46 7%	8 6%	19 7%	21 9%	30 10%	1 1%	27 7%	51 10%	33 12%	8 3%	25 9%	12 7%	64 10%														
Mean	4.63	4.63	4.63	4.65	4.61	4.51	4.71	4.58	4.68	4.60	4.72	4.63	4.65	4.65	4.65	4.54	4.63	4.81	4.65	4.59	4.44	4.70	4.72	4.70	4.58														
Std Dev	0.69	0.70	0.68	0.65	0.72	0.74	0.61	0.80	0.62	0.69	0.52	0.67	0.67	0.71	0.69	0.72	0.68	0.50	0.70	0.70	0.76	0.62	0.68	0.61	0.73														
Std Err	0.02	0.03	0.03	0.05	0.05	0.07	0.05	0.06	0.05	0.07	0.05	0.04	0.03	0.07	0.04	0.04	0.04	0.07	0.03	0.03	0.05	0.04	0.04	0.05	0.03														
Error Var	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*														

FIELDWORK : (MAY 2013)

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 8  
 Q.2. Your financial history

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	731 73%	298 77%	274 76%	457 71%
Fairly important	188 19%	72 19%	61 17%	127 20%
Not very important	68 7%	12 3%	19 5%	49 8%
Not at all important	11 1%	2 1%	3 1%	8 1%
Dont know	3 *	2 *	2 1%	1 *
(NET) Important	918 92%	369 96%	334 93%	584 91%
(NET) Not Important	78 8%	14 4%	22 6%	57 9%
Mean	4.63	4.72	4.68	4.61
Std Dev	0.69	0.59	0.66	0.70
Std Err	0.02	0.03	0.03	0.03
Error Var	*	*	*	*

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(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 9  
Q.2. Your medical records

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA			
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN	
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635	
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615	
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590	
Very important	754 75%	366 75%	388 76%	117 74%	184 73%	81 71%	154 77%	140 74%	127 72%	103 83%	124 80%	235 74%	494 76%	94 72%	199 74%	152 68%	240 80%	68 91%	294 73%	392 75%	159 57%	214 82%	222 79%	159 89%	445 72%	
Fairly important	175 17%	97 20%	78 15%	28 18%	45 18%	21 18%	34 17%	34 18%	36 20%	13 11%	28 18%	54 17%	111 17%	21 16%	58 21%	55 24%	34 11%	7 9%	78 20%	89 17%	82 29%	41 16%	37 13%	14 8%	113 18%	
Not very important	61 6%	23 5%	38 8%	11 7%	21 8%	12 10%	11 6%	12 6%	12 7%	8 6%	3 2%	23 7%	34 5%	12 9%	12 4%	14 6%	23 8%	- -	24 6%	37 7%	33 12%	6 2%	18 6%	3 2%	51 8%	
Not at all important	7 1%	5 1%	2 *	1 1%	1 *	1 1%	2 1%	2 1%	2 1%	- -	- -	3 1%	4 1%	- -	2 1%	3 1%	2 1%	- -	2 *	5 1%	5 2%	- -	3 1%	- -	5 1%	
Dont know	3 *	- -	3 1%	- -	2 1%	- -	- -	2 1%	- -	- -	1 1%	- -	3 1%	3 3%	- -	- -	- -	- -	3 1%	- -	1 *	1 *	- -	1 1%	1 *	
(NET) Important	928 93%	463 94%	466 91%	145 92%	229 90%	102 89%	187 93%	174 92%	163 92%	116 94%	152 98%	289 92%	605 94%	115 88%	257 95%	207 92%	275 92%	74 100%	372 93%	482 92%	242 86%	255 97%	259 93%	173 98%	557 91%	
(NET) Not Important	68 7%	28 6%	40 8%	12 8%	22 9%	13 11%	13 7%	13 7%	14 8%	8 6%	3 2%	26 8%	38 6%	12 9%	14 5%	18 8%	25 8%	- -	26 6%	43 8%	38 14%	6 2%	20 7%	3 2%	56 9%	
Mean	4.67	4.68	4.66	4.66	4.61	4.59	4.69	4.62	4.62	4.76	4.75	4.65	4.68	4.55	4.68	4.58	4.71	4.91	4.64	4.66	4.40	4.78	4.71	4.86	4.62	
Std Dev	0.65	0.61	0.69	0.65	0.73	0.71	0.63	0.74	0.67	0.56	0.57	0.66	0.65	0.87	0.59	0.68	0.63	0.29	0.69	0.66	0.80	0.53	0.62	0.47	0.69	
Std Err	0.02	0.03	0.03	0.05	0.05	0.07	0.05	0.05	0.05	0.05	0.05	0.04	0.03	0.08	0.03	0.04	0.04	0.04	0.03	0.03	0.05	0.03	0.04	0.04	0.03	
Error Var	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01	*	*	*	*	*	*	*	*	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 9  
 Q.2. Your medical records

	AREA		DEPENDENT CHILDREN	
	RURAL	ANY	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	754 75%	309 80%	265 74%	488 76%
Fairly important	175 17%	62 16%	68 19%	106 17%
Not very important	61 6%	10 3%	18 5%	42 7%
Not at all important	7 1%	2 *	4 1%	3 1%
Dont know	3 *	2 1%	2 1%	1 *
(NET) Important	928 93%	371 96%	334 93%	595 93%
(NET) Not Important	68 7%	12 3%	22 6%	46 7%
Mean	4.67	4.75	4.65	4.68
Std Dev	0.65	0.58	0.68	0.64
Std Err	0.02	0.03	0.04	0.03
Error Var	*	*	*	*

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(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 10  
Q.2. Your personal mobile phone number

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF STER	MUN STER	CONN ACHT/ ULS	TER
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	502 50%	226 46%	276 54%	90 57%	137 54%	57 50%	109 54%	92 48%	88 50%	58 47%	80 51%	166 53%	317 49%	70 54%	128 47%	104 46%	157 52%	43 58%	198 49%	261 50%	112 40%	154 59%	135 48%	102 57%	306 50%
Fairly important	297 30%	156 32%	141 28%	45 28%	73 29%	35 31%	59 29%	56 30%	48 27%	38 30%	51 33%	94 30%	193 30%	35 27%	87 32%	78 35%	82 27%	15 20%	122 31%	160 31%	108 39%	63 24%	85 30%	41 23%	185 30%
Not very important	144 14%	73 15%	71 14%	19 12%	34 14%	12 10%	27 13%	31 16%	29 16%	20 16%	19 12%	38 12%	98 15%	12 9%	37 14%	33 15%	50 17%	11 15%	49 12%	83 16%	43 15%	28 11%	50 18%	23 13%	88 14%
Not at all important	49 5%	33 7%	16 3%	3 2%	8 3%	9 8%	6 3%	10 5%	12 7%	8 6%	3 2%	15 5%	33 5%	11 8%	16 6%	10 4%	8 3%	4 5%	27 7%	18 3%	17 6%	12 5%	9 3%	10 6%	33 5%
Dont know	8 1%	4 1%	4 1%	1 1%	2 1%	2 1%	- -	1 1%	1 1%	1 1%	3 2%	2 1%	6 1%	2 2%	2 1%	- -	3 1%	1 2%	4 1%	3 *	1 *	5 2%	- -	2 1%	3 *
(NET) Important	799 80%	382 78%	418 82%	135 86%	210 83%	92 81%	168 84%	148 78%	136 77%	95 77%	131 84%	260 83%	510 79%	105 81%	215 79%	183 81%	239 80%	58 78%	320 80%	421 80%	220 78%	217 83%	220 79%	142 80%	491 80%
(NET) Not Important	192 19%	105 21%	87 17%	22 14%	42 17%	21 18%	33 16%	41 21%	41 23%	28 23%	22 14%	53 17%	131 20%	23 18%	54 20%	42 19%	58 19%	15 21%	77 19%	100 19%	60 21%	40 15%	60 21%	33 18%	121 20%
Mean	4.24	4.16	4.31	4.40	4.32	4.20	4.35	4.20	4.18	4.16	4.30	4.30	4.21	4.23	4.19	4.23	4.28	4.26	4.20	4.26	4.11	4.33	4.24	4.29	4.23
Std Dev	0.93	0.96	0.89	0.82	0.88	1.01	0.82	0.94	0.97	0.95	0.89	0.89	0.94	1.03	0.94	0.85	0.90	1.02	0.97	0.88	0.90	0.97	0.86	0.98	0.92
Std Err	0.03	0.05	0.04	0.07	0.06	0.10	0.06	0.06	0.07	0.09	0.09	0.05	0.04	0.10	0.05	0.05	0.06	0.15	0.05	0.04	0.05	0.06	0.05	0.08	0.04
Error Var	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 10  
 Q.2. Your personal mobile phone number

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	502 50%	197 51%	186 52%	316 49%
Fairly important	297 30%	112 29%	100 28%	197 31%
Not very important	144 14%	55 14%	49 14%	95 15%
Not at all important	49 5%	16 4%	20 6%	29 5%
Dont know	8 1%	5 1%	2 1%	6 1%
(NET) Important	799 80%	309 80%	287 80%	513 80%
(NET) Not Important	192 19%	71 18%	69 19%	124 19%
Mean	4.24	4.24	4.25	4.23
Std Dev	0.93	0.94	0.93	0.92
Std Err	0.03	0.05	0.05	0.04
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 11  
Q.2. Your social welfare history

	GENDER			FEMALES										AGE										SOCIAL CLASS										REGION				AREA	
	Base (wt)	Male	Female	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER URBAN															
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635														
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615														
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590														
Very important	649 65%	306 62%	343 67%	109 70%	169 66%	71 63%	133 66%	119 63%	117 66%	85 69%	103 66%	204 65%	424 66%	76 59%	172 64%	131 58%	218 73%	52 69%	249 62%	349 66%	138 49%	182 70%	213 76%	115 65%	391 64%														
Fairly important	236 24%	122 25%	114 22%	34 22%	60 24%	24 21%	47 24%	48 25%	40 22%	27 22%	40 26%	71 23%	155 24%	37 28%	67 25%	64 28%	51 17%	17 23%	103 26%	115 22%	96 34%	56 21%	46 16%	37 21%	142 23%														
Not very important	77 8%	40 8%	36 7%	10 7%	16 6%	11 10%	13 7%	16 8%	17 10%	5 4%	10 6%	24 8%	47 7%	9 7%	24 9%	22 10%	22 7%	- -	33 8%	44 8%	36 13%	20 8%	11 4%	10 6%	59 10%														
Not at all important	29 3%	20 4%	9 2%	3 2%	6 2%	7 6%	7 3%	6 3%	1 1%	5 4%	2 1%	14 4%	14 2%	7 6%	6 2%	6 2%	9 3%	2 2%	13 3%	14 3%	11 4%	1 *	9 3%	9 5%	20 3%														
Dont know	10 1%	3 1%	7 1%	- -	2 1%	1 1%	1 *	2 1%	2 1%	2 1%	1 1%	2 1%	7 1%	1 1%	2 1%	3 1%	- -	4 5%	3 1%	3 *	- -	3 1%	1 *	5 3%	3 *														
(NET) Important	885 88%	428 87%	457 90%	144 91%	229 90%	95 84%	180 90%	167 88%	157 89%	113 91%	143 92%	275 87%	579 90%	113 87%	239 88%	195 87%	269 90%	69 93%	352 88%	464 88%	234 83%	238 91%	259 93%	153 86%	533 87%														
(NET) Not Important	106 11%	60 12%	45 9%	14 9%	23 9%	18 16%	20 10%	21 11%	19 10%	10 8%	11 7%	38 12%	61 9%	16 12%	30 11%	28 12%	30 10%	2 2%	46 11%	58 11%	47 17%	20 8%	20 7%	19 11%	79 13%														
Mean	4.48	4.44	4.52	4.59	4.53	4.39	4.51	4.45	4.52	4.53	4.55	4.47	4.51	4.38	4.48	4.40	4.60	4.49	4.45	4.51	4.29	4.58	4.65	4.40	4.46														
Std Dev	0.83	0.85	0.82	0.71	0.79	0.94	0.80	0.85	0.78	0.87	0.74	0.86	0.81	0.90	0.81	0.85	0.75	1.01	0.84	0.80	0.83	0.75	0.73	1.01	0.83														
Std Err	0.03	0.04	0.04	0.06	0.05	0.09	0.06	0.06	0.06	0.08	0.07	0.05	0.03	0.09	0.04	0.05	0.05	0.15	0.04	0.04	0.05	0.05	0.05	0.08	0.03														
Error Var	*	*	*	*	*	0.01	*	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	0.01	*														

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 11  
 Q.2. Your social welfare history

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	649 65%	257 67%	235 66%	414 64%
Fairly important	236 24%	94 25%	81 23%	155 24%
Not very important	77 8%	18 5%	28 8%	48 8%
Not at all important	29 3%	9 2%	9 3%	20 3%
Dont know	10 1%	7 2%	5 1%	5 1%
(NET) Important	885 88%	352 91%	316 88%	569 89%
(NET) Not Important	106 11%	27 7%	37 10%	68 11%
Mean	4.48	4.52	4.49	4.48
Std Dev	0.83	0.83	0.85	0.83
Std Err	0.03	0.05	0.04	0.04
Error Var	*	*	*	*



M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 12  
Q.2. Your penalty points

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	454 45%	220 45%	234 46%	63 40%	110 43%	42 37%	89 44%	95 50%	88 49%	49 39%	75 48%	131 42%	307 47%	58 45%	119 44%	96 43%	143 48%	39 52%	177 44%	238 45%	106 38%	135 52%	135 48%	79 44%	277 45%
Fairly important	246 25%	111 23%	135 26%	45 28%	72 29%	29 25%	54 27%	44 23%	42 24%	30 24%	37 24%	83 26%	153 24%	28 22%	80 30%	59 26%	64 21%	15 20%	108 27%	123 23%	95 34%	54 20%	62 22%	35 20%	158 26%
Not very important	189 19%	106 22%	82 16%	30 19%	40 16%	28 24%	38 19%	31 17%	37 21%	18 14%	30 19%	66 21%	117 18%	31 24%	52 19%	42 19%	52 17%	12 16%	83 21%	94 18%	58 21%	44 17%	53 19%	34 19%	113 18%
Not at all important	85 9%	45 9%	40 8%	15 10%	24 9%	11 9%	15 8%	17 9%	7 4%	21 17%	11 7%	26 8%	55 9%	10 7%	16 6%	21 10%	32 11%	6 8%	26 6%	54 10%	19 7%	15 6%	26 9%	26 15%	52 9%
Dont know	26 3%	8 2%	18 3%	4 3%	7 3%	4 4%	4 2%	3 2%	4 2%	6 5%	2 2%	9 3%	15 2%	3 2%	4 1%	7 3%	9 3%	3 4%	7 2%	16 3%	3 1%	14 5%	4 1%	4 2%	13 2%
(NET) Important	700 70%	331 68%	369 72%	108 69%	182 72%	71 62%	143 71%	139 73%	130 73%	79 64%	112 72%	214 68%	460 71%	86 66%	199 74%	155 69%	206 69%	53 72%	286 71%	361 69%	201 71%	189 72%	197 70%	114 64%	436 71%
(NET) Not Important	274 27%	151 31%	123 24%	45 29%	64 25%	39 34%	54 27%	48 25%	44 25%	39 31%	41 26%	92 29%	172 27%	41 31%	68 25%	63 28%	84 28%	18 24%	108 27%	148 28%	77 27%	59 22%	79 28%	59 34%	166 27%
Mean	4.02	4.00	4.03	3.93	4.00	3.82	4.03	4.11	4.15	3.77	4.10	3.96	4.05	3.99	4.09	3.96	3.99	4.07	4.06	3.98	4.00	4.07	4.07	3.89	4.03
Std Dev	1.10	1.09	1.12	1.11	1.11	1.15	1.07	1.08	1.01	1.27	1.04	1.10	1.10	1.10	0.99	1.12	1.17	1.18	1.03	1.15	0.98	1.18	1.08	1.19	1.08
Std Err	0.04	0.05	0.05	0.09	0.07	0.11	0.08	0.07	0.07	0.12	0.10	0.07	0.04	0.10	0.05	0.07	0.08	0.17	0.05	0.05	0.06	0.08	0.07	0.10	0.04
Error Var	*	*	*	0.01	*	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	*	*	0.01	0.03	*	*	*	0.01	*	0.01	*

