

Technology

WWS 2022



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



PRIVACY OF DIGITAL INFORMATION

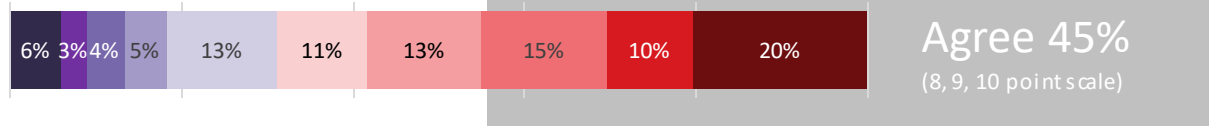
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

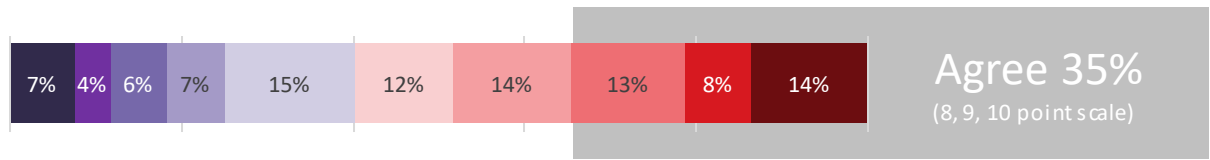
■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

I am concerned about sharing my personal information digitally



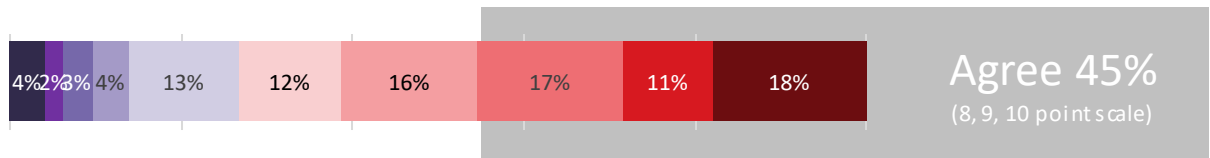
WIN 2021: 48%

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.)

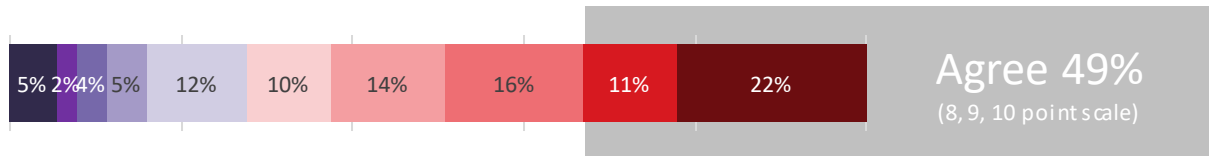


WIN 2021: 33%

New technologies allow me to organize better my everyday life



Social networks overwhelm our life



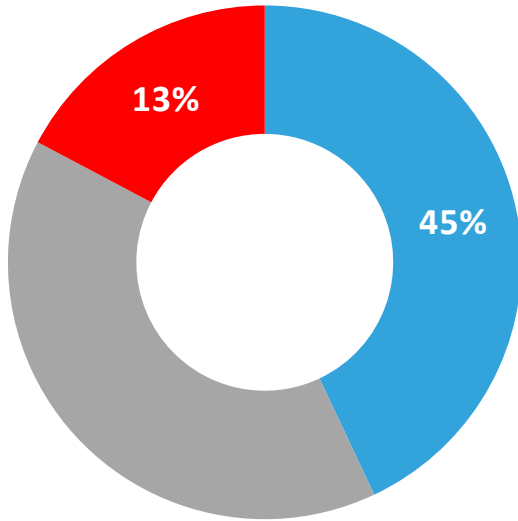
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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

Total - 2022



Year	TTB (%)	BTB (%)
2021	48%	15%
2020	45%	15%
2019	47%	13%

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

By gender - 2022

Women

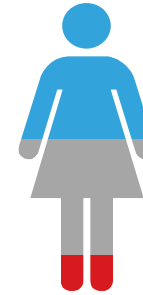
47%

13%

2021: 50%

2020: 47%

2019: 49%



Men

44%

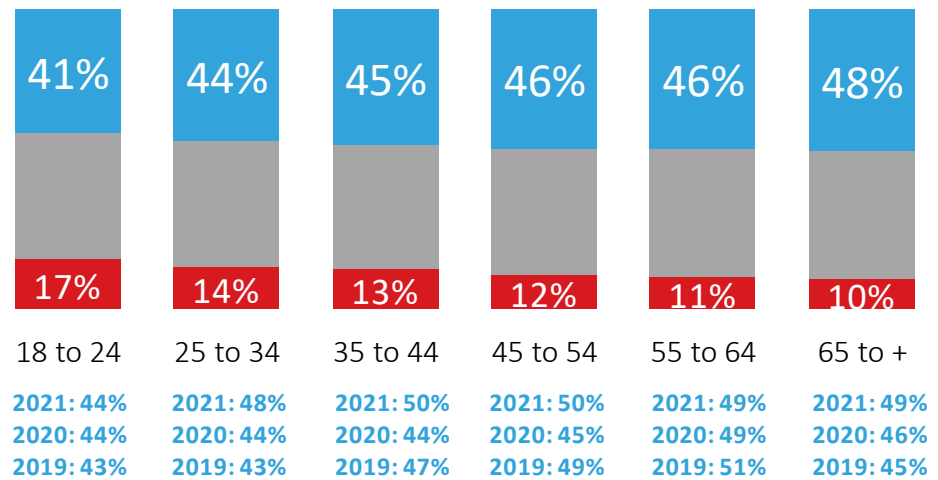
14%

2021: 47%

2020: 43%

2019: 46%

By age group - 2022



18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to +

2021: 44%

2021: 48%

2021: 50%

2021: 50%

2021: 49%

2021: 49%

2020: 44%

2020: 44%

2020: 44%

2020: 45%

2020: 49%

2020: 46%

2019: 43%

2019: 43%

2019: 47%

2019: 49%

2019: 51%

2019: 45%

Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

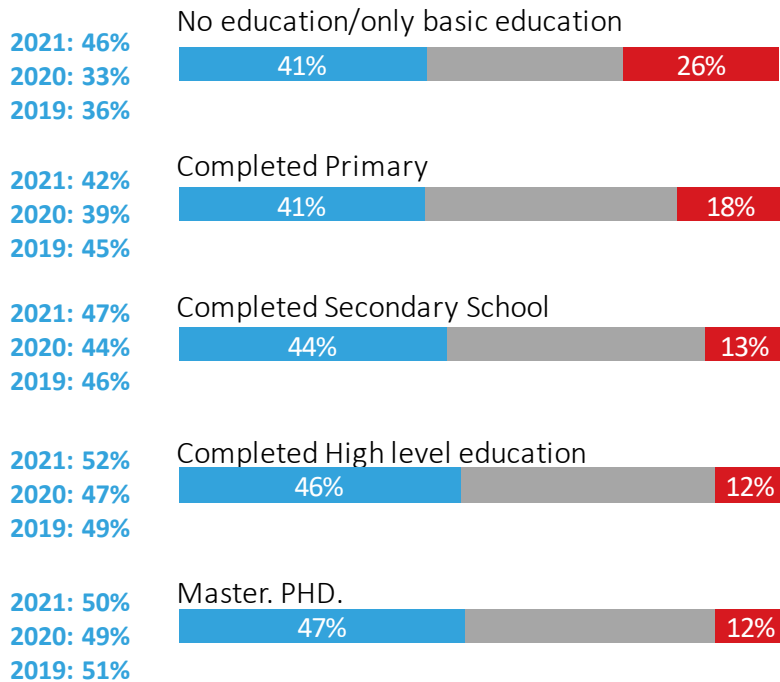
Q11. Please indicate how much you agree or disagree with the following statements:
"I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

