

Technology

WWS 2024



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



PRIVACY OF DIGITAL INFORMATION

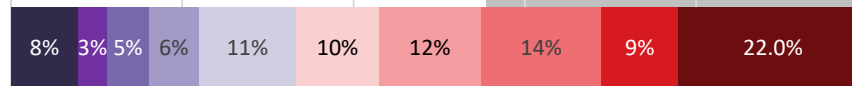
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

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

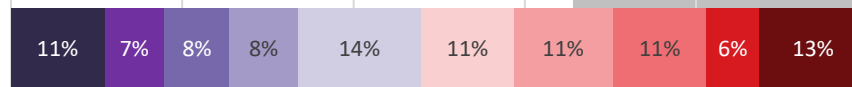
I am concerned about sharing my personal information digitally



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

WIN 2021: 48%

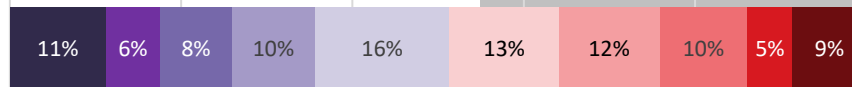
I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)



Agree 30%
(8, 9, 10 point scale)

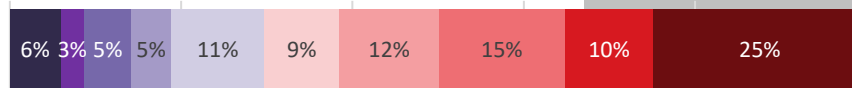
WIN 2021: 33%

I have a good understanding of artificial intelligence



Agree 24%
(8, 9, 10 point scale)

Social networks overwhelm our life



Agree 50%
(8, 9, 10 point scale)

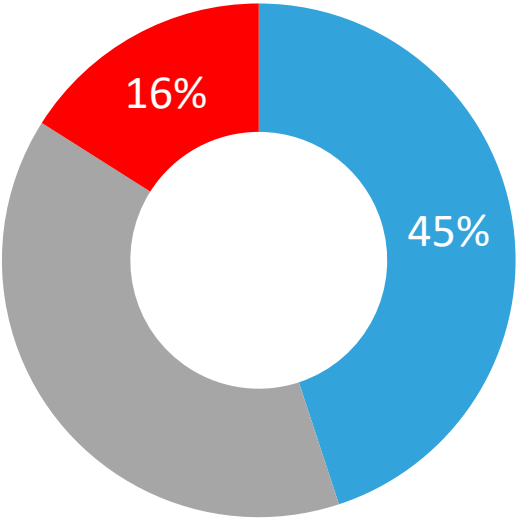
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

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 - 2024



2022	45%	13%
2021	48%	15%
2020	45%	15%

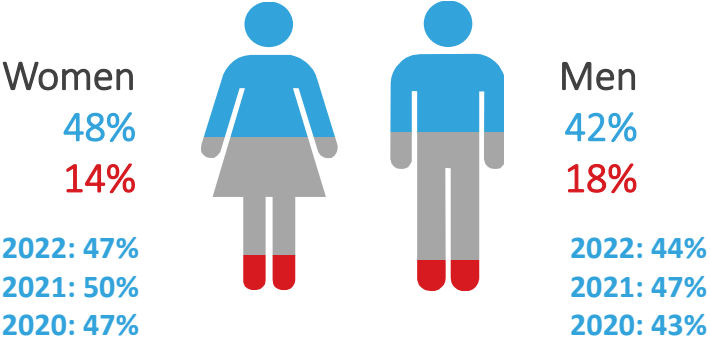
TTB

Completely agree (8,9,10 scale)

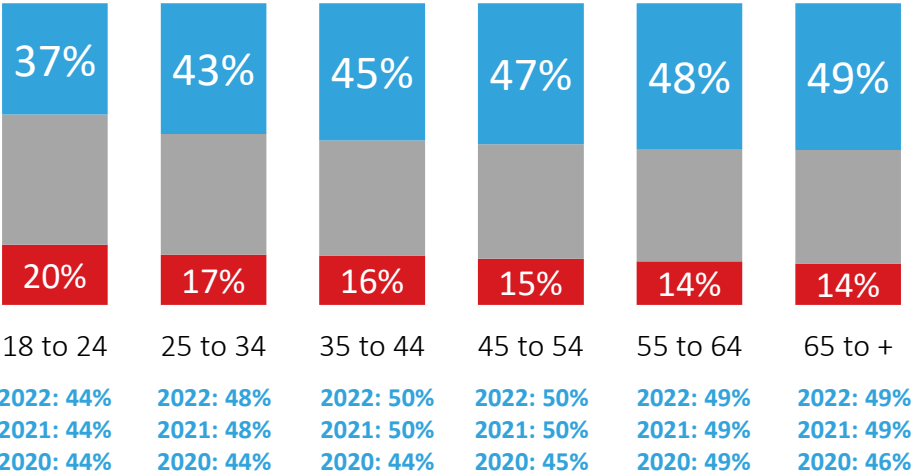
BTB

Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024

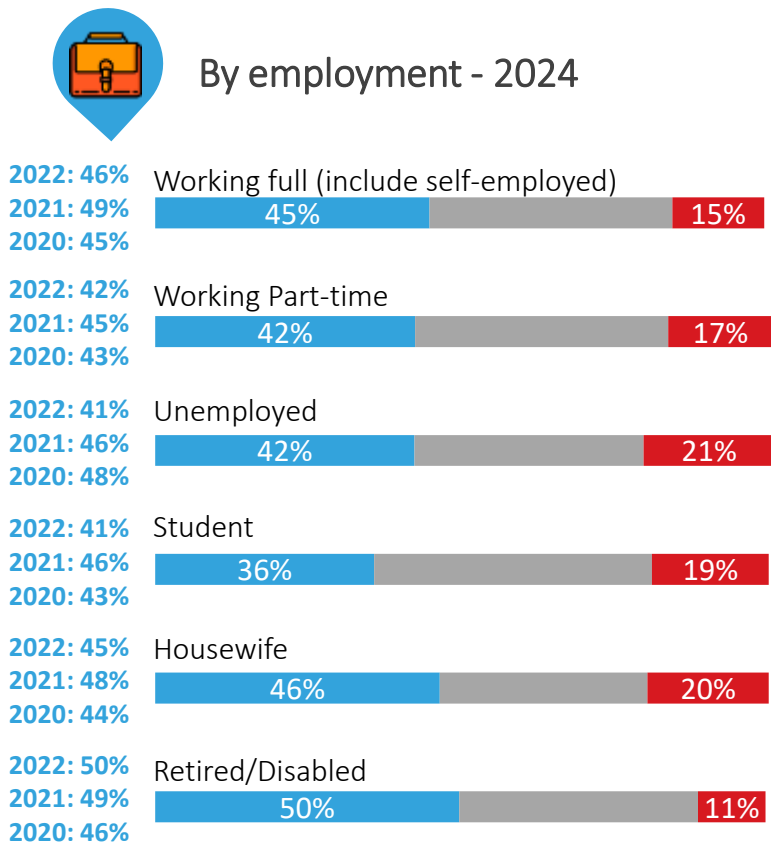
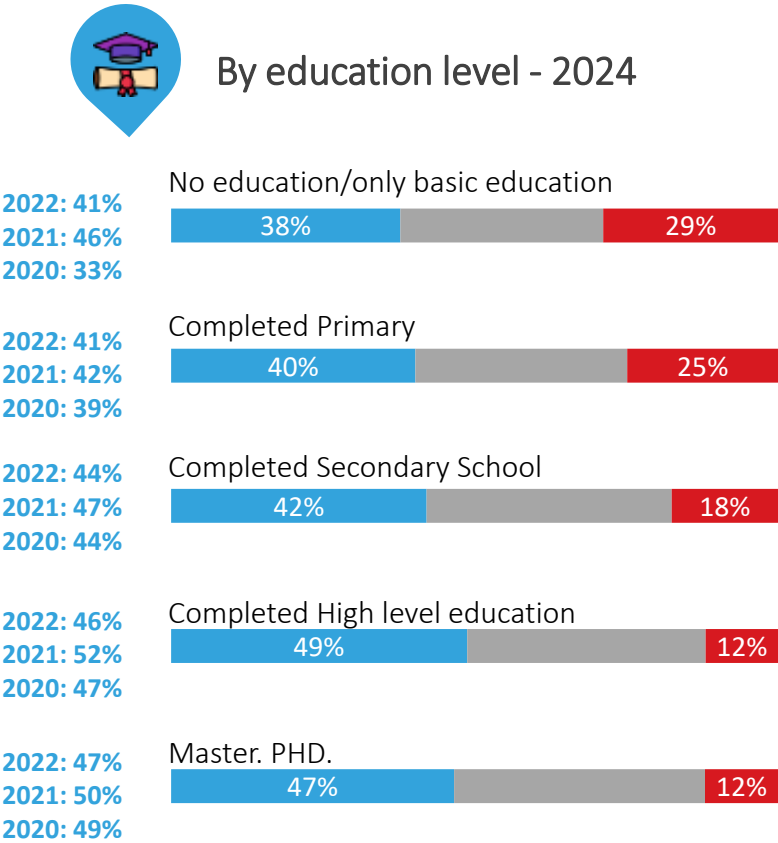


Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

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



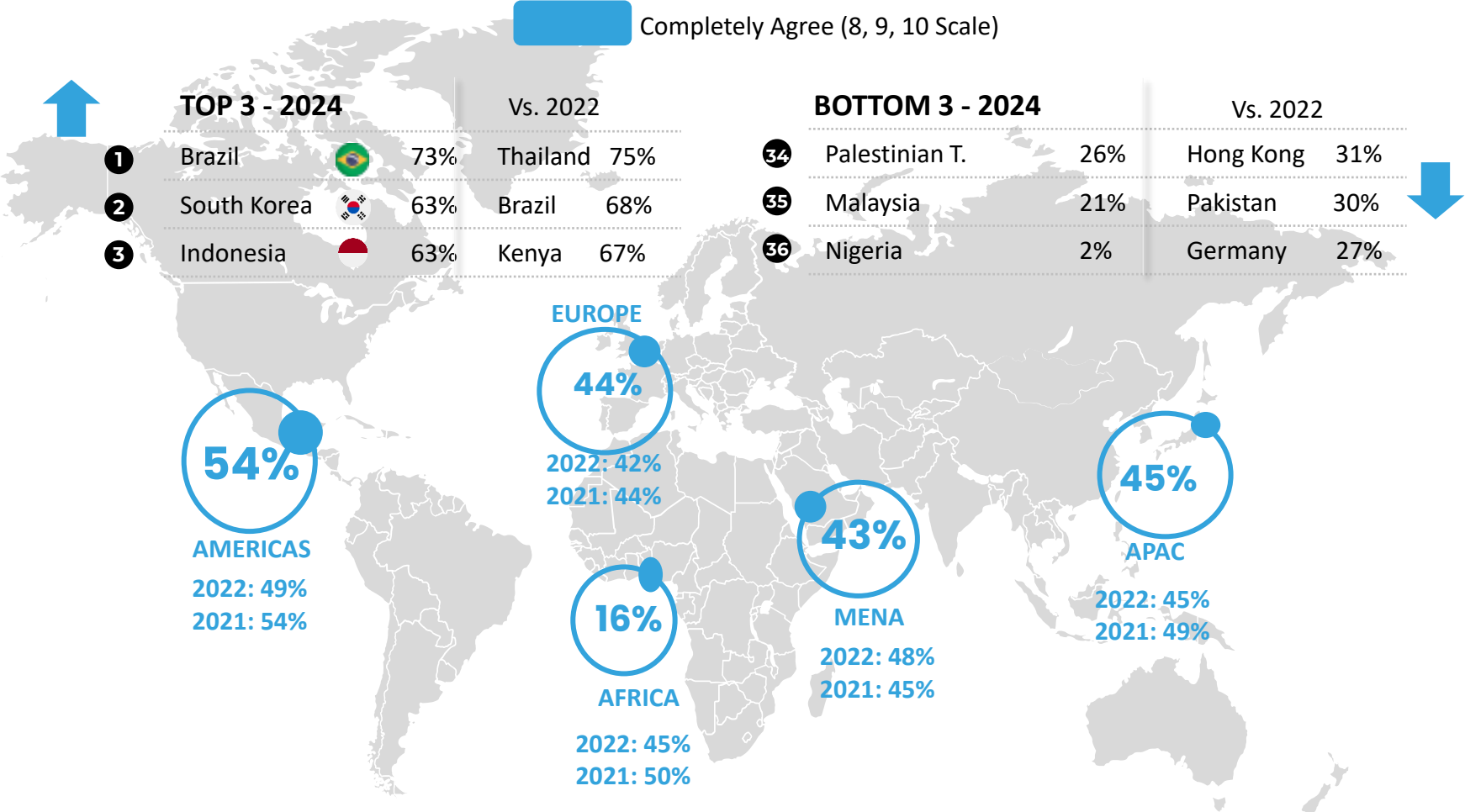
TTB Completely agree (8,9,10 scale) BTB Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. 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



Source: WIN 2024. Base: 33866. 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

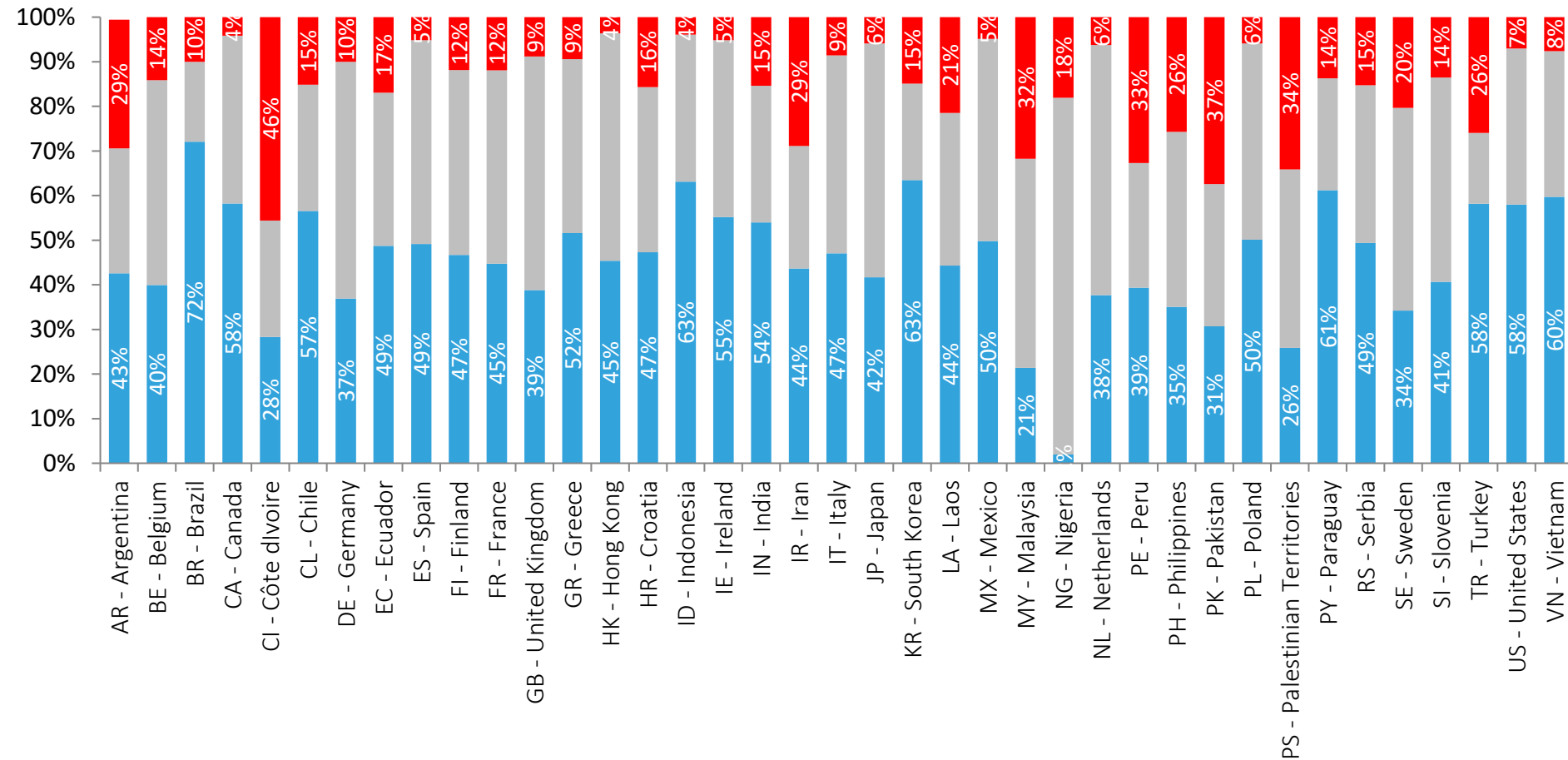
% within total population

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. 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)

