

Does Privacy Matter in the 2008 Presidential Election?

Final Survey Results Published on November 14, 2007

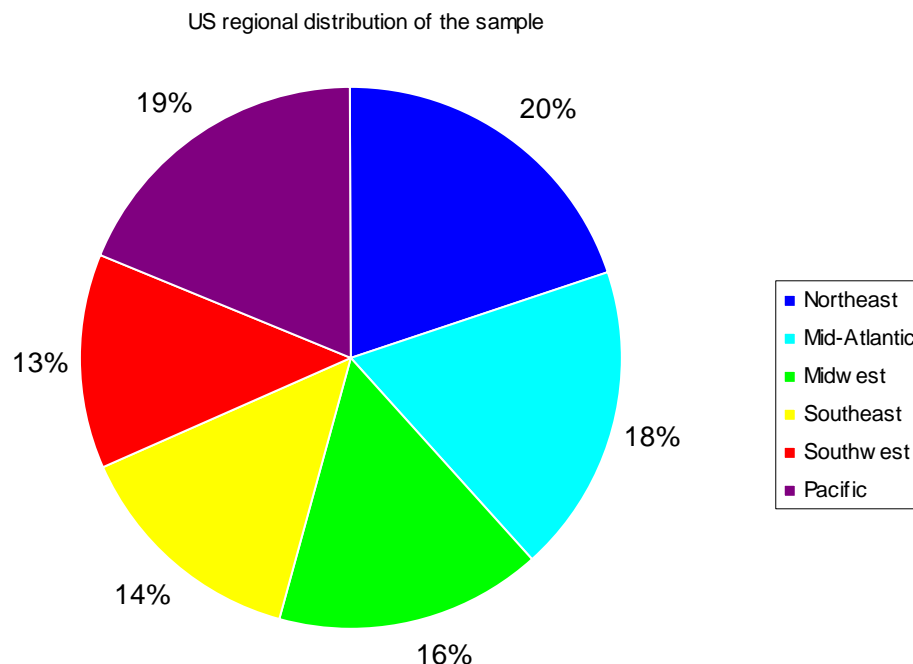
Ponemon Institute is pleased to report the results of a national telephone survey completed on November 14, 2007. This research was independently conducted to learn how privacy-related issues might impact the voting preferences of Americans in the 2008 presidential elections.

A randomly selected sampling frame containing the name, email and home telephone number for 12,001 head of households (18 years of age or older) who stated they are US citizens and eligible voters were contacted. In total, 617 individuals provided survey responses. This sample represents a 5% response rate. Margin of error is $\pm 4.5\%$.

The survey contained seven questions and five demographic items. On average, survey participants responded to all questions within a six-minute timeframe. Following are the three most salient findings of this independent survey:

- It appears that privacy is an important issue for both democratic and republican voters in the 2008 presidential election. More than 40% of respondents state the protection of their privacy rights is either an important or very important voting issue. Over 58% of respondents state the protection of their civil liberties is either an important or very important voting issue.
- Despite conjecture that younger-aged Americans are less concerned about their privacy rights, our research shows that respondents between 18 to 28 years old are more likely to see privacy as a salient voting issue in the upcoming election (52% vs. 40% of the overall sample say it is either an important or very important voting issue).
- Finally, our results show a surprising pattern of results for specific presidential contenders. The two front runners – Clinton and Giuliani – are rated as least committed to protecting privacy rights. In contrast, Obama and McCain are viewed as most committed to advancing privacy rights.

Following is the geographic distribution of our scientific sample within the United States.



Preliminary survey results

We report the percentage frequencies and corresponding bar charts for all survey questions. Please note that the data is segmented, as follows:

- Overall = 617 responses
- 18 to 28 = 180 respondents in this younger-aged voting group.
- Over 58 = 98 respondents in this older-aged voting group.