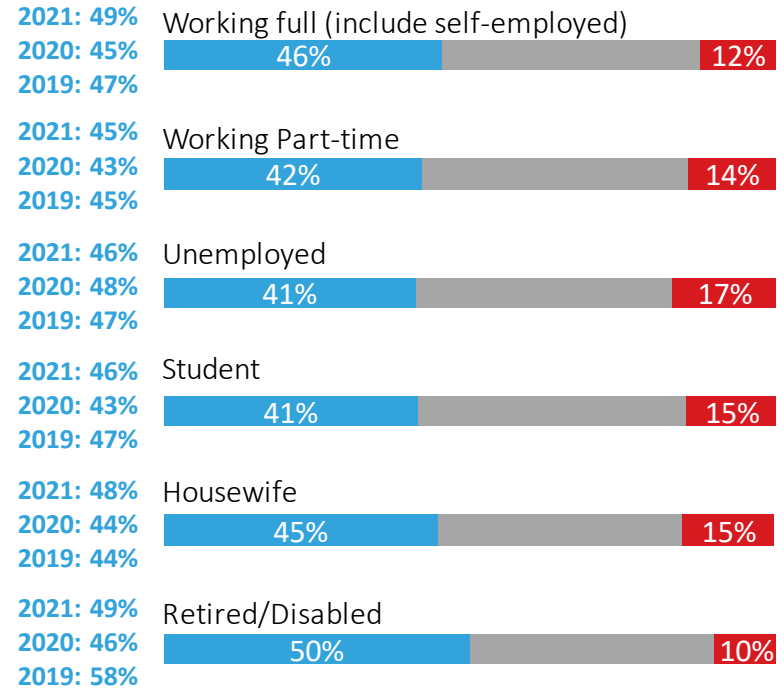
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

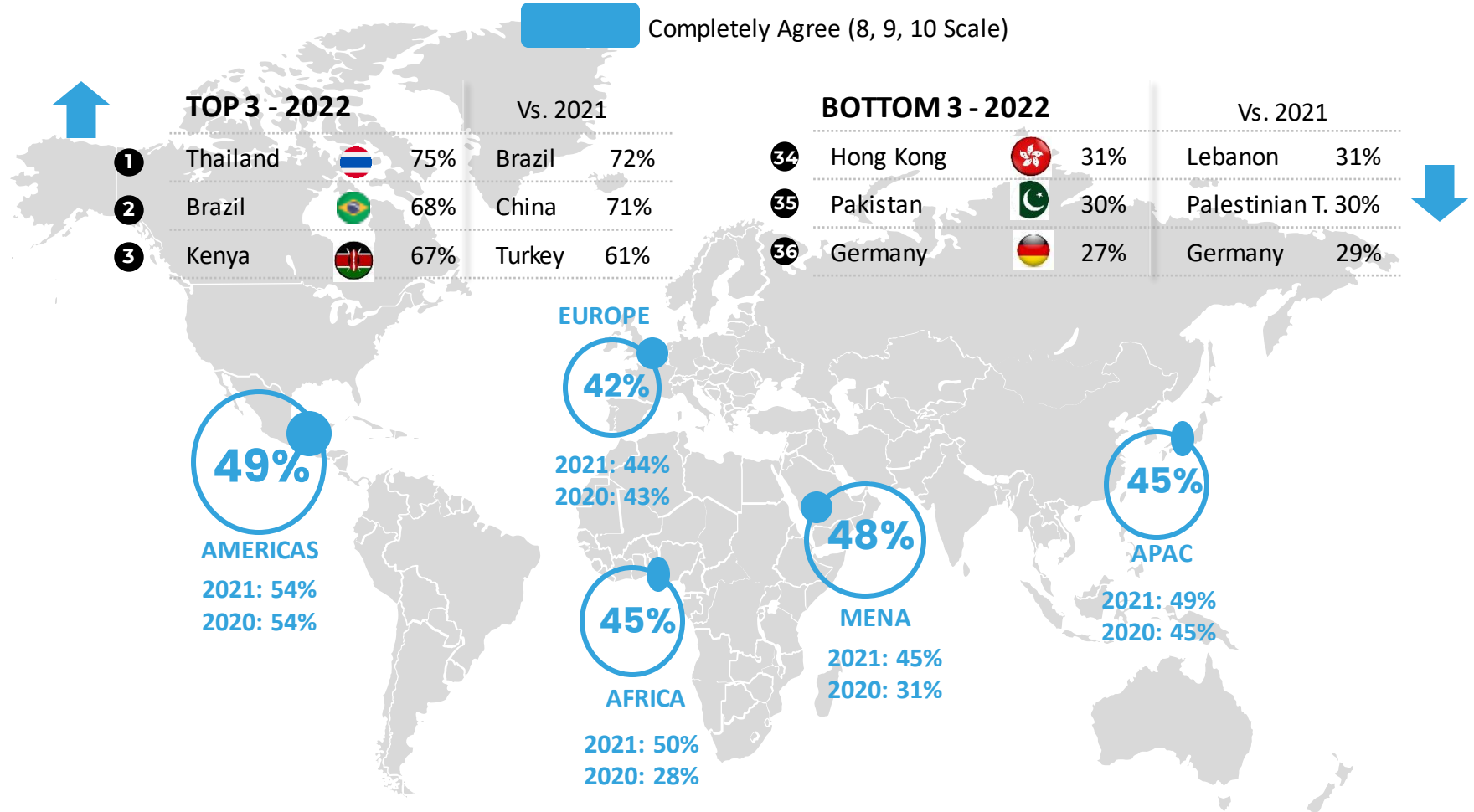
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

P11. 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)



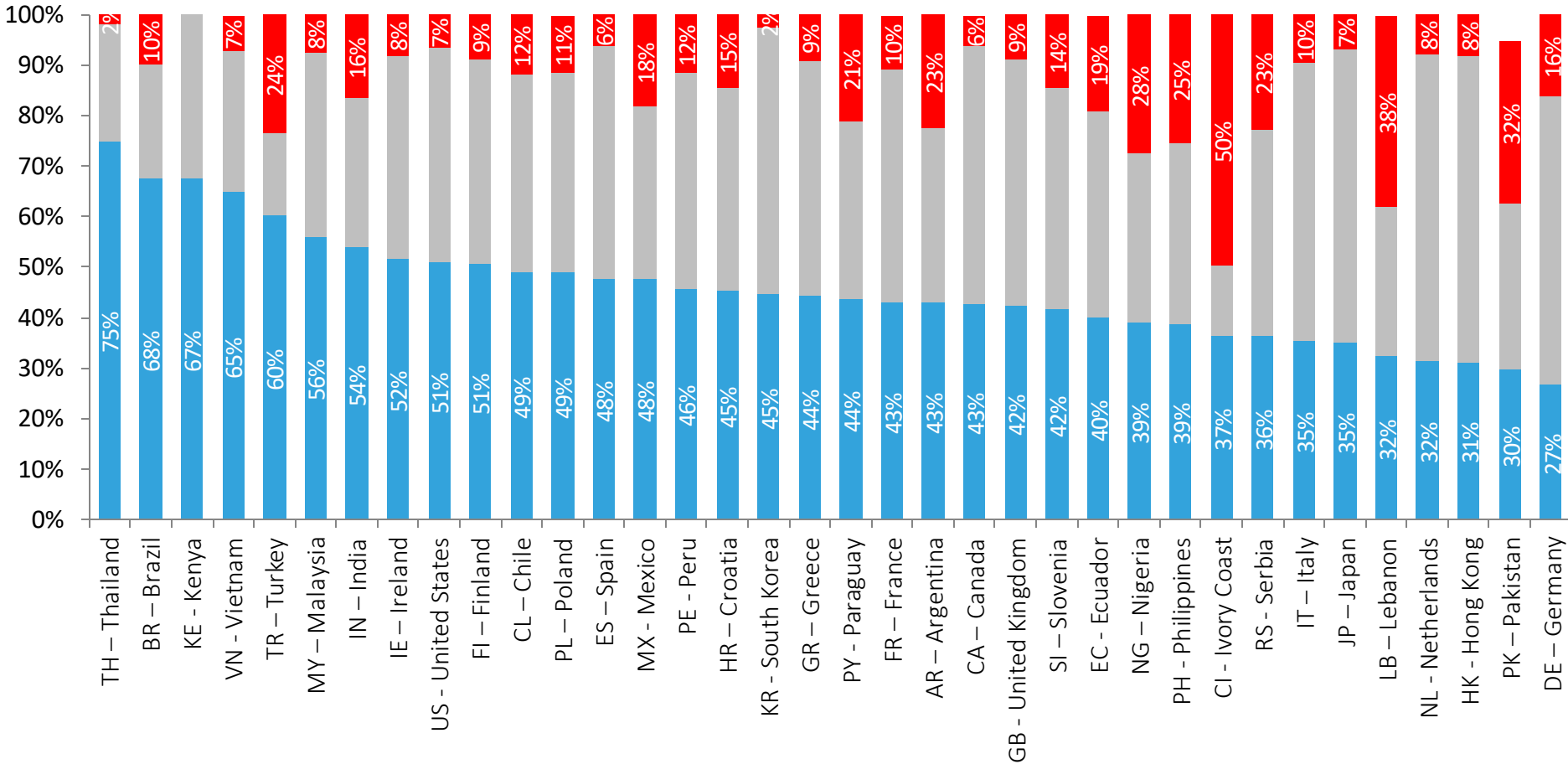
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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** Disagree (1,2,3 scale)



Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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	2022	
GLOBAL AVERAGE	47%	45%	48%	45%	↓
TH – Thailand	No data	No data	52%	75%	↑
BR – Brazil	70%	72%	72%	68%	↓
KE - Kenya	No data	No data	57%	68%	↑
VN - Vietnam	34%	46%	56%	65%	↑
TR – Turkey	No data	No data	61%	60%	↓
MY – Malaysia	45%	57%	34%	56%	↑
IN – India	71%	71%	51%	54%	↑
IE – Ireland	54%	46%	54%	52%	↓
US - United States	69%	61%	58%	51%	↑
FI – Finland	57%	52%	47%	51%	↑
CL – Chile	56%	61%	57%	49%	↓
PL – Poland	52%	49%	45%	49%	↑
ES – Spain	52%	51%	52%	48%	↓
MX - Mexico	60%	59%	47%	48%	↑
PE - Peru	56%	46%	60%	46%	↓
HR – Croatia	50%	43%	44%	45%	↑
KR - South Korea	41%	44%	51%	45%	↓
GR – Greece	No data	No data	50%	44%	↓

	2019	2020	2021	2022	
PY - Paraguay	48%	34%	32%	44%	↑
FR – France	53%	44%	46%	43%	↓
AR – Argentina	53%	46%	46%	43%	↓
CA – Canada	55%	51%	47%	43%	↓
GB - United Kingdom	49%	39%	42%	42%	▬
SI – Slovenia	48%	36%	39%	42%	↑
EC - Ecuador	45%	41%	49%	40%	↓
NG – Nigeria	39%	28%	43%	39%	↓
PH - Philippines	31%	50%	47%	39%	↓
CI – Ivory Coast	No data	No data	No data	37%	
RS - Serbia	No data	40%	45%	36%	↓
IT – Italy	45%	43%	40%	35%	↓
JP – Japan	44%	38%	40%	35%	↓
LB – Lebanon	42%	42%	31%	32%	↑
NL - Netherlands	No data	No data	No data	32%	
HK - Hong Kong	42%	39%	38%	31%	↓
PK – Pakistan	34%	30%	44%	30%	↓
DE – Germany	41%	30%	29%	27%	↑

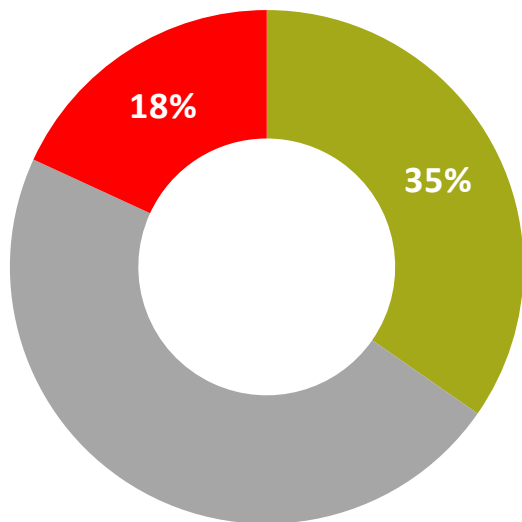
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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

Total - 2022



Year	Green	Red
2021	33%	24%
2020	27%	27%
2019	26%	24%

By gender - 2022

Women

34%

18%

2021: 32%

2020: 26%

2019: 25%



Men

35%

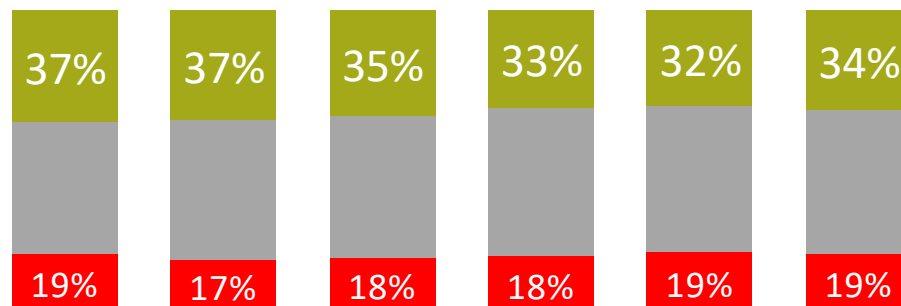
18%

2021: 33%

2020: 28%

2019: 27%

By age group - 2022



Age Group	Green	Grey	Red
18 to 24	2021: 34%	2021: 35%	2021: 34%
25 to 34	2020: 30%	2020: 29%	2020: 26%
35 to 44	2019: 29%	2019: 27%	2019: 25%
45 to 54	2021: 34%	2021: 24%	2021: 25%
55 to 64	2020: 25%	2020: 25%	2020: 25%
65 to +	2019: 25%	2019: 28%	2019: 25%

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

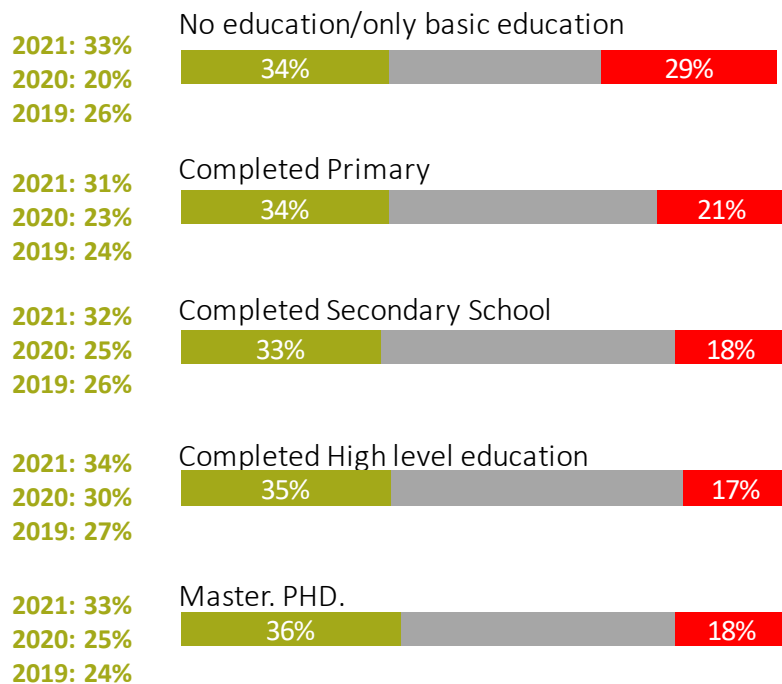
Q11. Please indicate how much you agree or disagree with the following statements:
 "I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)"

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

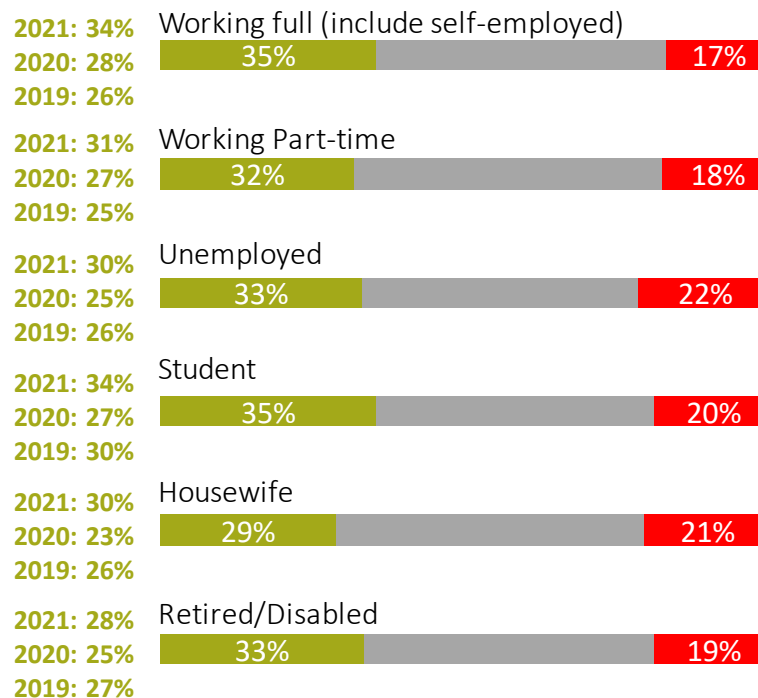
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

