

TRUST IN THE INTERNET

A 20-country survey

www.ipsos.com/en-za

November 2022

SSHRC  CRSH

THE NEW
INSTITUTE

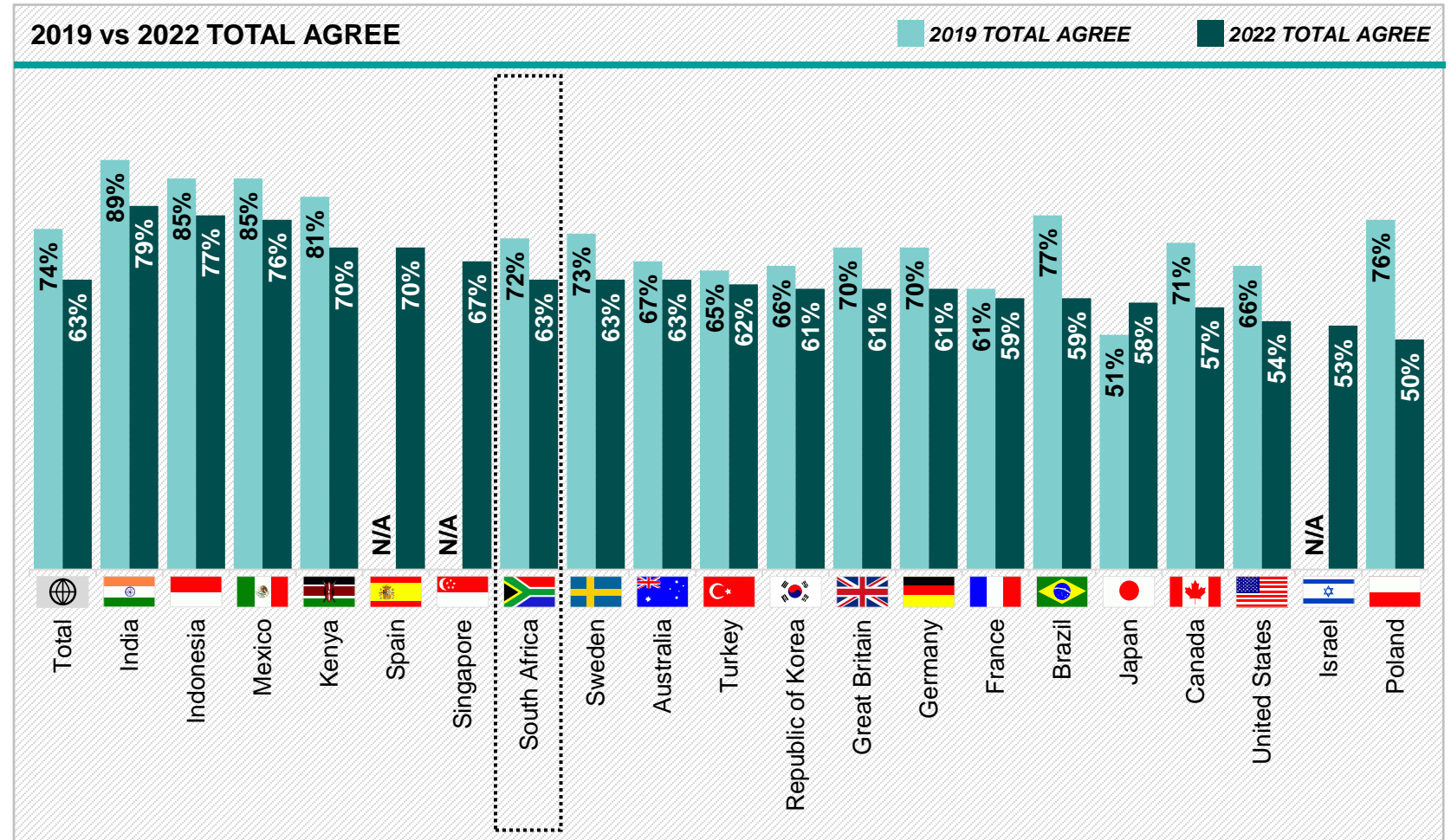
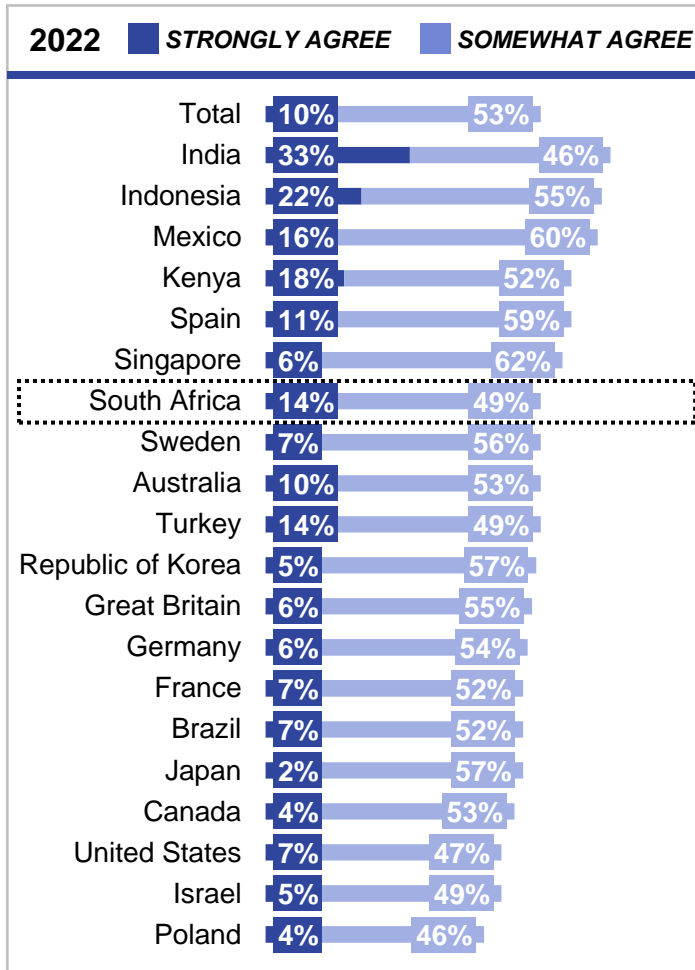
© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

