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Global @dvisor: CIGI Security and Trust Survey  
 Q1. How concerned are you about your online privacy compared to one year ago?  
 Proportions/Mean: Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: All Respondents (unwtd)	24225	1006	1002	1001	1002	1002	1001	1005	1003	1004	1008	1004	1006	1005	1004	1006	1009	1002	1005	1005	1004	1000	1023	1114	1004
Base: All Respondents (wtd)	24141	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1023	1114	1004
Much more concerned	6747	322	254	356	305	163	252	225	362	222	203	289	195	184	402	212	189	272	398	361	251	430	104	451	346
	28%	32%	25%	36%	30%	16%	25%	22%	36%	22%	20%	29%	20%	18%	40%	21%	19%	27%	40%	36%	25%	43%	10%	40%	34%
		FHJKMNPQ W	FMNQW	CEFGHJKLM NPQRUVW	CFGHKMNP QUW	W	FMNQW	FNW	CEFGHJKLM NPQRUVW	FW	W	FHJKMNPQ W	W	W	BCDEFGHJKL MNPQRUVWY	FW	W	FHJKMNPQ W	CEFGHJKL NPQRUVW	CEFGHJKL NPQRUVW	FMNQW	BCDEFGHIJKL MNPQRUVWY		BCDEFGHJKL MNPQRUVWY	CFGHJKLMN PQRUVW
Somewhat more concerned	6610	308	258	339	262	266	291	340	287	291	345	229	268	301	298	297	311	326	319	339	361	131	135	230	77
	27%	31%	26%	34%	26%	27%	29%	34%	29%	29%	34%	23%	27%	30%	30%	30%	31%	33%	32%	34%	36%	13%	13%	21%	8%
		LVWXY	VWXY	CEFIJLMVWX Y	VWXY	VWXY	LVWXY	CEFIJLMOV WXY	LVWXY	LVWXY	CEFLMVWXY	VWY	VWXY	LVWXY	LVWXY	LVWXY	LVWXY	CEFLMVWXY	ELVWXY	CEFIJLMVWX Y	CEFIJLMNO PVWXY	Y	Y	Y	Y
No more or less concerned	7257	274	396	195	323	452	258	342	205	379	269	402	417	422	105	401	289	298	184	273	232	142	417	134	450
	30%	27%	40%	20%	32%	45%	26%	34%	20%	38%	27%	40%	42%	42%	10%	40%	29%	30%	18%	27%	23%	14%	41%	12%	45%
		DOSVX	BDEGHIKQ RSTUVX	OVX	DGKOSTUVX	BDEGHIKQ RSTUVX	DIOSVX	DGKIQORST UVX	OVX	BDEGIKQORS TUVX	DIOSVX	BDEGHIKQ RSTUVX	BDEGHIKQ RSTUVX	BDEGHIKQ RSTUVX		BDEGHIKQ RSTUVX	DIOSVX	DIOSVX	OX	DIOSVX	OVX	O	BDEGHIKQ RSTUVX		BDEGHIKQ RSTUVX
Somewhat less concerned	1779	58	44	58	56	61	111	43	73	60	109	47	54	53	98	55	156	48	54	19	108	79	173	130	31
	7%	6%	4%	6%	6%	6%	11%	4%	7%	6%	11%	5%	5%	5%	10%	5%	16%	5%	5%	2%	11%	8%	17%	12%	3%
		T	T	TY	TY	TY	BCDEFHJLM NPRSTVY	T	CHTY	TY	BCDEFHJLM NPRSTY	T	TY	TY	CDEFHJLMN PRSTY	TY	BCDEFGHIJKL MNOPRSTUV XY	T	T		BCDEFHJLM NPRSTY	CEHLNRTY	BCDEFGHIJKL MNOPRSTUV XY	BCDEFHJLM NPRSTVY	
Much less concerned	1748	37	49	51	55	58	88	50	73	49	75	34	65	39	97	35	55	56	44	8	49	218	194	169	100
	7%	4%	5%	5%	6%	6%	9%	5%	7%	5%	7%	3%	7%	4%	10%	4%	5%	6%	4%	1%	5%	22%	19%	15%	10%
		T	T	T	LT	LT	BCDEHJLNQ RSTU	T	LNPT	T	LNPT	T	LNPT	T	BCDEFHJLM NPQRSTU	T	T	LT	T		T	BCDEFGHIJKL MNOPQRST UY	BCDEFGHIJKL MNOPQRST UY	BCDEFGHIJKL MNOPQRST UY	BCDEFHJLM NPQRSTU
Sigma	24141	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																									
Top2Box (Much/ Somewhat more concerned)	13357	630	512	695	567	429	543	565	649	513	548	518	464	486	699	509	500	598	718	700	611	561	239	681	423
	55%	63%	51%	70%	57%	43%	54%	57%	65%	51%	55%	52%	46%	49%	70%	51%	50%	60%	72%	70%	61%	56%	23%	61%	42%
