



CIGI-IPSOS
GLOBAL SURVEY ON
**INTERNET
SECURITY
and TRUST**

2017 Poll

© 2017 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Methodology

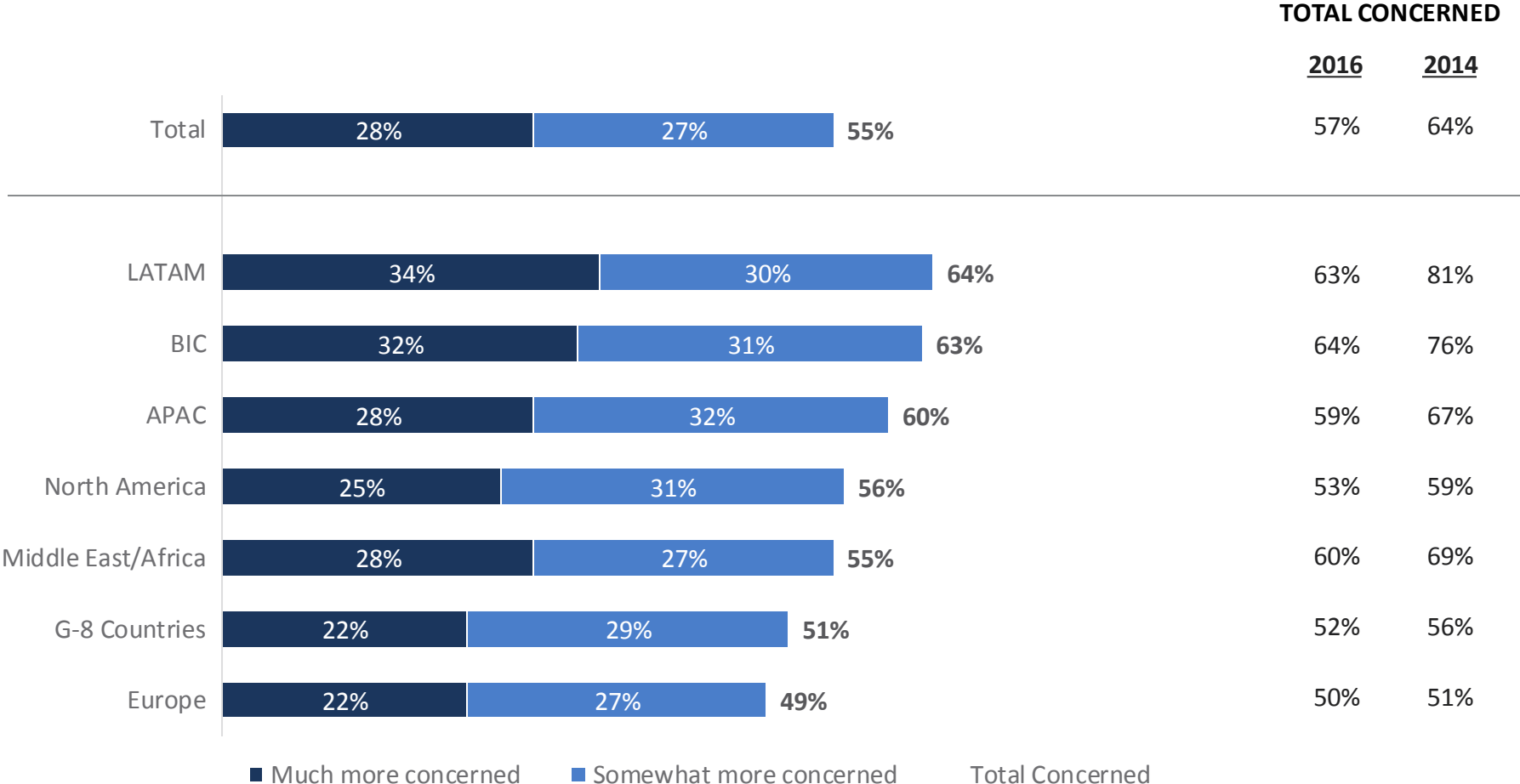
- This survey was conducted by Ipsos on behalf of the Centre for International Governance Innovation (“CIGI”) between December 23, 2016, and March 21, 2017.
- The survey was conducted in 24 economies—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong (China), India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 24,225 Internet users.
- Twenty of the economies utilized the Ipsos Internet panel system while Tunisia was conducted via CATI, and Kenya, Nigeria and Pakistan utilized face-to-face interviewing, given online constraints in these economies and the length of the poll.
- In the US and Canada respondents were aged 18-64, and 16-64 in all other economies.
- Approximately 1000+ individuals were surveyed in each economy and are weighted to match the population in each economy surveyed. The precision of Ipsos online polls is calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For those surveys conducted by CATI and face-to-face, the margin of error is +/-3.1, 19 times out of 20.