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M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 12  
 Q.2. Your penalty points

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	454 45%	177 46%	174 49%	280 44%
Fairly important	246 25%	88 23%	85 24%	161 25%
Not very important	189 19%	75 20%	67 19%	121 19%
Not at all important	85 9%	33 9%	25 7%	60 9%
Dont know	26 3%	12 3%	7 2%	19 3%
(NET) Important	700 70%	264 69%	258 72%	442 69%
(NET) Not Important	274 27%	108 28%	92 26%	182 28%
Mean	4.02	4.00	4.10	3.97
Std Dev	1.10	1.14	1.06	1.12
Std Err	0.04	0.06	0.05	0.05
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 13  
Q.2. Your insurance claims

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	555 55%	269 55%	286 56%	87 55%	141 55%	58 51%	113 56%	112 59%	110 62%	69 55%	78 50%	171 54%	368 57%	72 55%	142 52%	113 50%	176 59%	52 70%	214 53%	289 55%	114 41%	164 63%	174 62%	103 58%	316 51%
Fairly important	236 24%	120 25%	115 23%	31 20%	52 21%	26 23%	45 23%	42 22%	41 23%	25 20%	46 30%	71 23%	154 24%	31 24%	74 27%	68 30%	50 17%	13 17%	105 26%	118 22%	103 37%	55 21%	50 18%	27 15%	159 26%
Not very important	145 14%	68 14%	76 15%	27 17%	46 18%	18 16%	28 14%	31 16%	16 9%	23 18%	23 15%	46 15%	92 14%	20 15%	38 14%	26 12%	51 17%	9 12%	58 15%	78 15%	43 15%	31 12%	42 15%	29 16%	89 15%
Not at all important	45 4%	22 5%	22 4%	9 6%	10 4%	9 8%	11 6%	4 2%	7 4%	6 5%	7 4%	21 7%	23 4%	6 5%	13 5%	12 5%	14 5%	- -	19 5%	26 5%	14 5%	6 2%	10 3%	15 8%	35 6%
Dont know	20 2%	11 2%	9 2%	3 2%	5 2%	3 3%	3 2%	1 1%	4 2%	2 2%	2 2%	6 2%	9 1%	1 1%	4 1%	6 3%	8 3%	1 2%	5 1%	14 3%	7 2%	6 2%	3 1%	4 2%	15 2%
(NET) Important	790 79%	389 79%	401 79%	118 75%	193 76%	84 73%	158 79%	154 81%	151 85%	93 75%	124 80%	242 77%	522 81%	103 79%	216 80%	180 80%	226 75%	65 87%	319 80%	407 78%	217 77%	219 84%	224 80%	130 73%	475 77%
(NET) Not Important	189 19%	91 19%	99 19%	36 23%	56 22%	27 24%	40 20%	35 18%	23 13%	29 23%	29 19%	67 21%	116 18%	26 20%	51 19%	39 17%	65 22%	9 12%	77 19%	104 20%	57 20%	37 14%	52 19%	43 24%	124 20%
Mean	4.26	4.25	4.27	4.20	4.24	4.11	4.26	4.36	4.40	4.22	4.22	4.20	4.31	4.28	4.25	4.20	4.24	4.53	4.26	4.22	4.08	4.39	4.37	4.18	4.18
Std Dev	1.00	1.00	0.99	1.06	1.00	1.11	1.01	0.87	0.95	1.02	0.95	1.05	0.94	0.95	0.96	1.01	1.07	0.83	0.95	1.05	0.99	0.94	0.94	1.12	1.04
Std Err	0.03	0.05	0.05	0.09	0.06	0.11	0.07	0.06	0.07	0.10	0.09	0.06	0.04	0.09	0.05	0.06	0.07	0.12	0.05	0.05	0.06	0.06	0.06	0.09	0.04
Error Var	*	*	*	0.01	*	0.01	0.01	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 13  
 Q.2. Your insurance claims

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	555 55%	239 62%	208 58%	347 54%
Fairly important	236 24%	76 20%	84 24%	151 24%
Not very important	145 14%	55 14%	50 14%	95 15%
Not at all important	45 4%	10 3%	11 3%	34 5%
Dont know	20 2%	5 1%	5 1%	15 2%
(NET) Important	790 79%	315 82%	292 82%	499 78%
(NET) Not Important	189 19%	65 17%	61 17%	129 20%
Mean	4.26	4.39	4.34	4.22
Std Dev	1.00	0.91	0.92	1.03
Std Err	0.03	0.05	0.05	0.04
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 14  
Q.2. Your PPS Number i.e. tax and social welfare number

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	712 71%	339 69%	373 73%	114 72%	186 74%	73 64%	151 75%	144 76%	135 76%	86 70%	102 65%	224 71%	466 72%	91 70%	199 74%	153 68%	214 71%	55 74%	290 72%	367 70%	166 59%	210 80%	220 79%	117 66%	442 72%
Fairly important	188 19%	104 21%	84 16%	34 22%	48 19%	27 24%	35 17%	28 15%	24 14%	27 22%	35 22%	62 20%	115 18%	25 19%	42 16%	49 22%	58 19%	13 17%	67 17%	107 20%	76 27%	41 16%	45 16%	26 14%	116 19%
Not very important	71 7%	28 6%	43 8%	9 6%	17 7%	7 6%	12 6%	13 7%	13 7%	7 6%	15 10%	19 6%	49 8%	10 7%	23 9%	16 7%	15 5%	6 8%	33 8%	31 6%	33 12%	7 3%	8 3%	23 13%	43 7%
Not at all important	20 2%	15 3%	6 1%	- -	1 *	5 5%	1 1%	4 2%	4 2%	3 3%	1 1%	6 2%	12 2%	4 3%	5 2%	5 2%	6 2%	- -	9 2%	11 2%	5 2%	- -	3 1%	12 6%	12 2%
Dont know	9 1%	6 1%	4 1%	- -	1 *	2 2%	1 1%	1 1%	1 1%	- -	3 2%	3 1%	5 1%	1 1%	1 *	2 1%	6 2%	- -	2 *	8 1%	1 *	4 2%	3 1%	1 1%	3 *
(NET) Important	900 90%	443 90%	457 90%	148 94%	234 92%	100 88%	186 93%	172 91%	159 90%	113 91%	136 88%	286 91%	581 90%	116 89%	241 89%	202 90%	272 91%	68 92%	357 89%	475 90%	242 86%	251 96%	265 95%	142 80%	558 91%
(NET) Not Important	91 9%	42 9%	49 10%	9 6%	18 7%	12 10%	13 7%	17 9%	17 10%	11 9%	16 10%	25 8%	61 9%	13 10%	29 11%	21 9%	21 7%	6 8%	42 10%	43 8%	38 14%	7 3%	11 4%	34 19%	54 9%
Mean	4.57	4.54	4.60	4.66	4.65	4.44	4.66	4.63	4.62	4.58	4.48	4.58	4.58	4.54	4.60	4.54	4.56	4.66	4.58	4.55	4.42	4.73	4.70	4.38	4.60
Std Dev	0.79	0.82	0.75	0.59	0.67	0.92	0.69	0.75	0.76	0.72	0.86	0.79	0.78	0.82	0.75	0.78	0.84	0.63	0.77	0.82	0.80	0.67	0.68	0.97	0.74
Std Err	0.03	0.04	0.03	0.05	0.04	0.09	0.05	0.05	0.06	0.07	0.08	0.05	0.03	0.08	0.04	0.05	0.06	0.09	0.04	0.04	0.05	0.04	0.04	0.08	0.03
Error Var	*	*	*	*	*	0.01	*	*	*	*	0.01	*	*	0.01	*	*	*	0.01	*	*	*	*	*	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 14  
 Q.2. Your PPS Number i.e. tax and social welfare number

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	712 71%	270 70%	268 75%	444 69%
Fairly important	188 19%	72 19%	54 15%	134 21%
Not very important	71 7%	28 7%	30 8%	41 6%
Not at all important	20 2%	9 2%	4 1%	16 2%
Dont know	9 1%	7 2%	2 1%	7 1%
(NET) Important	900 90%	342 89%	322 90%	578 90%
(NET) Not Important	91 9%	37 9%	34 9%	57 9%
Mean	4.57	4.53	4.63	4.54
Std Dev	0.79	0.86	0.74	0.81
Std Err	0.03	0.05	0.04	0.03
Error Var	*	*	*	*

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 15  
Q.2. Your telephone usage records

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER URBAN	
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	487 49%	226 46%	261 51%	82 52%	128 50%	50 44%	104 52%	91 48%	88 49%	61 49%	78 50%	155 49%	317 49%	69 53%	131 48%	91 41%	151 50%	45 60%	200 50%	242 46%	112 40%	138 53%	140 50%	97 55%	303 49%
Fairly important	268 27%	157 32%	111 22%	32 21%	55 22%	32 28%	46 23%	50 26%	47 26%	32 25%	49 31%	78 25%	177 27%	30 23%	75 28%	73 32%	76 25%	13 18%	106 26%	149 28%	101 36%	67 25%	72 26%	28 16%	165 27%
Not very important	179 18%	73 15%	106 21%	31 20%	52 21%	19 17%	37 19%	39 21%	36 20%	19 16%	22 14%	56 18%	117 18%	22 17%	48 18%	45 20%	55 18%	9 13%	70 17%	100 19%	53 19%	47 18%	44 16%	36 20%	108 18%
Not at all important	59 6%	31 6%	28 5%	10 6%	15 6%	11 9%	13 7%	9 5%	7 4%	11 9%	6 4%	24 8%	33 5%	7 5%	16 6%	14 6%	17 6%	6 8%	23 6%	31 6%	14 5%	8 3%	23 8%	13 7%	35 6%
Dont know	7 1%	3 1%	4 1%	2 1%	3 1%	2 2%	- -	1 1%	- -	1 1%	1 *	2 1%	3 *	2 2%	1 *	2 1%	1 *	1 2%	3 1%	3 1%	1 *	3 1%	- -	3 2%	4 1%
(NET) Important	755 75%	383 78%	371 73%	115 73%	183 72%	82 72%	150 75%	140 74%	134 76%	93 75%	127 81%	233 74%	494 76%	99 76%	206 76%	164 73%	227 76%	58 78%	306 76%	391 75%	213 76%	204 78%	212 76%	125 71%	468 76%
(NET) Not Important	238 24%	105 21%	134 26%	41 26%	68 27%	30 26%	51 25%	49 26%	43 24%	30 24%	28 18%	81 26%	150 23%	29 22%	64 23%	59 26%	72 24%	15 20%	93 23%	131 25%	67 24%	55 21%	67 24%	49 28%	143 23%
Mean	4.17	4.17	4.17	4.17	4.14	4.03	4.20	4.15	4.21	4.13	4.27	4.14	4.19	4.21	4.18	4.06	4.20	4.28	4.19	4.14	4.10	4.25	4.18	4.15	4.18
Std Dev	0.97	0.94	0.99	1.03	1.02	1.07	0.97	0.96	0.90	1.04	0.88	1.01	0.94	1.01	0.94	0.96	0.96	1.06	0.96	0.96	0.90	0.93	0.98	1.09	0.96
Std Err	0.03	0.04	0.05	0.09	0.07	0.11	0.07	0.07	0.07	0.10	0.08	0.06	0.04	0.10	0.05	0.06	0.06	0.16	0.05	0.04	0.05	0.06	0.06	0.09	0.04
Error Var	*	*	*	0.01	*	0.01	0.01	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 15  
 Q.2. Your telephone usage records

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	487 49%	184 48%	179 50%	308 48%
Fairly important	268 27%	102 27%	89 25%	178 28%
Not very important	179 18%	71 18%	70 19%	110 17%
Not at all important	59 6%	25 6%	18 5%	41 6%
Dont know	7 1%	3 1%	1 *	6 1%
(NET) Important	755 75%	287 74%	268 75%	486 76%
(NET) Not Important	238 24%	96 25%	88 25%	150 23%
Mean	4.17	4.14	4.19	4.16
Std Dev	0.97	0.98	0.95	0.98
Std Err	0.03	0.05	0.05	0.04
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 16  
Q.2. Your internet usage records

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF STER	MUN STER	CONN ACHT/ ULS	TER
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	479 48%	234 48%	245 48%	74 47%	120 47%	51 44%	94 47%	98 52%	92 52%	53 43%	73 47%	145 46%	316 49%	73 56%	126 47%	92 41%	140 47%	48 64%	199 50%	232 44%	108 38%	146 56%	135 48%	89 50%	278 45%
Fairly important	264 26%	125 25%	139 27%	46 29%	77 30%	36 32%	62 31%	55 29%	42 24%	26 21%	31 20%	98 31%	155 24%	36 27%	84 31%	74 33%	62 21%	9 12%	119 30%	136 26%	114 40%	59 23%	59 21%	33 19%	182 30%
Not very important	147 15%	80 16%	67 13%	27 17%	38 15%	17 14%	32 16%	23 12%	26 15%	21 17%	23 15%	49 15%	93 14%	12 9%	40 15%	37 17%	54 18%	4 5%	52 13%	91 17%	37 13%	32 12%	51 18%	27 15%	89 15%
Not at all important	74 7%	40 8%	34 7%	10 6%	15 6%	9 8%	13 6%	12 6%	12 7%	18 14%	9 5%	22 7%	50 8%	6 5%	17 6%	16 7%	25 8%	10 13%	24 6%	41 8%	17 6%	13 5%	24 9%	20 11%	45 7%
Dont know	35 4%	12 2%	24 5%	1 1%	3 1%	1 1%	- -	2 1%	5 3%	7 5%	20 13%	1 *	33 5%	4 3%	4 1%	5 2%	18 6%	4 6%	7 2%	23 4%	5 2%	12 5%	10 3%	9 5%	20 3%
(NET) Important	743 74%	359 73%	384 75%	119 76%	197 78%	87 76%	156 78%	153 81%	134 76%	79 64%	105 67%	243 77%	471 73%	108 83%	210 78%	166 74%	202 67%	57 76%	318 79%	368 70%	222 79%	205 78%	194 70%	122 69%	460 75%
(NET) Not Important	222 22%	120 24%	102 20%	37 23%	53 21%	26 23%	45 22%	35 18%	38 22%	39 31%	31 20%	71 22%	143 22%	18 14%	57 21%	53 24%	80 27%	13 18%	76 19%	133 25%	54 19%	45 17%	75 27%	47 26%	135 22%
Mean	4.08	4.08	4.07	4.15	4.17	4.10	4.18	4.24	4.15	3.81	3.83	4.15	4.04	4.28	4.15	4.03	3.94	4.15	4.19	3.98	4.08	4.20	4.02	3.98	4.06
Std Dev	1.11	1.08	1.14	0.98	0.98	1.01	0.92	0.96	1.08	1.27	1.40	0.95	1.18	1.01	0.99	1.04	1.24	1.32	1.00	1.16	0.96	1.12	1.15	1.25	1.09
Std Err	0.04	0.05	0.05	0.08	0.06	0.10	0.07	0.07	0.08	0.12	0.13	0.06	0.05	0.10	0.05	0.06	0.08	0.20	0.05	0.05	0.06	0.07	0.07	0.10	0.04
Error Var	*	*	*	0.01	*	0.01	*	*	0.01	0.01	0.02	*	*	0.01	*	*	0.01	0.04	*	*	*	0.01	0.01	0.01	*

FIELDWORK : (MAY 2013)

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(1311) (41112421)

Table 16  
 Q.2. Your internet usage records

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	479 48%	201 52%	182 51%	296 46%
Fairly important	264 26%	83 21%	105 29%	159 25%
Not very important	147 15%	58 15%	48 13%	99 15%
Not at all important	74 7%	29 8%	20 6%	55 8%
Dont know	35 4%	15 4%	3 1%	33 5%
(NET) Important	743 74%	283 73%	288 80%	455 71%
(NET) Not Important	222 22%	87 23%	68 19%	154 24%
Mean	4.08	4.10	4.24	3.98
Std Dev	1.11	1.15	0.93	1.19
Std Err	0.04	0.06	0.05	0.05
Error Var	*	*	*	*