		CFGJLMNPQ WY	FWY	CEFGHJKLM NPQRUVWX Y	CFJMNQWY	W	FMNWY	FJMNQWY	CEFGHJKLM NPQVWY	FWY	FMNWY	FWY	W	FWY	CEFGHIJKL MNPQRUVWX Y	FWY	FWY	CFGJLMNPQ WY	BCEFGHIJKL MNPQRUVW XY	CEFGHIJKL NPQRUVWX Y	CFGJLMNPQ WY	FMNQWY		CEFGHJKLM NPQVWY	W
Low2Box (Somewhat / Much less concerned)	3527	96	92	109	111	119	199	93	146	108	183	81	119	92	196	90	211	104	99	27	156	297	367	299	131
	15%	10%	9%	11%	11%	12%	20%	9%	15%	11%	18%	8%	12%	9%	20%	9%	21%	10%	10%	3%	16%	30%	36%	27%	13%
		T	T	T	T	LT	BCDEFHJLM NPRSTY	T	CDEHJLNPR T	T	BCDEFHJLM NPRSTY	T	LT	T	BCDEFHJLM NPRSTY	T	BCDEFHJLM NPRSTUY	T	T		BCDEHJLNPR ST	BCDEFGHIJKL MNOPQRST UY	BCDEFGHIJKL MNOPQRST UVXY	BCDEFGHIJKL MNOPQRST UY	CHLNPT

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Global @dvisor: CIGI Security and Trust Survey  
 Q2\_1. [Your government] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?  
 Proportions/Mean: Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: Much/ Somewhat More Concerned About Online Privacy (unwtd)	12926	669	536	684	564	444	589	574	658	537	-	503	442	485	699	496	504	616	730	711	581	561	239	681	423
Base: Much/ Somewhat More Concerned About Online Privacy (wtd)	12809	630	512	695	567	429	543	565	649	513	-	518	464	486	699	509	500	599	718	700	611	561	239	681	423
A great deal	4098	307	269	246	227	80	255	147	255	136	-	137	120	107	249	80	92	255	232	183	139	208	51	199	123
	32%	49%	53%	35%	40%	19%	47%	26%	39%	26%	-	26%	26%	22%	36%	16%	18%	43%	32%	26%	23%	37%	21%	29%	29%
		DFHJLMNOP QSTUVWXY	DEFHIJLMNO PQRSTUUVWX Y	FHJLMNPQT UWXY	FHJLMNPQS TUWXY		DFHJLMNOP QSTUVWXY	FPQ	FHJLMNPQT UWXY	FPQ		FPQ	P	P	FHJLMNPQT UWXY			DFHJLMNOP QSTUVWXY	FNPQUW	FPQ	P	FHJLMNPQT UWXY		FNPQUW	FNPQW
Somewhat	4212	186	147	207	205	121	147	204	177	174	-	181	131	167	248	162	233	209	199	213	235	160	110	303	93
	33%	29%	29%	30%	36%	28%	27%	36%	27%	34%	-	35%	28%	34%	36%	32%	47%	35%	28%	31%	38%	29%	46%	44%	22%
			Y	Y	CDFGIMSTVY			CDFGIMSTVY		Y		GIY		GIVY	CDFGIMSTVY	Y	BCDEFGHIJL MNOPRSTVY	GISVY		Y	CDFGIMSTVY	Y	BCDEFGHIJL MNOPRSTVY	BCDEFGHIJL MNOPRSTVY	BCDEFGHIJL MNOPRSTVY
A little	2627	77	58	139	95	96	63	135	126	116	-	137	130	118	130	176	139	90	151	232	151	70	36	107	55
	21%	12%	11%	20%	17%	22%	12%	24%	19%	23%	-	26%	28%	24%	19%	35%	28%	15%	21%	33%	25%	12%	15%	16%	13%
				BCGRVXY	CGV	BCGRVWXY		BCEGORVWX Y	CGVY	BCEGRVWXY		BCDEGIORV WXY	BCDEGIORV WXY	BCEGORVWX Y	CGVY	BCDEFGHIJL NORSUVWXY	BCDEGIORV WXY		BCGRVY	BCDEFGHIJL NORSUVWXY	BCEGORVWX Y				
Not at all	1873	61	37	103	39	132	78	79	90	87	-	63	84	94	72	92	36	45	135	72	87	123	42	72	152
	15%	10%	7%	15%	7%	31%	14%	14%	14%	17%	-	12%	18%	19%	10%	18%	7%	8%	19%	10%	14%	22%	18%	11%	36%
				CEOQRTX		BCDEGHJLM NOPQRSTUV WX	CEQR	CEOQRT	CEQR	BCEOQRTX		CER	BCEOQRTX	BCDEHILOQR TX	E	BCEOQRTX			BCEOQRTX	E	CEQR	BCDEGHIL OQRSTUX	BCEOQRTX	E	BCDEGHJLM NOPQRSTUV WX
Sigma	12809	630	512	695	567	429	543	565	649	513	-	518	464	486	699	509	500	599	718	700	611	561	239	681	423
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: CIGI Security and Trust Survey  
 Q2\_2. [Internet companies] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?  