	2020	2021	2022	2024	
GLOBAL AVERAGE	45%	48%	45%	45%	↓
BR – Brazil	72%	72%	68%	72%	=
KR - South Korea	No data	No data	No data	63%	↑
Indonesia	No data	No data	No data	63%	
PY - Paraguay	34%	32%	44%	61%	↑
VN - Vietnam	46%	56%	65%	60%	↓
CA – Canada	51%	47%	43%	58%	↑
TR – Turkey	No data	61%	60%	58%	↓
US - United States	61%	58%	51%	58%	=
CL – Chile	61%	57%	49%	57%	↑
IE – Ireland	46%	54%	52%	55%	↓
IN – India	71%	51%	54%	54%	↓
GR – Greece	No data	50%	44%	52%	↑
PL – Poland	49%	45%	49%	50%	↓
MX - Mexico	59%	47%	48%	50%	↓
RS - Serbia	40%	45%	36%	49%	↑
ES – Spain	51%	52%	48%	49%	↓
EC - Ecuador	41%	49%	40%	49%	↑
HR – Croatia	43%	44%	45%	47%	↓
IT – Italy	43%	40%	35%	47%	↑

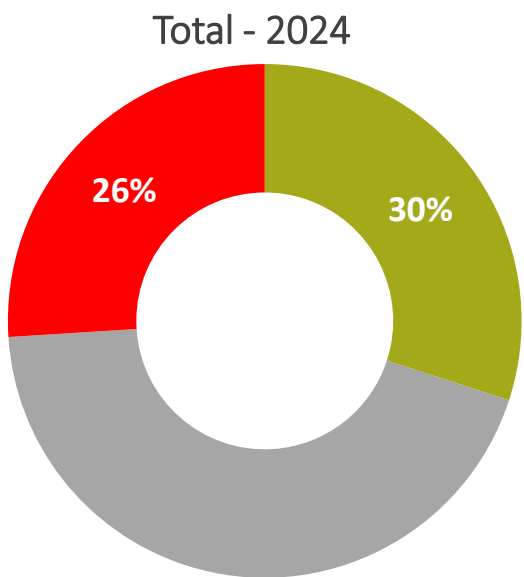
	2020	2021	2022	2024	
FI – Finland	52%	47%	51%	47%	↓
HK - Hong Kong	39%	38%	31%	45%	↑
FR – France	44%	46%	43%	45%	↓
IR - Iran	No data	No data	No data	44%	
AR – Argentina	46%	46%	43%	43%	↓
JP – Japan	38%	40%	35%	42%	↑
SI – Slovenia	36%	39%	42%	41%	↓
BE - Belgium	No data	No data	No data	40%	
PE - Peru	46%	60%	46%	39%	↓
GB - United Kingdom	39%	42%	42%	39%	↓
NL - Netherlands	No data	No data	32%	38%	↑
DE – Germany	30%	29%	27%	37%	↑
PH - Philippines	50%	47%	39%	35%	↓
SE - Sweden	No data	No data	No data	34%	
PK – Pakistan	30%	44%	30%	31%	↑
CI – Ivory Coast	No data	No data	37%	28%	
Palestinian T.	No data	No data	No data	26%	
MY – Malaysia	57%	34%	56%	21%	↓
NG – Nigeria	28%	43%	39%	2%	↓

Source: WIN 2024. Base: 33866. 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

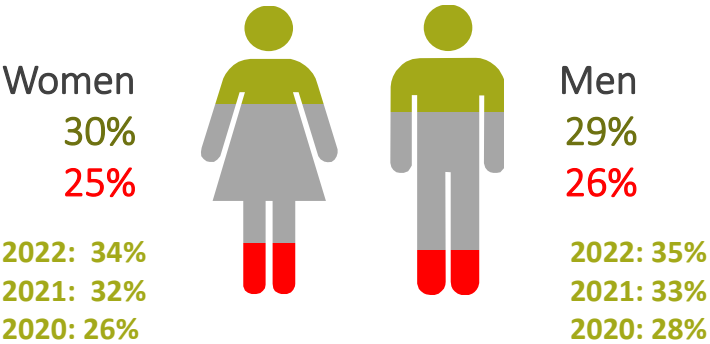


2022	45%	10%
2021	33%	24%
2020	27%	27%

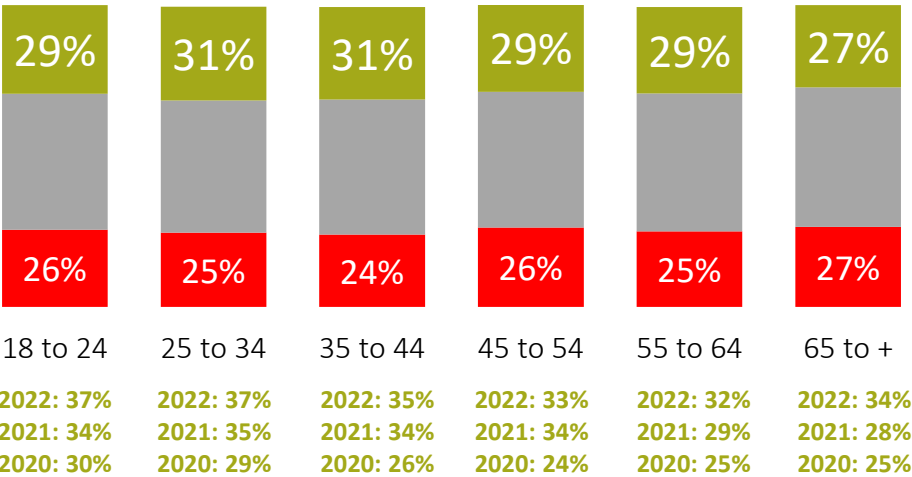
TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

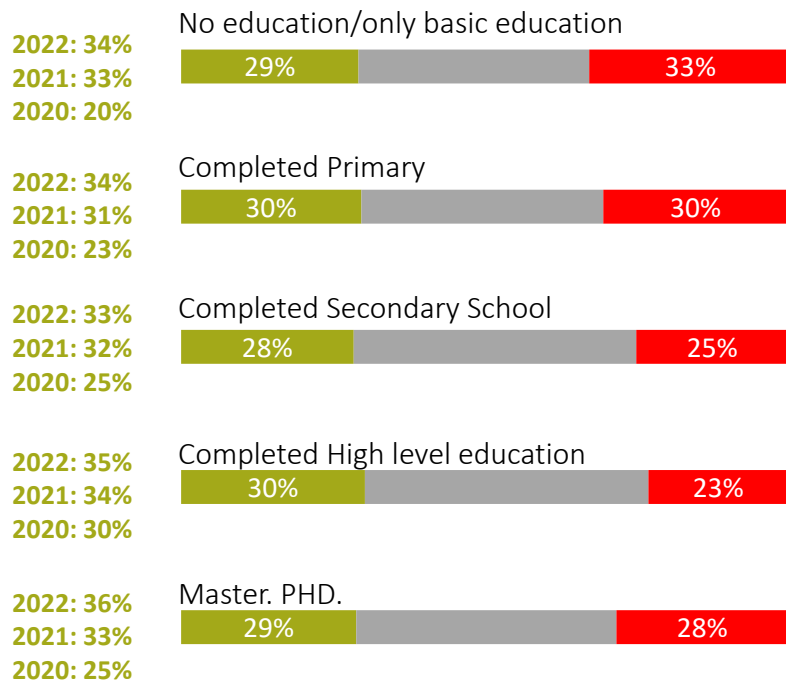
Q11. Please indicate how much you agree or disagree with the following statements:
 “I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