GAME CHANGERS



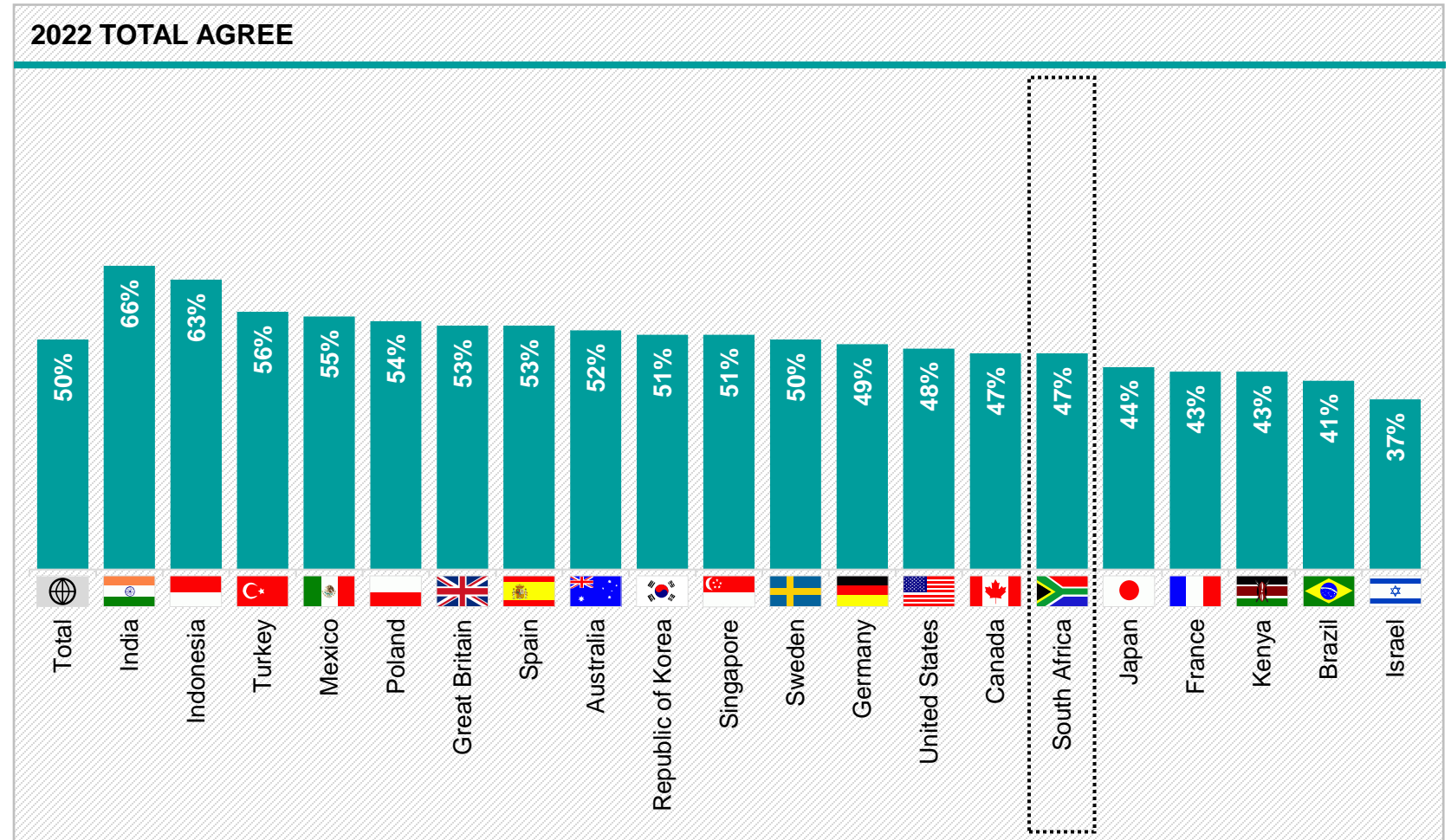
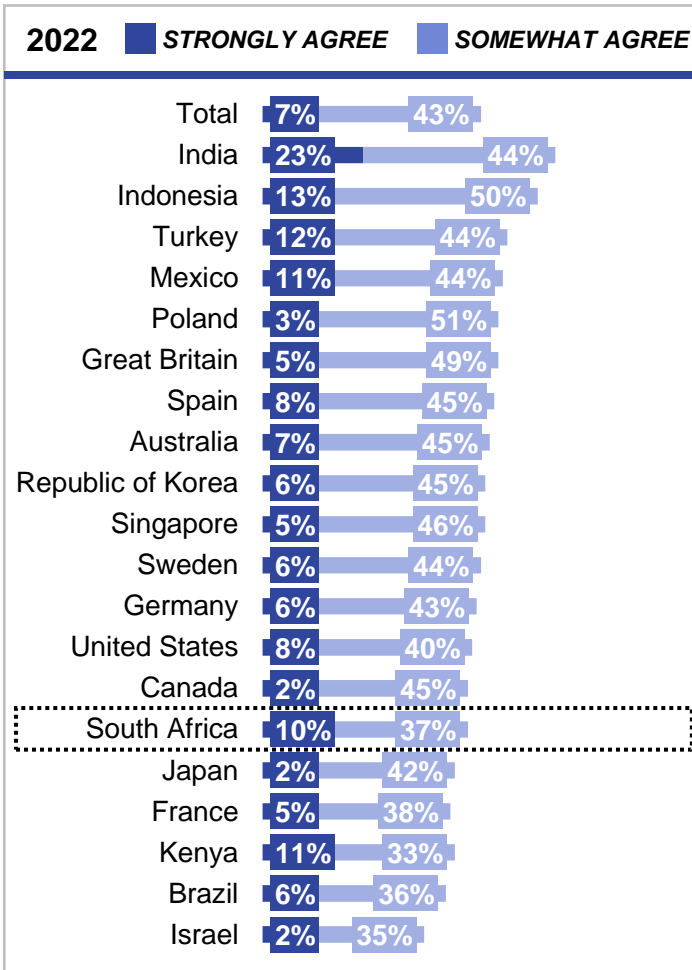
TRUST IN THE INTERNET