 Proportions/Mean: Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: Much/ Somewhat More Concerned About Online Privacy (unwtd)	13493	669	536	684	564	444	589	574	658	537	567	503	442	485	699	496	504	616	730	711	581	561	239	681	423
Base: Much/ Somewhat More Concerned About Online Privacy (wtd)	13358	630	512	695	567	429	543	565	649	513	548	518	464	486	699	509	500	599	718	700	611	561	239	681	423
A great deal	4689 35%	275 44%	101 20%	344 49%	176 31%	123 29%	184 34%	180 32%	297 46%	165 32%	174 32%	204 39%	116 25%	123 25%	273 39%	116 23%	119 24%	204 34%	268 37%	250 36%	232 38%	235 42%	67 28%	267 39%	198 47%
		CEFHJKMNP QW		CEFGHIKLM NOPQRSTU VW	CNPQ	C	CMNPQ	CMNPQ	CEFGHIKMN OPQRSTUWX	CNPQ	CP	CEFHJMN PQW			CEFHJKMNP QW			CMNPQ	CFMNPQW	CFMNPQW	CEFMNPQW	CEFGHIKMN PQRTW	C	CEFHJKMNP QW	CEFGHIKLM NOPQRSTU WX
Somewhat	5156 39%	174 28%	198 39%	239 34%	265 47%	173 40%	197 36%	219 39%	183 28%	209 41%	203 37%	211 41%	173 37%	225 46%	280 40%	263 52%	255 51%	245 41%	246 34%	263 38%	255 42%	164 29%	95 40%	314 46%	103 24%
			BIVY	IY	BCDGHKMO STVY	BIVY	IVY	BIVY		BDIVY	IVY	BIVY	IVY	BCDGHKMO STVY	BDIVY	BCDFGHIJKL MORSTUVW	BCDFGHIJKL MORSTUVW	BDIVY	Y	BIVY	BDIVY		BIVY	BCDGHKMO STVY	
A little	2558 19%	126 20%	149 29%	78 11%	96 17%	108 25%	107 20%	124 22%	123 19%	106 21%	150 27%	74 14%	110 24%	110 23%	121 17%	98 19%	104 21%	108 18%	143 20%	164 23%	94 15%	77 14%	51 21%	75 11%	61 14%
		DX	DEGHJLNOP QRSUVWXY		DX	DELOUVVXY	DVX	DELOUVVXY	DVX	DLVXY	DEGILOPRUV XY		DELOUVVXY	DELOUVVXY	DX	DVX	DVXY	DX	DVX	DELOUVVXY				DLVXY	
Not at all	955 7%	54 9%	63 12%	34 5%	29 5%	25 6%	56 10%	42 7%	46 7%	32 6%	22 4%	28 5%	64 14%	28 6%	25 4%	33 7%	21 4%	42 7%	61 9%	23 3%	30 5%	85 15%	26 11%	25 4%	61 14%
		OTX	DEFHIJKLNO PQRSTUX				DEKLNQUTU X	OTX	OTX	OT			DEFHIJKLNO PQRSTUX	T		T		OTX	KOTX			BDEFGHIJKL NOPQRSTUX	DEFJKLNOQT UX		DEFHIJKLNO PQRSTUX
Sigma	13358 100%	630 100%	512 100%	695 100%	567 100%	429 100%	543 100%	565 100%	649 100%	513 100%	548 100%	518 100%	464 100%	486 100%	699 100%	509 100%	500 100%	599 100%	718 100%	700 100%	611 100%	561 100%	239 100%	681 100%	423 100%

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Global @dvisor: CIGI Security and Trust Survey  
 Q2\_3. [Cyber criminals] To what extent have the following sources contributed to your being more concerned than last year about your online privacy?  
