



Press Release

Nearly a Third of Americans and Germans Believe Steps Should be Taken to Make the Internet More Open and Healthy

Ipsos poll conducted on behalf of Mozilla in US and Germany

Washington, DC, May 26, 2017 — In the latest release from Ipsos on behalf of Mozilla, Americans reveal they're most worried about people's inability to tell the difference between fake news and real news stories (83%), closely followed by concern over privacy policies that favor companies instead of individual users (78%). Alternatively, Germans are far more concerned with privacy policies that favor companies instead of individual users (79%), followed by people's inability to tell the difference between fake news and real news stories (73%) and the most popular online services being owned by a small number of companies (72%). Unsurprisingly, only a quarter of Americans (26%) and Germans (25%) believe the accuracy of online content has gotten better. However, Americans and Germans are optimistic about speed of connectivity, with 52% of Americans and 50% of Germans believing it has gotten better in the last 12 months. Four in ten Americans believe the internet as it currently exists works well, but could be improved (41%), and another three in ten say the internet as it currently exists is at risk and steps should be taken to make it more open and healthy (31%). Germans report similar beliefs, with 44% believing the internet as it currently exists works well, but could be improved and 28% saying it's currently at risk and steps should be taken to make it healthier. To improve internet health, 37% of Americans say they have taken steps to protect their digital privacy and 35% say they've checked the sources of articles before sharing them. Germans were less active than Americans in protecting their digital privacy (33%) and checking the sources of articles before they share them (23%).

1. How much, if anything, do you know about each of the following issues:
 - a. Internet health

	US Total	Germany Total
Very familiar	15%	3%
Somewhat familiar	31%	25%
Not very familiar	30%	33%
Heard of but know nothing	9%	13%
Never heard of it before	9%	23%
<i>Very/Somewhat familiar</i>	<i>46%</i>	<i>29%</i>
Don't know	6%	2%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

b. The economy

	US Total	Germany Total
Very familiar	31%	15%
Somewhat familiar	52%	53%
Not very familiar	11%	26%
Heard of but know nothing	3%	4%
Never heard of it before	1%	*
<i>Very/Somewhat familiar</i>	83%	68%
Don't know	2%	2%

c. Climate change

	US Total	Germany Total
Very familiar	32%	21%
Somewhat familiar	47%	55%
Not very familiar	13%	19%
Heard of but know nothing	4%	3%
Never heard of it before	1%	*
<i>Very/Somewhat familiar</i>	80%	77%
Don't know	2%	1%

d. US: Civil rights

	US Total
Very familiar	39%
Somewhat familiar	45%
Not very familiar	10%
Heard of but know nothing	3%
Never heard of it before	*
<i>Very/Somewhat familiar</i>	84%
Don't know	2%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

Germany: Migrant / refugee crisis

	Germany Total
Very familiar	27%
Somewhat familiar	53%
Not very familiar	15%
Heard of but know nothing	2%
Never heard of it before	1%
<i>Very/Somewhat familiar</i>	<i>81%</i>
Don't know	1%

e. US: NSA Surveillance

	US Total
Very familiar	15%
Somewhat familiar	36%
Not very familiar	27%
Heard of but know nothing	11%
Never heard of it before	5%
<i>Very/Somewhat familiar</i>	<i>51%</i>
Don't know	6%

Germany: EU digital copyright reform

	Germany Total
Very familiar	3%
Somewhat familiar	20%
Not very familiar	37%
Heard of but know nothing	20%
Never heard of it before	18%
<i>Very/Somewhat familiar</i>	<i>22%</i>
Don't know	3%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

2. Do you think the following aspects of the internet in the US have gotten better, worse or stayed the same in the last 12 months?

a. Online privacy and security

	US Total	Germany Total
Much better	8%	3%
Somewhat better	16%	22%
The same	31%	45%
Somewhat worse	26%	21%
Much worse	14%	5%
<i>Better</i>	24%	25%
<i>Worse</i>	40%	26%
Don't know	5%	5%

b. Accuracy of online content

	US Total	Germany Total
Much better	9%	3%
Somewhat better	16%	13%
The same	31%	47%
Somewhat worse	25%	25%
Much worse	14%	7%
<i>Better</i>	26%	16%
<i>Worse</i>	39%	32%
Don't know	5%	3%

c. [COUNTRY] citizens' understanding of how the internet works

	US Total	Germany Total
Much better	16%	6%
Somewhat better	27%	32%
The same	39%	49%
Somewhat worse	9%	6%
Much worse	5%	2%
<i>Better</i>	42%	38%
<i>Worse</i>	14%	8%
Don't know	4%	4%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

