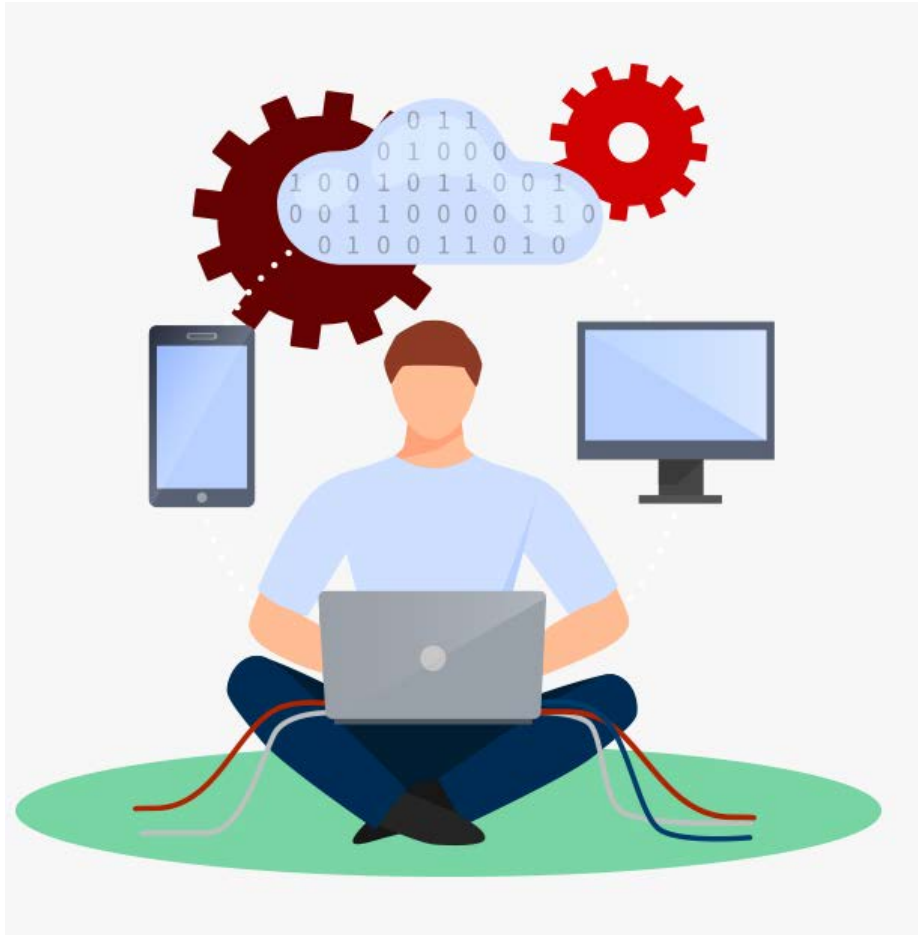


Technology

WWS 2020





PRIVACY OF DIGITAL INFORMATION

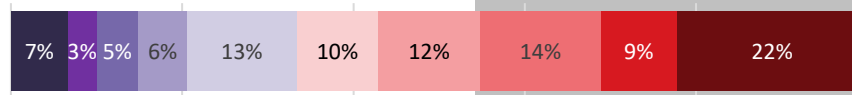
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

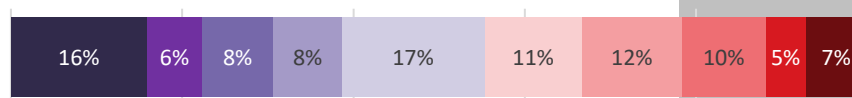
■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

I am concerned about sharing my personal information digitally



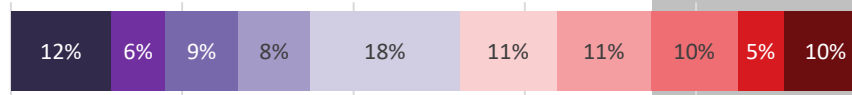
Agree 45%
(8, 9, 10 point scale)

Sharing personal information is necessary nowadays



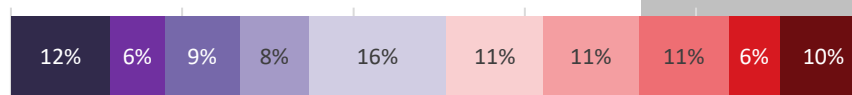
Agree 22%
(8, 9, 10 point scale)

I'm fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.) asking for my personal information



Agree 25%
(8, 9, 10 point scale)

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.)



Agree 27%
(8, 9, 10 point scale)

Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

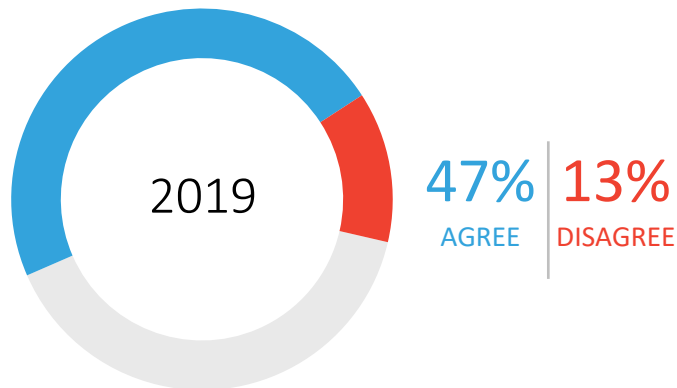
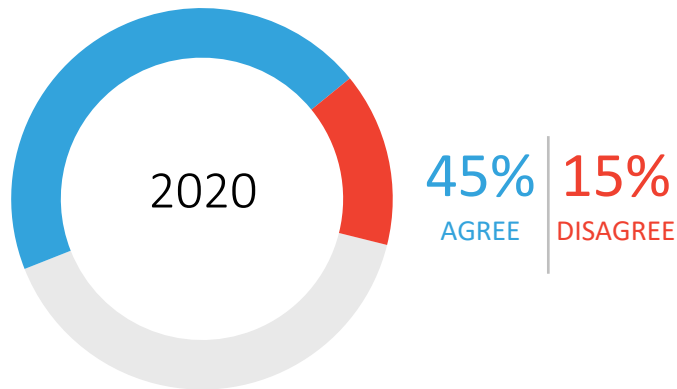
P6. Please indicate how much you agree or disagree with the following statements

Privacy of digital information - Concerned about sharing personal information digitally

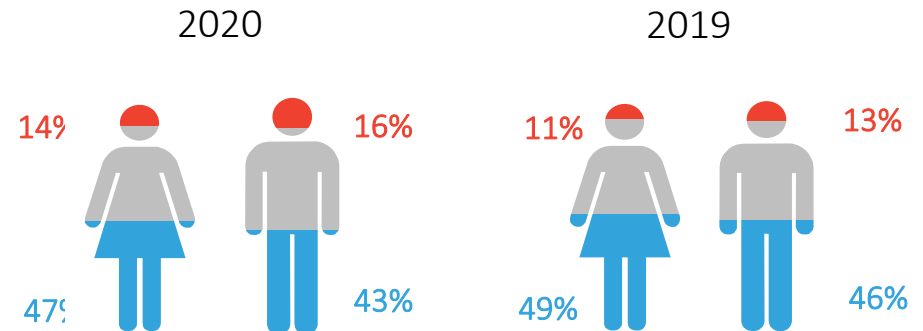
% within total population

■ Completely agree (8,9,10 scale) ■ Do not agree at all (1,2,3 scale)