 Proportions/Mean: Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y
Base: Much/ Somewhat More Concerned About Online Privacy (unwtd)	13493	669	536	684	564	444	589	574	658	537	567	503	442	485	699	496	504	616	730	711	581	561	239	681	423
Base: Much/ Somewhat More Concerned About Online Privacy (wtd)	13358	630	512	695	567	429	543	565	649	513	548	518	464	486	699	509	500	599	718	700	611	561	239	681	423
A great deal	7425	462	248	542	317	239	319	309	479	296	262	269	246	269	315	209	165	371	295	437	485	294	71	297	227
	56%	73%	48%	78%	56%	56%	59%	55%	74%	58%	48%	52%	53%	55%	45%	41%	33%	62%	41%	62%	79%	52%	30%	44%	54%
		CEFGHIJLM NOPQRSTV WXY	QW	CEFGHIJLM NOPQRSTV WXY	CKOPQSWX	OPQSWX	CKOPQSWX	OPQSWX	CEFGHIJLM NOPQRSTV WXY	CKOPQSWX	QW	OPQSWX	OPQSWX	OPQSWX	QW	W		CEHKLMNOP QSVWXY	W	CEHKLMNOP QSVWXY	CEFGHIJLM NOPQRSTV WXY	OPQSWX		QW	OPQSWX
Somewhat	3408	108	162	90	165	125	87	145	79	139	153	164	117	148	199	206	201	144	194	162	103	118	88	239	75
	26%	17%	32%	13%	29%	29%	16%	26%	27%	28%	32%	25%	30%	28%	28%	40%	40%	24%	27%	23%	17%	21%	37%	35%	18%
			BDGIRTUVY		BDGIRTUVY	BDGIUVY		BDGIUY		BDGIUVY	BDGIUVY	BDGIRTUVY	DGIUY	BDGIRTUVY	BDGITUVY	BCDEFGHIJKL MNORSTUVY	BDEFGHIJKL MNORSTUVY	DGIUY	BDGIUY	DGIUY		DI	BDEGHIJKM ORSTUVY	BDEGHIJKM ORSTUVY	DI
A little	1593	40	66	31	57	44	73	92	55	37	97	53	62	56	126	73	112	66	118	87	22	50	42	79	55
	12%	6%	13%	4%	10%	10%	13%	16%	8%	7%	18%	10%	13%	11%	18%	14%	22%	11%	16%	12%	4%	9%	18%	12%	13%
			BDJU		DU	DU	BDJIUV	BDEFIJLNRTU VX	DU	U	BDEFIJLNRTU VX	DU	BDJIU	DJU	BCDEFGHIJLNRT UVXY	BDJIUV	BCDEFGIJLM NPRTUVXY	DJU	BDEFIJLRUV	BDJIUV		DU	BDEFIJLNRTU VX	DJU	BDJIUV
Not at all	931	19	35	32	27	21	64	20	36	41	37	31	38	13	59	22	17	17	111	14	2	99	38	66	66
	7%	3%	7%	5%	5%	5%	12%	4%	6%	8%	7%	6%	8%	3%	8%	4%	4%	3%	16%	2%	0%	18%	16%	10%	16%
			HNRTU	TU	TU	TU	BCDEFHIKLN PQRTU	U	NTU	BDEHNRTU	NRTU	NRTU	BDHNRTU	U	BDEHNPQRT U	U	U	U	BCDEFHIJKL MNOPQRTU X	U		BCDEFGHIJKL MNOPQRTU X	BCDEFHIJKL MNOPQRTU X	BDEFHINPQR TU	BCDEFHIJKL MNOPQRTU X
Sigma	13358	630	512	695	567	429	543	565	649	513	548	518	464	486	699	509	500	599	718	700	611	561	239	681	423
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Global @dvisor: CIGI Security and Trust Survey

Q3. How frequently do you buy goods or service online?

