

Understanding Digital Concerns – WIN Technology Report

45% of the global survey respondents expressed concerns about sharing personal information digitally, while only 30% indicated knowing what actually happens with their data: WIN World Survey, carried out in 39 countries

27th September, 2024

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals findings from the Annual WIN World Survey data collection, misuse and AI.

The WIN annual survey explores the views and beliefs of 33,866 people in 39 countries across the globe.

Access the full report [here](#).

Concerns over the data shared online

As digital connectivity becomes increasingly integrated into daily life, concerns about privacy and data security are on the rise. The survey reveals that 45% of respondents are worried about sharing personal information online, while half of those surveyed believe that social networks have become overwhelming. These statistics underscore a significant global unease with the digital footprint we leave behind.

Countries such as Brazil, South Korea, and Indonesia exhibit the highest levels of concern regarding digital privacy. Conversely, Malaysia, Palestine, and the Ivory Coast report the lowest levels of concern.

Awareness of Data Handling Practices

The survey also uncovers varying levels of awareness regarding what happens to personal data once it is shared. Globally, the understanding of data handling practices remains relatively low, with notable regional differences. In Africa, only 16% of respondents feel they know what happens to their data, while awareness is slightly higher in Europe at 25%. The MENA region and APAC countries report awareness levels of 31% and 33%, respectively. The Americas show the highest confidence, with 36% of respondents expressing an understanding of data practices.

On a national scale, Nigeria shows the highest level of misunderstanding, with 67% of participants expressing confusion and only 5% claiming to understand the fate of their personal data. In contrast, Indonesia demonstrates the highest level of understanding, with 55% of respondents confident in their knowledge of data handling.

AI Understanding varies by Age

The level of understanding of AI is fairly low across the globe. The countries with higher levels of understanding are the Americas and APAC at 28%, followed by Europe and the MENA region at 22% and lastly Africa at 11%.

Understanding of artificial intelligence appears to decline with age, showing a negative correlation between age and confidence in AI knowledge. Among 18–24-year-olds, 30% of respondents report having a good understanding of AI. However, this confidence gradually decreases with each successive age group: 28% for those aged 25–34, 26% for 35–44, 22% for 45–54, and 21% for 55–64. The lowest level of confidence is found among those aged 65 and older, with only 16% feeling they have a good understanding of AI.

Globally Overwhelmed by Social Media

Half of the people globally surveyed believe that social networks overwhelm their lives, with notable differences based on gender and education level. Women are more likely to feel this way, with 52% agreeing, compared to 48% of men. The sentiment is also stronger among those with higher education: 54% of respondents with a university degree and 51% of those with a master's or PhD agree that social networks have an overwhelming impact on their lives. Meanwhile, those with no education (41%) or lower levels such as primary (44%) or secondary (49%) report lower levels of concern.

Europe and the MENA region are the most overwhelmed with 57% of people feeling that way, followed by 51% in the Americas, 45% in APAC and 18% in Africa.

Richard Colwell, President of WIN International Association, says:

“These findings highlight the diverse perspectives and concerns that are shaping our relationship with technology in 2024. As we navigate this digital landscape, understanding these global sentiments is crucial for fostering a more informed and secure online environment.”

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Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 – 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Ivory Coast	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Lao PDR	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	535	NATIONAL	11-20 December 2023

23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 - 11 Jan 2024
27	Peru	Datum Internacional	P2P	1200	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	Mobile online survey	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 - 31 Jan 2024
35	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Turkey	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI		NATIONAL	
38	USA	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 - 18 Jan 2024