

Technology

WWS 2021



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



PRIVACY OF DIGITAL INFORMATION

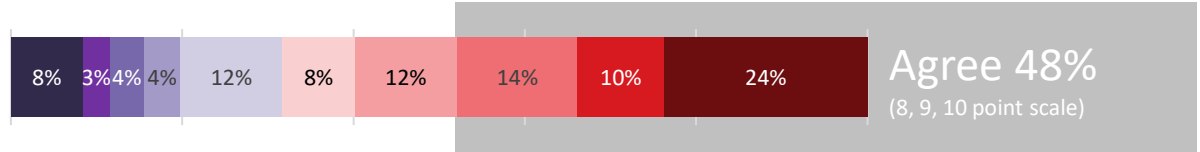
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

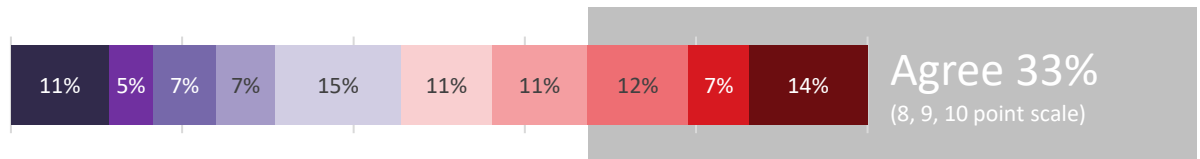
■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

I am concerned about sharing my personal information digitally



WIN 2020: 45%

I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)



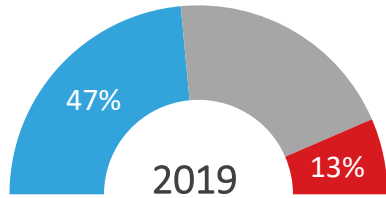
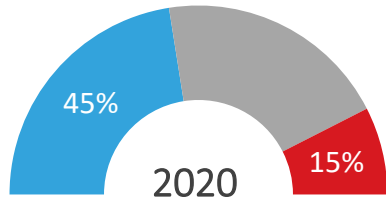
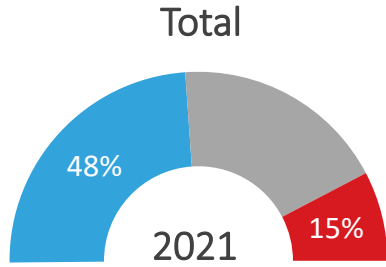
WIN 2020: 27%

Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements

Privacy of digital information - Concerned about sharing personal information digitally

% within total population

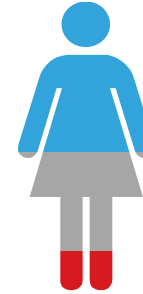


TTB Completely agree (8,9,10 scale)

BTB Completely disagree (1,2,3 scale)

By gender - 2021

Women
50%
14%



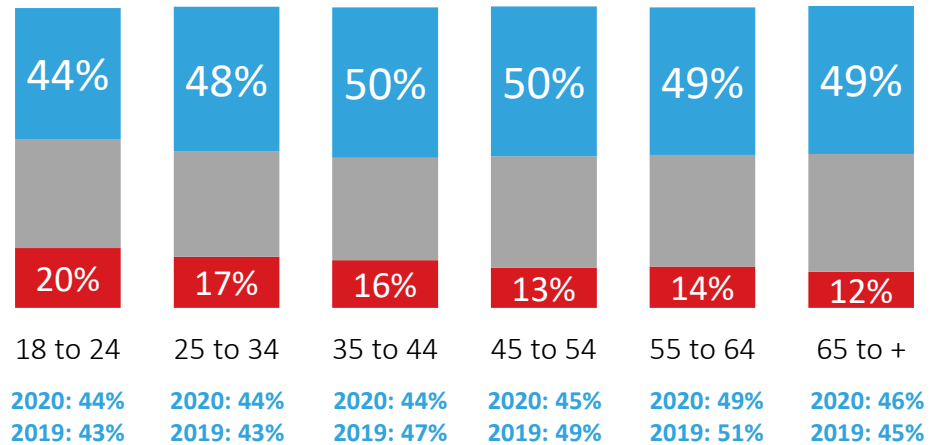
2020: 47%
2019: 49%

Men
47%
17%



2020: 43%
2019: 46%

By age group - 2021



18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to +

2020: 44%
2019: 43%

2020: 44%
2019: 43%

2020: 44%
2019: 47%

2020: 45%
2019: 49%

2020: 49%
2019: 51%

2020: 46%
2019: 45%

Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

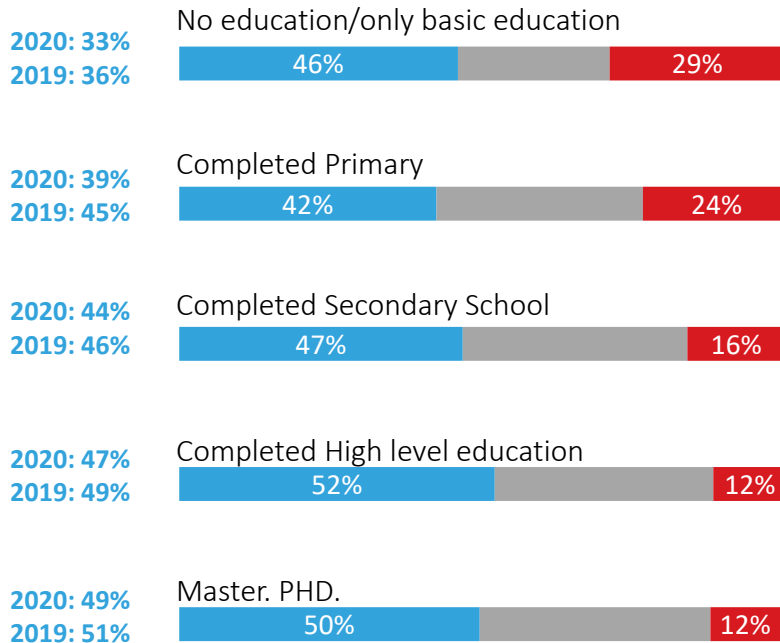
P7. Please indicate how much you agree or disagree with the following statements:
"I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