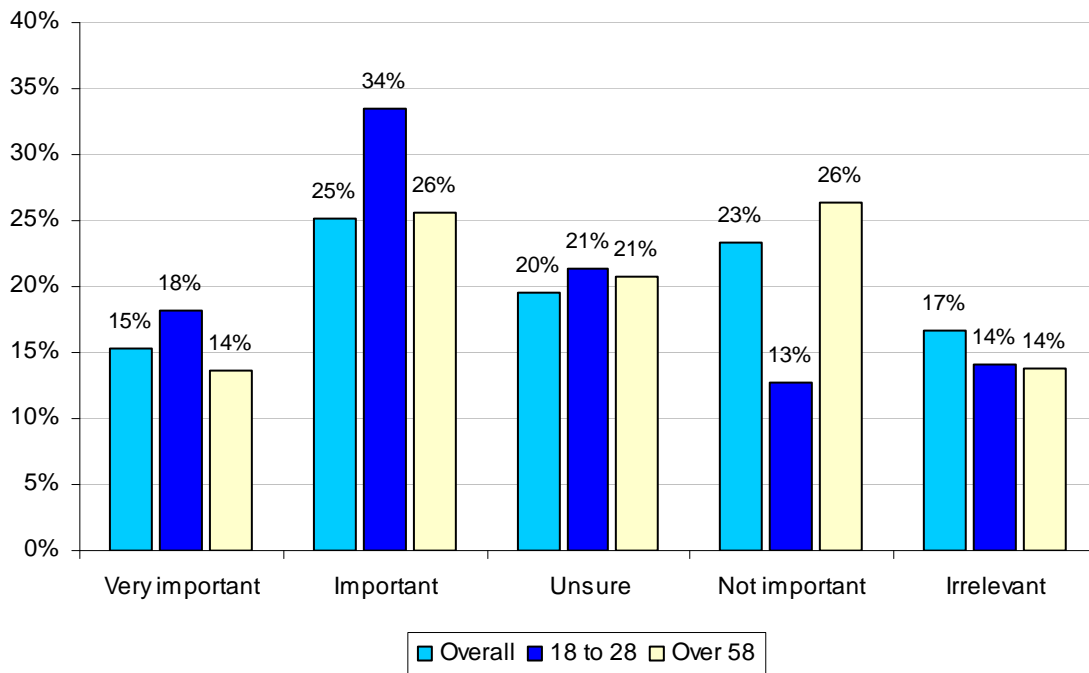
Part I: How Americans feel about the issues:

1. Privacy rights

Q1. How important is the protection of your privacy rights in determining your voting preference in the 2008 presidential election?	Overall	18 to 28	Over 58
Very important	15%	18%	14%
Important	25%	34%	26%
Unsure	20%	21%	21%
Not important	23%	13%	26%
Irrelevant	17%	14%	14%
Total	100%	100%	100%

Privacy rights are an important or very important issue for 40% of the overall sample and **52% for younger-aged respondents**.

