

# Data Protection in the European Union

## Citizens' perceptions

## Analytical Report

Fieldwork: January 2008

Report: February 2008

This survey was requested by Directorate-General Justice, Freedom and Security and coordinated by Directorate-General Communication

This document does not represent the point of view of the European Commission.  
The interpretations and opinions contained in it are solely those of the authors.

Flash Eurobarometer Series  
#225

# Data Protection in the European Union

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*Citizens' Perceptions*

Survey conducted by the Gallup Organization  
Hungary upon the request of Directorate-  
General Justice, Freedom and Security



Coordinated by Directorate-General  
Communication

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**THE GALLUP ORGANIZATION**

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## Introduction

Since 1991, the European Commission has been monitoring the perceptions, attitudes and views of the EU's citizens on data protection issues. However, over the last two decades, data protection in the EU has faced new challenges and has undergone important changes. For example, the introduction and expansion of the Single Market, and of the so-called 'Information Society', increased the amounts of personal data flowing between EU Member States. In order to remove potential obstacles to these cross-frontier flows and to ensure a high level of data protection for citizens, the EU's data protection legislation was harmonised in the 1990s.

This Flash Eurobarometer survey on Data Protection measures *Awareness, Attitudes and Views of Citizens of the EU* in the light of these changes. Topics of the current survey wave of 2008 were the citizens':

- general feelings and concerns about data privacy
- trust that they place in different types of organisations that hold their personal data
- awareness of their data protection rights and of the national protection authorities
- perceived security of data transmission over the Internet and the usage of tools that improve the data security
- attitudes on the restriction of their data protection rights in the light of international terrorism

This analytical report includes the average results for the EU and highlights the divergences in responses based on the interviewees' country of residence and socio-demographic background. Whenever the same, or equivalent, question was posed in one or several of the previous Eurobarometer surveys on Data Protection, a time-series comparison for the relevant countries has also been provided.

Fieldwork was carried out from January 8th to 12th, 2008. Over 27,000 randomly selected citizens aged 15 years and over were interviewed in the 27 EU Member States. Interviews were predominantly carried out via fixed-line telephone, approximately 1,000 in each country. Due to the relatively low fixed-line telephone coverage in Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania and Slovakia, however, face-to-face (F2F) interviews were also conducted (700 telephone and 300 F2F interviews) in those countries.

Note 1: Previous sweeps of the survey were run in Special Eurobarometers, with F2F interviews in each Member State. This limits the comparability of the results, to some extent, due to the different mode effects of F2F and telephone interviewing. However, the changes that the survey has discovered are highly plausible and there has been no evident sign of significant interference of the interviewing mode on the results obtained.

Note 2: The previous surveys have been carried out in 1991, 1996 and 2003. The countries reviewed were the 12 Member States of the European Community in 1991 and the 15 of the European Union in 1996 and 2003. Longitudinal comparisons are therefore only possible for those countries.

To correct for sampling disparities, a post-stratification weighting of the results was implemented, based on the main socio-demographic variables. More details on survey methodology are included in the Annex of this report.

## Main findings

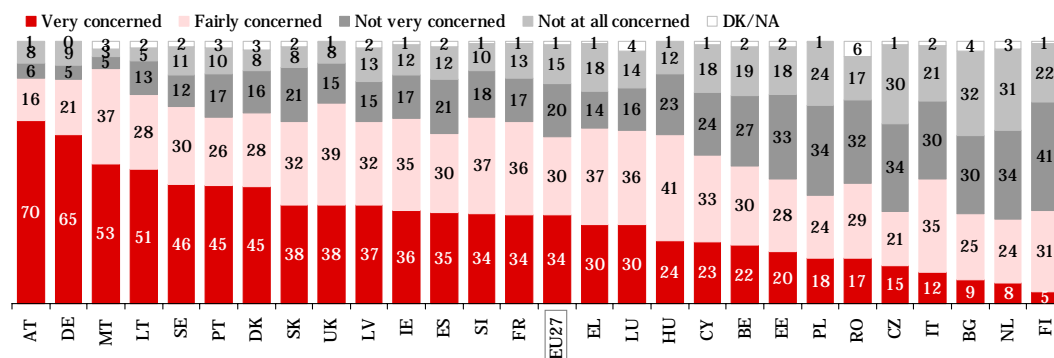
- **A majority of EU citizens showed concern about data protection issues.** Two-thirds of survey participants said they were concerned as to whether organisations that held their personal data handled this data appropriately (64%).
- **The level of concern about data protection has only changed slightly since the early 1990s.** Two-thirds of respondents were concerned about this in 1991. Since then, the number has fluctuated, before returning - in 2008 - to the early 1991 level (68%).
- **EU citizens feel that their personal data is best protected by medical services, doctors and public institutions.** From a list of public and private organisations, EU citizens placed the most trust in medical services, doctors and the police to protect their personal data. The greatest levels of distrust were related to mail order companies.
- **Respondents' confidence in organisations' data privacy policies has increased constantly since the early 1990s.** Exceptions were the medical services and doctors, non-profit-organisations and mail order companies, where confidence has remained at the same level over the last five years. Market and opinion research companies were the only ones to have seen a continuing decrease in levels of trust from 1991 to 2008.
- **Respondents tended to see low levels of data protection in their own country.** Not even half of respondents (48%) thought that their data was properly protected in their own country. A majority even feared that national legislation could not cope with the growing number of people leaving personal data on the Internet (54%). A vast majority also felt that their fellow citizens had low levels of awareness about data protection (77%).
- **Even though EU citizens were quite well informed about some of the existing data protection regulations, there were still some considerable information gaps:**
  - The interviewees were presented with a list of rights European citizens have vis-à-vis organisations that hold their data, such as their right to take legal action in case of abuse of personal information or to be compensated for the resulting damage. *Each of the listed rights was familiar to a majority of the respondents.* However, only a quarter of respondents knew that European citizens enjoyed *all of those rights* (27%).
  - Furthermore, only 29% of respondents knew that *sensitive data* like information about racial or ethnic origins, political opinions, etc. received *special legal protection*. A small minority (17%) had heard that personal data could only be transferred outside the EU to countries that ensured an *adequate level of data protection*.
- **The national data protection authorities were relatively unknown to most of the EU's citizens.** On average, only 28% of respondents said they had heard about the existence of such institutions in their country. Greece and Hungary had the highest levels of recognition (51% and 46%, respectively). The awareness of such institutions across the EU has remained unchanged over the past five years.
- **Most European Internet users feel uneasy when transmitting their personal data over the internet:** 82% of Internet users reasoned that data transmission over the Web was not sufficiently secure. However, only a **minority of Internet users said they used tools and technologies that increased data security** on the Net, i.e. firewalls or cookie filtering (22%).

- **In the eyes of most EU citizens, the fight against international terrorism is an acceptable reason to restrict data protection rights.** A majority of respondents agreed that it should be possible to monitor passenger flight details (82%), telephone calls (72%) and Internet and credit card usage (75% and 69%, respectively) when this served to combat terrorism.
- However, **there was suspicion about any provisions that would allow authorities to relax data protection laws.** Most respondents, in favour of more relaxed data protection laws, said this should be within **clearly-defined limits**: around a third of respondents stressed that **only suspects** should be monitored (27%-35%) and approximately one in five (14%-21%) wanted **even stricter safeguards**.
- Since 2003, the numbers of citizens approving the monitoring of people's Internet usage and telephone calls has increased by about 12 percentage points (in each case).

## 1. Concerns about data privacy

**Most Europeans are concerned** about how their personal data is handled by organisations that hold information on them, but **only a minority of citizens actively worry** about this: while two-thirds of respondents reported a concern about whether their personal information was protected or not (64%), only one-third of respondents claimed to be *very* concerned (34%).

### Concerns about data privacy by organisations that hold personal data



Q1. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?  
%, Base: all respondents, by country

When looking at the results by country, we saw that the level of concern **varied significantly** between respondents from different Member States.

**Austrian and German** citizens seemed to be the most concerned about how their personal data was handled. Eighty-six percent of those respondents reported being concerned about data privacy issues, and two-thirds claimed to be *very* concerned (Austria: 70%, Germany: 65%). In Malta and Lithuania, as well, a large majority of respondents expressed their concern about whether their data was properly protected or not (90% and 79%, respectively), and more than half said they were *very* concerned (53% and 51%, respectively).

In **Bulgaria, the Netherlands and Finland**, the respondents had the least concern about whether or not their personal data was appropriately protected by organisations that held this information: only one-third of respondents said they were concerned about data privacy (BG: 34%, NL: 32%, FI: 36%) and less than 10% were *very* concerned (9%, 8%, 5%, respectively).

### Concerns about data protection – developments in the EC12/EU15 since 1991

When comparing the findings of the current Eurobarometer to previous waves, we found that the level of concern in the EU countries on data privacy **decreased between 1991 and 1996** from 66% to 58% and **increased insignificantly in 2003** to 60%. Today, though, privacy consciousness has climbed back to a level that slightly **surpasses the one detected 17 years ago**, with **68%** being concerned in 2008.

The raise in concern from 60% in 2003 to 68% in 2008 has not been necessarily due to the fact that the citizens of the 15 countries in question were getting more and more anxious about their data privacy. Actually, in a majority of those countries, the level of concern **stagnated or decreased**. But in those countries where respondents reported being more concerned, the increase in concern between 2003 and 2008 has been considerable.

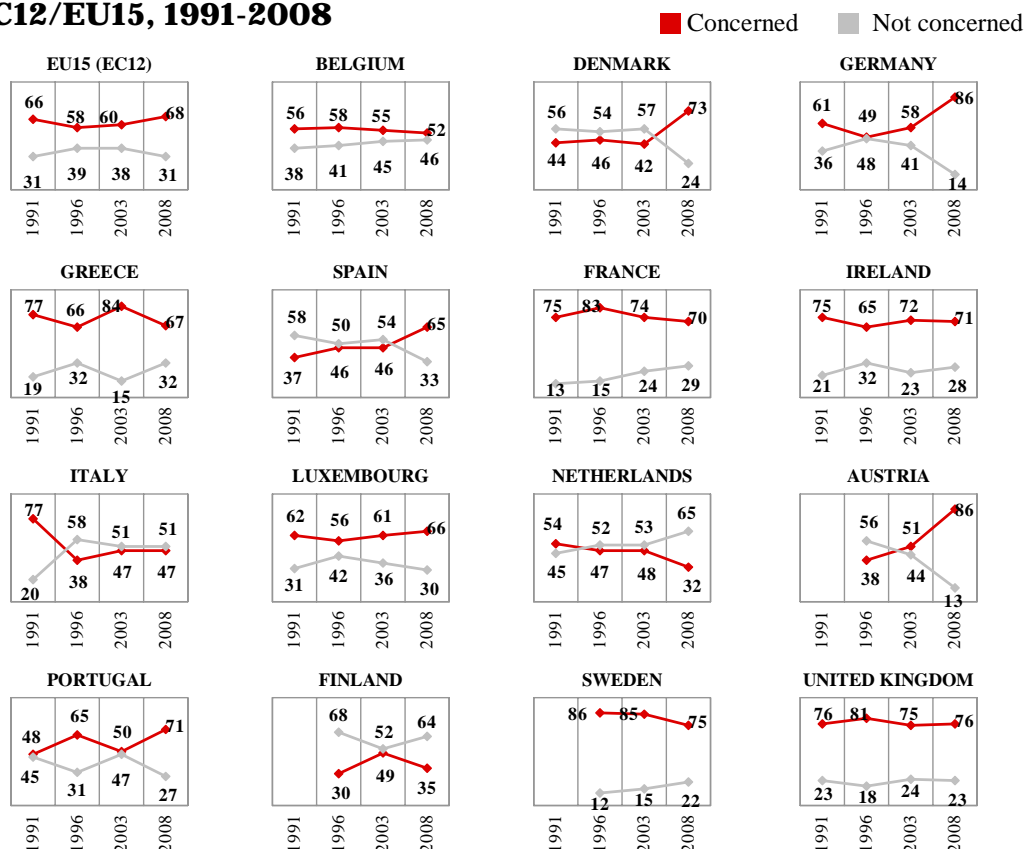
This was especially the case in **Austria, Denmark and Germany**: in Austria, the number of respondents who reported being concerned about data protection climbed 35 percentage points from

51% in 2003 to 86% in 2008, in Denmark, 31 percentage points from 42% to 73%, and in Germany, 28 percentage points from 58% to 86%. Also on the **Iberian Peninsula**, data protection seems to be a growing issue: both in Portugal and Spain, concern about data protection grew by about 20 percentage points from 2003 to 2008 (PT: 50% in 2003 vs. 71% in 2008; ES: 46% in 2003 vs. 65% in 2008).

In most old Member States, however, the level of concern about data privacy *decreased or stagnated* between 2003 and 2008. Decrease was strongest in **Greece (-17 percentage points; from 84% in 2003 to 67% in 2008)** and the **Netherlands (-16 points; 48% vs. 32%)**. Significant decreases were also seen in Finland (-14 points) and in Sweden (-10 points). France (- 4 points), Belgium (- 3 points) and Ireland (-1 point) witnessed only a slight decrease in concern over the last five years.

In Italy and the UK, the percentage of respondents who reported being concerned remained constant between 2003 and 2008 (Italy: 51% 2003 and 2008, UK: 75% in 2003 and 76% in 2008). In Luxemburg, the number of interviewees who felt concerned increased slightly - about 5 percentage points.





### Concern about data privacy by organisations that hold personal data EC12/EU15, 1991-2008



Q1./Q30. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?  
%, Base: all respondents, by country



### Concern about data privacy by organisations that hold personal data - socio-demographics

	% Concerned	% Not concerned
<b>EU27</b>	64	35
 <b>SEX</b>		
Male	63	36
Female	65	34
<b>AGE</b>		
15 - 24	53	45
25 - 39	66	33
40 - 54	69	30
55 +	63	35
 <b>EDUCATION (end of)</b>		
Until 15 years of age	60	38
16 - 20	64	35
20 +	70	29
Still in education	52	46
 <b>URBANISATION</b>		
Metropolitan	66	34
Urban	62	37
Rural	65	33
 <b>OCCUPATION</b>		
Self-employed	68	31
Employee	72	28
Manual worker	59	40
Not working	59	40

**Q1. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?**  
%, Base: all respondents

### Socio-demographic analysis

Women expressed a concern about data privacy slightly more frequently than men (65% vs. 63%).

Besides that, the level of concern was influenced by age and level of education. Respondents from the youngest age group (15-24 years old) were least likely to say they were concerned about the protection of their personal data (53%), while the 40-54 year-olds proved to be the most concerned (69%). However, after 55 years-of-age, concern about data privacy decreased again (63%).

There was a clearly visible trend that the higher the level of education, the greater the concern that personal data may not be treated properly by the responsible organisations. For example, while only 60% of those respondents who finished their education by the age of 15 said they were concerned, 70% of those who finished their education with 20 years or older did so.

This pattern was also reflected in the differences in the answers according to occupational status: employees (72%) and self-employed (68%) were more likely to express their concern than manual workers and respondents who were not working (both 59%).

Respondents from urban (62%) areas were less likely to be concerned about data privacy issues

than those living in metropolitan (66%) or rural areas (65%).

## 2. Trust in organisations concerning data protection

Respondents were read out a list of organisations that are typically handling citizens' personal data and asked to indicate for each of them whether they could be trusted to use citizens' personal information in the proper way or not. Among those organisations were public services like the police, social security and other authorities, doctors, non-profit organisations, and different types of private companies.

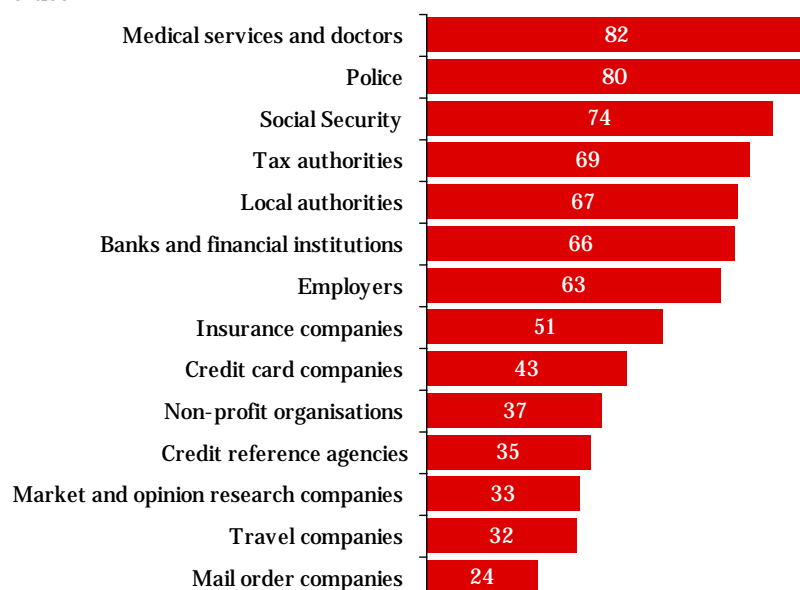
**Medical services, doctors and various public authorities were more trusted by far**, by EU citizens, than private companies and non-profit organisations to keep personal information adequately protected.

The organisations that most respondents in the EU Member States had confidence in when it came to data protection were **medical services & doctors** and the **police**: Around eight out of 10 respondents reported trusting them to use their data properly (82% and 80%, respectively). Following those bodies, around seven out of 10 respondents expressed their confidence in other public authorities such as **social security** (74%), **tax authorities** (69%) and **local authorities** (67%). Approximately two-thirds of respondents reported trusting banks and other financial institutions (66%) and employers (63%) to handle their personal data appropriately.

While half of respondents said they had trust in the data protection policy of insurance companies (51%), only a minority of respondents put that trust in credit card companies (43%), non-profit organisations (37%), credit reference agencies (35%), market and opinion research companies (33%) and travel companies (32%). This distrust was greatest when it came to **mail order companies**. Only one in four respondents were confident that such companies were keeping their personal data securely (24%).

### Trust in organisations concerning data protection

% of "trust"



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.

%, Base: all respondents

## Trust in organisations, analysed by country

When comparing the levels of confidence in each country regarding the data privacy conduct of each of the aforementioned organisations, we identified groups of countries where **confidence in all of the enlisted organisations was generally higher** than the EU average, **while in other groups it was generally lower**. In the **Scandinavian countries**, respondents were particularly more likely to express their confidence in *any* kind of organisation than respondents from **some of the Eastern European countries and Greece**, which were more often at the lower end of the scale.

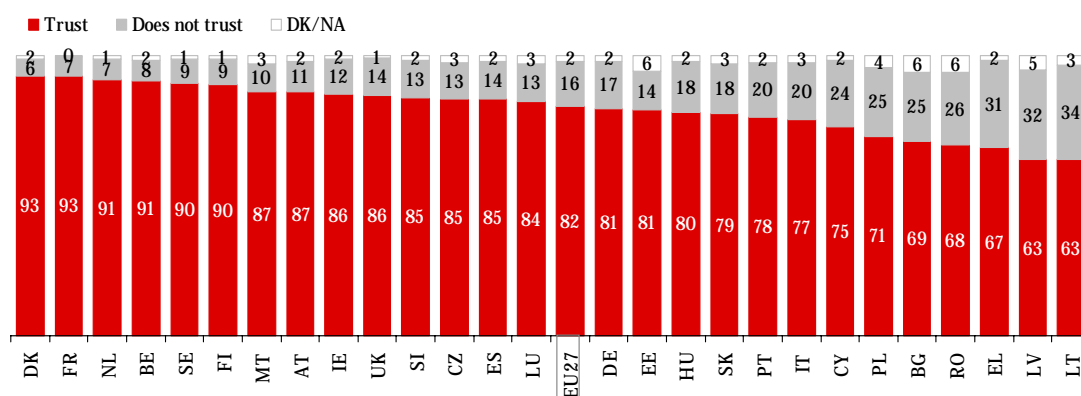
Notably, when it came to **public organisations** like the police, tax and local authorities, and medical services and doctors, we could see a general pattern that the reported confidence was highest in Finland and Denmark, while it was consistently the lowest in the Baltic States (especially Latvia and Lithuania), Greece and in the newest member States - Romania and Bulgaria - as well as in Poland.

As for the different types of **private companies** that were listed in the survey, apart from Finland and Denmark, we could see that Malta and Luxembourg were particularly likely to show high levels of confidence. Those countries where confidence was lowest were most often, besides Greece, other Southern European countries like Spain, Italy and Portugal, and also Germany.

Throughout the question about citizens having confidence in data protection by organisations (Q2), the share of respondents who gave no answer, or didn't know what to answer, was particularly high in the Baltic States (Estonia, Latvia and Lithuania) and in the newest Member States (Bulgaria and Romania).

**Medical services and doctors** were, on the average, the most trusted organisations when it came to the appropriate handling of personal data (EU27: 82%). The highest levels of confidence were seen in the Scandinavian and Benelux countries as well as in France: 90% or more respondents trusted such organisations. In Latvia and Lithuania, on the other hand, confidence levels in medical services and doctors in terms of data protection were the lowest (63%). With two out of three respondents trusting such organisations (67%) and one in three saying they did not (31%), Greece followed Latvia and Lithuania, in third place, in terms of having a lack of trust of medical organisations.

### Medical services and doctors



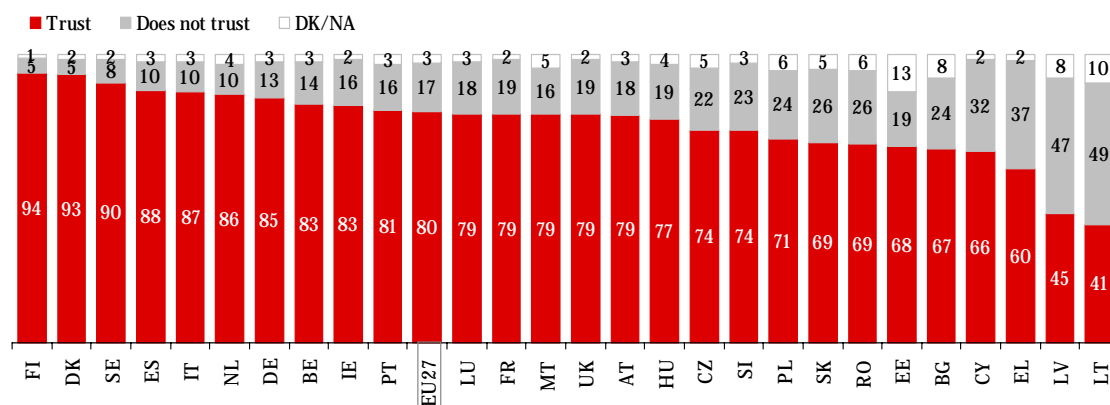
Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

When it came to trust in the appropriate handling of personal data by the **police**, Latvia and Lithuania clearly stood out. While on average, a large majority of EU citizens had trust in the data privacy conduct of the police (80%), only a minority of Latvian (45%) and Lithuanian (41%) respondents did

so. On the other hand, nearly all respondents in the Scandinavian countries – Finland (94%), Denmark (93%) and Sweden (90%) – proved to be confident in the police's handling of personal information. Confidence levels in Spain, Italy, the Netherlands and Germany were also above-average (85% or higher).

Greece and Cyprus followed Lithuania and Latvia when it came to distrust (37% and 32% did not trust, respectively). But unlike the situation in Latvia and Lithuania, in these countries the majority had a favourable opinion about the data privacy conduct of the police.

### Police

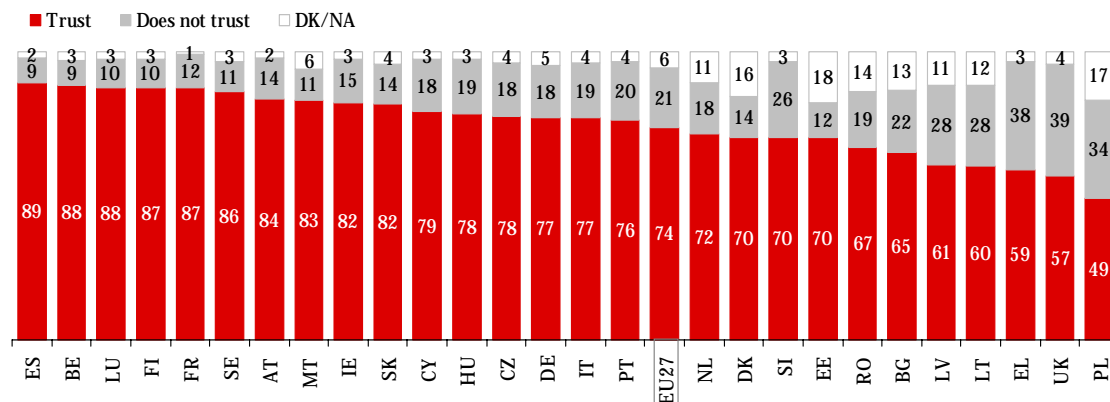


Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.

%, Base: all respondents, by country

On average, 74% of EU citizens said they were confident that the **social security** authorities handled their personal information in the proper way. Spanish, Belgian, Luxemburgish, Finnish, French and Swedish respondents had the most trust in such national services (from 86% to 89%), while the confidence levels were the lowest in Poland, the UK and Greece. In Poland, not even half of respondents said they trusted the social security organisations (49%) and one-third of respondents explicitly stated that they would not trust such organisations (34%), which left a significant 17% undecided. In the UK and Greece, more respondents had trust in such organisations (57% and 59%, respectively) than in Poland, but there were also more respondents who actively distrusted the social security organisations (39% and 38%, respectively).

### Social Security

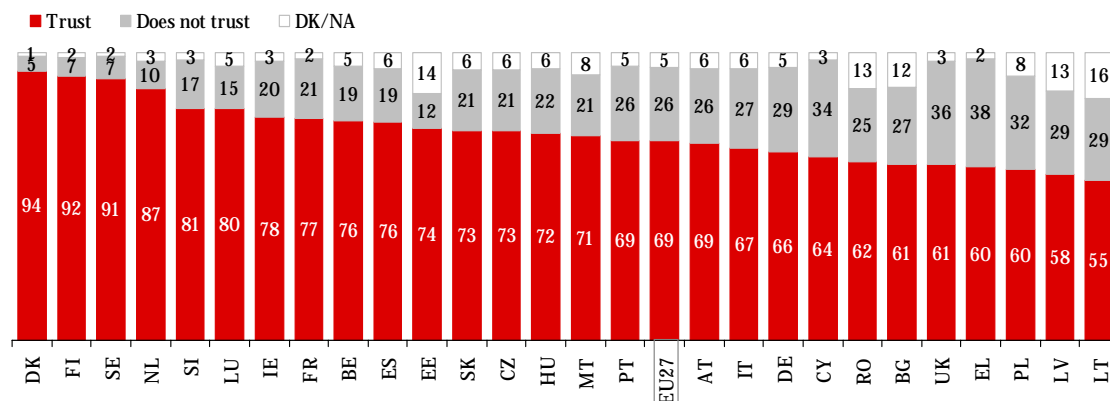


Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.

%, Base: all respondents, by country

In comparison to the EU average (69%), confidence in the **tax authorities'** handling of personal information was the highest in the Scandinavian countries and the Netherlands: about nine out of 10 respondents in Denmark (94%), Finland (92%) and Sweden (91%), and 87% in the Netherlands trusted these organisations to handle their personal information appropriately. Together with Lithuania (55%) and Latvia (58%), that were again at the bottom of the rankings, confidence was also relatively weak in Greece, the UK and the East European countries - Romania, Bulgaria and Poland (around 60%).

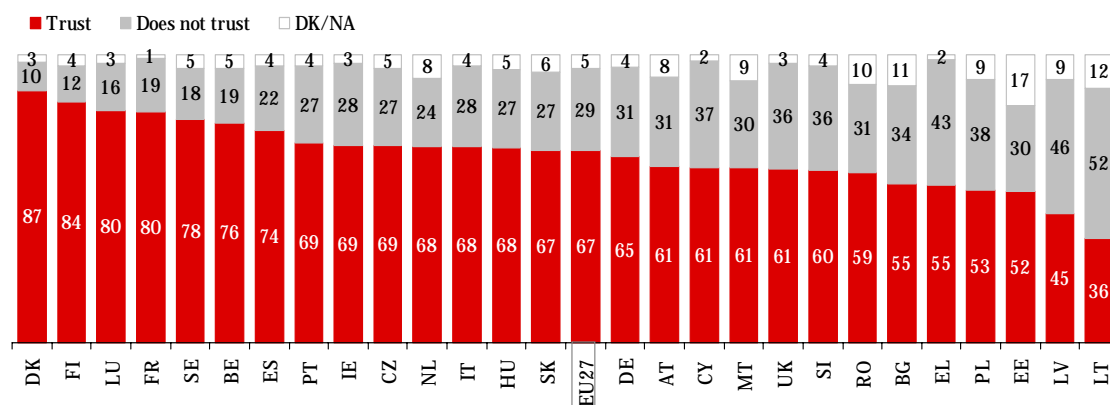
### Tax authorities



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

Approximately two-thirds of EU citizens expressed their confidence that **local authorities** kept their personal data secure (67%). With Denmark (87%) and Finland (84%) leading the way as the countries that placed the most trust in local authorities, and Latvia (45%) and Lithuania (36%) showing the lowest levels of confidence, we saw the same predominant pattern at the country level as we observed with the preceding types of organisation. However, one of the differences, compared to the other types of organisation, was that Estonia (52%) joined its two Baltic neighbours at the lower end of the scale.

### Local authorities

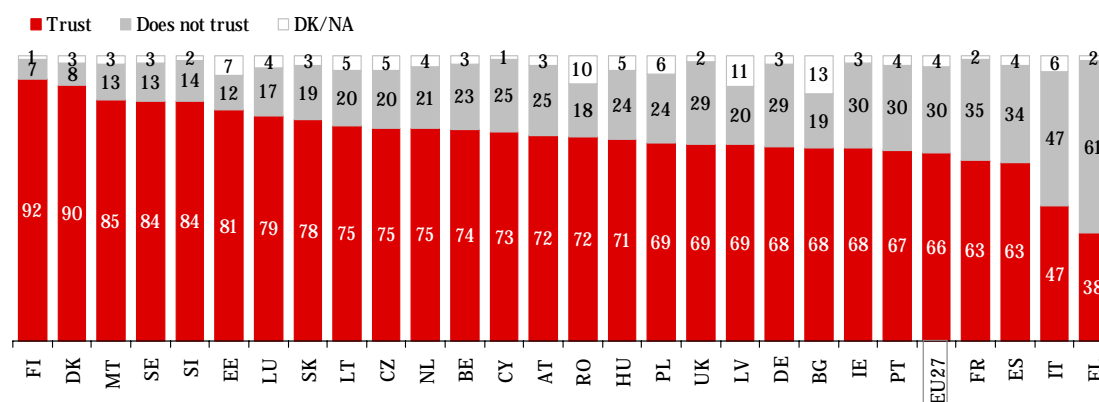


Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

Two-thirds of EU citizens said they had confidence that **banks and financial institutions** used their personal data in an appropriate way. With 92% and 90%, respectively, the Finnish and Danish respondents expressed the most trust, followed by Maltese (85%), Swedish and Slovenian respondents (both 84%).

In Greece and Italy, participants in the survey proved to be especially suspicious about the data privacy conduct of their banks and financial institutions. Only 38% of Greek respondents said that they would trust these organisations, while the majority would not (61% did not trust). Also in Italy, only a minority of respondents reported a level of trust in banks and financial institutions (47%).

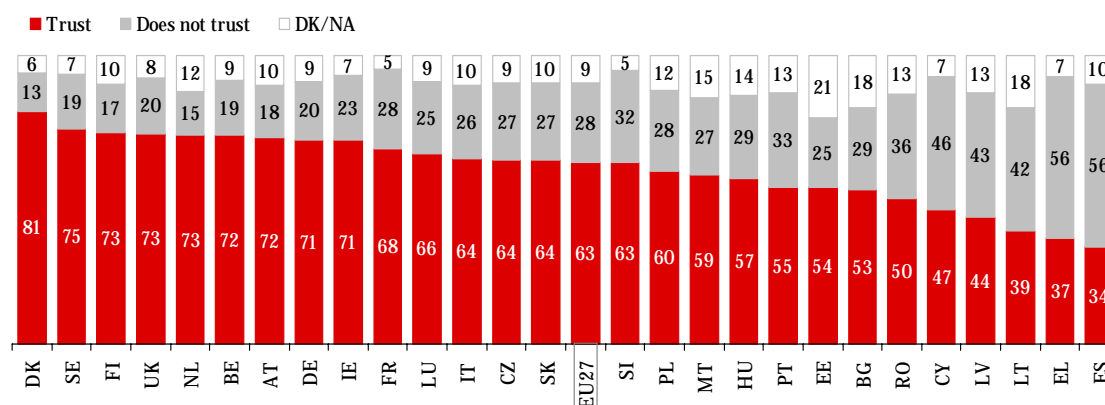
### Banks and financial institutions



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

While, on average, 63% of EU citizens said they trusted **employers** to handle their personal data in an appropriate way, the Danish were especially likely to say so (81%), while only one-third of Spanish respondents (34%) held this view. The level of trust was also low in Cyprus (47%), Latvia (44%), Lithuania (39%) and Greece (37%), where less than half of respondents showed confidence in employers handling their personal data appropriately.

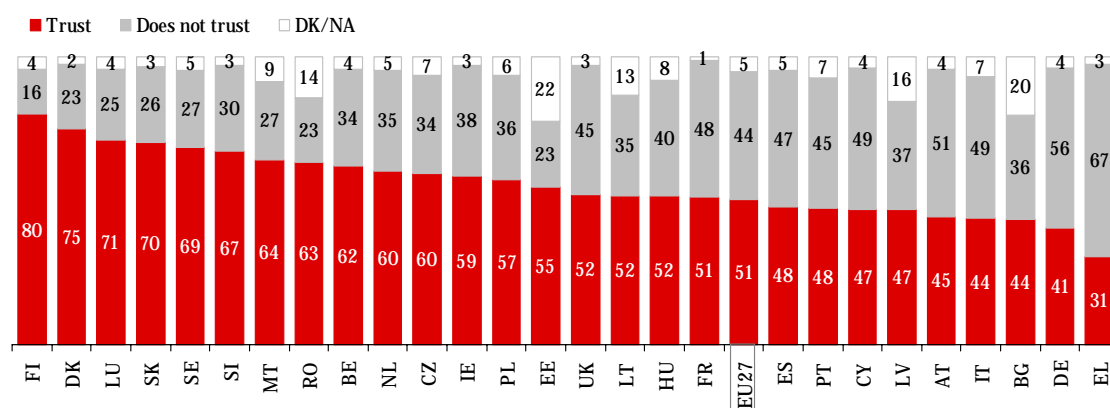
### Employers



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

Only half of EU citizens placed confidence in the appropriate handling of their data by **insurance companies** (51%). Together with Finnish (80%) and Danish (75%) respondents, Luxemburgish (71%), Slovaks (70%), Swedes (69%) and Slovenians (67%) showed an above-average level of confidence in these organisations. The highest level of suspicion towards the data handling by insurance companies could be observed in Greece, where a large majority of respondents did not trust insurance companies to handle their personal data properly (67%). Also in Germany, more than half of respondents agreed on this (56%).

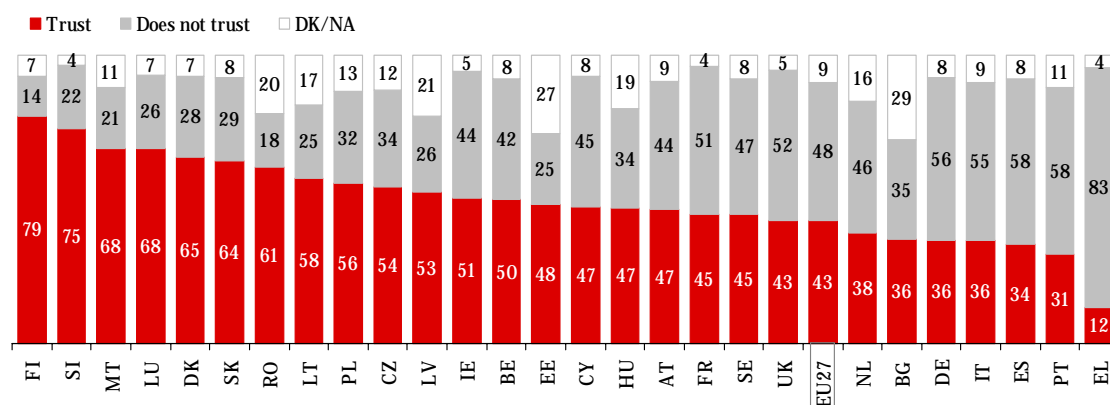
### Insurance companies



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

Only a minority of Europeans had confidence in the secure handling of their personal data by **credit card companies** (43%). When looking at the results at a country level, we saw major differences between countries. In Finland, 79% of respondents said that they would be confident in the handling of personal data by credit card companies, and only 14% reported not trusting these organisations. The opposite was the case in Greece, which stood out with its low level of confidence: only 12% of respondents said they would trust credit card companies, while 83% actively would not. In Portugal, Spain, Italy, Germany, the UK and France, a majority of respondents (between 51% and 58%) said they did not trust these organisations.