Proportions/Mean: Overlap formulae used

- Column Proportions:

Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: All Respondents (unwtd)	23291	1006	1002	1001	1002	1002	1001	1005	1003	1004	1008	1004	1006	1005	1004	1006	1009	1002	1005	1005	1004	676	616	911	1004	
Base: All Respondents (wtd)	23207	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	676	616	911	1004	
Never	5063	355	89	300	59	89	137	131	203	224	34	141	54	50	40	109	136	98	284	106	90	475	467	611	781	
	22%	36%	9%	30%	6%	9%	14%	13%	20%	22%	3%	14%	5%	5%	4%	11%	14%	10%	28%	11%	9%	70%	76%	67%	78%	
		CEFGHIJKLM NOPQRTU	EKMNO	CEFGHIJKLM NOPQRTU	K	EKMNO	CEFKMNOU	CEFKMNOU	CEFGHKLMN OPQRTU	CEFGHKLMN OPQRTU		CEFKMNORT U				EKMNO	CEFKMNOU	EKMNO	CEFGHIJKLM NOPQRTU	EKMNO	EKMNO	BCDEFGHIJKL MNOPQRST	BCDEFGHIJKL MNOPQRST	BCDEFGHIJKL MNOPQRST	BCDEFGHIJKL MNOPQRST	
Once a month	10986	429	575	484	396	572	555	559	567	580	345	590	520	437	468	558	593	482	548	606	507	126	139	197	154	
	47%	43%	57%	48%	40%	57%	56%	56%	57%	58%	34%	59%	52%	44%	47%	56%	59%	48%	55%	61%	51%	19%	23%	22%	15%	
		VWXY	BDEKNORUV WXY	EKNVWXY	VWXY	BDEKNORUV WXY	BDEKNORV WXY	BDEKNORV WXY	BDEKNORUV WXY	BDEKMNOR UVWXY	VWXY	BDEKMNOR UVWXY	BEKNOVWXY	KVWXY	EKVWXY	BDEKNORV WXY	BDEKMNOR UVWXY	EKVWXY	BDEKNORV WXY	BDEKMNOR RUVWXY	EKNVWXY					
Two to five times a month	5420	181	260	170	408	266	255	242	180	163	452	206	323	358	329	255	223	296	110	233	315	51	10	89	47	
	23%	18%	26%	17%	41%	27%	25%	24%	18%	16%	45%	21%	32%	36%	33%	26%	22%	30%	11%	23%	31%	8%	2%	10%	5%	
		SVWXY	BDIJSVWXY	SVWXY	BCDFGHJKLM NOPQRSTU VWXY	BDIJSVWXY	BDIJSVWXY	DIJSVWXY	SVWXY	SVWXY	BCDFGHJKLM NOPQRSTU VWXY	JSVWXY	BCDFGHJLP QSTVWXY	BCDFGHJLP QSTVWXY	BCDFGHJLP QSTVWXY	BDIJSVWXY	DJSVWXY	BDHIJLQSTV WXY	WY	DIJSVWXY	BDGHJLPQS TVWXY	WY				
More than five times a month	1737	35	76	46	138	73	53	68	50	33	170	62	104	155	163	78	49	125	58	55	89	24	-	14	22	
	7%	4%	8%	5%	14%	7%	5%	7%	5%	3%	17%	6%	10%	16%	16%	8%	5%	12%	6%	5%	9%	4%	-	2%	2%	
		W	BDJVWXY	WXY	BCDFGHJKLM PQSTUVWXY	DJVWXY	WXY	DJVWXY	WXY	WX	BCDFGHJKLM PQRSTU VWXY	JVWXY	BDGHJLPQST VWXY	BCDFGHJKLM PQSTUVWXY	BCDFGHJKLM PQRSTU VWXY	BDJVWXY	WXY	BCDFGHJLP QSTUVWXY	WXY	JVWXY	BDGIJQTVW XY	WX				
Sigma	23207	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	676	616	911	1004	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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Global @dvisor: CIGI Security and Trust Survey  
 Q4. Why do you not purchase goods or service online?  