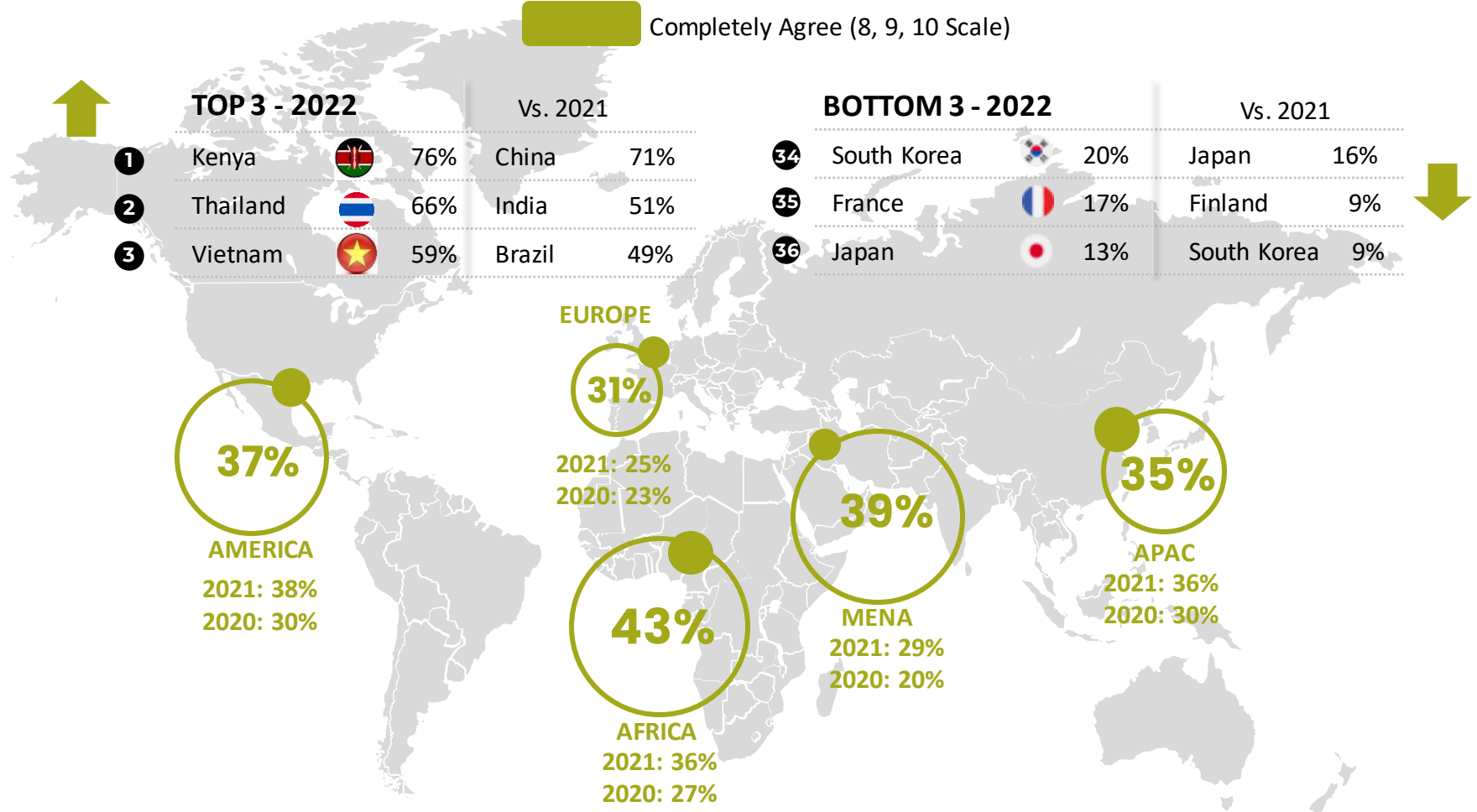
Q11. Please indicate how much you agree or disagree with the following statements:

"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

 Completely Agree (8, 9, 10 Scale)



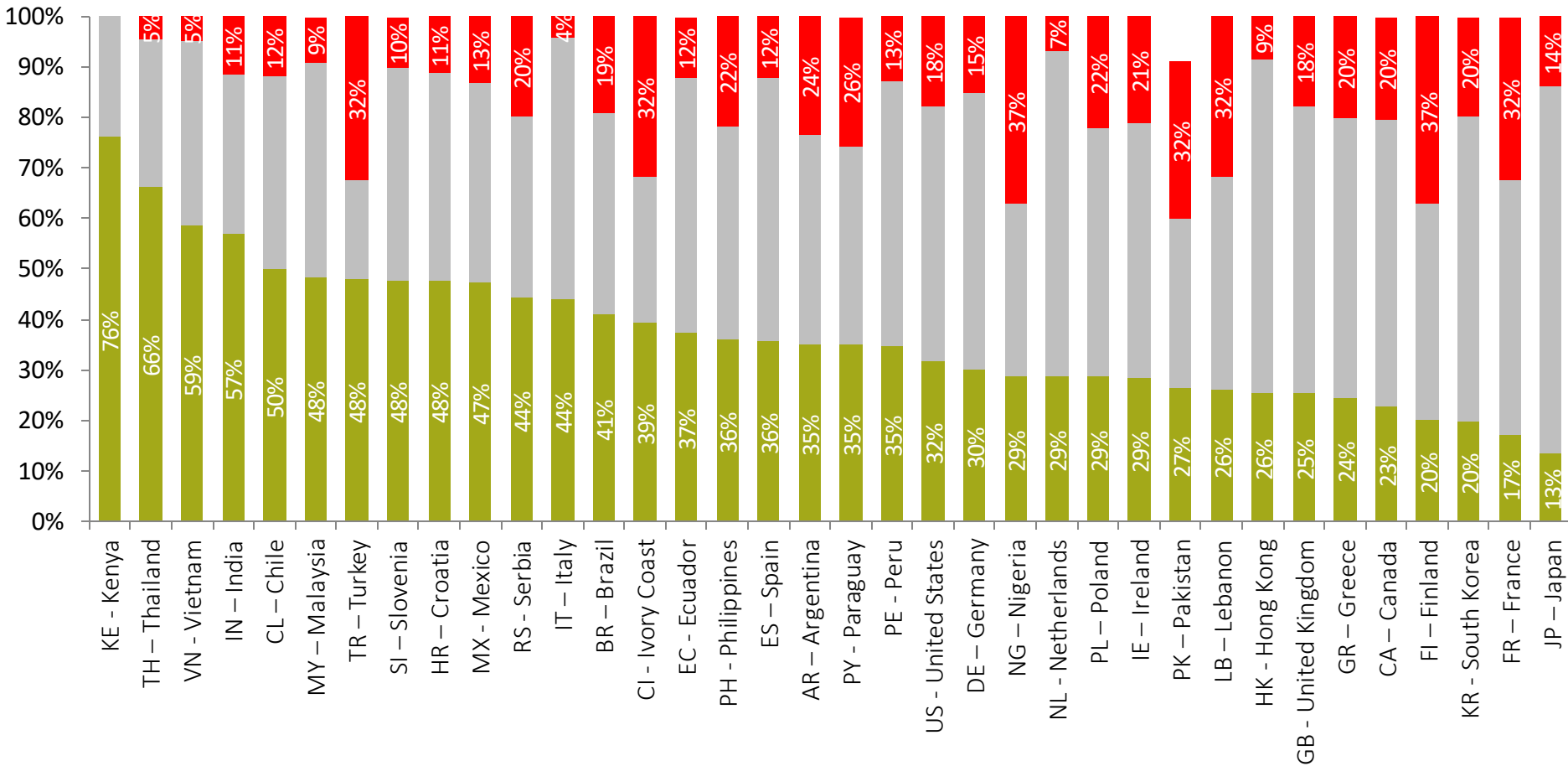
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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

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



Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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	2022	
GLOBAL AVERAGE	26%	27%	33%	35%	↑
KE - Kenya	No data	No data	39%	76%	↑
TH – Thailand	No data	No data	47%	66%	↑
VN - Vietnam	26%	38%	47%	59%	↑
IN – India	62%	70%	51%	57%	↑
CL – Chile	30%	35%	43%	50%	↑
MY – Malaysia	39%	33%	29%	48%	↑
TR – Turkey	No data	No data	33%	48%	↑
SI – Slovenia	26%	36%	40%	48%	↑
HR – Croatia	41%	36%	36%	48%	↑
MX - Mexico	32%	28%	32%	47%	↑
RS - Serbia	No data	30%	36%	44%	↑
IT – Italy	25%	32%	30%	44%	↑
BR – Brazil	31%	38%	49%	41%	↓
CI – Ivory Coast	No data	No data	No data	39%	
EC - Ecuador	45%	40%	35%	37%	↑
PH - Philippines	30%	45%	45%	36%	↓
ES – Spain	33%	28%	33%	36%	↑
AR – Argentina	21%	30%	34%	35%	↑