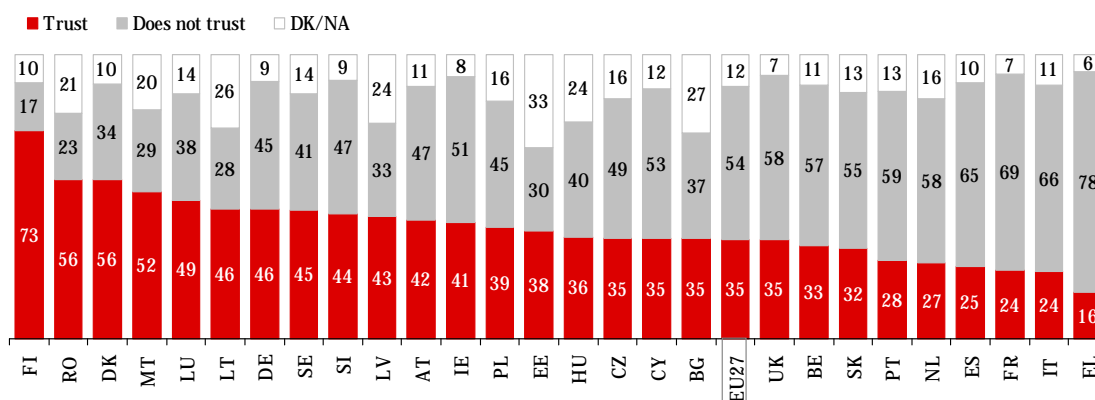
### Credit card companies



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

The trust placed in **credit reference agencies** was generally low across the EU – with one-third of respondents having confidence in these organisations (35%). Finland was a clear exception here: 73% of respondents said they would trust these institutions to handle their personal data appropriately. Greece ranked last again with a large majority of respondents who did not trust credit reference agencies (78%) and only 16% who did. Confidence was also well below the EU average in France, Italy and Spain, where around two-thirds of respondents said they did not trust these organisations (69%, 66% and 65%, respectively).

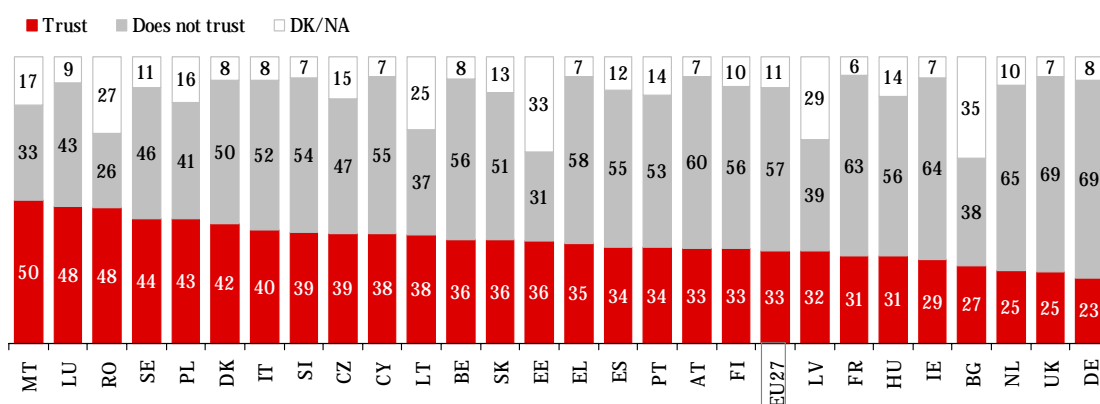
### ***Credit reference agencies (which keep record of people's loans)***



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

When it came to confidence in the data handling by **market and opinion research companies**, EU citizens were more united. In 26 Member States, only a minority thought that their personal data would be handled properly by market research companies. With an average of one-third of respondents trusting these companies, the percentages ranged from a quarter (23%) in Germany to half in Malta.

### ***Market and opinion research companies***

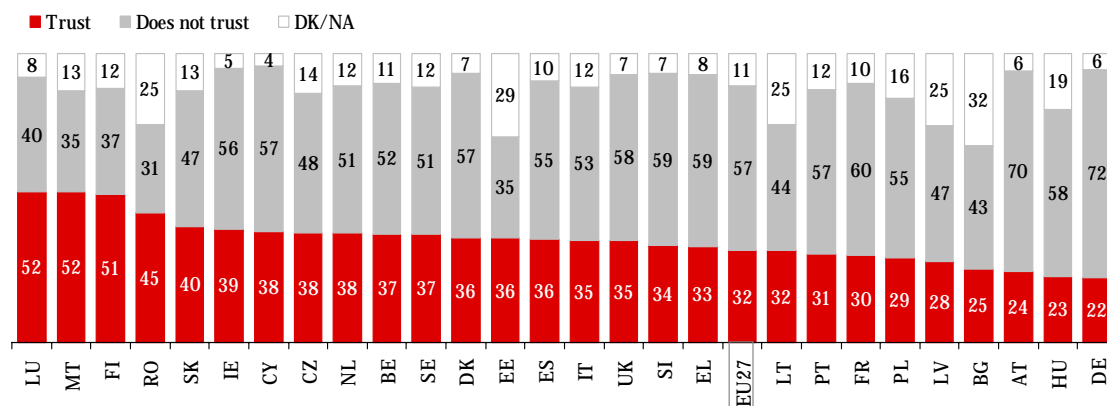


Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country



Just one-third of EU citizens trusted **travel companies** to handle their personal information in the proper way (32%). With about half of respondents; Luxemburgish, Maltese and Finnish respondents showed the most trust in such organisations, while German (22%), Hungarian (23%), Austrian (24%) and Bulgarian (25%) respondents were the least likely to have this opinion.

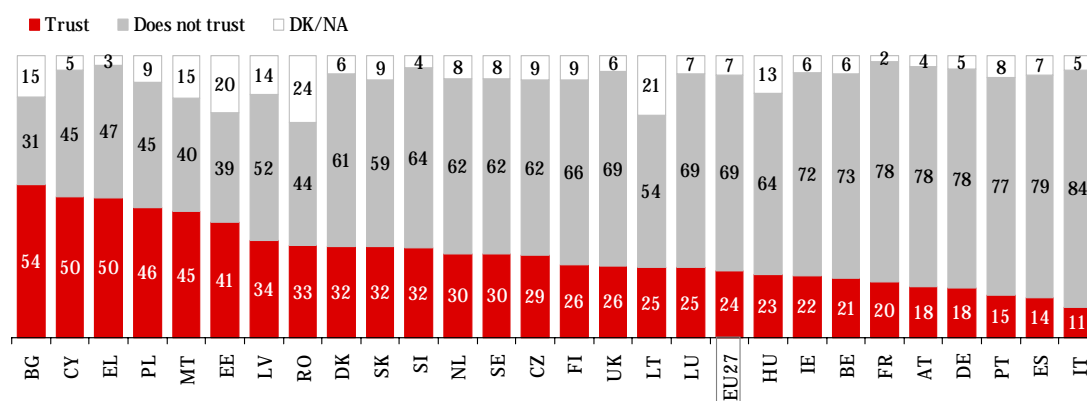
### Travel companies



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

Among those organisations listed in the survey, **mail order companies** were the least trusted when it came to data protection (EU27: 24%). Respondents from the Southern European countries, Italy, Spain and Portugal proved to be most suspicious about these organisations. In Italy, for example, only one in 10 respondents (11%) trusted such organisations, while 84% stated the opposite. However, mail order companies enjoyed the confidence of half or more of Bulgarian, Cypriot and Greek citizens.

### Mail order companies



Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way.  
%, Base: all respondents, by country

## Levels of trust in various organisations, in the EC12/EU15-States, since 1991

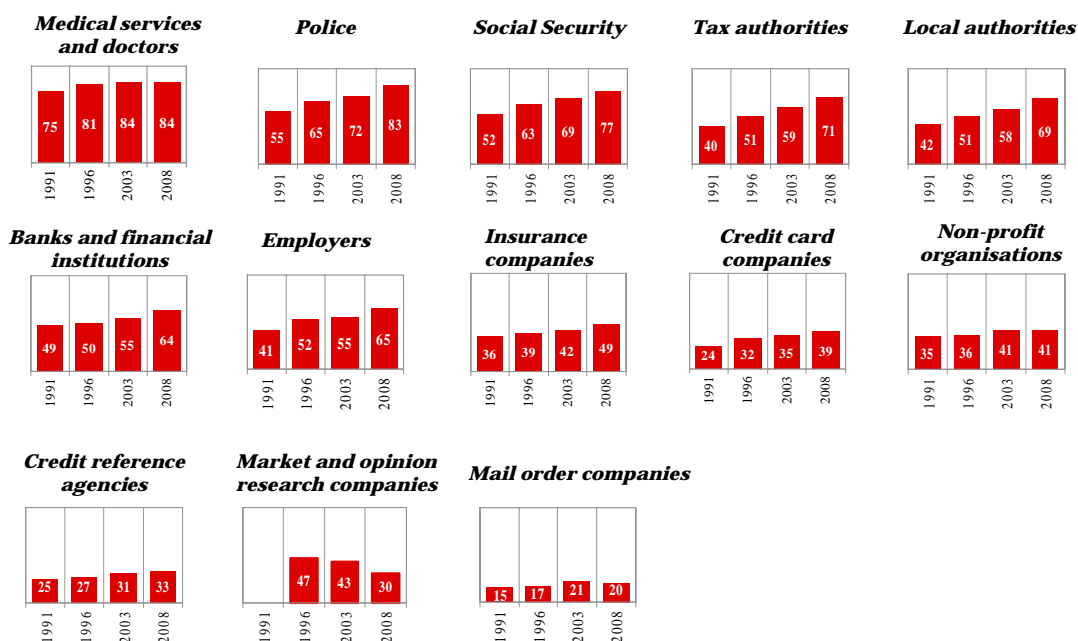
When comparing the results of the current wave with previous ones since 1991, we can see that in those participating EC/EU countries, the **level of trust** in the various organisations (listed in the survey) regarding data protection **increased constantly over the past 17 years**, with the exception of market research companies.

In particular, tax authorities, the police, local authorities, the social security and employers, gained an increasing level of trust over the years: For example, the number of respondents who reported trusting tax authorities in the matter of data protection increased 31 percentage points (from 40% in 1991 to 71% in 2008) and those who reported trusting the police rose 28 percentage points (from 55% in 1991 to 83% in 2008).

The only organisations that lost the citizens' confidence constantly over the past waves were market and opinion research companies that had the trust of nearly half of respondents (47%) in 1991, but of only 30% in 2008.

### Trust in organisations concerning data protection EC12/EU15 1991-2008

% of "trust"



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

For an analysis by country of the developments of trust in the organisations since 1991, please see the relevant Annex on pp. 57 ff

## Socio-demographic analysis

When looking at the differences in the level of trust that respondents from different socio-demographic groups placed in the data protection conduct of the listed organisations, we could see that **age and education**, in particular, played a role in whether the respondents trusted the specified organisations or not.

Concerning the age of the respondents, we saw a consistent pattern that the older the respondent was, the less likely he or she was to trust *any* of the listed organisations. For example, 84% of the 15-24 year-olds trusted the police that they protected their personal data, while only 78% of the over 55s did so.

For most of the organisations, the more highly-educated respondents were the more likely to have confidence in data privacy matters. This was the case for credit card companies, medical services, banks and financial institutions, employers, tax- and local authorities, social security, non-profit organisations and credit reference agencies. However, for insurance and mail order companies, it was the respondents who finished their education between the ages of 16 and 20 who had the highest levels of confidence, while both respondents from the other educational categories had less confidence in those organisations. For the police and market and opinion research companies, education levels did not appear to impact the levels of confidence.

While for most organisations, **gender** did not play a role, women were slightly more likely to say they were confident in the appropriate handling of their personal data by insurance companies, banks and financial institutions, the police and mail order companies. For example, 68% of women reported trusting banks and financial institutions, while only 63% of men did so.

Differences in the levels of trust placed in the organisations could be seen to depend on the **occupational status** of the respondents. Though no constant pattern emerged, we saw that for most of the organisations, the self-employed were especially suspicious about the organisations' data policy. For example, only 42% of the self-employed trusted insurance companies, while half of the employees and more than half of the manual workers (52%) and the respondents who were not working (53%) did so.

For more details, please see Annex tables No. 3a/3b, pp. 76-77

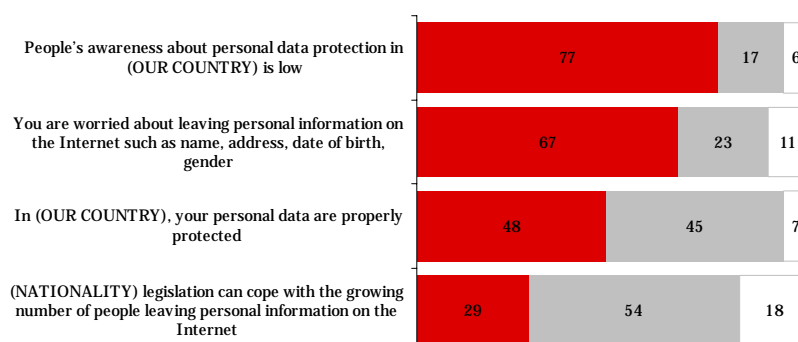
### 3. Data protection in the home country

A large majority, almost eight out of 10 EU citizens (77%) tended to agree that awareness of personal data protection in their country was low, while 17% tended to disagree. Also, a majority of EU citizens (67%) showed concern about leaving personal information on the Internet, such as name, address, date of birth, while one in four of them (23%) did not.

A more or less equal share of respondents tended to agree (48%) or disagree (45%) that, in their country, their personal data was properly protected. Nevertheless, only 29% of interviewees tended to agree that their national legislation could cope with the growing number of people leaving personal information on the Internet, while more than half of those interviewed (54%) disagreed. Almost one in five (18%) were undecided on this issue.

#### Views on data protection: awareness, concerns, level of protection, legislation

■ Agree ■ Disagree □ DK/NA



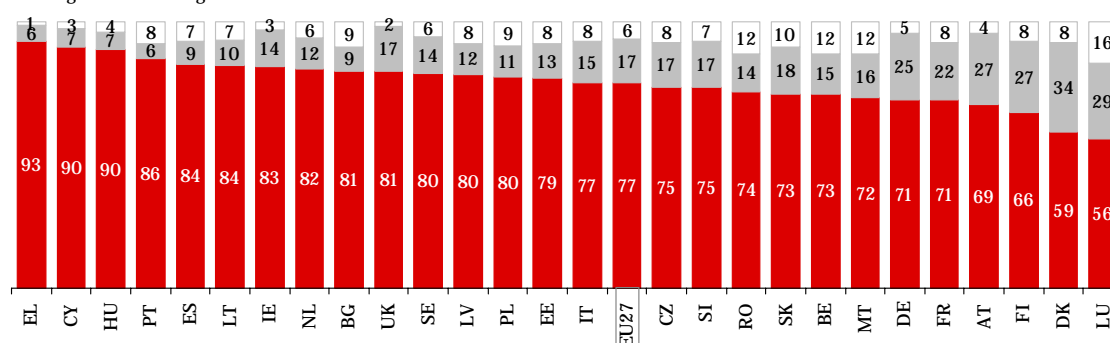
Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents

#### Awareness about personal data protection

The majority (a vast majority in most countries) of respondents in all Member States confirmed that people's awareness about personal data protection in their country was low. Greek interviewees (93%) were the most likely to hold this opinion, followed by respondents in Cyprus and Hungary (both 90%). On the other hand, interviewees in Denmark (59%) and Luxembourg (56%) were the least likely to agree with the statement about low national awareness.

#### "People's awareness about personal data protection in (COUNTRY) is low"

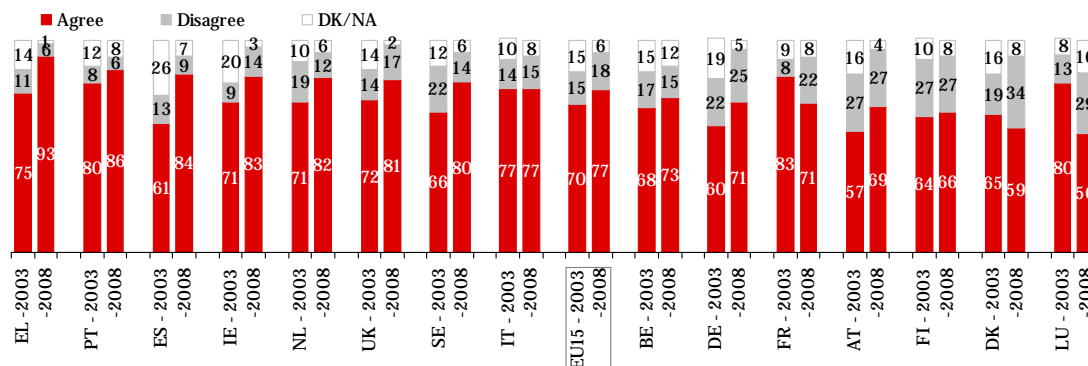
■ Agree ■ Disagree □ DK/NA



Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents, by country

In the 2003 survey, the citizens of the then 15 EU member countries were also asked about the level of awareness of personal data protection in their home country. When comparing the results of 2003 and 2008, we found that in most of those 15 countries a slightly larger proportion of respondents agreed in the current survey that the level of awareness was low (EU27: + 7 percentage points). Increase was strongest in Spain, where the proportion who agreed that the national awareness level was low increased by 23 percentage points from 61% in 2003 compared to 84% in 2008. However, there were also some exceptions. For example, in France and Luxembourg, the proportion of respondents who tended to agree that the national awareness level was low decreased by, respectively, 12 and 24 percentage points (France: 83% in 2003, 71% in 2008; Luxembourg: 80% in 2003, 56% in 2008).

***“People’s awareness about personal data protection in (COUNTRY) is low”***  
***EU15 2003-2008***

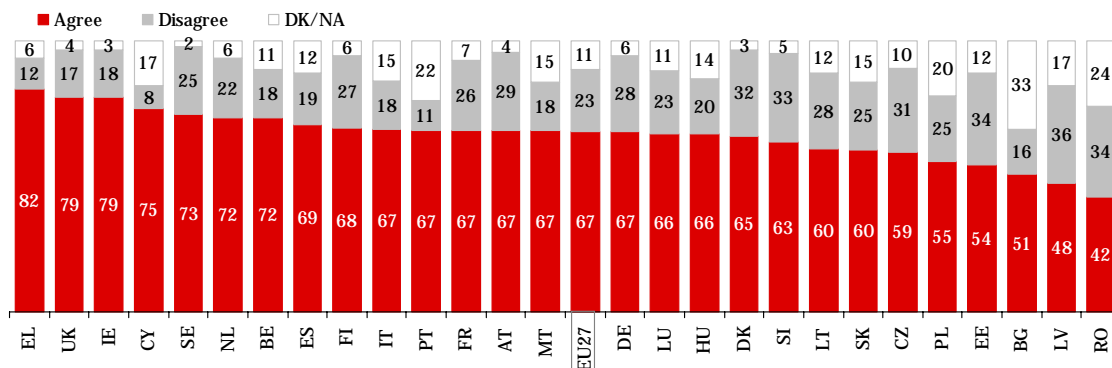


Q3/Q32. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
 %, Base: all respondents, by country

***Concerns about personal data protection***

Although respondents in Greece were the most likely to think that awareness about personal data protection was low in their country, they were the most likely to say they were worried about leaving personal information on the Internet. Other Member States at the higher end of the distribution – showing that respondents were more often worried about leaving information on the Internet – were the UK and Ireland (both 79%). Respondents in the New Member States (NMSs), on the contrary, were the least worried about leaving personal information on the Internet. For example, less than half of respondents in Romania (42%) and Latvia (48%) tended to agree with the statement.

***“You are worried about leaving personal information on the Internet such as name, address, date of birth, gender”***



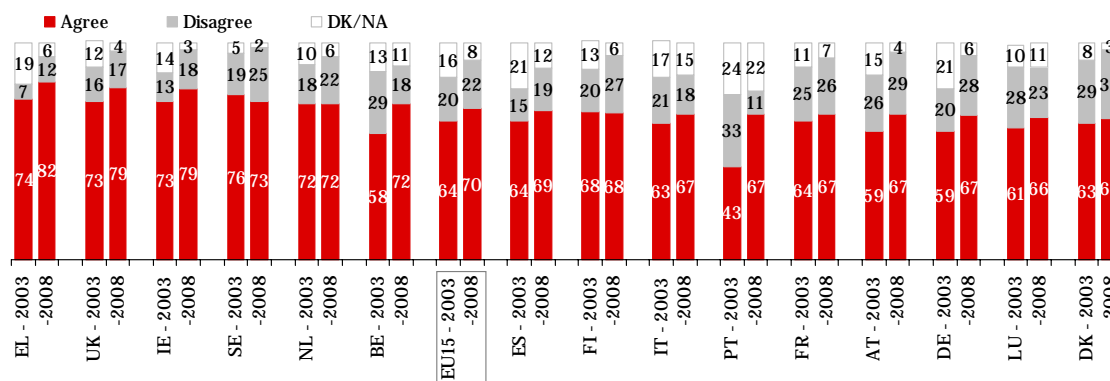
Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
 %, Base: all respondents, by country

A comparison with 2003 showed that respondents were now slightly more worried about leaving personal information on the Internet; while 64% of EU15 citizens were concerned about this in 2003, this percentage increased to 70% in 2008. This increase was particularly outstanding in Portugal, with two-thirds of respondents (67%) being concerned about leaving personal information on the Internet in 2008, compared to just 43% in 2003.

The Scandinavian countries (Denmark, Finland and Sweden) and Germany showed a slightly different pattern. Although the percentage of respondents who reported worrying about leaving personal information on the Web remained high in these countries, we also observed an increase in the percentage of respondents who disagreed with that view. For example, while one in five Finnish respondents were not concerned about leaving personal information on the Internet, in 2003, this percentage increased to 27% in 2008.

***“You are worried about leaving personal information on the Internet such as name, address, date of birth, gender”***

***EU15 2003-2008***

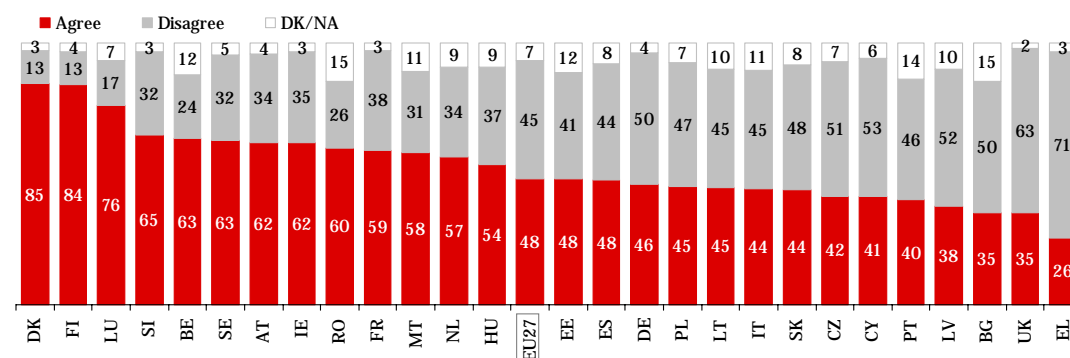


Q3/Q32. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents, by country

***Level of personal data protection in the home country***

Respondents in Greece and the UK were among the most likely to worry about leaving personal information on the Net, and they were also the most likely to disagree that their personal data was properly protected in their country (71% and 63%). At the higher end of the scale – those countries where respondents had confidence in their personal data being properly protected – we found two Nordic countries, Denmark and Finland; 85% and 84%, respectively, of those respondents tended to agree with this statement. (This statement hadn't been proposed to EU citizens in 2003.)

***“In (COUNTRY), your personal data are properly protected”***

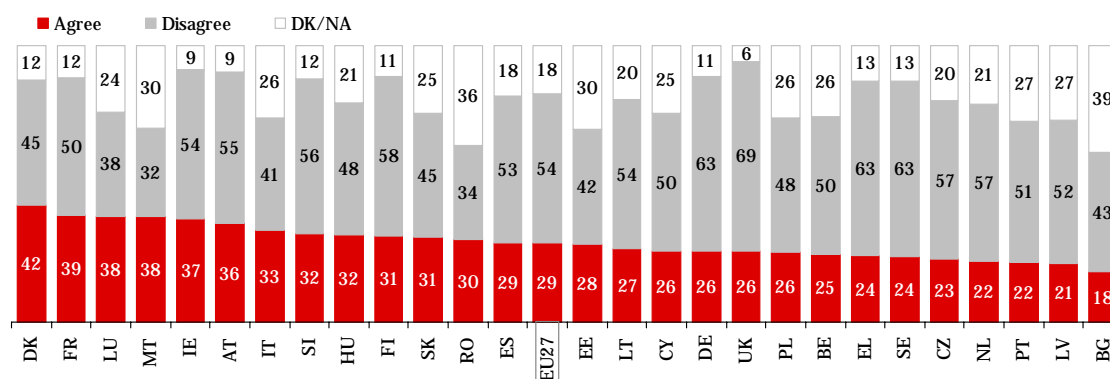


Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents, by country

### National legislation about personal data protection

For the statement about whether each country's national legislation could cope with the problems the Internet introduced in relation to data privacy and protection, it was again respondents in the UK and Greece that expressed their concern the most frequently, disagreeing that their country's legislation could offer this kind of protection (69% and 63%, respectively, tended to disagree). However, the percentage of respondents who tended to disagree with the statement was similarly high in Sweden and Germany, (both 63%). Danish respondents, on the other hand, were again the most likely to believe that their national legislation could cope with the growing number of people leaving personal information on the Internet (42% tended to agree with the statement), followed by French respondents (39%), and Luxemburgish and Maltese respondents (both 38%). Finally, respondents in Bulgaria and Romania were most likely to say they did not know if their national legislation would be able to cope with the situation (39% and 36%, respectively).

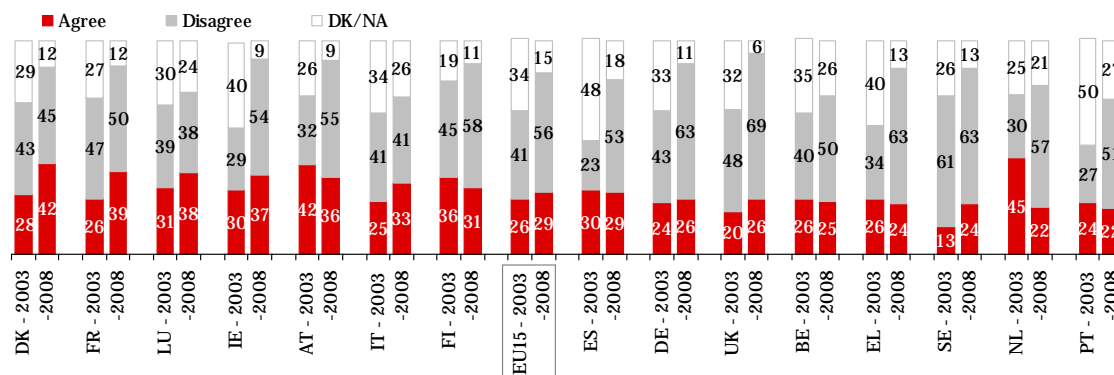
#### “(NATIONALITY) legislation can cope with the growing number of people leaving personal information on the Internet”



Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents, by country

In comparison with the 2003 survey, we found that in all of the (then) 15 Member States **fewer respondents now said they did not have an opinion** about the statement that their national legislation could cope (or not) with the growing number of people leaving personal information on the Internet. In some Member States, this decrease was linked to more people thinking that their national legislation would be able to cope with the issue of data left behind on the Internet. For example, in Denmark, the percentage of “Don’t know” answers decreased (from 29% in 2003 to 12% in 2008), while the percentage of those thinking that their legislation could cope increased (from 28% to 42%). However, in other Member States, the decrease (in don’t knows) was associated with more people thinking that their national legislation could not cope with the issue. For example, in Portugal the percentage of “don’t knows” decreased (from 50% in 2003 to 27% in 2008), while the percentage of those thinking that their legislation could *not* cope increased (from 27% to 51%).

***(NATIONALITY) legislation can cope with the growing number of people leaving personal information on the Internet - EU15 2003-2008***



Q3/Q32. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents, by country

## Socio-demographic analysis

No large differences were observed when comparing the answers of men and women and those of respondents living in rural, urban or metropolitan areas. Women were slightly more likely to worry about leaving personal information on the Internet (69% of women, 64% of men). Respondents in rural areas were less likely to agree that awareness about data protection issues was low in their country (74% in rural areas, 79% in urban and metropolitan areas).

Looking at the difference by age category, it was noted that respondents over 55 were less likely than younger respondents to agree that national awareness about personal data protection was low and they were also less likely to worry about leaving personal information on the Internet. For example, while 58% of respondents over 55 were concerned about this latter issue, more or less seven out of 10 respondents in the younger age categories reported the same.

Respondents under 25, on the other hand, were more likely than older respondents to agree that their personal data was properly protected in their country and that the national legislation could cope with the issue of leaving personal data on the Internet. For example, while 41% of those respondents thought that their national legislation would be able to cope, only 22% of those over 55 thought the same.






The more highly-educated respondents and those with a higher occupational status more often tended to agree that people's awareness about data protection issues was low in their country, and they were also more likely to be concerned about leaving personal information on the Internet. For example, while only 56% of interviewees with the lowest level of education were concerned about leaving personal information on the Web, this percentage was up to 72% for those with higher levels of education.

Respondents with lower levels of education were slightly less likely to agree that their national legislation could cope with the growing number of people leaving personal information on the Internet (24% of those with the lowest level of education compared to 28% of respondents with the highest level). Respondents who were not working were more likely than their counterparts in other occupational groups to agree that their personal data was properly protected in their country (51% of not-working respondents compared to 40% of self-employed respondents).



## Views on data protection: awareness, concerns, levels of protection, legislation - socio-demographics

% Tend to agree

	People's awareness about personal data protection is low	Worried about leaving personal data on Internet	Personal data are properly protected in [COUNTRY]	National legislation can cope with issue of leaving personal data on Internet
<b>EU27</b>	77	67	48	29
 <b>SEX</b>				
Male	78	64	47	30
Female	76	69	49	27
 <b>AGE</b>				
15 - 24	77	71	61	41
25 - 39	80	70	49	31
40 - 54	79	71	43	28
55 +	73	58	47	22
 <b>EDUCATION (end of)</b>				
Until 15 years of age	72	56	45	24
16 - 20	78	68	46	29
20 +	80	72	47	28
Still in education	76	69	62	39
 <b>URBANISATION</b>				
Metropolitan	79	67	48	28
Urban	79	68	49	30
Rural	74	65	48	27
 <b>OCCUPATION</b>				
Self-employed	83	67	40	28
Employee	80	76	48	30
Manual worker	78	60	47	32
Not working	74	62	51	28

Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?  
%, Base: all respondents

## 4. Awareness of data privacy rights

One of the aims of the survey was to investigate how aware the citizens of the EU Member States were about the rights they have concerning the privacy of their personal data.

### 4.1 Awareness of rights regarding use and abuse of personal data

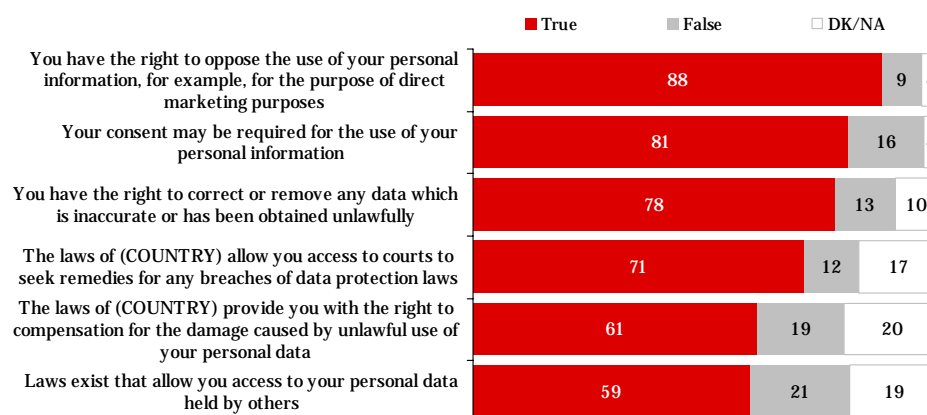
In order to find out more about the citizens' knowledge about their data protection rights, the interviewees were read out several statements, each stating various rights that European citizens have in their relations with those organisations that collect and handle their personal data. Those statements concerned rights that would allow the citizens: a) to avoid the abuse of their personal data, b) to take legal action in case of abuse of personal data, and c) to be compensated for any damage caused. The interviewees were asked to judge whether these statements were true or false, that is, if they believe they indeed have those rights.

**Each of the rights** regarding the abuse of their personal data, their right to take legal action in case of abuse of personal information and to be compensated for the resulting damage **was known by a majority of respondents**.

The most well-known right was the one to deny the further use of personal information for unsolicited contacts, e.g. for marketing purposes: nearly all respondents said it was true that they had an option to oppose such use of their personal information (88%). A large majority also thought that one's consent might be required for the use of their personal information (81%) and that they had the right to correct or remove any data which was inaccurate or had been obtained unlawfully (78%).

**However, respondents were less certain** whether they had the right: **to actually go to court** in the case of abuse of personal data; **to receive compensation** for any resulting damage; or to have access to personal data that was held by organisations. Though a vast majority of respondents still thought it was true that they could go to court if the privacy of their data was violated, approximately one in five respondents (17%) did not know if he or she had this right or gave no answer. Sixty-one percent of respondents answered that they were entitled to compensation if the privacy of their data was violated, and 59% knew that they could access and check personal data about them held by organisations.

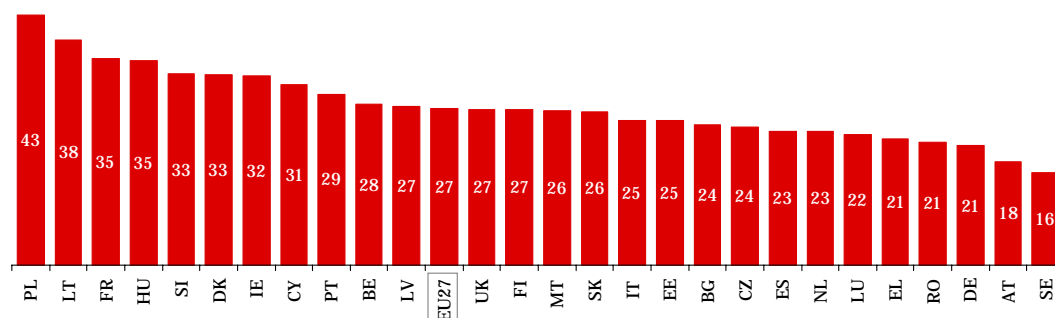
### Awareness of rights regarding the use and abuse of personal data



Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents

Summarising all of the rights introduced by EU data protection laws that were listed in that question, the highest levels of awareness were in Poland (43%), followed by Latvia (38%), France and Hungary (both 35%). On the other hand, less than one in five citizens in Sweden (16%) and Austria (18%) said they were aware of each of the six existing legal possibilities they have in order to control the use of their own personal data.

### Awareness of subjects' rights concerning their personal data, % of fully informed citizens



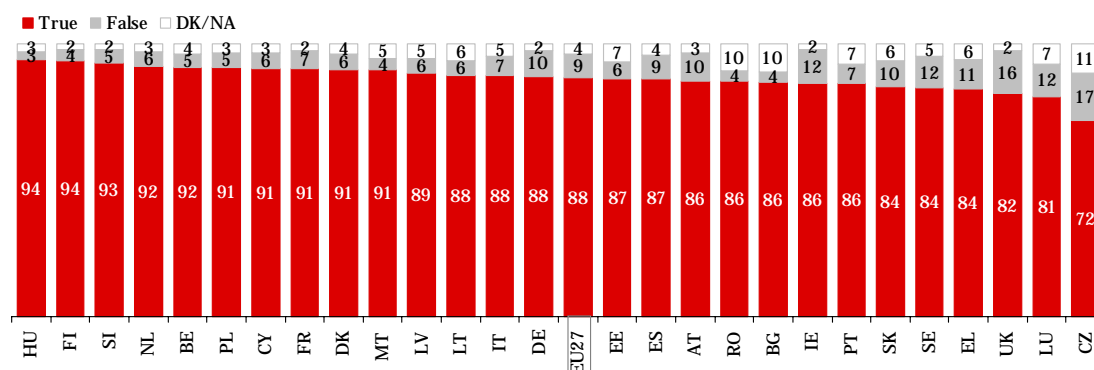
Q6a-f. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
% aware of all rights ('true' replies to each of the six rights surveyed), Base: all respondents

In the following sections, we analyse the awareness of each right in detail.

### The right to oppose certain uses of personal information

The right to oppose the use of personal information without permission, e.g. for direct marketing purposes, was well-known across all of the EU's Member States. Even the country at the bottom of the rankings – the Czech Republic - 72% of respondents thought they had this right. In the other Member States, over 80% of respondents knew about this possibility. The awareness was highest in Hungary and Finland (both 94%), and Slovenia (93%), where nearly all respondents thought that they had such a right.