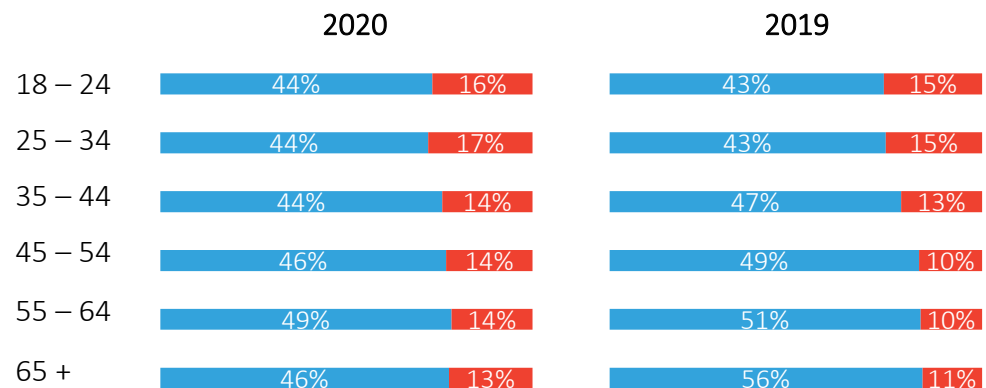
Total



By gender



By age group



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

P6. 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)

■ Do not agree at all (1,2,3 scale)

By education level

2020

2019

No education/only basic education)



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



Refused/DK



Source: WIN 2020. Base: 26 433.

P6. Please indicate how much you agree or disagree with the following statements:
"I am concerned about sharing my personal information digitally"

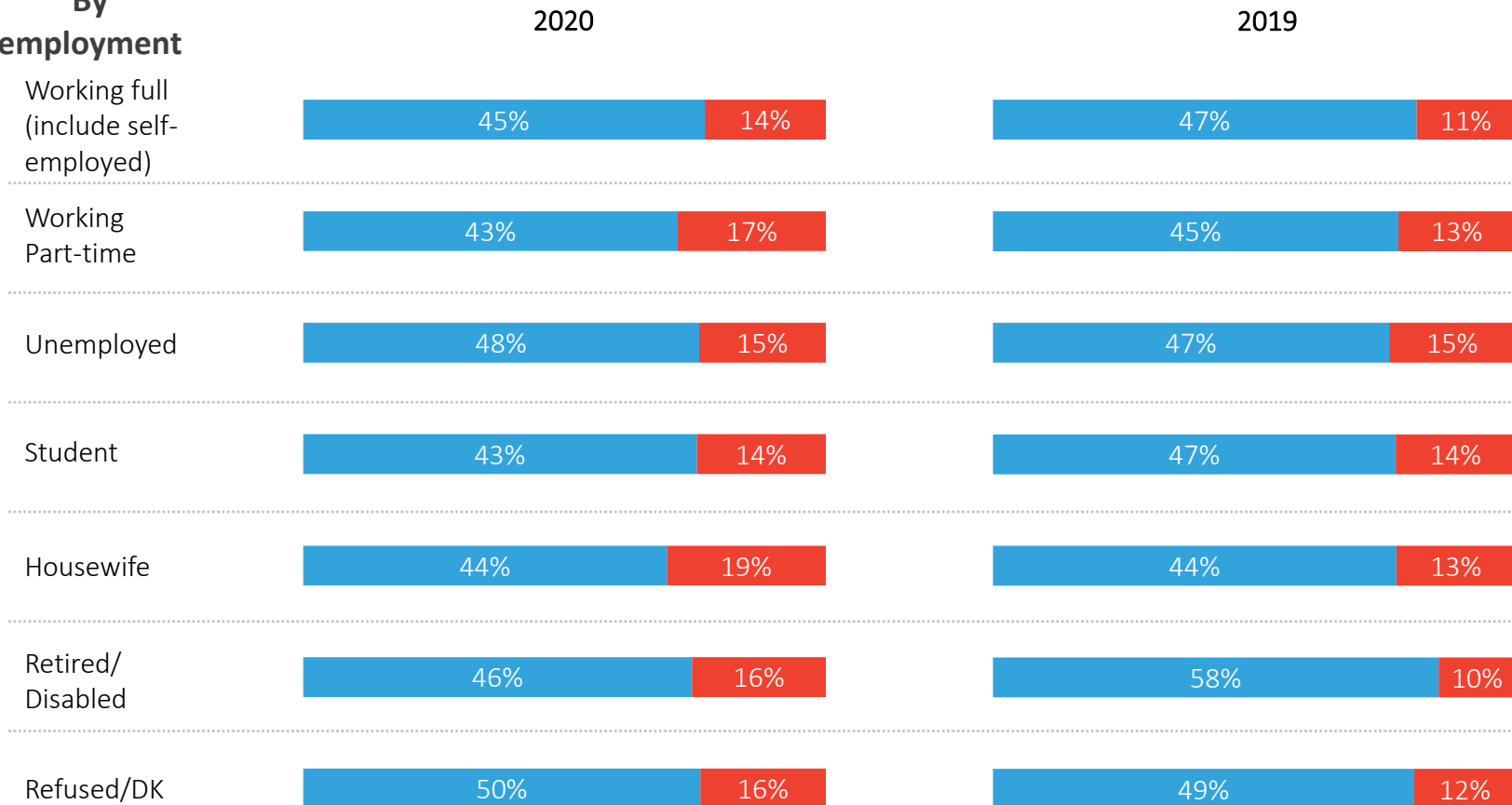
Privacy of digital information - Concerned about sharing personal information digitally

% within total population



■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)