	2019	2020	2021	2022	
PY - Paraguay	32%	26%	37%	35%	↓
PE - Peru	30%	26%	49%	35%	↓
US - United States	25%	23%	33%	32%	↓
DE – Germany	23%	24%	22%	30%	↑
NG – Nigeria	26%	27%	33%	29%	↓
NL - Netherlands	No data	No data	No data	29%	
PL – Poland	21%	12%	26%	29%	↑
IE – Ireland	23%	21%	26%	29%	↑
PK – Pakistan	37%	19%	35%	27%	↓
LB – Lebanon	22%	23%	29%	26%	↓
HK - Hong Kong	18%	26%	20%	26%	↑
GB - United Kingdom	19%	14%	23%	25%	↑
GR – Greece	No data	No data	25%	24%	↓
CA – Canada	15%	19%	18%	23%	↑
FI – Finland	14%	11%	9%	20%	↑
KR - South Korea	12	4%	9%	20%	↑
FR – France	21%	14%	16%	17%	↑
JP – Japan	12%	12%	16%	13%	↓

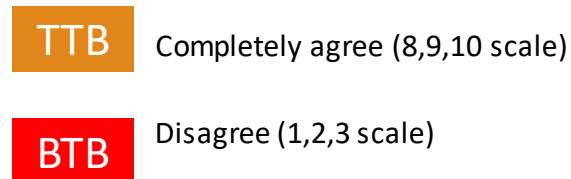
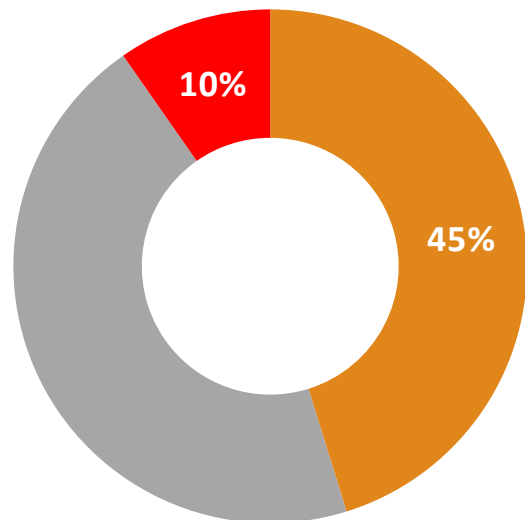
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. 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.)”

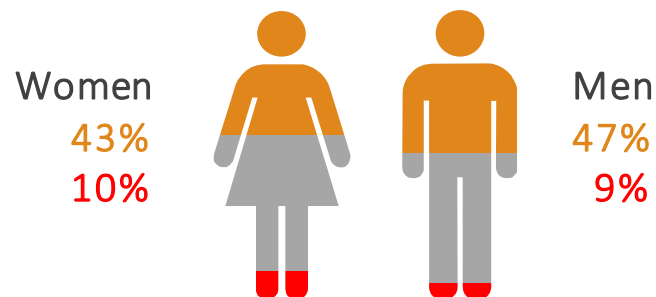
Privacy of digital information – New technologies allow me to organize better my everyday life

% within total population

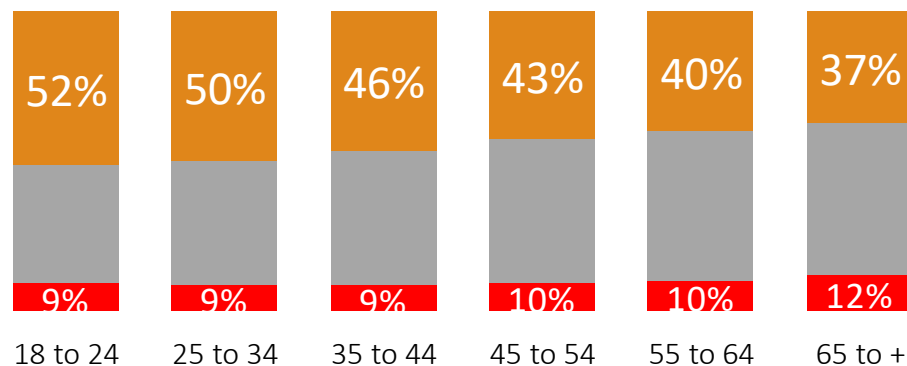
Total - 2022



By gender - 2022



By age group - 2022



Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

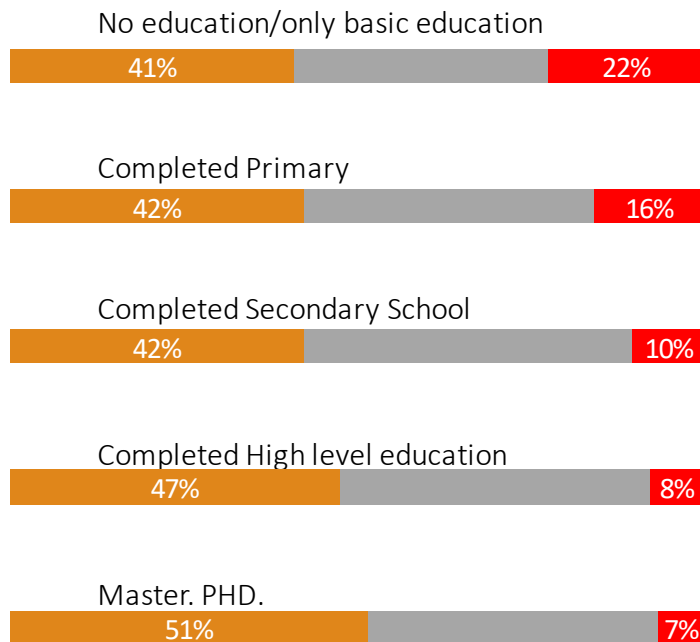
Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life”

Privacy of digital information – New technologies allow me to organize better my everyday life

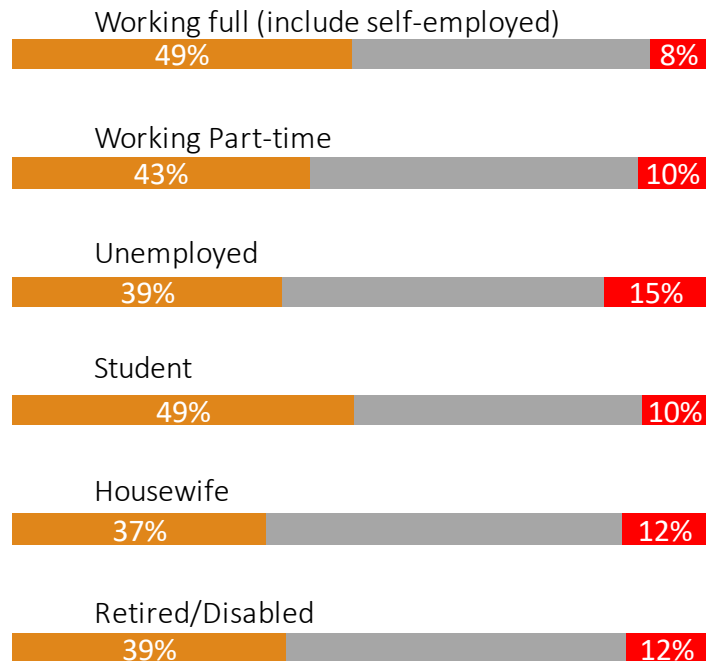
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