#### „You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes”

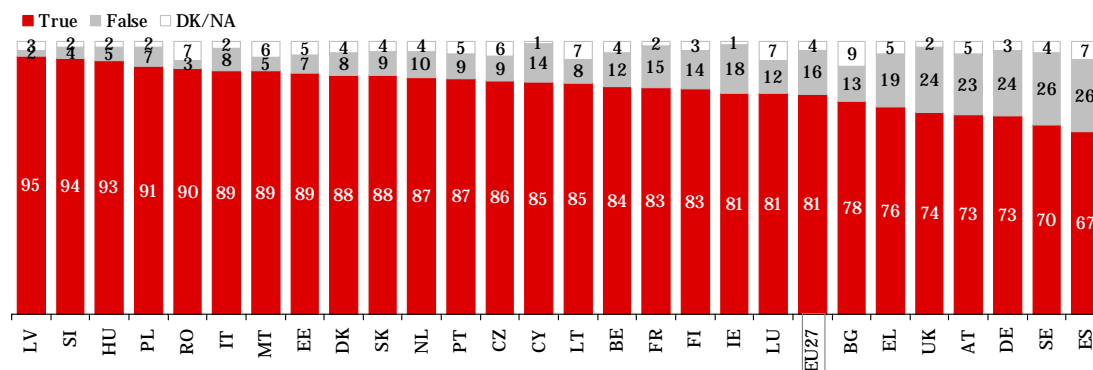


Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## The requirement for consent

The possibility that the data subject's consent might be required before personal information was used, was also known across all EU member states by an overwhelming majority. Together with the Latvians (95%), it was again the Slovenian (94%) and Hungarian respondents (93%) who proved to be the most aware of this right. At the other end of the scale, we found the Swedish and Spanish respondents, (70% and 67%, respectively), saying that this statement was true.

### „Your consent may be required for the use of your personal information”

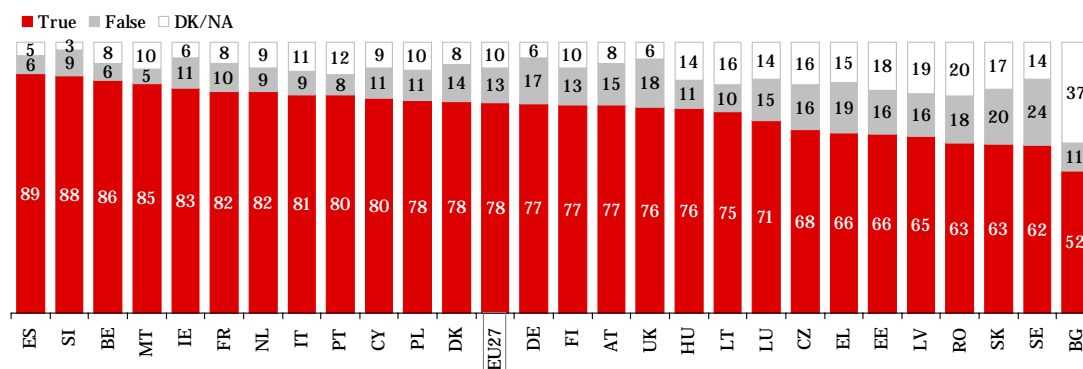


Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## The right to correct or remove false or unlawfully obtained data

Even though Spanish respondents were the least likely to be aware that their consent might be required before their personal information was used, they were the most often to say that it was true that they had the right to correct or remove any data which was inaccurate or that had been obtained unlawfully (89%). Next in line, it was again the Slovenian respondents who were well aware of this right (88%). Concerning the possibility to correct or remove inaccurate or illegally obtained data, Bulgarians also stood out, but in the opposite direction. They were the least likely to be aware of their rights (52%) and they were by far the most undecided on what the correct answer was (37% did not know what to answer/gave no answer).

### „You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully”



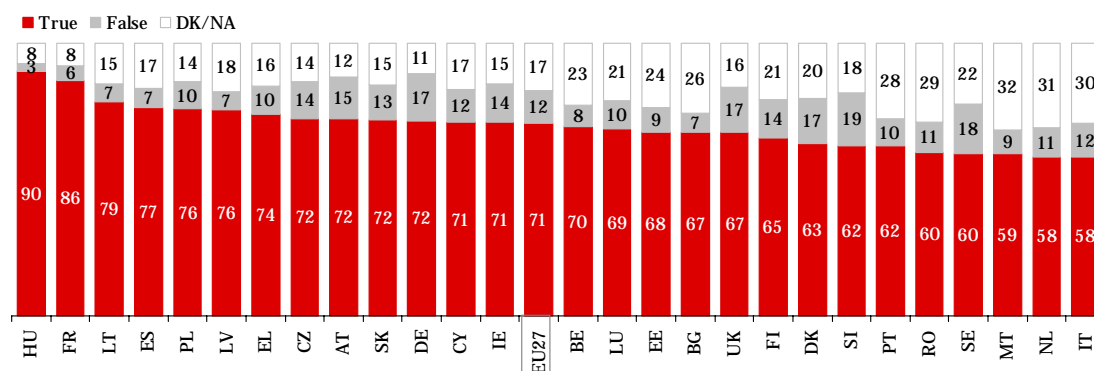
Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## The right to go to court

Hungarian (90%) and, to a lesser extent, French respondents (86%) were especially aware that they could defend the privacy of their data in court, while less than 60% of Maltese, Dutch and Italian respondents knew that they enjoyed such a right.

In some countries, we saw a high level of uncertainty among respondents about whether they had the right to go to court or not, most importantly in Malta (32%, don't know/not answered), the Netherlands (31%) and Italy (30%).

### „The laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws”

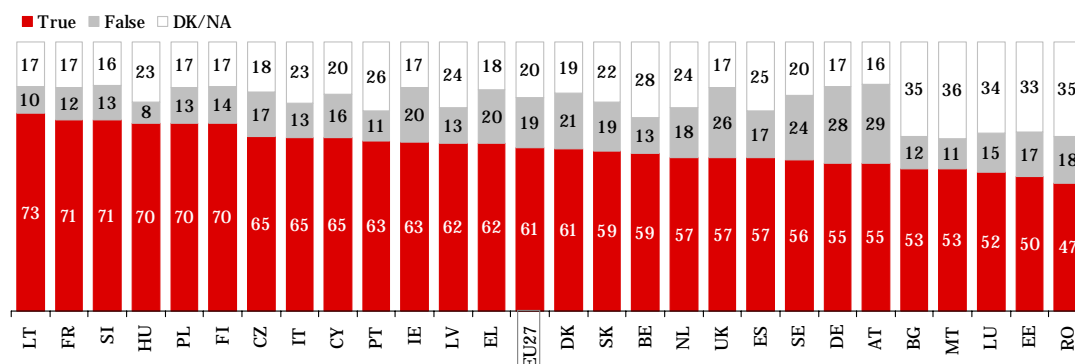


Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## Compensation for damage caused

While 73% of Latvian and 71% of French and Slovenian respondents were aware that they had the right to gain compensation for damage caused by data abuse, not even half of the Romanian respondents said that this statement was true (47%). In several Member States, a significant minority was unaware of that right; more than a quarter in Austria (29%), Germany (28%) and the UK (26%). The proportion of those who were undecided was relatively high across all Member States, ranging from 16% of respondents in Austria to 36% in Malta.

### „The laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data”



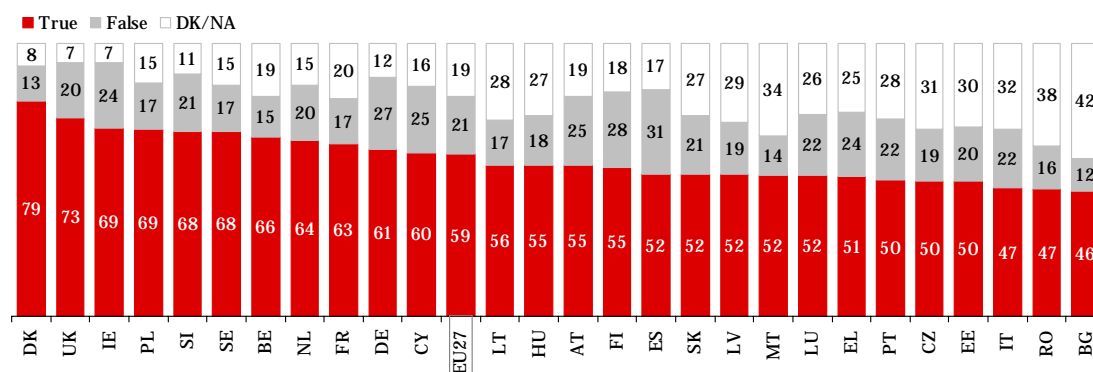
Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## Access to personal data held by others

A citizen's right to access and review personal data held by others was the least known among the respondents. While 79% of Danish and 73% of British respondents said they had this right, less than half of Italian, Romanian (both 47%) and Bulgarian (46%) respondents thought so. In Spain (31%), Finland (28%) and Germany (27%), a significant proportion thought that they did not have such a right.

Marked differences across the Member States were observed, concerning the proportion of those who could not answer this question. While only 7% of British and Irish respondents did not know whether they had the right to access personal data held by others, this percentage rose to 38% in Romania and 42% in Bulgaria.

### „Laws exist that allow you access to your personal data held by others”



Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.  
%, Base: all respondents, by country

## Socio-demographic analysis






Male, young and highly-educated respondents were the most likely to know that EU citizens enjoyed all of the rights regarding use and abuse of personal data that were listed in the question, while those respondents who answered that none or only some of the rights actually existed were predominantly female, older and less-educated.

For example, 30% of men and 29% of the respondents who finished their education after the age of 20 said that all of the rights actually existed, while only 24% of women and 17% of those who left school, prior to, or at the age of 15 did so.

Respondents living in a rural area were slightly less likely than city-dwellers to say it was true that EU citizens' enjoyed all of the rights (26% vs. 28%).

Furthermore, employees and manual workers proved to be more informed about data privacy rights than the self-employed and respondents who were not working.

**Awareness of all rights - Socio-demographics, %**

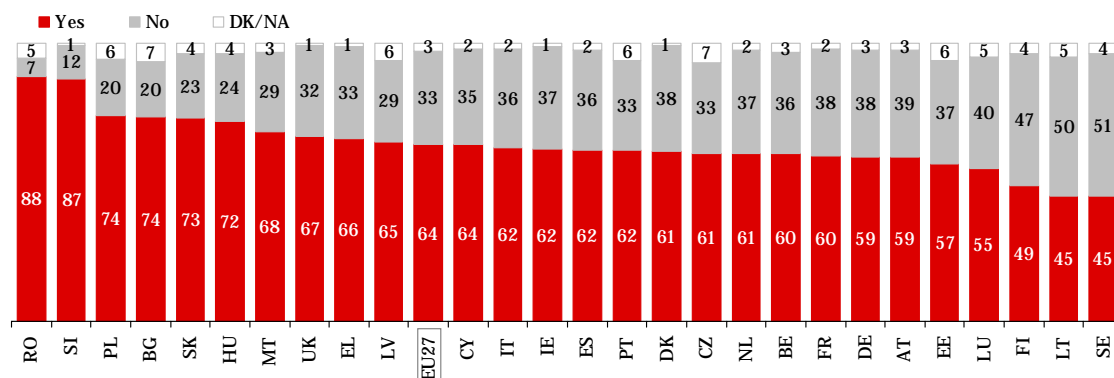
	Aware of all rights	Not aware of all rights		Aware of all rights	Not aware of all rights
 <b>SEX</b>			 <b>URBANISATION</b>		
Male	30	70	Metropolitan	28	72
Female	24	76	Urban	28	72
 <b>AGE</b>			Rural	26	74
15 - 24	33	67	 <b>OCCUPATION</b>		
25 - 39	31	69	Self-employed	25	75
40 - 54	27	73	Employee	30	70
55 +	20	80	Manual worker	30	70
 <b>EDUCATION (end of)</b>			Not working	24	76
Until 15 years	17	83			
16 - 20	27	73			
20 +	29	71			
Still in educ.	34	66			

**Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.**  
 %, Base: all respondents

**4.2 Organisations' obligation for transparency**

When respondents were asked if they were aware that organisations that collect personal information must provide individuals with information about their identity, the purpose of the data collection and whether there was an intention to share the data with other organisations, 64% of respondents answered affirmatively.

Romanian and Slovenian respondents were more likely than others to be aware that this kind of information should be given (88% and 87%, respectively). The survey found that respondents in Sweden and Latvia (both 45%) were the least likely to have this knowledge.

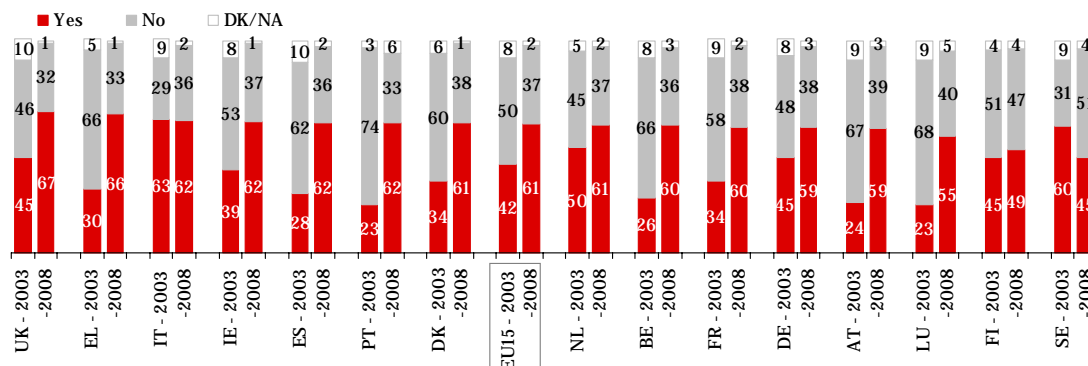
**Awareness of organisations' obligation for transparency**

**Q5. Are you aware that those collecting personal information must provide you with their identity, the purpose of the data collection, and if they intend to share the data with other organisations?**  
 %, Base: all respondents, by country

In comparison with the awareness level existing in 2003, the proportion of respondents who were aware that such information should be provided by the organisation that collected personal data increased substantially in most EU15 countries. For example, the percentage of respondents who were aware that information should be provided increased by 36 percentage points in Greece (from 30% in 2003 to 66% in 2008).

The level of awareness about the obligation to provide such information did not change in Italy, where (at 63%), it was already high five years ago. Sweden was the only country, where the awareness decreased from six out of 10 respondents in 2003 to 45% in the current survey.

### Awareness of organisations' obligation for transparency EU15 2003-2008



Q5. Are you aware that those collecting personal information must provide you with their identity, the purpose of the data collection, and if they intend to share the data with other organisations?  
%, Base: all respondents, by country

### Socio-demographic analysis

Respondents between 25 and 54 years-of-age were the most likely to be aware that when organisations collected personal information they must provide individuals with information about their identity, the purpose of data collection and any intention to share the data with other organisations; while 68% of respondents of that age category reported being aware of this, only 62% of the 15-24 year-olds and 58% of the over 55s answered affirmatively.

Awareness that information should be provided when personal data was collected increased with the educational level and occupational status of respondents. Seventy-three percent of those with the highest levels of education were aware that information should be provided compared to 49% of those with the lowest levels of education. Similarly, 57% of manual workers and 59% of those not working were aware that information should be provided, compared to 71% of employees and self-employed respondents.

Finally, residents from rural areas were less likely than urban dwellers and residents of metropolitan areas to be aware that information should be provided (61% vs. 65% and 68%, respectively).

For further details, please see Annex table No. 14b, p. 99

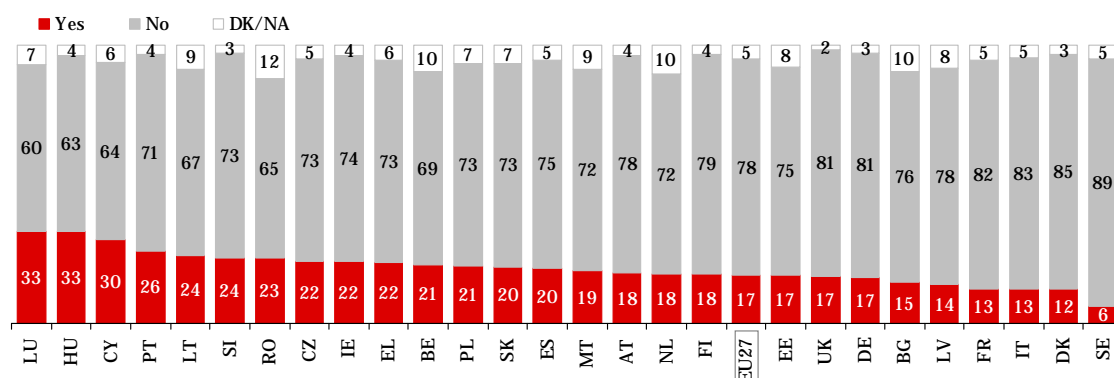


### 4.3 Transfer of personal data beyond the EU's borders

Participants in the survey were also asked whether they were aware or not that personal data of EU citizens could only be transferred outside the EU to countries that ensured an adequate level of protection for such data: results indicated that **less than one in five EU citizens were aware of this legal provision (17%)**.

Looking at the EU Member States, the provision was the best known in Luxemburg and Hungary, but even there, only one-third were aware of this limitation regarding the transfer of personal data to non-EU countries. Sweden ranks the lowest, where only a handful of respondents had heard of this provision (6%).

#### Transfer of personal data beyond the borders of the European Union



Q10. Have you heard before that personal data of EU citizens can only be transferred outside the EU to countries which ensure an adequate level of protection for such data?  
Base: all respondents, by country

#### Socio-demographic analysis

Males, the highly-educated and city-dwellers were more likely to have heard of the provision than females, those with less education and those respondents living in a rural area. The self-employed and employees also proved to be better informed than manual workers, and those respondents who were not working, about the necessity of an adequate level of data protection rights in countries outside of the EU if personal data was supposed to be transferred. Concerning the age of the respondents, no significant differences could be found.

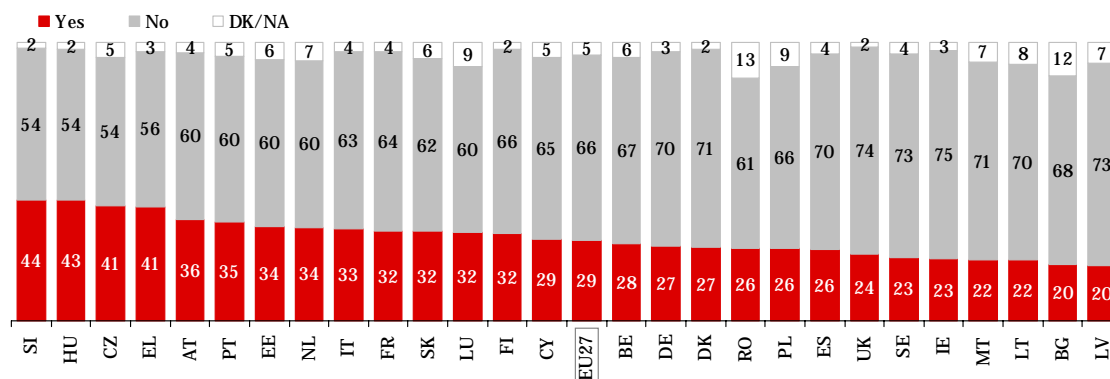
For further details, please see Annex table No. 15b, p. 101

## 4.4 Protection of sensitive data

Respondents were also asked if they had already heard about that stricter data protection rules were applicable to "sensitive data", i.e. information about racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, or data concerning health or sexual preferences. Across the EU, **approximately one-third of respondents were familiar with this concept (29%)**.

The fact that stricter protection rules applied to sensitive data was best-known in Slovenia and Hungary (44% and 43% of respondents, respectively). In Bulgaria and Latvia, on the other hand, this issue did not seem to have been discussed to any extent; only one in five respondents had heard of this before.

### Awareness of stricter protection of sensitive data



Q11. Have you heard before that stricter data protection rules apply to "sensitive data", that is, data relating to racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, and data concerning health or sexual preference?  
%, Base: all respondents, by country

## Socio-demographic analysis

As with the previous point (the transfer of data beyond the EU's borders), the awareness levels in regard to the need for stricter rules to protect sensitive data were dependent on gender, levels of education, the area the respondent was living in and his or her occupational status. Also here, it proved to be especially men, the highly-educated, city-dwellers, the self-employed and employees who had mostly heard of this concept.

For further details, please see Annex table No. 16b, p. 103

## 5. National data protection authorities

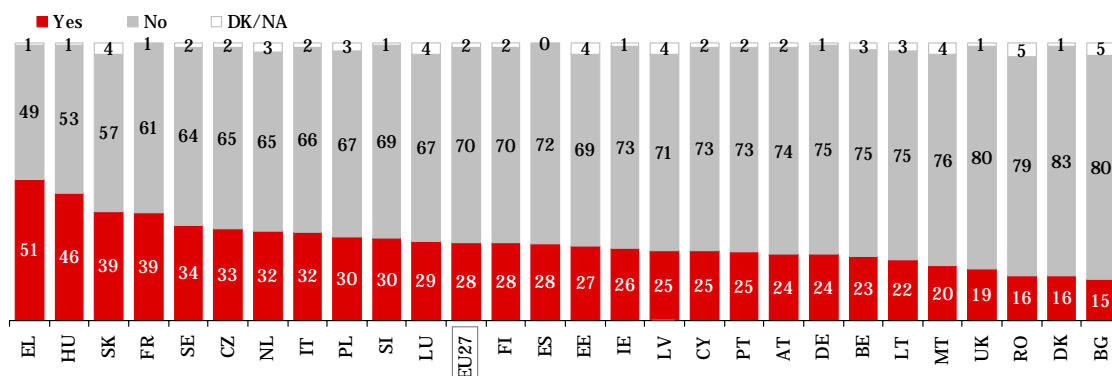
### 5.1 Awareness levels of the national data protection authorities

In each of the EU Member States, there is an independent data protection authority (DPA) that monitors the application of the data protection laws. Respondents were asked if they had heard of the existence of such an authority in their country, which was affirmed by **more than one in four EU citizens (28%)**. Seven out of 10 respondents were not aware that there was a data protection authority in their country.

The percentage of respondents, who were aware that such an authority existed in their country, ranged from 15% in Bulgaria to 51% in Greece. Hungary (46%), Slovakia and France (both 39%) joined

Greece at the higher end of the distribution. Member States at the bottom of the rankings were also Romania and Denmark, with just 16% of respondents claiming to have heard of such an authority.

### Awareness level of the national data protection authorities



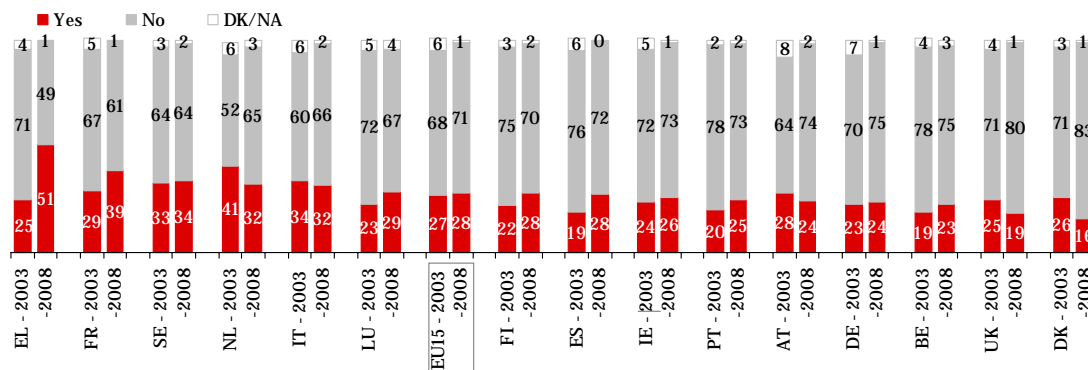
Q4a. Have you heard of the existence of an independent authority in [COUNTRY] monitoring the application of data protection laws?  
%, Base: all respondents, by country

This question was already posed in the past wave of 2003 in the (then) 15 EU Member States. When comparing the results of 2003 and 2008, we could see that the awareness about the existence of national data protection authorities **remained unchanged** at the EU15 level.

In most countries, a relatively small increase or decrease was observed comparing the awareness levels in 2003 and in the current survey. There were, however, a few exceptions. For example, in Greece, the awareness level increased by a remarkable 26 percentage points (25% in 2003, 51% in 2008), while in Denmark the awareness level decreased substantially by 10 percentage points (26% in 2003, 16% in 2008).

### Awareness level of the national data protection authorities

#### EU15 2003-2008



Q4a/Q33a\_1. Have you heard of the existence of an independent authority in [COUNTRY] monitoring the application of data protection laws?  
%, Base: all respondents, by country

### Socio-demographic analysis

The percentage of respondents who had heard of the existence of an independent authority in their country increased with the respondent's level of education. While only 19% of interviewees with the lowest levels of education had heard of a national data protection authority, this percentage was up to 38% for those with higher levels of education. The reported awareness of the authority also depended

on the occupational status of the respondents: only 23% of manual workers had heard of this authority, compared to 34% of employees and 37% of self-employed respondents.

Men were more likely to have heard of the existence of a data protection authority in their country (32% vs. 24% of women). It was also observed that around 30% of respondents over 24 gave a positive answer to this question, but only 18% of the 15-24 year-olds did so. Finally, inhabitants of metropolitan areas were the most likely to give a positive answer (33%), followed by urban dwellers (29%), while respondents of rural areas were the least likely to answer in this way (25%).

For further details, please see Annex table No. 17b, p. 105.

## 5.2 Competences of, and contact with, the authorities

Those interviewees, who reported having heard of the existence of an independent authority in their home country that monitored the application of data protection laws, were presented with three follow-up questions about the national data protection authorities (DPAs):

- (1) Can this authority hear complaints from individuals?
- (2) Can this authority impose sanctions?
- (3) Have you ever contacted this authority for information or to file a complaint?

Not all of the national DPAs across Europe have the same competencies. While all DPAs can hear complaints from individuals, not all of them can impose sanctions (for example, the Belgian, Swedish and Lithuanian DPAs) and some have only a “*limited sanctioning power*”. The following table provides an overview of the competencies of the DPAs in the different EU Member States.

	DPA can hear complaints from individuals	DPA can impose sanctions
<b>Austria</b>	✓	✓
<b>Belgium</b>	✓	no
<b>Bulgaria</b>	✓	✓
<b>Cyprus</b>	✓	✓
<b>Czech Rep.</b>	✓	✓
<b>Denmark</b>	✓	<i>Limited sanctioning power:</i> the DPA can order controllers to stop certain processing, but liability in damages, and criminal liability, are matters for the courts.
<b>Estonia</b>	✓	✓
<b>Finland</b>	✓	✓
<b>France</b>	✓	✓
<b>Germany</b>	✓	✓
<b>Greece</b>	✓	✓
<b>Hungary</b>	✓	<i>Limited sanctioning power:</i> the DPA may order the blocking or deletion of unlawfully processed data.
<b>Ireland</b>	✓	✓ can only impose non-financial sanctions
<b>Italy</b>	✓	✓
<b>Latvia</b>	✓	✓
<b>Lithuania</b>	✓	no
<b>Luxembourg</b>	✓	✓
<b>Malta</b>	✓	✓

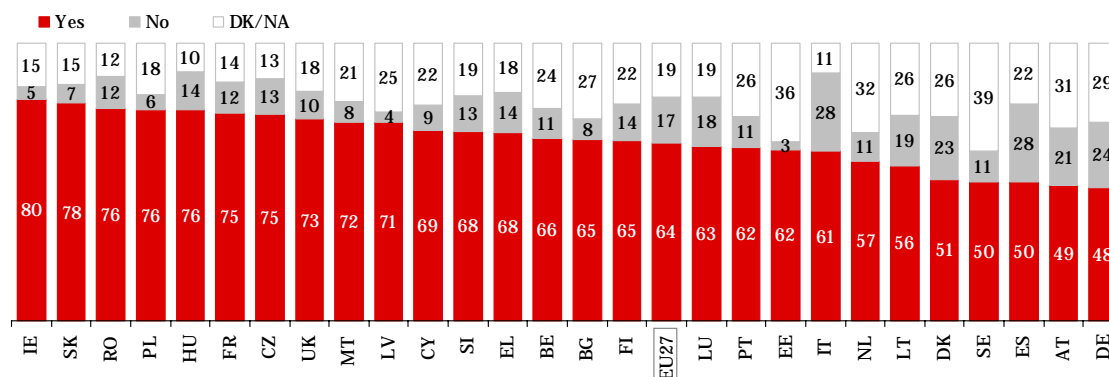
Netherlands	✓	✓
Poland	✓	Limited sanctioning power: the DPA can issue enforcement notices to data controllers, but has to go to court to enforce them.
Portugal	✓	✓ can only impose warnings and public censures.
Romania	✓	✓
Slovakia	✓	✓
Slovenia	✓	✓
Spain	✓	✓
Sweden	✓	no
UK	✓	Limited sanctioning power: the DPA can issue enforcement notices to data controllers, but has to go to court to enforce them.

### Authority to hear complaints from individuals

Across the EU, a **majority of interviewees** (64%) who knew about the existence of a national DPA also knew that their national agency could hear complaints from individuals. Only a minority of 17% said that their national DPA didn't have this competency and nearly one in five respondents either didn't know or gave no answer.

The Irish and the Slovaks were the most likely to give the correct answer (80%, 78% resp.), while less than half of the respondents in Germany (48%) and Austria (49%) did so. The differences in the proportion of respondents who reported that their DPA could *not* hear complaints from individuals ranged from 28% in Spain and Italy to just 3% in Estonia. In this last-named country, the percentage of respondents who reported not knowing if these authorities could deal with complaints from individuals rose to 36%. In this regard, Estonia was second only to Sweden, where 39% could not answer this question.

### Can this authority hear complaints from individuals?



Q4b. Can this authority hear complaints from individuals?  
 %, Base: who are aware of the authority monitoring the application of data protection law, by country

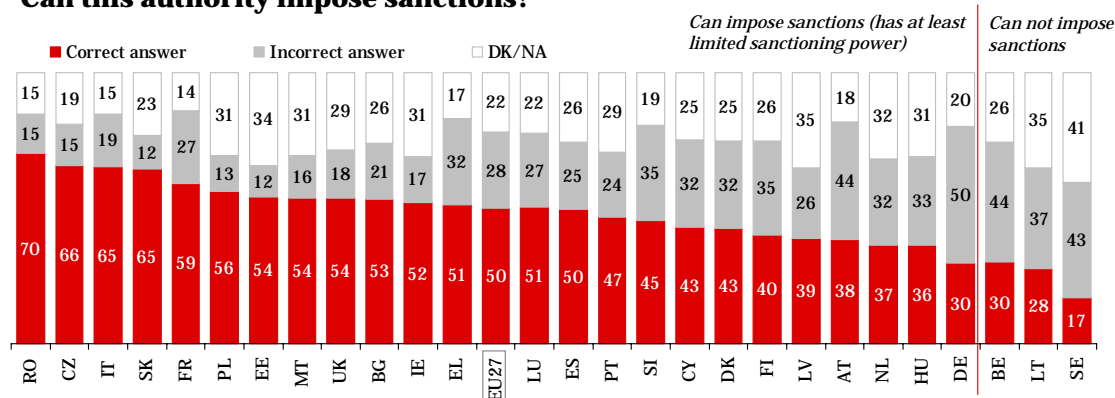
## The right to impose sanctions

**Insecurity and ignorance about whether the national DPAs had the right to impose sanctions was greater.** Only half of the interviewees, who knew about the existence of a national DPA, gave the right answer concerning this competence, while more than one in four interviewees (27%) gave a wrong answer. A significant percentage of interviewees did not know if this statement was true or not (22%).

Among those countries, where the national DPA *could impose sanctions or had at least limited sanctioning power*, respondents from Romania were most often right in claiming that their DPA had this competence (70%). Of the German respondents, however, less than one in three knew that its national DPA could impose sanctions (30%), and half of them were convinced that the authority could not do this. The number of respondents from Austria who thought that the authority could not impose sanctions, even if they could, was also very high in Austria (44%).

In Belgium, Lithuania and Sweden, most respondents were wrong when stating that their national authority could impose sanctions. In Belgium, for example, 44% of respondents wrongly thought that the DPA had this competence, while less than one-third of respondents gave the correct answer (30%). Among all EU Member States, in Sweden the number of respondents who gave the correct answer was the lowest (17%) and those who said they did not know or gave no answer was the highest (41%).

### Can this authority impose sanctions?

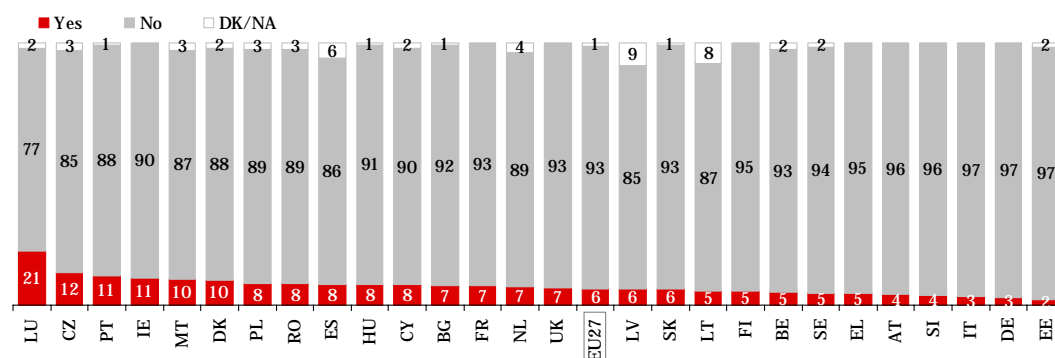


Q4c. Can this authority impose sanctions?  
%, Base: who are aware of the authority monitoring the application of data protection law, by country

### Contact with the national data protection authority (DPA)

Only a **handful of citizens**, who knew about the existence of a national DPA, said **they had already contacted that body** to request information or to file a complaint (6%). The only Member State that stood out was Luxembourg, with 21% of respondents who claimed to have contacted its national DPA.

## Have you ever contacted this authority for information or to make a complaint?



Q4d. Have you ever contacted this authority for information, or to make a complaint?  
 %, Base: respondents who have heard about a national authority monitoring the application of data protection law, by country

## Socio-demographic analysis

Women, the over 55s, those with the lowest educational levels and those not working, were least likely to know that their national DPA *could hear complaints from individuals*. For example, while only 55% of respondents with the lowest educational levels said they knew about this competency, two-thirds (67%) of respondents with the highest levels of education did so.

The same pattern was observed when looking at the awareness levels about whether the authority *could impose sanctions* or not. For example, 44% of respondents over 55 gave the correct answer, while 56% of respondents under 25 thought the same.

There were only small differences between socio-demographic groups when looking at the percentage of respondents who had *contacted* a national DPA.

## National data protection authority

### Socio-demographics

% of 'yes' (Can impose sanctions: % of 'correct answer')

	Can hear complaints from individuals	Can impose sanctions	Have contacted a DPA
<b>EU27</b>	64	50	6
<b>SEX</b>			
Male	66	52	7
Female	61	49	6
<b>AGE</b>			
15 - 24	61	56	7
25 - 39	67	56	8
40 - 54	66	49	6
55 +	60	44	5
<b>EDUCATION (end of)</b>			
Until 15 y.	55	46	5
16 - 20	64	52	6
20 +	67	49	7
Still in educ.	61	52	6
<b>URBANISATION</b>			
Metropolitan	65	50	6
Urban	65	53	7
Rural	62	47	5
<b>OCCUPATION</b>			
Self-empl.	65	49	6
Employee	68	54	7
Man. worker	67	56	5
Not working	60	46	5

Q4b. Can this authority hear complaints from individuals?: Q4c. Can this authority impose sanctions?: Q4d. Have you ever contacted this authority for information, or to make a complaint?  
 %, Base: respondents who had heard about a national authority monitoring the application of data protection law

## 6. Data protection on the Internet

Participants in the survey were also asked about data protection on the Internet and about tools and technologies that might offer protection from the collection of personal data from one's computer while being on the Internet.

The first question focused on whether the respondents thought that transmitting their data over the Internet was sufficiently secure. In some countries, a sizeable number of respondents spontaneously answered that they did not use the Internet (and therefore would not transfer data over the Internet). The following table shows that the rate of respondents not using the Internet was especially high in the new Member States - Romania (51%) and Bulgaria (43%), while it was lowest in Denmark, Ireland and the UK (3%).

### % Do not use the Internet / have no computer

EU27	BE	BG	CZ	DK	DE	EE	EL	ES	FR	IE	IT	CY	LV
15	13	43	19	3	9	18	12	14	12	3	19	25	30
LT	LU	HU	MT	NL	AT	PL	PT	RO	SL	SK	FI	SE	UK
26	15	27	31	7	6	21	27	51	9	21	8	5	3

Those respondents who said they did not use the Internet were excluded from the following analysis of the questions on data security on the Internet and the tools and technologies that increase data security. For results that take these respondents into account, please see Annex tables No. 21a-23b, p. 112-117.