By employment

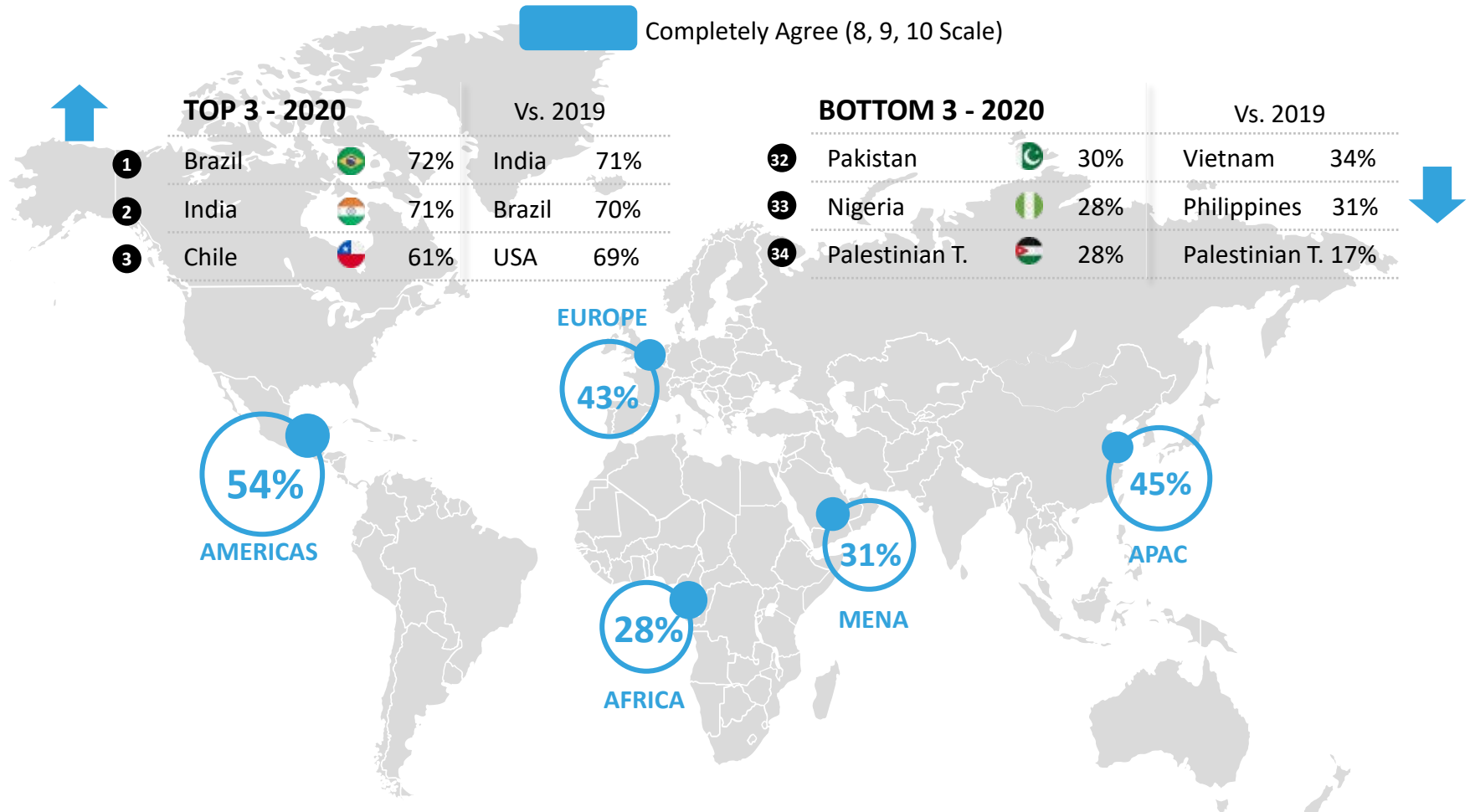


Source: WIN 2020. Base: 26 433.

P6. 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)



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

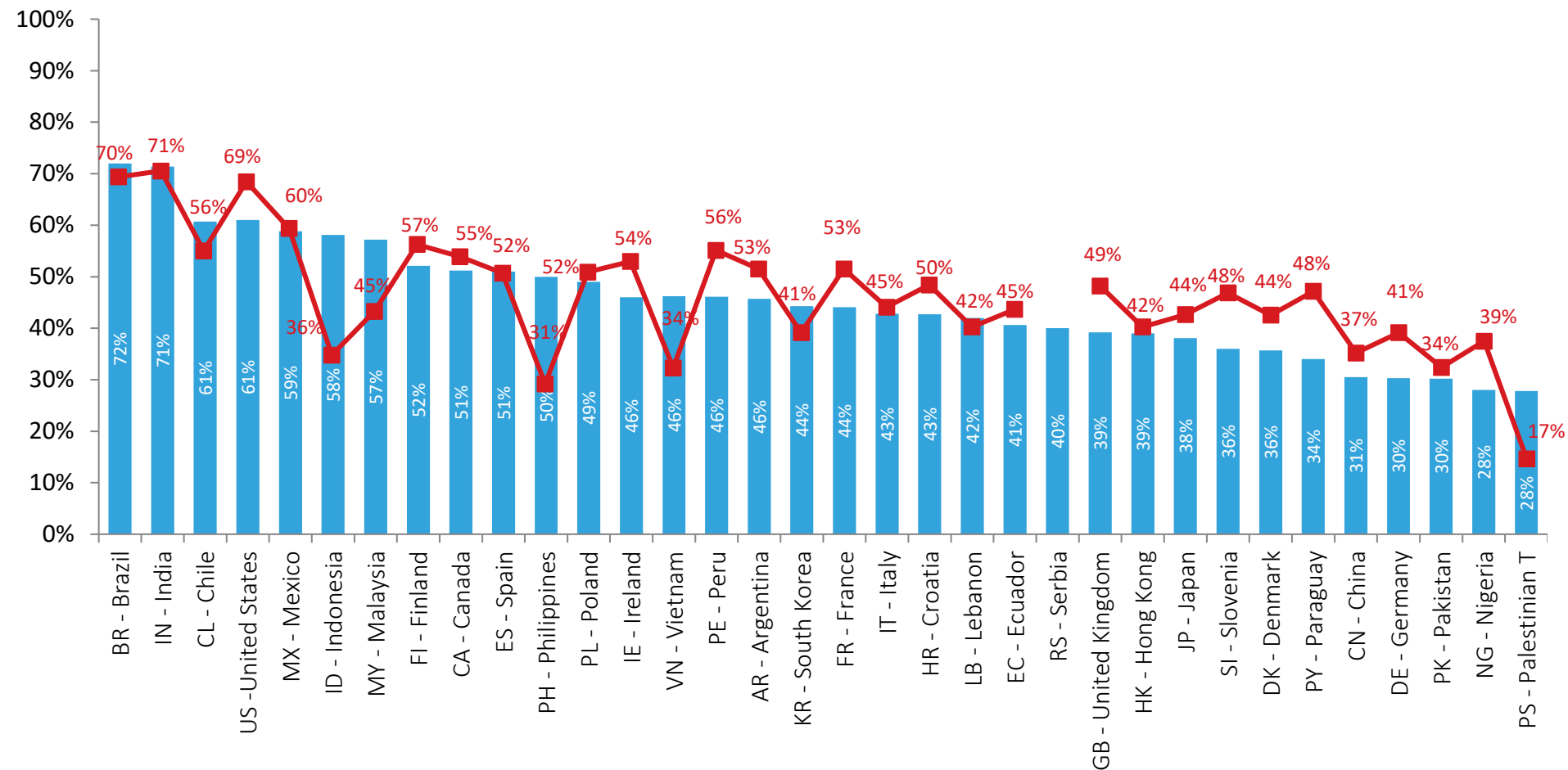
P6. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population – Completely agree

2020

2019



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

P6. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

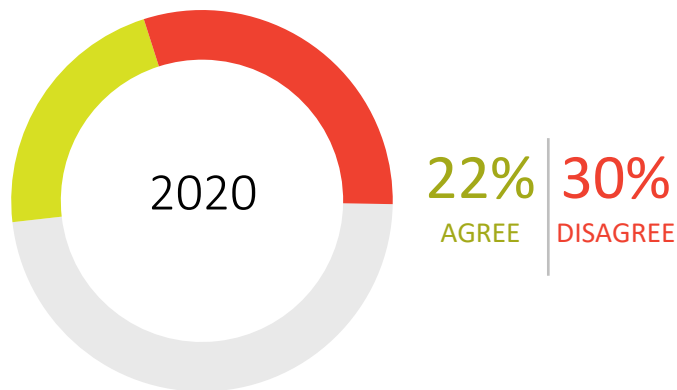
Privacy of digital information - Sharing personal information is necessary nowadays

% within total population

■ Completely agree (8,9,10 scale)

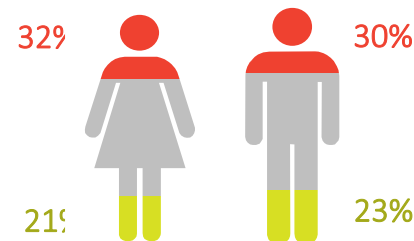
■ Do not agree at all (1,2,3 scale)