Issue 1: Privacy Rights

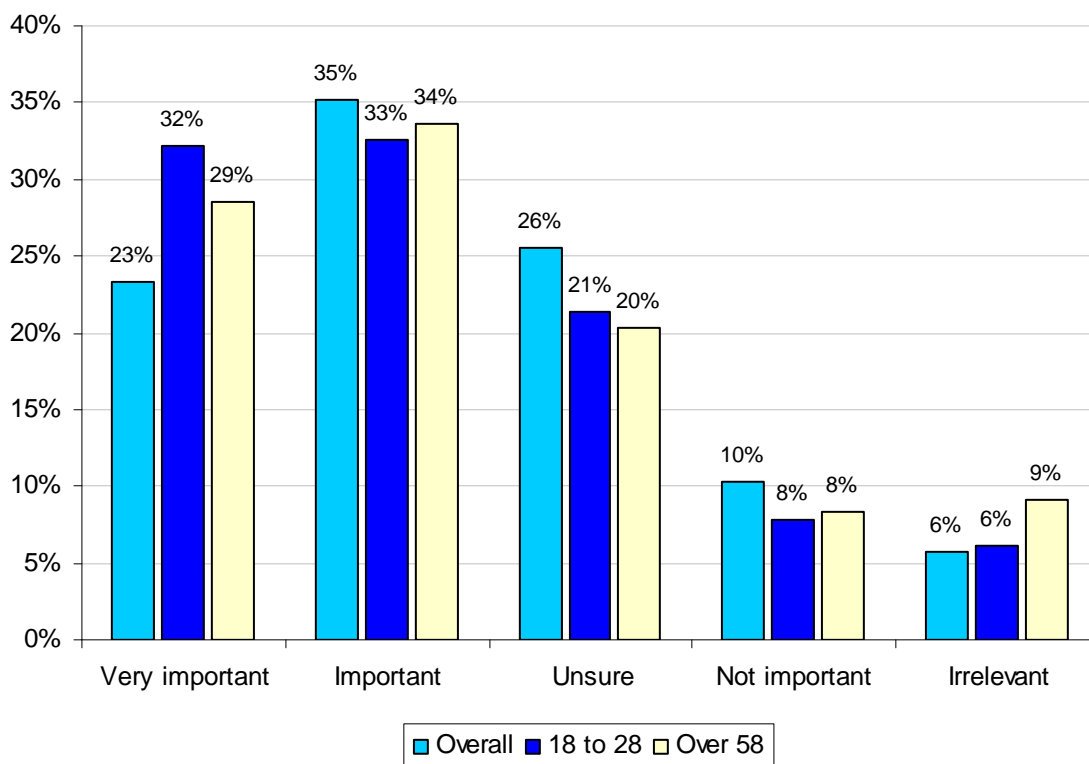


2. Civil liberties

Q2. How important is the protection of your civil liberties in determining your voting preference in the 2008 presidential election?	Overall	18 to 28	Over 58
Very important	23%	32%	29%
Important	35%	33%	34%
Unsure	26%	21%	20%
Not important	10%	8%	8%
Irrelevant	6%	6%	9%
Total	100%	100%	100%

Civil liberties are more important than privacy rights for many voters. Over 58% of the overall sample rated this as important or very important in the upcoming election. **Over 65% of younger-aged respondents rated civil liberties as an important or very important voting issue.**

Issue 2: Civil Liberties

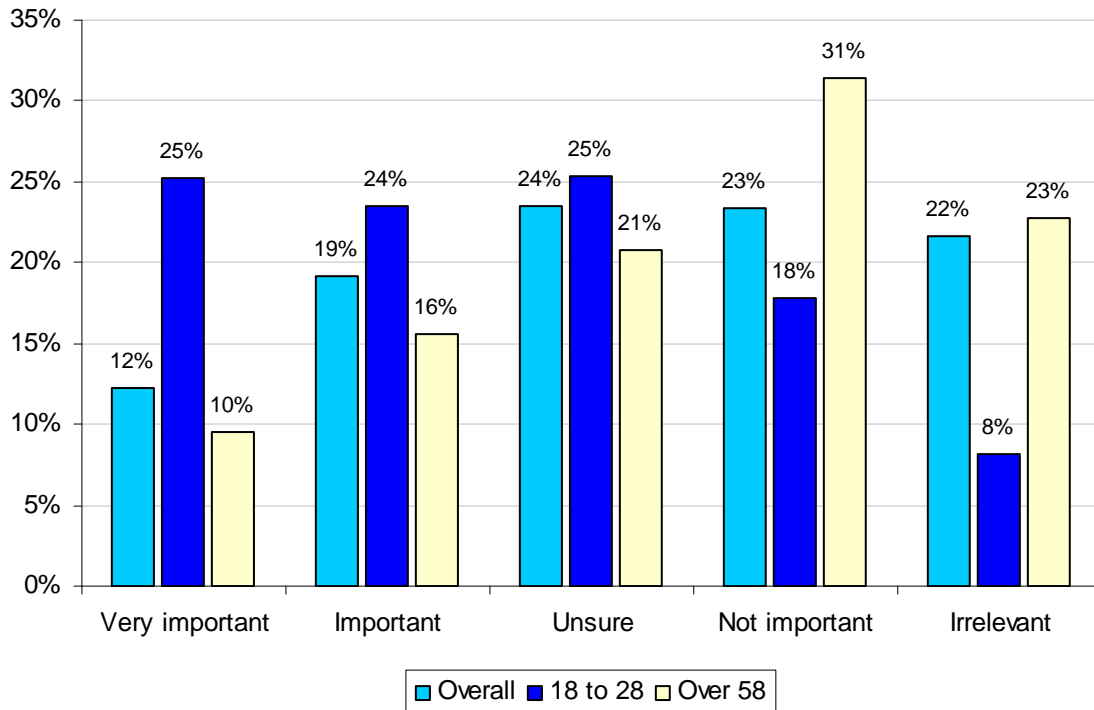


3. Internet anonymity

Q3. How important is the protection of your anonymity on the Internet in determining your voting preference in the 2008 presidential election?	Overall	18 to 28	Over 58
Very important	12%	15%	6%
Important	13%	21%	12%
Unsure	24%	35%	31%
Not important	23%	15%	21%
Irrelevant	28%	14%	31%
Total	100%	100%	100%

While less important than privacy and civil liberties as a voting issue, the protection of Internet anonymity is either important or very important for 25% of overall respondents and for **36% for younger-aged respondents**.