### 6.1 Security of transmitting data over the Internet

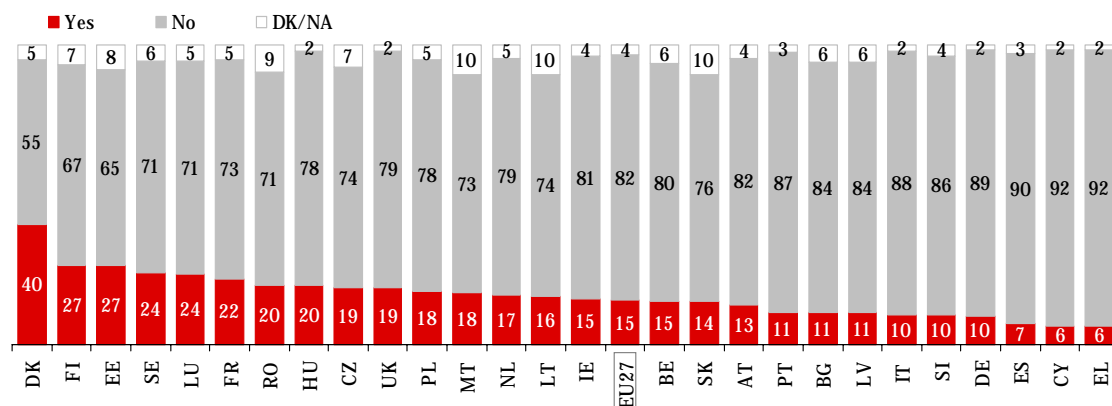
EU citizens were worried about data security in the Internet. **A large majority of those respondents who were Internet users reasoned that data transmission over the Internet was not sufficiently secure (82%),** while only 15% of respondents trusted data security transfers over the Internet.

Southern European, German and Slovenian respondents proved to be especially worried about data security on the Internet. For example, nearly all Greek and Cypriot respondents, who used the Internet, said that transmitting personal data over the Internet was not sufficiently secure (92%), while only a handful stated the it was (6%).

Denmark clearly stood out when it came to having trust in data security on the Internet: here only a slight majority of 55% of Internet users answered that transmitting data over the Web wouldn't be secure enough, while 40% expressed confidence. Among the countries, where the confidence in data security on the Internet was also above-average, we found Denmark's Nordic neighbours Finland (27%) and Sweden (24%), Estonia (27%) and Luxemburg (24%).



## Security of transmitting data over the Internet



Q7a. Do you think that transmitting your data over the Internet is sufficiently secure?  
%, Base: who use the Internet/computer, by country






## Socio-demographic analysis

Men were more likely to have trust in the level of data security provided on the Internet (17% vs. 13% of women).

Confidence in transmitting data securely over the Internet decreased with age and increased with the education level of the respondents: while 20% of the 15 to 24 year-olds and 17% of highly educated respondents said that data transmission over the Internet would be sufficiently secure, only 9% of the over 55 year-olds and 8% of the low educated did so.

We could also observe that the self employed and employees were more likely to be confident that their data was secure when they transmitted it over the Internet than the other occupational groups.

### Security of transmitting data over the Internet - Socio-demographics

Security of transmitting data over the Internet				Socio-demographics				
	SEX	% Yes	% No		URBANISATION	% Yes	% No	
	Male	17	79		Metropolitan	16	80	
	Female	13	84		Urban	15	81	
	AGE				Rural	14	83	
	15 - 24	20	78		<b>OCCUPATION</b>	Self-employed	16	82
	25 - 39	20	76			Employee	17	80
	40 - 54	13	85			Manual worker	14	82
	55 +	9	86			Not working	13	83
	EDUCATION			<b>Q7A. Do you think that transmitting your data over the Internet is sufficiently secure?</b> %, Base: those who did not say that they would not use the Internet				
	Until 15 years	8	88					
	16 - 20	13	83					
	20 +	17	79					
	Still in educ.	21	76					

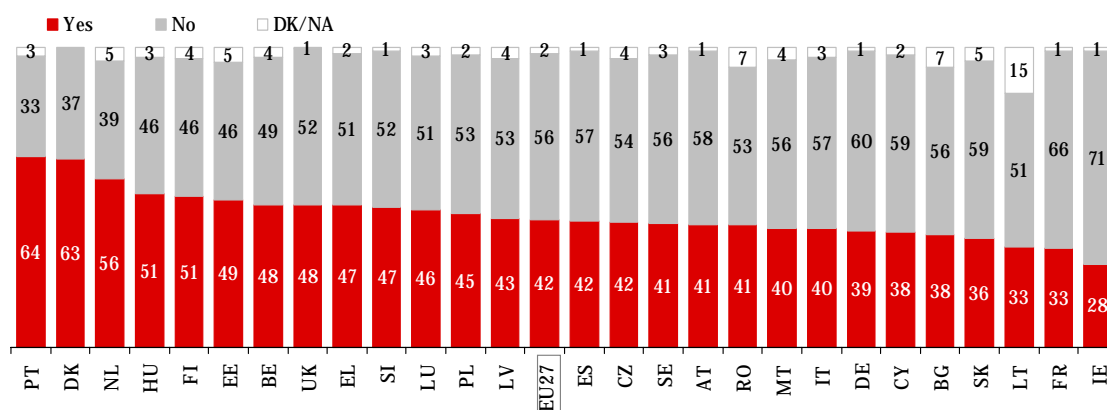
## 6.2 Awareness of tools or technologies improving data security

The Internet users among the participants in the survey were asked if they had heard about technologies limiting the collection of personal data from their computer while being on the Internet, such as a personal firewall or cookie filtering/blocking.

The results indicated that **most European Internet users were not familiar with tools or technologies that helped to limit the collection of personal information while being on the Internet**: a slight majority of 56% had never heard of such tools or technologies, while only a minority of 42% were aware of them.

Security tools and technologies seemed to be the best known in Portugal and Denmark, where approximately two-thirds of respondents had such knowledge. Ireland, France and Lithuania, however, had the lowest levels of awareness (27%, 33% and 3% respectively).

### Awareness of tools or technologies improving data security



Q7b. Have you heard of tools or technologies limiting the collection of personal data from your computer?  
%, Base: who use the Internet/computer, by country

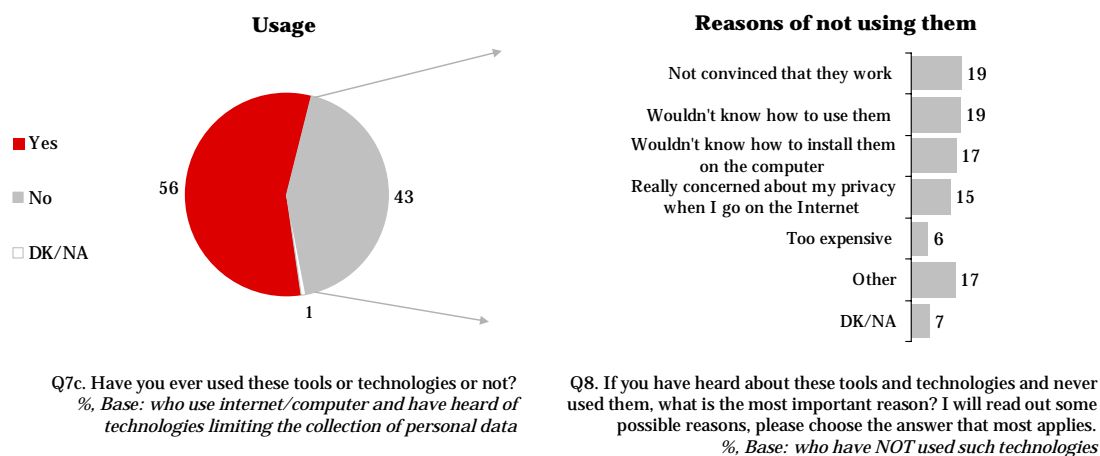
## 6.3 Usage of tools or technologies improving data security

Those Web users who had heard about tools or technologies that guaranteed privacy were asked whether they had actually used them. A **slight majority of 56%** of those respondents **had done this**. When extrapolating that number to the total number of Internet users that participated in the survey, we found that around one in five (22%) had ever used those tools or technologies.

Those 43% of respondents who said they had not yet used such tools were further questioned about their reasons why they had not done so. Results indicated that **several reasons prevented Web users from utilising these tools or technologies**. Around one-fifth of respondents said they weren't convinced that these tools were effective (19%), that they wouldn't know how to use them (19%) or how to install them on a computer (17%), or cited other reasons (17%).

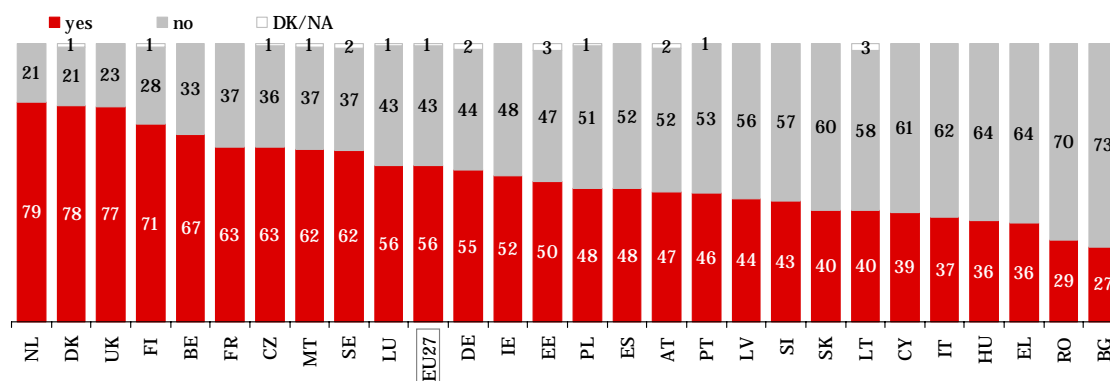
Fifteen percent of respondents said that they were simply not concerned about data privacy when they surfed the Internet and that was why they did not install any privacy technology in their computing environment. Cost was not an issue: only a handful said that these tools were too expensive (6%).

## Usage of tools or technologies improving data security, and the reasons of not using them



Results indicated that the usage of data security tools and technologies was most common in the Netherlands, Denmark and the UK, where approximately 80% of respondents (who had heard about such tools) said they had actually used them. Respondents in the newest Member States were the least likely to have used these tools and technologies: only 29% of Romanians and 27% of Bulgarians said they had used them already.

## Usage of technologies limiting the collection of personal data



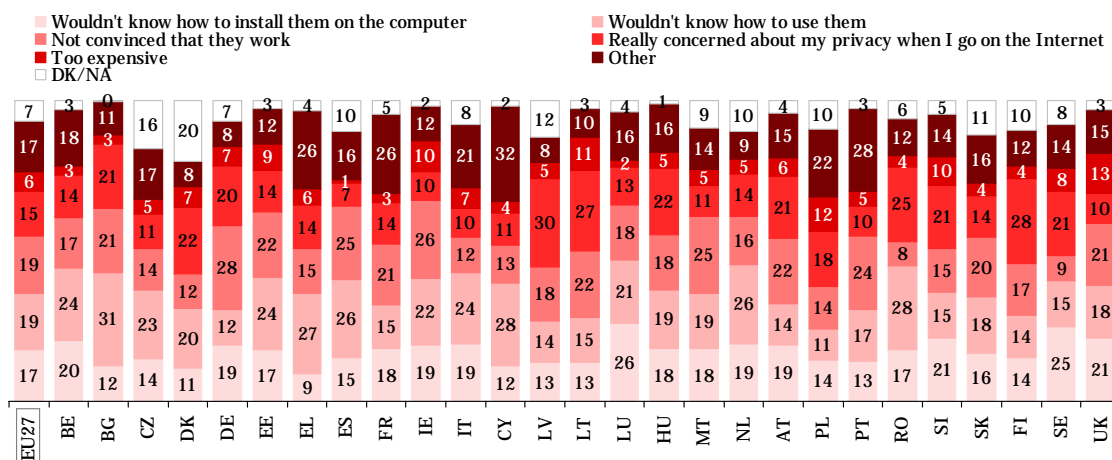
Q7c. Have you ever used these tools or technologies or not?  
%, Base: who use internet/computer and who have heard of technologies limiting the collection of personal data, by country

When analyzing the reasons that respondents gave why they hadn't used these tools yet, by country, no clear pattern emerged.

About a quarter of Luxemburgish (26%) and Swedish (25%) respondents said that they wouldn't know how to install them on a computer, while only one in 10 respondents in Denmark (11%) and Greece (9%) gave that answer. Bulgarians (31%), Romanians and Cypriots (both 28%) were the most likely to admit to a lack of knowledge about how to use such tools and technologies, while the Polish were the least likely to do so (11%).

Doubts about the functional operability were most often expressed by Latvian (30%), Finnish and German (both 28%) surfers who had heard about these tools and technologies but never used them, while Romanian (8%) and Swedish (9%) respondents were the least likely to express doubts. A simple lack of concern about data privacy was most often cited by Latvian (30%), Finnish (28%), and Lithuanian (27%) respondents and least often by Portuguese, British, Irish (all 10%) and Spanish (7%) interviewees. Lastly, Cypriots (32%) and Portuguese (28%) were the most likely to cite other reasons for not using those technologies.

### Reasons for not using tools or technologies improving data security



Q8. If you have heard about these tools and technologies and never used them, what is the most important reason? I will read out some possible reasons, please choose the answer that most applies!  
%, Base: who have NOT used such technologies, by country

In 2003, Citizens from the (then) 15 Member States had already been asked whether they had heard about tools and technologies that protected data on their personal computers and whether they had already actually used them.<sup>1</sup>

Results indicated that the **awareness and usage of those tools and technologies by respondents in the 15 EU Member states had shown a tremendous increase in the last four years**: The percentage of surfers participating in the survey who reported never having heard about these tools and technologies fell from 72% in 2003 to 57% in 2008. While the number of those who had heard about the tools but never used them remained constant (18% in 2003, 17% in 2008), the number of respondents who had already used them rose from 6% in 2003 to 25% in 2008.

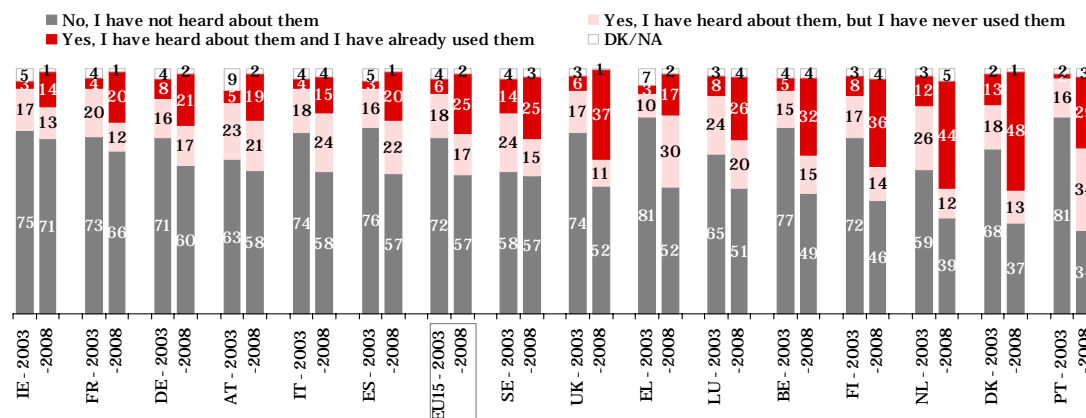
This leap was especially big in Denmark, where the percentage of those who had never heard about those technologies decreased by half, from 68% in 2003 to 37% in 2008, while those who had heard about them and used them increased from 13% to nearly half of respondents (48%). Also in the Netherlands, Finland, the UK and Belgium, we saw a sharp decrease of those who had not heard about those tools and an increase in users from one-third of respondents in Belgium (32%), Finland (36%) and the UK (37%) to nearly half in the Netherlands (44%).

In Portugal, the number of those respondents who hadn't heard about the tools decreased starkly, too, from 81% to 34% in 2008. However, passive awareness of these technologies was still greater (a third of respondents had heard about them) than active usage (29%).

<sup>1</sup> In 2008, two questions were asked instead of one as in 2003. In order to make results comparable, the data from 2008 was put together to identical categories as in 2003.

The awareness and usage of such tools remained most stable in Ireland and Sweden. In Ireland, for example, the lack of awareness of data protection tools decreased slightly (75% in 2003 vs. 71% in 2008) and the number of those using them reached just 14% in 2008.

## Awareness and usage of tools or technologies improving data security EU15 2003-2008



Q7b(2008). Have you heard of tools or technologies limiting the collection of personal data from your computer? AND  
Q7c(2008). Have you ever used these tools or technologies or not? COMBINED  
%, Base: who use the Internet/computer, by country






Q.34(2003). A lot of personal data are collected when people are on the Internet. Have you ever heard of tools or technologies limiting the collection of such data? And have you ever used these tools or technologies or not?  
%, Base: all respondents, by country

## Socio-demographic analysis

The socio-demographic profiles of respondents who were **aware** of tools and technologies that helped in the protection of personal data when surfing the Internet and of **those who had also actually used them showed many similarities**. They were typically male, 25 to 39 years-old, highly-educated and city dwellers. The self-employed and employees were also more likely to report this awareness than manual workers or those not working.

## Awareness and Usage of technologies limiting the collection of personal data - Socio-demographics

% of 'yes'

	SEX	Awareness		Usage	
	Male	51		60	
	Female	34		50	
	AGE	Awareness		Usage	
	15 - 24	46		56	
	25 - 39	49		63	
	40 - 54	42		56	
	55 +	32		44	
	EDUCATION (end of)	Awareness		Usage	
	Until 15 years	24		34	
	16 - 20	38		53	
	20 +	53		62	
	Still in educ.	47		58	
	URBANISATION	Awareness		Usage	
	Metropolitan	48		59	
	Urban	44		58	
	Rural	38		52	
	OCCUPATION	Awareness		Usage	
	Self-employed	50		60	
	Employee	47		62	
	Manual worker	36		57	
	Not working	38		49	

Q7B. Have you heard of tools or technologies limiting the collection of personal data from your computer?  
%, Base: who use internet/computer  
Q7c. Have you ever used these tools or technologies or not?  
%, Base: who use internet/computer and have heard of technologies limiting the collection of personal data

When analysing the answers of those who hadn't used security tools and technologies yet and were asked for their **reasons not to do so**, we observed marked differences.

Women, older respondents and those with a lower level of education were most likely to cite a **reason that was related to a lack of information about how to use such tools and technologies**. For example, 22% of women answered that they wouldn't know how to install them on their computers, while men were considerably less likely to say this (13%). Additionally, a quarter of those who finished their education by the age of 15 said that they wouldn't know how to use them, while only 17% of those who finished education after 20 did so. There was one exception to that pattern: the 15 to 24 year-olds were as likely to say that they would not know how to use the tools as the over 40s (20%).

Respondents who expressed doubts about the **efficiency of the tools**, were mostly male and from the younger age groups. For example, 20% of the 15-24 year-olds and 22% of the 25-39 year-olds said that they weren't convinced that the tools worked, while only 17% of the over 55s did so. They were also most likely to live in a metropolitan (21%) or rural area (20%), as opposed to an urban area (17%).

A **lack of concern** about data privacy on the Internet was most often reported by male, younger and highly-educated respondents and city dwellers. They were also most likely to work as employees (17%) or manual workers (19%) rather than being self employed (11%) or without paid work (13%).

We also found some differences in the answers of those who said that the tools were **too expensive** or cited **other reasons**. For example, men were more often citing costs of the tools (8% vs. 5% of women). Or, among the different occupational categories, the self-employed were the most likely to give other reasons for not using the tools and technologies.

For further details, please see Annex Table No. 24b, p. 119.

## 7. Data protection in the light of international terrorism

Towards the end of the survey, we measured the attitude of European citizens about the restriction of their data protection rights due to actions taken in the fight against terrorism.

In order to do so, survey participants were asked, whether in light of international terrorism, it should be possible to have different actions of people monitored, such as their telephone calls, Internet use, credit card movements or their personal details when they fly. To allow for a nuanced measurement of the degree to which respondents agreed to a restriction of data protection rights, they were given the following options as answers:

- “Yes, in all cases”
- “Yes, but only people who are suspected of terrorist activities”
- “Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards”
- “No”

The answer categories were presented in a rotating order, for half of the sample we started with the “yes in all cases” option, while for the other half the “no” option was read out first.

### Attitudes relating to the restriction of data protection rights: The European average

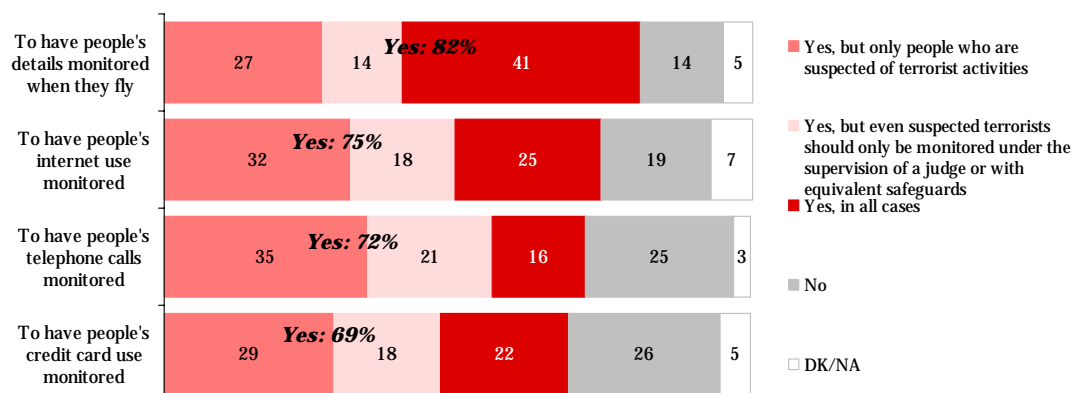
The results indicated that **most Europeans were ready to accept restrictions of their data protection rights when this benefited the fight against international terrorism**. A majority of respondents answered positively that it should be possible to monitor the different actions enlisted in the survey (a conditional or unconditional yes answer was given by 69%-82%, depending on the monitoring activity), while only a minority dismissed this idea completely (14%-26%).

However, Europeans still proved to be **suspicious about provisions that would allow authorities to restrict data protection laws**, even if this served the fight against terrorism. Most respondents who reported being in favour of the monitoring of telephone calls, Internet and credit card use or passenger flight details emphasised that the restrictions of the data protection laws should have **clearly defined limits**: Around one-third of respondents stressed that **only suspects** should be monitored (27%-35%) and approximately one in five respondents (14%-21%) wanted to see even stricter rules applied: the monitoring of activities of those suspected with terrorism should only be possible when it was carried out under the supervision of a judge or with equivalent safeguards.

Allowing the possibility to have people’s personal details monitored when they made a flight was the action that was most often agreed to by respondents (82%), and was by far the most often done so unconditionally: 41% of respondents thought that the monitoring of people’s details when they took a flight should be possible *in all cases*. In comparison to the other actions, the lowest number of respondents said: that personal data should not be monitored (14%); that only people who are suspected of terrorist attacks should be monitored (27%); or that even suspected terrorists should be monitored under special supervision (14%).



## Monitoring of people's phone call, Internet usage, credit card usage and personal details when they fly



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
%, Base: all respondents

The assessment of public authorities that the Internet was an efficient and dangerous tool for the preparation of terrorist attacks, and that it should therefore be monitored, was shared by most Europeans. After the monitoring of personal details of flight passengers, respondents were the most likely to agree that the monitoring of this action should be possible (75%), with only one in five completely dismissing the possibility of monitoring Internet usage (19%).

Respondents proved to be **more reluctant** when it came to the **monitoring of telephone calls and the use of credit cards**. While a majority still agreed that those actions could be monitored (72% and 69%, respectively, but in most cases only conditionally), one-quarter of respondents were opposed to the idea of having those actions monitored (25% and 26%, respectively).

Especially when it came to telephone calls, respondents seemed to fear that this was a step too far, by the authorities, into their private lives as a by-product in the fight against terrorism: Respondents were here the least likely to say that monitoring should be possible in all cases (16%) and most likely to say that it should only be applied to suspects (25%) or that even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards (35%).

## Attitudes compared by country, and developments since 2003

### Monitoring of people's details when they fly

Respondents in Latvia and Malta were most likely to agree that in the light of international terrorism, there should be the possibility to monitor personal details of people when they make a flight (88% and 87%), while Irish and Czech respondents were the least likely to do so (72% and 71%).

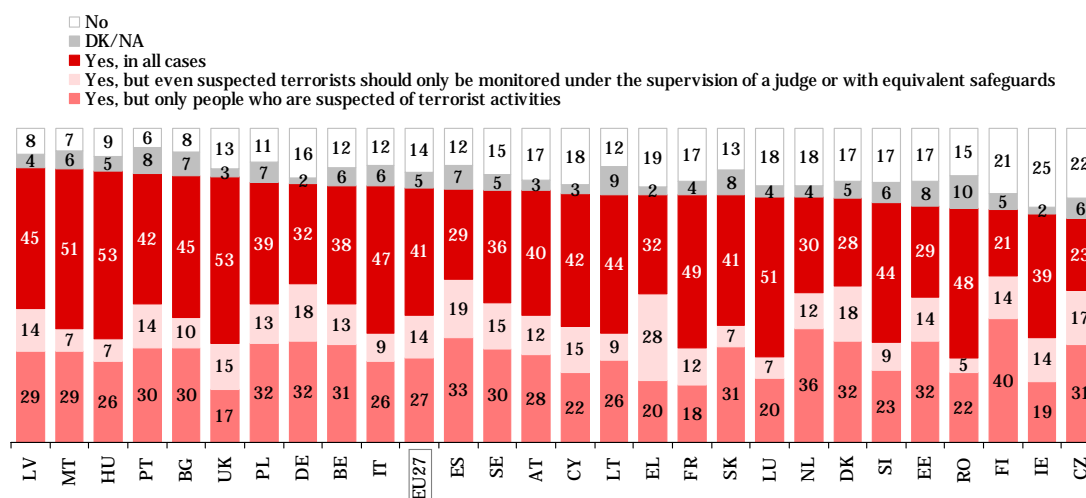
Those in favour of the possibility of an *unconditional* monitoring of people's personal data when they fly could most often be found in Hungary and the UK (53%) and the least often in the Czech Republic (23%) and Finland (21%). Together with the Netherlands (36%), it was also in Finland, where respondents stressed most often that only the data of people who were suspected of terrorist activities should be monitored (40%). This was the least often the case in the UK (17%) and France (18%).

Greek respondents were especially favourable towards a *very restricted monitoring*: 28% of them answered that even suspects should only be monitored under the supervision of a judge or equivalent



safeguards. The lowest percentage of respondents who chose this answer could be found in Romania (5%).

### Monitoring of people's details when they fly



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
 %, Base: all respondents, by country

### Monitoring of people's Internet usage

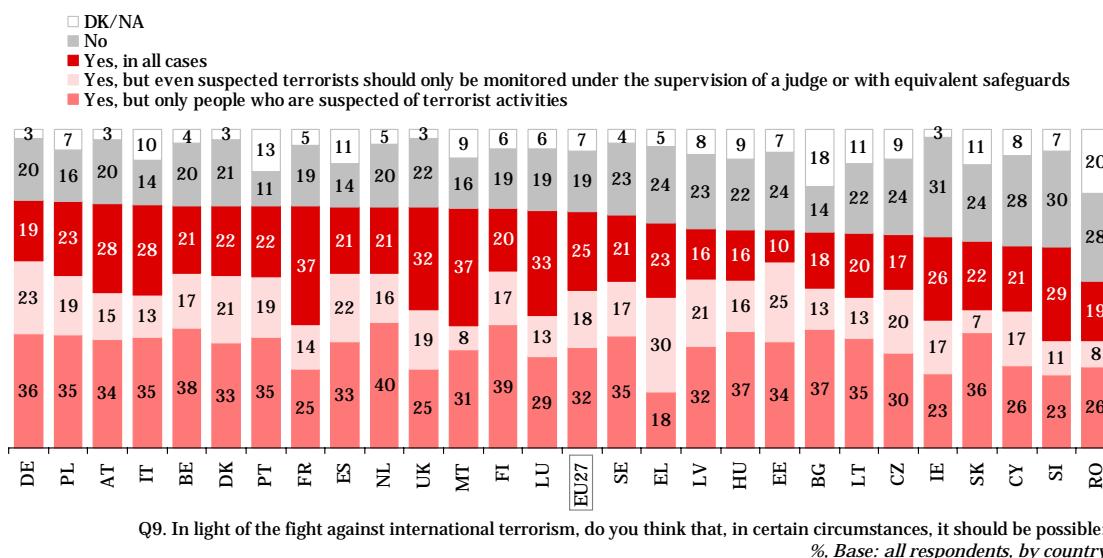
German (78%) and Polish (77%) respondents were the ones most likely to approve of the possibility of monitoring people's Internet usage, while this was the least popular option in Romania (53%). Survey participants who most often disagreed that the Internet usage should be monitored could be found in Ireland (31%) and Slovenia (30%) and the least often in Portugal (11%).

The French and the Maltese respondents stood out when it came to agreeing that everyone's Internet usage should be subject to monitoring as part of the fight against terrorism: in both countries, 37% of respondents answered that monitoring should be possible *in all cases*. Estonians, where only 10% were of this opinion, were at the other end of the scale.

As concerning the item „monitoring of people's data when they fly”, it was again the Greeks who were the most concerned about an invasion of privacy: approximately one-third of Greek respondents said that even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards (30%). Slovak (7%), Romanian and Maltese (both 8%) respondents showed the least concern about this.

In the new Member States, Romania and Bulgaria, around one-fifth of respondents said they did not know whether it should be possible to monitor people's Internet usage or gave no answer.

## Monitoring of people's Internet usage



The question on whether it should be possible to monitor people's Internet usage in the light of international terrorism was already asked in the *Eurobarometer on Data Protection* in 2003 (in the EU15)<sup>2</sup>.

When comparing the overall results, we **observed a rise in the approval of monitoring people's Internet usage**. While in 2003, approximately two-thirds of respondents agreed that people's usage of the Internet should be monitored (64%), this number rose to 77% in 2008. The number of those disagreeing with the measure fell from one-quarter to 18% of respondents.

Respondents were more than twice as likely to say that everyone's Internet use could be monitored in 2008 than in 2003, but those who preferred this option were still in the minority (10% in 2003 vs. 26% in 2008). In the current Eurobarometer wave, fewer respondents said that only those people who were suspected of committing a terrorist act should be monitored (32%) than five years ago (40%), but the percentage of those who would like to see even stricter rules adopted rose slightly from 14% to 19%.

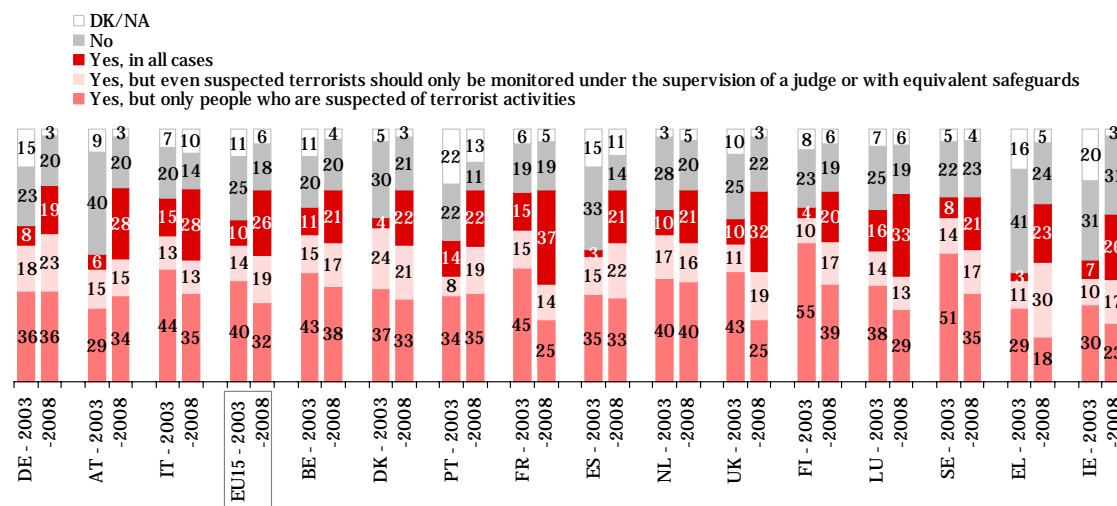
In Greece, Spain and Austria, the approval ratings for the monitoring of people's Internet usage in the light of international terrorism saw a major increase.

In Greece, the percentage of respondents who agreed that Internet usage should be monitored increased from 43% to 71%; in Spain from 53% to 76%; and in Austria from 50% to 77%. In all of these countries, this was particularly due to the dramatic increase in the numbers of respondents who supported the idea of an *unconditional* monitoring of people's Internet usage. In Austria, for example, the number of those who said that monitoring of the Internet usage should be possible *in all cases* rose from 6% to 28%. In Greece, paradoxically, the number of respondents who would like to see a particularly strict monitoring also increased considerably: the percentage of those who said that even the Internet use by suspected terrorists should only take place under the supervision of a judge or under safeguards rose there from 11% to 30%.

<sup>2</sup> The last wave of the Eurobarometer on Data Protection was conducted in 2003. However, as the items "monitoring of people's details when they fly" and "monitoring of people's credit card usage" were only added in the 2008 survey, the comparison could only be made between opinions about the "monitoring of people's Internet usage" and "telephone calls".

No countries showed a decrease in the numbers approving the monitoring of people's Internet usage.

## Monitoring of people's Internet usage, EU15 2003-2008



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
%, Base: all respondents, by country

## Monitoring of people's telephone calls

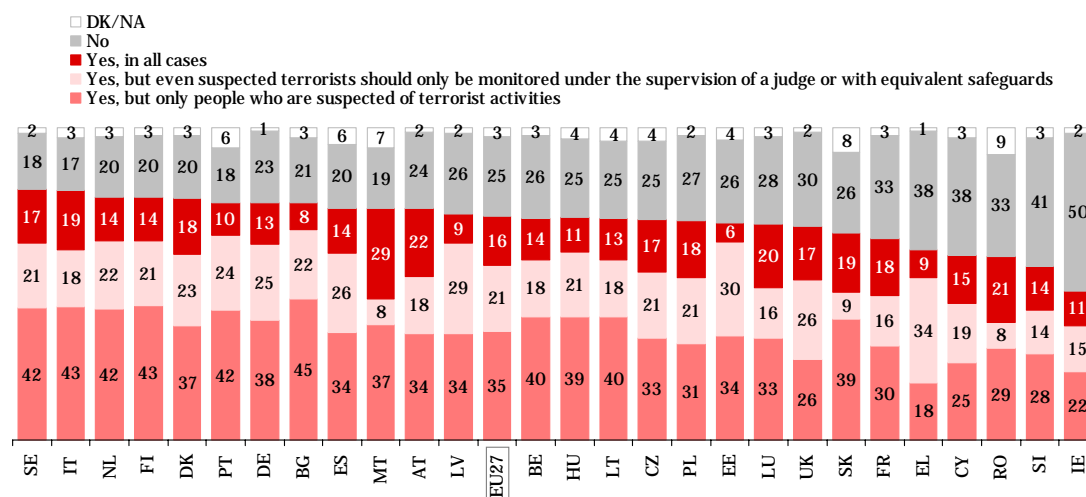
Concerning the monitoring of telephone calls, we saw **a quite uniform answering pattern across a wide range of countries**, so, e.g. in the Scandinavian countries and other Western and Southern European countries like Italy, the Netherlands, Portugal, Germany, Spain and Austria. In those Member States, a majority of 74% (Austria) to 80% (Sweden) of respondents approved the possibility of monitoring phone calls, while around one in five respondents rejected this softening of the data protection laws (24% in Austria and 18% in Sweden).

The overall approval of this measure **tended to be lower in the Eastern European countries, in France and Luxemburg, Greece and Cyprus and in the UK and Ireland**. In the European comparison, respondents proved to be especially opposed to telephone call monitoring in Ireland, Slovenia, Greece and Cyprus: In the last three countries, about 40% of respondents proved to be actively opposed against this measure, even if it served the fight against international terrorism. Greece also stood out again when it came to favouring monitoring measures, but setting strict limits. There, once more, the highest percentage of respondents could be found who said that even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards (34%).

Irish respondents were the least supportive of the monitoring of telephone calls: only a minority favoured phone calls being monitored (48%), while half of the respondents proved to be opposed to this measure.

Malta stood out when it came to the *unconditional* support of phone call monitoring when aiming to combat international terrorism: Here, the highest percentage of respondents could be found who wanted this measure to be taken *in all cases* (29%).

## Monitoring of people's telephone calls



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
 %, Base: all respondents, by country

In all of the 15 member states, where this question had already been posed in 2003, the **overall approval of monitoring phone calls in order to combat terrorism increased over the last five years**. While in 2003, 61% of respondents agreed that there should be a possibility to monitor people's phone calls, 73% of respondents were of this opinion in 2008. At the same time, the percentage of those rejecting the idea of having phone calls monitored fell from 33% to 25%.

The percentage of respondents who gave their approval to monitor phone calls irrespective of the fact whether the monitored people were suspects or not, more than doubled from 7% in 2003 to 16% in 2008. Respondents who would prefer monitoring to be restricted to suspects fell slightly from 40% in 2003 to 35% in 2008. The interviewed were slightly more likely to favour monitoring that was limited to suspects and under juridical supervision: while in 2003, 14% of Europeans said that even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards; in 2008 22% did so.