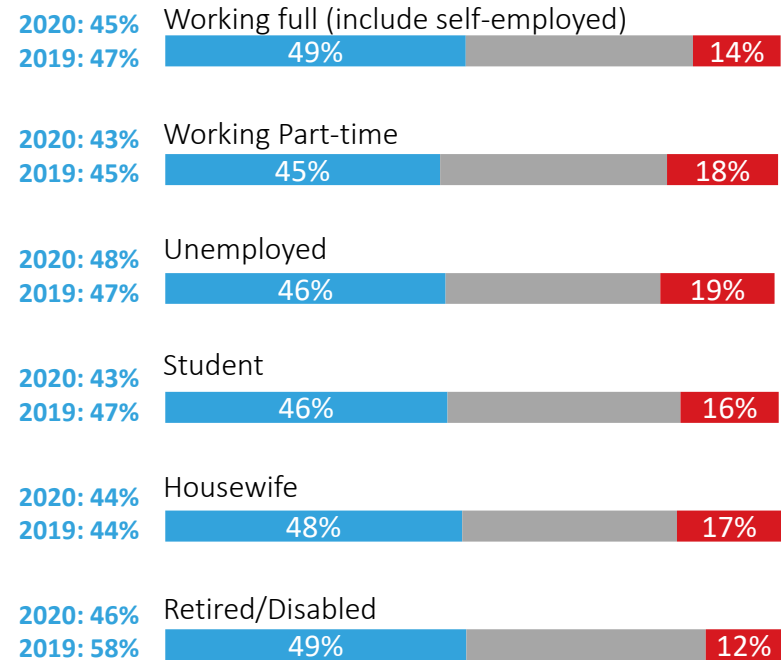
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

Completely disagree (1,2,3 scale)

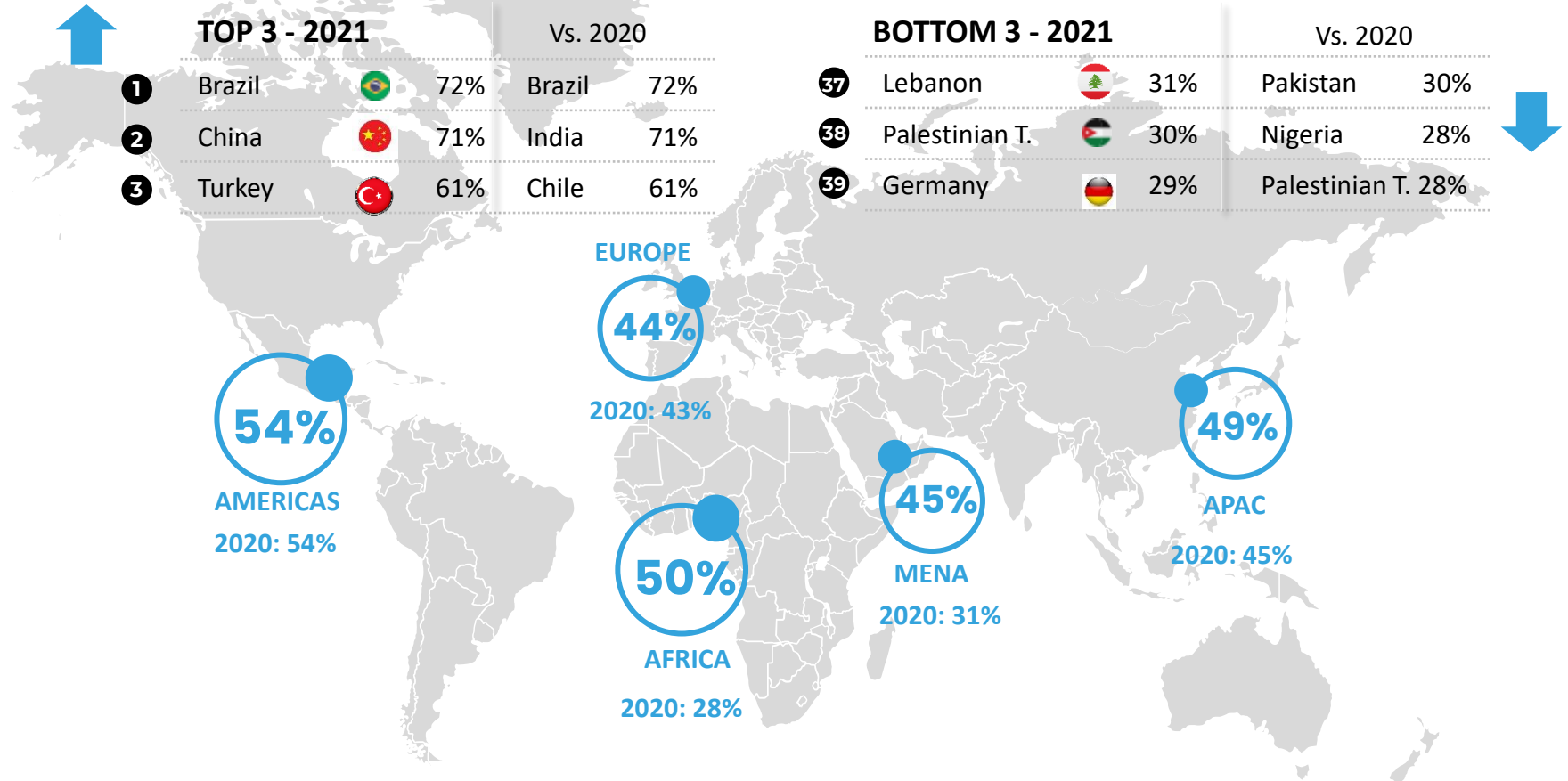
Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population - Completely agree

Completely Agree (8, 9, 10 Scale)



Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population - Completely agree (8, 9, 10 scale)

	2019	2020	2021
GLOBAL AVERAGE	47%	45%	48%
BR – Brazil	70%	72%	72%
CN – China	37%	31%	71% ↑
TR – Turkey	No data	No data	61%
PE - Peru	56%	46%	60% ↑
US - United States	69%	61%	58% ↓
KE - Kenya	No data	No data	57%
CL – Chile	56%	61%	57% ↑
ID – Indonesia	36%	58%	56% ↓
VN - Vietnam	34%	46%	56% ↑
TH – Thailand	No data	No data	52%
IE – Ireland	54%	46%	54% ↑
ES – Spain	52%	51%	51%
IN – India	71%	71%	51% ↓
KR - South Korea	41%	44%	51% ↑
GR – Greece	No data	No data	50%
EC - Ecuador	45%	41%	49% ↑
CA – Canada	55%	51%	47% ↓
MX - Mexico	60%	59%	47% ↓
FI – Finland	57%	52%	47% ↓
PH - Philippines	31%	50%	46% ↓