 Proportions/Mean: Overlap formulae used

- Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: Never Buy Goods or Services Online (unwtd)	4565	194	59	291	65	116	94	133	150	186	29	131	44	46	40	90	127	96	314	98	103	475	467	436	781	
Base: Never Buy Goods or Services Online (wtd)	4888	355	89	300	59	89	137	131	203	224	34	141	54	50	40	109	136	98	284	106	90	475	467	436	781	
I do not trust shopping online	2374	183	53	153	22	32	73	66	84	85	6	49	24	17	13	35	34	43	114	60	29	211	242	196	552	
	49%	51%	59%	51%	37%	36%	54%	50%	42%	38%	18%	35%	43%	33%	32%	32%	25%	44%	40%	56%	32%	44%	52%	45%	71%	
		Q*	EFJLNOPQU*	FJLNOPQU	*	*	JLNOPQU*	JLPQU	Q*		**	*	**	*	*	*	*	Q*	Q	EFJLNOPQS	*	Q	EFJLNOPQSU	QU	BDFGHILN	
																				UVX*			VX		OPQRSTUW	
I have heard bad things about online shopping	1209	152	26	76	6	10	30	15	47	24	3	46	2	9	11	15	5	10	68	31	24	48	91	75	386	
	25%	43%	29%	25%	10%	12%	22%	11%	23%	11%	8%	32%	4%	18%	27%	13%	4%	10%	24%	29%	27%	10%	19%	17%	49%	
		DEFGHIJNPQ	EFHJQRV*	EFHJQRVX	*	*	QV*		HJQRV*		**	EFHJQRVW	**	Q*	EFHJQRV*	*	*	*	EHIQRV	EFHJQRVW	EFHJQRV*		HJQV	QV	CDFGHILN	
																				X*						OPQRSTUW
It is too expensive to shop online	1136	45	11	39	2	11	12	18	21	22	1	13	11	3	6	5	6	7	37	9	11	157	244	166	279	
	23%	13%	12%	13%	3%	13%	9%	14%	10%	10%	3%	9%	21%	5%	16%	5%	5%	7%	13%	9%	12%	33%	52%	38%	36%	
		*	*	EQ	*	*	*	EQ	*		**	*	**	*	EQ*	*	*	*		*	*	BCDEFGHIJL	BCDEFGHIJL	BCDEFGHIJL	BCDEFGHIJL	
																						NOQRSTU	NOQRSTU	NOQRSTU	NOQRSTU	
I am not able to make online payments	1006	90	12	51	5	8	30	15	12	28	*	6	2	14	9	14	10	5	99	13	22	78	49	89	344	
	21%	25%	14%	17%	8%	10%	22%	12%	6%	12%	1%	4%	4%	28%	22%	13%	7%	5%	35%	12%	24%	16%	10%	20%	44%	
		EILQRW*	*	ILQRW	*	*	EILQRW*		*		**	*	**	EFHJLQRTW	EILQRW*	*	*	*	CDEFHJLPQ	*	EFHJLQRTW	ILQRW		EFHJLQRTW	BCDEFGHIJL	
																				RTVWX		*			NOQRSTUW	
It is too difficult to shop online	923	18	4	27	8	6	14	16	16	25	3	6	1	3	4	17	8	12	26	11	10	149	119	143	277	
	19%	5%	5%	9%	13%	7%	10%	12%	8%	11%	9%	4%	2%	5%	10%	16%	6%	13%	9%	10%	11%	31%	25%	33%	35%	
		*	*		L*	*	*		*		**	*	**	*	*	L*	*	*		*	*	BCDEFGHIJL	BCDEFGHIJL	BCDEFGHIJL	BCDEFGHIJL	
																						NOQRSTU	NOQRSTU	NOQRSTU	NOQRSTU	
I do not find what I look for	843	43	16	37	14	13	21	21	23	25	3	12	7	4	7	9	21	14	46	16	19	51	56	66	301	
	17%	12%	17%	12%	24%	15%	15%	16%	11%	11%	10%	8%	13%	7%	17%	8%	16%	14%	16%	16%	15%	21%	12%	15%	39%	
		*	*		DIJLNPVW*	*	*		*		**	*	**	*	*	*	*	*	*	*	*	LPVW*			V	BCDEFGHIJL
																									NOQRSTUW	
Services do not deliver to my location	411	45	2	22	1	2	6	5	11	5	1	1	1	1	6	5	*	3	21	6	10	37	22	-	198	
	8%	13%	2%	7%	2%	2%	4%	4%	5%	2%	3%	1%	1%	2%	15%	4%	0%	3%	7%	6%	11%	8%	5%	-	25%	