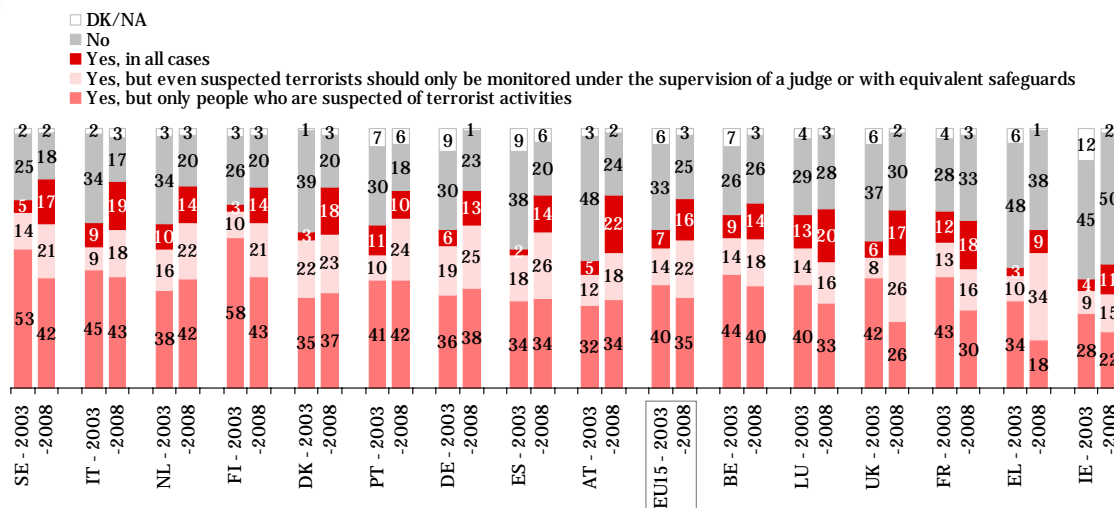
In Austria, we saw a sizeable increase in approval and a significant decrease in disapproval of this measure: the number of those approving phone call monitoring in the light of international terrorism increased from half (49%) to 74% of respondents. And while nearly half of respondents opposed this idea in 2003 (48%), only one-quarter of respondents still took this position in 2008 (24%). When looking more in detail at the development of the Austrians' opinions, we saw that this increase in approval was particularly due to the increase of "hard approvals": while in 2003, only 5% of respondents supported the idea that the possibility to monitor people's phone calls should be given *in all cases*, 22% did so in 2008 (this was the largest increase in the EU Member States reviewed).

In Spain (54% vs. 74%), Denmark (60% vs. 78%) and Germany (61% vs. 76%) we also saw a significant rise in approval, as around one-fifth more respondents were in favour of phone call monitoring in 2008 than in 2003.

Of the 15 EU Member States reviewed, Ireland was the only country where, in 2008, more respondents rejected the possibility of having people's phone calls monitored than in 2003, even if this increase was only minor (50% vs. 45%).

In Greece, the number of those who agreed with the idea of monitoring telephone calls, but only those of suspects and under the supervision of a judge or equivalent safeguards, increased sizeably over the last five years (10% in 2003, 34% in 2008).

## Monitoring of people's telephone calls, EU15 2003-2008



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
%, Base: all respondents, by country

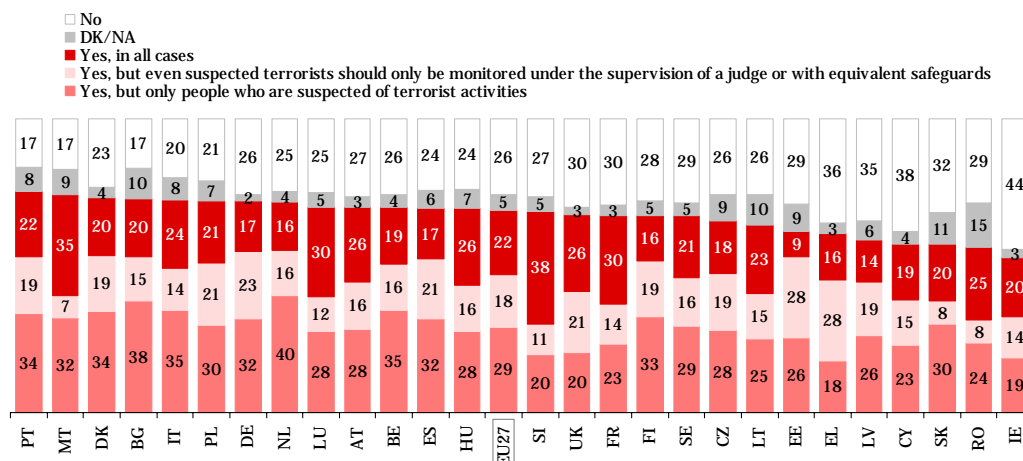
## Monitoring of people's credit card usage

A majority of Europeans thought that the monitoring of people's credit card usage should be allowed in the light of international terrorism (69%), while around one-quarter of respondents proved to be opposed to this idea (26%).

Comparing Member States, the percentage of those approving the monitoring of credit card transactions ranged from 75% in Portugal to 53% in Ireland. The Slovenian and Maltese respondents were the most likely to give their "hard approval" on this point, as more than one-third of respondents said that in the light of international terrorism, the monitoring of credit card usage should be allowed *in all cases*. (Slovenia: 38%, Malta 35%).

In Estonia, on the other hand, respondents were least likely to approve the monitoring of credit card transactions in all cases (9%). Together with the Greek respondents, they were most likely to stress that the monitoring should have strict limits: in both countries, 28% of respondents answered that even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards.

## Monitoring of people's credit card usage



Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, it should be possible:  
%, Base: all respondents, by country

## Socio-demographic analysis

When looking at differences in gender, age, level of education and occupational status of the respondents that were valid for all of the monitoring actions (monitoring of personal flight details, Internet usage, telephone calls and credit card usage), we saw some clear patterns emerging:

Respondents who **actively rejected the possibility to monitor personal data in the light of international terrorism** were predominantly **male, higher-educated** and **self-employed**.

As an example, we can draw on the respondents' opinions about the monitoring of *people's personal details when they fly*: while 16% of men and 17% of those who finished their education with 20 years or older were opposed to monitoring people's the personal flight details when they fly, only 12% of women and those who finished their education with 15 years or older did so. Eighteen percent of self-employed rejected this idea, while only 14% of employees and manual workers, and 13% of those not working shared this point of view.

Only when it comes to monitoring telephone calls, were women as likely as men to disapprove of (both 25%, "no"). Concerning the type of region (metropolitan, urban, etc.) the respondent was living in, no significant differences could be found.

Those who agreed with monitoring in general, but **preferred to see it limited to suspects, who should additionally have the right to be monitored only under the supervision of a judge or equivalent safeguards** had a similar socio-demographic profile to those who disapproved of monitoring of passengers' flight details: They tended to be **male**, between **25 and 54 years-old**, **highly-educated**, **city dwellers** and were mostly **self-employed or employees**.

For example, concerning the *monitoring of telephone calls*, 24% of men approved, while only 19% of women did so. Additionally, 23% of the 25 to 54 year-olds and 26% of respondents from the highest educational category preferred to set strict rules to the monitoring of telephone calls, whereas only 18% among the over 55 year-olds and 16% of respondents from the lowest educational category said so. Furthermore, 23% of those respondents lived in a metropolitan area, while only 20% lived in a rural area. Lastly, 24% of the self-employed and 26% of employees were of this opinion, while only 19% of manual workers and 18% of those working opted for the strict regimentation of the monitoring.

Those respondents who wanted, in the light of international terrorism, the **unrestricted monitoring of personal details** ("*Yes, in all cases*") had a rather opposite profile: they were mostly the **lower-educated**, those living in a **rural or urban** rather than a metropolitan area and **manual workers**.

For example, 30% of those that had left school by the age of 15 and 26% of inhabitants of a rural area were in favour of unrestricted monitoring of *Internet usage* in the light of terrorism, while only 21% of respondents who had finished their education at the age of 20 or older and 23% of city-dwellers did so. Twenty-nine percent of manual workers shared this opinion, whereas only 25% of those not working, 24% of employees and 22% of the self-employed did so.

For those respondents in favour of unrestricted monitoring, gender had an impact on the results. However, this was only true concerning the possibility of monitoring *people's Internet usage* and *flight details*, where more women than men approved the idea of unrestricted monitoring (Internet usage: women: 26%, men: 23%; Flight details: women: 42%, men: 39%) Concerning the unconditional approval of the monitoring of *credit cards* transactions and *telephone calls*, no significant differences between the sexes could be found.

Also for those respondents who were **in favour of monitoring, but only if this concerned suspects**, socio-demographic differences were noted. However, no constant patterns could be observed that were valid for all of the monitoring actions.

We found, for example, that women were more likely than men to choose this favourable response when it came to the monitoring of the *credit card usage* and *telephone calls*. For the monitoring of people's *Internet usage* and people's *flight details*, however, no significant differences between the sexes could be found. Furthermore, the youngest respondents proved to be more likely to be in favour of the monitoring of people's Internet usage being limited to suspects, than the older age categories. (15-24 years-old: 36% "*Yes, but only suspects*", 55+ year old: 30%)

For further details, please see Annex tables Nb. 25b, 26b, 27b, 28b, (p. 121,123, 125, 127)

Flash EB Series #225

**Data Protection  
In the European Union –  
*Citizens' Perceptions***

**Annex**

–

**Longitudinal analysis of trust in  
various organisations handling  
personal data,  
Annex Tables  
Survey Details**

**THE GALLUP ORGANIZATION**



## Annex

### I. Longitudinal analysis of trust in various organisations handling personal data

Here, we show how the levels of trust in each of the organisations listed in the present study have changed over the last four waves of the Eurobarometer survey on Data Protection from 1991 to 2008.

Note: in 1991, the survey was only conducted in the 12 Member States European Community, what leads to missing results for Austria, Finland and Sweden who joined the EU in 1995.

#### ***Medical services and doctors***

On average, trust in medical organisations and doctors increased slightly from 1991 to 2003, from 75% to 84%, In 2008, it has remained at 2003's level.

While this pattern was true for most of the countries, there were only a few countries that witnessed a slightly different development. For example, French (+6 percentage points) and Austrian (+5) respondents were more numerous in 2008, than in 2003, to think that those organisations protected their data well. In Greece (-5), Portugal, (-2) and the UK (-5), trust in these kinds of organisations was lower in 2008 than in 1991.

### **Trust in organisations concerning data protection EC12/EU15 1991-2008**

#### ***Medical services and doctors, % of trust***



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## The Police

Trust in the police increased constantly, in the Member States surveyed, on average from 55% in 1991 to 83% in 2008. This increase was the sharpest in Belgium and France, where, in 2008, approximately double the percentage of respondents said they trusted the police to handle citizens' personal information compared with 1991.

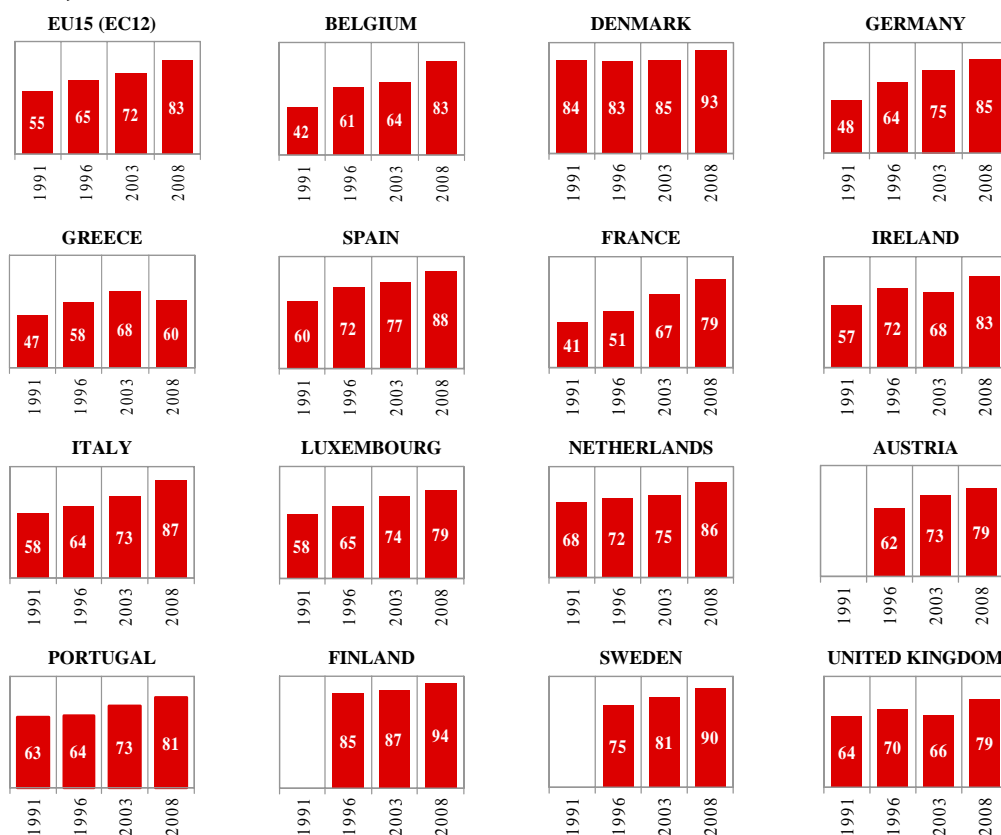
The increase was the lowest in Denmark and Finland, where the confidence levels in the police were already very high in 1991. In Denmark, the level of 84% of citizens showing confidence in the police in 1991 remained constant until 2003 (85%), before it rose to 93% in 2008. In Finland, where the survey on data protection was first conducted in 1996, the confidence level increased from 85% in 1996 to 94% in 2008.

In the UK and Ireland, confidence in the police's data privacy policy decreased slightly between 1996 and 2003, before it increased again in 2008.

Greece was the only country where, in 2008, less respondents reported being confident in the police than in 2003 (60% vs. 68%).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Police, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## Social security

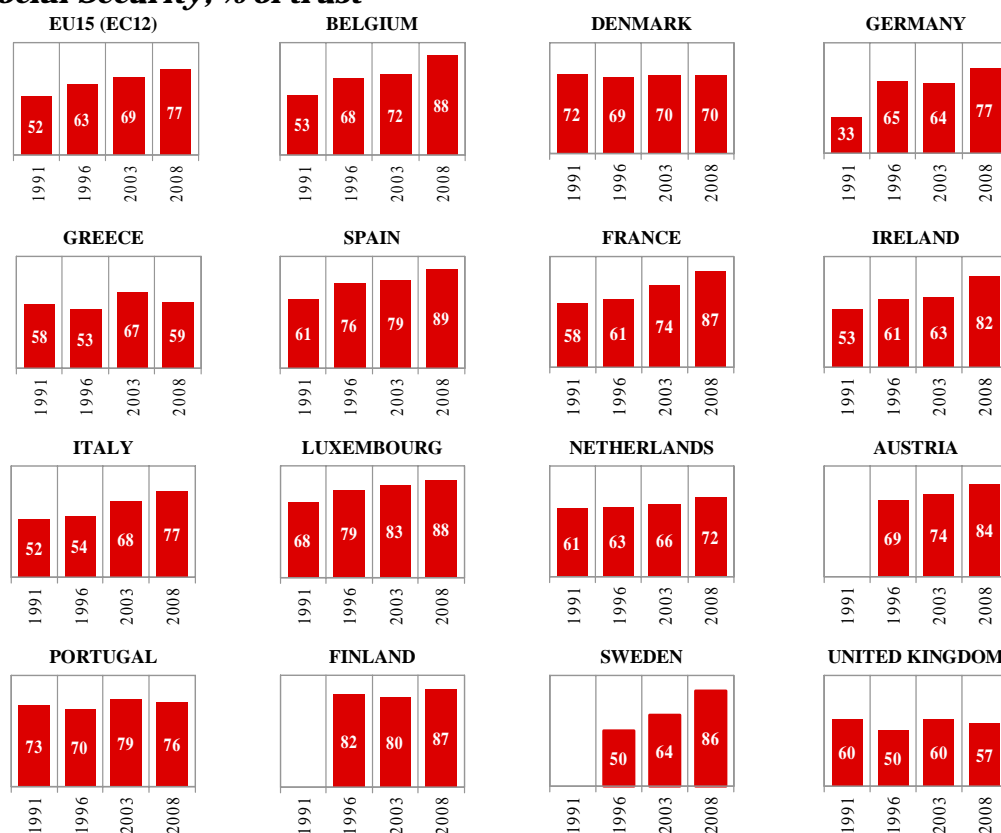
Trust in the social security authorities increased, on average, from half of respondents (52%) in 1991 to 77% of respondents in 2008. This increase was the sharpest in Germany (+ 44 percentage points), where only a third of respondents showed confidence in the social security authorities in 1991, which increased over time to 77% in 2008.

A significant increase was also seen in Belgium (+ 35 percentage points) and Sweden (+36, from 1996 onwards) and in France and Ireland (+29). The lowest increases were seen in Portugal (from 73% in 1991 to 76% in 2008) and in Finland (from 82% in 1996 to 87% in 2008).

In Denmark, confidence in the social security authorities decreased slightly between 1991 and 2008 (72% vs. 70%). In Greece and the UK, confidence sank in 1996 and rose again in 2003 before decreasing again; in Greece in 2008 to 1991's level (59%) and in the UK to a slightly lower level (57%).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Social Security, % of trust



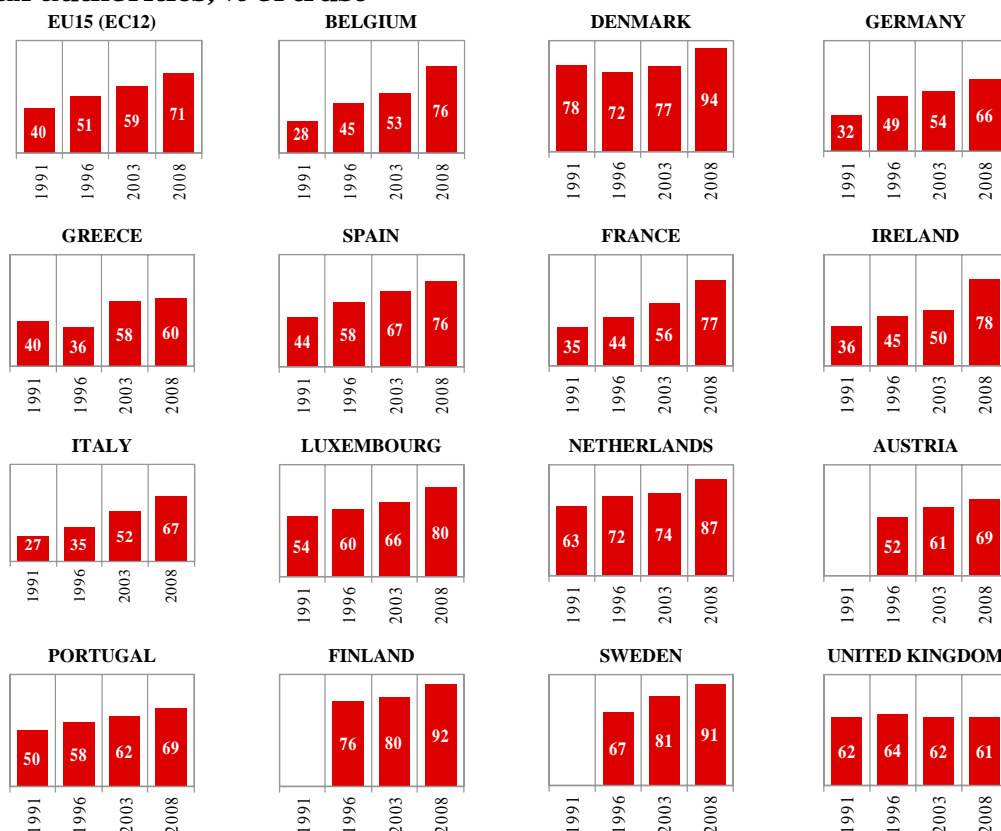
Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## Tax Authorities

Trust in the tax authorities increased dramatically from 1991 to 2008, on average across the EU countries in question, by 31 percentage points. This was particularly true in Belgium (+ 48 percentage points), France and Ireland (+ 42) and Italy (+ 40). In the UK, in contrast, the confidence level in tax authorities remained more or less the same over the past 16 years.

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Tax authorities, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way

%, Base: all respondents, by country

## Local authorities

Local authorities also gained the confidence of citizens, in regard to data protection, with an increase of 27 percentage points between 1991 and 2008.

While in most countries, the trust in local authorities grew continuously in that period, there were particularly large gains in France and Ireland 2003 and 2008: in France, in 2003, 53% of respondents were confident in the way that local authorities handled private information, while 80% expressed their confidence in 2008 (+ 27 points). In Ireland, the increase went from 48% in 2003 to 69% in 2008 (+ 21 points). Sweden and Finland also witnessed an important increase in confidence over that time period (+19 and +18).

In Austria and Greece, however, the level of confidence in local authorities was only slightly higher in 2008, compared to the first wave of the survey in 1991 (+2 points, +4, respectively).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Local authorities, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## ***Banks and financial institutions***

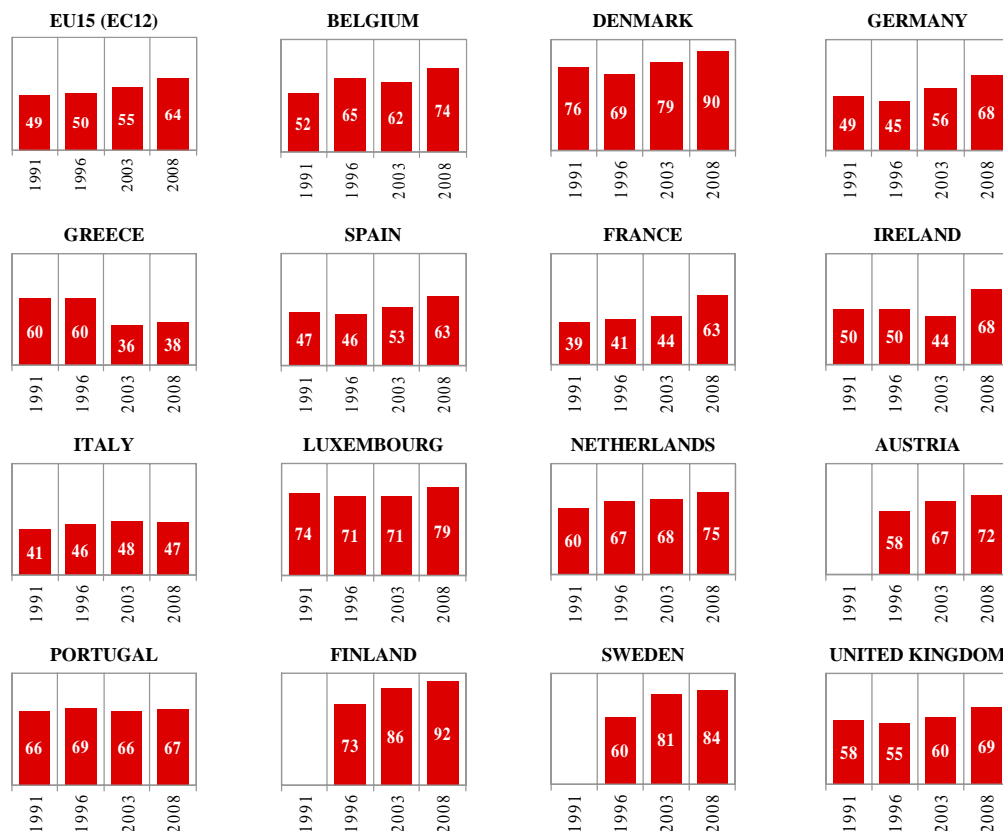
Over the past 16 years, confidence in banks and financial institutions rose constantly by 15 percentage points among the EU respondents to the Eurobarometer surveys on data protection.

In Belgium and Sweden, the increase was slightly higher than this moderate average increase (+22 percentage points, +24, respectively). Ireland and France stood out as the levels of confidence in those countries made large increases in 2008, compared to the survey waves prior to 2003. In Ireland for example, half, or less, of the respondents said they trusted banks and financial institutions in 2003, but this increased to 68% in 2008.

In Portugal, there was hardly any change in the period under review. In Greece, the confidence in banks and financial institutions (to protect data) fell sharply from 60% in 1996 to 36% in 2003 – a level that remained at the lower level in 2008 (38%).

## **Trust in organisations concerning data protection EC12/EU15 1991-2008**

### ***Banks and financial institutions, % of trust***



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## Employers

Confidence in employers – to protect personal data - increased on average from 41% in 1991 to two-thirds of respondents in 2008 (65%). The biggest rise was seen in France (+ 39 percentage points), Belgium (+ 37) and Germany (+ 31), while it was rather low in Portugal (+11) and Finland (8 percentage points, from 1996 onwards).

In Greece, the number of respondents who reported being confident in the handling of personal data by employers, increased from 31% in 1991 to 44% in 2003, before it fell to 37% in 2008. A similar development could be observed in Spain, where confidence increased from 32% in 1991 to 49% in 1996, before falling constantly to approximately the 1991's level in 2008 (34%).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Employers, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way

%, Base: all respondents, by country

## Insurance companies

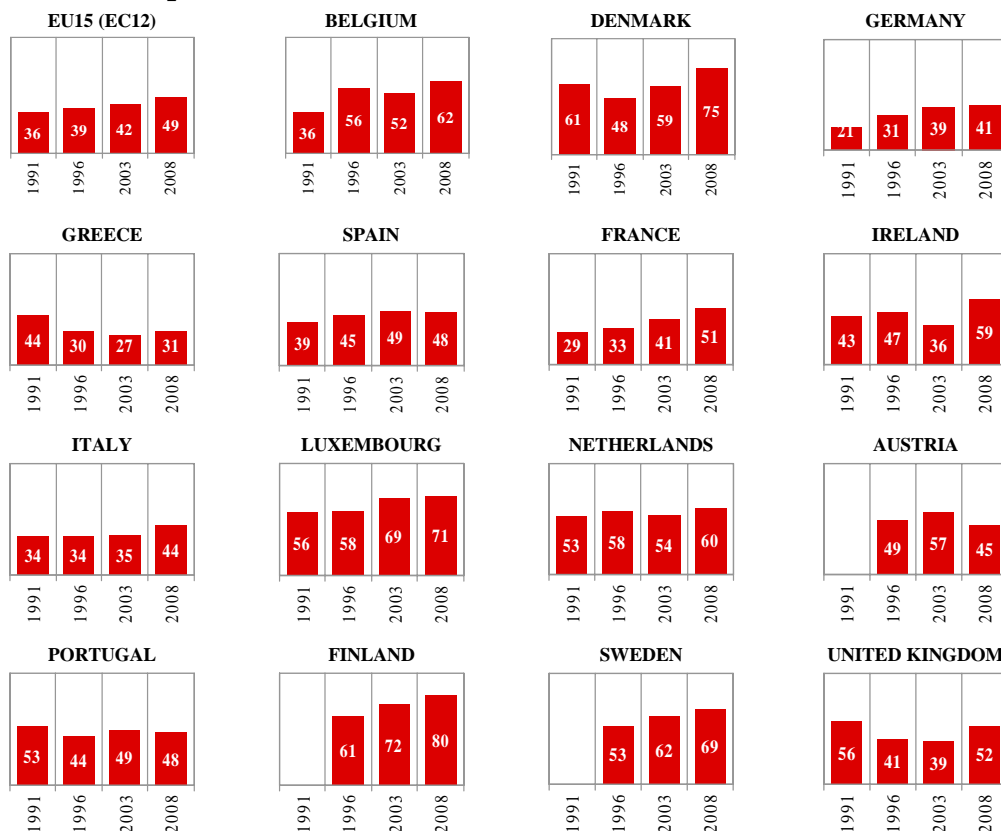
In 2008, half of the respondents in EU Member States under review stated that they trusted the way that insurance companies handled their personal information (49%), up from approximately one-third in 1991 (36%).

There were several countries, where exceptions were seen. In Denmark, for example, confidence in data protection by insurance companies fell between 1991 and 1996 from 61% to 48%, before it rose to 75% of respondents in 2008. Confidence also fell in Greece and Portugal, between 1991 and 1996, but then remained at the same levels up to the present time.

Austria was the only country where we saw a significant decrease in trust in insurance company's data protection policy between 2003 (57%) and 2008 (45%).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Insurance companies, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country



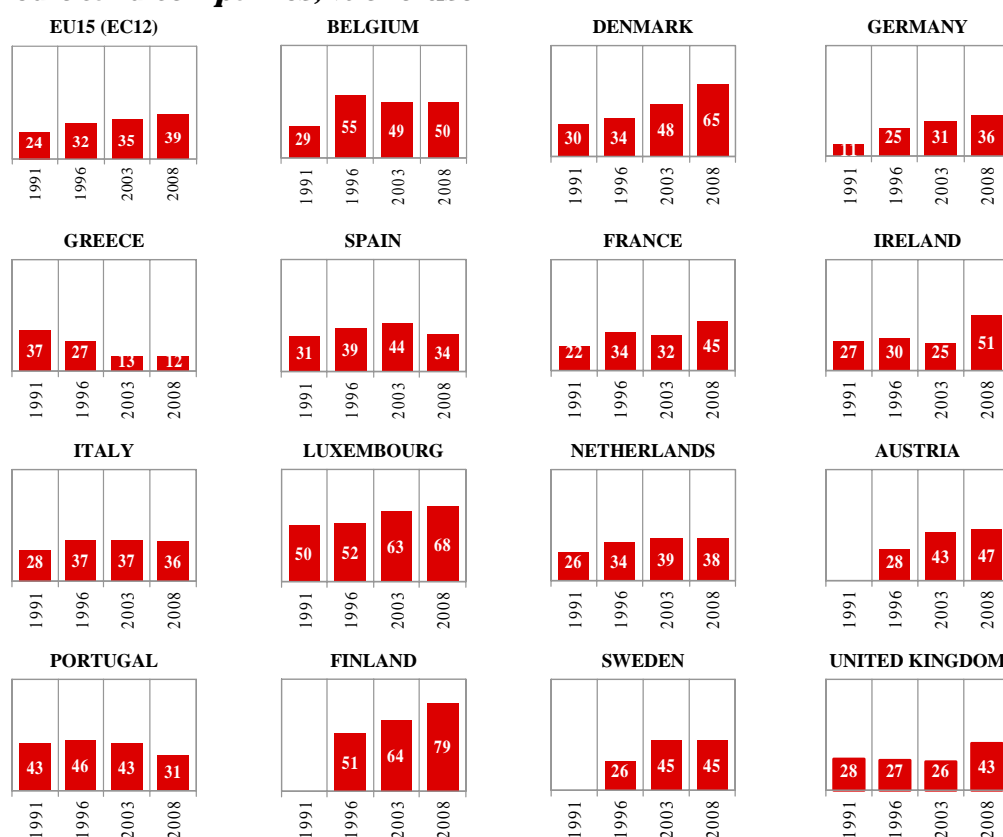
## Credit card companies

While the trust in the data protection by credit card companies increased by 15 percentage points on average across the EU countries under review, it increased significantly in Denmark (+35), Finland (+28) and Ireland (+24).

The most important decrease in confidence was seen in Greece, where in 1991, more than one-third of respondents said they trusted credit card companies that they wouldn't use their personal data without the permission of the owners – an opinion that was only shared by 12% of Greek respondents in 2008.

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Credit card companies, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

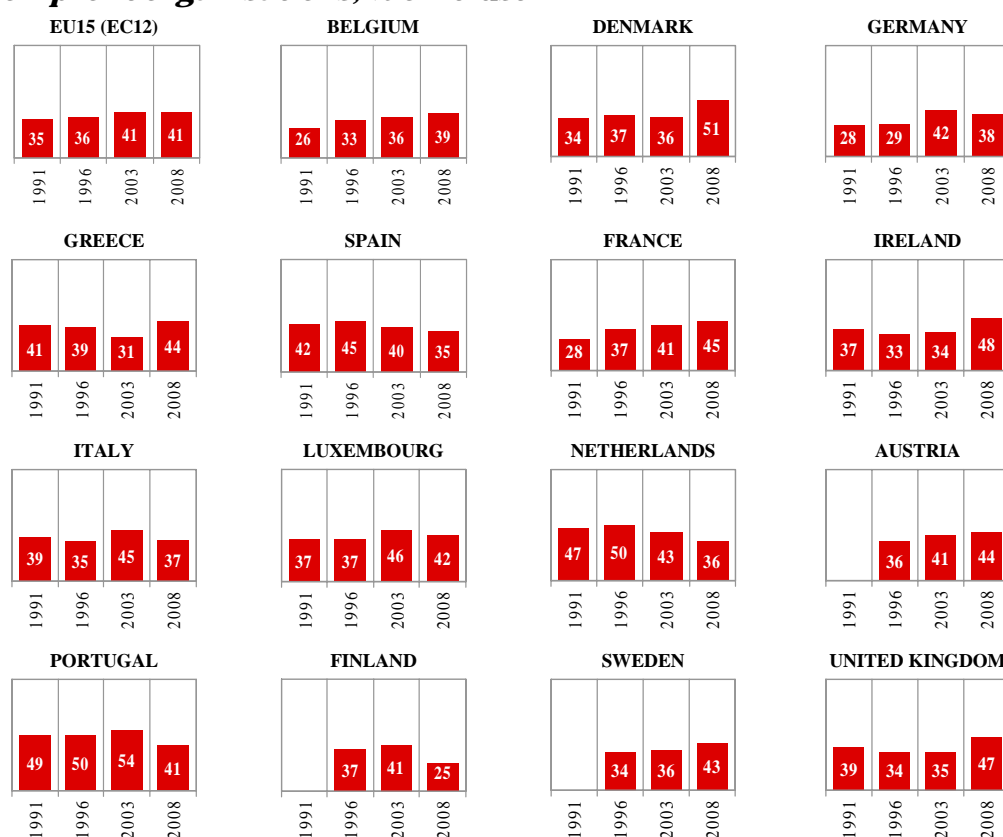
## Non-profit-organisations

The level of trust in the use of personal information by non-profit-organisations increased only slightly, on average across the EU countries concerned, from 35% in 1991 to 41% in 2008.

In most of the countries, the biggest changes in the levels of confidence were seen between the 2003 and 2008 survey waves, where trust increased significantly in comparison to the period 1991 – 2003 (Denmark, Greece, Ireland, UK – all by, between 12 and 15 points), or showed a decrease (Germany, Spain, Italy, Netherlands, Portugal and Finland).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Non-profit organisations, % of “trust”



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

## Credit reference agencies

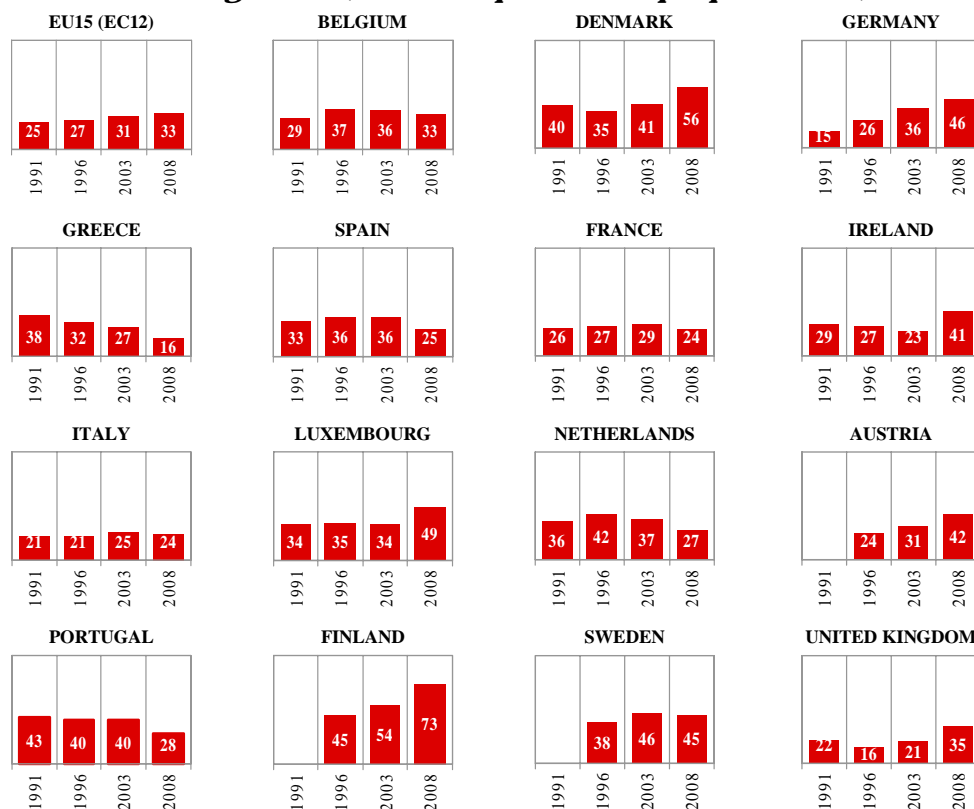
Concerning the credit reference agencies, the confidence levels increased only slightly since 1991: at that time, a quarter of respondents trusted those organisations to treat their data properly, and in 2008 this had increased to one-third of respondents.

However, this increase was the most significant in Germany and Finland, where confidence grew constantly over the past years from 15% in 1991 to 46% in 2008 in Germany, and from 45% in 1996 to 73% in 2008 in Finland.