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(1311) (41112421)

Table 17  
Q.2. CV detail

	GENDER			FEMALES										AGE										SOCIAL CLASS						REGION				AREA	
	Base (wt)	Male	Female	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN										
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635										
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615										
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590										
Very important	423 42%	196 40%	227 45%	70 44%	109 43%	45 40%	84 42%	79 41%	85 48%	55 44%	64 41%	129 41%	283 44%	54 41%	111 41%	86 38%	129 43%	44 58%	165 41%	214 41%	83 29%	123 47%	131 47%	86 48%	247 40%										
Fairly important	280 28%	148 30%	132 26%	43 27%	70 28%	37 32%	60 30%	55 29%	49 28%	27 22%	42 27%	96 31%	174 27%	45 34%	80 29%	75 33%	63 21%	17 23%	124 31%	138 26%	99 35%	65 25%	73 26%	43 24%	174 28%										
Not very important	178 18%	89 18%	89 17%	28 18%	49 19%	22 19%	38 19%	36 19%	29 16%	23 19%	17 11%	60 19%	105 16%	17 13%	48 18%	42 19%	65 22%	6 8%	65 16%	107 20%	67 24%	49 19%	47 17%	15 9%	117 19%										
Not at all important	105 10%	53 11%	52 10%	17 11%	24 10%	11 9%	19 9%	17 9%	14 8%	15 12%	25 16%	30 9%	71 11%	12 9%	30 11%	22 10%	38 13%	3 4%	41 10%	60 11%	33 12%	20 8%	24 9%	28 16%	73 12%										
Dont know	14 1%	5 1%	10 2%	- -	1 *	- -	- -	2 1%	- -	4 3%	8 5%	- -	14 2%	2 2%	3 1%	- -	4 1%	5 6%	5 1%	4 1%	- -	5 2%	4 1%	6 3%	3 1%										
(NET) Important	703 70%	344 70%	359 70%	112 71%	180 71%	82 72%	144 72%	134 71%	134 76%	82 66%	106 68%	226 72%	457 71%	99 76%	191 70%	161 71%	192 64%	61 81%	290 72%	353 67%	182 65%	188 72%	205 73%	129 73%	421 69%										
(NET) Not Important	283 28%	142 29%	141 28%	45 29%	73 29%	32 28%	57 28%	54 28%	43 24%	38 31%	42 27%	89 28%	176 27%	29 22%	77 29%	64 29%	103 34%	9 12%	106 26%	167 32%	99 35%	69 26%	71 25%	43 24%	190 31%										
Mean	3.99	3.97	4.01	4.05	4.04	4.02	4.04	4.00	4.16	3.92	3.84	4.03	3.99	4.05	3.99	4.00	3.91	4.23	4.01	3.95	3.82	4.07	4.09	3.99	3.96										
Std Dev	1.07	1.05	1.10	1.03	1.02	0.98	0.99	1.04	0.97	1.18	1.26	0.99	1.11	1.04	1.06	0.98	1.13	1.17	1.05	1.07	0.98	1.07	1.05	1.22	1.06										
Std Err	0.04	0.05	0.05	0.09	0.07	0.10	0.07	0.07	0.07	0.11	0.12	0.06	0.05	0.10	0.06	0.06	0.07	0.17	0.05	0.05	0.06	0.07	0.07	0.10	0.04										
Error Var	*	*	*	0.01	*	0.01	0.01	0.01	*	0.01	0.01	*	*	0.01	*	*	0.01	0.03	*	*	*	*	*	0.01	*										

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 17  
 Q.2. CV detail

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	423 42%	176 46%	155 43%	268 42%
Fairly important	280 28%	106 27%	100 28%	180 28%
Not very important	178 18%	61 16%	70 20%	108 17%
Not at all important	105 10%	32 8%	31 9%	73 11%
Dont know	14 1%	11 3%	2 1%	12 2%
(NET) Important	703 70%	282 73%	254 71%	449 70%
(NET) Not Important	283 28%	92 24%	101 28%	181 28%
Mean	3.99	4.05	4.04	3.96
Std Dev	1.07	1.10	1.02	1.10
Std Err	0.04	0.06	0.05	0.05
Error Var	*	*	*	*

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M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 18  
Q.2. Garda Record

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER URBAN	ULS TER URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Very important	629 63%	305 62%	324 64%	102 65%	163 64%	67 59%	134 67%	120 63%	115 65%	78 63%	91 58%	201 64%	404 62%	85 66%	168 62%	125 55%	196 65%	56 75%	253 63%	320 61%	139 49%	182 69%	199 71%	109 62%	377 61%
Fairly important	209 21%	105 21%	103 20%	32 21%	49 19%	29 25%	35 18%	36 19%	38 21%	23 18%	42 27%	64 20%	139 21%	26 20%	59 22%	61 27%	49 16%	14 18%	85 21%	110 21%	88 31%	41 16%	50 18%	28 16%	132 21%
Not very important	86 9%	40 8%	46 9%	15 10%	26 10%	6 6%	23 12%	20 10%	16 9%	8 6%	7 4%	30 9%	50 8%	8 6%	27 10%	21 9%	28 9%	2 3%	35 9%	49 9%	34 12%	19 7%	13 4%	21 12%	60 10%
Not at all important	48 5%	28 6%	20 4%	5 3%	9 3%	6 5%	5 2%	10 5%	6 3%	12 9%	9 6%	11 3%	37 6%	7 5%	12 4%	12 5%	18 6%	- -	18 5%	30 6%	14 5%	8 3%	16 6%	10 6%	30 5%
Dont know	28 3%	13 3%	16 3%	2 1%	7 3%	6 5%	3 2%	4 2%	2 1%	4 3%	6 4%	9 3%	18 3%	5 4%	5 2%	7 3%	9 3%	3 4%	10 2%	16 3%	6 2%	12 5%	2 1%	9 5%	15 2%
(NET) Important	838 84%	410 84%	428 84%	134 85%	212 84%	96 84%	170 84%	156 82%	153 86%	100 81%	133 86%	266 84%	542 84%	111 85%	227 84%	185 82%	245 82%	69 93%	338 84%	430 82%	227 81%	224 85%	249 89%	137 77%	509 83%
(NET) Not Important	134 13%	68 14%	66 13%	21 13%	35 14%	13 11%	28 14%	29 15%	22 13%	20 16%	16 10%	40 13%	87 13%	14 11%	39 14%	33 15%	46 15%	2 3%	53 13%	79 15%	48 17%	26 10%	29 10%	31 18%	90 15%
Mean	4.36	4.35	4.37	4.44	4.40	4.27	4.46	4.36	4.45	4.27	4.30	4.39	4.35	4.39	4.38	4.26	4.35	4.60	4.38	4.31	4.21	4.43	4.54	4.23	4.34
Std Dev	1.02	1.02	1.01	0.90	0.98	1.11	0.90	1.01	0.89	1.15	1.07	0.99	1.02	1.05	0.96	1.03	1.07	0.89	0.99	1.05	0.98	1.06	0.87	1.17	1.01
Std Err	0.03	0.05	0.05	0.08	0.06	0.11	0.07	0.07	0.06	0.11	0.10	0.06	0.04	0.10	0.05	0.06	0.07	0.13	0.05	0.05	0.06	0.07	0.05	0.10	0.04
Error Var	*	*	*	0.01	*	0.01	*	*	*	0.01	0.01	*	*	0.01	*	*	*	0.02	*	*	*	*	*	0.01	*

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 18  
 Q.2. Garda Record

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	629 63%	252 65%	227 64%	402 63%
Fairly important	209 21%	77 20%	71 20%	138 21%
Not very important	86 9%	26 7%	37 10%	48 8%
Not at all important	48 5%	18 5%	14 4%	35 5%
Dont know	28 3%	13 3%	8 2%	20 3%
(NET) Important	838 84%	329 85%	298 83%	539 84%
(NET) Not Important	134 13%	44 11%	51 14%	83 13%
Mean	4.36	4.39	4.38	4.35
Std Dev	1.02	1.03	0.98	1.04
Std Err	0.03	0.06	0.05	0.04
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 19  
Q.2. Your Vehicle Registration Number

	GENDER			FEMALES										AGE										SOCIAL CLASS										REGION					AREA	
	Base (wt)	Male	Female	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS	TER	URBAN														
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635															
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615															
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590															
Very important	350 35%	158 32%	192 38%	57 36%	92 36%	35 31%	69 34%	69 36%	65 37%	45 36%	57 37%	104 33%	235 36%	44 33%	89 33%	73 33%	107 36%	37 50%	133 33%	180 34%	85 30%	100 38%	84 30%	82 46%	206 33%															
Fairly important	235 24%	120 24%	116 23%	37 24%	59 23%	26 22%	56 28%	48 25%	42 24%	23 18%	32 20%	82 26%	144 22%	34 26%	69 25%	64 28%	60 20%	10 13%	102 26%	123 23%	98 35%	54 21%	60 22%	23 13%	156 25%															
Not very important	241 24%	121 25%	119 23%	33 21%	58 23%	30 26%	40 20%	43 23%	45 26%	33 27%	39 25%	70 22%	161 25%	31 24%	66 24%	53 24%	75 25%	15 20%	97 24%	128 24%	65 23%	61 23%	70 25%	45 25%	150 24%															
Not at all important	149 15%	81 17%	68 13%	28 18%	41 16%	20 17%	32 16%	28 15%	21 12%	20 16%	24 16%	51 16%	94 14%	18 14%	44 16%	32 14%	44 15%	12 16%	62 15%	76 14%	29 10%	35 13%	60 22%	26 14%	85 14%															
Dont know	25 2%	10 2%	15 3%	2 2%	4 2%	4 4%	4 2%	3 1%	4 2%	3 2%	4 3%	8 3%	13 2%	4 3%	3 1%	3 2%	14 5%	1 1%	7 2%	17 3%	4 2%	13 5%	6 2%	2 1%	18 3%															
(NET) Important	586 59%	278 57%	307 60%	94 59%	151 59%	61 53%	125 62%	116 61%	107 60%	68 54%	88 57%	185 59%	379 59%	77 59%	158 58%	137 61%	166 56%	47 63%	235 59%	303 58%	183 65%	154 59%	144 51%	105 59%	362 59%															
(NET) Not Important	390 39%	202 41%	187 37%	61 39%	99 39%	49 43%	72 36%	71 37%	67 38%	54 43%	63 41%	121 39%	255 39%	49 38%	109 40%	85 38%	120 40%	27 36%	158 40%	204 39%	94 33%	96 36%	130 47%	70 40%	235 38%															
Mean	3.74	3.68	3.79	3.74	3.76	3.59	3.77	3.80	3.81	3.70	3.73	3.70	3.77	3.73	3.73	3.76	3.67	3.96	3.73	3.71	3.82	3.74	3.56	3.89	3.73															
Std Dev	1.16	1.15	1.17	1.17	1.15	1.20	1.14	1.12	1.12	1.19	1.19	1.17	1.15	1.15	1.12	1.10	1.23	1.20	1.13	1.17	1.03	1.23	1.18	1.18	1.15															
Std Err	0.04	0.05	0.05	0.10	0.07	0.12	0.09	0.08	0.08	0.11	0.11	0.07	0.05	0.11	0.06	0.07	0.08	0.18	0.05	0.05	0.06	0.08	0.07	0.10	0.05															
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	*	*	0.01	0.03	*	*	*	0.01	0.01	0.01	*															

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 19  
 Q.2. Your Vehicle Registration Number

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very important	350 35%	145 38%	120 34%	230 36%
Fairly important	235 24%	79 20%	100 28%	135 21%
Not very important	241 24%	90 23%	81 23%	159 25%
Not at all important	149 15%	64 17%	53 15%	96 15%
Dont know	25 2%	7 2%	3 1%	21 3%
(NET) Important	586 59%	223 58%	220 62%	365 57%
(NET) Not Important	390 39%	155 40%	134 37%	256 40%
Mean	3.74	3.75	3.78	3.71
Std Dev	1.16	1.18	1.09	1.19
Std Err	0.04	0.06	0.06	0.05
Error Var	*	*	*	*

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 20  
 Q.3 Have you ever personally experienced any of the following? (SUMMARY)

	Base (wt)	Yes	No	Dont know
Received unsolicited marketing TEXT MESSAGES from commercial organisations	1000	412 41%	565 56%	24 2%
Received unsolicited marketing EMAILS from commercial organisations	1000	445 45%	520 52%	35 3%
Received unsolicited marketing POST, addressed to you personally from commercial organisations	1000	463 46%	514 51%	23 2%
Had information, images or footage of you posted on the internet without your consent	1000	165 16%	791 79%	44 4%
Had excessive personal information sought from businesses or public sector organisations	1000	157 16%	793 79%	50 5%
Had your personal information withheld from you without explanation	1000	103 10%	851 85%	46 5%
Had personal information about you disclosed to a third party without your agreement	1000	128 13%	784 78%	88 9%
Inappropriate access by someone in an organisation to personal information held about you within that organisation	1000	138 14%	799 80%	62 6%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 21  
Q.3 Received unsolicited marketing TEXT MESSAGES from commercial organisations

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	412	215	197	71	113	49	98	87	89	41	33	147	249	68	122	89	108	24	191	197	106	116	126	64	248
	41%	44%	39%	45%	45%	43%	49%	46%	50%	33%	21%	47%	39%	53%	45%	40%	36%	33%	48%	38%	38%	44%	45%	36%	40%
No	565	263	302	83	135	64	100	100	83	81	115	163	379	57	144	128	188	48	200	316	162	141	152	111	348
	56%	54%	59%	53%	53%	56%	50%	52%	47%	65%	74%	52%	59%	44%	53%	57%	63%	65%	50%	60%	58%	54%	54%	62%	57%
Dont know	24	13	11	3	5	2	3	3	6	2	8	5	19	5	5	8	4	2	10	12	13	6	2	3	18
	2%	3%	2%	2%	2%	2%	1%	2%	3%	2%	5%	2%	3%	4%	2%	4%	1%	3%	3%	2%	5%	2%	1%	2%	3%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 21  
 Q.3 Received unsolicited marketing TEXT MESSAGES from commercial organisations

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	412 41%	163 42%	172 48%	240 37%
No	565 56%	217 56%	180 50%	384 60%
Dont know	24 2%	5 1%	6 2%	18 3%

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 22  
Q.3 Received unsolicited marketing EMAILS from commercial organisations

	GENDER		FEMALES		AGE							SOCIAL CLASS							REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	445	222	223	91	137	56	114	95	91	42	28	170	257	82	144	100	100	20	225	200	131	117	122	76	279
	45%	45%	44%	58%	54%	49%	57%	50%	51%	34%	18%	54%	40%	63%	53%	44%	33%	27%	56%	38%	46%	45%	44%	43%	45%
No	520	251	269	63	108	55	80	90	82	81	115	135	367	41	123	116	187	54	164	303	142	133	150	95	308
	52%	51%	53%	40%	43%	48%	40%	47%	46%	65%	74%	43%	57%	31%	45%	51%	62%	72%	41%	58%	51%	51%	54%	54%	50%
Dont know	35	17	17	4	8	3	8	5	4	1	12	10	23	8	4	9	13	1	12	22	8	12	8	6	28
	3%	4%	3%	3%	3%	3%	4%	3%	2%	1%	8%	3%	4%	6%	2%	4%	4%	1%	3%	4%	3%	5%	3%	4%	5%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 22  
 Q.3 Received unsolicited marketing EMAILS from commercial organisations

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	445 45%	166 43%	204 57%	241 38%
No	520 52%	212 55%	144 40%	376 59%
Dont know	35 3%	7 2%	10 3%	24 4%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 23  
Q.3 Received unsolicited marketing POST, addressed to you personally from commercial organisations