	2019	2020	2021
CO – Colombia	No data	No data	46%
AR – Argentina	53%	46%	46%
FR – France	53%	44%	46% ↑
RS - Serbia	No data	40%	45% ↑
PL – Poland	52%	49%	45% ↓
HR – Croatia	50%	43%	44% ↑
PK – Pakistan	34%	30%	44% ↑
NG – Nigeria	39%	28%	43% ↑
GB - United Kingdom	49%	39%	42% ↑
JP – Japan	44%	38%	40% ↑
IT – Italy	45%	43%	40% ↓
SI – Slovenia	48%	36%	39% ↑
HK - Hong Kong	42%	39%	38% ↓
MY – Malaysia	45%	57%	34% ↓
DK - Denmark	44%	36%	33% ↓
PY - Paraguay	48%	34%	32% ↓
LB – Lebanon	42%	42%	31% ↓
PS - Palestinian T.	17%	28%	30% ↑
DE – Germany	41%	30%	29% ↓

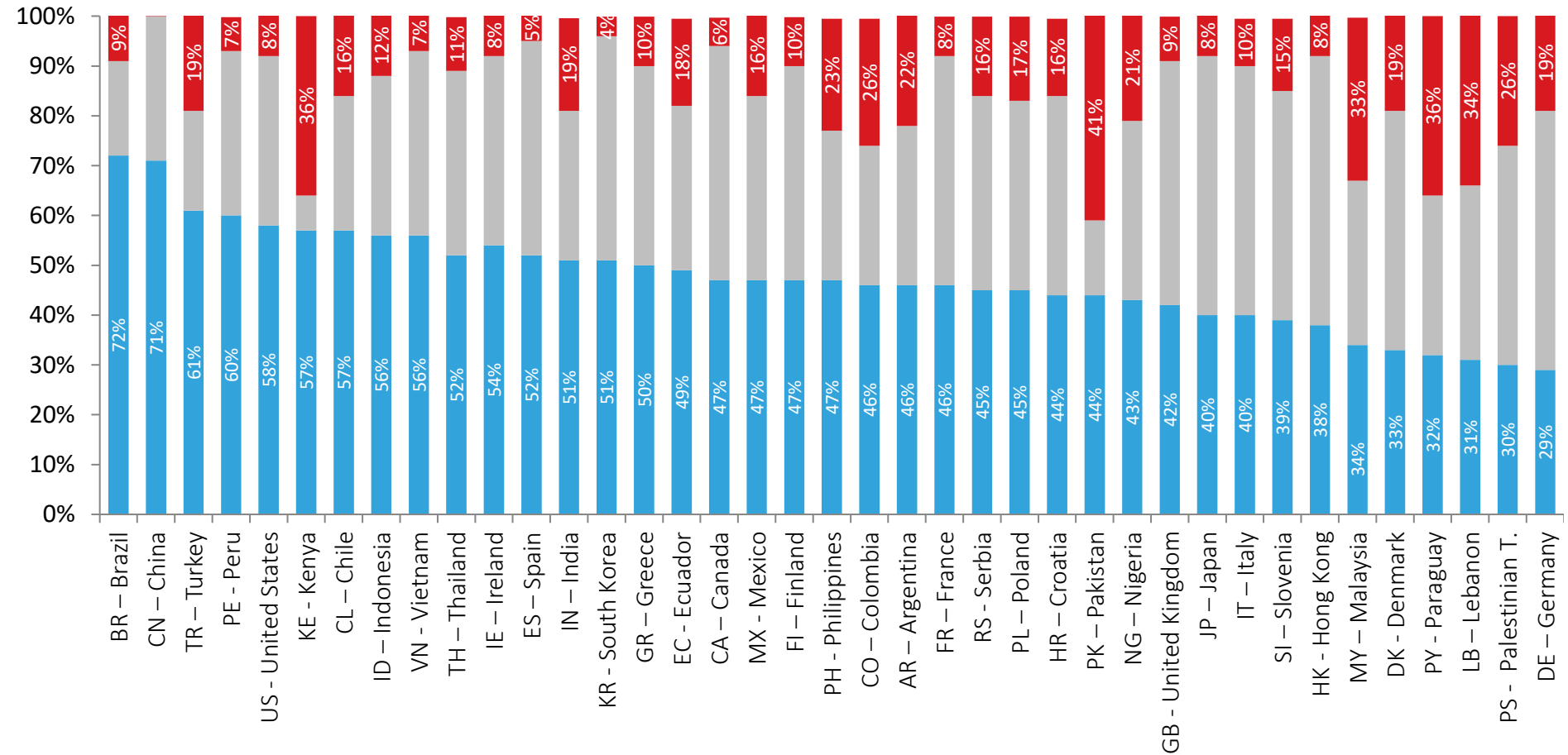
Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:
 “I am concerned about sharing my personal information digitally”

Privacy of digital information - Concerned about sharing personal information digitally

% within total population

TTB Completely agree (8,9,10 scale) **BTB** Completely disagree (1,2,3 scale)

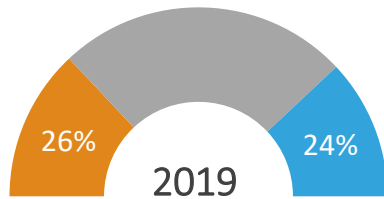
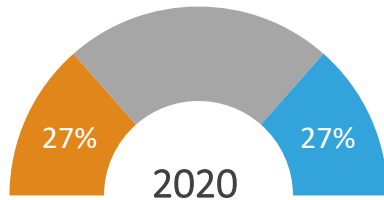
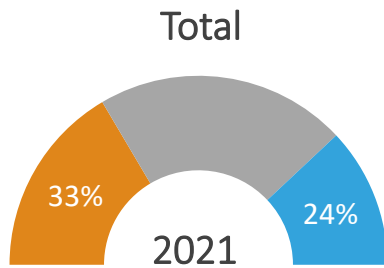


Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population



TTB Completely agree (8,9,10 scale)

BTB Completely disagree (1,2,3 scale)