In Belgium, the Netherlands and Spain, trust in the handling of private information by credit reference agencies decreased slightly, or remained constant, between 1996 and 2008. This decrease was the largest in Greece and Portugal, where the confidence fell from 38% in 1991 to only 16% in 2008 (Greece) and from 43% in 1991 to 28% in 2008 (Portugal).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Credit reference agencies (which keep record of people's loans), % of "trust"



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country

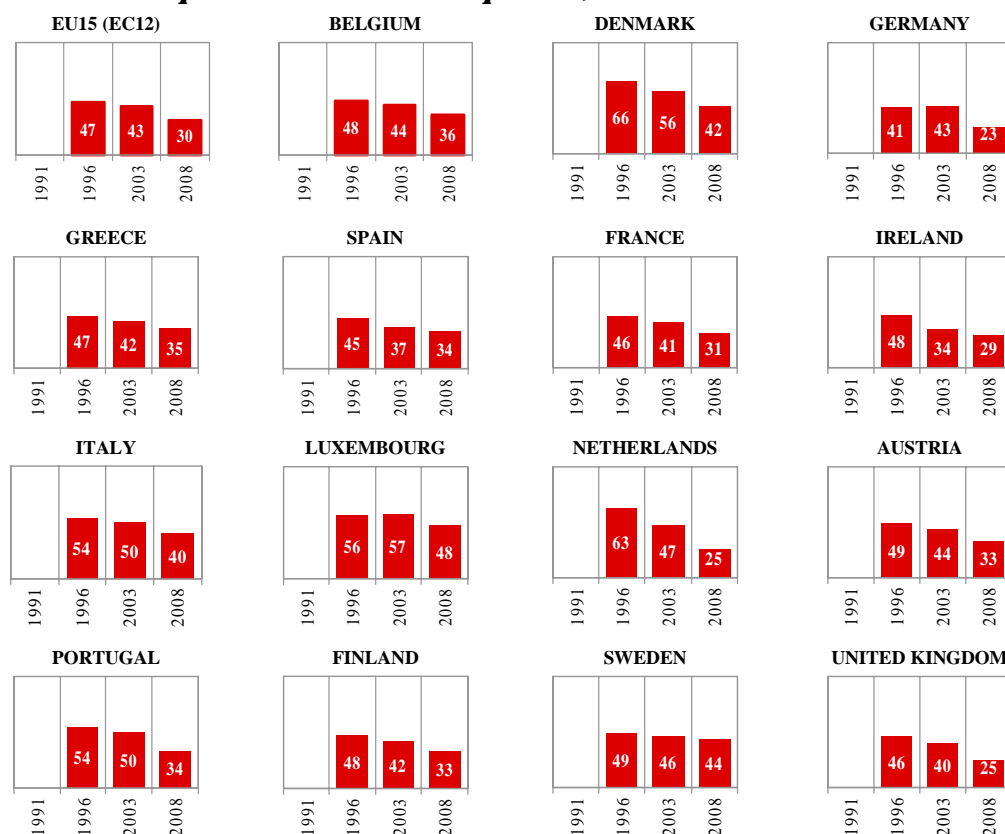
## Market and opinion research companies

Market and opinion research companies were the only type of organisation under review, where EU respondents' trust in the data protection field has decreased constantly since 1996 to the present day. While, in 1996, nearly half of respondents said they had trust in these organisations, only 30% still had such confidence in 2008.

Trust in proper data use by market and opinion research agencies fell most sharply in Denmark (- 24 percentage points), the Netherlands (- 38), the UK (- 21), and Portugal (-20), while Sweden (-5) and Luxemburg (-8) managed to stem the tide to some extent.

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Market and opinion research companies, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way

%, Base: all respondents, by country

## Mail order services

Confidence in mail order services increased, on average, slightly from 15% in 1991 to 21% in 2003 and remained at that level in 2008 (20%).

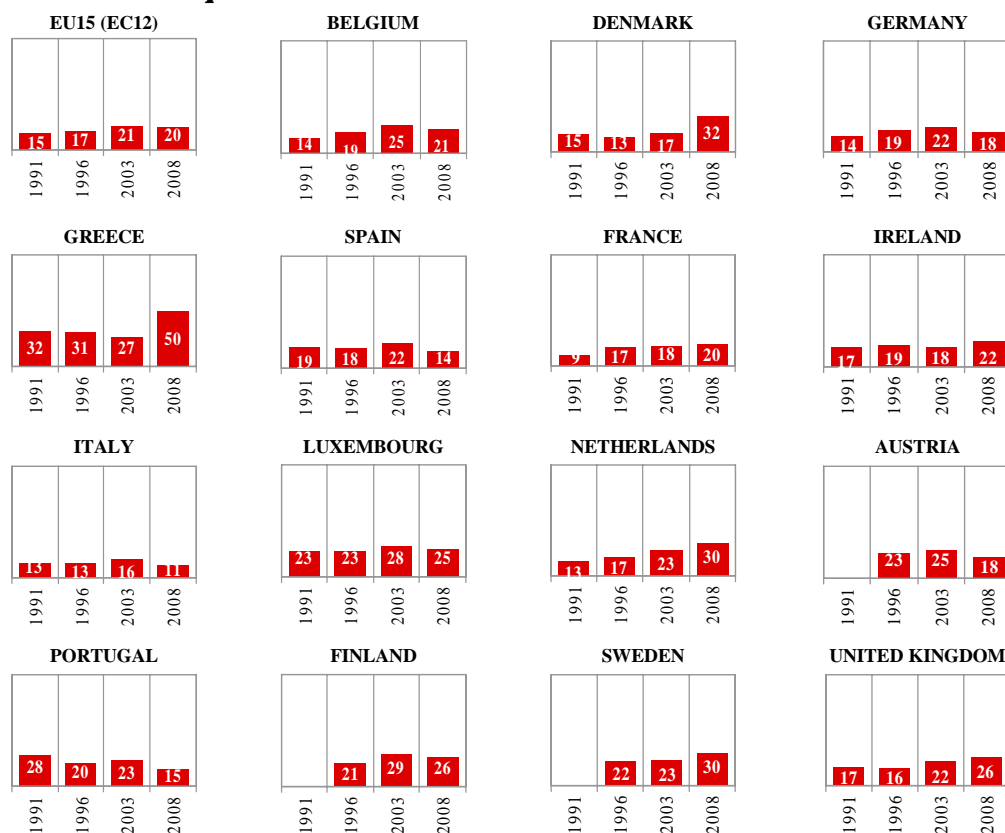
In some countries, we saw a greater level of trust, particularly in Denmark and Greece. In those countries, in 2008, many more respondents said they trusted mail order organisations not to use personal information inappropriately compared to previous survey waves.

In Greece for example, between 1991 and 2003, around 30% of respondents said they trusted these organisations, while in 2008 half of respondents said so.

In several countries, we saw that the level of confidence increased from 1991 to 1996, reached its peak in 2003 and decreased again in 2008. Examples included Germany, Spain, Italy, Luxemburg and Finland (from 1996 onwards).

## Trust in organisations concerning data protection EC12/EU15 1991-2008

### Mail order companies, % of trust



Q2/Q31. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.  
Please tell me if you trust or do not trust each of them to use your personal information in the proper way  
%, Base: all respondents, by country





























## II. Annex tables

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Table 1a. Concern about data privacy by organisations that hold personal data - *by country*

QUESTION: Q1. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?

		Total N	% Very concerned	% Fairly concerned	% Not very concerned	% Not at all concerned	% DK/NA
	<b>EU27</b>	27074	33.9	29.9	20	14.8	1.4
	<b>COUNTRY</b>						
	Belgium	1000	22.1	30.3	26.9	18.7	1.9
	Bulgaria	1001	9.2	25	30	31.9	3.9
	Czech Rep.	1003	14.5	20.5	33.8	29.8	1.4
	Denmark	1001	44.7	27.9	16.3	7.7	3.3
	Germany	1005	64.6	20.9	5.4	8.7	0.4
	Estonia	1001	19.8	27.6	32.5	18	2.1
	Greece	1000	30.1	36.6	14.3	17.9	1
	Spain	1004	34.7	30.3	20.6	12.4	2
	France	1002	34	35.6	16.5	13	1
	Ireland	1000	35.6	34.9	16.6	11.6	1.3
	Italy	1001	12.1	35.2	29.7	21.2	1.7
	Cyprus	1001	23.4	33.1	24.3	18.2	1.1
	Latvia	1003	37.4	32	15.2	13	2.3
	Lithuania	1003	51.3	28.3	13.2	4.9	2.4
	Luxembourg	1000	30.1	36	16.4	14	3.6
	Hungary	1000	23.8	40.6	23.4	11.7	0.5
	Malta	1000	53.3	36.5	4.5	2.8	2.9
	Netherlands	1004	7.7	24.4	33.9	31.3	2.7
	Austria	1001	69.9	16.2	5.5	7.9	0.5
	Poland	1002	17.5	23.7	34.2	24	0.5
	Portugal	1002	45	25.8	16.6	10	2.5
	Romania	1003	17.3	28.6	31.7	16.6	5.8
	Slovenia	1012	34.1	36.9	17.8	10.2	0.9
	Slovakia	1015	37.6	31.9	20.8	7.6	2.2
	Finland	1004	4.6	30.8	41.4	22.4	0.9
	Sweden	1005	45.6	29.7	11.6	10.8	2.2
	United Kingdom	1001	37.5	38.9	15.2	7.9	0.5



**Table 1b. Concern about data privacy by organisations that hold personal data - *by segment***

**QUESTION: Q1. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?**






	Total N	% Very concerned	% Fairly concerned	% Not very concerned	% Not at all concerned	% DK/NA
<b>EU27</b>	27074	33.9	29.9	20	14.8	1.4
 <b>SEX</b>						
Male	13060	33.2	29.8	19.6	16.3	1.1
Female	14014	34.5	30	20.4	13.4	1.7
 <b>AGE</b>						
15 - 24	4273	22.5	30.9	28.2	17.2	1.3
25 - 39	6553	33.2	32.9	20.8	12.4	0.7
40 - 54	7490	38.5	30.1	17.2	13	1.3
55 +	8404	35.8	27.1	17.8	17.3	2.1
 <b>EDUCATION (end of)</b>						
Until 15 years of age	4085	32.9	26.8	18.3	19.3	2.6
16 - 20	11205	34.3	30.1	20.5	14	1.1
20 +	7618	38.6	31.3	16.3	12.7	1
Still in education	3268	22.3	29.9	29.4	17	1.4
 <b>URBANISATION</b>						
Metropolitan	5455	34.7	30.8	19.5	14.1	0.9
Urban	11080	31.1	30.6	21.9	14.8	1.5
Rural	10344	36.3	28.9	18.2	15.2	1.4
 <b>OCCUPATION</b>						
Self-employed	2459	36.6	31.2	15.6	15.6	1
Employee	8819	39.7	32	16.7	10.8	0.9
Manual worker	2247	29.1	30.2	23.6	16.2	0.9
Not working	13270	30.1	28.4	22.4	17.2	1.9

Table 2a. Trust in organisations concerning data protection – *by country– part 1*

QUESTION: Q2\_A-G. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.

% of “Trust” shown





























		Total N	Travel companies	Medical services and doctors	Insu- rance com- panies	Credit card companies	Banks and financial institutions	Employ- ers	Police
	<b>EU27</b>	27074	32.1	81.7	50.5	42.7	65.8	62.8	80.2
	<b>COUNTRY</b>								
	Belgium	1000	37.4	90.9	61.9	49.8	74	72.2	82.9
	Bulgaria	1001	25.3	69.4	43.5	36.2	67.7	53.4	67.4
	Czech Rep.	1003	38	84.5	59.5	54.3	74.7	63.8	73.7
	Denmark	1001	36.4	92.6	74.8	64.8	89.5	80.8	93.3
	Germany	1005	22.2	80.9	40.5	35.9	68.1	70.9	84.9
	Estonia	1001	36.1	80.6	54.6	48.4	81.1	54.1	68.3
	Greece	1000	33.3	67.1	30.7	12.3	37.8	36.8	60.4
	Spain	1004	35.8	84.5	48	34.3	62.5	33.5	87.5
	France	1002	30.2	92.5	51.2	45	63.3	67.8	79.2
	Ireland	1000	39.2	86.4	58.6	50.6	67.6	70.6	82.5
	Italy	1001	35.2	77.1	44.1	35.6	47.2	64.2	87.2
	Cyprus	1001	38.3	74.5	47.1	47.2	73.3	46.5	66.2
	Latvia	1003	28.1	62.9	47.1	52.9	68.9	44	45.1
	Lithuania	1003	31.7	62.9	51.9	57.4	75.3	39.5	40.9
	Luxembourg	1000	52.1	83.8	71.3	67.5	78.7	66	79.3
	Hungary	1000	22.7	79.8	51.9	47	70.8	57.3	77.4
	Malta	1000	52	87.2	64.1	67.6	84.5	58.8	79.1
	Netherlands	1004	37.8	91.3	60.3	38.4	74.6	72.6	86.4
	Austria	1001	24.4	87	44.6	46.7	72	71.6	79
	Poland	1002	29.4	71.2	57.3	55.5	69.4	59.7	70.5
	Portugal	1002	30.8	78	47.5	31.1	66.9	54.5	80.5
	Romania	1003	44.7	68.3	63.2	61.4	71.5	50.3	69.1
	Slovenia	1012	33.8	85.1	67.3	74.5	84	62.8	73.6
	Slovakia	1015	40	79.2	70.4	63.5	77.8	63.7	69.4
	Finland	1004	51.3	89.8	80.2	78.7	91.9	73.1	93.5
	Sweden	1005	37.4	89.9	68.5	44.9	84.2	74.6	90
	United Kingdom	1001	35.2	85.6	52.1	42.8	69	72.7	79.1

Table 2b. Trust in organisations concerning data protection– *by country– part 2*

QUESTION: Q2\_H-N. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.

% of “Trust” shown





























		Total N	Social Security	Tax authori- ties	Local authorities	Credit reference agencies (which keep record of people's loans)	Mail order companies	Non- profit organi- sations	Market and opinion research companies
	<b>EU27</b>	27074	73.9	69.2	66.6	34.9	23.8	37.4	32.5
	<b>COUNTRY</b>								
	Belgium	1000	88.3	76.1	76.2	32.6	21	39.4	36
	Bulgaria	1001	64.9	61.4	55.1	35.2	54.2	16.8	27.1
	Czech Rep.	1003	77.6	72.8	68.5	35.3	29.3	32.9	38.5
	Denmark	1001	70.2	93.7	87.3	55.9	32.4	51.1	41.9
	Germany	1005	77.2	65.5	64.8	45.6	17.8	37.9	22.8
	Estonia	1001	70.1	73.6	52.4	37.8	41.1	24.7	35.7
	Greece	1000	59.1	60.4	54.8	16.4	49.6	44.1	35
	Spain	1004	89.3	75.7	73.9	25.3	14.4	35.4	33.6
	France	1002	87.3	77	80	24.3	19.8	44.5	30.8
	Ireland	1000	82.3	77.6	68.6	41.1	22	47.8	29.3
	Italy	1001	77	66.8	68	23.5	10.9	36.8	39.6
	Cyprus	1001	79.1	63.6	60.8	35.3	49.9	37	38.2
	Latvia	1003	60.5	57.7	45.1	43.1	34.5	17.7	32.3
	Lithuania	1003	60.3	55.4	36.3	45.9	24.9	25.1	38
	Luxembourg	1000	87.7	80.4	80.4	48.5	24.9	41.5	47.7
	Hungary	1000	78.4	72.1	67.8	35.9	22.6	23.8	30.5
	Malta	1000	83.1	71.1	60.7	51.6	44.7	46.4	50
	Netherlands	1004	71.5	87.3	68.2	26.9	29.6	36.4	25.3
	Austria	1001	83.8	68.7	61.4	41.8	18.2	43.5	33.4
	Poland	1002	49.2	59.5	53.1	39.3	46	23.3	43.4
	Portugal	1002	76.4	69.4	69.2	27.7	15.3	40.5	33.5
	Romania	1003	66.9	62.1	58.9	56.1	32.7	31.1	47.5
	Slovenia	1012	70.2	80.7	59.9	43.8	31.7	35.3	38.8
	Slovakia	1015	81.8	72.9	67	31.9	32.4	29.1	36
	Finland	1004	87.4	91.6	83.8	73.2	25.7	24.7	33.3
	Sweden	1005	86.1	91.1	77.7	45.4	29.6	42.8	43.7
	United Kingdom	1001	56.8	61.1	60.5	34.8	25.6	47.3	24.8

Table 3a. Trust in organisations concerning data protection – *by segment– part 1*

QUESTION: Q2\_A-G. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.

% of “Trust” shown






	Total N	Travel com- panies	Medical services and doctors	Insu- rance com- panies	Credit card compa- nies	Banks and financial institu- tions	Employ- ers	Police
<b>EU27</b>	27074	32.1	81.7	50.5	42.7	65.8	62.8	80.2
 <b>SEX</b>								
Male	13060	31.8	81.5	49.2	43.9	63.3	62.5	78.9
Female	14014	32.4	82	51.6	41.5	68.1	63.1	81.5
 <b>AGE</b>								
15 - 24	4273	42.5	87.1	65.8	52.8	79.5	68.7	83.7
25 - 39	6553	34.7	82.8	52	48.1	69.9	70.3	82.9
40 - 54	7490	26.9	79.5	45.3	41	61.2	64.2	78.8
55 +	8404	29.7	80.6	46.5	35.3	60.1	53	77.9
 <b>EDUCATION (end of)</b>								
Until 15 years of age	4085	31.9	78.6	45.5	29.2	57.9	53.5	80
16 - 20	11205	31.7	81.2	50.2	43.5	65.6	64.4	79.5
20 +	7618	28.1	82.1	47.9	45.1	65	64.3	79.6
Still in education	3268	43	87.4	65.8	52.8	80.3	68.2	85.8
 <b>URBANISATION</b>								
Metropolitan	5455	30.4	80.9	48.1	43.1	64.5	59.1	79.5
Urban	11080	34.1	82	52.3	43.1	66.8	62.6	80.6
Rural	10344	30.8	82	49.9	42.3	65.7	65.1	80.4
 <b>OCCUPATION</b>								
Self-employed	2459	27.6	77.1	42.4	40.1	59.4	56.5	72.5
Employee	8819	30.1	83.9	49.7	46.1	68	73.4	83.2
Manual worker	2247	33	81.4	51.8	47.6	66.6	70.1	78.2
Not working	13270	34.2	81.4	52.5	40.3	65.6	55.8	80.2

Table 3b. Trust in organisations concerning data protection– *by segment– part 2*

QUESTION: Q2\_H-N. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you.

% of “Trust” shown






	Total N	Social Security	Tax authori- ties	Local authori- ties	Credit reference agencies (which keep record of people's loans)	Mail order companies	Non- profit organi- sations	Market and opinion research companies
<b>EU27</b>	27074	73.9	69.2	66.6	34.9	23.8	37.4	32.5
 <b>SEX</b>								
Male	13060	73.6	68.9	66.3	34.5	22	37	32.6
Female	14014	74.2	69.4	66.9	35.2	25.4	37.8	32.4
 <b>AGE</b>								
15 - 24	4273	78.3	71.3	72.1	45.8	36.1	50.2	47.1
25 - 39	6553	75.6	74.5	70.8	40.9	25.5	40.4	34.3
40 - 54	7490	72.5	69.5	65	33.2	18.3	33.7	28.6
55 +	8404	72	64	62.8	26.5	21	32.4	27.7
 <b>EDUCATION (end of)</b>								
Until 15 years of age	4085	72.5	61.3	65.5	25.8	19.6	31.7	29.8
16 - 20	11205	73.2	68.9	65.1	36.5	23.5	35.1	31.4
20 +	7618	74.8	74.1	68	33	20.7	39.3	29.6
Still in education	3268	77.6	71.3	71.4	46.1	36	50.6	47.4
 <b>URBANISATION</b>								
Metropolitan	5455	72.5	70	66.3	34	21.9	38.2	31.7
Urban	11080	74.7	70.3	66.3	34.5	25.9	36.9	34.1
Rural	10344	73.8	67.7	67.3	35.8	22.5	37.6	31.4
 <b>OCCUPATION</b>								
Self-employed	2459	66.4	64.6	59.6	33.4	19.8	37.5	30.1
Employee	8819	77	76.1	70.9	35.8	20.4	38.8	29.6
Manual worker	2247	73.2	68.7	66.8	40.9	26.7	35.2	34.6
Not working	13270	73.5	65.7	65.2	33.4	26.2	37	34.7

Table 4a. Views on data protection: awareness – *by country*

QUESTION: Q3\_A. For each of the following statements, please tell me if you tend to agree or tend to disagree? - In (OUR COUNTRY), your personal data are properly protected.





























		Total N	% Tend to agree	% Tend to disagree	% DK/NA
	<b>EU27</b>	27074	48.3	45.1	6.6
	<b>COUNTRY</b>				
	Belgium	1000	63.4	24.3	12.3
	Bulgaria	1001	35.2	50.1	14.8
	Czech Rep.	1003	41.6	51.4	7.1
	Denmark	1001	84.5	12.6	2.9
	Germany	1005	46	50.1	3.9
	Estonia	1001	48	40.5	11.5
	Greece	1000	25.6	71.2	3.1
	Spain	1004	47.9	44.3	7.8
	France	1002	59.1	37.8	3.1
	Ireland	1000	61.8	35	3.1
	Italy	1001	44.4	45	10.6
	Cyprus	1001	41.4	52.7	5.9
	Latvia	1003	37.8	52.1	10.1
	Lithuania	1003	44.9	44.9	10.2
	Luxembourg	1000	76.2	16.9	6.9
	Hungary	1000	53.5	37.3	9.2
	Malta	1000	58.2	31	10.8
	Netherlands	1004	56.6	34	9.4
	Austria	1001	61.9	33.9	4.2
	Poland	1002	45.2	47.4	7.4
	Portugal	1002	40.3	45.9	13.8
	Romania	1003	59.7	25.8	14.5
	Slovenia	1012	65	31.6	3.4
	Slovakia	1015	44.1	47.6	8.3
	Finland	1004	84	12.5	3.5
	Sweden	1005	62.9	32.4	4.7
	United Kingdom	1001	35.1	62.8	2

Table 4b. Views on data protection: awareness – *by segment*

QUESTION: Q3\_A. For each of the following statements, please tell me if you tend to agree or tend to disagree? - In (OUR COUNTRY), your personal data are properly protected.






	Total N	% Tend to agree	% Tend to disagree	% DK/NA
<b>EU27</b>	27074	48.3	45.1	6.6
 <b>SEX</b>				
Male	13060	47.3	46.8	5.9
Female	14014	49.2	43.6	7.2
 <b>AGE</b>				
15 - 24	4273	60.8	34.9	4.3
25 - 39	6553	49.1	46	4.9
40 - 54	7490	42.8	51.5	5.7
55 +	8404	46.8	43.6	9.6
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	45	43.5	11.5
16 - 20	11205	46.2	47.9	5.9
20 +	7618	47.2	48	4.8
Still in education	3268	61.7	33.3	5.1
 <b>URBANISATION</b>				
Metropolitan	5455	48.4	45.4	6.2
Urban	11080	48.7	44.6	6.8
Rural	10344	47.9	45.7	6.4
 <b>OCCUPATION</b>				
Self-employed	2459	40.4	54.1	5.6
Employee	8819	47.5	48.7	3.8
Manual worker	2247	46.5	47.6	5.9
Not working	13270	50.9	40.5	8.6

Table 5a. Views on data protection: concerns – *by country*

QUESTION: Q3\_B. For each of the following statements, please tell me if you tend to agree or tend to disagree? - People's awareness about personal data protection in (OUR COUNTRY) is low.





























		Total N	% Tend to agree	% Tend to disagree	% DK/NA
	<b>EU27</b>	27074	77	16.6	6.4
	<b>COUNTRY</b>				
	Belgium	1000	72.8	15.2	12
	Bulgaria	1001	81.4	9.3	9.3
	Czech Rep.	1003	75.4	16.7	7.9
	Denmark	1001	58.8	33.6	7.7
	Germany	1005	70.8	24.8	4.5
	Estonia	1001	78.8	13.1	8.1
	Greece	1000	92.5	6.1	1.4
	Spain	1004	84.2	8.5	7.2
	France	1002	70.6	21.7	7.7
	Ireland	1000	83.1	13.7	3.3
	Italy	1001	77.3	15.2	7.5
	Cyprus	1001	90.4	6.8	2.8
	Latvia	1003	80.3	11.6	8
	Lithuania	1003	83.7	9.7	6.6
	Luxembourg	1000	56	28.5	15.5
	Hungary	1000	89.7	6.5	3.8
	Malta	1000	71.7	16.2	12
	Netherlands	1004	82.4	11.7	5.9
	Austria	1001	68.9	26.7	4.4
	Poland	1002	79.5	11.4	9.2
	Portugal	1002	86	5.8	8.1
	Romania	1003	73.6	14.2	12.1
	Slovenia	1012	75.4	17.4	7.2
	Slovakia	1015	72.9	17.5	9.6
	Finland	1004	66	26.5	7.5
	Sweden	1005	80.4	13.9	5.6
	United Kingdom	1001	81.3	16.8	1.9



Table 5b. Views on data protection: concerns – *by segment*

QUESTION: Q3\_B. For each of the following statements, please tell me if you tend to agree or tend to disagree? - People's awareness about personal data protection in (OUR COUNTRY) is low.






	Total N	% Tend to agree	% Tend to disagree	% DK/NA
<b>EU27</b>	27074	77	16.6	6.4
 <b>SEX</b>				
Male	13060	78.1	16.3	5.6
Female	14014	76	16.8	7.2
 <b>AGE</b>				
15 - 24	4273	76.7	17.6	5.8
25 - 39	6553	80.3	15.5	4.2
40 - 54	7490	79.1	16.4	4.5
55 +	8404	73.1	17.1	9.9
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	72.4	17.1	10.5
16 - 20	11205	78.2	15.7	6.1
20 +	7618	79.6	16.5	3.9
Still in education	3268	76.1	18.2	5.7
 <b>URBANISATION</b>				
Metropolitan	5455	79	15.8	5.1
Urban	11080	78.5	15.3	6.2
Rural	10344	74.4	18.4	7.2
 <b>OCCUPATION</b>				
Self-employed	2459	83.3	13	3.7
Employee	8819	80.2	16.6	3.3
Manual worker	2247	78	15.8	6.3
Not working	13270	73.6	17.5	8.9

Table 6a. Views on data protection: level of protection – *by country*

QUESTION: Q3\_C. For each of the following statements, please tell me if you tend to agree or tend to disagree? - You are worried about leaving personal information on the Internet such as name, address, date of birth, gender.





























		Total N	% Tend to agree	% Tend to disagree	% DK/NA
	<b>EU27</b>	27074	66.7	22.8	10.5
	<b>COUNTRY</b>				
	Belgium	1000	71.7	17.7	10.6
	Bulgaria	1001	50.9	16.4	32.7
	Czech Rep.	1003	59	30.7	10.3
	Denmark	1001	65	31.7	3.4
	Germany	1005	66.6	27.7	5.6
	Estonia	1001	54.3	34	11.7
	Greece	1000	82.1	11.5	6.4
	Spain	1004	68.9	19.2	12
	France	1002	67	26	7
	Ireland	1000	79.1	17.5	3.4
	Italy	1001	67.4	17.8	14.8
	Cyprus	1001	75.2	8.2	16.7
	Latvia	1003	47.5	35.9	16.6
	Lithuania	1003	60.4	27.9	11.8
	Luxembourg	1000	65.8	23	11.1
	Hungary	1000	65.6	20.3	14.1
	Malta	1000	66.9	17.8	15.3
	Netherlands	1004	71.8	21.8	6.4
	Austria	1001	67	28.8	4.3
	Poland	1002	55.3	24.5	20.3
	Portugal	1002	67.1	10.7	22.2
	Romania	1003	42.4	33.5	24.1
	Slovenia	1012	62.8	32.7	4.5
	Slovakia	1015	59.7	25.1	15.2
	Finland	1004	67.6	26.8	5.7
	Sweden	1005	72.9	24.9	2.2
	United Kingdom	1001	79.2	17.3	3.5

Table 6b. Views on data protection: level of protection – *by segment*

QUESTION: Q3\_C. For each of the following statements, please tell me if you tend to agree or tend to disagree? - You are worried about leaving personal information on the Internet such as name, address, date of birth, gender.






	Total N	% Tend to agree	% Tend to disagree	% DK/NA
<b>EU27</b>	27074	66.7	22.8	10.5
 <b>SEX</b>				
Male	13060	64.3	26.1	9.6
Female	14014	68.9	19.7	11.4
 <b>AGE</b>				
15 - 24	4273	70.5	26.1	3.4
25 - 39	6553	70.2	25.6	4.3
40 - 54	7490	70.8	21.5	7.7
55 +	8404	58.2	20.6	21.2
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	55.9	20.6	23.6
16 - 20	11205	67.9	21.6	10.5
20 +	7618	71.8	23.3	4.9
Still in education	3268	68.6	27.7	3.8
 <b>URBANISATION</b>				
Metropolitan	5455	67.3	24	8.7
Urban	11080	67.6	22.5	9.9
Rural	10344	65.4	22.6	12
 <b>OCCUPATION</b>				
Self-employed	2459	66.9	28.1	5
Employee	8819	76.1	21	2.9
Manual worker	2247	59.9	28	12.2
Not working	13270	61.5	22.3	16.2

Table 7a. Views on data protection: legislation – *by country*

QUESTION: Q3\_D. For each of the following statements, please tell me if you tend to agree or tend to disagree? - (NATIONALITY) legislation can cope with the growing number of people leaving personal information on the Internet.


































		Total N	% Tend to agree	% Tend to disagree	% DK/NA
	<b>EU27</b>	27074	28.7	53.7	17.5
	<b>COUNTRY</b>				
	Belgium	1000	24.5	49.8	25.8
	Bulgaria	1001	18.4	43	38.7
	Czech Rep.	1003	22.9	57	20
	Denmark	1001	42.3	45.3	12.4
	Germany	1005	25.6	63.4	11
	Estonia	1001	28.1	41.5	30.4
	Greece	1000	23.9	63.4	12.7
	Spain	1004	28.8	53	18.3
	France	1002	38.5	49.7	11.9
	Ireland	1000	37.2	54.1	8.8
	Italy	1001	33.2	40.5	26.3
	Cyprus	1001	25.7	49.7	24.6
	Latvia	1003	21.3	51.7	27.1
	Lithuania	1003	26.8	53.5	19.7
	Luxembourg	1000	38.3	37.5	24.2
	Hungary	1000	31.5	47.6	20.9
	Malta	1000	38.1	32	29.9
	Netherlands	1004	21.9	56.9	21.2
	Austria	1001	35.8	54.8	9.4
	Poland	1002	25.5	48.4	26
	Portugal	1002	21.5	51.2	27.3
	Romania	1003	29.7	34.4	35.9
	Slovenia	1012	31.8	56.3	11.9
	Slovakia	1015	30.6	44.9	24.5
	Finland	1004	31	58	11.1
	Sweden	1005	23.6	63.4	13
	United Kingdom	1001	25.6	68.6	5.8





























Table 7b. Views on data protection: legislation – *by segment*

QUESTION: Q3\_D. For each of the following statements, please tell me if you tend to agree or tend to disagree? - (NATIONALITY) legislation can cope with the growing number of people leaving personal information on the Internet.

	Total N	% Tend to agree	% Tend to disagree	% DK/NA
<b>EU27</b>	27074	28.7	53.7	17.5
 <b>SEX</b>				
Male	13060	30.3	53.5	16.2
Female	14014	27.3	53.9	18.7
 <b>AGE</b>				
15 - 24	4273	41	47.8	11.2
25 - 39	6553	31.1	56.6	12.4
40 - 54	7490	27.6	57.9	14.5
55 +	8404	22	51.1	26.9
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	23.7	47.1	29.2
16 - 20	11205	29.2	54	16.8
20 +	7618	27.5	59.4	13.1
Still in education	3268	38.8	49	12.3
 <b>URBANISATION</b>				
Metropolitan	5455	28.3	55.5	16.1
Urban	11080	30.3	52.2	17.6
Rural	10344	27.2	54.7	18.1
 <b>OCCUPATION</b>				
Self-employed	2459	27.8	59.3	12.9
Employee	8819	29.7	60.4	10
Manual worker	2247	31.7	49	19.3
Not working	13270	27.9	49.1	23

**Table 8a. Awareness of rights - You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes – *by country***

**QUESTION: Q6\_B. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes.**

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	87.5	8.6	3.9
	<b>COUNTRY</b>				
	Belgium	1000	91.5	4.9	3.6
	Bulgaria	1001	86	3.6	10.4
	Czech Rep.	1003	71.9	17.3	10.8
	Denmark	1001	90.7	5.6	3.8
	Germany	1005	88.1	9.6	2.3
	Estonia	1001	87.3	6.2	6.5
	Greece	1000	83.6	10.5	5.9
	Spain	1004	87	8.9	4.2
	France	1002	90.9	6.8	2.3
	Ireland	1000	85.7	12.4	1.9
	Italy	1001	88.3	7.1	4.6
	Cyprus	1001	91	5.9	3.1
	Latvia	1003	89.1	5.5	5.4
	Lithuania	1003	88.4	5.6	6.1
	Luxembourg	1000	80.6	12	7.4
	Hungary	1000	94.1	3.1	2.8
	Malta	1000	90.6	4.2	5.2
	Netherlands	1004	91.8	5.5	2.7
	Austria	1001	86.4	10.3	3.3
	Poland	1002	91.2	5.4	3.4
	Portugal	1002	85.6	7	7.4
	Romania	1003	86.2	3.7	10.1
	Slovenia	1012	92.8	5.2	2
	Slovakia	1015	84.3	9.6	6.1
	Finland	1004	93.6	4.2	2.2
	Sweden	1005	83.7	11.7	4.6
	United Kingdom	1001	81.7	16	2.2

**Table 8b. Awareness of rights - You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes – *by segment***

**QUESTION: Q6\_B. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes.**


































	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	87.5	8.6	3.9
 <b>SEX</b>				
Male	13060	87.2	9.4	3.5
Female	14014	87.8	8	4.3
 <b>AGE</b>				
15 - 24	4273	89.6	7.6	2.9
25 - 39	6553	91.2	6.2	2.6
40 - 54	7490	89.5	8.5	1.9
55 +	8404	82.1	11	6.9
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	78.8	12.7	8.5
16 - 20	11205	87.9	8.8	3.3
20 +	7618	92.1	6.1	1.8
Still in education	3268	90.1	7.2	2.7
 <b>URBANISATION</b>				
Metropolitan	5455	89	8.1	2.9
Urban	11080	88.3	8.3	3.4
Rural	10344	86	9.2	4.8
 <b>OCCUPATION</b>				
Self-employed	2459	88.9	8.9	2.2
Employee	8819	91.4	6.9	1.7
Manual worker	2247	87.4	8.4	4.2
Not working	13270	84.7	9.8	5.5

Table 9a. Awareness of rights - Your consent may be required for the use of your personal information – *by country*






QUESTION: Q6\_A. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - Your consent may be required for the use of your personal information

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	80.5	16	3.5
	<b>COUNTRY</b>				
	Belgium	1000	83.6	12.2	4.3
	Bulgaria	1001	77.9	13.1	9.1
	Czech Rep.	1003	85.5	9	5.5
	Denmark	1001	87.5	8.3	4.2
	Germany	1005	72.8	24	3.2
	Estonia	1001	88.5	6.7	4.8
	Greece	1000	76	19.3	4.7
	Spain	1004	66.9	26.3	6.8
	France	1002	82.9	15.4	1.7
	Ireland	1000	81.1	17.6	1.3
	Italy	1001	89.4	8.3	2.3
	Cyprus	1001	85.3	13.7	0.9
	Latvia	1003	94.5	2.2	3.3
	Lithuania	1003	84.9	8.4	6.8
	Luxembourg	1000	81	11.9	7.1
	Hungary	1000	92.8	5.1	2.2
	Malta	1000	89.1	5.3	5.6
	Netherlands	1004	86.9	9.5	3.6
	Austria	1001	73	22.5	4.5
	Poland	1002	91.1	6.7	2.2
	Portugal	1002	86.5	8.9	4.6
	Romania	1003	90	3	7
	Slovenia	1012	93.6	4.3	2.1
	Slovakia	1015	87.5	8.7	3.7
	Finland	1004	82.8	14	3.3
	Sweden	1005	69.6	26.4	4
	United Kingdom	1001	74	23.9	2.1































**Table 9b. Awareness of rights - Your consent may be required for the use of your personal information – *by segment***

**QUESTION: Q6\_A. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - Your consent may be required for the use of your personal information**

	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	80.5	16	3.5
 <b>SEX</b>				
Male	13060	81.6	15.7	2.7
Female	14014	79.4	16.4	4.2
 <b>AGE</b>				
15 - 24	4273	88.3	10.5	1.2
25 - 39	6553	85.4	12.6	1.9
40 - 54	7490	81.6	16.5	1.9
55 +	8404	72	21	7
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	70.3	22.2	7.5
16 - 20	11205	81.7	15.6	2.7
20 +	7618	82.2	15.6	2.2
Still in education	3268	89	9.5	1.5
 <b>URBANISATION</b>				
Metropolitan	5455	81.2	15.9	2.9
Urban	11080	82	15.3	2.7
Rural	10344	78.7	17	4.3
 <b>OCCUPATION</b>				
Self-employed	2459	80.2	18.1	1.7
Employee	8819	83.3	15.1	1.6
Manual worker	2247	84.1	13.2	2.7
Not working	13270	78.2	16.7	5.1