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	463	229	233	75	118	44	107	86	103	58	54	152	300	80	135	104	115	28	215	219	112	132	151	68	289
	46%	47%	46%	48%	46%	39%	53%	45%	58%	47%	35%	48%	46%	62%	50%	46%	38%	38%	54%	42%	40%	50%	54%	38%	47%
No	514	249	265	79	131	65	90	102	74	66	91	155	332	44	132	115	179	43	176	295	162	120	127	105	309
	51%	51%	52%	50%	52%	57%	45%	54%	42%	53%	58%	49%	51%	34%	49%	51%	60%	58%	44%	56%	58%	46%	46%	59%	50%
Dont know	23	12	11	3	5	5	3	2	1	1	11	9	14	5	4	5	5	3	10	10	7	10	2	5	17
	2%	2%	2%	2%	2%	5%	2%	1%	*	1%	7%	3%	2%	4%	2%	2%	2%	4%	2%	2%	2%	4%	1%	3%	3%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 23  
 Q.3 Received unsolicited marketing POST, addressed to you personally from commercial organisations

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	463 46%	174 45%	189 53%	274 43%
No	514 51%	205 53%	167 47%	347 54%
Dont know	23 2%	6 2%	2 1%	21 3%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 24

Q.3 Had information, images or footage of you posted on the internet without your consent

	GENDER		FEMALES		AGE								SOCIAL CLASS							REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	165 16%	95 19%	70 14%	32 21%	44 17%	23 20%	54 27%	25 13%	28 16%	15 12%	10 6%	77 24%	78 12%	33 25%	48 18%	36 16%	39 13%	10 13%	80 20%	75 14%	48 17%	44 17%	51 18%	22 12%	101 16%
No	791 79%	375 76%	416 82%	119 76%	202 80%	90 79%	138 68%	158 83%	142 80%	105 85%	130 84%	228 72%	536 83%	90 69%	213 79%	178 79%	249 83%	62 83%	303 76%	426 81%	218 78%	203 78%	221 79%	149 84%	483 79%
Dont know	44 4%	20 4%	24 5%	6 4%	8 3%	1 1%	10 5%	7 4%	7 4%	4 3%	15 10%	10 3%	33 5%	7 6%	10 4%	11 5%	12 4%	3 4%	18 4%	23 4%	15 5%	15 6%	7 3%	7 4%	31 5%

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 24

Q.3 Had information, images or footage of you posted on the internet without your consent

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	165 16%	64 17%	63 18%	102 16%
No	791 79%	309 80%	285 80%	507 79%
Dont know	44 4%	13 3%	10 3%	34 5%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 25  
Q.3 Had excessive personal information sought from businesses or public sector organisations

	GENDER		FEMALES		AGE								SOCIAL CLASS							REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	157 16%	83 17%	73 14%	20 13%	38 15%	14 12%	27 14%	42 22%	39 22%	17 14%	13 9%	41 13%	111 17%	27 21%	40 15%	39 17%	41 14%	10 14%	67 17%	80 15%	43 15%	44 17%	48 17%	22 12%	93 15%
No	793 79%	380 77%	413 81%	131 83%	203 80%	93 82%	168 84%	138 73%	124 70%	106 86%	133 85%	261 83%	501 77%	93 71%	212 78%	178 79%	250 83%	60 80%	305 76%	428 82%	227 81%	198 76%	223 80%	145 82%	494 80%
Dont know	50 5%	28 6%	23 4%	7 4%	13 5%	7 6%	6 3%	10 5%	14 8%	1 1%	10 6%	13 4%	35 5%	10 8%	18 7%	8 4%	9 3%	5 6%	29 7%	17 3%	11 4%	20 8%	9 3%	11 6%	28 5%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 25  
 Q.3 Had excessive personal information sought from businesses or public sector organisations

	Base (wt)	DEPENDENT CHILDREN		
		AREA	RURAL	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	157 16%	64 17%	69 19%	88 14%
No	793 79%	299 78%	268 75%	525 82%
Dont know	50 5%	23 6%	21 6%	29 5%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 26  
 Q.3 Had your personal information withheld from you without explanation

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	103 10%	60 12%	43 8%	12 8%	23 9%	11 9%	28 14%	21 11%	18 10%	12 9%	11 7%	39 12%	62 10%	14 11%	27 10%	32 14%	26 9%	4 5%	41 10%	58 11%	29 10%	18 7%	37 13%	19 10%	53 9%
No	851 85%	406 83%	445 87%	140 89%	219 86%	100 88%	165 82%	158 83%	151 85%	110 89%	130 84%	265 84%	550 85%	107 82%	231 85%	185 82%	262 87%	66 88%	338 84%	447 85%	236 84%	230 88%	234 84%	150 85%	530 86%
Dont know	46 5%	24 5%	22 4%	5 3%	12 5%	3 3%	8 4%	11 6%	8 5%	2 2%	14 9%	11 3%	35 5%	9 7%	13 5%	7 3%	12 4%	5 7%	22 6%	19 4%	16 6%	14 5%	8 3%	9 5%	32 5%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 26  
Q.3 Had your personal information withheld from you without explanation

	Base (wt)	DEPENDENT CHILDREN		
		AREA	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	103 10%	49 13%	44 12%	59 9%
No	851 85%	321 83%	303 85%	548 85%
Dont know	46 5%	15 4%	11 3%	35 6%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 27  
Q.3 Had personal information about you disclosed to a third party without your agreement

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	128 13%	70 14%	58 11%	27 17%	39 16%	17 15%	37 18%	27 14%	26 14%	9 8%	9 6%	54 17%	71 11%	24 18%	38 14%	31 14%	31 10%	4 5%	62 15%	62 12%	38 14%	30 11%	40 14%	19 11%	80 13%
No	784 78%	377 77%	408 80%	119 76%	195 77%	91 79%	143 71%	145 76%	136 77%	103 83%	134 86%	233 74%	518 80%	92 70%	210 78%	179 79%	244 81%	60 80%	302 75%	422 80%	217 77%	209 80%	218 78%	140 79%	480 78%
Dont know	88 9%	44 9%	44 9%	11 7%	19 8%	7 6%	21 11%	17 9%	16 9%	12 10%	13 8%	28 9%	58 9%	15 11%	23 8%	15 7%	25 8%	11 15%	37 9%	40 8%	25 9%	23 9%	22 8%	18 10%	54 9%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 27  
 Q.3 Had personal information about you disclosed to a third party without your agreement

	Base (wt)	DEPENDENT CHILDREN		
		AREA	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	128 13%	47 12%	59 16%	69 11%
No	784 78%	304 79%	276 77%	509 79%
Dont know	88 9%	34 9%	23 7%	65 10%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 28  
Q.3 Inappropriate access by someone in an organisation to personal information held about you within that organisation

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	138 14%	75 15%	64 13%	30 19%	44 17%	18 16%	38 19%	29 15%	25 14%	12 10%	13 8%	56 18%	78 12%	18 14%	38 14%	39 18%	36 12%	6 9%	56 14%	76 14%	53 19%	25 10%	38 14%	21 12%	92 15%
No	799 80%	385 78%	414 81%	116 74%	194 77%	88 77%	149 74%	151 79%	143 80%	108 87%	128 82%	237 75%	529 82%	99 76%	218 80%	173 77%	247 83%	62 83%	317 79%	420 80%	213 76%	219 83%	231 83%	137 77%	486 79%
Dont know	62 6%	31 6%	31 6%	12 7%	16 6%	8 7%	14 7%	11 6%	10 6%	4 3%	15 9%	22 7%	39 6%	13 10%	15 6%	12 6%	16 5%	6 8%	28 7%	28 5%	15 5%	18 7%	10 4%	19 11%	37 6%

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 28

Q.3 Inappropriate access by someone in an organisation to personal information held about you within that organisation

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	138 14%	47 12%	57 16%	81 13%
No	799 80%	313 81%	277 78%	522 81%
Dont know	62 6%	25 7%	23 6%	39 6%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 29  
 Q.3 ANY EXPERIENCE

	GENDER		FEMALES									AGE						SOCIAL CLASS						REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN			
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635			
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615			
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590			
Yes	684	338	346	118	187	82	153	136	135	76	77	235	423	103	205	150	182	44	308	332	201	177	198	109	436			
	68%	69%	68%	75%	74%	72%	76%	72%	76%	61%	49%	75%	65%	79%	76%	67%	61%	59%	77%	63%	71%	67%	71%	61%	71%			

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 29  
Q.3 ANY EXPERIENCE

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	684	248	263	421
	68%	64%	74%	66%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 30

Q.4 How do you personally feel about receiving unasked for mail or offers from private companies via.. (SUMMARY)

	Base	Very	Fairly	Not	Not	at	Dont
	(wt)	happy	happy	very	very	all	know
Email	1000	32 3%	206 21%	335 33%	350 35%	77 8%	
The telephone (to your landline)	1000	37 4%	133 13%	370 37%	430 43%	30 3%	
The telephone (to your mobile phone)	1000	36 4%	145 14%	355 35%	445 45%	20 2%	
SMS / Text messages (to your mobile phone)	1000	34 3%	168 17%	362 36%	401 40%	35 3%	
Post	1000	52 5%	204 20%	379 38%	347 35%	18 2%	

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 31  
 Q.4 Email

	GENDER		FEMALES										AGE										SOCIAL CLASS										REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN												
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635												
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615												
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590												
Very happy	32 3%	17 3%	16 3%	5 3%	8 3%	6 5%	9 4%	5 2%	6 3%	3 2%	3 2%	15 5%	16 2%	3 2%	7 3%	8 3%	15 5%	- -	10 2%	22 4%	9 3%	5 2%	13 5%	5 3%	25 4%												
Fairly happy	206 21%	109 22%	97 19%	39 25%	58 23%	30 26%	54 27%	42 22%	32 18%	16 13%	20 13%	84 27%	110 17%	25 19%	57 21%	48 21%	65 22%	10 14%	82 21%	113 22%	62 22%	49 19%	68 24%	27 15%	139 23%												
Not very happy	335 33%	168 34%	167 33%	49 31%	87 34%	33 29%	72 36%	71 38%	64 36%	40 32%	38 24%	105 33%	213 33%	43 33%	93 34%	84 37%	92 31%	23 31%	136 34%	176 34%	114 41%	80 31%	87 31%	53 30%	199 32%												
Not at all happy	350 35%	169 34%	181 36%	55 35%	91 36%	38 33%	62 31%	70 37%	66 37%	52 42%	56 36%	100 32%	243 38%	57 44%	98 36%	74 33%	94 31%	27 36%	155 39%	168 32%	90 32%	95 36%	92 33%	73 41%	213 35%												
Dont know	77 8%	28 6%	49 10%	9 5%	9 4%	7 6%	4 2%	2 1%	10 6%	13 11%	39 25%	11 3%	65 10%	2 2%	15 6%	11 5%	34 11%	15 20%	17 4%	45 9%	6 2%	33 13%	18 7%	20 11%	39 6%												

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 31  
 Q.4 Email

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very happy	32 3%	7 2%	12 3%	20 3%
Fairly happy	206 21%	67 17%	84 23%	122 19%
Not very happy	335 33%	135 35%	128 36%	207 32%
Not at all happy	350 35%	137 36%	127 35%	223 35%
Dont know	77 8%	38 10%	7 2%	70 11%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 32  
Q.4 The telephone (to your landline)

	GENDER		FEMALES										AGE										SOCIAL CLASS						REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN								
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635								
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615								
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590								
Very happy	37 4%	16 3%	21 4%	3 2%	8 3%	5 4%	5 2%	7 3%	8 4%	5 4%	7 4%	10 3%	26 4%	4 3%	6 2%	9 4%	16 5%	1 1%	11 3%	26 5%	12 4%	2 1%	14 5%	9 5%	29 5%								
Fairly happy	133 13%	65 13%	68 13%	21 13%	32 13%	20 18%	34 17%	22 11%	20 11%	7 5%	20 13%	54 17%	68 11%	9 7%	40 15%	25 11%	52 17%	6 9%	49 12%	77 15%	49 17%	22 8%	47 17%	15 8%	97 16%								
Not very happy	370 37%	181 37%	188 37%	65 41%	102 40%	40 35%	80 40%	69 36%	66 37%	45 37%	53 34%	120 38%	234 36%	43 33%	102 38%	93 42%	96 32%	35 48%	145 36%	189 36%	106 38%	103 39%	98 35%	63 35%	206 34%								
Not at all happy	430 43%	215 44%	215 42%	58 37%	99 39%	43 38%	71 35%	89 47%	82 46%	66 53%	71 45%	114 36%	307 48%	73 56%	114 42%	91 40%	121 40%	31 42%	188 47%	211 40%	112 40%	118 45%	115 41%	85 48%	263 43%								
Dont know	30 3%	13 3%	17 3%	10 6%	12 5%	6 5%	12 6%	4 2%	2 1%	1 1%	6 4%	17 5%	11 2%	1 1%	8 3%	7 3%	14 5%	1 1%	9 2%	21 4%	3 1%	16 6%	5 2%	6 3%	20 3%								

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 32  
 Q.4 The telephone (to your landline)

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very happy	37 4%	8 2%	13 4%	24 4%
Fairly happy	133 13%	36 9%	49 14%	84 13%
Not very happy	370 37%	164 42%	129 36%	241 37%
Not at all happy	430 43%	167 43%	156 43%	275 43%
Dont know	30 3%	10 3%	11 3%	19 3%



M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 33  
Q.4 The telephone (to your mobile phone)

	GENDER		FEMALES										AGE										SOCIAL CLASS										REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN												
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635												
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615												
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590												
Very happy	36 4%	17 3%	18 4%	4 3%	7 3%	6 5%	7 3%	4 2%	7 4%	5 4%	6 4%	13 4%	22 3%	6 5%	5 2%	8 4%	17 6%	- -	11 3%	25 5%	9 3%	5 2%	12 4%	10 5%	29 5%												
Fairly happy	145 14%	64 13%	80 16%	22 14%	38 15%	19 16%	27 13%	29 15%	23 13%	12 10%	22 14%	46 14%	87 13%	18 13%	37 14%	33 15%	46 15%	12 16%	54 14%	78 15%	41 15%	30 12%	53 19%	21 12%	95 15%												
Not very happy	355 35%	179 37%	175 34%	60 38%	92 36%	36 32%	86 43%	65 34%	72 40%	34 27%	50 32%	122 39%	220 34%	34 26%	103 38%	88 39%	102 34%	27 36%	137 34%	190 36%	110 39%	93 35%	96 34%	57 32%	208 34%												
Not at all happy	445 45%	221 45%	224 44%	64 40%	109 43%	49 43%	78 39%	89 47%	75 42%	72 58%	72 46%	127 40%	308 48%	73 56%	121 45%	91 40%	129 43%	32 43%	194 48%	220 42%	121 43%	123 47%	115 41%	86 48%	273 44%												
Dont know	20 2%	9 2%	11 2%	7 4%	7 3%	4 4%	3 2%	3 2%	1 *	2 2%	5 3%	7 2%	11 2%	- -	5 2%	5 2%	6 2%	3 4%	5 1%	11 2%	- -	11 4%	4 1%	5 3%	10 2%												

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 33  
 Q.4 The telephone (to your mobile phone)

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very happy	36 4%	7 2%	11 3%	25 4%
Fairly happy	145 14%	50 13%	60 17%	85 13%
Not very happy	355 35%	147 38%	127 36%	227 35%
Not at all happy	445 45%	173 45%	155 43%	291 45%
Dont know	20 2%	9 2%	5 1%	15 2%

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(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 34  
Q.4 SMS / Text messages (to your mobile phone)