Total

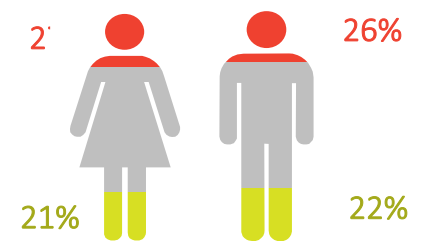


By gender

2020

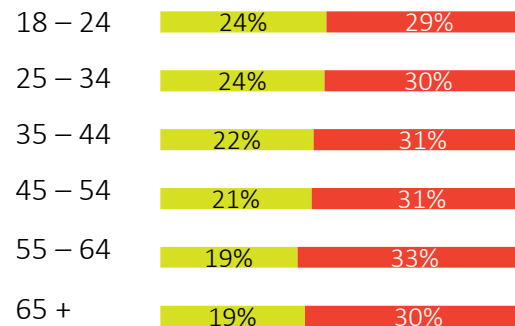


2019

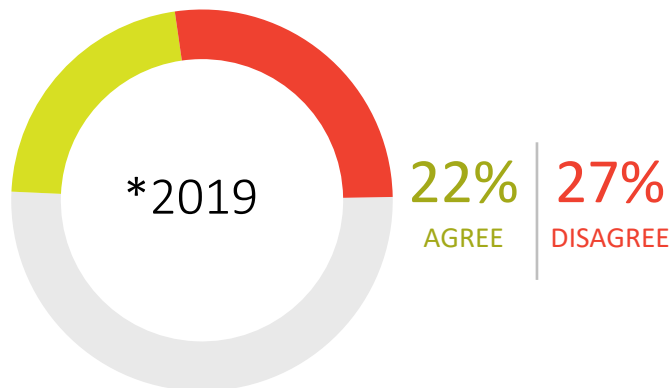
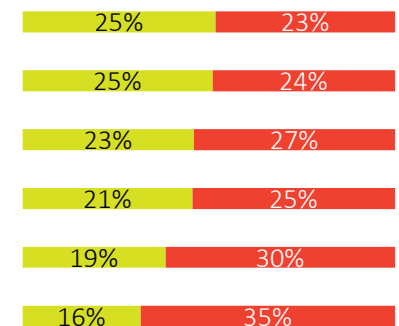


By age group

2020



2019



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

P6. Please indicate how much you agree or disagree with the following statements:
“Sharing personal information is necessary nowadays”

* Statement 2019 was: Sharing personal information is vital and necessary in our digitalized and connected world

Privacy of digital information - Sharing personal information is necessary nowadays

% within total population



Completely agree (8,9,10 scale)

Do not agree at all (1,2,3 scale)

By education level

2020

*2019

No education/only basic education)



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



Refused/DK



Source: WIN 2020. Base: 26 433.

P6. Please indicate how much you agree or disagree with the following statements:
"Sharing personal information is necessary nowadays"

* Statement 2019 was: Sharing personal information is vital and necessary in our digitalized and connected world

Privacy of digital information - Sharing personal information is necessary nowadays

% within total population



Completely agree (8,9,10 scale)

Do not agree at all (1,2,3 scale)

By employment

2020

*2019

Working full
(include self-
employed)



Working
Part-time



Unemployed



Student



Housewife



Retired/
Disabled



Refused/DK



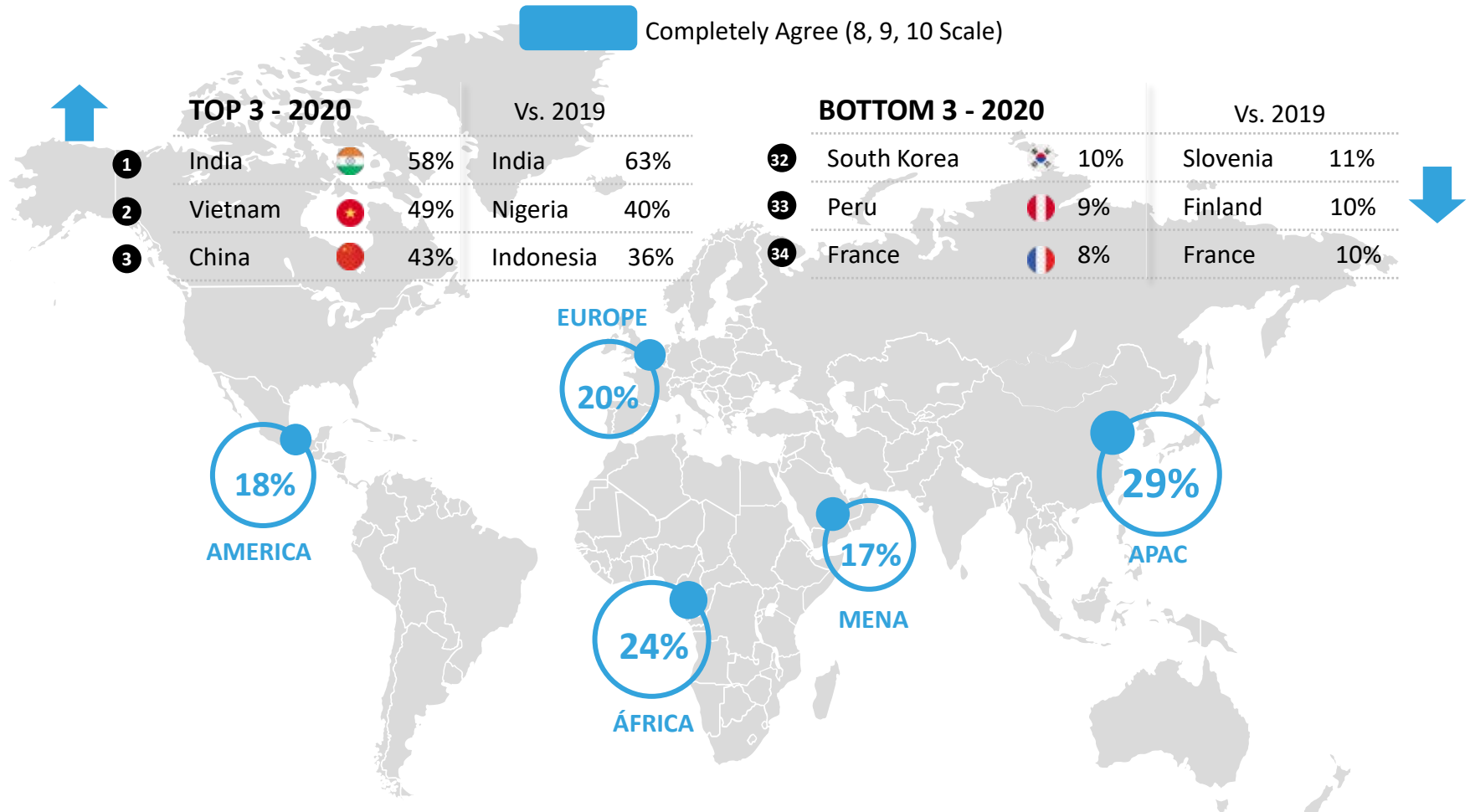
Source: WIN 2020. Base: 26 433.

P6. Please indicate how much you agree or disagree with the following statements:
"Sharing personal information is necessary nowadays"

* Statement 2019 was: Sharing personal information is vital and necessary in our digitalized and connected world

Privacy of digital information - Sharing personal information is necessary nowadays