**Table 10a. Awareness of rights - You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully – *by country***

**QUESTION: Q6\_D. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully**

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	77.6	12.8	9.6
	<b>COUNTRY</b>				
	Belgium	1000	86.1	5.9	7.9
	Bulgaria	1001	52.3	10.5	37.1
	Czech Rep.	1003	67.8	16.3	15.9
	Denmark	1001	78.3	13.6	8.2
	Germany	1005	77.3	16.8	5.9
	Estonia	1001	66	16.2	17.7
	Greece	1000	66.4	18.7	14.9
	Spain	1004	88.5	6.4	5.2
	France	1002	82	10.2	7.8
	Ireland	1000	83.2	10.9	5.9
	Italy	1001	80.7	8.6	10.7
	Cyprus	1001	79.5	11.1	9.4
	Latvia	1003	65.1	15.8	19.1
	Lithuania	1003	74.5	10.1	15.5
	Luxembourg	1000	71	15.3	13.6
	Hungary	1000	75.5	10.6	13.9
	Malta	1000	84.7	5.3	10
	Netherlands	1004	81.9	8.7	9.4
	Austria	1001	76.8	15.3	7.8
	Poland	1002	78.4	11.2	10.4
	Portugal	1002	80.4	7.5	12
	Romania	1003	62.7	17.6	19.7
	Slovenia	1012	87.8	9.3	2.9
	Slovakia	1015	62.5	20.3	17.2
	Finland	1004	77	13.3	9.7
	Sweden	1005	62.1	24.2	13.6
	United Kingdom	1001	76.2	17.6	6.2





























**Table 10b. Awareness of rights - You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully – *by segment***

**QUESTION: Q6\_D. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully**

	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	77.6	12.8	9.6
 <b>SEX</b>				
Male	13060	78.5	13.7	7.8
Female	14014	76.8	12	11.2
 <b>AGE</b>				
15 - 24	4273	82.6	11.2	6.2
25 - 39	6553	80.1	11.6	8.2
40 - 54	7490	77.9	14.3	7.8
55 +	8404	73.3	13.2	13.5
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	71.6	14.4	14
16 - 20	11205	77.1	13.8	9.1
20 +	7618	80.7	11.1	8.2
Still in education	3268	82.3	11	6.7
 <b>URBANISATION</b>				
Metropolitan	5455	78.7	12.7	8.6
Urban	11080	78.2	11.9	9.8
Rural	10344	76.7	13.8	9.6
 <b>OCCUPATION</b>				
Self-employed	2459	75.7	15	9.3
Employee	8819	81.2	12.2	6.6
Manual worker	2247	75.2	15.2	9.6
Not working	13270	76.2	12.2	11.6






**Table 11a. Awareness of rights - The laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws – *by country***

**QUESTION: Q6\_E. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - the laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws.**

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	70.8	11.9	17.3
	<b>COUNTRY</b>				
	Belgium	1000	69.5	7.9	22.6
	Bulgaria	1001	67.4	7	25.5
	Czech Rep.	1003	72.3	13.6	14.1
	Denmark	1001	63.1	16.5	20.4
	Germany	1005	71.6	17.1	11.3
	Estonia	1001	67.5	9	23.5
	Greece	1000	73.9	10.2	15.9
	Spain	1004	76.6	6.8	16.6
	France	1002	86.3	5.6	8.1
	Ireland	1000	71	14	14.9
	Italy	1001	58.2	12.3	29.5
	Cyprus	1001	71.1	11.9	17
	Latvia	1003	75.8	6.6	17.6
	Lithuania	1003	78.5	6.9	14.6
	Luxembourg	1000	68.7	10.3	21
	Hungary	1000	89.6	2.8	7.6
	Malta	1000	59.3	9	31.6
	Netherlands	1004	58.4	10.8	30.8
	Austria	1001	72.2	15.4	12.4
	Poland	1002	76	9.9	14
	Portugal	1002	62.2	10.2	27.7
	Romania	1003	59.8	11.1	29
	Slovenia	1012	62.3	19.4	18.2
	Slovakia	1015	71.8	12.9	15.3
	Finland	1004	65.3	14.2	20.5
	Sweden	1005	59.6	18.2	22.2
	United Kingdom	1001	67.3	16.7	15.9





























**Table 11b. Awareness of rights - The laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws – *by segment***

**QUESTION: Q6\_E. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - the laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws.**

	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	70.8	11.9	17.3
 <b>SEX</b>				
Male	13060	73.8	12	14.2
Female	14014	68	11.8	20.2
 <b>AGE</b>				
15 - 24	4273	77.5	9.5	13
25 - 39	6553	73.4	10.8	15.8
40 - 54	7490	70.9	12.7	16.3
55 +	8404	65.7	13	21.3
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	59.8	14.9	25.3
16 - 20	11205	71.4	11.8	16.8
20 +	7618	74.1	11	14.9
Still in education	3268	77.7	9.9	12.4
 <b>URBANISATION</b>				
Metropolitan	5455	71.9	12	16.1
Urban	11080	70.6	11.3	18.2
Rural	10344	70.5	12.5	16.9
 <b>OCCUPATION</b>				
Self-employed	2459	72.6	13.6	13.8
Employee	8819	74.3	10.7	15
Manual worker	2247	73.2	10.8	16
Not working	13270	67.8	12.5	19.7






**Table 12a. Awareness of rights - The laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data – by country**

**QUESTION: Q6\_F. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - the laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data.**

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	60.9	18.6	20.4
	<b>COUNTRY</b>				
	Belgium	1000	58.7	13	28.3
	Bulgaria	1001	53	11.8	35.2
	Czech Rep.	1003	64.7	16.9	18.4
	Denmark	1001	60.5	20.5	19
	Germany	1005	55.1	28.4	16.5
	Estonia	1001	50	16.6	33.4
	Greece	1000	62.2	20.2	17.6
	Spain	1004	57.1	17.4	25.4
	France	1002	71.1	12	16.9
	Ireland	1000	62.9	20.3	16.8
	Italy	1001	64.6	12.8	22.6
	Cyprus	1001	64.5	15.9	19.7
	Latvia	1003	62.4	13.4	24.3
	Lithuania	1003	73.4	10.1	16.5
	Luxembourg	1000	51.6	14.7	33.7
	Hungary	1000	69.9	7.7	22.5
	Malta	1000	53	11.1	35.9
	Netherlands	1004	57.2	18.4	24.4
	Austria	1001	54.9	29.3	15.8
	Poland	1002	69.8	13.2	17
	Portugal	1002	63.1	11.4	25.5
	Romania	1003	47.4	17.6	35.1
	Slovenia	1012	71.1	12.7	16.2
	Slovakia	1015	59.3	18.5	22.2
	Finland	1004	69.8	13.7	16.5
	Sweden	1005	56.2	24.1	19.7
	United Kingdom	1001	57.2	25.8	17





























**Table 12b. Awareness of rights - The laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data – by segment**

**QUESTION: Q6\_F. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - the laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data.**

	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	60.9	18.6	20.4
 <b>SEX</b>				
Male	13060	63.4	18.5	18.1
Female	14014	58.6	18.8	22.6
 <b>AGE</b>				
15 - 24	4273	70.6	14.9	14.6
25 - 39	6553	60.9	19.4	19.7
40 - 54	7490	58.4	21	20.6
55 +	8404	58.6	17.9	23.4
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	56.1	18.9	25.1
16 - 20	11205	60.6	19.5	19.9
20 +	7618	60.5	18.6	20.9
Still in education	3268	70.7	15.2	14.2
 <b>URBANISATION</b>				
Metropolitan	5455	60.6	19.4	20.1
Urban	11080	61.6	18	20.4
Rural	10344	60.4	19	20.6
 <b>OCCUPATION</b>				
Self-employed	2459	57.7	22.4	19.9
Employee	8819	60.9	19.4	19.8
Manual worker	2247	63.9	17.7	18.4
Not working	13270	61.1	17.5	21.4

**Table 13a. Awareness of rights - Laws exist that allow you access to your personal data held by others – *by country***

**QUESTION: Q6\_C. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - Laws exist that allow you access to your personal data held by others.**

		Total N	% True	% False	% DK/NA
	<b>EU27</b>	27074	59.3	21.3	19.3
	<b>COUNTRY</b>				
	Belgium	1000	65.8	14.9	19.3
	Bulgaria	1001	46	12	42
	Czech Rep.	1003	49.7	19.1	31.2
	Denmark	1001	79	12.7	8.3
	Germany	1005	61.2	26.5	12.3
	Estonia	1001	49.6	20	30.4
	Greece	1000	51.1	23.8	25.1
	Spain	1004	52.2	30.9	16.9
	France	1002	63.1	16.5	20.4
	Ireland	1000	68.9	24	7.1
	Italy	1001	47	21.5	31.5
	Cyprus	1001	59.9	24.6	15.5
	Latvia	1003	51.9	19	29.1
	Lithuania	1003	55.5	16.6	27.9
	Luxembourg	1000	51.6	22.3	26.1
	Hungary	1000	55.4	18	26.6
	Malta	1000	51.8	14.2	33.9
	Netherlands	1004	64.4	20.3	15.3
	Austria	1001	55.2	25.4	19.4
	Poland	1002	68.6	16.8	14.6
	Portugal	1002	50.1	22.2	27.7
	Romania	1003	46.7	15.5	37.7
	Slovenia	1012	67.7	21.2	11.2
	Slovakia	1015	52	21.4	26.6
	Finland	1004	54.6	27.8	17.7
	Sweden	1005	67.6	17.2	15.1
	United Kingdom	1001	72.6	20.2	7.2



**Table 13b. Awareness of rights - Laws exist that allow you access to your personal data held by others – *by segment***

**QUESTION: Q6\_C. I will read out a few statements related to data protection, for which I would like to hear your opinion ... - Laws exist that allow you access to your personal data held by others.**






	Total N	% True	% False	% DK/NA
<b>EU27</b>	27074	59.3	21.3	19.3
 <b>SEX</b>				
Male	13060	62.7	21	16.3
Female	14014	56.2	21.7	22.1
 <b>AGE</b>				
15 - 24	4273	65	21.9	13.1
25 - 39	6553	65.7	18.1	16.2
40 - 54	7490	61.7	20.2	18.1
55 +	8404	49.4	24.8	25.8
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	44.8	26.6	28.6
16 - 20	11205	59.7	21.4	18.9
20 +	7618	65.9	17.6	16.5
Still in education	3268	63.9	22.4	13.7
 <b>URBANISATION</b>				
Metropolitan	5455	59.7	22.3	18
Urban	11080	60.2	20.8	19
Rural	10344	58.4	21.5	20.1
 <b>OCCUPATION</b>				
Self-employed	2459	59.2	21	19.8
Employee	8819	68	17.3	14.7
Manual worker	2247	59.5	22	18.4
Not working	13270	53.7	23.9	22.4

Table 14a. Organisation's obligation for transparency– *by country*

QUESTION: Q5. Are you aware that those collecting personal information must provide you with their identity, the purpose of the data collection, and if they intend to share the data with other organisations?





























		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	27074	63.8	33.3	2.9
	<b>COUNTRY</b>				
	Belgium	1000	60.4	36.4	3.1
	Bulgaria	1001	73.7	19.5	6.8
	Czech Rep.	1003	60.5	32.6	6.9
	Denmark	1001	61.2	37.9	0.9
	Germany	1005	59.1	38.4	2.5
	Estonia	1001	56.6	37.2	6.1
	Greece	1000	65.8	33.1	1.1
	Spain	1004	61.5	36.1	2.4
	France	1002	59.5	38.4	2.1
	Ireland	1000	61.9	36.8	1.4
	Italy	1001	62.4	35.7	1.9
	Cyprus	1001	63.5	34.5	1.9
	Latvia	1003	64.6	29.2	6.2
	Lithuania	1003	45.1	49.8	5
	Luxembourg	1000	54.8	40.2	5
	Hungary	1000	71.9	24.2	3.9
	Malta	1000	68.1	28.7	3.2
	Netherlands	1004	60.5	37.1	2.4
	Austria	1001	58.9	38.6	2.5
	Poland	1002	73.9	20.3	5.8
	Portugal	1002	61.5	32.5	6
	Romania	1003	88.1	6.7	5.2
	Slovenia	1012	87.1	12	0.9
	Slovakia	1015	73.1	23.2	3.7
	Finland	1004	48.9	47.4	3.7
	Sweden	1005	45	51.4	3.6
	United Kingdom	1001	66.7	32.3	1

Table 14b. Organisation's obligation for transparency – *by segment*

QUESTION: Q5. Are you aware that those collecting personal information must provide you with their identity, the purpose of the data collection, and if they intend to share the data with other organisations?


































	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	<b>27074</b>	<b>63.8</b>	<b>33.3</b>	<b>2.9</b>
 <b>SEX</b>				
Male	13060	64.9	32.6	2.5
Female	14014	62.8	34	3.2
 <b>AGE</b>				
15 - 24	4273	61.6	36.7	1.7
25 - 39	6553	67.9	30.1	2
40 - 54	7490	68.1	29.8	2.1
55 +	8404	58.1	37.1	4.8
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	49.4	45.6	5.1
16 - 20	11205	64.2	33	2.8
20 +	7618	72.9	25.3	1.8
Still in education	3268	63	35.2	1.8
 <b>URBANISATION</b>				
Metropolitan	5455	67.7	30	2.3
Urban	11080	65.1	32.4	2.5
Rural	10344	60.8	35.8	3.5
 <b>OCCUPATION</b>				
Self-employed	2459	71.4	26.7	1.9
Employee	8819	71	27.4	1.6
Manual worker	2247	57.4	39.2	3.3
Not working	13270	58.8	37.4	3.8

Table 15a. Transfer of personal data beyond the borders of the European Union – *by country*

QUESTION: Q10. Have you heard before that personal data of EU citizens can only be transferred outside the EU to countries which ensure an adequate level of protection for such data?

		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	27074	17.4	77.6	4.9
	<b>COUNTRY</b>				
	Belgium	1000	21	69.4	9.6
	Bulgaria	1001	14.8	75.6	9.6
	Czech Rep.	1003	22.4	72.7	4.9
	Denmark	1001	12.2	84.5	3.3
	Germany	1005	16.6	80.7	2.7
	Estonia	1001	17.2	74.8	7.9
	Greece	1000	21.9	72.7	5.5
	Spain	1004	19.7	75.1	5.3
	France	1002	12.6	82.2	5.2
	Ireland	1000	22.4	73.8	3.8
	Italy	1001	12.6	82.9	4.5
	Cyprus	1001	30.2	63.6	6.2
	Latvia	1003	14	77.7	8.3
	Lithuania	1003	24.2	67	8.8
	Luxembourg	1000	33.2	59.7	7.2
	Hungary	1000	33.2	62.9	3.8
	Malta	1000	19.1	72.2	8.7
	Netherlands	1004	17.9	71.8	10.4
	Austria	1001	18.3	78.1	3.6
	Poland	1002	20.6	73	6.5
	Portugal	1002	25.9	70.5	3.5
	Romania	1003	23.4	64.5	12.2
	Slovenia	1012	23.7	73.3	3
	Slovakia	1015	20.4	73	6.5
	Finland	1004	17.9	78.6	3.5
	Sweden	1005	6	88.8	5.1
	United Kingdom	1001	16.8	81.4	1.8

**Table 15b. Transfer of personal data beyond the borders of the European Union – *by segment***

**QUESTION: Q10. Have you heard before that personal data of EU citizens can only be transferred outside the EU to countries which ensure an adequate level of protection for such data?**






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27074	17.4	77.6	4.9
 <b>SEX</b>				
Male	13060	20.7	75	4.3
Female	14014	14.4	80.1	5.5
 <b>AGE</b>				
15 - 24	4273	17.2	79.5	3.3
25 - 39	6553	17.6	79.3	3.1
40 - 54	7490	18.4	77.3	4.3
55 +	8404	16.5	76.1	7.5
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	14.2	78.9	6.9
16 - 20	11205	17	78.4	4.7
20 +	7618	20	75.7	4.3
Still in education	3268	18	78.9	3.1
 <b>URBANISATION</b>				
Metropolitan	5455	20.2	76.1	3.7
Urban	11080	18.1	77.3	4.6
Rural	10344	15.4	78.8	5.8
 <b>OCCUPATION</b>				
Self-employed	2459	19.6	75.1	5.3
Employee	8819	19	77.8	3.2
Manual worker	2247	16.4	79.1	4.5
Not working	13270	16.1	77.8	6

Table 16a. Awareness of stricter protection of sensitive data – *by country*

QUESTION: Q11.Have you heard before that stricter data protection rules apply to 'sensitive data', that is,data relating to racial or ethnic origin, politic.opinions, religious or philosophical beliefs, trade union membership, and data concerning health sexual preference.?





























		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	27074	29.1	66.4	4.5
	<b>COUNTRY</b>				
	Belgium	1000	27.5	67	5.5
	Bulgaria	1001	20.3	67.8	11.9
	Czech Rep.	1003	41.3	53.5	5.2
	Denmark	1001	26.5	71.1	2.4
	Germany	1005	26.7	70.1	3.2
	Estonia	1001	33.9	59.8	6.3
	Greece	1000	40.9	55.7	3.4
	Spain	1004	25.6	70.1	4.3
	France	1002	32.1	64.4	3.5
	Ireland	1000	22.5	74.7	2.8
	Italy	1001	33.1	63.4	3.5
	Cyprus	1001	29.4	65.2	5.4
	Latvia	1003	19.7	73	7.3
	Lithuania	1003	21.7	70.3	8.1
	Luxembourg	1000	31.7	59.6	8.7
	Hungary	1000	43.3	54.4	2.3
	Malta	1000	21.9	70.8	7.2
	Netherlands	1004	33.6	59.9	6.6
	Austria	1001	36.4	59.8	3.8
	Poland	1002	26	65.6	8.5
	Portugal	1002	35.4	59.6	5
	Romania	1003	26.1	61	12.8
	Slovenia	1012	43.5	54.3	2.2
	Slovakia	1015	32.1	62.1	5.8
	Finland	1004	31.5	66.2	2.4
	Sweden	1005	22.9	72.9	4.2
	United Kingdom	1001	24	74.2	1.8

Table 16b. Awareness of stricter protection of sensitive data – *by segment*

**QUESTION: Q11.** Have you heard before that stricter data protection rules apply to 'sensitive data', that is, data relating to racial or ethnic origin, politic.opinions, religious or philosophical beliefs, trade union membership, and data concerning health sexual preference?






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27074	29.1	66.4	4.5
 <b>SEX</b>				
Male	13060	33	63	4
Female	14014	25.5	69.5	5
 <b>AGE</b>				
15 - 24	4273	32.1	64.9	3
25 - 39	6553	29.5	67.5	3
40 - 54	7490	29.8	66.3	3.9
55 +	8404	26.9	66.5	6.7
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	21.2	71.2	7.6
16 - 20	11205	26.6	69	4.4
20 +	7618	35.1	61.8	3.2
Still in education	3268	34.4	62.4	3.2
 <b>URBANISATION</b>				
Metropolitan	5455	32.8	63.5	3.7
Urban	11080	30.6	65.1	4.3
Rural	10344	25.8	69.2	5
 <b>OCCUPATION</b>				
Self-employed	2459	34	62.2	3.8
Employee	8819	31.8	65.5	2.7
Manual worker	2247	21.8	72.2	6
Not working	13270	27.8	66.8	5.4

Table 17a. Awareness level of national data protecting authorities– *by country*

QUESTION: Q4A. Have you heard of the existence of an independent authority in [COUNTRY] monitoring the application of data protection laws?





























		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	27074	28.2	70.2	1.6
	<b>COUNTRY</b>				
	Belgium	1000	23	74.5	2.5
	Bulgaria	1001	15	80.4	4.5
	Czech Rep.	1003	32.9	65.3	1.7
	Denmark	1001	16.1	82.7	1.2
	Germany	1005	23.9	75.1	0.9
	Estonia	1001	26.7	69.1	4.2
	Greece	1000	50.7	48.6	0.7
	Spain	1004	27.7	71.9	0.4
	France	1002	38.8	60.7	0.5
	Ireland	1000	26.1	72.8	1.1
	Italy	1001	31.8	66.4	1.8
	Cyprus	1001	25.2	73.3	1.5
	Latvia	1003	25.4	70.5	4.1
	Lithuania	1003	21.9	75.3	2.7
	Luxembourg	1000	28.7	67.3	4.1
	Hungary	1000	45.7	53.4	1
	Malta	1000	19.9	76	4.1
	Netherlands	1004	32.2	64.7	3.1
	Austria	1001	24.1	74.4	1.5
	Poland	1002	30	67.3	2.6
	Portugal	1002	24.9	73.4	1.7
	Romania	1003	16.2	79	4.7
	Slovenia	1012	29.6	69.4	1
	Slovakia	1015	39.1	56.6	4.4
	Finland	1004	28.2	70.2	1.6
	Sweden	1005	34.1	64.2	1.7
	United Kingdom	1001	18.6	80.2	1.2



Table 17b. Awareness level of national data protecting authorities – *by segment*

QUESTION: Q4A. Have you heard of the existence of an independent authority in [COUNTRY] monitoring the application of data protection laws?






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	27074	28.2	70.2	1.6
 <b>SEX</b>				
Male	13060	32.3	66.3	1.4
Female	14014	24.4	73.8	1.8
 <b>AGE</b>				
15 - 24	4273	18.4	80.4	1.1
25 - 39	6553	29.7	68.8	1.5
40 - 54	7490	32.6	66.1	1.2
55 +	8404	28	69.8	2.2
 <b>EDUCATION (end of)</b>				
Until 15 years of age	4085	19.3	78.6	2.2
16 - 20	11205	27.4	71.2	1.4
20 +	7618	38.1	60.3	1.6
Still in education	3268	20.3	78.6	1.2
 <b>URBANISATION</b>				
Metropolitan	5455	33.3	65.5	1.2
Urban	11080	28.9	69.3	1.7
Rural	10344	24.8	73.6	1.6
 <b>OCCUPATION</b>				
Self-employed	2459	37.1	62.2	0.8
Employee	8819	34	64.9	1.1
Manual worker	2247	23	75.1	1.9
Not working	13270	23.7	74.4	2

Table 18a. Competence to hear complaints from individuals – *by country*

QUESTION: Q4B. Can this authority hear complaints from individuals?

Base: who are aware of the authority monitoring the application of data protection law





























		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	7645	64.1	16.5	19.4
	<b>COUNTRY</b>				
	Belgium	230	65.8	10.6	23.6
	Bulgaria	150	65.3	7.5	27.2
	Czech Rep.	331	74.5	12.6	12.9
	Denmark	161	50.7	22.9	26.4
	Germany	240	47.8	23.6	28.7
	Estonia	268	61.7	2.6	35.7
	Greece	507	67.9	14.2	17.9
	Spain	278	50	28.1	21.9
	France	389	74.6	11.5	13.9
	Ireland	261	79.6	4.9	15.4
	Italy	318	61	28.1	10.8
	Cyprus	253	68.7	9.1	22.1
	Latvia	255	71.3	4	24.8
	Lithuania	221	56	18.4	25.6
	Luxembourg	287	62.8	17.8	19.4
	Hungary	457	76	13.6	10.4
	Malta	199	71.6	7.5	20.9
	Netherlands	323	57.3	10.5	32.2
	Austria	242	48.7	20.8	30.5
	Poland	301	76.1	5.5	18.4
	Portugal	250	62.4	11.2	26.4
	Romania	163	76.3	11.7	12
	Slovenia	299	68	12.9	19.1
	Slovakia	397	78.5	6.6	14.8
	Finland	283	64.7	13.6	21.7
	Sweden	342	50.1	11	38.9
	United Kingdom	187	72.9	9.6	17.5

Table 18b. Competence to hear complaints from individuals – *by segment*

QUESTION: Q4B. Can this authority hear complaints from individuals?

Base: who are aware of the authority monitoring the application of data protection law






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	7645	64.1	16.5	19.4
 <b>SEX</b>				
Male	4225	66.2	15.6	18.1
Female	3419	61.4	17.7	20.9
 <b>AGE</b>				
15 - 24	788	60.5	21.7	17.7
25 - 39	1946	67.2	15.2	17.7
40 - 54	2445	66.2	13.5	20.3
55 +	2355	60.3	19.2	20.5
 <b>EDUCATION (end of)</b>				
Until 15 years of age	787	55.4	23.8	20.9
16 - 20	3070	63.9	16.8	19.3
20 +	2902	67.4	13.8	18.7
Still in education	662	61.2	19	19.8
 <b>URBANISATION</b>				
Metropolitan	1817	65.2	17.3	17.5
Urban	3207	65	16.8	18.2
Rural	2562	62.4	15.4	22.2
 <b>OCCUPATION</b>				
Self-employed	911	65.1	14.1	20.9
Employee	2994	68	13.9	18.1
Manual worker	518	67.2	14.1	18.7
Not working	3143	59.8	20	20.1

Table 19a. Competence to impose sanctions – *by country*

QUESTION: Q4C. Can this authority impose sanctions?

Base: who are aware of the authority monitoring the application of data protection law





























	Total N	% Yes	% No	% DK/NA
 <b>EU27</b>	7644	50.9	27	22.2
<b>COUNTRY</b>				
 Belgium	230	44.3	30	25.8
 Bulgaria	150	53.4	20.7	25.9
 Czech Rep.	330	65.8	15.3	18.9
 Denmark	161	42.6	32.3	25.1
 Germany	240	29.9	50.2	19.8
 Estonia	268	54.2	11.5	34.4
 Greece	507	51.1	32.1	16.7
 Spain	278	49.6	24.6	25.8
 France	389	58.9	26.9	14.2
 Ireland	261	51.9	17.3	30.8
 Italy	318	65.4	19.2	15.4
 Cyprus	253	43	32.3	24.8
 Latvia	255	38.8	26	35.2
 Lithuania	221	37.3	27.6	35
 Luxembourg	287	50.6	27.2	22.2
 Hungary	457	36.3	32.6	31.1
 Malta	199	53.7	15.7	30.6
 Netherlands	323	36.5	31.5	32.1
 Austria	242	38.3	43.6	18.1
 Poland	301	56.3	13.1	30.6
 Portugal	250	46.6	24.2	29.3
 Romania	163	70.3	14.5	15.1
 Slovenia	299	45.3	35.2	19.4
 Slovakia	397	64.6	12.1	23.3
 Finland	283	40	34.6	25.5
 Sweden	342	42.5	16.8	40.6
 United Kingdom	187	53.7	17.7	28.6

Table 19b. Competence to impose sanctions – *by segment*

QUESTION: Q4C. Can this authority impose sanctions?

Base: who are aware of the authority monitoring the application of data protection law






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	<b>7644</b>	<b>50.9</b>	<b>27</b>	<b>22.2</b>
 <b>SEX</b>				
Male	4225	52.4	28.5	19.1
Female	3419	49	25	26
 <b>AGE</b>				
15 - 24	788	57	20.1	22.9
25 - 39	1946	56.8	21.7	21.5
40 - 54	2445	49.7	28.4	21.9
55 +	2355	45	32.3	22.7
 <b>EDUCATION (end of)</b>				
Until 15 years of age	787	46.4	27.8	25.8
16 - 20	3069	52.8	25.2	22
20 +	2902	50.1	28.9	21.1
Still in education	662	52.8	21.9	25.3
 <b>URBANISATION</b>				
Metropolitan	1817	51	29.9	19.1
Urban	3206	53.4	26	20.5
Rural	2562	47.7	25.9	26.3
 <b>OCCUPATION</b>				
Self-employed	911	49.5	27.5	23
Employee	2994	54.7	25.6	19.7
Manual worker	518	57.8	23.1	19.1
Not working	3143	46.6	28.7	24.7

Table 20a. Contact of national data protection authority – *by country*

QUESTION: Q4D. Have you ever contacted this authority for information, or to make a complaint?

Base: who are aware of the authority monitoring the application of data protection law





























		Total N	% Yes	% No	% DK/NA
	<b>EU27</b>	7644	6.2	92.6	1.2
	<b>COUNTRY</b>				
	Belgium	230	4.9	92.8	2.3
	Bulgaria	150	7.3	91.7	1
	Czech Rep.	330	12.2	84.9	2.9
	Denmark	161	9.5	88.4	2.1
	Germany	240	3	97	0
	Estonia	268	1.9	96.6	1.5
	Greece	507	4.6	95.3	0.1
	Spain	278	8	86.4	5.6
	France	389	7.3	92.6	0.1
	Ireland	261	10.5	89.5	0
	Italy	318	3.4	96.5	0.1
	Cyprus	253	7.8	90.1	2.1
	Latvia	255	6.2	85.2	8.6
	Lithuania	221	5.5	87.2	7.4
	Luxembourg	287	20.6	77.3	2.2
	Hungary	457	7.9	91.2	0.9
	Malta	199	10	87.1	2.8
	Netherlands	323	6.9	89.3	3.8
	Austria	242	4.3	95.5	0.2
	Poland	301	8.3	89.2	2.5
	Portugal	250	11.2	87.9	0.9
	Romania	163	8.2	89.2	2.6
	Slovenia	299	3.8	96.1	0.1
	Slovakia	397	6.2	93.1	0.7
	Finland	283	5.3	94.7	0
	Sweden	342	4.7	93.6	1.8
	United Kingdom	187	6.8	93.2	0

Table 20b. Contact of national data protection authority – *by segment*

QUESTION: Q4D. Have you ever contacted this authority for information, or to make a complaint?

Base: who are aware of the authority monitoring the application of data protection law






	Total N	% Yes	% No	% DK/NA
<b>EU27</b>	<b>7644</b>	<b>6.2</b>	<b>92.6</b>	<b>1.2</b>
 <b>SEX</b>				
Male	4225	6.6	92.2	1.1
Female	3419	5.6	93	1.4
 <b>AGE</b>				
15 - 24	788	6.8	91.1	2.1
25 - 39	1946	7.5	91.7	0.9
40 - 54	2445	6	92.6	1.3
55 +	2355	4.8	94	1.2
 <b>EDUCATION (end of)</b>				
Until 15 years of age	787	4.7	93.2	2.1
16 - 20	3069	5.5	93.4	1.2
20 +	2902	7	92	1
Still in education	662	6.2	92.3	1.5
 <b>URBANISATION</b>				
Metropolitan	1817	6.1	92.7	1.2
Urban	3206	7	91.6	1.4
Rural	2562	5.2	93.7	1.1
 <b>OCCUPATION</b>				
Self-employed	911	6.1	93	0.9
Employee	2994	7.4	91.6	0.9
Manual worker	518	5.7	91	3.3
Not working	3143	5.1	93.6	1.3

Table 21a. Security of transmitting data over Internet – *by country*

QUESTION: Q7A. Do you think that transmitting your data over the Internet is sufficiently secure?





























		Total N	% Yes	% No	% Does not use the Internet / has no computer	% DK/NA
	<b>EU27</b>	27074	12.7	69.6	14.7	3
	<b>COUNTRY</b>					
	Belgium	1000	12.6	69.2	13	5.2
	Bulgaria	1001	6	47.5	43.2	3.2
	Czech Rep.	1003	15.5	59.4	19.2	5.9
	Denmark	1001	38.8	53	3.4	4.8
	Germany	1005	8.7	81.3	8.5	1.5
	Estonia	1001	21.8	53.7	17.6	6.9
	Greece	1000	5.3	81.4	11.7	1.6
	Spain	1004	5.9	77.7	13.9	2.4
	France	1002	19.5	64.6	11.5	4.4
	Ireland	1000	15	78.7	2.6	3.7
	Italy	1001	8.2	71.2	18.8	1.8
	Cyprus	1001	4.8	69.3	24.6	1.3
	Latvia	1003	7.5	58.8	29.6	4.1
	Lithuania	1003	11.9	54.5	26.2	7.4
	Luxembourg	1000	20.1	60.6	14.9	4.4
	Hungary	1000	14.5	57.3	26.6	1.6
	Malta	1000	12.1	50.3	30.7	6.8
	Netherlands	1004	15.3	73.5	7	4.2
	Austria	1001	12.3	77.2	6.4	4.1
	Poland	1002	13.9	61.3	21	3.8
	Portugal	1002	7.9	63	27.3	1.8
	Romania	1003	9.8	35.1	50.6	4.4
	Slovenia	1012	9	78.4	9.2	3.4
	Slovakia	1015	11.3	59.6	21.3	7.7
	Finland	1004	24.5	61.4	8.2	6
	Sweden	1005	22.8	67.3	4.7	5.3
	United Kingdom	1001	18.6	76.7	2.7	2



Table 21b. Security of transmitting data over Internet – *by segment*

QUESTION: Q7A. Do you think that transmitting your data over the Internet is sufficiently secure?






	Total N	% Yes	% No	% Does not use the Internet / has no computer	% DK/NA
<b>EU27</b>	27074	12.7	69.6	14.7	3
 <b>SEX</b>					
Male	13060	15.1	69.1	12.9	2.9
Female	14014	10.4	70.1	16.3	3.1
 <b>AGE</b>					
15 - 24	4273	18.9	75.6	3.4	2
25 - 39	6553	18.3	70.5	7.5	3.6
40 - 54	7490	11.2	75.3	11.1	2.4
55 +	8404	6.7	61	28.8	3.5
 <b>EDUCATION (end of)</b>					
Until 15 years of age	4085	5.4	58.3	33.7	2.6
16 - 20	11205	11.2	70.3	15.7	2.8
20 +	7618	16.2	74.3	6.2	3.2
Still in education	3268	20.3	73.9	2.6	3.2
 <b>URBANISATION</b>					
Metropolitan	5455	14.3	71	11.5	3.2
Urban	11080	13.1	69.2	14.7	3
Rural	10344	11.5	69.5	16.2	2.8
 <b>OCCUPATION</b>					
Self-employed	2459	14.2	75.5	8	2.3
Employee	8819	16.6	76.5	3.8	3.1
Manual worker	2247	11.4	66.2	19.3	3.1
Not working	13270	10.2	64.5	22.4	2.9

Table 22a. Awareness of tools or technologies improving data security – *by country*

QUESTION: Q7B. Have you heard of tools or technologies limiting the collection of personal data from your computer?

Base: who did not say they does not use Internet/computer





























	Total N	% Yes	% No	% Does not use the Internet / has no computer	% DK/NA
 <b>EU27</b>	23105	40.2	52.6	5.1	2
<b>COUNTRY</b>					
 Belgium	870	45.9	47	3.7	3.4
 Bulgaria	568	32.9	49.1	12.2	5.8
 Czech Rep.	811	40.4	52.4	3.5	3.6
 Denmark	967	61.2	36.2	2.2	0.4
 Germany	919	36.8	56.6	5.4	1.2
 Estonia	825	48	44.8	2.3	4.9
 Greece	883	41.7	44.5	12	1.8
 Spain	864	39.6	53.7	5.6	1.1
 France	887	31.6	62.8	4.4	1.2
 Ireland	974	27.3	69.8	1.9	1
 Italy	813	36.7	53.3	6.9	3.1
 Cyprus	755	36.9	57	3.9	2.2
 Latvia	706	40.1	49.5	6.9	3.5
 Lithuania	741	31.9	49	4.4	14.7
 Luxembourg	851	43.1	48	6	2.8
 Hungary	734	48.3	42.8	6	2.9
 Malta	693	37.7	53.3	5	4
 Netherlands	933	54.6	38	2.8	4.6
 Austria	937	39	55.3	4.5	1.2
 Poland	792	42.7	50.3	4.8	2.2
 Portugal	728	59.9	31.1	6.1	2.8
 Romania	495	37.3	48	8.5	6.2
 Slovenia	918	44.9	49.5	4.2	1.3
 Slovakia	798	34.5	56.6	4.6	4.3
 Finland	922	48	43.4	5.1	3.5
 Sweden	958	40.3	55.2	2	2.4
 United Kingdom	974	46.1	50.1	3.2	0.5

Table 22b. Awareness of tools or technologies improving data security – *by segment*

QUESTION: Q7B. Have you heard of tools or technologies limiting the collection of personal data from your computer?

Base: who did not say they does not use Internet/computer






	Total N	% Yes	% No	% Does not use the Internet / has no computer	% DK/NA
<b>EU27</b>	23105	40.2	52.6	5.1	2
 <b>SEX</b>					
Male	11380	48.7	46.2	3.6	1.6
Female	11725	32	58.9	6.6	2.5
 <b>AGE</b>					
15 - 24	4126	45.8	52.5	0.8	0.9
25 - 39	6061	48	48.4	1.8	1.8
40 - 54	6662	40.8	53.2	3.8	2.2
55 +	5982	28.3	56.3	12.7	2.8
 <b>EDUCATION (end of)</b>					
Until 15 years of age	2710	20.2	61.9	15.2	2.6
16 - 20	9445	36.1	56.4	5.3	2.3
20 +	7142	51.5	44.2	2.4	1.9
Still in education	3184	47	51.2	0.8	1
 <b>URBANISATION</b>					
Metropolitan	4830	46.1	48.3	3.7	1.9
Urban	9454	41.5	51.8	4.6	2.1
Rural	8666	35.9	55.7	6.4	2
 <b>OCCUPATION</b>					
Self-employed	2263	48.8	47.1	2.8	1.3
Employee	8482	46.3	50.1	1.7	1.9
Manual worker	1813	33.9	58.8	5	2.3
Not working	10298	34.4	54.9	8.4	2.2

Table 23a. Usage of tools or technologies improving data security – *by country*

QUESTION: Q7C. Have you ever used these tools or technologies or not?