		JLQX*	X*	JLQX	X*	X*	X*	X	X*	X	**	*	**	X*	CEFGHJLNQR	X*	*	X*	LQX	LQX*	JLQX*	JLQX	X		CDFGHILN	
															WX*										PQRSTUWVX	
No Internet availability when I need it	405	3	2	9	3	1	14	4	10	4	*	1	1	-	9	2	3	3	11	3	1	20	10	-	292	
	8%	1%	2%	3%	6%	1%	10%	3%	5%	2%	1%	0%	1%	-	22%	1%	2%	3%	4%	3%	1%	4%	2%	-	37%	
		*	*	X	BLX*	*	BDFJLWX*	X	X*	X	**	*	**	*	BCDEFGHJLN	*	X*	X*	X	X*	X*	X	X		BCDEFGHIJL	
															QRSTUWVWX*										NOQRSTUW	
Other	700	29	10	50	14	37	15	35	47	69	16	38	24	16	3	30	59	27	30	13	10	59	32	-	38	
	14%	8%	11%	17%	23%	41%	11%	27%	23%	31%	48%	27%	44%	32%	8%	28%	43%	28%	10%	12%	11%	12%	7%	-	5%	
		X*	X*	WXY	BSVWXY*	BCDEGHIOST	X*	BCDGOSTUV	BSVWXY*	BCDGOSTUV	**	BGOSTUVWX	**	BCDGOSTUV	X*	BGOSTUVWX	BCDEGHIOLOS	BCDGOSTUV	XY	XY*	X*	WXY	X		X	
						UVWXY*		WXY	WXY	WXY		Y*		WXY*		Y*	TUVWXY*	WXY*								
Sigma	9007	608	135	462	75	122	215	196	270	286	34	171	73	65	68	132	147	452	161	135	810	865	735	2667		
	184%	171%	151%	154%	127%	137%	157%	149%	133%	128%	102%	121%	134%	129%	169%	120%	109%	127%	159%	152%	150%	171%	185%	169%	341%	

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Global @dvisor: CIGI Security and Trust Survey  
 Q5. Why does the origin of where the good or service is made affect what you buy?  
 Proportions/Mean: Overlap formulae used  
 - Column Proportions:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
 - Column Means:  
 Columns Tested (5%): A, B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

	Total	Mexico	Poland	South Africa	South Korea	Sweden	Turkey	Australia	Brazil	Canada	China	France	Germany	Great Britain	India	Italy	Japan	US	Egypt	Hong Kong	Indonesia	Kenya	Pakistan	Nigeria	Tunisia	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
Base: Buy Goods or Services Online At Least Once Month (unwtd)	14896	611	804	562	793	652	794	680	700	657	941	685	711	688	884	695	665	706	621	846	834	132	142	-	93	
Base: Buy Goods or Services Online At Least Once Month (wtd)	14525	490	773	547	801	669	754	673	639	614	916	657	697	686	878	685	628	713	659	833	848	132	142	-	93	
I prefer products made in my country	7959	272	488	269	583	328	406	432	286	401	441	428	490	407	592	427	460	269	210	50	516	59	68	-	76	
	55%	56%	63%	49%	73%	49%	54%	64%	45%	65%	48%	65%	70%	59%	67%	62%	73%	38%	32%	6%	61%	45%	48%	-	82%	
		IRST	DFGKRSTVW	RST	BCDFGHIJKL NOPRSTUVW	RST	IRST	DFGKRSTVW	RST	DFGKRNSTV W	RST	DFGKRNSTV W	BCDFGHIKPN RSTUVW	DFIKRSTVW	BDFGKRNST UWV	DFGKRSTVW	BCDFGHIJKL NPRSTUVW	T	T		DFGKRSTVW	ST	RST		BCDFGHIJKL MNOPRSTUV W*	
I prefer products made in developed countries	4249	108	205	176	347	91	340	126	145	84	344	91	85	84	303	134	100	82	410	378	432	57	40	-	88	
	29%	22%	26%	32%	43%	14%	45%	19%	23%	14%	38%	14%	12%	12%	35%	20%	16%	11%	62%	45%	51%	43%	28%	-	95%	