By gender - 2021

Women
32%
24%

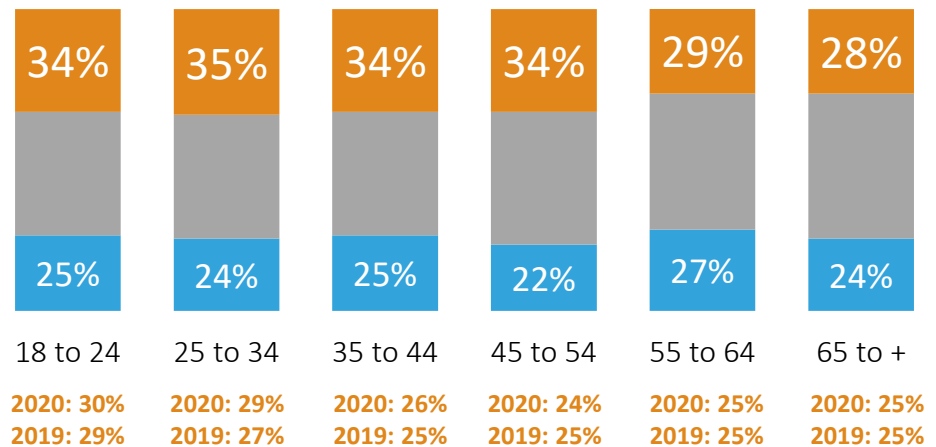
2020: 26%
2019: 25%



Men
33%
25%

2020: 28%
2019: 27%

By age group - 2021



Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:

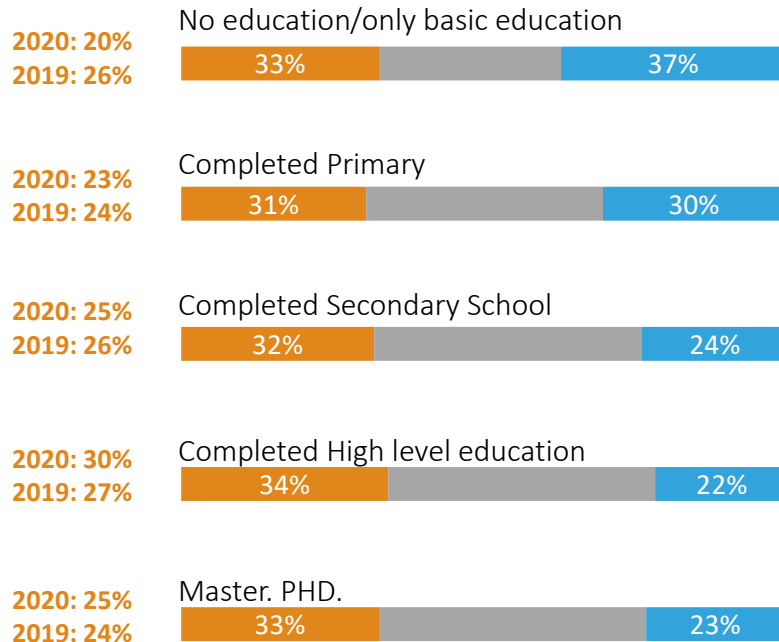
“I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

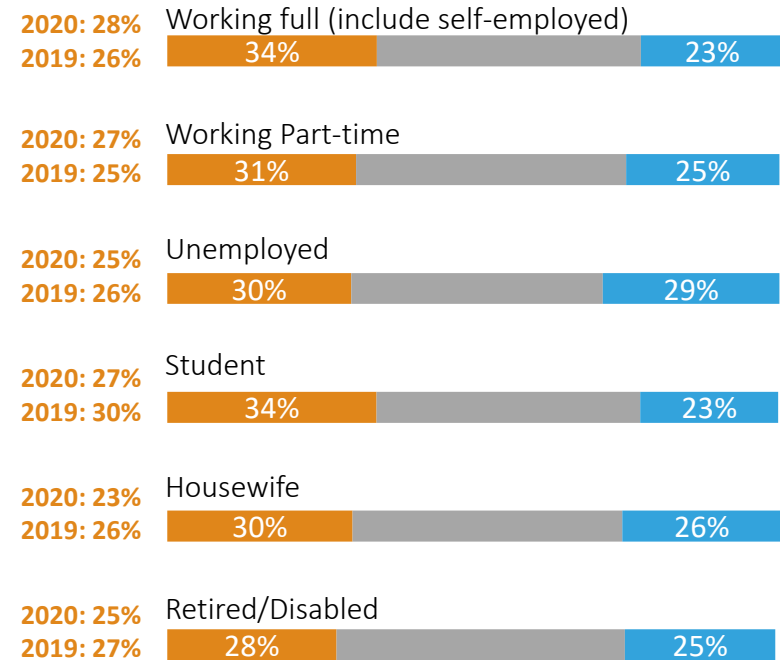
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

Completely disagree (1,2,3 scale)

Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

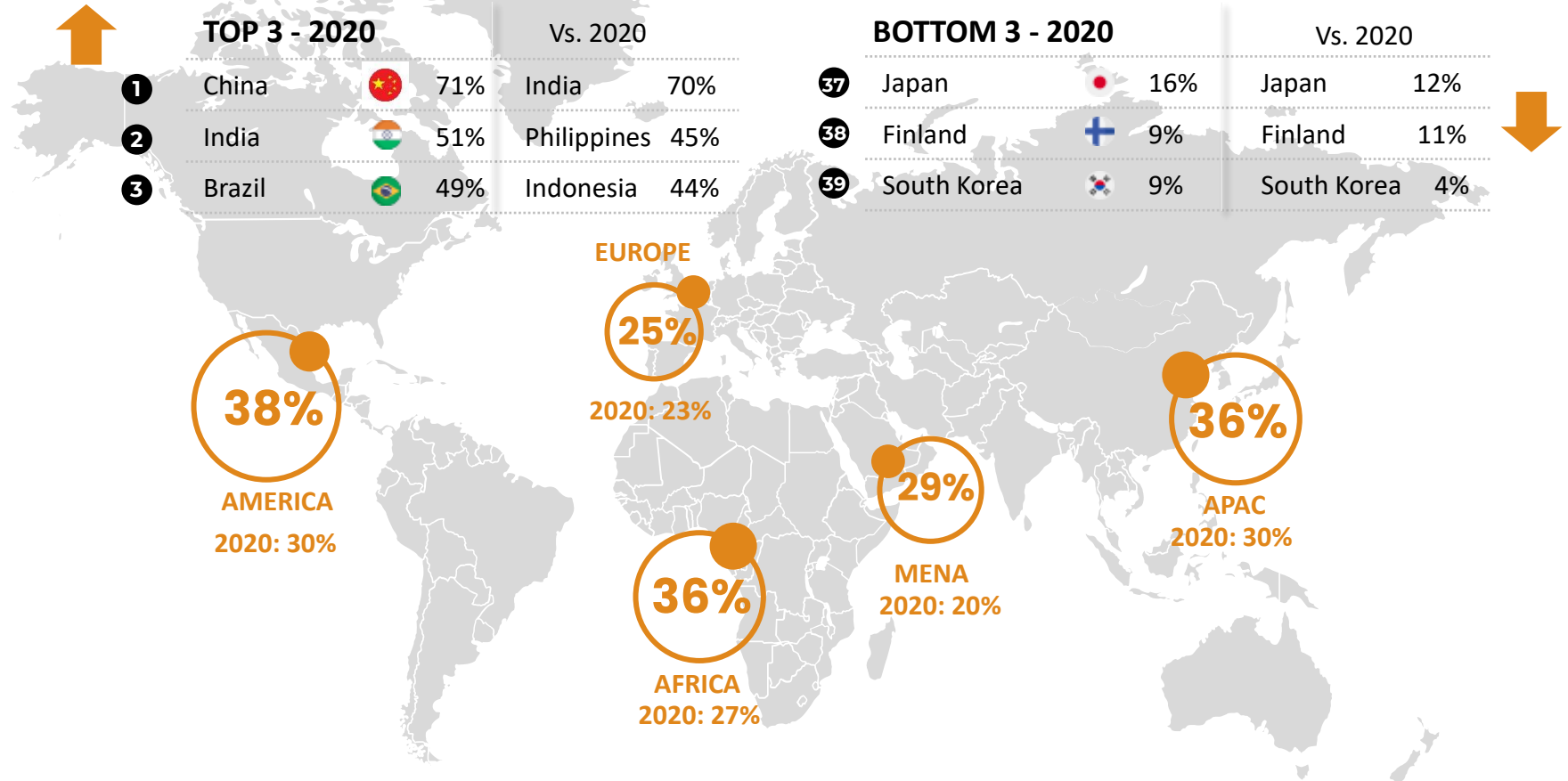
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“I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population - Completely agree

 Completely Agree (8, 9, 10 Scale)



Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:

“I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population - Completely agree (8, 9, 10 scale)

	2019	2020	2021
GLOBAL AVERAGE	26%	27%	33%
CN – China	35%	41%	71% ↑
IN – India	62%	70%	51% ↓
BR – Brazil	31%	38%	49% ↑
PE - Peru	30%	26%	49% ↑
ID – Indonesia	33%	45%	48% ↑
VN - Vietnam	26%	38%	47% ↑
TH – Thailand	No data	No data	47%
PH - Philippines	30%	45%	45%
CL – Chile	30%	35%	43% ↑
CO – Colombia	No data	No data	42%
SI – Slovenia	26%	36%	40% ↑
KE - Kenya	No data	No data	39%
PY - Paraguay	32%	26%	37% ↑
RS - Serbia	No data	30%	36% ↑
HR – Croatia	41%	36%	36%
PK – Pakistan	37%	19%	35% ↑
EC - Ecuador	45%	40%	35% ↓
AR – Argentina	21%	30%	34% ↑
ES – Spain	33%	28%	33% ↑
NG – Nigeria	26%	27%	33% ↑

	2019	2020	2021
US - United States	25%	23%	33% ↑
TR – Turkey	No data	No data	33%
MX - Mexico	32%	28%	32% ↑
IT – Italy	25%	32%	30% ↓
LB – Lebanon	22%	23%	29% ↑
MY – Malaysia	39%	33%	29% ↓
PL – Poland	21%	12%	26% ↑
IE – Ireland	23%	21%	26% ↑
GR – Greece	No data	No data	25%
PS - Palestinian T.	17%	18%	24% ↑
GB - United Kingdom	19%	14%	23% ↑
DE – Germany	23%	24%	22% ↓
HK - Hong Kong	18%	26%	20% ↓
CA – Canada	15%	19%	18% ↓
DK - Denmark	18%	13%	18% ↑
FR – France	21%	14%	16% ↑
JP – Japan	12%	12%	16% ↑
FI – Finland	14%	11%	9% ↑
KR - South Korea	12	4%	9% ↑

Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

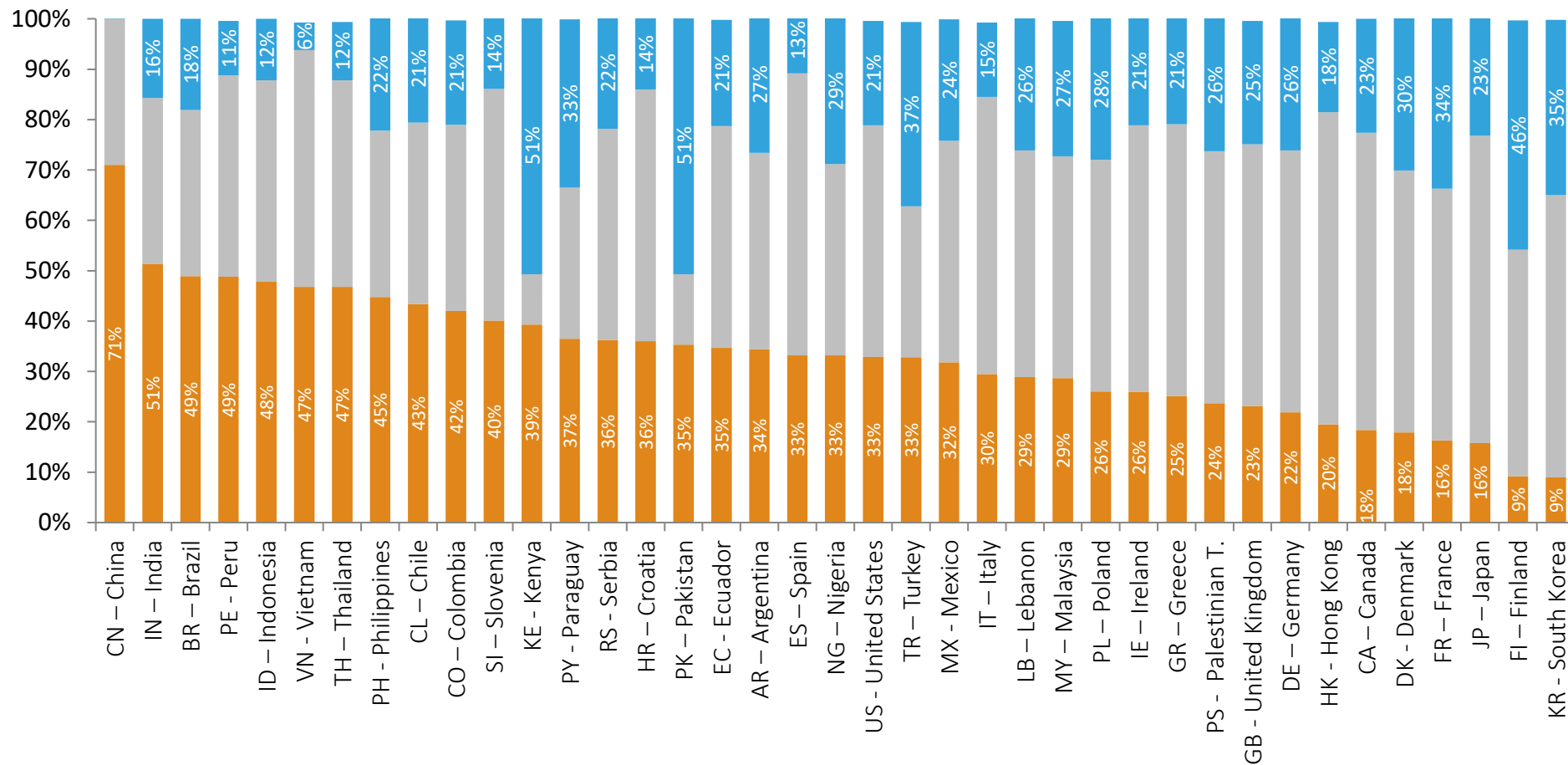
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Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population