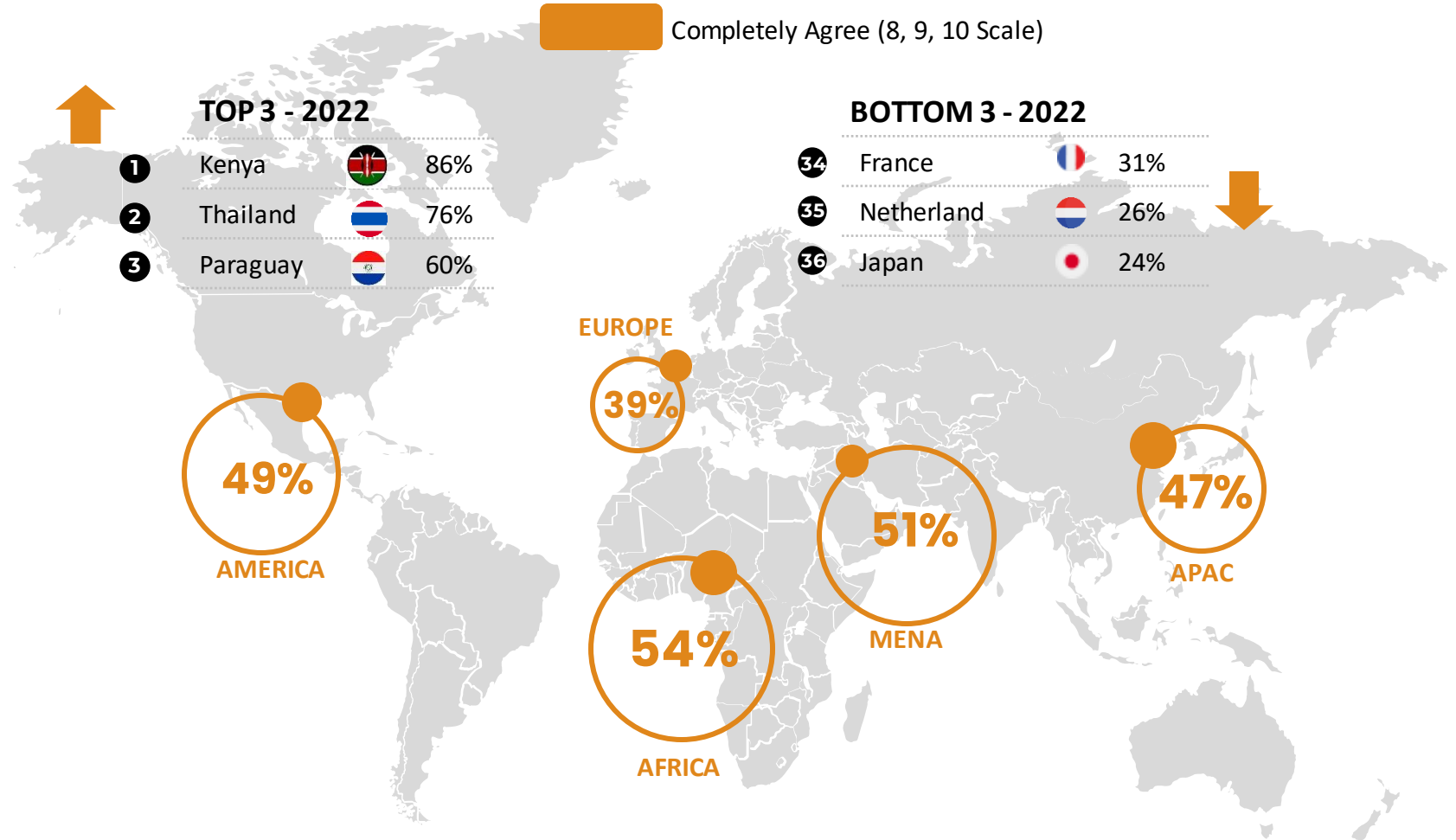
Disagree (1,2,3 scale)

Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life”

Privacy of digital information – New technologies allow me to organize better my everyday life

% within total population



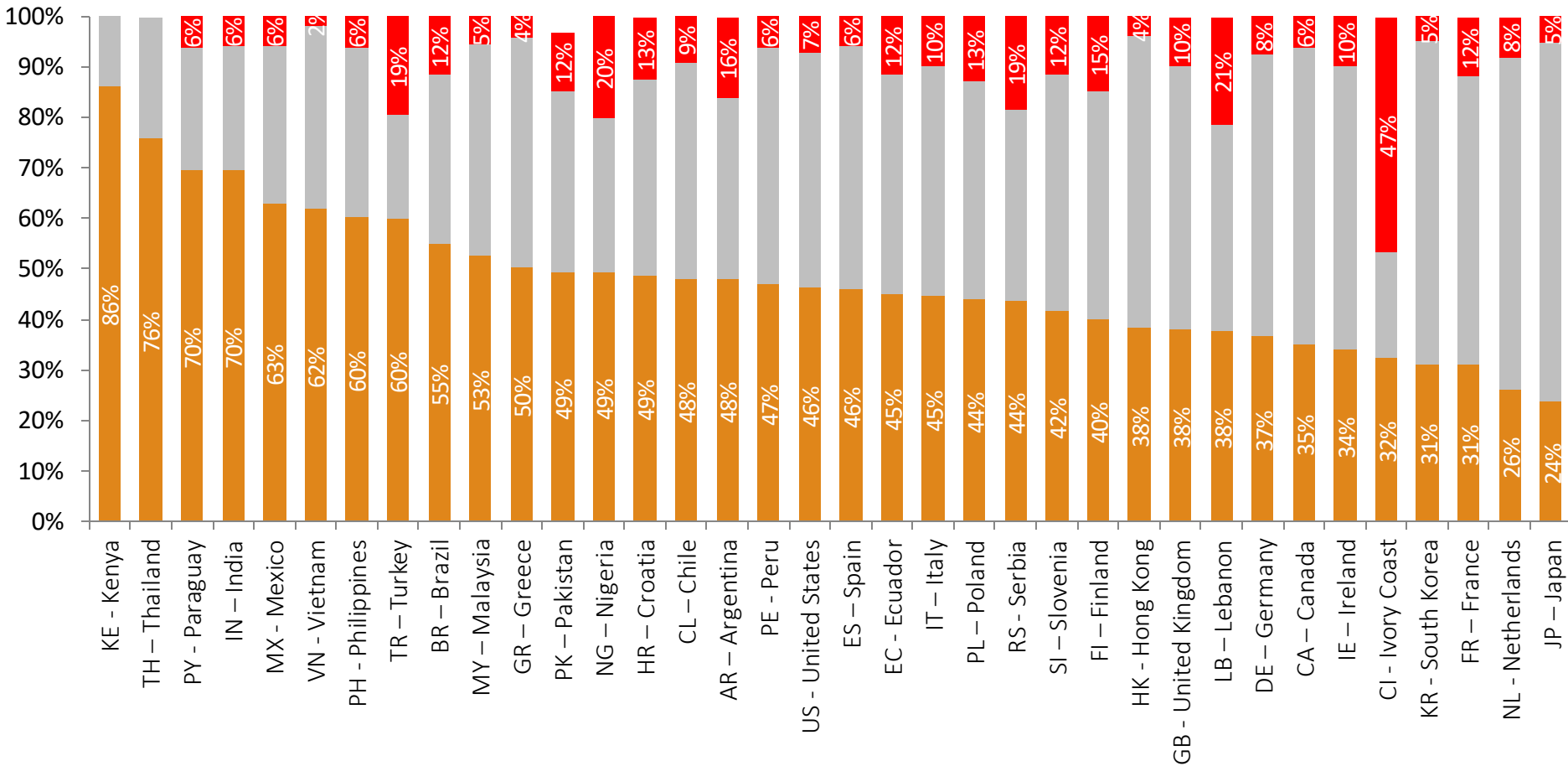
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life”

Privacy of digital information – New technologies allow me to organize better my everyday life

% within total population

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



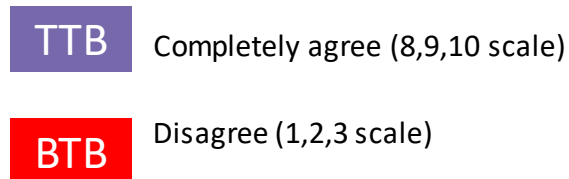
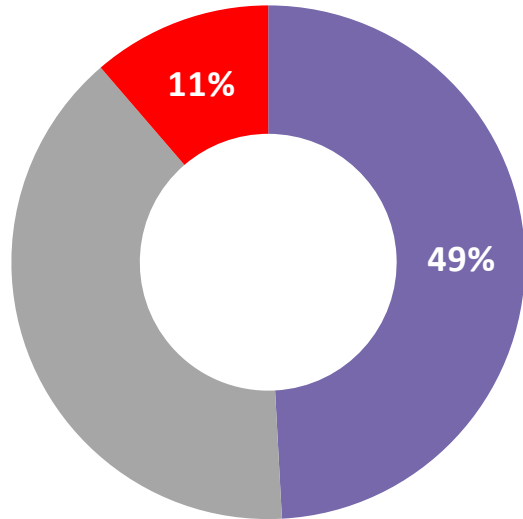
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life”

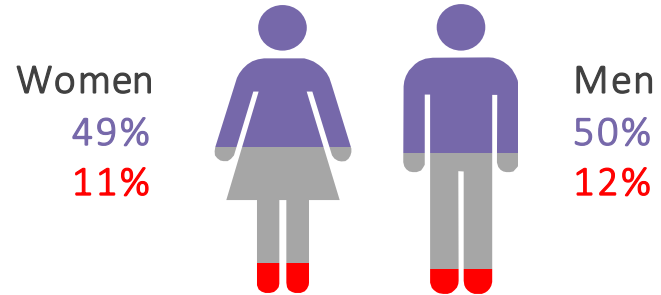
Privacy of digital information – Social networks overwhelm our life