d. Diversity of people and viewpoints participating online

	US Total	Germany Total
Much better	14%	6%
Somewhat better	26%	25%
The same	33%	50%
Somewhat worse	13%	11%
Much worse	8%	2%
<i>Better</i>	41%	31%
<i>Worse</i>	20%	13%
Don't know	6%	5%

e. Affordability of internet access

	US Total	Germany Total
Much better	11%	12%
Somewhat better	23%	36%
The same	38%	43%
Somewhat worse	16%	5%
Much worse	7%	1%
<i>Better</i>	35%	48%
<i>Worse</i>	23%	6%
Don't know	5%	4%

f. Speed of connectivity

	US Total	Germany Total
Much better	19%	11%
Somewhat better	34%	39%
The same	32%	39%
Somewhat worse	7%	6%
Much worse	4%	2%
<i>Better</i>	52%	50%
<i>Worse</i>	12%	8%
Don't know	4%	3%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

3. How worried are you, if at all, about the following when you use the internet?
a. Online harassment and bullying

	US Total	Germany Total
Very worried	37%	28%
Somewhat worried	31%	39%
Not very worried	20%	24%
Not at all worried	8%	6%
<i>Very/somewhat worried</i>	<i>68%</i>	<i>67%</i>
<i>Not very/Not at all worried</i>	<i>28%</i>	<i>31%</i>
Don't Know	3%	2%

- b. The most popular online services being owned by a small number of companies

	US Total	Germany Total
Very worried	23%	21%
Somewhat worried	37%	45%
Not very worried	26%	24%
Not at all worried	6%	4%
<i>Very/somewhat worried</i>	<i>60%</i>	<i>67%</i>
<i>Not very/Not at all worried</i>	<i>33%</i>	<i>28%</i>
Don't Know	7%	6%

- c. People's inability to tell the difference between fake news and real news stories

	US Total	Germany Total
Very worried	48%	26%
Somewhat worried	35%	47%
Not very worried	10%	20%
Not at all worried	3%	5%
<i>Very/somewhat worried</i>	<i>83%</i>	<i>73%</i>
<i>Not very/Not at all worried</i>	<i>14%</i>	<i>25%</i>
Don't Know	3%	3%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

d. Restrictive laws that curb free speech and creativity

	US Total	Germany Total
Very worried	33%	23%
Somewhat worried	34%	37%
Not very worried	22%	30%
Not at all worried	6%	5%
<i>Very/somewhat worried</i>	<i>67%</i>	<i>61%</i>
<i>Not very/Not at all worried</i>	<i>27%</i>	<i>35%</i>
Don't Know	6%	4%

e. Privacy policies that favor companies instead of individual users

	US Total	Germany Total
Very worried	33%	31%
Somewhat worried	45%	48%
Not very worried	13%	16%
Not at all worried	3%	2%
<i>Very/somewhat worried</i>	<i>78%</i>	<i>78%</i>
<i>Not very/Not at all worried</i>	<i>17%</i>	<i>18%</i>
Don't Know	5%	3%

f. Government and police surveillance

	US Total	Germany Total
Very worried	26%	21%
Somewhat worried	37%	32%
Not very worried	26%	34%
Not at all worried	7%	11%
<i>Very/somewhat worried</i>	<i>63%</i>	<i>53%</i>
<i>Not very/Not at all worried</i>	<i>33%</i>	<i>45%</i>
Don't Know	4%	3%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

4. Which of the following is closer to your opinion about the state of the internet?

	US Total	Germany Total
The internet as it currently exists works well.	11%	15%
The internet as it currently exists works well, but could be improved.	41%	44%
The internet as it currently exists is at risk and steps should be taken to make it more open and healthy.	31%	28%
The internet as it currently exists is at risk and there is nothing we can do.	9%	8%
None of the above	8%	4%

5. In the past 6 months, have you done any of the following actions? Select all that apply.

	US Total	Germany Total
I took steps to protect my digital privacy.	37%	33%
I checked the sources of articles before I share them.	35%	23%
I spoke to my family, friends and colleagues about internet health.	21%	14%
I stood up for people who I saw are being harassed online.	16%	9%
I intentionally looked for online services from new or startup organizations.	12%	5%
I chose products and services that are built to keep the internet open.	11%	6%
Other, specify	*	*
None of the above	32%	40%
Don't know	6%	8%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About the Study

These are findings from multiple Ipsos polls conducted on behalf of Mozilla. For the US survey, a sample of roughly 1,007 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English May 25-26, 2017. For the Germany survey, a sample of roughly 1,093 adults age 16-70 in Germany was interviewed May 26-31, 2017.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the US poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,007, DEFF=1.5, adjusted Confidence Interval=5). The German poll has a credibility interval of plus or minus 3.4 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,093, DEFF=1.5, adjusted Confidence Interval=4.9).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

Chris Jackson
Vice President, U.S.
Ipsos Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025



Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025