	GENDER		FEMALES										AGE										SOCIAL CLASS						REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN								
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635								
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615								
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590								
Very happy	34 3%	15 3%	19 4%	7 4%	10 4%	6 5%	10 5%	4 2%	7 4%	3 2%	4 2%	16 5%	17 3%	5 4%	6 2%	10 4%	13 4%	1 1%	10 3%	23 4%	10 3%	4 2%	11 4%	9 5%	27 4%								
Fairly happy	168 17%	80 16%	88 17%	29 18%	46 18%	33 29%	36 18%	30 16%	24 14%	14 11%	18 11%	69 22%	86 13%	13 10%	48 18%	33 15%	54 18%	19 26%	62 15%	87 17%	36 13%	38 14%	66 24%	29 16%	101 16%								
Not very happy	362 36%	177 36%	185 36%	63 40%	101 40%	30 26%	81 40%	76 40%	76 43%	42 33%	45 29%	111 35%	238 37%	39 30%	101 37%	97 43%	104 35%	22 29%	140 35%	201 38%	113 40%	103 39%	94 34%	52 29%	209 34%								
Not at all happy	401 40%	205 42%	196 38%	52 33%	89 35%	43 38%	69 34%	77 41%	69 39%	62 50%	71 46%	112 36%	279 43%	70 54%	111 41%	77 34%	113 38%	29 39%	182 45%	190 36%	118 42%	104 40%	101 36%	78 44%	260 42%								
Dont know	35 3%	13 3%	22 4%	7 4%	7 3%	3 2%	5 3%	3 1%	2 1%	4 3%	18 11%	8 3%	26 4%	3 2%	5 2%	8 4%	15 5%	4 6%	7 2%	23 4%	4 1%	14 5%	7 2%	11 6%	18 3%								

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M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 34  
 Q.4 SMS / Text messages (to your mobile phone)

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very happy	34 3%	7 2%	12 3%	22 3%
Fairly happy	168 17%	67 17%	64 18%	104 16%
Not very happy	362 36%	153 40%	138 38%	225 35%
Not at all happy	401 40%	141 37%	140 39%	261 41%
Dont know	35 3%	17 4%	5 1%	30 5%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 35  
 Q.4 Post

	GENDER		FEMALES										AGE								SOCIAL CLASS						REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN						
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635						
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615						
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590						
Very happy	52 5%	29 6%	23 4%	6 4%	7 3%	7 6%	10 5%	4 2%	10 5%	8 7%	12 8%	16 5%	34 5%	4 3%	7 3%	11 5%	25 8%	4 6%	11 3%	36 7%	15 5%	4 1%	17 6%	16 9%	38 6%						
Fairly happy	204 20%	100 20%	104 20%	36 23%	56 22%	31 27%	47 23%	34 18%	27 15%	21 17%	31 20%	78 25%	113 18%	24 19%	51 19%	43 19%	60 20%	25 33%	76 19%	103 20%	45 16%	49 19%	71 25%	38 21%	118 19%						
Not very happy	379 38%	175 36%	204 40%	59 38%	99 39%	35 31%	77 38%	73 39%	79 45%	42 34%	58 38%	112 36%	253 39%	41 32%	116 43%	101 45%	103 34%	18 24%	157 39%	204 39%	128 46%	105 40%	91 33%	54 31%	231 38%						
Not at all happy	347 35%	179 36%	169 33%	50 32%	84 33%	35 31%	63 32%	74 39%	60 34%	53 43%	54 35%	99 31%	241 37%	59 45%	90 33%	65 29%	108 36%	26 34%	149 37%	173 33%	90 32%	90 35%	99 36%	68 38%	216 35%						
Dont know	18 2%	8 2%	10 2%	6 4%	8 3%	6 5%	4 2%	5 2%	1 1%	- -	- -	10 3%	6 1%	2 2%	6 2%	5 2%	3 1%	2 3%	8 2%	8 2%	3 1%	13 5%	1 *	2 1%	13 2%						

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 35  
 Q.4 Post

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Very happy	52 5%	14 4%	14 4%	38 6%
Fairly happy	204 20%	86 22%	73 20%	131 20%
Not very happy	379 38%	148 38%	138 39%	241 38%
Not at all happy	347 35%	132 34%	128 36%	219 34%
Dont know	18 2%	6 1%	5 2%	13 2%

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 36

Q.5 If you wanted to make a complaint about an invasion of your privacy in terms of personal information (about you) where would you go to make this complaint?

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF		CONN ACHT/ ULS	
																						LEIN STER	MUN STER	TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Office of the Ombudsman	196 20%	102 21%	94 18%	30 19%	47 19%	23 20%	41 21%	43 22%	38 21%	20 16%	24 15%	64 20%	124 19%	25 20%	58 21%	51 23%	44 15%	17 23%	84 21%	95 18%	57 20%	61 23%	55 20%	23 13%	134 22%
Office of the Information Commissioner	59 6%	30 6%	29 6%	10 6%	17 7%	6 5%	15 8%	13 7%	10 6%	3 3%	12 8%	21 7%	38 6%	12 9%	20 7%	14 6%	9 3%	5 6%	32 8%	23 4%	23 8%	10 4%	20 7%	6 3%	38 6%
Data Protection Commissioner's Office	197 20%	110 23%	87 17%	28 18%	49 19%	25 22%	38 19%	39 21%	44 25%	30 24%	19 12%	63 20%	131 20%	53 40%	56 21%	45 20%	33 11%	11 15%	108 27%	78 15%	75 27%	34 13%	60 21%	28 16%	140 23%
National Consumer Agency	108 11%	51 10%	57 11%	20 13%	29 11%	13 12%	19 9%	19 10%	25 14%	12 10%	16 10%	32 10%	73 11%	14 11%	31 12%	26 12%	31 10%	6 8%	45 11%	57 11%	30 11%	12 4%	47 17%	19 11%	84 14%
Press Ombudsman	32 3%	19 4%	13 3%	3 2%	7 3%	5 4%	3 1%	8 4%	1 *	5 4%	10 6%	8 2%	24 4%	4 3%	7 2%	11 5%	7 2%	4 6%	10 3%	18 3%	11 4%	3 1%	9 3%	9 5%	21 3%
Garda	291 29%	134 27%	157 31%	41 26%	74 29%	34 30%	63 31%	52 28%	48 27%	30 24%	53 34%	97 31%	184 28%	31 24%	71 26%	64 29%	105 35%	20 27%	102 25%	169 32%	69 24%	79 30%	59 21%	84 47%	171 28%
Lawyer/Solicitor	82 8%	49 10%	32 6%	8 5%	15 6%	8 7%	20 10%	19 10%	14 8%	10 8%	10 6%	28 9%	52 8%	9 7%	15 6%	31 14%	17 6%	10 13%	24 6%	48 9%	11 4%	16 6%	21 7%	34 19%	41 7%
TD's/Public Representative	14 1%	9 2%	5 1%	1 1%	2 1%	1 1%	3 1%	3 1%	2 1%	2 1%	5 3%	3 1%	11 2%	4 3%	5 2%	1 *	4 1%	1 1%	9 2%	5 1%	4 2%	2 1%	3 1%	5 3%	11 2%
The Media (Radio/Iv/The Press)	7 1%	3 1%	4 1%	1 1%	3 1%	-	3 2%	2 1%	-	1 1%	1 1%	3 1%	4 1%	1 1%	2 1%	2 1%	1 *	1 2%	3 1%	3 1%	2 1%	2 1%	1 *	2 1%	5 1%
Would contact the organisation concerned directly	134 13%	72 15%	62 12%	26 16%	39 16%	16 14%	27 13%	27 14%	30 17%	16 13%	15 10%	43 14%	89 14%	10 7%	43 16%	22 10%	43 14%	16 22%	53 13%	65 12%	15 5%	35 13%	59 21%	25 14%	72 12%
Other (please specify)	21 2%	11 2%	10 2%	3 2%	5 2%	-	4 2%	4 2%	5 3%	1 1%	6 4%	4 1%	17 3%	1 1%	13 5%	3 1%	4 1%	-	14 4%	7 1%	4 2%	10 4%	5 2%	3 1%	13 2%

FIELDWORK : (MAY 2013)

M I L L W A R D   B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 36  
Q.5 If you wanted to make a complaint about an invasion of your privacy in terms of personal information (about you) where would you go to make this complaint?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Office of the Ombudsman	196 20%	62 16%	74 21%	122 19%
Office of the Information Commissioner	59 6%	21 6%	24 7%	36 6%
Data Protection Commissioner's Office	197 20%	57 15%	66 18%	131 20%
National Consumer Agency	108 11%	23 6%	36 10%	71 11%
Press Ombudsman	32 3%	11 3%	8 2%	24 4%
Garda	291 29%	120 31%	111 31%	179 28%
Lawyer/Solicitor	82 8%	41 11%	36 10%	46 7%
TD's/Public Representative	14 1%	3 1%	5 1%	10 1%
The Media (Radio/Iv/The Press)	7 1%	2 1%	4 1%	3 1%
Would contact the organisation concerned directly	134 13%	63 16%	56 16%	78 12%
Other (please specify)	21 2%	9 2%	10 3%	12 2%

FIELDWORK : (MAY 2013)

MILLWARD BROWN



M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 36

Q.5 If you wanted to make a complaint about an invasion of your privacy in terms of personal information (about you) where would you go to make this complaint?

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Don't know / No opinion	196	82	114	33	51	23	32	36	27	28	32	55	124	20	42	45	74	14	62	119	52	72	47	25	98
	20%	17%	22%	21%	20%	20%	16%	19%	15%	23%	21%	17%	19%	16%	16%	20%	25%	19%	16%	23%	19%	27%	17%	14%	16%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 36  
 Q.5 If you wanted to make a complaint about an invasion of your privacy in terms of personal information (about you) where would you go to make this complaint?

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Don't know / No opinion	196	98	57	138
	20%	25%	16%	22%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 37  
 Q.6. Have you ever heard of the Data Protection Commissioner?

	GENDER		FEMALES		AGE							SOCIAL CLASS							REGION				AREA		
	Base (wt)	Male	Female	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	648	328	320	97	161	62	126	132	141	93	76	188	443	101	192	141	157	56	293	299	182	179	167	120	404
	65%	67%	63%	61%	63%	54%	63%	70%	80%	75%	49%	60%	68%	78%	71%	63%	53%	75%	73%	57%	65%	68%	60%	68%	66%
No	352	162	189	61	93	52	75	58	36	31	80	127	204	29	79	83	142	18	108	226	99	83	113	57	211
	35%	33%	37%	39%	37%	46%	37%	30%	20%	25%	51%	40%	32%	22%	29%	37%	47%	25%	27%	43%	35%	32%	40%	32%	34%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 37  
 Q.6. Have you ever heard of the Data Protection Commissioner?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	648 65%	244 63%	240 67%	408 64%
No	352 35%	141 37%	118 33%	234 36%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 38

Q.7 As far as you are aware, are you legally entitled...? (SUMMARY)

	Base	Yes - Entit led	No - entit led	Dont know
To get a copy of any information about you held by any organisation?	1000	683 68%	160 16%	158 16%
To have inaccurate information about you corrected or deleted?	1000	694 69%	153 15%	152 15%
To be offered a means to opt-out every time you receive a marketing text or email?	1000	730 73%	136 14%	134 13%
To object if an organisation asks you to use a biometric system (such as your fingerprint or the iris of your eye) to control access or attendance?	1000	494 49%	237 24%	269 27%
To object if you feel CCTV is invasive in the workplace?	1000	484 48%	271 27%	245 25%
To have any of your medical records deleted?	1000	351 35%	376 38%	273 27%
To claim compensation through the courts if personal information held about you is misused?	1000	636 64%	163 16%	201 20%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 39  
 Q.7 To get a copy of any information about you held by any organisation?

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	683	349	333	107	168	76	139	130	130	88	99	215	446	93	203	147	186	54	296	333	190	165	189	139	411
	68%	71%	65%	68%	66%	67%	69%	68%	74%	71%	63%	68%	69%	71%	75%	65%	62%	72%	74%	64%	68%	63%	67%	78%	67%
No - Not entitled	160	70	90	23	47	12	38	34	26	22	20	51	102	21	35	44	54	5	56	99	58	42	39	21	117
	16%	14%	18%	15%	18%	11%	19%	18%	15%	18%	13%	16%	16%	16%	13%	20%	18%	7%	14%	19%	21%	16%	14%	12%	19%
Dont know	158	71	86	28	39	26	24	27	21	14	37	49	99	16	33	33	60	15	49	93	33	55	52	17	86
	16%	15%	17%	18%	15%	23%	12%	14%	12%	12%	24%	16%	15%	12%	12%	15%	20%	21%	12%	18%	12%	21%	19%	9%	14%

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M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 39

Q.7 To get a copy of any information about you held by any organisation?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	683 68%	272 71%	252 71%	430 67%
No - Not entitled	160 16%	42 11%	60 17%	99 15%
Dont know	158 16%	71 19%	45 13%	112 17%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 40  
 Q.7 To have inaccurate information about you corrected or deleted?

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	694	365	329	100	166	69	144	135	138	90	99	212	462	100	203	147	189	56	303	335	180	173	200	141	422
	69%	74%	65%	64%	65%	60%	71%	71%	78%	72%	64%	67%	71%	77%	75%	65%	63%	75%	76%	64%	64%	66%	72%	80%	69%
No - Not entitled	153	61	93	28	47	20	32	28	23	18	26	51	95	17	36	48	48	5	53	95	67	39	33	13	116
	15%	12%	18%	18%	19%	17%	16%	15%	13%	14%	17%	16%	15%	13%	13%	21%	16%	7%	13%	18%	24%	15%	12%	7%	19%
Dont know	152	65	87	29	40	26	26	26	16	17	30	51	90	14	32	31	63	13	45	94	33	50	46	23	76
	15%	13%	17%	19%	16%	22%	13%	14%	9%	14%	19%	16%	14%	10%	12%	14%	21%	18%	11%	18%	12%	19%	17%	13%	12%

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 40  
 Q.7 To have inaccurate information about you corrected or deleted?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	694 69%	272 71%	265 74%	429 67%
No - Not entitled	153 15%	37 10%	56 16%	98 15%
Dont know	152 15%	76 20%	37 10%	115 18%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 41  
 Q.7 To be offered a means to opt-out every time you receive a marketing text or email?

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	730	368	362	121	191	84	162	146	136	90	89	246	462	100	209	165	197	58	309	362	185	188	215	141	436
	73%	75%	71%	77%	75%	74%	81%	77%	77%	73%	57%	78%	71%	77%	77%	73%	66%	78%	77%	69%	66%	72%	77%	80%	71%
No - Not entitled	136	63	74	22	37	14	23	24	26	16	28	37	94	20	39	33	41	3	59	74	64	25	30	17	111
	14%	13%	14%	14%	15%	12%	11%	13%	14%	13%	18%	12%	15%	15%	15%	15%	14%	4%	15%	14%	23%	10%	11%	10%	18%
Dont know	134	60	74	15	26	16	16	19	16	18	39	32	91	10	22	27	61	13	33	88	32	49	34	18	68
	13%	12%	15%	9%	10%	14%	8%	10%	9%	14%	25%	10%	14%	8%	8%	12%	20%	18%	8%	17%	11%	19%	12%	10%	11%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 41  
Q.7 To be offered a means to opt-out every time you receive a marketing text or email?

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	730 73%	294 76%	284 79%	446 69%
No - Not entitled	136 14%	25 7%	46 13%	91 14%
Dont know	134 13%	66 17%	29 8%	105 16%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 42  
Q.7 To object if an organisation asks you to use a biometric system (such as your fingerprint or the iris of your eye) to control access or attendance?

	GENDER		FEMALES		AGE							SOCIAL CLASS							REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	494	249	245	84	137	56	113	102	92	58	54	169	306	76	126	123	128	40	202	252	145	123	122	104	298
	49%	51%	48%	53%	54%	49%	56%	54%	52%	47%	35%	54%	47%	58%	47%	55%	43%	54%	50%	48%	52%	47%	44%	59%	49%
No - Not entitled	237	113	125	34	57	28	44	40	45	34	38	72	157	32	73	52	70	10	105	122	82	59	56	40	167
	24%	23%	24%	22%	23%	24%	22%	21%	25%	28%	25%	23%	24%	24%	27%	23%	23%	14%	26%	23%	29%	23%	20%	23%	27%
Dont know	269	129	140	39	59	30	44	47	41	32	63	74	183	23	71	49	101	24	94	151	54	80	102	33	150
	27%	26%	28%	25%	23%	27%	22%	25%	23%	26%	41%	24%	28%	18%	26%	22%	34%	32%	24%	29%	19%	31%	36%	19%	24%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 42

Q.7 To object if an organisation asks you to use a biometric system (such as your fingerprint or the iris of your eye) to control access or attendance?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	494 49%	195 51%	191 53%	302 47%
No - Not entitled	237 24%	71 18%	83 23%	154 24%
Dont know	269 27%	119 31%	83 23%	186 29%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 43  
 Q.7 To object if you feel CCTV is invasive in the workplace?