TTB Completely agree (8,9,10 scale) BTB Completely disagree (1,2,3 scale)



Source: WIN 2021. Base: 33182. The percentages of Dk / Nr have not been plotted.

P7. Please indicate how much you agree or disagree with the following statements:

“I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”



IMPORTANCE OF TECHNOLOGY IN OUR LIFE

Importance of technology in our life

% within total population

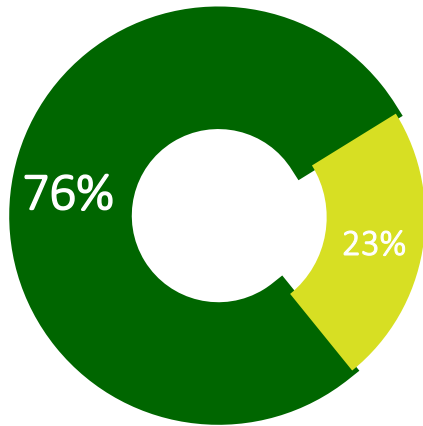
TTB

Extremely important/
Very important

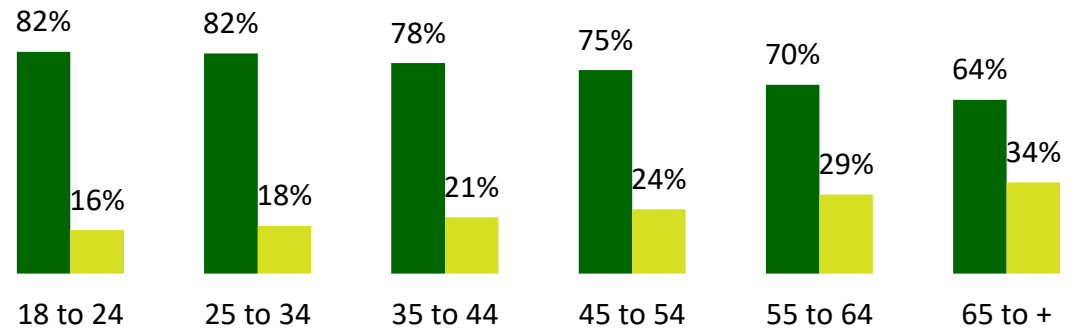
BTB

Slightly important/
Not important at all

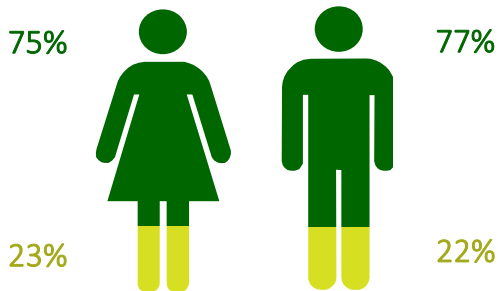
Total



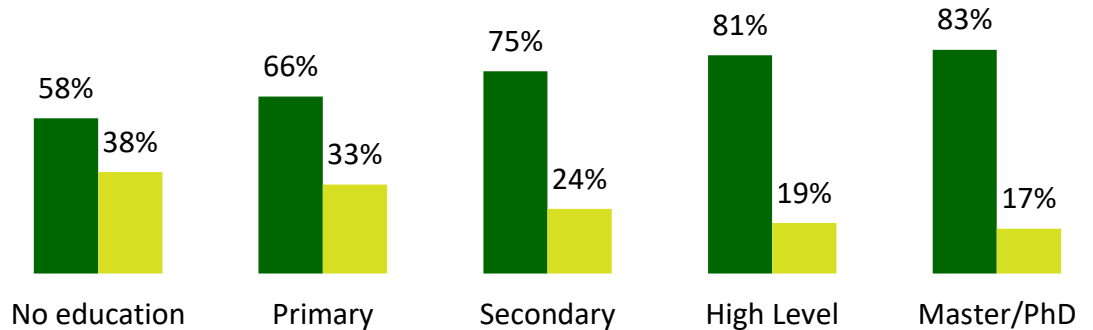
By age group



By gender



By education level



Source: WIN 2021. Base: 33236. The percentages of Dk / Nr have not been plotted.

P8. How important is technology in your life?