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

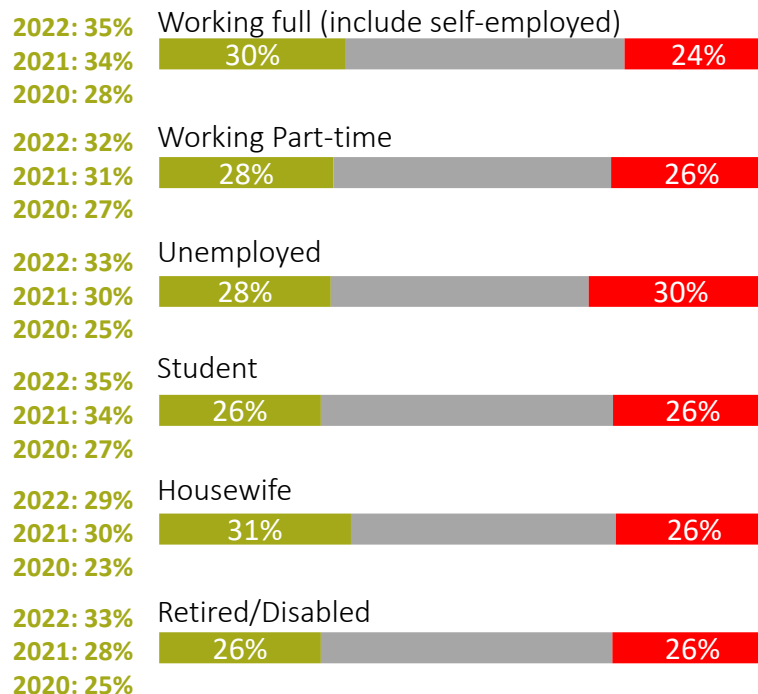
% within total population



By education level - 2024



By employment - 2024



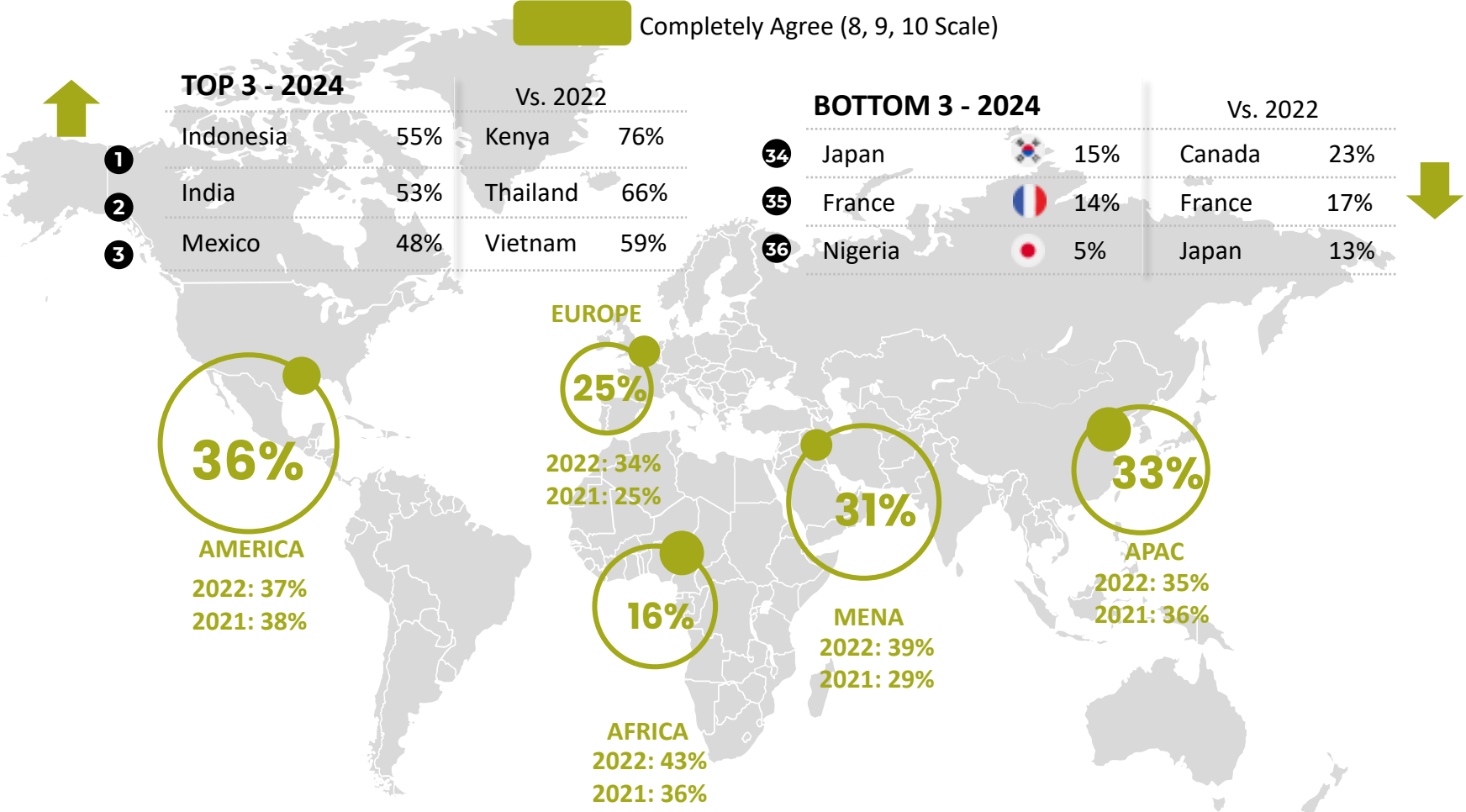
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

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



Source: WIN 2024. Base: 33866. 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

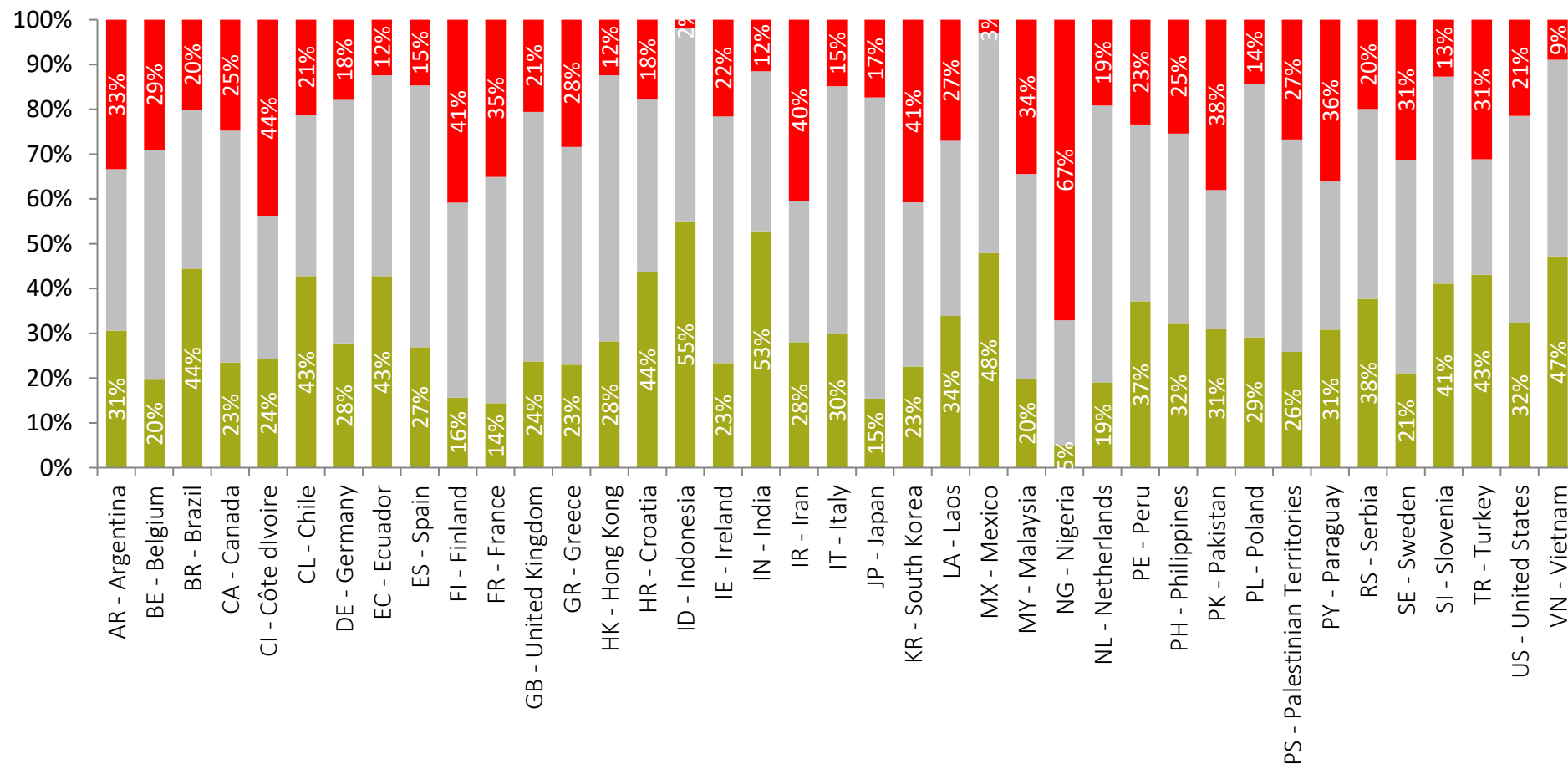
% within total population

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. 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)