Q Agreement with statement: Overall, I trust the Internet



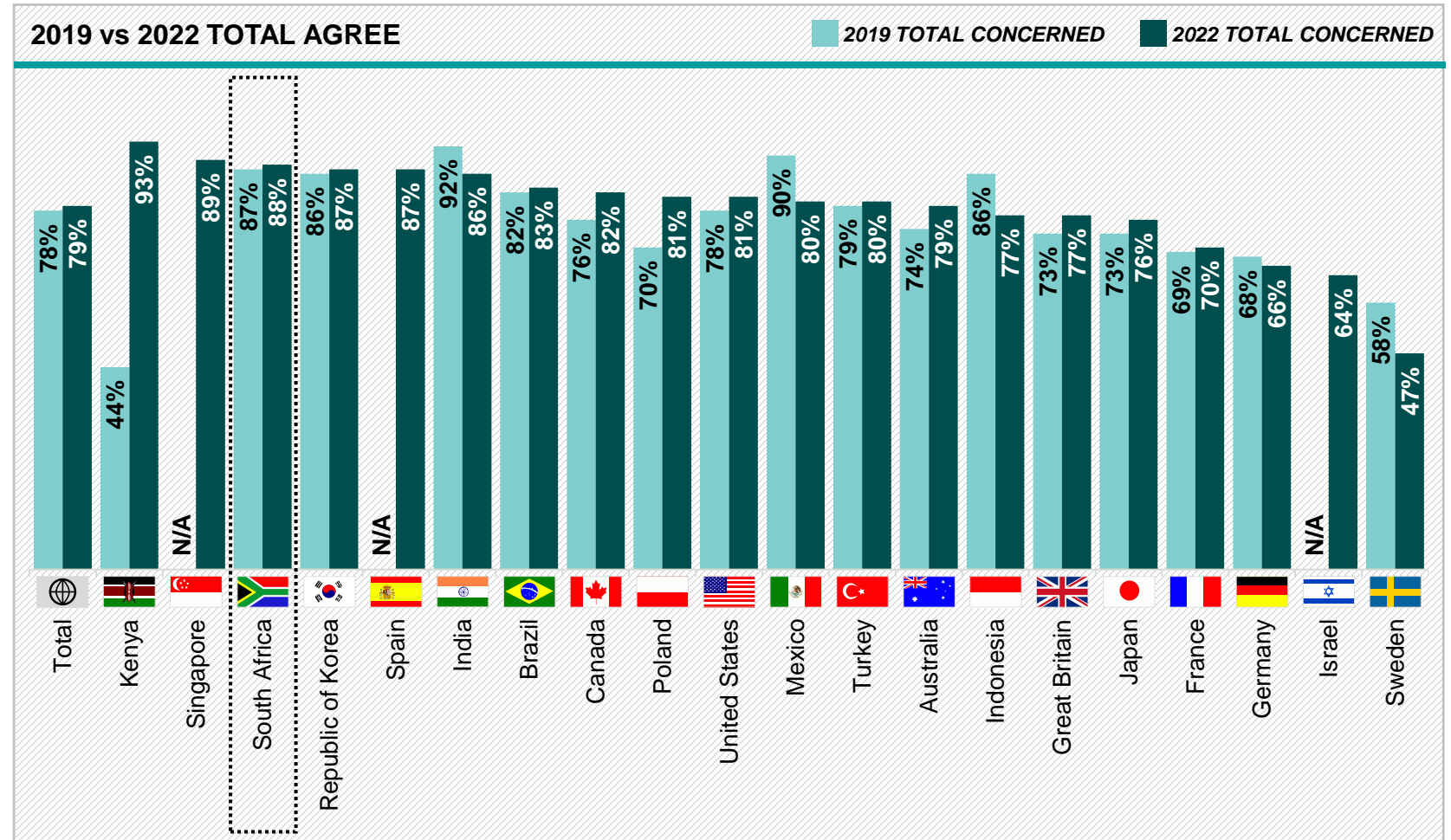
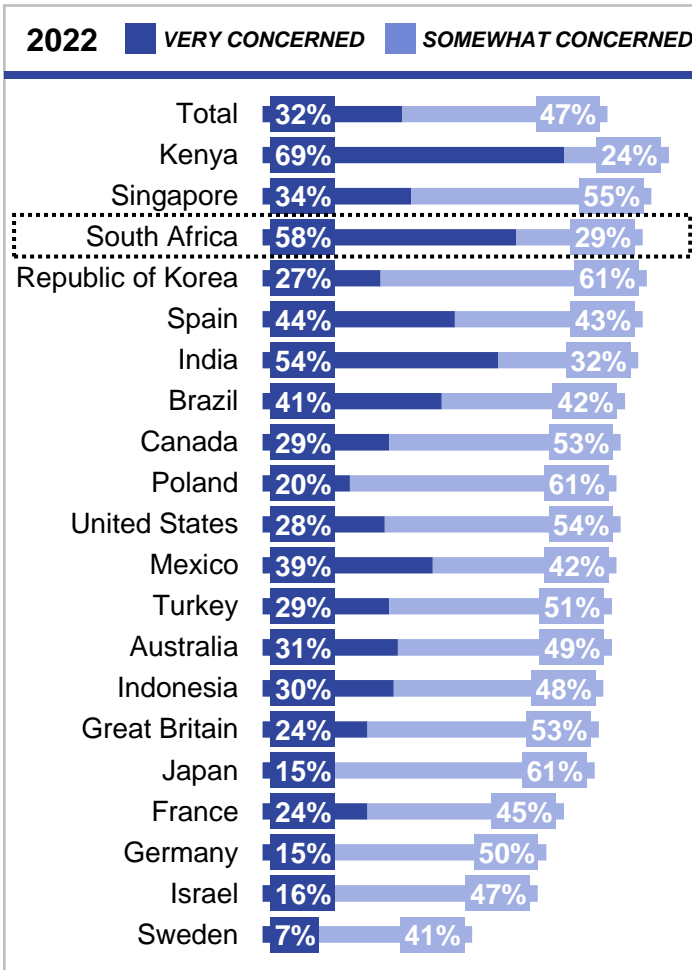
SECURITY ONLINE