Issue 3: Anonymity on the Internet

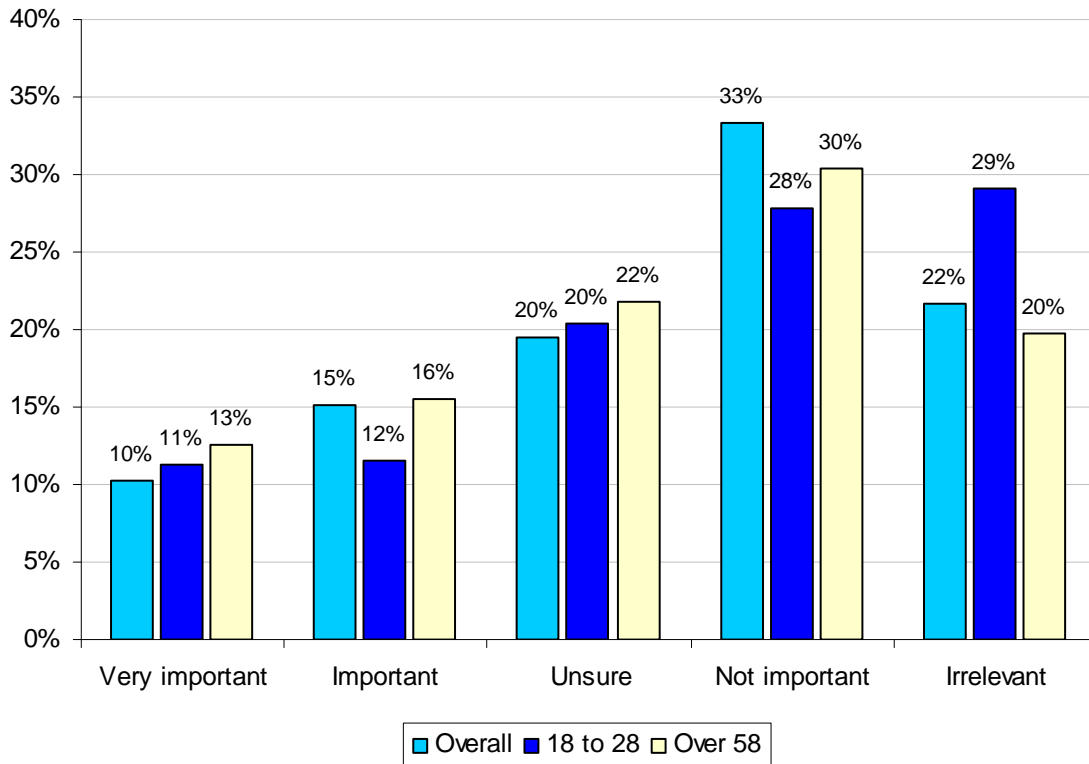


4. Protection from abusive online marketing

Q4. How important is the protection from annoying and intrusive online marketing practices in determining your voting preference in the 2008 presidential election?	Overall	18 to 28	Over 58
Very important	10%	11%	13%
Important	15%	12%	16%
Unsure	20%	20%	22%
Not important	33%	28%	30%
Irrelevant	22%	29%	20%
Total	100%	100%	100%

About 25% of all respondents believe that protection from annoying and intrusive online marketing practices is an important or very important issue in the upcoming election. Here, only 23% of younger-aged respondents attach importance to online marketing as a 2008 political issue.