	2020	2021	2022	2024
GLOBAL AVERAGE	27%	33%	35%	30%
ID - Indonesia	No data	No data	No data	55.00%
IN – India	70%	51%	57%	52.80%
MX - Mexico	28%	32%	47%	47.88%
VN - Vietnam	38%	47%	59%	47.17%
BR – Brazil	38%	49%	41%	44.45%
HR – Croatia	36%	36%	48%	43.77%
TR – Turkey	No data	0.33	48%	43.05%
CL – Chile	35%	43%	50%	42.77%
EC - Ecuador	40%	35%	37%	42.73%
SI – Slovenia	36%	40%	48%	41.07%
RS - Serbia	0.3	36%	44%	37.70%
PE - Peru	26%	49%	35%	37.14%
LA - Laos	No data	No data	No data	33.87%
US - United States	23%	33%	32%	32.20%
PH - Philippines	45%	45%	36%	32.12%
PK – Pakistan	19%	35%	27%	31.05%
PY - Paraguay	26%	37%	35%	30.80%
AR – Argentina	30%	34%	35%	30.55%
IT – Italy	32%	30%	44%	29.88%

	2020	2021	2022	2024
PL – Poland	12%	26%	29%	29.09%
HK - Hong Kong	26%	20%	26%	28.20%
IR - Iran	No data	No data	No data	28.04%
DE – Germany	24%	22%	30%	27.80%
ES – Spain	28%	33%	36%	26.87%
PS – Palestinian T.	No data	No data	No data	25.88%
CI – Ivory Coast	No data	No data	0.39	24.17%
GB - United Kingdom	14%	23%	25%	23.71%
CA – Canada	19%	18%	23%	23.45%
IE – Ireland	21%	26%	29%	23.37%
GR – Greece	No data	0.25	24%	23.00%
KR - South Korea	No data	No data	No data	22.56%
SE - Sweden	No data	No data	No data	21.08%
MY – Malaysia	33%	29%	48%	19.85%
BE - Belgium	No data	No data	No data	19.67%
NL - Netherlands	No data	No data	0.29	19.06%
FI – Finland	11%	9%	20%	15.68%
JP – Japan	12%	16%	13%	15.39%
FR – France	14%	16%	17%	14.42%
NG – Nigeria	27%	33%	29%	5.10%

Source: WIN 2022. Base: 33866. The percentages of Dk / Nr have not been plotted.

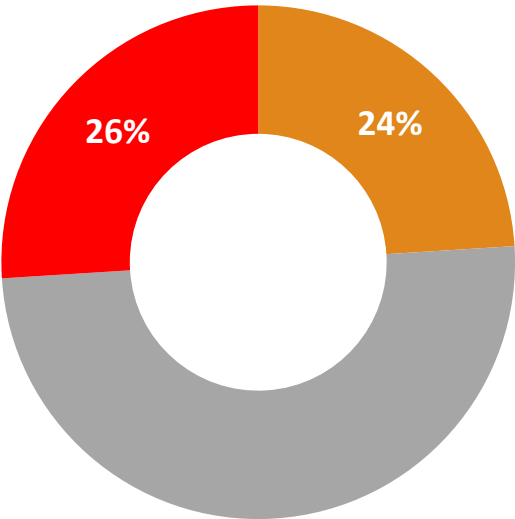
Q11. Please indicate how much you agree or disagree with the following statements:

“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 have a good understanding of artificial intelligence

% within total population

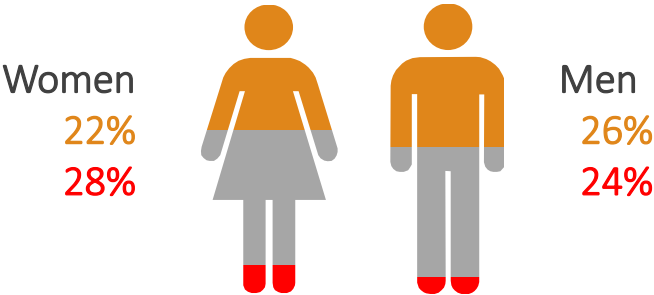
Total - 2024



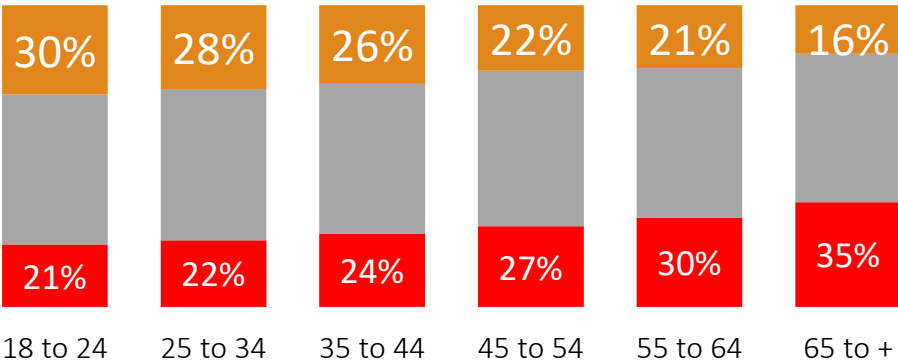
TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

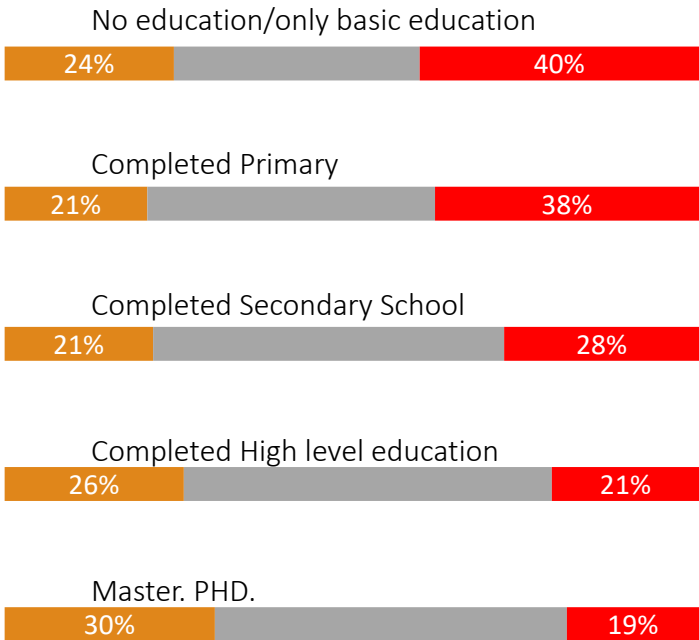
Q11. Please indicate how much you agree or disagree with the following statements: “I have a good understanding of artificial intelligence”

Privacy of digital information – I have a good understanding of artificial intelligence