BIC = Brazil, India, China

APAC = Asia Pacific

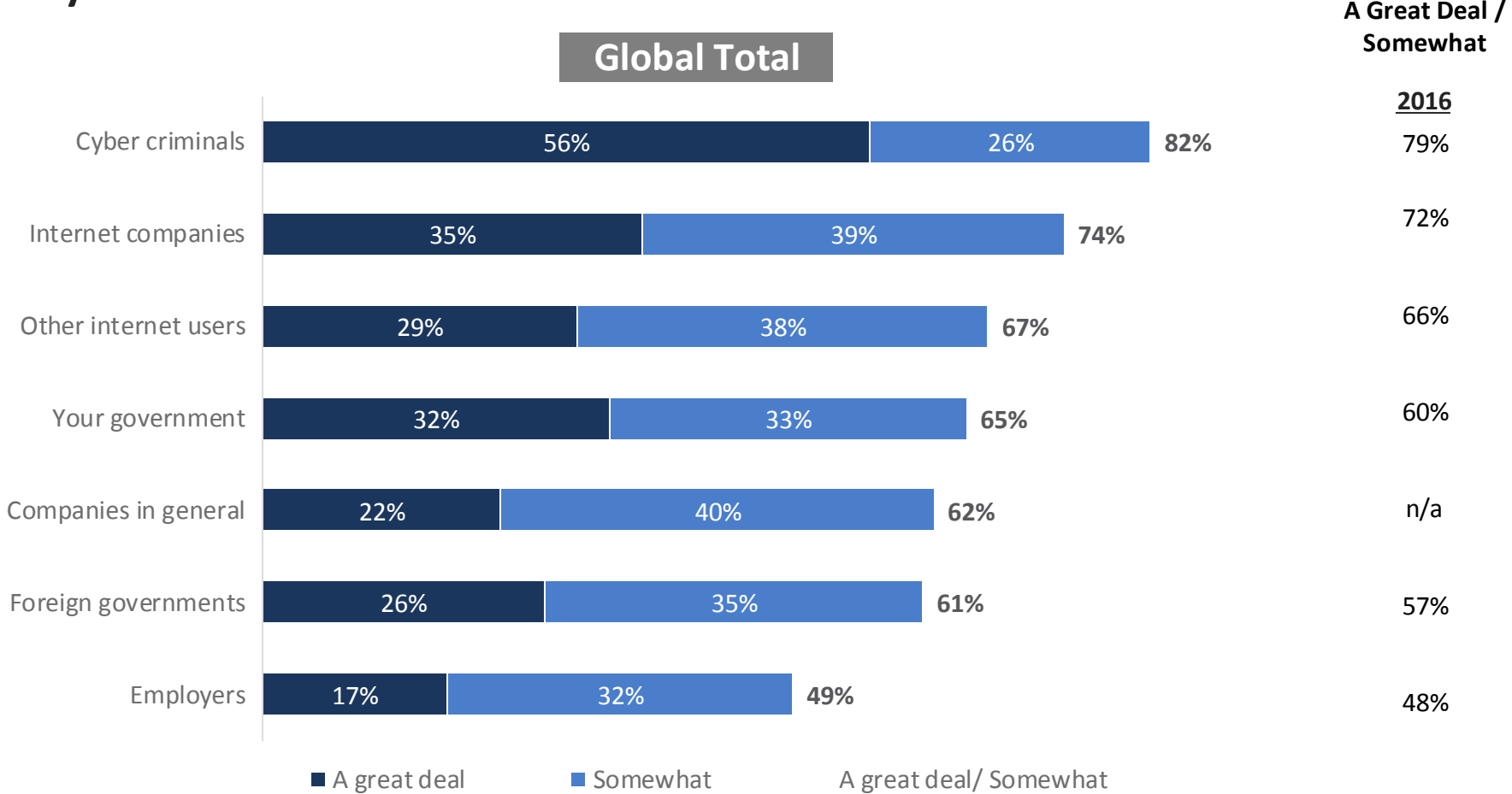
LATAM = Latin America

A majority of global citizens are more concerned about their online privacy compared to a year ago, led by those in LATAM and BIC. In most regions, the pace of growing concern is slowing year over year.