Issue 4: Abusive Marketing

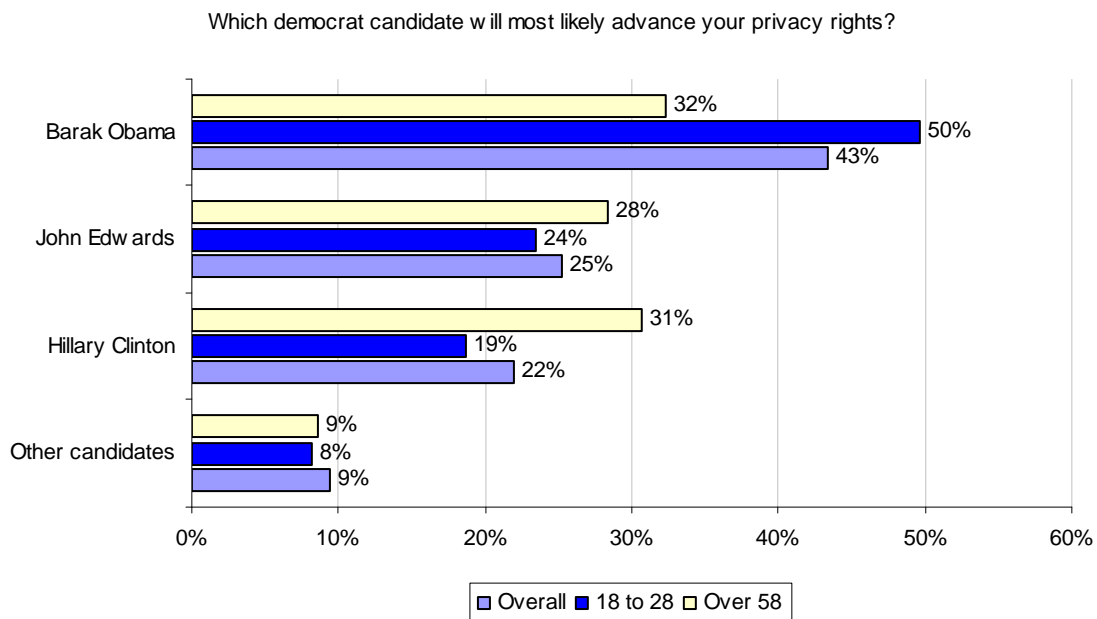


Part II: How respondents feel about specific candidates and their commitment to privacy:

Democrats

Among democrats, Barak Obama is clearly viewed as the most committed to privacy rights than other leading candidates.

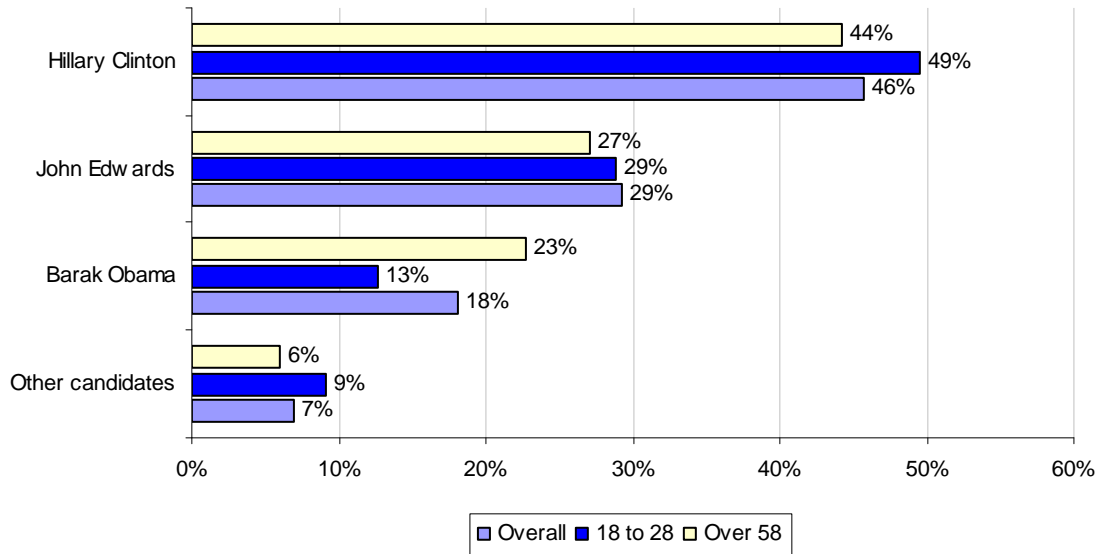
Q5a. Which democrat 2008 presidential candidate is the <u>most likely</u> to advance your privacy rights?	Overall	18 to 28	Over 58
Hillary Clinton	22%	19%	31%
Barak Obama	43%	50%	32%
John Edwards	25%	24%	28%
Other (specify)	9%	8%	9%
Total	100%	100%	100%



Among democrats, Hillary Clinton is viewed as the least committed to advancing privacy rights as an election issue than other leading candidates.