% within total population

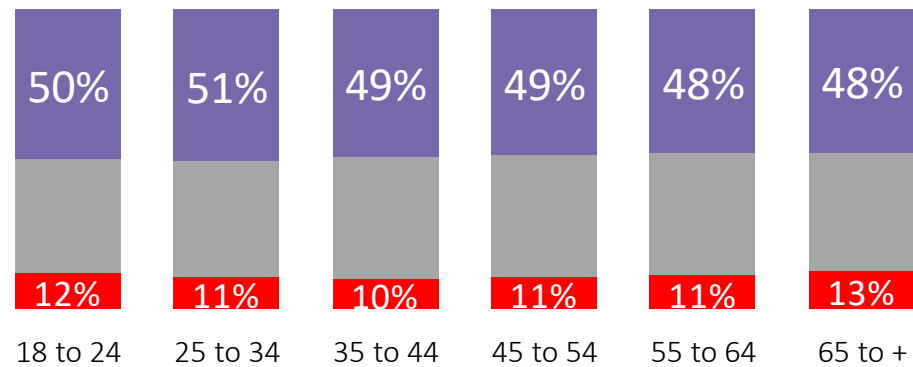
Total - 2022



By gender - 2022



By age group - 2022



Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

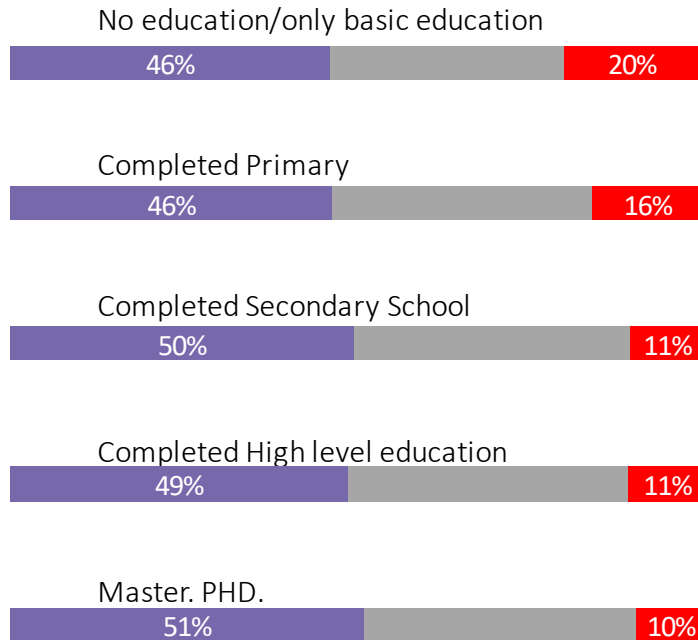
Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"

Privacy of digital information – Social networks overwhelm our life

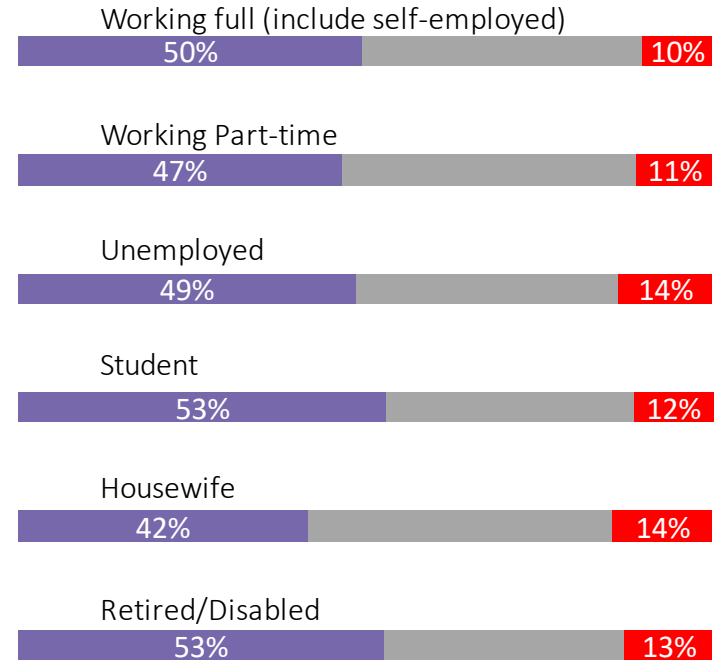
% within total population



By education level - 2021



By employment - 2021



TTB

Completely agree (8,9,10 scale)

BTB

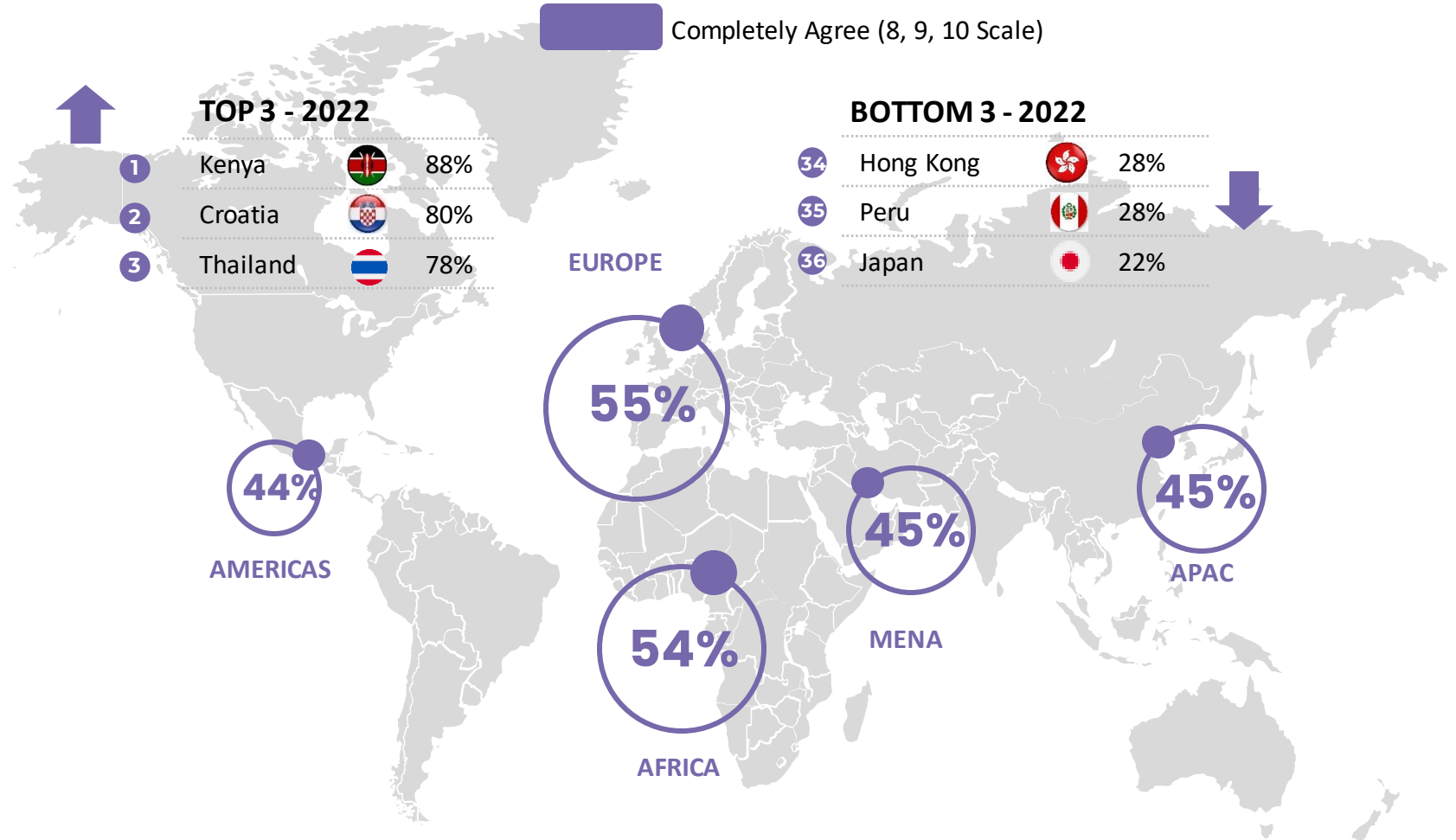
Disagree (1,2,3 scale)

Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"

Privacy of digital information – Social networks overwhelm our life

% within total population



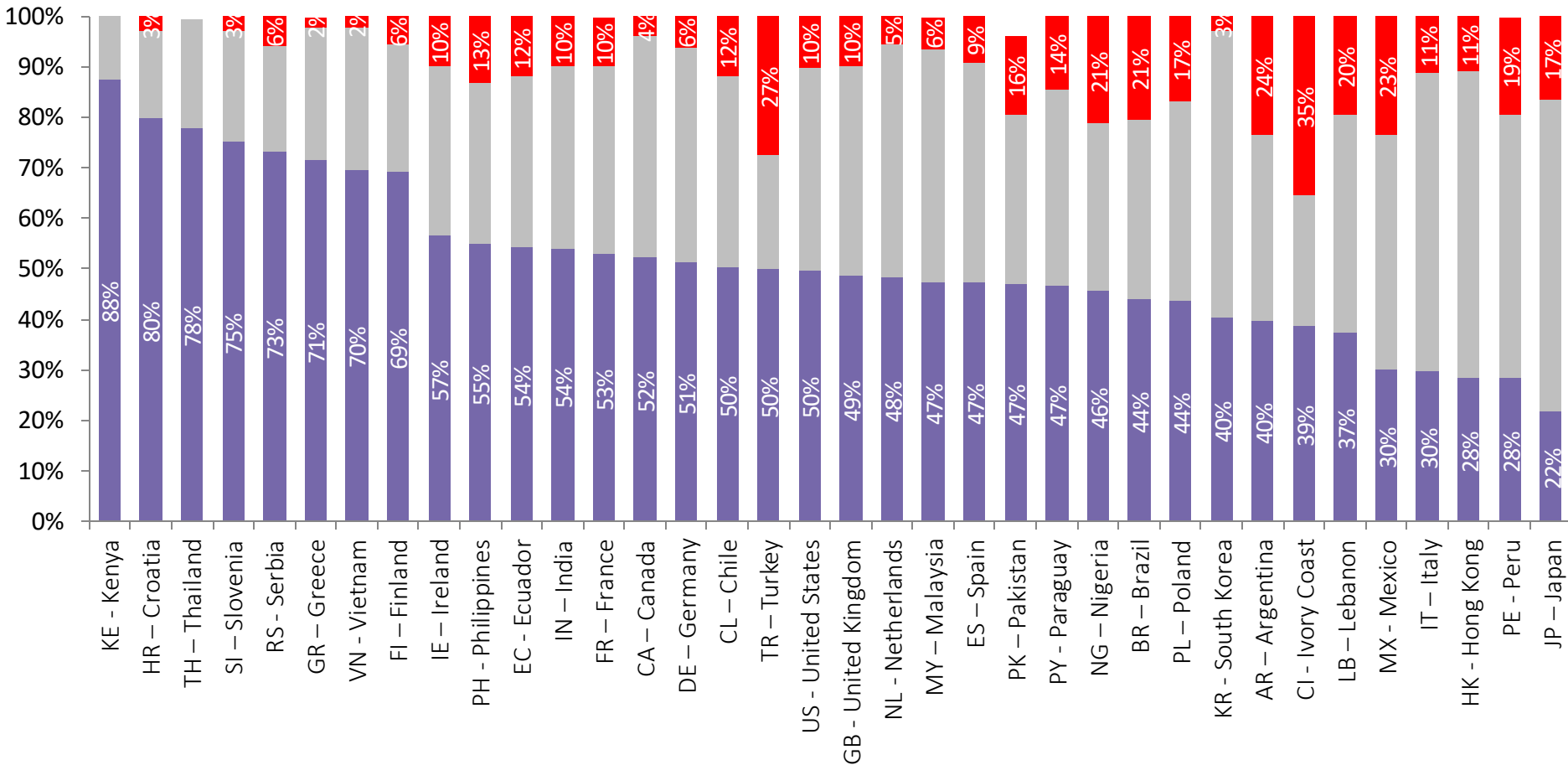
Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
“Social networks overwhelm our life”

Privacy of digital information – Social networks overwhelm our life

% within total population

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



Source: WIN 2022. Base: 26753. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"



DATA MISUSE

Data misuse - Experiences

% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING

Data misuse



44%
Spamming

2021: 41%
2019: 37%



33%
Phishing

2021: 31%
2019: 24%

Aggressive misuse



13%
Personal data leak

2021: 12%
2019: 10%



12%
Financial hack

2021: 11%
2019: 8%



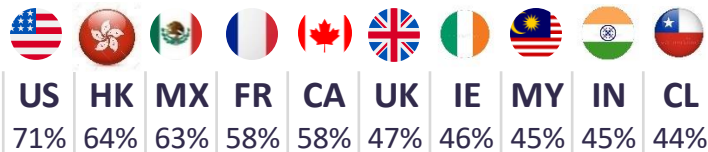
11%
Email hacked

2021: 11%
2019: 11%

Aggressive misuse
experienced

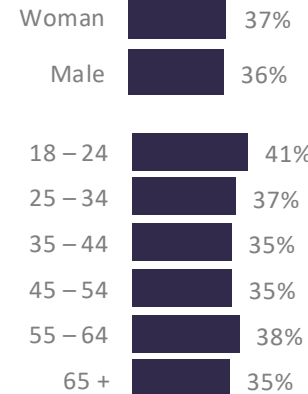
36% 2021: 34%
2019: 29%

Ranked by country (top 10)



37%
None

2021: 40%
2019: 44%



Source: WIN 2022. Base (multiple answers): 29090. The percentages of Dk/Nr have not been plotted.

Q12. Have you experienced any of the following... (read the items)

METHODOLOGY

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices Research & Consultancy	CAWI	621	NATIONAL
BRAZIL	Market Analysis Brazil	CAWI	924	NATIONAL
CANADA	LEGER	CAWI	910	NATIONAL
CHILE	Activa Research	CAWI	972	NATIONAL
CROATIA	Mediana Fides	CAWI	524	NATIONAL
ECUADOR	CEDATOS	FACE-TO-FACE/CAPI	499	NATIONAL
FINLAND	Taloustutkimus Oy	CAWI	988	NATIONAL
FRANCE	BVA	CAWI	938	NATIONAL
GERMANY	Produkt+Markt	CAWI	944	NATIONAL
GREECE	Alternative Research Solutions	CAWI	490	NATIONAL
HONG KONG	Consumer Search Group (CSG)	CAWI	491	TERRITORY WIDE
INDIA	DataPrompt International Pvt. Ltd.	CAWI	997	NATIONAL
REPUBLIC OF IRELAND	RED C Research & Marketing Ltd	CAWI	986	NATIONAL
ITALY	BVA Doxa	CAWI	983	NATIONAL
IVORY COAST	EMC SARL	CATI	373	NATIONAL
JAPAN	Nippon Research Center, LTD.	CAWI	1127	NATIONAL
KENYA	Mind Pulse Research & Consulting Ltd	CATI	380	Key Urban Areas
LEBANON	REACH SAL	CATI	464	NATIONAL
MALAYSIA	Central Force International Sdn.Bhd.	CAWI	999	NATIONAL
MEXICO	Brand Investigation S.A de C.V	Online	509	NATIONAL

METHODOLOGY

Total of 26753 surveys worldwide

Dates: Oct 9th to Dec 10th 2022

COUNTRY	COMPANY	METHODOLOGY	SAMPLE SIZE	COVERAGE
NIGERIA	Market Trends International	CATI	801	NATIONAL
PAKISTAN	Gallup Pakistan	CATI	564	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	CATI	458	NATIONAL
PERU	Datum Internacional	CAWI	845	URBAN NATIONAL
PHILIPPINES	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	845	NATIONAL
POLAND	Mareco Polska	CAWI	475	NATIONAL
REPUBLIC OF KOREA	Gallup Korea	CAPI	1528	NATIONAL
SERBIA	Mediana Adria	CAWI	496	NATIONAL
SLOVENIA	Mediana	CAWI	479	NATIONAL
SPAIN	Instituto DYM	CAWI	974	NATIONAL
THAILAND	Infosearch Limited	CAPI	13	NATIONAL
THE NETHERLANDS	Motivaction International B.V.	CAPI	799	NATIONAL
TURKEY	Barem	CATI	665	NATIONAL
UNITED KINGDOM	ORB International	CAWI	972	NATIONAL
USA	LEGER	CAWI	943	NATIONAL
VIETNAM	Indochina Research	CAPI	776	Hanoi, Ho Chi, Minh City, Da Nang, Can Tho