% within total population - Completely agree



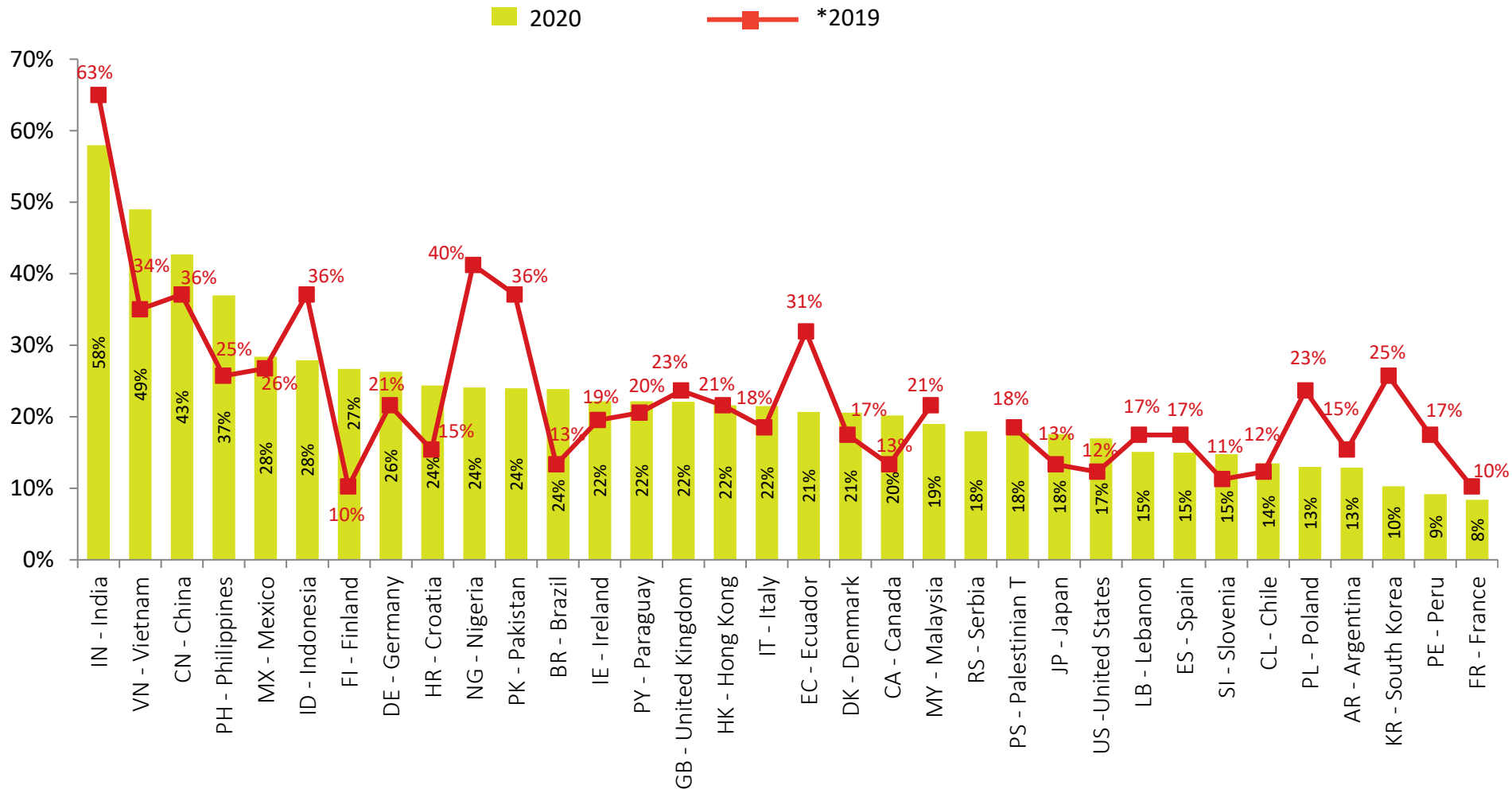
Source: WIN 2020. Base: 26 433.

P6. Please indicate how much you agree or disagree with the following statements:
 “Sharing personal information is necessary nowadays”

* Statement 2019 was: Sharing personal information is vital and necessary in our digitalized and connected world

Privacy of digital information - Sharing personal information is necessary nowadays

% within total population – Completely agree



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

P6. Please indicate how much you agree or disagree with the following statements:

"Sharing personal information is necessary nowadays"

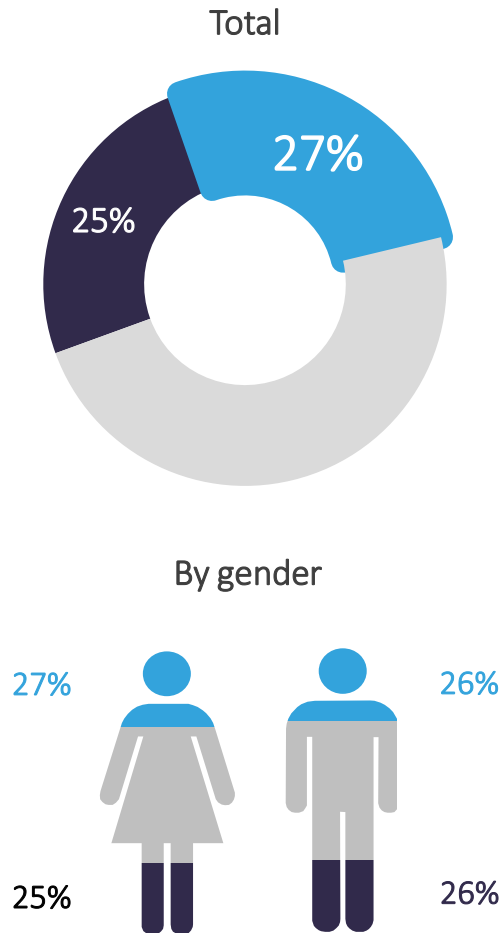
* Statement 2019 was: Sharing personal information is vital and necessary in our digitalized and connected world

Privacy of digital information - I'm fine with the privacy practices of most data collectors asking for my personal information

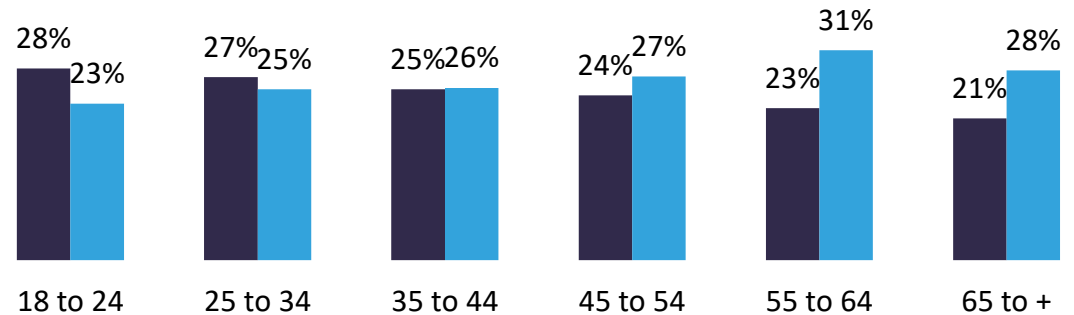
% within total population

Completely agree (8, 9, 10 scale)

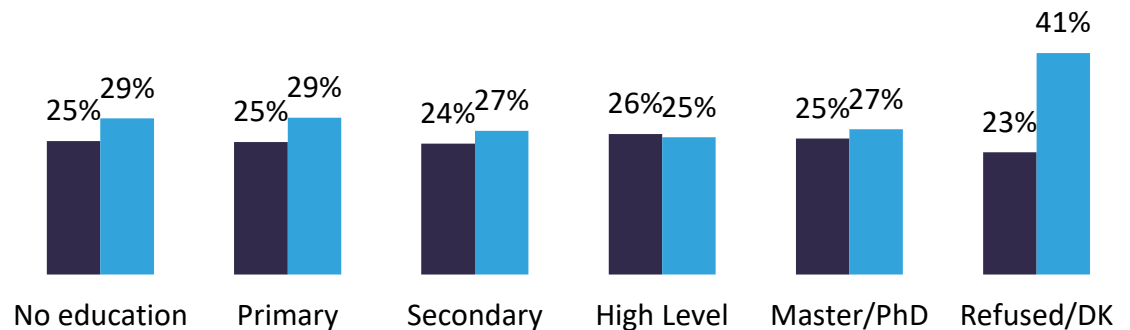
Do not agree at all (1, 2, 3 scale)



By age group



By education level



Source: WIN 2020. Base: 26 433. The percentages of Dk / Nr have not been plotted.