	GENDER		FEMALES		AGE								SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	484	255	229	67	109	45	110	93	101	66	58	155	318	79	137	112	118	38	216	229	143	117	126	98	293
	48%	52%	45%	42%	43%	40%	55%	49%	57%	53%	37%	49%	49%	61%	50%	50%	39%	52%	54%	44%	51%	45%	45%	55%	48%
No - Not entitled	271	132	139	44	79	38	54	60	42	29	34	93	166	29	79	69	89	5	107	158	92	58	81	40	199
	27%	27%	27%	28%	31%	34%	27%	32%	24%	23%	22%	29%	26%	22%	29%	31%	30%	7%	27%	30%	33%	22%	29%	22%	32%
Dont know	245	103	142	47	65	30	37	37	34	29	63	67	163	22	55	45	92	31	78	137	46	87	72	40	123
	25%	21%	28%	30%	26%	27%	18%	19%	19%	23%	41%	21%	25%	17%	20%	20%	31%	41%	19%	26%	16%	33%	26%	22%	20%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 43  
 Q.7 To object if you feel CCTV is invasive in the workplace?

	Base (wt)	DEPENDENT CHILDREN		
		AREA	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	484 48%	191 50%	200 56%	283 44%
No - Not entitled	271 27%	72 19%	99 28%	172 27%
Dont know	245 25%	122 32%	58 16%	187 29%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 44  
 Q.7 To have any of your medical records deleted?

	GENDER		FEMALES										AGE										SOCIAL CLASS						REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN								
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635								
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615								
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590								
Yes - Entitled	351	184	167	52	84	39	70	71	61	49	53	109	234	54	84	84	95	33	139	179	101	81	85	85	200								
	35%	38%	33%	33%	33%	34%	35%	37%	34%	40%	34%	35%	36%	42%	31%	37%	32%	44%	35%	34%	36%	31%	30%	48%	33%								
No - Not entitled	376	171	204	64	103	43	78	67	71	45	58	120	241	48	114	88	109	17	162	196	114	110	99	52	259								
	38%	35%	40%	40%	41%	37%	39%	35%	40%	36%	38%	38%	37%	37%	42%	39%	36%	23%	40%	37%	41%	42%	35%	30%	42%								
Dont know	273	135	138	42	67	33	53	52	46	30	44	86	172	28	72	53	96	24	100	149	66	71	95	40	155								
	27%	28%	27%	27%	27%	29%	26%	27%	26%	24%	28%	27%	27%	22%	27%	23%	32%	32%	25%	28%	23%	27%	34%	23%	25%								

FIELDWORK : (MAY 2013)



M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 44  
 Q.7 To have any of your medical records deleted?

	Base (wt)	DEPENDENT CHILDREN		
		AREA	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	351 35%	151 39%	133 37%	219 34%
No - Not entitled	376 38%	116 30%	139 39%	237 37%
Dont know	273 27%	117 30%	87 24%	186 29%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 45  
Q.7 To claim compensation through the courts if personal information held about you is misused?

	GENDER		FEMALES					AGE					SOCIAL CLASS							REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes - Entitled	636	327	310	98	166	65	139	137	113	77	89	203	415	95	184	144	172	41	280	316	203	163	161	109	405
	64%	67%	61%	63%	65%	57%	69%	72%	64%	62%	57%	65%	64%	73%	68%	64%	57%	55%	70%	60%	72%	62%	57%	61%	66%
No - Not entitled	163	68	95	30	48	22	35	26	31	22	20	57	98	19	42	43	46	13	61	89	49	41	43	31	114
	16%	14%	19%	19%	19%	20%	17%	13%	17%	18%	13%	18%	15%	15%	15%	19%	15%	18%	15%	17%	17%	16%	15%	17%	18%
Dont know	201	96	105	29	40	27	27	27	34	25	47	54	133	16	45	39	81	20	61	120	29	58	76	38	96
	20%	20%	21%	18%	16%	24%	14%	14%	19%	20%	30%	17%	21%	12%	17%	17%	27%	27%	15%	23%	10%	22%	27%	21%	16%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 45

Q.7 To claim compensation through the courts if personal information held about you is misused?

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes - Entitled	636 64%	231 60%	255 71%	381 59%
No - Not entitled	163 16%	49 13%	55 15%	108 17%
Dont know	201 20%	105 27%	48 13%	153 24%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 46  
 Q.8. When using the internet do you ever have concerns about: (SUMMARY)

	Base (wt)	Yes	No	Dont use the internet nowad ays	
				view	nowad
The information about you that may appear if someone entered your name into a search engine	1000	442 44%	325 32%	64 6%	169 17%
The amount of personal information you are asked for when signing up or registering on a website	1000	523 52%	246 25%	63 6%	168 17%
Privacy settings for your personal profile on social networking sites	1000	487 49%	270 27%	74 7%	170 17%
Information that you have deleted from your social networking page or email account resurfacing on the internet again in the future	1000	502 50%	267 27%	65 6%	166 17%
Privacy statements on websites giving you details on how data regarding your visit could be reused	1000	478 48%	280 28%	78 8%	164 16%
Your Internet usage logs being retained or monitored	1000	468 47%	293 29%	69 7%	170 17%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 47  
Q.8. The information about you that may appear if someone entered your name into a search engine

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	442	223	219	92	139	56	121	100	73	49	26	177	248	69	124	108	107	34	193	215	116	120	115	91	258
	44%	45%	43%	58%	55%	49%	60%	53%	41%	40%	16%	56%	38%	53%	46%	48%	36%	46%	48%	41%	41%	46%	41%	51%	42%
No	325	166	158	50	86	52	55	68	62	34	37	106	201	50	105	60	92	18	155	153	105	88	86	45	221
	32%	34%	31%	32%	34%	45%	27%	36%	35%	28%	24%	34%	31%	38%	39%	27%	31%	24%	39%	29%	37%	34%	31%	25%	36%
Dont know / no view	64	25	39	13	20	5	19	13	11	8	5	24	37	5	16	25	15	3	21	40	29	6	20	9	40
	6%	5%	8%	8%	8%	5%	9%	7%	6%	6%	3%	8%	6%	4%	6%	11%	5%	4%	5%	8%	10%	2%	7%	5%	6%
Dont use the internet nowadays	169	76	93	2	9	1	6	9	31	33	88	7	161	6	26	32	85	20	32	117	31	48	58	33	96
	17%	16%	18%	2%	4%	1%	3%	5%	17%	27%	57%	2%	25%	5%	10%	14%	29%	27%	8%	22%	11%	18%	21%	18%	16%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 47  
 Q.8. The information about you that may appear if someone entered your name into a search engine

	Base (wt)	DEPENDENT CHILDREN		
		AREA	RURAL	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	442 44%	184 48%	182 51%	260 40%
No	325 32%	104 27%	127 35%	198 31%
Dont know / no view	64 6%	24 6%	26 7%	37 6%
Dont use the internet nowadays	169 17%	74 19%	22 6%	147 23%

M I L L W A R D B R O W N

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(1311) (41112421)

Table 48

Q.8. The amount of personal information you are asked for when signing up or registering on a website

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	523 52%	266 54%	257 51%	103 66%	160 63%	67 59%	134 67%	117 62%	97 54%	61 49%	28 18%	201 64%	303 47%	87 67%	156 57%	119 53%	119 40%	43 58%	242 60%	238 45%	132 47%	153 58%	132 47%	106 60%	304 49%
No	246 25%	119 24%	126 25%	42 27%	71 28%	35 31%	53 26%	54 28%	39 22%	19 15%	32 20%	88 28%	143 22%	32 25%	77 28%	52 23%	75 25%	9 12%	109 27%	128 24%	89 32%	52 20%	73 26%	31 17%	173 28%
Dont know / no view	63 6%	31 6%	33 6%	9 6%	13 5%	10 9%	9 4%	9 5%	9 5%	11 9%	13 8%	18 6%	42 6%	4 3%	11 4%	27 12%	19 6%	3 3%	15 4%	46 9%	29 10%	12 4%	16 6%	7 4%	44 7%
Dont use the internet nowadays	168 17%	75 15%	93 18%	3 2%	9 4%	2 2%	5 3%	9 5%	32 18%	33 27%	84 54%	8 2%	159 25%	7 5%	28 10%	27 12%	86 29%	20 27%	35 9%	113 22%	31 11%	45 17%	58 21%	34 19%	94 15%

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 48

Q.8. The amount of personal information you are asked for when signing up or registering on a website

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	523 52%	219 57%	223 62%	301 47%
No	246 25%	73 19%	96 27%	150 23%
Dont know / no view	63 6%	20 5%	15 4%	48 7%
Dont use the internet nowadays	168 17%	74 19%	24 7%	144 22%



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Table 49  
 Q.8. Privacy settings for your personal profile on social networking sites

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	487 49%	239 49%	248 49%	109 69%	160 63%	67 59%	133 66%	106 56%	90 50%	45 37%	26 16%	200 63%	266 41%	89 68%	147 54%	111 49%	106 35%	35 47%	236 59%	216 41%	124 44%	129 49%	132 47%	101 57%	281 46%
No	270 27%	142 29%	128 25%	39 25%	69 27%	41 36%	55 28%	55 29%	44 25%	30 24%	30 19%	96 31%	159 25%	28 22%	75 28%	64 28%	90 30%	13 17%	103 26%	154 29%	94 33%	76 29%	73 26%	28 16%	191 31%
Dont know / no view	74 7%	34 7%	39 8%	8 5%	15 6%	5 4%	10 5%	16 8%	13 7%	13 10%	15 10%	15 5%	56 9%	6 5%	20 8%	25 11%	15 5%	7 9%	27 7%	40 8%	36 13%	8 3%	17 6%	13 7%	49 8%
Dont use the internet nowadays	170 17%	76 16%	94 18%	1 1%	10 4%	1 1%	3 2%	13 7%	31 17%	36 29%	85 55%	4 1%	165 25%	7 5%	28 11%	26 12%	89 30%	20 27%	35 9%	115 22%	27 10%	50 19%	58 21%	35 20%	93 15%

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 49  
 Q.8. Privacy settings for your personal profile on social networking sites

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	487 49%	205 53%	202 57%	284 44%
No	270 27%	79 20%	104 29%	166 26%
Dont know / no view	74 7%	24 6%	25 7%	49 8%
Dont use the internet nowadays	170 17%	77 20%	27 8%	143 22%

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

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Table 50

Q.8. Information that you have deleted from your social networking page or email account resurfacing on the internet again in the future

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	502 50%	254 52%	249 49%	100 64%	152 60%	73 64%	133 66%	104 55%	89 50%	58 47%	27 18%	206 65%	279 43%	83 64%	145 54%	121 54%	115 39%	38 51%	228 57%	236 45%	149 53%	126 48%	127 45%	100 56%	308 50%
No	267 27%	131 27%	136 27%	50 32%	81 32%	40 35%	50 25%	60 32%	49 28%	21 17%	31 20%	90 29%	162 25%	33 25%	80 29%	63 28%	81 27%	11 15%	112 28%	144 27%	77 28%	79 30%	75 27%	35 20%	175 28%
Dont know / no view	65 6%	29 6%	35 7%	6 4%	14 5%	- -	15 7%	14 7%	8 4%	10 8%	14 9%	15 5%	46 7%	9 7%	21 8%	14 6%	16 5%	6 7%	29 7%	30 6%	30 11%	8 3%	19 7%	8 4%	41 7%
Dont use the internet nowadays	166 17%	77 16%	89 18%	1 1%	7 3%	1 1%	3 2%	12 6%	31 18%	35 28%	83 53%	4 1%	160 25%	6 4%	26 9%	27 12%	87 29%	20 27%	31 8%	114 22%	24 9%	48 18%	58 21%	35 20%	90 15%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 50

Q.8. Information that you have deleted from your social networking page or email account resurfacing on the internet again in the future

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	502 50%	194 50%	203 57%	300 47%
No	267 27%	92 24%	111 31%	156 24%
Dont know / no view	65 6%	23 6%	21 6%	44 7%
Dont use the internet nowadays	166 17%	76 20%	23 6%	143 22%

M I L L W A R D B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 51  
Q.8. Privacy statements on websites giving you details on how data regarding your visit could be reused

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Yes	478 48%	234 48%	244 48%	104 66%	152 60%	68 60%	124 62%	103 54%	85 48%	51 42%	28 18%	193 61%	268 41%	82 63%	142 52%	113 50%	107 36%	35 47%	223 56%	220 42%	129 46%	138 52%	126 45%	86 49%	280 46%
No	280 28%	147 30%	133 26%	43 27%	75 29%	41 36%	59 29%	64 34%	42 24%	27 22%	35 22%	100 32%	168 26%	40 31%	75 28%	64 29%	84 28%	16 22%	115 29%	148 28%	95 34%	70 27%	74 27%	40 23%	193 31%
Dont know / no view	78 8%	35 7%	43 8%	9 6%	19 7%	4 3%	14 7%	13 7%	20 11%	11 9%	8 5%	18 6%	53 8%	5 3%	27 10%	22 10%	21 7%	3 5%	31 8%	43 8%	32 11%	8 3%	22 8%	16 9%	52 8%
Dont use the internet nowadays	164 16%	74 15%	89 18%	1 1%	8 3%	1 1%	3 2%	9 5%	30 17%	35 28%	84 54%	4 1%	158 24%	4 3%	27 10%	25 11%	88 29%	20 27%	31 8%	113 21%	25 9%	46 18%	58 21%	35 20%	89 14%

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 51

Q.8. Privacy statements on websites giving you details on how data regarding your visit could be reused

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	478 48%	198 51%	203 57%	276 43%
No	280 28%	87 22%	105 29%	175 27%
Dont know / no view	78 8%	26 7%	28 8%	50 8%
Dont use the internet nowadays	164 16%	75 19%	22 6%	142 22%

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 52  
 Q.8. Your Internet usage logs being retained or monitored

	GENDER		FEMALES										AGE										SOCIAL CLASS						REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN									
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635									
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615									
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590									
Yes	468 47%	230 47%	238 47%	93 59%	147 58%	63 55%	121 60%	106 56%	84 48%	54 43%	25 16%	184 58%	269 42%	81 62%	135 50%	107 48%	107 36%	39 52%	216 54%	214 41%	127 45%	123 47%	130 47%	87 49%	278 45%									
No	293 29%	157 32%	136 27%	50 32%	75 29%	43 38%	61 31%	61 32%	54 31%	25 20%	34 22%	105 33%	173 27%	37 28%	85 32%	71 31%	87 29%	13 17%	122 31%	158 30%	92 33%	78 30%	79 28%	44 25%	193 31%									
Dont know / no view	69 7%	29 6%	41 8%	10 6%	21 8%	5 4%	15 7%	13 7%	9 5%	11 9%	10 7%	19 6%	43 7%	4 3%	23 9%	21 9%	18 6%	3 4%	28 7%	39 7%	30 11%	15 6%	12 4%	12 7%	48 8%									
Dont use the internet nowadays	170 17%	75 15%	95 19%	4 2%	11 4%	3 3%	4 2%	10 5%	30 17%	34 28%	87 56%	8 2%	161 25%	8 6%	28 10%	26 12%	88 29%	20 27%	35 9%	114 22%	31 11%	46 17%	58 21%	35 20%	95 15%									

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

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(1311) (41112421)

Table 52  
 Q.8. Your Internet usage logs being retained or monitored

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes	468 47%	189 49%	195 55%	272 42%
No	293 29%	100 26%	119 33%	174 27%
Dont know / no view	69 7%	21 5%	20 6%	49 8%
Dont use the internet nowadays	170 17%	75 19%	24 7%	146 23%



