

www.makeITsecure.ie

Case Study



iReach completed a mixed modal survey for the Department of Communications, Energy and Natural Resources to support an awareness campaign in advance of the launch of a

new website www.makeITsecure.org.

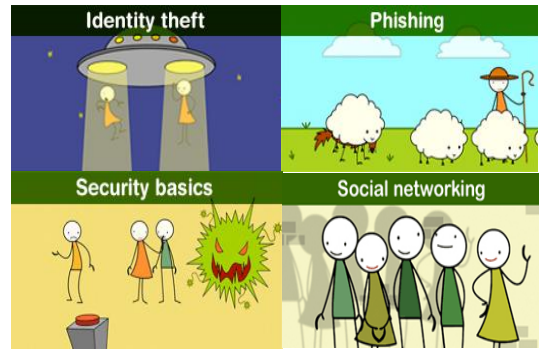
This was a nationally representative survey of Internet users across all age demographics in Ireland. This allowed us capture very detailed online demographics to analyse their online usage profiles and habits and associated threats to their personal data.

make it safe • make it simple • makeITsecure

As a key objective of the makeITsecure campaign for 2008, the Department of Communications, Energy and Natural Resources wanted to run a nationwide survey to gauge current public awareness of online security and threats to sharing personal information. .

iReach Methodology

We executed a nationally representative survey of 1100 respondents based on regional quotas and for the first time, (with agreement from the Department of Communications, Energy and Natural Resources) mixed the research modes equally across online and phone based methodologies as a more representative approach to the online community in Ireland, which accounts for 56% of the total Irish population. One key finding from this project was that there was no difference in responses or data quality across the 2 survey approaches.



Project Summary

Using both phone and online approaches in this project, we highlighted the ability to complete a nationally representative survey to reflect the true nature of the Irish Online population.

Research Connect Answer

Research starts with YOU - not us. Our approach is to use the most relevant and cost effective research methodologies and technologies to deliver tailor made insight to maximise business performance for our clients.

We **Connect** line of business executives to share experience and best practices.

We **Answer** our client's questions and provide trusted, objective advice and actionable insights.