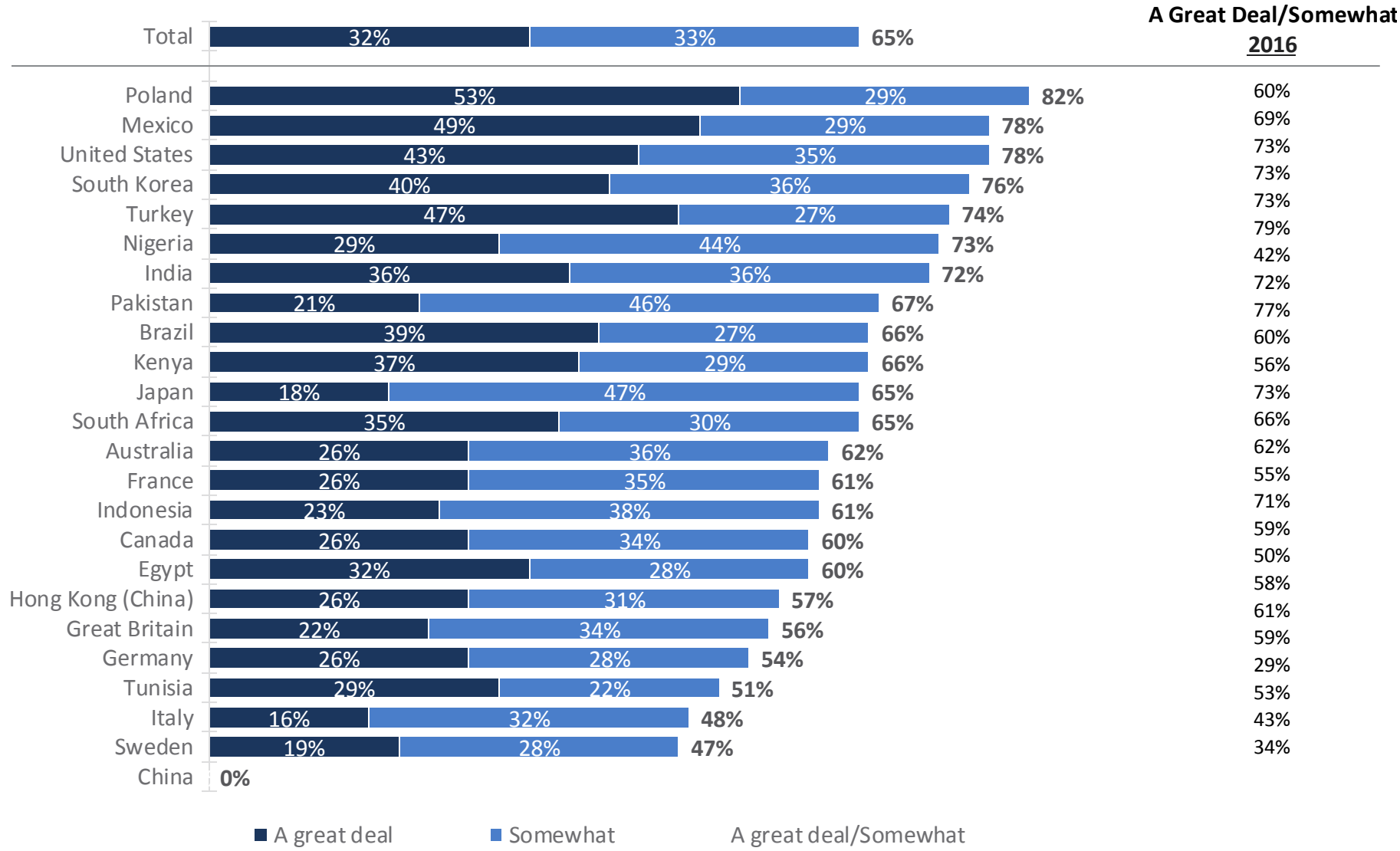
How concerned are you about your online privacy compared to one year ago?(Select one)
 Base: All Respondents Total 2014 (n=23,376); Total 2016 (n=24,143), Total 2016 (n=24,225)

Among those more concerned, cyber criminals and internet companies are increasingly the sources of concern, but governments are also driving the increase in concern (both one's own government and foreign governments), more so than last year.