Importance of technology in our life

% within total population



By income level

Low



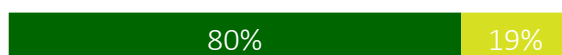
Medium Low



Medium



Medium High



High



By employment

Working full (include self-employed)



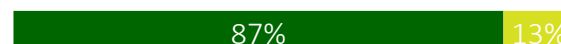
Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



TTB Extremely important/
Very important

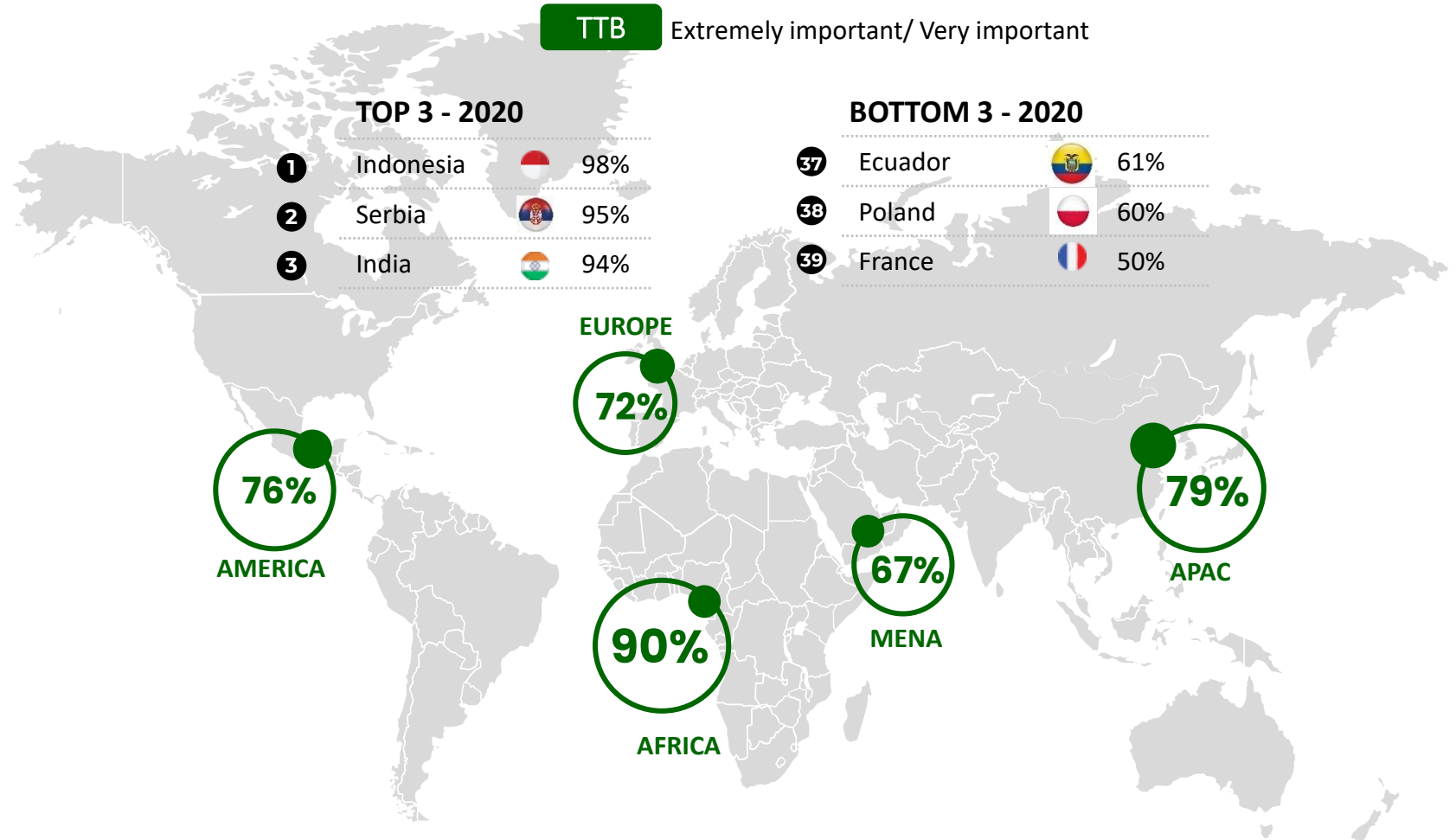
BTB Slightly important/
Not important at all

Source: WIN 2021. Base: 33236. The percentages of Dk / Nr have not been plotted.

P8. How important is technology in your life?

Importance of technology in our life

% within total population – Extremely important/Very Important



Source: WIN 2021. Base: 33236. The percentages of Dk / Nr have not been plotted.

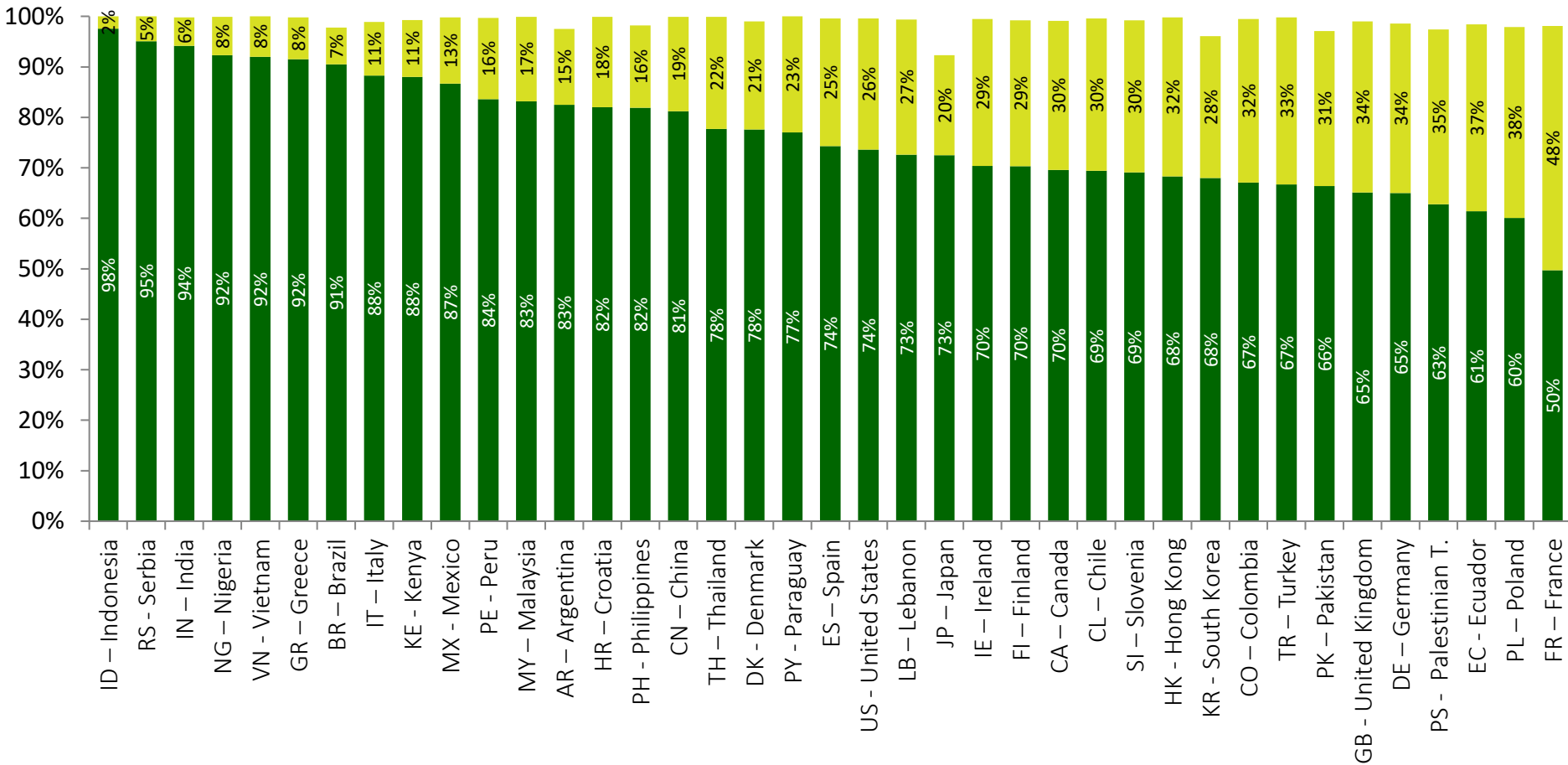
P8. How important is technology in your life?