P6. Please indicate how much you agree or disagree with the following statements:

"I'm fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.) asking for my personal information"

Privacy of digital information - I'm fine with the privacy practices of most data collectors asking for my personal information

% within total population



By social classes

Low



Medium Low



Medium



Medium High



High



Refused/DK



By employment

Working full (include self-employed)



Working Part-time



Unemployed



Student



Housewife



Retired/Disabled



Refused/DK



Completely agree (8, 9, 10 scale)

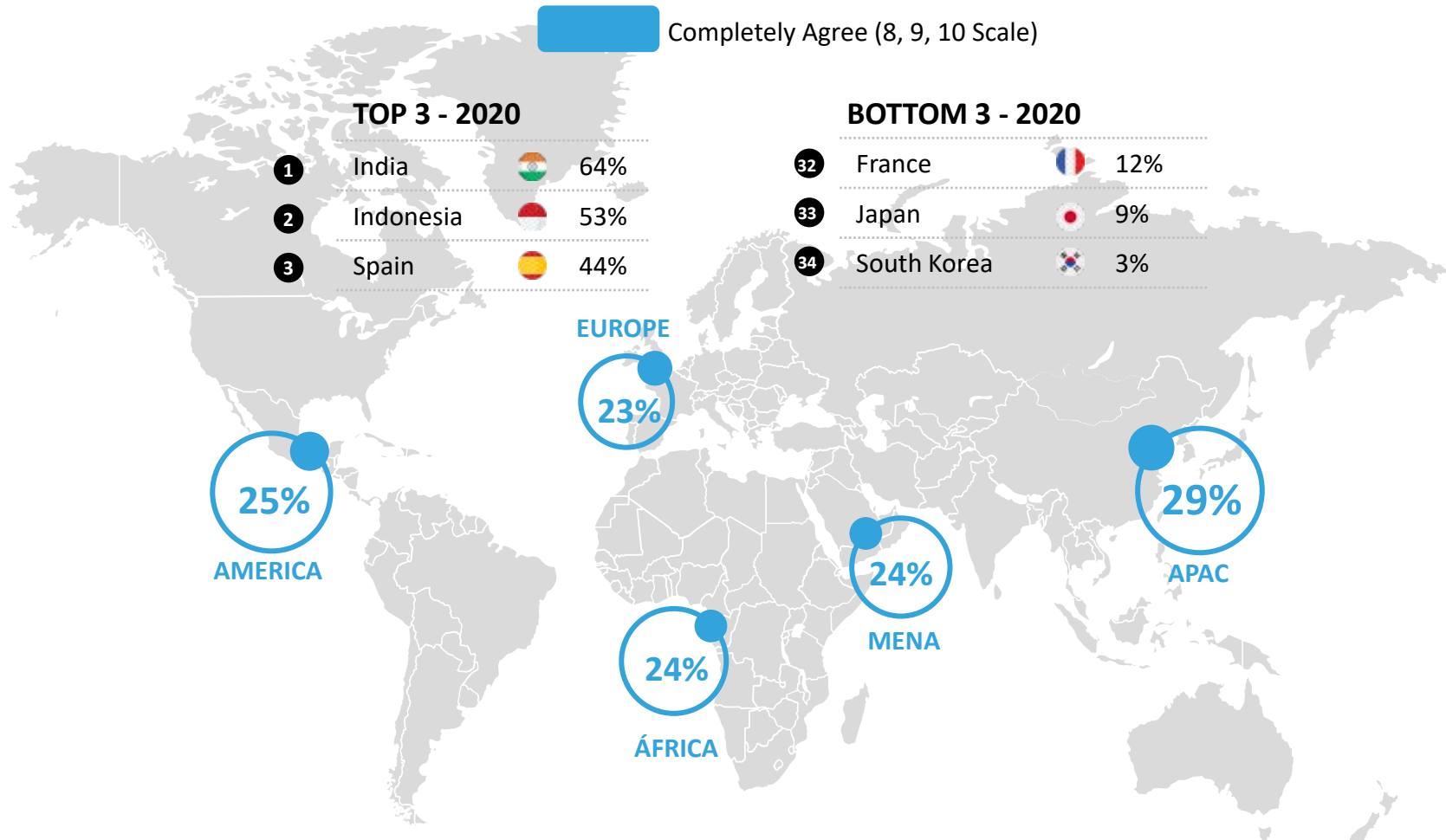


Do not agree at all (1, 2, 3 scale)

Source: WIN 2020. Base: 26 433

Privacy of digital information - I'm fine with the privacy practices of most data collectors asking for my personal information

% within total population - Completely agree



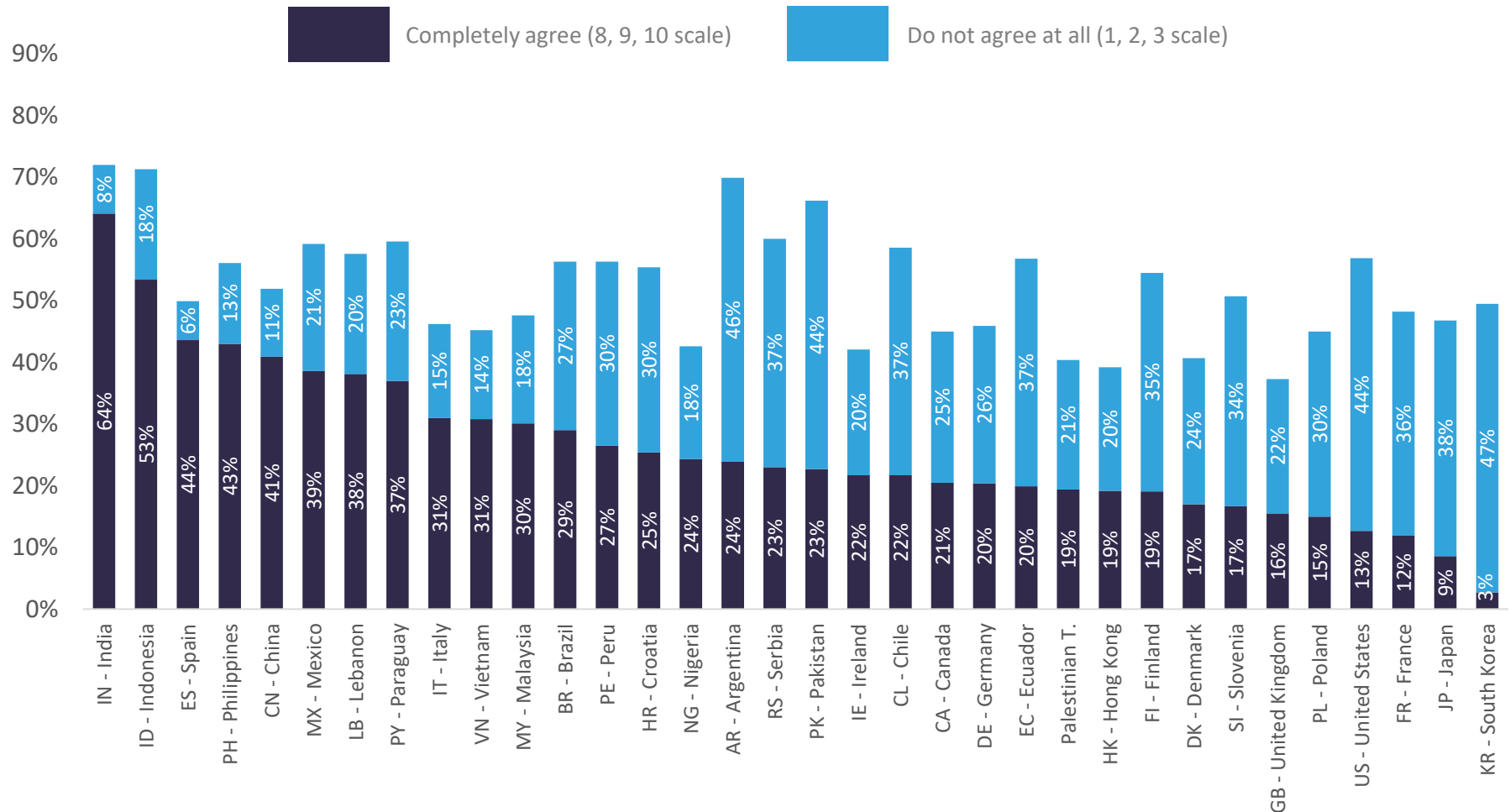
Source: WIN 2020. Base: 26 433

P6. Please indicate how much you agree or disagree with the following statements:

"I'm fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.) asking for my personal information"

Privacy of digital information - I'm fine with the privacy practices of most data collectors asking for my personal information

% within total population



Source: WIN 2020. Base: 26 433

P6. Please indicate how much you agree or disagree with the following statements:

"I'm fine with the privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.) asking for my personal information"

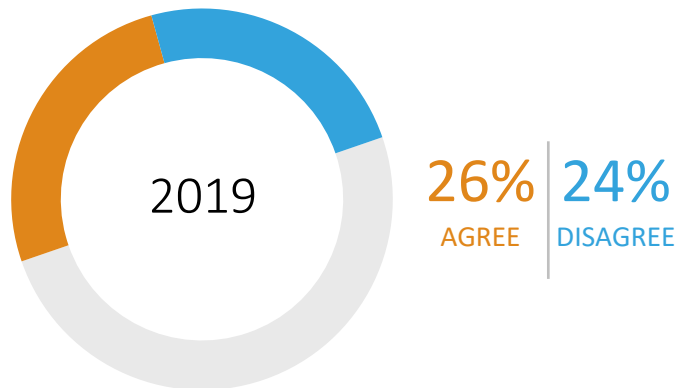
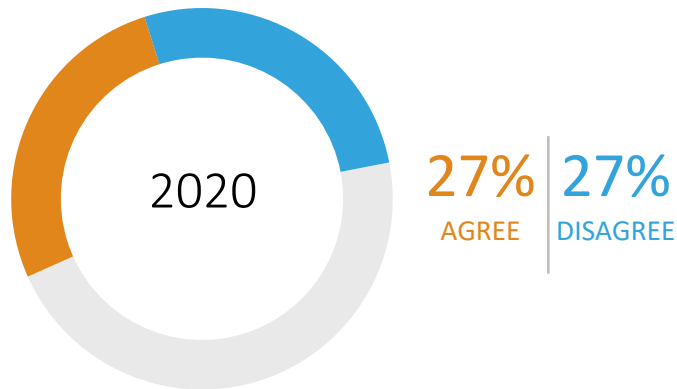
Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population

Completely agree (8,9,10 scale)

Do not agree at all (1,2,3 scale)

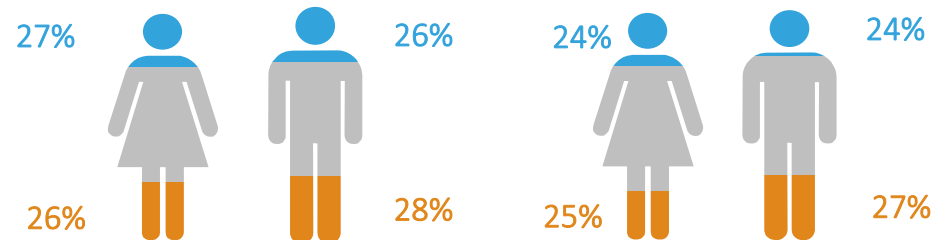
Total



By gender

2020

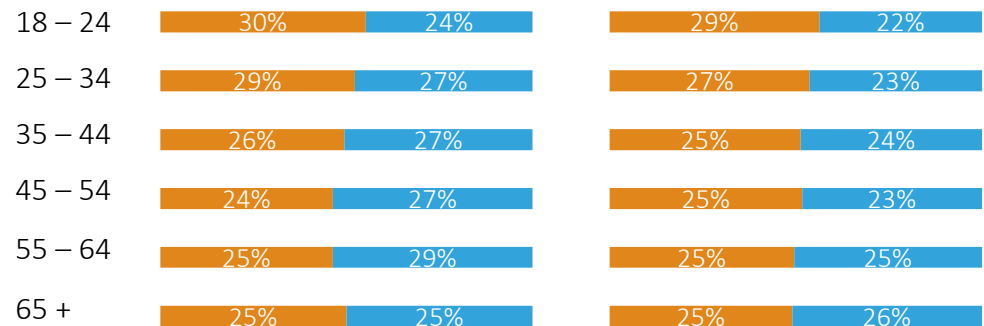
2019



By age group

2020

2019



Source: WIN 2020. Base: 26 433

P6. 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)

Do not agree at all (1,2,3 scale)

By education level

2020

2019

No education/only basic education)



Completed Primary



Completed Secondary School



Completed High level education



Master. PHD.



Refused/DK



Source: WIN 2020. Base: 26 433

6. 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)

Do not agree at all (1,2,3 scale)

By
employment

2020

2019

Working full
(include self-
employed)