To what extent have the following sources contributed to your being more concerned than last year about your online privacy? Base: Much/ Somewhat More Concerned About Online Privacy 2016 (n=13,867); 2017 (n=12,926)

More (+5 points) say their own government is a contributing source of concern about their online privacy.



*Not asked in China

To what extent have the following sources contributed to your being more concerned than last year about your online privacy? [Your Government] Base: Much/ Somewhat More Concerned About Online Privacy 2016 (n=13,867); 2017 (n=12,926)

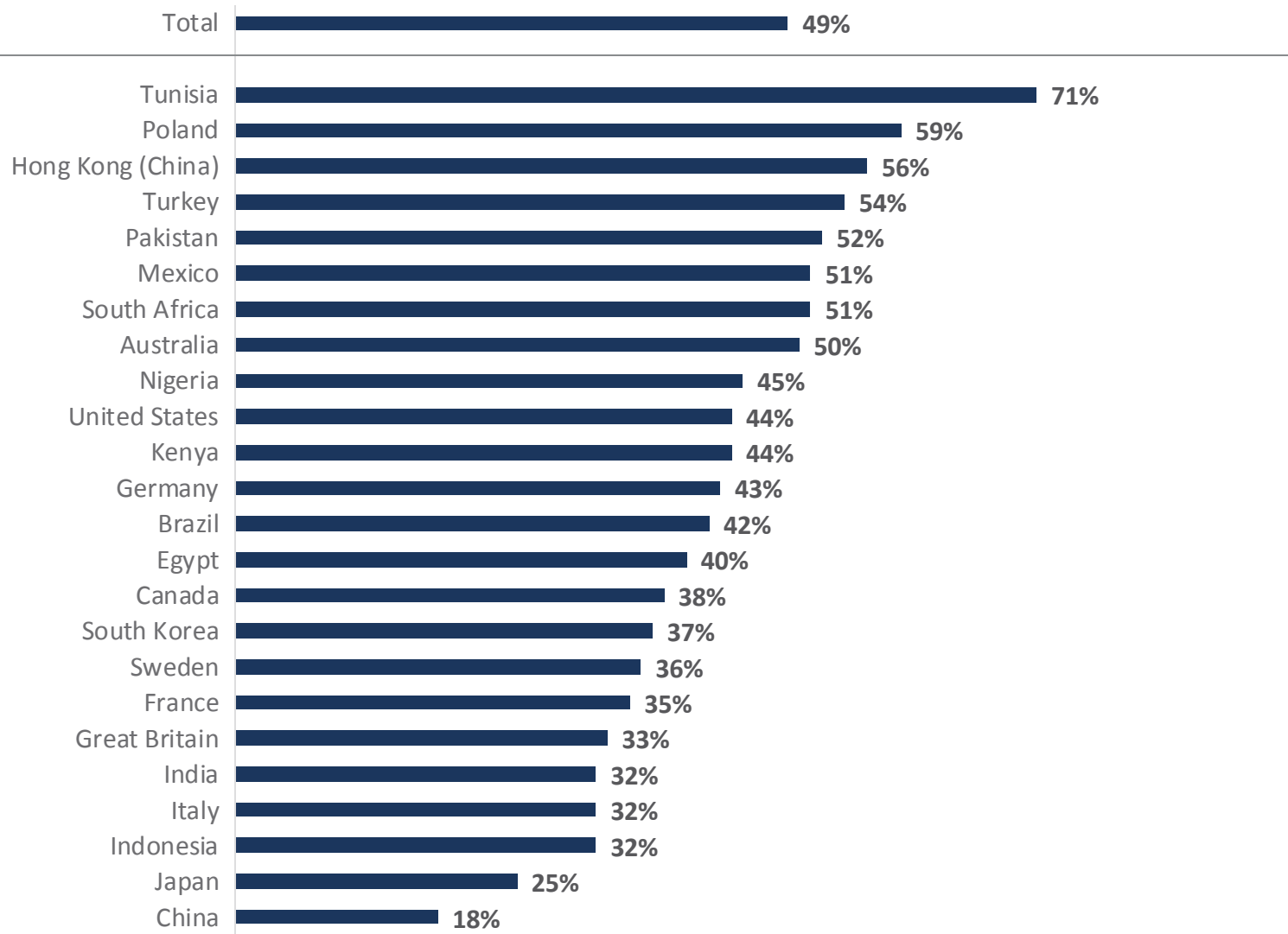


Among those who never shop online, the key reason they do not is a lack of trust.