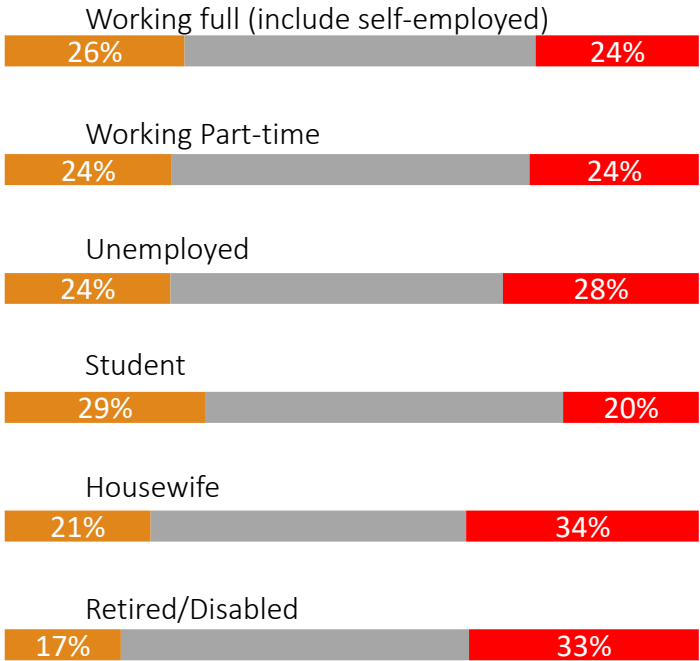
% within total population



By education level - 2024



By employment - 2024

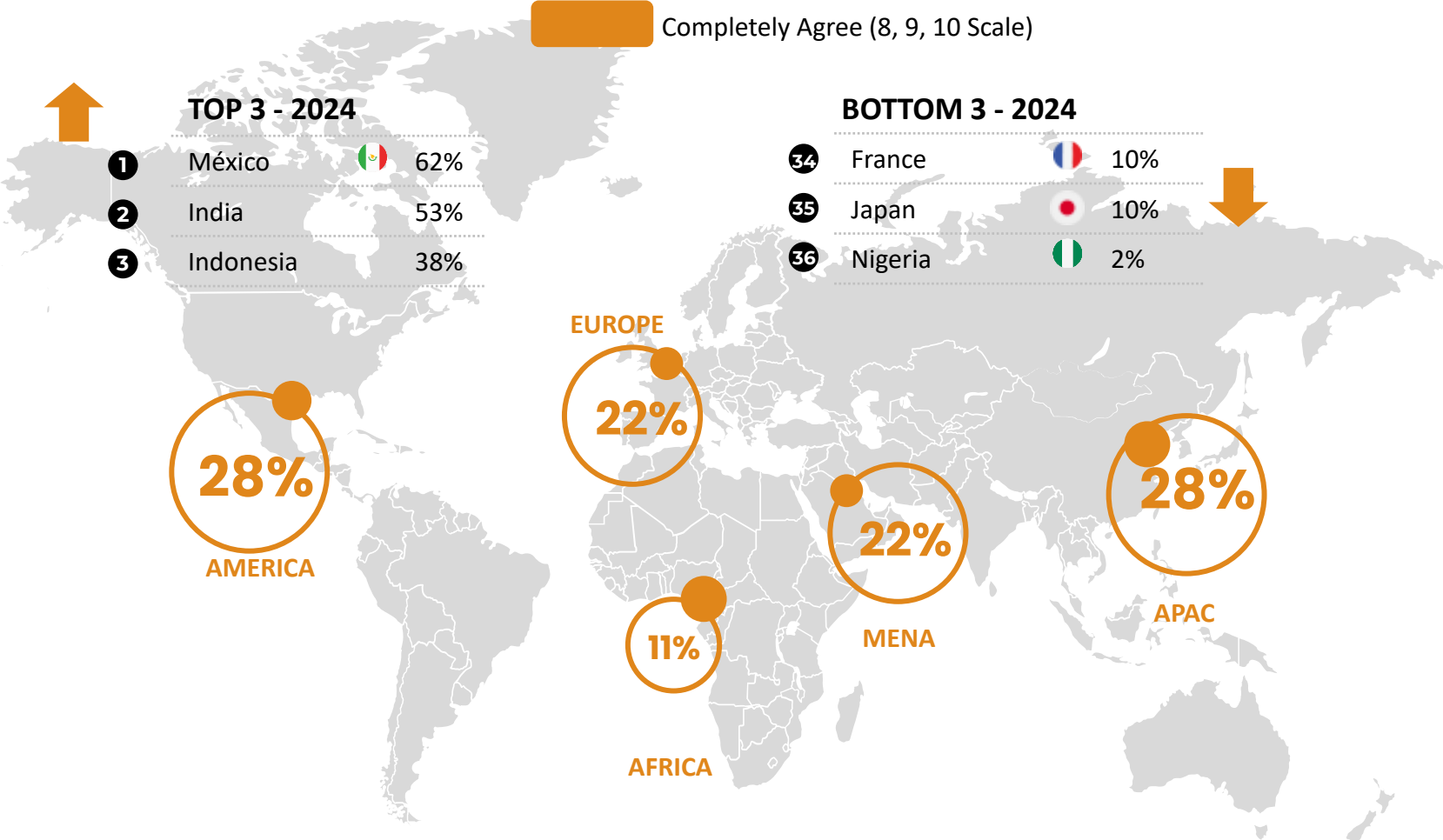


TTB Completely agree (8,9,10 scale) BTB Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Privacy of digital information – I have a good understanding of artificial intelligence

% within total population



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements: “I have a good understanding of artificial intelligence”

Privacy of digital information – I have a good understanding of artificial intelligence

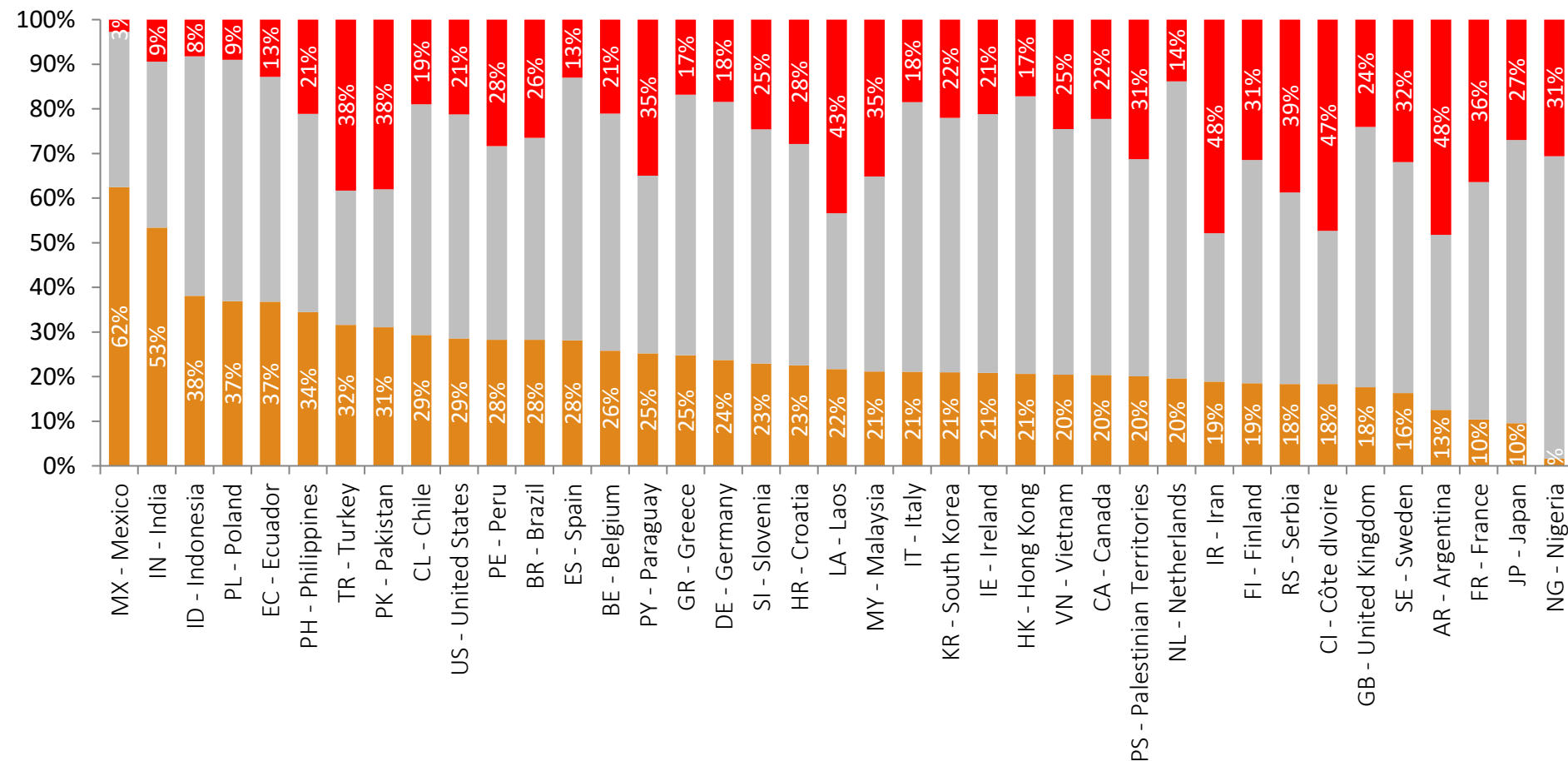
% within total population

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)



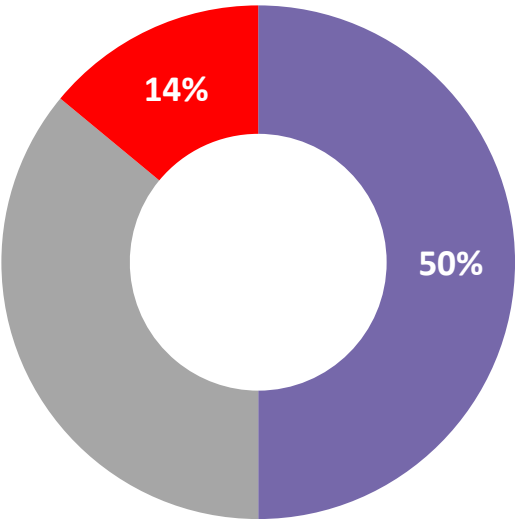
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements: "I have a good understanding of artificial intelligence"