Working
Part-time



Unemployed



Student



Housewife



Retired/
Disabled



Refused/DK



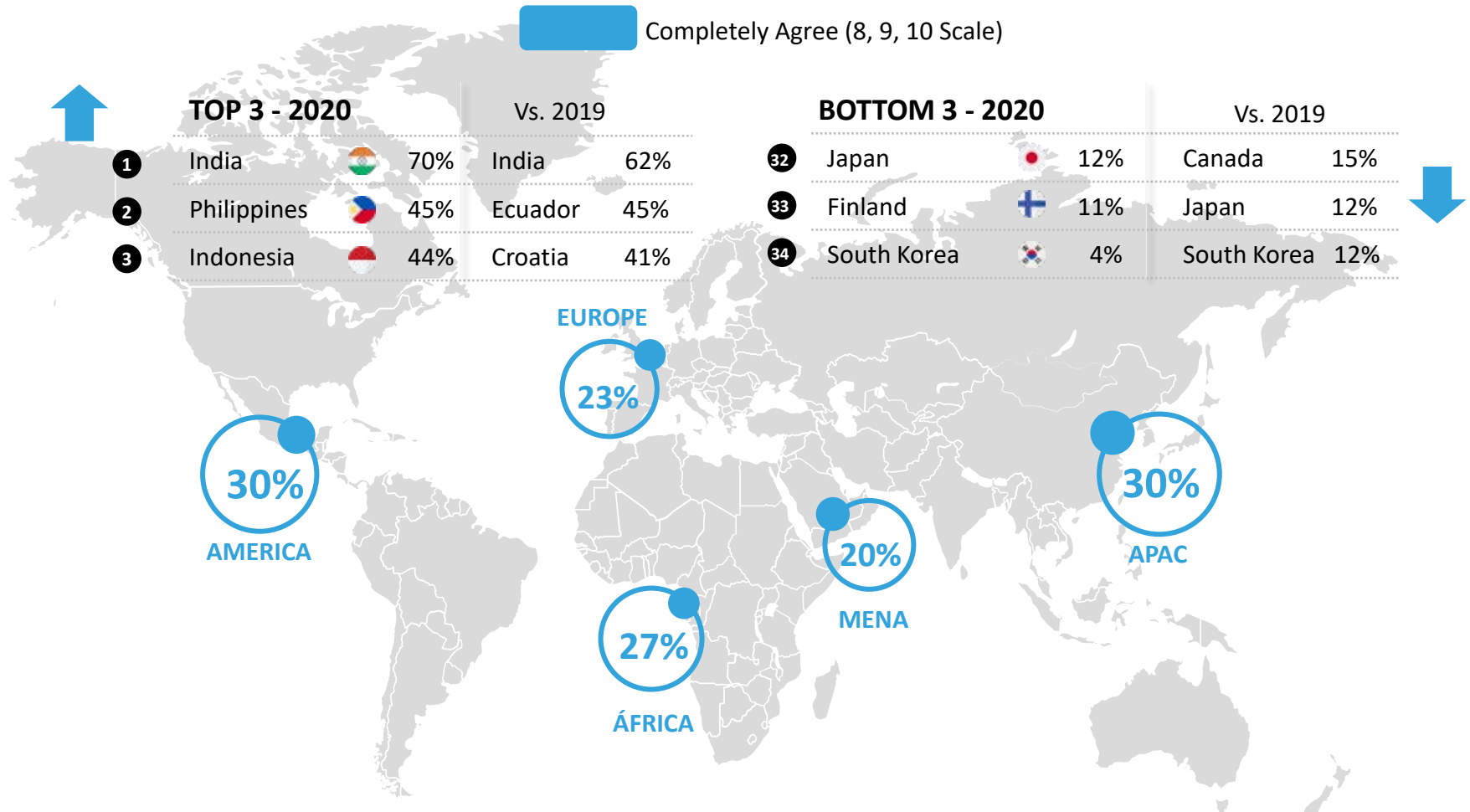
Source: WIN 2020. Base: 26 433

6. 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



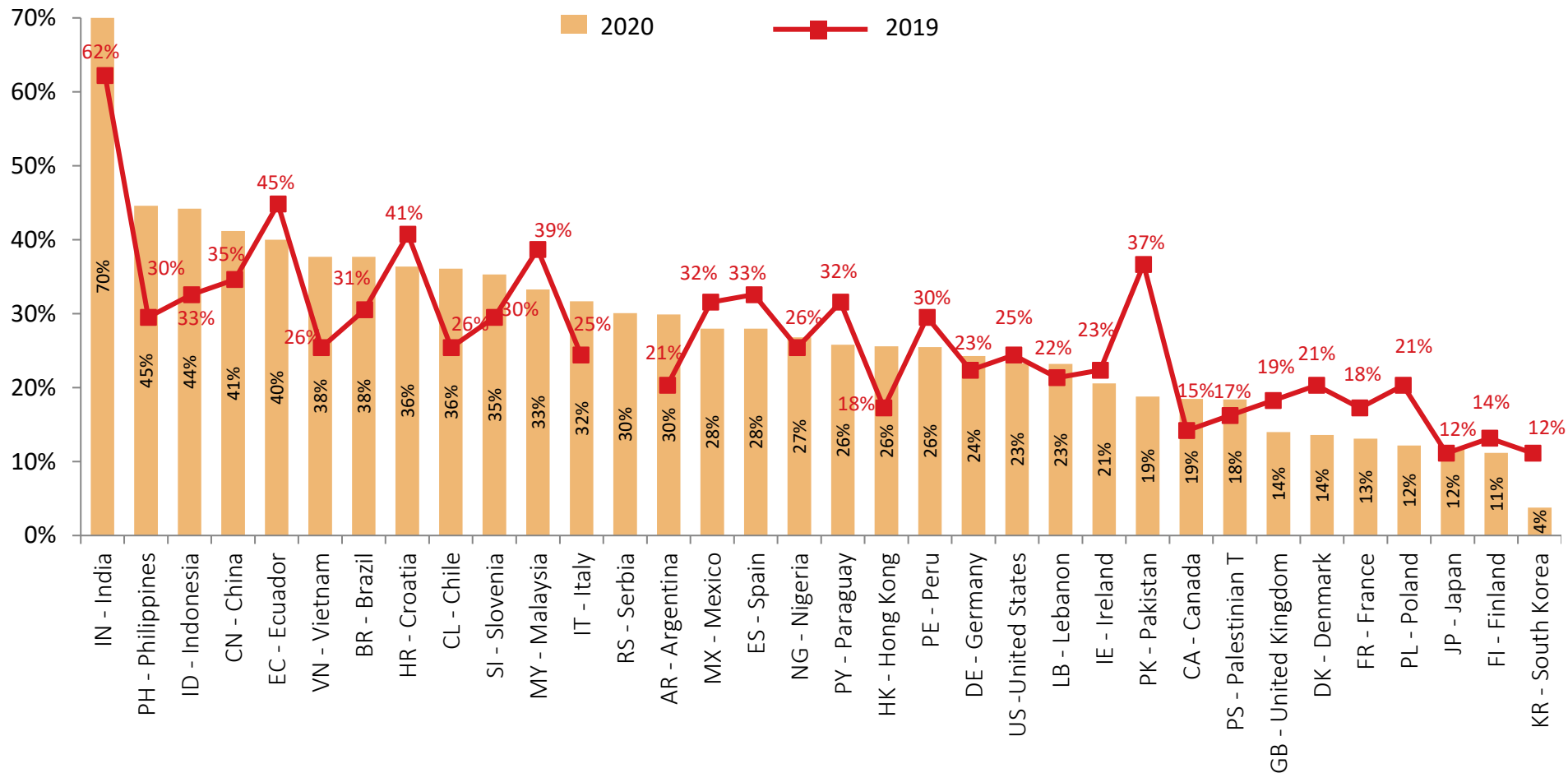
Source: WIN 2020. Base: 26 433

6. 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



Source: WIN 2020. Base: 26 433

6. 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.)"

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices!	1016	Nationwide
BRAZIL	Market Analysis Brasil	1120	Nationwide
CANADA	Legér 360	1000	Nationwide
CHILE	ACTIVIA RESEARCH	1000	Nationwide
CHINA	WisdomAsia Marketing & Research Counseling	1000	Nationwide
CROATIA	MEDIANA FIDES	520	Nationwide
DENMARK	DMA Research A/S	500	Nationwide
ECUADOR	CEDATOS	700	Quito-Guayaquil
FINLAND	TALOUSTUTKIMUS Oy	651	Nationwide
FRANCE	BVA	1000	Nationwide
GERMANY	Produkt + Markt	1000	Nationwide
HONG KONG	CSG	509	Nationwide
INDIA	DataPrompt International Pvt. Ltd.	500	Nationwide
INDONESIA	DEKA Insight Indonesia	1000	Nationwide
IRELAND	REDC	1001	Nationwide
ITALY	BVA Doxa	1000	Nationwide
JAPAN	NIPPON RESEARCH CENTER, LTD.	1137	Nationwide

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
LEBANON	REACH SAL	500	Nationwide
MALAYSIA	Compass Insights Sdn. Bhd.	500	Nationwide
MEXICO	BRAIN RESEARCH	500	Nationwide
NIGERIA	Market Trends International	1000	Nationwide
PAKISTAN	Gallup Pakistan	1103	Nationwide
PARAGUAY	ICA Consultoria Estratégica	500	Nationwide
PALESTINIAN TERRITORIES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
PERU	Datum Internacional	1210	Nationwide
PHILIPPINES	PCPO Palestinian Centre for Public Opinion	1489	NATIONAL
POLAND	Mareco Polska	587	Nationwide
SLOVENIA	MEDIANA	798	Nationwide
SOUTH KOREA	Gallup Korea	1500	Nationwide
SERBIA	MEDIANA ADRIA	500	Nationwide
SPAIN	Istituto DYM	1006	Nationwide
UK	ORB INTERNATIONAL	1000	Nationwide
USA	SSRS	800	Nationwide
VIETNAM	Indochina Research	600	Ha Noi and Ho Chi Minh City

Total of 26433 surveys online throughout the world

Field dates: From October 21 to December 15