Why do you not purchase goods or service online?
Base: Never Buy Goods or Services Online (n=4,565)

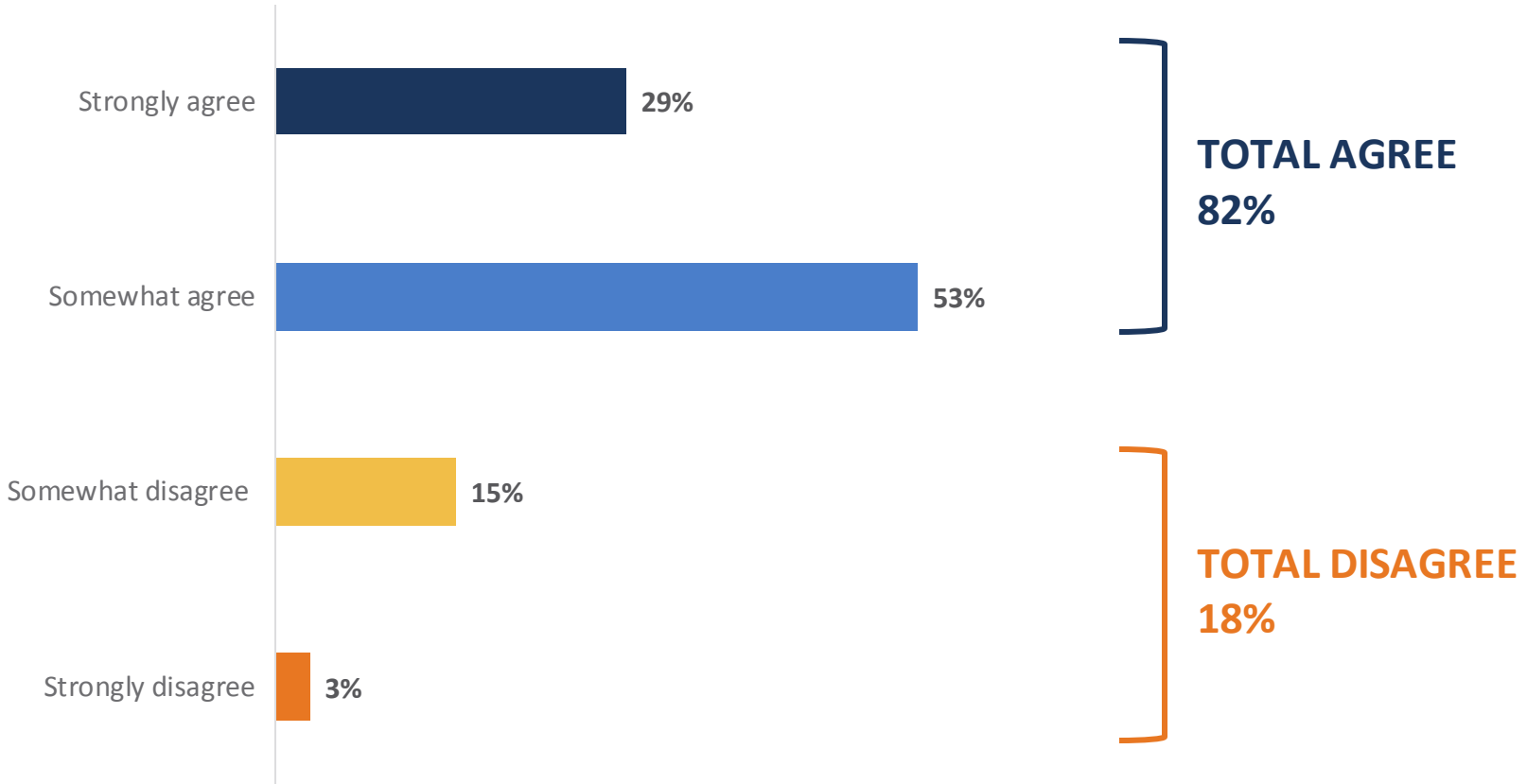
Lack of trust appears to be a bigger roadblock for Middle East, African and LATAM countries.