		FJLMNR	FHJLMNPQR	BFHJLMNPQ R	BCDFHJLMN OPQRW		BCDFHJJKLM NOPQRW	FJLMNR	FJLMNQR		BCFHJLMNP QRW				BCFHJLMNP QR	FJLMNR			BCDFGHIJKL MNOPQRTU VW	BCDFHJJKLM NOPQRW	BCDFHJJKL MNOPQRW	BCDFHJLMN PQRW	FHJLMNPQR		BCDFGHIJKL MNOPQRST UVW*	
I prefer products made in countries that are close to my own	3140	131	121	121	35	216	183	141	101	172	66	224	181	181	267	212	70	110	95	215	185	23	30	-	63	
	22%	27%	16%	22%	4%	32%	24%	21%	16%	28%	7%	34%	26%	26%	30%	31%	11%	15%	14%	26%	22%	17%	21%	-	68%	
		CEIKQRS	EK	CEIKQRS		CDEGHKQRS TUVW	CEIKQRS	CEIKQRS	EK	CDEGHKQRSU V		CDEGHJKM NQRSTUVW	CEIKQRSV	CEHIKQRSV	CDEGHKQRS TUVW	CDEGHKQRS UVW	E	EK	EK	CEHIKQRSV	CEIKQRS	EK	EKQ		BCDFGHIJKL MNOPQRST UVW*	
I prefer products made in the US	2763	137	88	130	71	91	98	104	117	115	149	57	59	46	187	61	28	522	208	260	137	30	19	-	47	
	19%	28%	11%	24%	9%	14%	13%	16%	18%	19%	16%	9%	9%	7%	21%	9%	5%	73%	32%	31%	16%	23%	13%	-	51%	
		CEFGHIJKLM NPQUW	NQ	CEFGHKLMP PQUW	Q	ELMNPQ	ELMNQ	ELMNPQ	CEGLMNPQ	CEFGMLNPQ	ELMNPQ	Q	Q		CEFGHKLMP PQUW	Q		BCDFGHIJKL MNOPQSTU VW	CDEFGHIJKL MNOPQUW	CDEFGHIJKL MNOPQUV W	CELMNPQ	CEFGHLMNP QW	NQ		BCDFGHIJKL MNOPQSTU VW*	
I prefer products made in developing countries	1692	67	86	89	28	65	163	48	80	21	195	40	25	37	215	50	21	53	73	69	140	37	45	-	47	
	12%	14%	11%	16%	3%	10%	22%	7%	13%	3%	21%	6%	4%	5%	24%	7%	3%	7%	11%	8%	17%	28%	32%	-	51%	
		EHJLMNPQR	EHJLMNPQR	CEFHJLMNP QRT		EJMNQ	CDEFHJLMN PQRST	EJMQ	EHJLMNPQR T		CEFHJLMNP QRST	E			BCDEFHJLM NPQRSTU	EJMQ		EJMQ	EJLMNQ	EJMNQ	CEFHJLMNP QRT	BCDEFHJLM NPQRSTU	BCDEFGHIJKL MNPQRSTU		BCDEFGHIJKL MNOPQRST UVW*	
I prefer products made in China	1013	48	71	57	14	41	85	36	108	25	-	20	21	40	79	27	21	36	91	49	74	18	23	-	27	
	7%	10%	9%	10%	2%	6%	11%	5%	17%	4%	-	3%	3%	6%	9%	4%	3%	5%	14%	6%	9%	14%	16%	-	29%	
		EJKLMPQ	EHJKLMPNQ RT	EFHJKLMPN QRT	K	EKLM	EFHJKLMPN QRT	EK	BCDEFGHIJKL MNOPQRTU	EK		K	K	EKLM	EHJKLMPNQ RT	EK	K	EK	EFHJKLMPN QRT	EKLM	EHJKLMPQR	EFHJKLMPN QRT	CEFHJKLMPN OPQRTU		BCDEFGHIJKL MNOPQRST UVW*	
Other	1640	47	129	85	50	134	28	103	132	86	45	92	87	122	43	59	73	40	31	165	75	13	2	-	-	
	11%	10%	17%	15%	6%	20%	4%	15%	21%	14%	5%	14%	12%	18%	5%	9%	12%	6%	5%	20%	9%	10%	1%	-	-	
		GWY	EGKOPRSUW Y	EGKOPRSUW Y	WY	BEGJKLMOP QRSUVWY		EGKOPRSUW Y	BEGHJKLMO PQRSUVWY	EGKOPRSUW Y	Y	EGKOPRSUW Y	EGKORSWY	BEGKMOPQR SUVWY	Y	GKOWY	EGKORSWY	WY		5%	BEGHJKLMO PQRSUVWY	GKOWY	GKOSWY			*
Sigma	22456	811	1189	927	1126	965	1304	990	969	903	1240	951	946	917	1686	970	774	1112	1119	1187	1559	237	227	-	348	
	155%	166%	154%	169%	140%	144%	173%	147%	152%	147%	135%	145%	136%	134%	192%	142%	123%	156%	170%	142%	184%	180%	160%	-	374%	

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