Privacy of digital information – Social networks overwhelm our life

% within total population

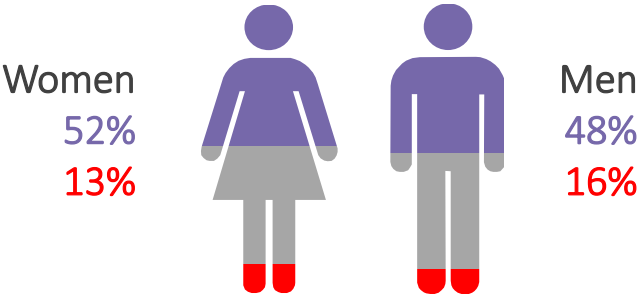
Total - 2024



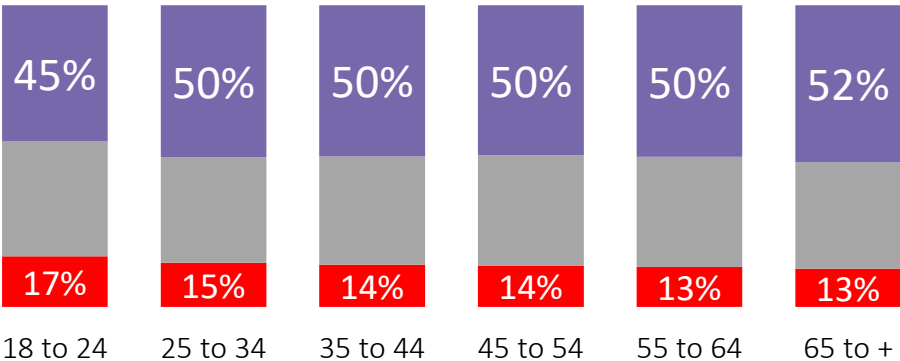
TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024



By age group - 2024



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

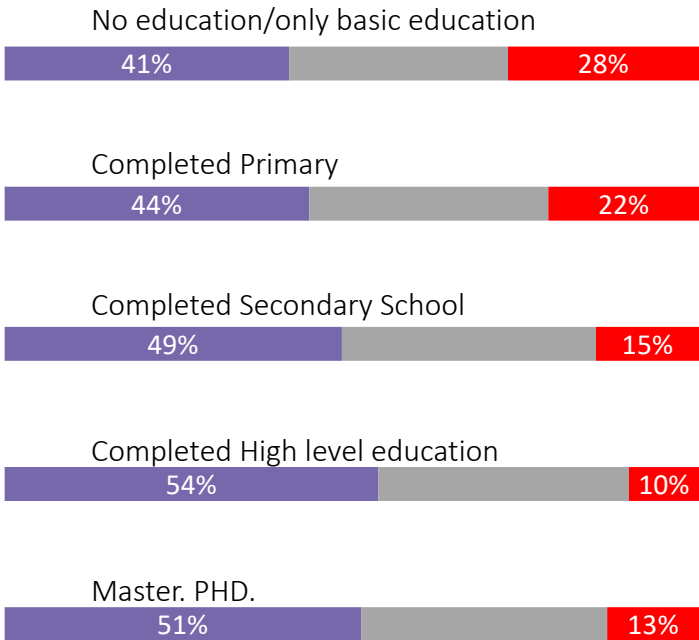
Q11. Please indicate how much you agree or disagree with the following statements:
“Social networks overwhelm our life”

Privacy of digital information – Social networks overwhelm our life

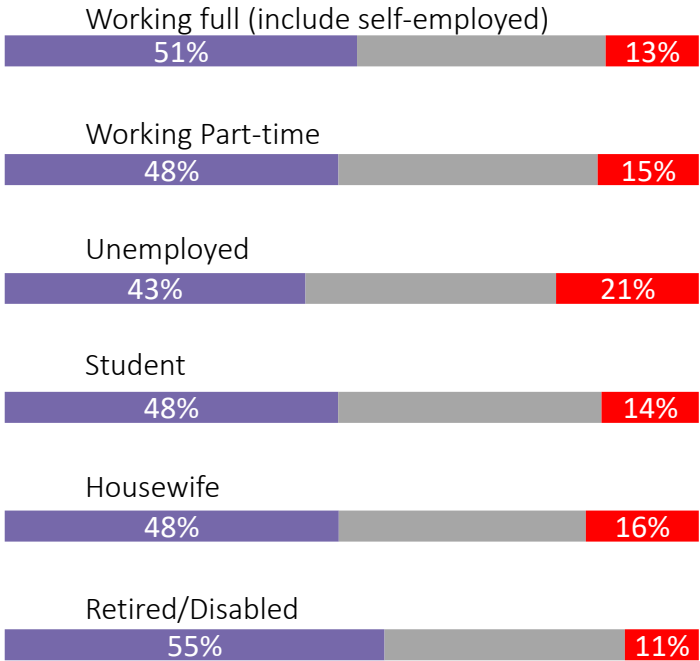
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

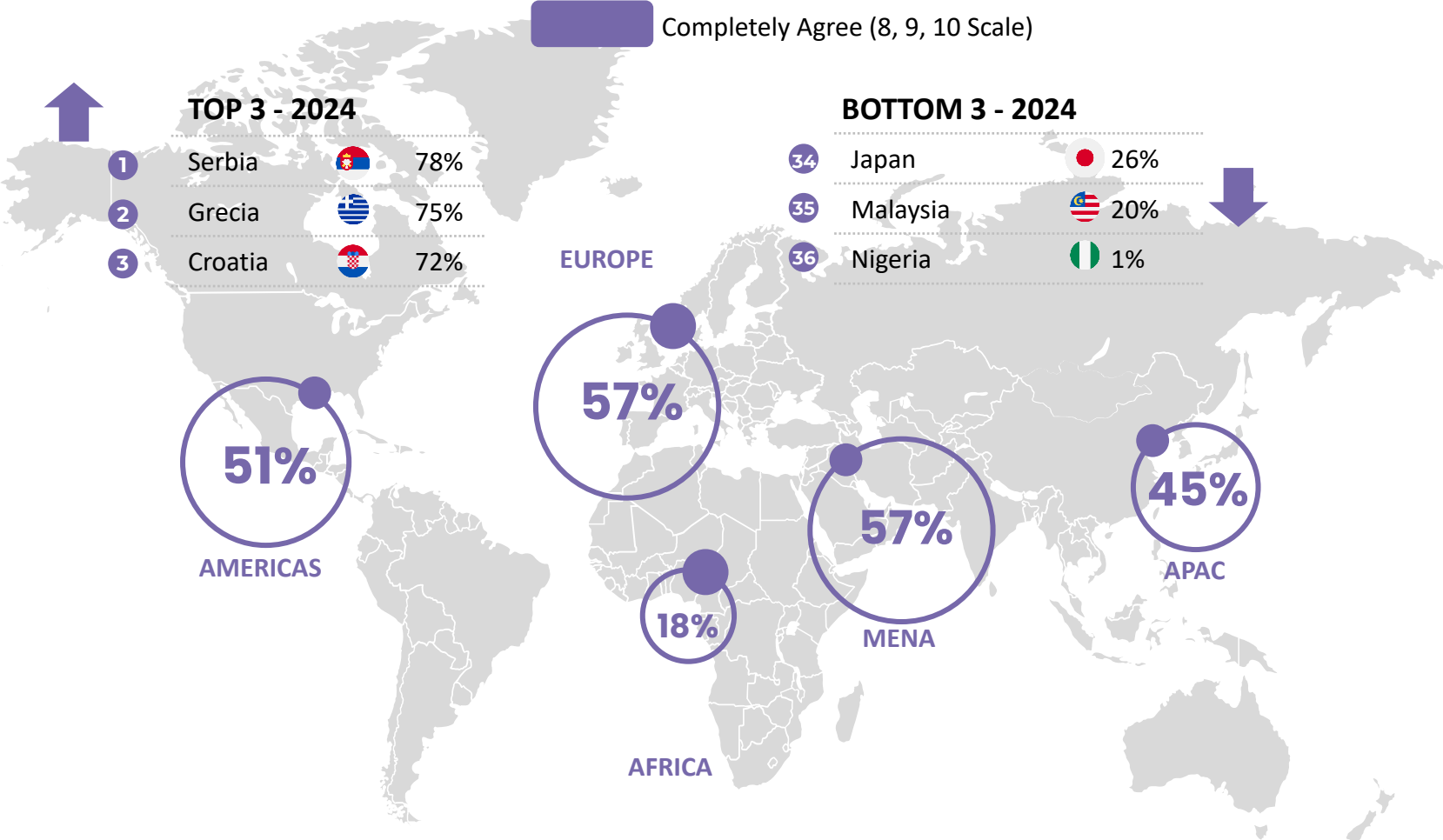
Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. 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 2024. Base: 33866. 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