Why do you not purchase goods or service online?
Base: Never Buy Goods or Services Online (n=4,565)

Most consumers agree that the origin of the good or service affects what they buy

Global Total

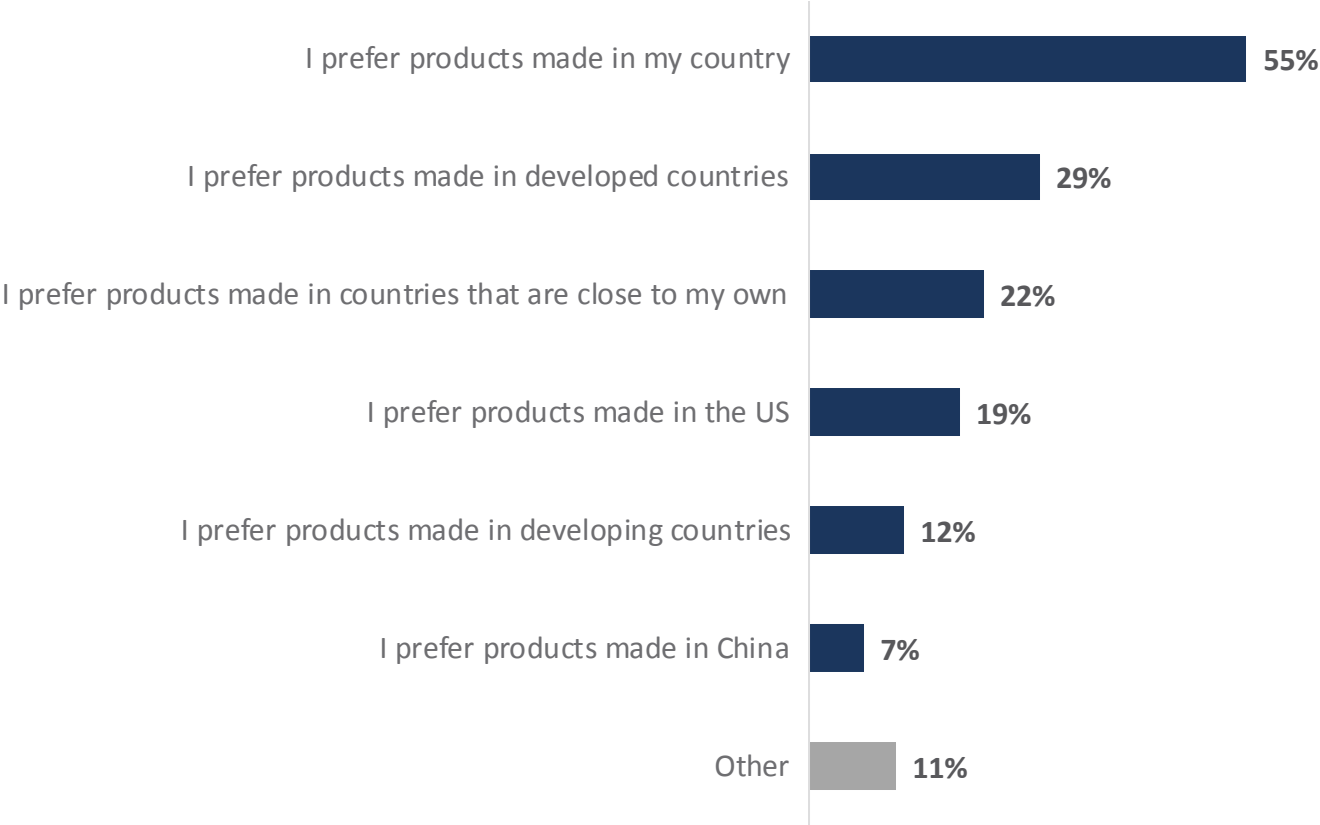


Do you agree or disagree that when shopping online, where the good or service is made affects what you buy?

Base: Buy Goods or Services Online at Least Once Month (n=18,551)

Among those who say the origin affects what they buy, the primary reason is that they prefer products made in their own country.