Base: who have heard of technologies limiting the collection of personal data





























		Total N	% Yes	% No	% Does not use the Internet	% DK/NA
	<b>EU27</b>	9292	55.1	42.5	1.8	0.6
	<b>COUNTRY</b>					
	Belgium	400	66.3	32.2	1.4	0.2
	Bulgaria	187	26.6	72.3	0.8	0.3
	Czech Rep.	328	62.1	36	0.9	0.9
	Denmark	591	77.2	21.1	0.5	1.2
	Germany	339	53.6	42.6	2	1.8
	Estonia	396	50	46.9	0.6	2.5
	Greece	368	34.2	61.7	3.8	0.3
	Spain	342	46.7	51	2.1	0.2
	France	280	61.1	35.9	2.6	0.3
	Ireland	266	51.6	47.1	1	0.2
	Italy	298	36.3	60.6	2.8	0.3
	Cyprus	279	38.8	60.2	1	0
	Latvia	283	44.4	54.8	0.6	0.3
	Lithuania	238	39.7	57.1	0.6	2.5
	Luxembourg	368	55.6	42.1	1.3	0.9
	Hungary	355	35	61.7	3.3	0
	Malta	261	61.4	36.3	1	1.3
	Netherlands	510	78	21.1	0.6	0.3
	Austria	366	45.8	50.9	1.5	1.7
	Poland	338	47.7	50.7	0.8	0.8
	Portugal	437	44.6	51.3	3.5	0.6
	Romania	185	28.6	68.8	2.2	0.3
	Slovenia	412	41.9	55.1	2.7	0.3
	Slovakia	276	38.9	58.2	2.7	0.2
	Finland	443	69.3	27.1	2.3	1.3
	Sweden	386	61.2	36.5	0.5	1.8
	United Kingdom	449	76.5	22.8	0.8	0

Table 23b. Usage of tools or technologies improving data security – *by segment*

QUESTION: Q7C. Have you ever used these tools or technologies or not?

Base: who have heard of technologies limiting the collection of personal data


































	Total N	% Yes	% No	% Does not use the Internet	% DK/NA
<b>EU27</b>	9292	55.1	42.5	1.8	0.6
 <b>SEX</b>					
Male	5540	59.5	38.7	1.6	0.3
Female	3752	48.7	48	2.1	1.2
 <b>AGE</b>					
15 - 24	1888	55.8	43.2	0.1	0.9
25 - 39	2911	62.2	36.2	1.2	0.4
40 - 54	2716	55.1	42	1.9	1
55 +	1691	42.1	52.9	4.7	0.3
 <b>EDUCATION (end of)</b>					
Until 15 years of age	548	30.4	57.8	10.5	1.3
16 - 20	3407	51.6	45.5	2.2	0.7
20 +	3680	61.1	37.8	0.8	0.3
Still in education	1495	57.8	41	0.1	1.1
 <b>URBANISATION</b>					
Metropolitan	2227	58.3	39.3	1.6	0.7
Urban	3922	56.7	41.2	1.4	0.8
Rural	3112	50.7	46.3	2.5	0.5
 <b>OCCUPATION</b>					
Self-employed	1105	59.6	39.3	0.9	0.2
Employee	3931	60.7	37.4	1.3	0.6
Manual worker	614	55	42.2	2.8	0.1
Not working	3545	47.6	49.1	2.4	0.9

Table 24a. Reasons for not using tools or technologies improving data security– *by country*

**QUESTION: Q8. If you have heard about these tools and technologies and never used them, what is the most important reason? I will read out some possible reasons, please choose the answer that most applies!**

*Base: who have NOT used such technologies*

	Total N	% I would not know how to install them on my computer	% I would not know how to use them	% I am not convinced that they work	% I am not really concerned about my privacy when I go on the Internet	% They are too expensive	% Other	% DK/NA
 <b>EU27</b>	3944	17.1	18.7	19.1	14.9	6.4	16.9	6.8
<b>COUNTRY</b>								
 Belgium	129	20.3	23.9	17.1	13.8	3.4	18.4	3.2
 Bulgaria	135	11.7	30.9	21.4	21.4	3.2	11	0.4
 Czech Rep.	118	14.3	22.9	13.7	11.3	4.9	16.8	16.1
 Denmark	125	10.9	20	11.6	22.1	7	8.3	20.2
 Germany	144	18.6	11.9	27.9	20	6.5	8.4	6.8
 Estonia	186	17.1	24	21.8	13.7	8.7	11.8	2.8
 Greece	227	9.3	26.7	14.8	14.4	5.5	25.7	3.6
 Spain	175	14.6	25.9	24.5	7.3	1.2	16.1	10.3
 France	101	17.5	14.5	20.5	13.6	2.9	26.4	4.7
 Ireland	125	18.7	22.2	26.1	9.6	10.1	11.6	1.8
 Italy	181	19.1	23.6	11.7	9.6	6.9	20.9	8.2
 Cyprus	168	11.7	27.8	12.6	10.5	3.9	31.5	2.1
 Latvia	155	13.1	13.6	17.8	29.5	5.3	8.3	12.3
 Lithuania	135	13.1	14.7	22.1	26.8	11	9.8	2.5
 Luxembourg	155	26.1	20.9	18.2	12.6	2.4	15.9	3.8
 Hungary	219	17.5	19.4	18.3	22.4	5.3	16.1	1
 Malta	95	17.5	18.5	25.3	10.6	5.2	13.8	9.1
 Netherlands	107	19	26.2	16.1	14.1	5	9.3	10.2
 Austria	186	18.8	13.8	21.7	20.6	6.1	14.8	4.2
 Poland	171	13.6	10.5	14	18.2	11.8	22.4	9.5
 Portugal	224	13.2	17.4	24.2	10.1	5	27.5	2.6
 Romania	127	17.2	27.8	8.2	24.8	3.8	12.2	6
 Slovenia	227	21.1	15.1	14.7	20.7	9.6	14.1	4.6
 Slovakia	160	16.2	18.4	20.2	13.5	4.3	16.1	11.4
 Finland	120	14.4	14.1	17.4	28	4.4	11.6	10.1
 Sweden	141	24.9	15	8.6	21.2	7.7	14.4	8.2
 United Kingdom	102	20.9	17.6	20.8	9.8	13.4	14.5	3

**Table 24b. Reasons for not using tools or technologies improving data security – by segment**

**QUESTION: Q8. If you have heard about these tools and technologies and never used them, what is the most important reason? I will read out some possible reasons, please choose the answer that most applies!**

*Base: who have NOT used such technologies*






	Total N	% I would not know how to install them on my computer	% I would not know how to use them	% I am not convinced that they work	% I am not really concerned about my privacy when I go on the Internet	% They are too expensive	% Other	% DK/NA
<b>EU27</b>	3944	17.1	18.7	19.1	14.9	6.4	16.9	6.8
 <b>SEX</b>								
Male	2142	12.6	16.1	21.4	17.9	7.7	16.6	7.6
Female	1802	22.4	21.9	16.2	11.4	4.9	17.3	5.9
 <b>AGE</b>								
15 - 24	816	11.5	19.5	20.2	19.6	7.3	13.5	8.3
25 - 39	1054	16.4	15.5	21.5	16.5	6.8	17.5	5.8
40 - 54	1139	19.2	18.2	18.1	12.8	7.2	18	6.5
55 +	894	20.2	22	17.1	11.8	4.4	17.6	6.9
 <b>EDUCATION (end of)</b>								
Until 15 years of age	317	20.6	25.1	17	7.8	0.8	16.8	11.8
16 - 20	1548	16.5	18.6	17.7	15.5	6.5	17.5	7.8
20 +	1390	18.3	17.4	19.1	14.6	6.1	18.7	5.8
Still in education	612	13.7	19	23.1	18.7	10.3	11.7	3.6
 <b>URBANISATION</b>								
Metropolitan	876	16	17.5	20.9	16.5	6.7	15.1	7.3
Urban	1615	16.3	21.9	17.3	15.5	5.9	17	5.9
Rural	1441	18.8	15.9	20	13.3	6.7	18	7.4
 <b>OCCUPATION</b>								
Self-employed	434	15.9	18.1	21.5	11.2	6.1	21.5	5.7
Employee	1472	16.1	16.5	20.9	17.3	7.2	15.6	6.4
Manual worker	259	20	20.4	23.4	19	2.4	10.5	4.4
Not working	1741	17.9	20.5	16.4	13.4	6.1	17.7	8

Table 25a. Monitoring of people's details when they fly – *by country*

QUESTION: Q9\_D. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's details monitored when they fly?





























	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
 <b>EU27</b>	27074	14.1	26.9	13.7	40.5	4.9
<b>COUNTRY</b>						
 Belgium	1000	12.4	31.1	13.1	37.6	5.8
 Bulgaria	1001	7.6	30.1	9.7	45.3	7.3
 Czech Rep.	1003	22.4	31.2	17.1	22.9	6.4
 Denmark	1001	17	32.2	17.5	28.1	5.2
 Germany	1005	15.7	32.3	18.1	32	1.9
 Estonia	1001	16.7	32.3	13.9	29.1	8.1
 Greece	1000	18.8	19.8	27.6	31.5	2.3
 Spain	1004	11.9	33.4	18.5	28.8	7.4
 France	1002	16.8	18.3	11.7	48.9	4.3
 Ireland	1000	25	19.4	14.1	39.3	2.2
 Italy	1001	11.9	25.8	8.8	47.1	6.4
 Cyprus	1001	17.9	22.4	14.5	42.2	3
 Latvia	1003	8.1	29	13.8	44.8	4.3
 Lithuania	1003	12.2	26.2	8.7	44.1	8.9
 Luxembourg	1000	18.2	20.4	7	50.8	3.6
 Hungary	1000	9.1	25.7	7.1	53.4	4.6
 Malta	1000	7.2	29.2	7	50.8	5.8
 Netherlands	1004	18.3	36.1	11.6	30.3	3.7
 Austria	1001	16.5	28.1	12.3	39.8	3.3
 Poland	1002	10.7	31.7	12.5	38.5	6.7
 Portugal	1002	6.2	30	14	41.5	8.1
 Romania	1003	15.1	22.2	4.8	47.6	10.3
 Slovenia	1012	17.1	23	9	44.4	6.4
 Slovakia	1015	13.1	30.5	6.9	41.4	8.1
 Finland	1004	20.7	39.5	13.5	21.3	5
 Sweden	1005	14.6	29.8	14.5	36	5.1
 United Kingdom	1001	13	17	14.7	52.9	2.5



Table 25b. Monitoring of people's details when they fly – *by segment*

QUESTION: Q9\_D. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's details monitored when they fly?






	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
<b>EU27</b>	27074	14.1	26.9	13.7	40.5	4.9
 <b>SEX</b>						
Male	13060	16.1	25.9	14.8	39	4.2
Female	14014	12.3	27.8	12.6	41.8	5.5
 <b>AGE</b>						
15 - 24	4273	12.4	30.4	13.9	40.7	2.5
25 - 39	6553	15	26.2	14.8	40.5	3.5
40 - 54	7490	14.9	26.4	14.8	40	3.8
55 +	8404	13.4	26.3	11.8	40.8	7.7
 <b>EDUCATION (end of)</b>						
Until 15 years of age	4085	11.8	26	9.7	43.2	9.3
16 - 20	11205	13.2	27	11.8	43.8	4.1
20 +	7618	16.9	26	17.3	36.4	3.5
Still in education	3268	13.3	30.4	16.3	37.3	2.7
 <b>URBANISATION</b>						
Metropolitan	5455	15.4	29.1	16.7	34.8	3.9
Urban	11080	13.2	26.5	13.4	42.6	4.4
Rural	10344	14.3	26.2	12.6	41.2	5.7
 <b>OCCUPATION</b>						
Self-employed	2459	18.4	25.4	14.6	38.8	2.9
Employee	8819	14.3	26.6	15.9	40.6	2.6
Manual worker	2247	13.7	24.5	11.8	44.7	5.3
Not working	13270	13.1	27.9	12.4	40.1	6.5

Table 26a. Monitoring of people's Internet usage – *by country*

QUESTION: Q9\_B. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's internet use monitored?





























	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
 <b>EU27</b>	27074	18.9	31.7	17.8	24.8	6.9
<b>COUNTRY</b>						
 Belgium	1000	19.7	37.7	17.3	21	4.3
 Bulgaria	1001	14.2	37.2	13.1	17.6	17.9
 Czech Rep.	1003	23.6	29.9	20.1	17	9.4
 Denmark	1001	20.9	32.9	21.2	21.9	3.2
 Germany	1005	19.5	35.8	23	18.8	2.9
 Estonia	1001	24.4	33.5	24.9	10.1	7.1
 Greece	1000	24.1	17.6	29.6	23.4	5.3
 Spain	1004	13.7	33.2	21.7	20.8	10.6
 France	1002	19.2	24.7	14	37.1	4.9
 Ireland	1000	31.3	23.2	17.1	25.9	2.5
 Italy	1001	14.1	34.9	13.2	28.1	9.6
 Cyprus	1001	28.1	25.8	17.1	20.7	8.3
 Latvia	1003	23.3	31.9	21.2	15.7	7.9
 Lithuania	1003	21.6	34.7	12.7	20.1	10.9
 Luxembourg	1000	19.3	28.5	13.2	32.8	6.2
 Hungary	1000	22.1	36.5	16.2	15.9	9.3
 Malta	1000	15.9	31	7.5	36.8	8.8
 Netherlands	1004	19.8	39.5	15.5	20.7	4.5
 Austria	1001	19.9	34	14.7	28.1	3.3
 Poland	1002	15.9	35.4	18.7	23.4	6.6
 Portugal	1002	10.7	34.9	18.7	22.4	13.3
 Romania	1003	27.7	25.5	8.2	18.5	20.1
 Slovenia	1012	30.2	23.1	10.6	29.3	6.8
 Slovakia	1015	24	36.3	6.9	21.7	11.1
 Finland	1004	18.6	38.8	16.7	19.8	6
 Sweden	1005	22.5	35.2	17.2	20.8	4.4
 United Kingdom	1001	21.5	24.6	18.9	32	3

Table 26b. Monitoring of people's Internet usage – *by segment*

QUESTION: Q9\_B. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's internet use monitored?






	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
<b>EU27</b>	27074	18.9	31.7	17.8	24.8	6.9
 <b>SEX</b>						
Male	13060	21.5	30.7	19.4	23.2	5.2
Female	14014	16.5	32.7	16.2	26.2	8.4
 <b>AGE</b>						
15 - 24	4273	21.5	35.7	17.5	23.5	1.8
25 - 39	6553	21.1	31.7	19.4	23.4	4.3
40 - 54	7490	17.9	32.3	19.3	25.3	5.2
55 +	8404	16.7	29.6	15.4	25.9	12.4
 <b>EDUCATION (end of)</b>						
Until 15 years of age	4085	13.3	30.2	12.6	30.1	13.8
16 - 20	11205	18.6	32.3	16.3	26.1	6.8
20 +	7618	21.2	31.1	22.5	21.2	4.1
Still in education	3268	21.8	35.1	19.4	21.7	1.9
 <b>URBANISATION</b>						
Metropolitan	5455	20	31.6	20.3	23.1	5
Urban	11080	19	32.2	17.6	24.5	6.7
Rural	10344	18.2	31.2	16.9	25.9	7.8
 <b>OCCUPATION</b>						
Self-employed	2459	22.8	30.7	20.5	21.7	4.2
Employee	8819	18.9	32.2	21.6	24.2	3.1
Manual worker	2247	18.8	30.5	14.4	29.2	7.1
Not working	13270	18.1	31.8	15.4	25	9.6

Table 27a. Monitoring of people's telephone calls – *by country*

QUESTION: Q9\_A. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people telephone calls monitored?





























	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
 <b>EU27</b>	27074	25.2	34.6	21.2	15.9	3
<b>COUNTRY</b>						
 Belgium	1000	26.3	39.5	18.2	13.5	2.6
 Bulgaria	1001	21	45.1	22.4	8.4	3.1
 Czech Rep.	1003	25.1	32.5	21.4	16.8	4.2
 Denmark	1001	20.1	36.6	22.9	17.9	2.5
 Germany	1005	22.9	38.3	24.6	13.1	1.1
 Estonia	1001	26.4	33.5	29.8	6.3	4
 Greece	1000	37.9	18.4	33.7	9	1
 Spain	1004	20.2	34.3	25.7	14.3	5.5
 France	1002	33	30.2	16	18.2	2.6
 Ireland	1000	50.3	21.8	14.6	11.4	1.8
 Italy	1001	16.8	42.8	18.3	18.7	3.4
 Cyprus	1001	37.6	24.9	19	15.3	3.3
 Latvia	1003	25.5	34.1	29	9.4	1.9
 Lithuania	1003	24.8	39.6	18.2	13.3	4.1
 Luxembourg	1000	28.3	32.6	16	20.4	2.7
 Hungary	1000	25	39.4	20.6	11.2	3.7
 Malta	1000	19.3	37.1	8.1	29	6.6
 Netherlands	1004	19.5	41.9	21.8	14	2.8
 Austria	1001	24.3	34.1	18.3	21.8	1.6
 Poland	1002	27.3	30.9	21	18.4	2.4
 Portugal	1002	17.7	41.6	24.1	10.4	6.3
 Romania	1003	32.7	29.3	8.2	21.3	8.5
 Slovenia	1012	41.1	27.5	14.1	14	3.3
 Slovakia	1015	25.8	38.7	8.7	19.1	7.8
 Finland	1004	19.9	42.9	20.8	14	2.5
 Sweden	1005	17.9	42.3	20.9	17.2	1.7
 United Kingdom	1001	29.9	25.8	25.5	17.3	1.6

Table 27b. Monitoring of people's telephone calls – *by segment*

QUESTION: Q9\_A. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people telephone calls monitored?






	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
<b>EU27</b>	27074	25.2	34.6	21.2	15.9	3
 <b>SEX</b>						
Male	13060	25.1	32.8	23.6	16.4	2.1
Female	14014	25.3	36.4	19	15.6	3.8
 <b>AGE</b>						
15 - 24	4273	30.4	33.9	20.8	13.9	1
25 - 39	6553	25.9	34.3	23	14.4	2.4
40 - 54	7490	23.2	35.9	23.4	14.9	2.6
55 +	8404	24.1	34.2	18.3	19	4.4
 <b>EDUCATION (end of)</b>						
Until 15 years of age	4085	21.7	36	16.4	20.2	5.7
16 - 20	11205	25.4	36.5	19.1	16.4	2.6
20 +	7618	25.7	31.8	26.4	14.3	1.8
Still in education	3268	28.8	34	23.6	12.3	1.2
 <b>URBANISATION</b>						
Metropolitan	5455	24.2	34.7	23.4	15.3	2.3
Urban	11080	25.6	34.8	21	16	2.6
Rural	10344	25.4	34.5	20.4	16.3	3.5
 <b>OCCUPATION</b>						
Self-employed	2459	26.6	33.1	23.9	14.6	1.7
Employee	8819	24.6	33.6	25.6	14.4	1.7
Manual worker	2247	24.5	34.7	19.4	18.1	3.2
Not working	13270	25.3	35.7	18.3	16.9	3.8

Table 28a. Monitoring of people's credit card usage – *by country*

QUESTION: Q9\_C. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's credit card use monitored?


































	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
 <b>EU27</b>	27074	25.8	28.9	18.1	21.9	5.2
<b>COUNTRY</b>						
 Belgium	1000	25.8	34.7	15.7	19.3	4.4
 Bulgaria	1001	17	38.2	14.9	19.7	10.3
 Czech Rep.	1003	25.8	28	19.3	17.9	8.9
 Denmark	1001	23.3	34.4	19.1	19.7	3.5
 Germany	1005	25.9	32	22.9	17.1	2.1
 Estonia	1001	28.9	25.5	27.6	8.5	9.4
 Greece	1000	35.6	17.5	27.6	15.9	3.4
 Spain	1004	24.4	32	20.5	17	6.2
 France	1002	29.5	23.3	13.7	30.2	3.3
 Ireland	1000	44.3	18.5	14.1	20.1	3
 Italy	1001	20	34.7	14.4	23.5	7.5
 Cyprus	1001	38.2	23.1	15.1	19.3	4.3
 Latvia	1003	34.9	26	18.6	14.2	6.3
 Lithuania	1003	25.7	25	15.4	23.4	10.4
 Luxembourg	1000	25.2	27.6	12	30.4	4.8
 Hungary	1000	23.9	27.6	15.6	26.2	6.7
 Malta	1000	17.1	32.3	7.3	34.5	8.7
 Netherlands	1004	24.7	39.8	15.5	16.4	3.6
 Austria	1001	26.5	28.3	16.2	25.5	3.4
 Poland	1002	21	29.6	21.2	21.3	7
 Portugal	1002	16.6	33.6	19.4	22.1	8.3
 Romania	1003	28.7	23.7	7.7	24.9	15
 Slovenia	1012	26.5	19.6	10.5	38.4	4.9
 Slovakia	1015	31.8	30.1	7.9	19.5	10.7
 Finland	1004	28.1	32.8	18.7	15.5	5
 Sweden	1005	28.6	29.4	16.3	21.1	4.5
 United Kingdom	1001	30	20.4	20.8	26.2	2.6

Table 28b. Monitoring of people's credit card usage – *by segment*

QUESTION: Q9\_C. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible: - to have people's credit card use monitored?

	Total N	% No	% Yes, but only people who are suspected of terrorist activities	% Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards	% Yes, in all cases	% DK/NA
<b>EU27</b>	27074	25.8	28.9	18.1	21.9	5.2
 <b>SEX</b>						
Male	13060	27.4	27.4	20	21.1	4.2
Female	14014	24.4	30.3	16.3	22.8	6.2
 <b>AGE</b>						
15 - 24	4273	26.7	31	17.7	22.1	2.5
25 - 39	6553	27.3	29	19.2	20.6	3.9
40 - 54	7490	25.1	29	20.9	20.7	4.2
55 +	8404	24.9	28	15	23.9	8.2
 <b>EDUCATION (end of)</b>						
Until 15 years of age	4085	22.4	30	12.2	24.9	10.6
16 - 20	11205	26.5	29.4	16.8	22.7	4.6
20 +	7618	26.1	27.5	22.8	20	3.6
Still in education	3268	27.8	30.4	19.4	19.8	2.6
 <b>URBANISATION</b>						
Metropolitan	5455	24.6	29.6	21.6	20	4.2
Urban	11080	25.8	29.9	16.9	22.5	4.9
Rural	10344	26.6	27.5	17.6	22.4	5.9
 <b>OCCUPATION</b>						
Self-employed	2459	29.5	28.1	19.2	19	4.1
Employee	8819	25.5	28.8	21.7	21.4	2.6
Manual worker	2247	25.8	26.6	16.2	26.4	5
Not working	13270	25.4	29.6	15.9	22	7.2

### III. Survey Details

This survey on the General population survey on “Data Protection” was conducted for the European Commission, DG Justice, Freedom and Security Unit C5: Data protection.

Telephone interviews were conducted in each country with the exception of the Bulgaria, Czech Republic, Estonia, Latvia, Lithuania, Hungary Poland, Romania and Slovakia where both telephone and face-to-face interviews were conducted (700 webCATI and 300 F2F interviews).

Telephone interviews were conducted in each country between the 01/08/2008 and the 01/12/2008 by these Institutes:

Belgium	BE	Gallup Europe	(Interviews : 01/09/2008 - 01/12/2008)
Czech Republic	CZ	Focus Agency	(Interviews : 01/08/2008 - 01/12/2008)
Denmark	DK	Hermelin	(Interviews : 01/08/2008 - 01/12/2008)
Germany	DE	IFAK	(Interviews : 01/08/2008 - 01/12/2008)
Estonia	EE	Saar Poll	(Interviews : 01/08/2008 - 01/12/2008)
Greece	EL	Metroanalysis	(Interviews : 01/08/2008 - 01/11/2008)
Spain	ES	Gallup Spain	(Interviews : 01/09/2008 - 01/12/2008)
France	FR	Effience3	(Interviews : 01/10/2008 - 01/12/2008)
Ireland	IE	Gallup UK	(Interviews : 01/08/2008 - 01/12/2008)
Italy	IT	Demoskopoea	(Interviews : 01/08/2008 - 01/12/2008)
Cyprus	CY	CYMAR	(Interviews : 01/08/2008 - 01/12/2008)
Latvia	LV	Latvian Facts	(Interviews : 01/08/2008 - 01/12/2008)
Lithuania	LT	Baltic Survey	(Interviews : 01/08/2008 - 01/12/2008)
Luxembourg	LU	Gallup Europe	(Interviews : 01/09/2008 - 01/12/2008)
Hungary	HU	Gallup Hungary	(Interviews : 01/08/2008 - 01/12/2008)
Malta	MT	MISCO	(Interviews : 01/09/2008 - 01/12/2008)
Netherlands	NL	Telder	(Interviews : 01/08/2008 - 01/12/2008)
Austria	AT	Spectra	(Interviews : 01/08/2008 - 01/12/2008)
Poland	PL	Gallup Poland	(Interviews : 01/08/2008 - 01/12/2008)
Portugal	PT	Consulmark	(Interviews : 01/09/2008 - 01/12/2008)
Slovenia	SI	Cati d.o.o	(Interviews : 01/08/2008 - 01/12/2008)
Slovakia	SK	Focus Agency	(Interviews : 01/08/2008 - 01/12/2008)
Finland	FI	Hermelin	(Interviews : 01/08/2008 - 01/12/2008)
Sweden	SE	Hermelin	(Interviews : 01/08/2008 - 01/11/2008)
United Kingdom	UK	Gallup UK	(Interviews : 01/08/2008 - 01/12/2008)
Bulgaria	BG	Vitosha	(Interviews : 01/08/2008 - 01/12/2008)
Romania	RO	Gallup Romania	(Interviews : 01/08/2008 - 01/12/2008)

#### Representativeness of the results

Each national sample is representative of the population aged 15 years and above.



## Sizes of the sample

In each EU country the target sample size was 1000 respondents.  
The below table shows the achieved sample size by country

A weighting factor was applied to the national results in order to compute a marginal total where each country contributes to the European Union result in proportion to its population.

The table below presents, for each of the countries:

- (1) the number of interviews actually carried out in each country
- (2) the population-weighted total number of interviews for each country

## TOTAL INTERVIEWS

	Total Interviews			
	Conducted	% of Total	EU27 Weighted	% on Total (weighted)
<b>Total</b>	<b>27074</b>	<b>100</b>	<b>27074</b>	<b>100</b>
BE	1000	3.7	575	2.1
BG	1001	3.7	447	1.7
CZ	1003	3.7	581	2.1
DK	1001	3.7	291	1.1
DE	1005	3.7	4746	17.5
EE	1001	3.7	76	0.3
EL	1000	3.7	621	2.3
ES	1004	3.7	2333	8.6
FR	1002	3.7	3212	11.9
IE	1000	3.7	213	0.8
IT	1001	3.7	3321	12.3
CY	1001	3.7	40	0.1
LV	1003	3.7	131	0.5
LT	1003	3.7	190	0.7
LU	1000	3.7	24	0.1
HU	1000	3.7	559	2.1
MT	1000	3.7	22	0.1
NL	1004	3.7	887	3.3
AT	1001	3.7	446	1.6
PL	1002	3.7	2125	7.8
PT	1002	3.7	581	2.1
RO	1003	3.7	1193	4.4
SI	1012	3.7	115	0.4
SK	1015	3.7	298	1.1
FI	1004	3.7	289	1.1
SE	1005	3.7	496	1.8
UK	1001	3.7	3261	12.0

## Questionnaires

1. The questionnaire prepared for this survey is reproduced at the end of this results volume, in English (see hereafter).
2. The institutes listed above translated the questionnaire in their respective national language(s).
3. One copy of each national questionnaire is annexed to the data tables' results volumes.

## Tables of results

### VOLUME A: COUNTRY BY COUNTRY

The VOLUME A presents the European Union results country by country.

### VOLUME B: RESPONDENTS' DEMOGRAPHICS

The VOLUME B presents the European Union results with the following socio-demographic characteristics of respondents as breakdowns:

Volume B:

Sex (Male, Female)

Age (15-24, 25-39, 40-54, 55 +)

Education (15&- , 16-20, 21&+, Still in full time education)

Subjective urbanisation (Metropolitan zone, Other town/urban centre, Rural zone)

Occupation (Self-employed, Employee, Manual worker, Not working)

## Sampling error

The results in a survey are valid only between the limits of a statistical margin caused by the sampling process. This margin varies with three factors:

1. The sample size (or the size of the analysed part in the sample): the greater the number of respondents is, the smaller the statistical margin will be;
2. The result in itself: the closer the result approaches 50%, the wider the statistical margin will be;
3. The desired degree of confidence: the more "strict" we are, the wider the statistical margin will be.

As an example, examine this illustrative case:

1. One question has been answered by 500 people;
2. The analysed result is around 50%;
3. We choose a significance level of 95 % (it is the level most often used by the statisticians, and it is the one chosen for the Table hereafter);

In this illustrative case the statistical margin is: (+/- 4.4%) around the observed 50%. And as a conclusion: the result for the whole population lies between 45.6% and 54.4 %.

Hereafter, the statistical margins computed for various observed results are shown, on various sample sizes, at the 95% significance level.

# STATISTICAL MARGINS DUE TO THE SAMPLING PROCESS (AT THE 95 % LEVEL OF CONFIDENCE)

Various sample sizes are in rows;

Various observed results are in columns:

	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%
N=50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8	13.9
N=500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4
N=1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1
N=1500	1.1	1.5	1.8	2.0	2.2	2.3	2.4	2.5	2.5	2.5
N=2000	1.0	1.3	1.6	1.8	1.9	2.0	2.1	2.1	2.2	2.2
N=3000	0.8	1.1	1.3	1.4	1.5	1.6	1.7	1.8	1.8	1.8
N=4000	0.7	0.9	1.1	1.2	1.3	1.4	1.5	1.5	1.5	1.5
N=5000	0.6	0.8	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.4
N=6000	0.6	0.8	0.9	1.0	1.1	1.2	1.2	1.2	1.3	1.3

## IV. Questionnaire

### FL225 Data Protection, General Population Questionnaire

- Q1. Different private and public organisations keep personal information about people. Are you concerned or not that your personal information is being protected by these organisations?

- very concerned .....1  
 - fairly concerned.....2  
 - not very concerned .....3  
 - not at all concerned .....4  
 - [DK/NA].....9

- Q2. I am going to read you a list of (NATIONALITY) organisations that may keep personal information about you. Please tell me about each if you trust or do not trust them to use your personal information in the proper way.

(ROTATE ITEMS)

- trust .....1  
 - does not trust .....2  
 - [DK/NA].....9

a) Travel companies .....1 2 9  
 b) Medical services and doctors .....1 2 9  
 c) Insurance companies .....1 2 9  
 d) Credit card companies .....1 2 9  
 e) Banks and financial institutions .....1 2 9  
 f) Employers .....1 2 9  
 g) Police .....1 2 9  
 h) Social Security .....1 2 9  
 i) Tax authorities .....1 2 9  
 j) Local authorities .....1 2 9  
 k) Credit reference agencies (which keep record of people's loans) .....1 2 9  
 l) Mail order companies .....1 2 9  
 m) Non-profit organisations .....1 2 9  
 n) Market and opinion research companies .....1 2 9

Q3. For each of the following statements, please tell me if you tend to agree or tend to disagree?

- tend to agree ..... 1
- tend to disagree..... 2
- [DK/NA]..... 9

- a) In (OUR COUNTRY), your personal data are properly protected. .... 1 2 9
- b) People's awareness about personal data protection in (OUR COUNTRY) is low. .... 1 2 9
- c) You are worried about leaving personal information on the Internet such as name, address, date of birth, gender. .... 1 2 9
- d) (NATIONALITY) legislation can cope with the growing number of people leaving personal information on the Internet. .... 1 2 9

Q4a. Have you heard of the existence of an independent authority in [COUNTRY] monitoring the application of data protection laws?

- yes ..... 1
- no ..... 2
- [DK/NA]..... 9

ASK IF Q4a = 1.

Q4b. Can this authority hear complaints from individuals?

- yes ..... 1
- no ..... 2
- [DK/NA]..... 9

ASK IF Q4a = 1.

Q4c. Can this authority impose sanctions?

- yes..... 1
- no ..... 2
- [DK/NA]..... 9

ASK IF Q4a = 1.

Q4d. Have you ever contacted this authority for information, or to make a complaint?

- yes ..... 1
- no ..... 2
- [DK/NA] ..... 9

Q5. Are you aware that those collecting personal information must provide you with their identity, the purpose of the data collection, and if they intend to share the data with other organisations?

- yes ..... 1
- no ..... 2
- [DK/NA] ..... 9

Q6. I will read out a few statements related to data protection, for which I would like to hear your opinion as to whether they are true or false.

- true ..... 1
- false ..... 2
- [DK/NA] ..... 9

- a) Your consent may be required for the use of your personal information ..... 1 2 9
- b) You have the right to oppose the use of your personal information, for example, for the purpose of direct marketing purposes. .... 1 2 9
- c) Laws exist that allow you access to your personal data held by others. .... 1 2 9
- d) You have the right to correct or remove any data which is inaccurate or has been obtained unlawfully ..... 1 2 9
- e) the laws of (COUNTRY) allow you access to courts to seek remedies for any breaches of data protection laws. .... 1 2 9
- f) the laws of (COUNTRY) provide you with the right to compensation for the damage caused by unlawful use of your personal data..... 1 2 9

Q7a. Do you think that transmitting your data over the Internet is sufficiently secure?

- yes ..... 1
- no ..... 2
- [does not use the Internet / has no computer] ..... 3
- [DK/NA] ..... 9

ASK IF Q7a < 3

Q7b. Have you heard of tools or technologies limiting the collection of personal data from your computer?

(INTERVIEWER: IF REQUESTED, PROVIDE THE EXAMPLE OF A PERSONAL FIREWALL OR COOKIE FILTERING).

- yes ..... 1
- no ..... 2
- [does not use the Internet / has no computer] ..... 3
- [DK/NA] ..... 9

ASK IF Q7b = 1.

Q7c. Have you ever used these tools or technologies or not?

- yes ..... 1
- no ..... 2
- [does not use the Internet] ..... 3
- [DK/NA] ..... 9

ASK IF Q7c = 2

Q8. If you have heard about these tools and technologies and never used them, what is the most important reason? I will read out some possible reasons, please choose the answer that most applies!

- I would not know how to install them on my computer ..... 1
- I would not know how to use them ..... 2
- I am not convinced that they work ..... 3
- I am not really concerned about my privacy when I go on the Internet ..... 4
- They are too expensive ..... 5
- [Other] ..... 6
- [DK/NA] ..... 9

Q9. In light of the fight against international terrorism, do you think that, in certain circumstances, should it be possible:

(ROTATE ITEMS, USE SCALES A&B ROTATED)

- a) to have people telephone calls monitored? ..... 1 2 3 4 9
- b) to have people's internet use monitored? ..... 1 2 3 4 9
- c) to have people's credit card use monitored? ..... 1 2 3 4 9
- d) to have people's details monitored when they fly? ..... 1 2 3 4 9

SCALE A

- no ..... 1
- Yes, but only people who are suspected of terrorist activities ..... 2

- Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards .....3
- Yes, in all cases .....4
- [DK/NA].....9

**SCALE B**

- Yes, in all cases .....4
- Yes, but only people who are suspected of terrorist activities .....2
- Yes, but even suspected terrorists should only be monitored under the supervision of a judge or with equivalent safeguards .....3
- no .....1
- [DK/NA] .....9

Q10. Have you heard before that personal data of EU citizens can only be transferred outside the EU to countries which ensure an adequate level of protection for such data?

- yes .....1
- no .....2
- [DK/NA].....9

Q11. Have you heard before that stricter data protection rules apply to “sensitive data”, that is, data relating to racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, and data concerning health or sexual preference?

- yes .....1
- no .....2
- [DK/NA] .....9

**D1. Gender [DO NOT ASK - MARK APPROPRIATE]**

- [ 1 ] Male
- [ 2 ] Female

**D2. How old are you?**

- [\_][\_] years old
- [00] [REFUSAL/NO ANSWER]

**D3. How old were you when you stopped full-time education?**

[Write in THE AGE WHEN EDUCATION WAS TERMINATED]

- [\_][\_] years old
- [00] [STILL IN FULL TIME EDUCATION]



[ 0 1 ] [NEVER BEEN IN FULL TIME EDUCATION]  
 [ 9 9 ] [REFUSAL/NO ANSWER]

**D4. As far as your current occupation is concerned, would you say you are self-employed, an employee, a manual worker or would you say that you are without a professional activity? Does it mean that you are a(n)...**

[IF A RESPONSE TO THE MAIN CATEGORY IS GIVEN, READ OUT THE RESPECTIVE SUB-CATEGORIES - ONE ANSWER ONLY]

**- Self-employed**

→ i.e. : - farmer, forester, fisherman..... 11  
 - owner of a shop, craftsman..... 12  
 - professional (lawyer, medical practitioner, accountant, architect,...)..... 13  
 - manager of a company ..... 14  
 - other..... 15

**- Employee**

→ i.e. : - professional (employed doctor, lawyer, accountant, architect)..... 21  
 - general management, director or top management ..... 22  
 - middle management ..... 23  
 - Civil servant..... 24  
 - office clerk ..... 25  
 - other employee (salesman, nurse, etc...) ..... 26  
 - other..... 27

→ i.e. : - supervisor / foreman (team manager, etc...) ..... 31  
 - Manual worker..... 32  
 - unskilled manual worker..... 33  
 - other..... 34

**- Without a professional activity**

→ i.e. : - looking after the home ..... 41  
 - student (full time) ..... 42  
 - retired ..... 43  
 - seeking a job ..... 44  
 - other..... 45

- [Refusal] ..... 99

**D5. Region ( not to be asked)**

**D6. Would you say you live in a ...?**

- metropolitan zone..... 1  
 - other town/urban centre ..... 2  
 - rural zone..... 3  
 - [Refusal] ..... 9