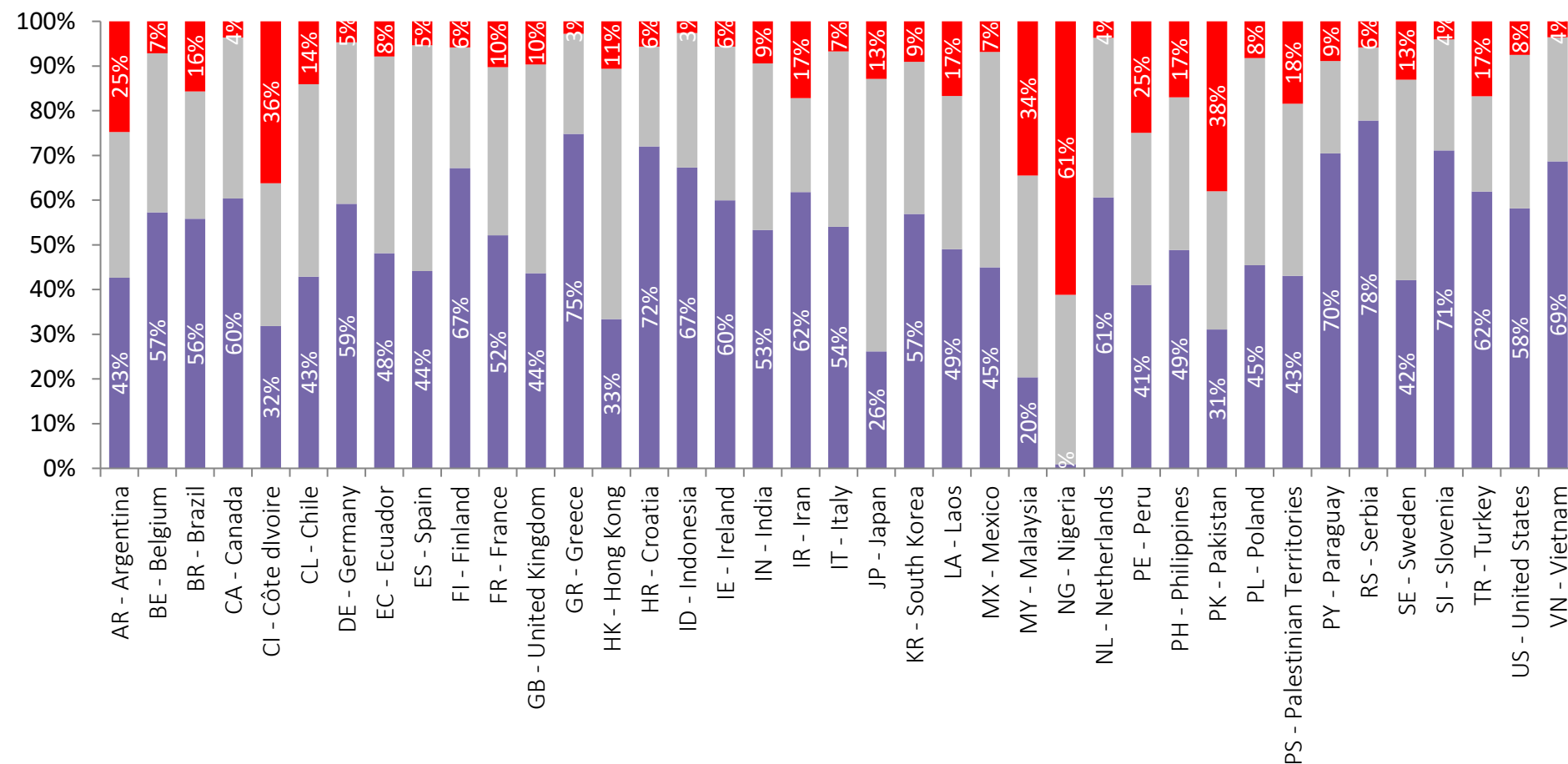
% within total population

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. 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"

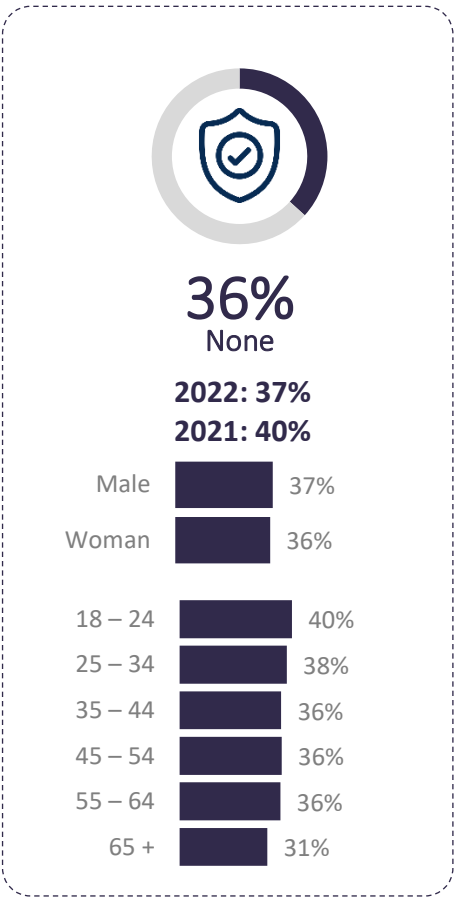
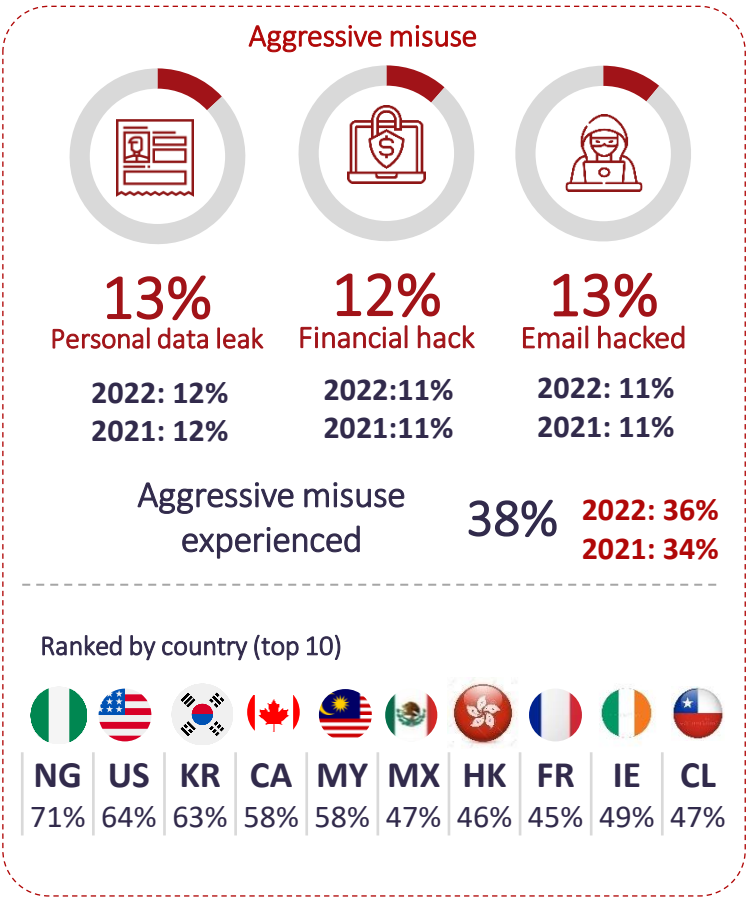
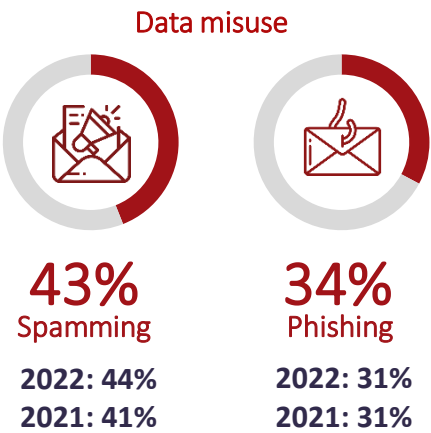


DATA MISUSE

Data misuse - Experiences

% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING



Source: WIN 2024. Base (multiple answers): 33866. The percentages of Dk / Nr have not been plotted.

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

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	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

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	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	1210	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	CAWI	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	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	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