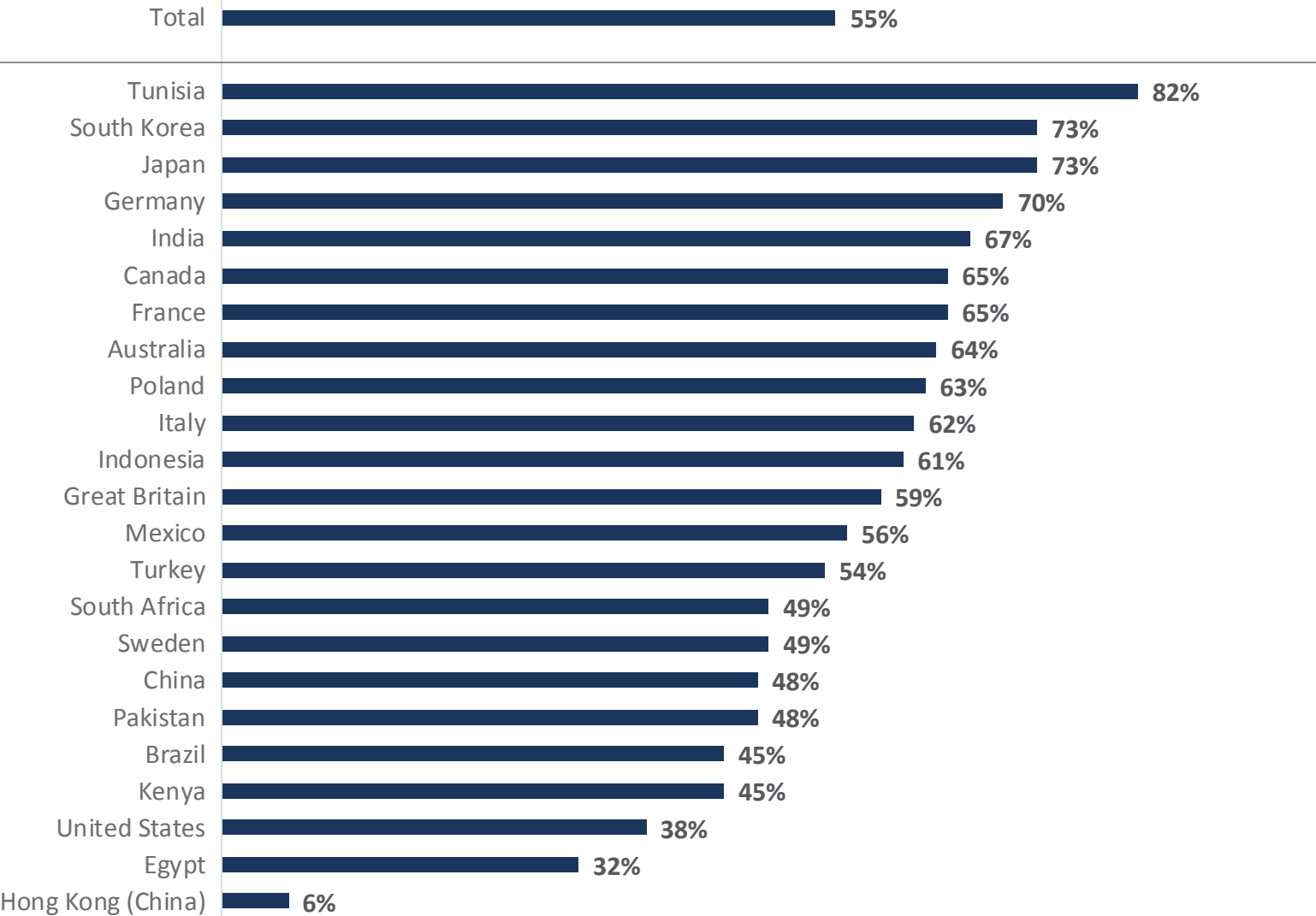
Global Total



Why does the origin of where the good or service is made affect what you buy?

Base: Those who say origin of goods/services impacts decision (n=14,896)

Those in Tunisia, South Korea, Japan and Germany are most likely to prefer goods and services that are from their own country. Those in Hong Kong (China) and Egypt don't feel the same way.



Why does the origin of where the good or service is made affect what you buy? [I prefer products made in my country]

Base: Those who say origin of goods/services impacts decision (n=14,896)



Contacts

Fen Hampson

CIGI Distinguished Fellow
Director of the Global
Security & Politics Program
Centre for International
Governance Innovation

✉ fhampson@cigionline.org
📞 +1 519 885 2444 ext. 7201

Darrell Bricker

CEO
Ipsos Global Public Affairs

✉ Darrell.Bricker@ipsos.com
📞 +1 416 324 2001