Q5b. Which democrat 2008 presidential candidate is the <u>least likely</u> to advance your privacy rights?	Overall	18 to 28	Over 58
Hillary Clinton	46%	49%	44%
Barak Obama	18%	13%	23%
John Edwards	29%	29%	27%
Other (specify)	7%	9%	6%
Total	100%	100%	100%

Which democrat candidate will least likely advance your privacy rights?

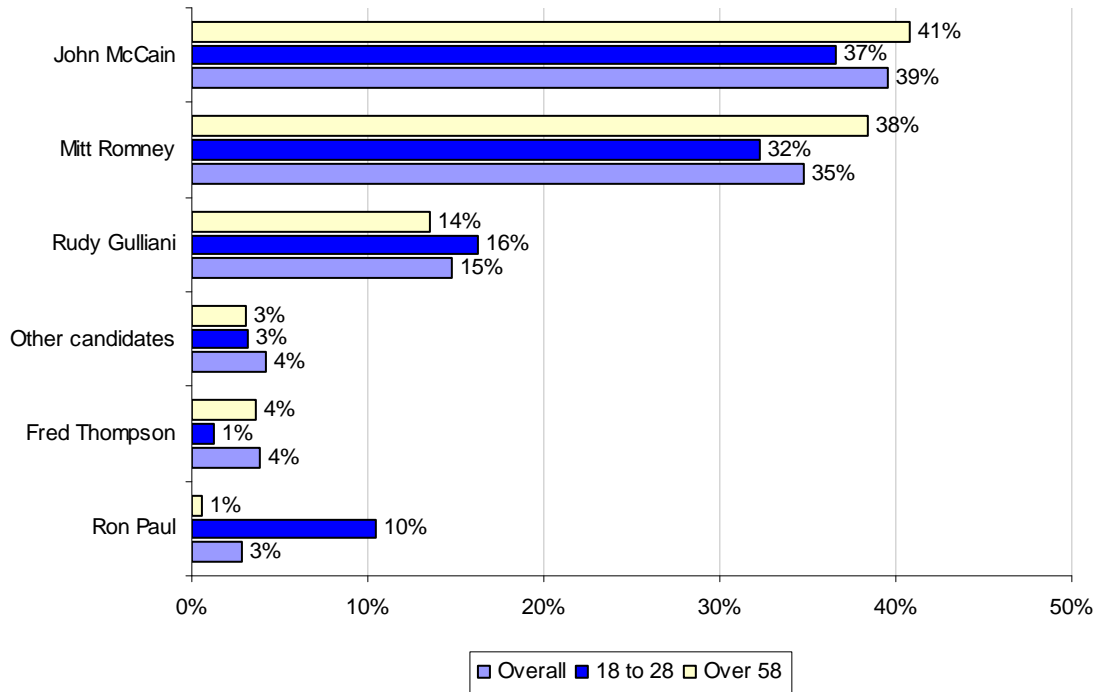


Republicans

Among republicans, John McCain is viewed as the most committed to advancing privacy rights in comparison to other leading candidates.

Q6a. Which republican 2008 presidential candidate is the <u>most likely</u> to advance your privacy rights?	Overall	18 to 28	Over 58
Rudy Giuliani	15%	16%	14%
Mitt Romney	35%	32%	38%
John McCain	39%	37%	41%
Fred Thompson	4%	1%	4%
Other (specify)	4%	3%	3%
Ron Paul	3%	10%	1%
Total	100%	100%	100%