Importance of technology in our life

% within total population

TTB Extremely important/
Very important

BTB Slightly important/
Not important at all



Source: WIN 2021. Base: 33236. The percentages of Dk / Nr have not been plotted.

P8. How important is technology in your life?



DATA MISUSE

Data misuse - Experiences

% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING

Data misuse



41%
Spamming
2019: 37%



31%
Phishing
2019: 24%

Aggressive misuse



12%
Personal data leak
2019: 10%



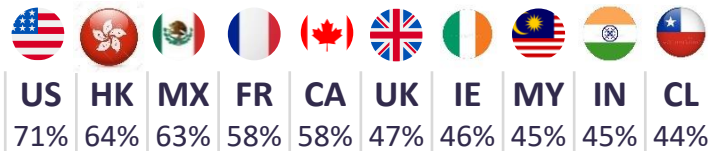
11%
Email hacked
2019: 11%



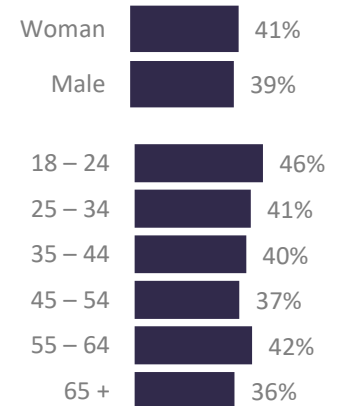
11%
Financial hack
2019: 8%

Aggressive misuse experienced **34%**
2019: 29%

Ranked by country (top 10)



40%
None
2019: 44%



Source: WIN 2021. Base: 33230. The percentages of Dk / Nr have not been plotted.

P9. Have you experienced any of the following... (read the items)

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	821	Nationwide
BRAZIL	Market Analysis Brasil	CAWI	1153	Nationwide
CANADA	Leger	CAWI	1001	Nationwide
CHILE	ACTIVA RESEARCH	CAWI	1216	Nationwide - Urban
CHINA	WisdomAsia	ONLINE	1000	Nationwide Tier – 1 & Tier – 2 cities
CROATIA	MEDIANA FIDES	CAWI	516	Nationwide
COLOMBIA	Centro Nacional de Consultoría	CATI	775	Nationwide
DENMARK	Norstat Denmark	CAWI	510	Nationwide
ECUADOR	CEDATOS	FACE-TO-FACE	730	Nationwide
FINLAND	TALOUSTUTKIMUS Oy	CAWI	1042	Nationwide excluding Aland
FRANCE	BVA	CAWI	1001	Nationwide
GERMANY	Produkt + Markt	CAWI	1000	Nationwide
GREECE	Alternative Research Solutions	CAWI	505	Nationwide
HONG KONG	Consumer Search Group (CSG)	CAWI	524	Nationwide
INDIA	DataPrompt International Pvt. Ltd.	CAWI	1000	Nationwide
INDONESIA	DEKA Marketing Research	CAWI	689	Nationwide
IRELAND	RED C Research & Marketing Ltd	CAWI	1020	Nationwide
ITALY	BVA Doxa	CAWI	1000	Nationwide
JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1182	Nationwide
KENYA	MIND PULSE Ltd	F2F	1000	Nationwide -Urban
LEBANON	REACH SAL	CATI	500	Nationwide

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
MALAYSIA	Central Force International Sdn.Bhd	CATI	1007	Nationwide
MEXICO	Brand SA de CV	ONLINE	501	Mexico City/ Guadalajara/Monterrey
NIGERIA	Market Trends International	CAPI offline F2F	1000	Nationwide
PAKISTAN	Gallup Pakistan	CATI	1000	Nationwide
PALESTINE	Palestinian Center of Public Opinion	TAPI	731	Nationwide
PARAGUAY	ICA Consultoría Estratégica	CATI	500	Nationwide
PERU	Datum Internacional	CAWI	1000	Nationwide
PHILIPPINES	Philippines Survey and Research Center Inc (PSRC)	CAPI	1000	Nationwide
POLAND	Mareco Polska	CAWI	504	Nationwide
SOUTH KOREA	Gallup Korea	CAPI	1500	Nationwide
SERBIA	Mediana Fides	CAWI	529	Nationwide
SLOVENIA	Mediana	CAWI	515	Nationwide
SPAIN	Instituto DYM	CAWI	1000	Nationwide
THAILAND	Infosearch Limited	F2F	600	Nationwide
TURKEY	Barem	CATI	1003	Nationwide
UK	ORB International	CAWI	1051	Nationwide
USA	Leger	CAWI	1000	Nationwide
VIETNAM	Indochina Research	Tablet Assisted F2F	601	Ha Noi, Ho Chi Minh, Da Nang, Can Tho