## M I L L W A R D B R O W N

## (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 53

Q.9 When you consider the personal information held about you by organisations, to what extent would you agree or disagree that: (SUMMARY)

	Base (wt)	Strongly agree	Slightly agree	Slightly disagree	Strongly disagree	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	363 36%	354 35%	125 13%	64 6%	95 9%	716 72%	158 16%	3.83
Private sector organisations keep personal information held about you in a safe and secure manner	1000	346 35%	363 36%	144 14%	54 5%	93 9%	709 71%	147 15%	3.82
Public sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately	1000	367 37%	338 34%	134 13%	64 6%	98 10%	705 70%	162 16%	3.81
Private sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately	1000	363 36%	323 32%	159 16%	60 6%	95 10%	686 69%	155 15%	3.80

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 54  
Q.9 Public sector organisations keep personal information held about you in a safe and secure manner

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base	Femal	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF		CONN ACHT/ ULS		
	(wt)	Male																			STER	MUN STER	TER	URBAN	
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Strongly agree	363 36%	174 36%	188 37%	69 44%	101 40%	48 42%	73 36%	73 39%	64 36%	41 33%	53 34%	121 38%	232 36%	51 39%	103 38%	76 34%	99 33%	34 46%	154 38%	174 33%	85 30%	96 37%	87 31%	95 53%	233 38%
Slightly Agree	354 35%	179 37%	174 34%	54 34%	95 38%	47 41%	77 38%	68 36%	58 33%	47 38%	39 25%	124 39%	213 33%	49 38%	91 34%	86 38%	108 36%	19 26%	141 35%	194 37%	116 41%	82 31%	108 39%	48 27%	216 35%
Slightly disagree	125 13%	54 11%	72 14%	20 13%	31 12%	8 7%	28 14%	22 11%	28 16%	13 11%	23 15%	36 11%	86 13%	12 9%	38 14%	39 17%	34 11%	3 4%	50 12%	73 14%	52 18%	24 9%	37 13%	13 8%	88 14%
Strongly disagree	64 6%	35 7%	28 6%	8 5%	14 5%	6 5%	10 5%	16 8%	16 9%	9 7%	7 4%	16 5%	47 7%	12 9%	19 7%	11 5%	17 6%	5 7%	31 8%	28 5%	22 8%	20 8%	19 7%	2 1%	40 6%
Dont know	95 9%	48 10%	47 9%	6 4%	12 5%	5 4%	13 6%	11 6%	11 6%	14 11%	33 21%	18 6%	69 11%	6 5%	20 7%	14 6%	42 14%	13 18%	26 6%	56 11%	6 2%	40 15%	29 10%	20 11%	38 6%
(NET) AGREE	716 72%	353 72%	363 71%	124 79%	196 77%	95 83%	150 75%	141 74%	122 69%	88 71%	93 60%	245 78%	445 69%	101 77%	194 72%	161 72%	207 69%	53 71%	295 74%	368 70%	201 72%	178 68%	194 70%	143 80%	449 73%
(NET) DISAGREE	158 16%	83 17%	75 15%	14 9%	26 10%	11 10%	23 11%	27 14%	27 15%	23 18%	40 26%	34 11%	117 18%	18 14%	39 14%	25 11%	58 19%	19 25%	56 14%	83 16%	28 10%	60 23%	48 17%	21 12%	78 13%
Mean	3.83	3.81	3.84	4.10	4.02	4.11	3.93	3.92	3.84	3.75	3.47	4.00	3.76	3.98	3.88	3.88	3.69	3.74	3.92	3.77	3.90	3.67	3.73	4.11	3.92
Std Dev	1.25	1.26	1.24	1.05	1.08	1.05	1.13	1.17	1.19	1.29	1.52	1.10	1.30	1.13	1.20	1.12	1.35	1.53	1.18	1.26	1.00	1.43	1.26	1.28	1.16
Std Err	0.04	0.06	0.06	0.09	0.07	0.10	0.08	0.08	0.09	0.12	0.15	0.07	0.05	0.11	0.07	0.07	0.09	0.23	0.06	0.06	0.06	0.09	0.08	0.11	0.05
Error Var	*	*	*	0.01	*	0.01	0.01	0.01	0.01	0.01	0.02	*	*	0.01	*	*	0.01	0.05	*	*	*	0.01	0.01	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D   B R O W N  
(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 54  
Q.9 Public sector organisations keep personal information held about you in a safe and secure manner

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Strongly agree	363 36%	130 34%	132 37%	231 36%
Slightly Agree	354 35%	137 36%	138 39%	216 34%
Slightly disagree	125 13%	38 10%	49 14%	77 12%
Strongly disagree	64 6%	24 6%	23 6%	40 6%
Dont know	95 9%	56 15%	16 5%	78 12%
(NET) AGREE	716 72%	267 69%	270 75%	447 70%
(NET) DISAGREE	158 16%	80 21%	40 11%	119 18%
Mean	3.83	3.68	3.96	3.75
Std Dev	1.25	1.38	1.09	1.33
Std Err	0.04	0.08	0.06	0.06
Error Var	*	0.01	*	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 55  
Q.9 Private sector organisations keep personal information held about you in a safe and secure manner

	GENDER		FEMALES		AGE									SOCIAL CLASS						REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	ULS URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Strongly agree	346 35%	161 33%	185 36%	61 39%	91 36%	45 39%	64 32%	67 35%	64 36%	43 35%	55 35%	109 35%	229 35%	52 40%	95 35%	79 35%	88 29%	33 44%	147 37%	166 32%	88 31%	88 33%	82 29%	88 50%	224 36%
Slightly Agree	363 36%	183 37%	180 35%	59 38%	98 39%	46 40%	83 41%	66 35%	60 34%	43 35%	46 30%	129 41%	216 33%	42 33%	99 37%	82 37%	115 38%	24 32%	142 35%	197 38%	116 41%	83 32%	116 41%	49 27%	220 36%
Slightly disagree	144 14%	68 14%	76 15%	23 15%	39 15%	13 11%	33 16%	31 16%	32 18%	14 11%	20 13%	46 14%	97 15%	15 11%	42 15%	43 19%	41 14%	4 5%	57 14%	84 16%	56 20%	30 12%	39 14%	18 10%	97 16%
Strongly disagree	54 5%	31 6%	22 4%	6 4%	14 6%	7 6%	8 4%	16 8%	10 5%	9 7%	4 2%	15 5%	38 6%	15 12%	15 6%	6 3%	15 5%	2 3%	30 8%	21 4%	15 6%	20 8%	16 6%	2 1%	36 6%
Dont know	93 9%	47 10%	46 9%	7 4%	12 5%	4 4%	13 6%	10 6%	11 6%	15 12%	31 20%	17 5%	67 10%	6 5%	19 7%	15 7%	41 14%	11 15%	25 6%	57 11%	5 2%	41 16%	27 10%	20 11%	37 6%
(NET) AGREE	709 71%	344 70%	365 72%	121 77%	189 75%	90 79%	147 73%	133 70%	124 70%	87 70%	101 65%	238 75%	445 69%	94 72%	195 72%	161 72%	202 67%	57 76%	289 72%	363 69%	204 73%	171 65%	198 71%	137 77%	444 72%
(NET) DISAGREE	147 15%	78 16%	69 13%	13 8%	26 10%	11 10%	21 10%	27 14%	21 12%	23 19%	35 22%	32 10%	105 16%	21 16%	34 13%	21 9%	57 19%	14 19%	55 14%	78 15%	21 7%	61 23%	42 15%	22 13%	74 12%
Mean	3.82	3.77	3.85	4.03	3.96	4.04	3.89	3.86	3.88	3.74	3.58	3.94	3.78	3.91	3.87	3.90	3.64	3.87	3.89	3.75	3.95	3.59	3.76	4.03	3.91
Std Dev	1.23	1.24	1.22	1.05	1.08	1.05	1.10	1.16	1.15	1.32	1.48	1.08	1.28	1.18	1.16	1.12	1.32	1.42	1.17	1.25	0.95	1.42	1.21	1.30	1.14
Std Err	0.04	0.06	0.06	0.09	0.07	0.10	0.08	0.08	0.08	0.13	0.14	0.06	0.05	0.11	0.06	0.07	0.09	0.21	0.06	0.06	0.06	0.09	0.07	0.11	0.05
Error Var	*	*	*	0.01	*	0.01	0.01	0.01	0.01	0.02	0.02	*	*	0.01	*	*	0.01	0.04	*	*	*	0.01	0.01	0.01	*

FIELDWORK : (MAY 2013)

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 55  
 Q.9 Private sector organisations keep personal information held about you in a safe and secure manner

	Base (wt)	DEPENDENT CHILDREN		
		AREA RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Strongly agree	346 35%	122 32%	122 34%	224 35%
Slightly Agree	363 36%	142 37%	137 38%	226 35%
Slightly disagree	144 14%	47 12%	60 17%	84 13%
Strongly disagree	54 5%	17 5%	23 6%	31 5%
Dont know	93 9%	56 15%	16 4%	78 12%
(NET) AGREE	709 71%	265 69%	259 72%	450 70%
(NET) DISAGREE	147 15%	73 19%	38 11%	109 17%
Mean	3.82	3.67	3.91	3.76
Std Dev	1.23	1.35	1.08	1.31
Std Err	0.04	0.07	0.06	0.06
Error Var	*	0.01	*	*

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 56  
Q.9 Public sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Strongly agree	367 37%	168 34%	199 39%	72 46%	104 41%	48 42%	74 37%	71 37%	58 32%	49 39%	58 37%	122 39%	235 36%	50 38%	103 38%	73 32%	104 35%	37 50%	153 38%	177 34%	85 30%	99 38%	91 33%	91 51%	231 38%
Slightly Agree	338 34%	171 35%	167 33%	54 34%	89 35%	43 38%	77 38%	65 34%	71 40%	31 25%	36 23%	120 38%	203 31%	39 30%	88 33%	91 41%	102 34%	17 23%	127 32%	193 37%	112 40%	76 29%	107 38%	44 25%	205 33%
Slightly disagree	134 13%	66 14%	67 13%	14 9%	29 11%	7 6%	27 13%	29 15%	23 13%	20 16%	27 17%	33 11%	98 15%	15 12%	38 14%	41 18%	39 13%	2 2%	53 13%	79 15%	56 20%	26 10%	32 11%	19 11%	92 15%
Strongly disagree	64 6%	36 7%	28 6%	9 5%	14 6%	9 8%	9 5%	12 7%	14 8%	10 8%	6 4%	18 6%	43 7%	19 15%	19 7%	5 2%	16 5%	4 5%	39 10%	21 4%	20 7%	18 7%	21 8%	5 3%	42 7%
Dont know	98 10%	49 10%	48 10%	9 6%	17 7%	8 7%	14 7%	13 7%	12 7%	14 11%	29 19%	21 7%	69 11%	7 6%	22 8%	15 6%	39 13%	15 20%	30 7%	54 10%	8 3%	43 17%	28 10%	18 10%	44 7%
(NET) AGREE	705 70%	339 69%	365 72%	126 80%	193 76%	91 80%	151 75%	135 71%	128 72%	80 65%	93 60%	242 77%	437 68%	89 68%	191 71%	164 73%	206 69%	54 73%	280 70%	370 71%	197 70%	175 67%	198 71%	135 76%	436 71%
(NET) DISAGREE	162 16%	85 17%	77 15%	18 11%	32 12%	17 15%	23 12%	26 13%	26 15%	24 19%	35 23%	40 13%	111 17%	27 20%	42 15%	20 9%	55 18%	19 25%	68 17%	75 14%	28 10%	61 23%	50 18%	23 13%	86 14%
Mean	3.81	3.76	3.86	4.09	3.98	4.00	3.94	3.88	3.83	3.73	3.56	3.96	3.76	3.80	3.85	3.90	3.72	3.78	3.84	3.80	3.88	3.64	3.76	4.04	3.87
Std Dev	1.27	1.27	1.26	1.13	1.17	1.19	1.14	1.18	1.17	1.36	1.49	1.16	1.30	1.25	1.24	1.08	1.34	1.57	1.24	1.24	1.01	1.46	1.27	1.29	1.20
Std Err	0.04	0.06	0.06	0.10	0.07	0.12	0.09	0.08	0.08	0.13	0.14	0.07	0.05	0.12	0.07	0.07	0.09	0.23	0.06	0.06	0.06	0.09	0.08	0.11	0.05
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	*	*	0.01	*	*	0.01	0.05	*	*	*	0.01	0.01	0.01	*

FIELDWORK : (MAY 2013)

M I L L W A R D B R O W N  
 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 56  
 Q.9 Public sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Strongly agree	367 37%	136 35%	131 37%	236 37%
Slightly Agree	338 34%	132 34%	136 38%	202 31%
Slightly disagree	134 13%	42 11%	51 14%	83 13%
Strongly disagree	64 6%	22 6%	23 6%	41 6%
Dont know	98 10%	54 14%	18 5%	80 12%
(NET) AGREE	705 70%	268 70%	267 74%	438 68%
(NET) DISAGREE	162 16%	76 20%	40 11%	121 19%
Mean	3.81	3.71	3.95	3.74
Std Dev	1.27	1.37	1.10	1.34
Std Err	0.04	0.07	0.06	0.06
Error Var	*	0.01	*	*

M I L L W A R D B R O W N

(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 57  
 Q.9 Private sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER URBAN	
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
Strongly agree	363 36%	169 34%	195 38%	70 45%	101 40%	52 45%	68 34%	69 36%	56 32%	50 40%	56 36%	120 38%	231 36%	52 40%	103 38%	73 33%	103 34%	33 44%	154 38%	176 34%	83 29%	94 36%	95 34%	92 52%	231 38%
Slightly Agree	323 32%	165 34%	158 31%	50 32%	85 34%	40 35%	71 35%	61 32%	68 38%	27 22%	39 25%	111 35%	195 30%	42 32%	79 29%	81 36%	98 33%	23 31%	121 30%	179 34%	115 41%	74 28%	92 33%	42 24%	200 33%
Slightly disagree	159 16%	74 15%	85 17%	22 14%	39 15%	11 9%	39 19%	30 16%	29 17%	21 17%	28 18%	50 16%	108 17%	16 12%	52 19%	40 18%	47 16%	4 5%	69 17%	86 16%	58 21%	36 14%	47 17%	18 10%	105 17%
Strongly disagree	60 6%	36 7%	24 5%	9 6%	14 6%	7 6%	11 5%	16 8%	13 8%	10 8%	3 2%	17 6%	41 6%	12 9%	15 5%	13 6%	17 6%	4 5%	26 7%	30 6%	16 6%	16 6%	20 7%	7 4%	37 6%
Dont know	95 10%	47 10%	48 9%	6 4%	15 6%	6 5%	12 6%	14 7%	11 6%	16 13%	29 19%	17 6%	70 11%	9 7%	22 8%	18 8%	35 12%	11 15%	31 8%	53 10%	9 3%	43 16%	25 9%	19 10%	41 7%
(NET) AGREE	686 69%	334 68%	353 69%	120 76%	186 73%	91 80%	139 69%	130 69%	124 70%	77 62%	95 61%	231 73%	427 66%	93 72%	182 67%	154 69%	201 67%	56 75%	275 69%	356 68%	198 70%	168 64%	187 67%	134 76%	431 70%
(NET) DISAGREE	155 15%	83 17%	72 14%	15 9%	29 11%	12 11%	23 11%	30 16%	24 14%	25 20%	32 21%	35 11%	112 17%	21 16%	37 14%	31 14%	52 17%	15 20%	57 14%	83 16%	25 9%	59 22%	46 16%	25 14%	78 13%
Mean	3.80	3.76	3.84	4.08	3.96	4.09	3.86	3.82	3.82	3.69	3.58	3.95	3.74	3.89	3.83	3.80	3.73	3.83	3.85	3.76	3.88	3.61	3.76	4.03	3.88
Std Dev	1.26	1.26	1.25	1.07	1.14	1.11	1.12	1.22	1.15	1.40	1.47	1.12	1.30	1.22	1.23	1.19	1.30	1.44	1.22	1.26	1.00	1.44	1.25	1.31	1.17
Std Err	0.04	0.06	0.06	0.09	0.07	0.11	0.08	0.08	0.08	0.13	0.14	0.07	0.05	0.12	0.07	0.07	0.09	0.21	0.06	0.06	0.06	0.09	0.08	0.11	0.05
Error Var	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.02	*	*	0.01	*	0.01	0.01	0.05	*	*	*	0.01	0.01	0.01	*

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 57  
 Q.9 Private sector organisations have controls in place to ensure that their employees cannot access your personal information inappropriately

	Base (wt)	DEPENDENT CHILDREN		
		RURAL	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Strongly agree	363 36%	132 34%	125 35%	238 37%
Slightly Agree	323 32%	123 32%	124 35%	200 31%
Slightly disagree	159 16%	53 14%	62 17%	97 15%
Strongly disagree	60 6%	23 6%	30 8%	29 5%
Dont know	95 10%	54 14%	17 5%	79 12%
(NET) AGREE	686 69%	255 66%	249 70%	437 68%
(NET) DISAGREE	155 15%	77 20%	47 13%	108 17%
Mean	3.80	3.66	3.87	3.76
Std Dev	1.26	1.37	1.13	1.32
Std Err	0.04	0.07	0.06	0.06
Error Var	*	0.01	*	*

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Table 58  
Q. 10. Should your medical records be made available for the purpose of advancing medical research?