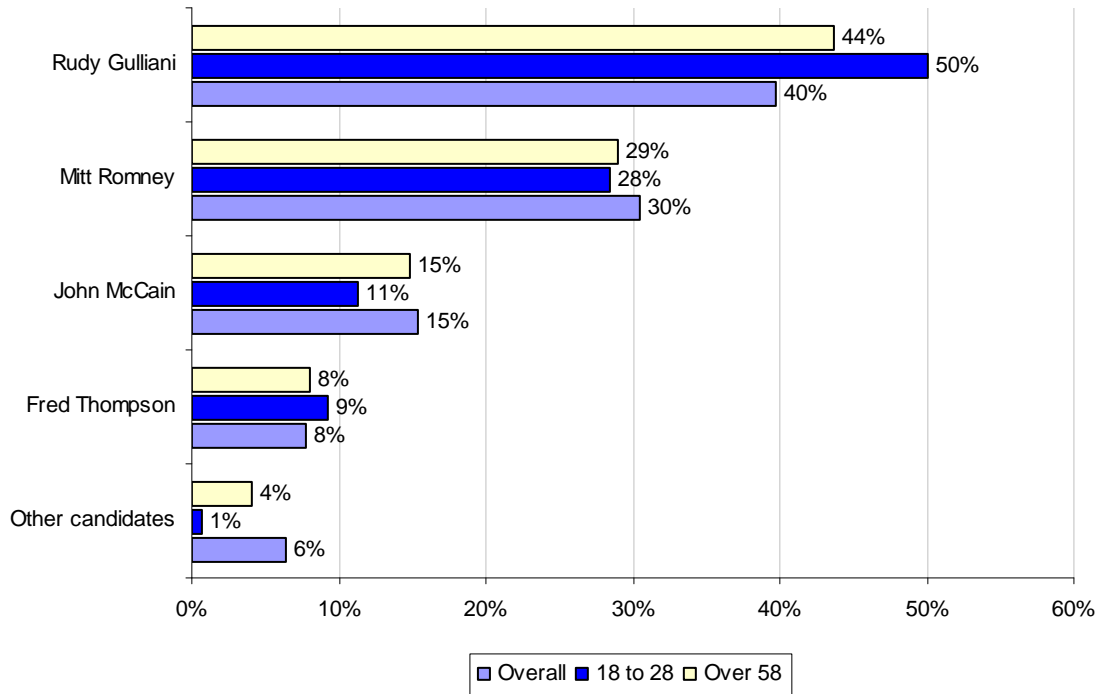
Which republican candidate will most likely advance your privacy rights?



In contrast, Rudy Giuliani is viewed as the least committed to privacy rights in comparison to other leading republican candidates.

Q6b. Which republican 2008 presidential candidate is the <u>least likely</u> to advance your privacy rights?	Overall	18 to 28	Over 58
Rudy Giuliani	40%	50%	44%
Mitt Romney	30%	28%	29%
John McCain	15%	11%	15%
Fred Thompson	8%	9%	8%
Ron Paul	0%	0%	0%
Other (specify)	6%	1%	4%

Which republican candidate will least likely advance your privacy rights?



Q7. Please indicate your political party affiliation or preference	Overall	18 to 28	Over 58
Democrat	34%	39%	34%
Republican	32%	28%	35%
Independent	30%	31%	30%
Other (specify)	4%	2%	1%
Total	100%	100%	100%

Demographics

The following tables report key demographics about the presented sample of 617 respondents. All responses were self-reported by the respondent and have not been verified.

Age range (in years)	Freq	Pct%
18 to 28	180	29%
29 to 38	143	23%
39 to 48	116	19%
49 to 58	80	13%
59 to 68	25	4%
69 to 78	42	7%
Over 78	31	5%
Total	617	100%

Gender:	Freq	Pct%
Female	319	52%
Male	298	48%
Total	617	100%

Household income	Freq	Pct%
Less than \$30,000	73	11%
\$30,000 to \$60,000	119	18%
\$60,001 to \$80,000	145	12%
\$80,001 to \$100,000	74	16%
\$100,001 to \$120,000	56	19%
\$120,001 to \$150,000	62	7%
\$150,001 to \$200,000	39	8%
\$200,001 to \$300,000	37	6%
More than \$300,000	12	4%
Total	617	100%

Highest level of education	Freq	Pct%
Less than high school	29	5%
High school	191	31%
Vocational	92	15%
Attended college or university	119	19%
Four year college degree	102	17%
Attended graduate school	41	7%
Master's degree (or equivalent)	32	5%
Completed doctorate	11	2%
Total	617	100%

Ponemon Institute LLC

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