	GENDER		FEMALES										AGE										SOCIAL CLASS										REGION				AREA
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN												
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635												
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615												
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590												
Yes without having to ask my permission	95 10%	47 10%	48 9%	12 8%	26 10%	14 12%	11 5%	30 16%	14 8%	9 7%	12 8%	25 8%	65 10%	14 11%	29 11%	26 12%	26 9%	- -	42 11%	53 10%	59 21%	10 4%	17 6%	10 5%	87 14%												
Yes without having to ask my permission but only if my records are anonymous (no name or address details)	130 13%	57 12%	73 14%	22 14%	34 13%	16 14%	28 14%	30 16%	22 12%	13 10%	15 10%	43 14%	79 12%	19 15%	45 17%	29 13%	36 12%	1 2%	64 16%	65 12%	64 23%	29 11%	26 9%	12 7%	104 17%												
Yes - but only with my permission	568 57%	282 57%	286 56%	86 54%	145 57%	62 54%	115 57%	104 55%	108 61%	70 56%	92 59%	177 56%	374 58%	78 60%	148 55%	131 58%	153 51%	59 79%	225 56%	284 54%	120 43%	167 64%	159 57%	122 69%	318 52%												
No	177 18%	93 19%	83 16%	33 21%	42 16%	17 15%	43 22%	24 13%	28 16%	28 22%	33 21%	60 19%	112 17%	17 13%	42 15%	37 16%	67 22%	14 19%	58 15%	104 20%	34 12%	48 18%	69 25%	25 14%	91 15%												
Don't know / no view	30 3%	11 2%	19 4%	5 3%	7 3%	6 5%	4 2%	2 1%	6 3%	5 4%	4 2%	10 3%	16 2%	3 2%	8 3%	1 1%	18 6%	- -	10 3%	19 4%	5 2%	8 3%	8 3%	9 5%	15 2%												

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Table 58

Q. 10. Should your medical records be made available for the purpose of advancing medical research?

	Base (wt)	DEPENDENT CHILDREN		
		AREA	ANY	NONE
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
Yes without having to ask my permission	95 10%	8 2%	36 10%	59 9%
Yes without having to ask my permission but only if my records are anonymous (no name or address details)	130 13%	26 7%	47 13%	83 13%
Yes - but only with my permission	568 57%	251 65%	207 58%	361 56%
No	177 18%	85 22%	62 17%	115 18%
Don't know / no view	30 3%	15 4%	6 2%	24 4%

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(DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 59  
ANALYSIS OF SAMPLE

	GENDER		FEMALES										AGE										SOCIAL CLASS						REGION				AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS	URBAN									
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635									
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615									
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590									
GENDER																																		
Male	491	491	-	-	-	59	99	94	81	66	73	158	314	66	126	114	135	50	192	249	134	127	138	91	290									
	49%	100%	-	-	-	51%	49%	49%	46%	53%	47%	50%	48%	51%	47%	51%	45%	67%	48%	47%	48%	48%	49%	51%	47%									
Female	509	-	509	157	254	55	102	96	97	58	82	157	333	64	145	110	165	25	209	275	147	135	141	86	325									
	51%	-	100%	100%	100%	49%	51%	51%	54%	47%	53%	50%	52%	49%	53%	49%	55%	33%	52%	53%	52%	52%	51%	49%	53%									
FEMALES																																		
18-34	157	-	157	157	157	55	102	-	-	-	-	157	-	14	43	38	57	6	57	95	37	44	51	26	101									
	16%	-	31%	100%	62%	49%	51%	-	-	-	-	50%	-	11%	16%	17%	19%	8%	14%	18%	13%	17%	18%	15%	16%									
18-44	254	-	254	157	254	55	102	96	-	-	-	157	96	35	73	59	79	8	108	138	71	74	70	39	168									
	25%	-	50%	100%	100%	49%	51%	51%	-	-	-	50%	15%	27%	27%	26%	26%	11%	27%	26%	25%	28%	25%	22%	27%									
AGE																																		
18-24	114	59	55	55	55	114	-	-	-	-	-	114	-	14	29	30	34	7	43	64	26	32	32	23	69									
	11%	12%	11%	35%	22%	100%	-	-	-	-	-	36%	-	11%	11%	13%	11%	10%	11%	12%	9%	12%	12%	13%	11%									
25-34	201	99	102	102	102	-	201	-	-	-	-	201	-	21	58	51	61	10	79	112	57	45	69	30	129									
	20%	20%	20%	65%	40%	-	100%	-	-	-	-	64%	-	16%	21%	23%	20%	13%	20%	21%	20%	17%	25%	17%	21%									
35-44	190	94	96	-	96	-	-	190	-	-	-	-	190	35	58	48	41	8	93	89	62	56	39	32	123									
	19%	19%	19%	-	38%	-	-	100%	-	-	-	-	29%	27%	21%	21%	14%	11%	23%	17%	22%	21%	14%	18%	20%									
45-54	177	81	97	-	-	-	-	-	177	-	-	-	177	29	57	40	45	6	86	85	54	47	49	27	111									
	18%	16%	19%	-	-	-	-	-	100%	-	-	-	27%	22%	21%	18%	15%	8%	21%	16%	19%	18%	18%	15%	18%									
55-64	124	66	58	-	-	-	-	-	-	-	-	-	124	12	30	20	39	23	42	59	23	34	37	31	64									
	12%	13%	11%	-	-	-	-	-	-	-	-	-	100%	9%	11%	9%	13%	31%	10%	11%	8%	13%	13%	17%	10%									
65+	156	73	82	-	-	-	-	-	-	-	-	-	156	16	30	32	61	18	46	92	48	36	44	28	93									
	16%	15%	16%	-	-	-	-	-	-	-	-	-	100%	12%	11%	14%	20%	24%	11%	18%	17%	14%	16%	16%	15%									
U35	315	158	157	157	157	114	201	-	-	-	-	315	-	35	87	81	95	17	122	176	83	77	101	53	199									
	32%	32%	31%	100%	62%	100%	100%	-	-	-	-	100%	-	27%	32%	36%	32%	23%	30%	34%	30%	29%	36%	30%	32%									

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Table 59  
 ANALYSIS OF SAMPLE

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
GENDER				
Male	491 49%	201 52%	150 42%	340 53%
Female	509 51%	185 48%	207 58%	302 47%
FEMALES				
18-34	157 16%	57 15%	71 20%	87 14%
18-44	254 25%	86 22%	151 42%	103 16%
AGE				
18-24	114 11%	45 12%	11 3%	103 16%
25-34	201 20%	72 19%	93 26%	108 17%
35-44	190 19%	67 17%	150 42%	40 6%
45-54	177 18%	66 17%	90 25%	87 14%
55-64	124 12%	60 16%	12 3%	112 17%
65+	156 16%	63 16%	1 *	155 24%
U35	315 32%	117 30%	104 29%	211 33%

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(1311) (41112421)

Table 59  
ANALYSIS OF SAMPLE

	GENDER			FEMALES										AGE										SOCIAL CLASS										REGION					AREA	
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEINSTER	MUNSTER	CONN ACHT/ULS	TER	URBAN														
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635															
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615															
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590															
35+	647	314	333	-	96	-	-	190	177	124	156	-	647	92	175	140	186	55	266	326	187	173	169	119	390															
	65%	64%	65%	-	38%	-	-	100%	100%	100%	100%	-	100%	70%	64%	62%	62%	74%	66%	62%	66%	66%	61%	67%	64%															
SOCIAL CLASS																																								
AB	130	66	64	14	35	14	21	35	29	12	16	35	92	130	-	-	-	-	130	-	49	34	33	15	97															
	13%	13%	13%	9%	14%	12%	11%	18%	16%	10%	10%	11%	14%	100%	-	-	-	-	32%	-	17%	13%	12%	8%	16%															
C1	271	126	145	43	73	29	58	58	57	30	30	87	175	-	271	-	-	-	271	-	94	73	64	41	180															
	27%	26%	28%	27%	29%	26%	29%	31%	32%	24%	19%	28%	27%	-	100%	-	-	-	68%	-	33%	28%	23%	23%	29%															
C2	225	114	110	38	59	30	51	48	40	20	32	81	140	-	-	225	-	-	-	225	80	54	50	41	148															
	22%	23%	22%	24%	23%	26%	25%	25%	23%	16%	20%	26%	22%	-	-	100%	-	-	-	43%	28%	21%	18%	23%	24%															
DE	300	135	165	57	79	34	61	41	45	39	61	95	186	-	-	-	300	-	-	300	57	77	117	48	188															
	30%	27%	32%	36%	31%	29%	31%	22%	25%	31%	39%	30%	29%	-	-	-	100%	-	-	57%	20%	29%	42%	27%	31%															
F	74	50	25	6	8	7	10	8	6	23	18	17	55	-	-	-	-	74	-	-	1	24	16	33	1															
	7%	10%	5%	4%	3%	6%	5%	4%	3%	19%	11%	5%	9%	-	-	-	-	100%	-	-	*	9%	6%	19%	*															
ABC1	401	192	209	57	108	43	79	93	86	42	46	122	266	130	271	-	-	-	401	-	142	107	96	55	277															
	40%	39%	41%	36%	43%	38%	39%	49%	48%	34%	29%	39%	41%	100%	100%	-	-	-	100%	-	51%	41%	34%	31%	45%															
C2DE	525	249	275	95	138	64	112	89	85	59	92	176	326	-	-	225	300	-	-	525	137	131	167	89	336															
	52%	51%	54%	60%	54%	56%	56%	47%	48%	47%	59%	56%	50%	-	-	100%	100%	-	-	100%	49%	50%	60%	50%	55%															
REGION																																								
DUBLIN	281	134	147	37	71	26	57	62	54	23	48	83	187	49	94	80	57	1	142	137	281	-	-	-	281															
	28%	27%	29%	23%	28%	23%	28%	33%	31%	18%	31%	26%	29%	38%	35%	35%	19%	2%	36%	26%	100%	-	-	-	46%															
REST OF LEINSTER	262	127	135	44	74	32	45	56	47	34	36	77	173	34	73	54	77	24	107	131	-	262	-	-	135															
	26%	26%	27%	28%	29%	28%	22%	30%	26%	27%	23%	24%	27%	26%	27%	24%	26%	32%	27%	25%	-	100%	-	-	22%															
MUNSTER	279	138	141	51	70	32	69	39	49	37	44	101	169	33	64	50	117	16	96	167	-	-	279	-	149															
	28%	28%	28%	32%	28%	28%	34%	21%	28%	29%	28%	32%	26%	25%	23%	22%	39%	21%	24%	32%	-	-	100%	-	24%															

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Table 59  
 ANALYSIS OF SAMPLE

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
35+	647 65%	256 67%	253 71%	394 61%
SOCIAL CLASS				
AB	130 13%	33 9%	51 14%	79 12%
C1	271 27%	91 24%	114 32%	157 24%
C2	225 22%	77 20%	92 26%	133 21%
DE	300 30%	111 29%	93 26%	207 32%
F	74 7%	73 19%	8 2%	67 10%
ABC1	401 40%	124 32%	165 46%	236 37%
C2DE	525 52%	188 49%	185 52%	339 53%
REGION				
DUBLIN	281 28%	-	102 29%	179 28%
REST OF LEINSTER	262 26%	127 33%	88 25%	174 27%
MUNSTER	279 28%	130 34%	108 30%	172 27%

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(1311) (41112421)

Table 59  
ANALYSIS OF SAMPLE

	GENDER		FEMALES					AGE					SOCIAL CLASS						REGION				AREA		
	Base (wt)	Male	Femal e	18-34	18-44	18-24	25-34	35-44	45-54	55-64	65+	U35	35+	AB	C1	C2	DE	F	ABC1	C2DE	DUB LIN	REST OF LEIN STER	MUN STER	CONN ACHT/ ULS TER	URBAN
Base (nw)	1019	495	524	151	268	117	193	222	202	126	119	310	669	114	339	268	242	56	453	510	293	270	288	168	635
Base (wt)	1000	491	509	157	254	114	201	190	177	124	156	315	647	130	271	225	300	74	401	525	281	262	279	177	615
Effective Base	922	444	478	141	248	105	180	208	190	112	109	285	600	109	327	258	232	45	424	472	276	242	261	146	590
CONNACHT/ ULSTER	177	91	86	26	39	23	30	32	27	31	28	53	119	15	41	41	48	33	55	89	-	-	-	177	49
	18%	19%	17%	16%	15%	20%	15%	17%	15%	25%	18%	17%	18%	11%	15%	18%	16%	45%	14%	17%	-	-	-	100%	8%
AREA																									
URBAN	615	290	325	101	168	69	129	123	111	64	93	199	390	97	180	148	188	1	277	336	281	135	149	49	615
	61%	59%	64%	64%	66%	61%	64%	65%	63%	51%	60%	63%	60%	75%	66%	66%	63%	2%	69%	64%	100%	52%	53%	28%	100%
RURAL	385	201	185	57	86	45	72	67	66	60	63	117	256	33	91	77	111	73	124	188	-	127	130	128	-
	39%	41%	36%	36%	34%	39%	36%	35%	37%	49%	40%	37%	40%	25%	34%	34%	37%	98%	31%	36%	-	48%	47%	72%	-
DEPENDENT CHILDREN																									
ANY	358	150	207	71	151	11	93	150	90	12	1	104	253	51	114	92	93	8	165	185	102	88	108	60	226
	36%	31%	41%	45%	59%	10%	46%	79%	51%	10%	1%	33%	39%	39%	42%	41%	31%	10%	41%	35%	36%	34%	38%	34%	37%
NONE	642	340	302	87	103	103	108	40	87	112	155	211	394	79	157	133	207	67	236	339	179	174	172	117	389
	64%	69%	59%	55%	41%	90%	54%	21%	49%	90%	99%	67%	61%	61%	58%	59%	69%	90%	59%	65%	64%	66%	62%	66%	63%

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 (DATA PROTECTION COMMISSIONER)

(1311) (41112421)

Table 59  
 ANALYSIS OF SAMPLE

	DEPENDENT CHILDREN			
	AREA	RURAL	ANY	NONE
	Base (wt)			
Base (nw)	1019	384	400	619
Base (wt)	1000	385	358	642
Effective Base	922	334	375	555
CONNACHT/ ULSTER				
	177	128	60	117
	18%	33%	17%	18%
AREA				
URBAN				
	615	-	226	389
	61%	-	63%	61%
RURAL				
	385	385	132	253
	39%	100%	37%	39%
DEPENDENT CHILDREN				
ANY				
	358	132	358	-
	36%	34%	100%	-
NONE				
	642	253	-	642
	64%	66%	-	100%

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