Q Agreement with statement: Overall, security online is sufficient



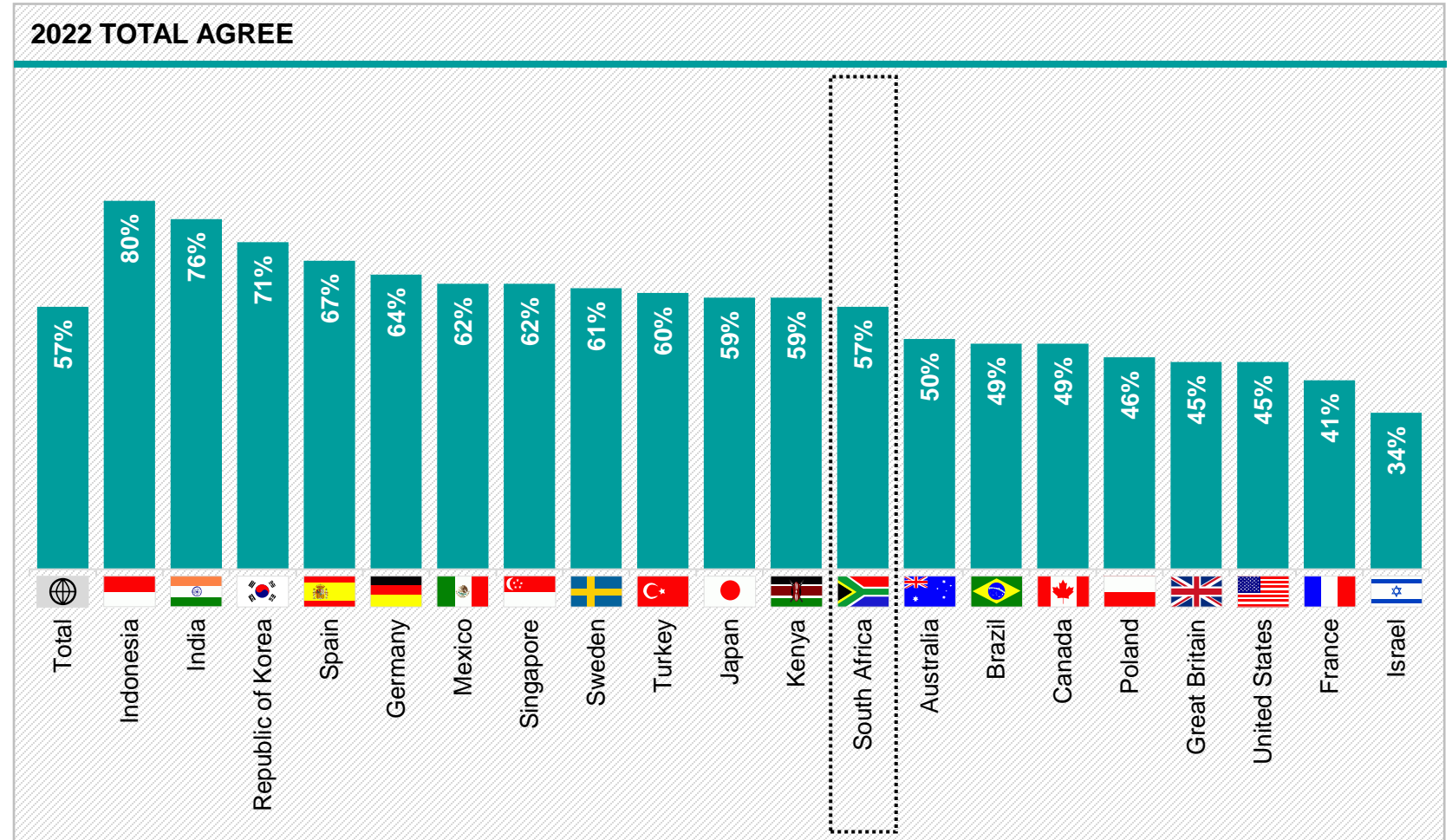
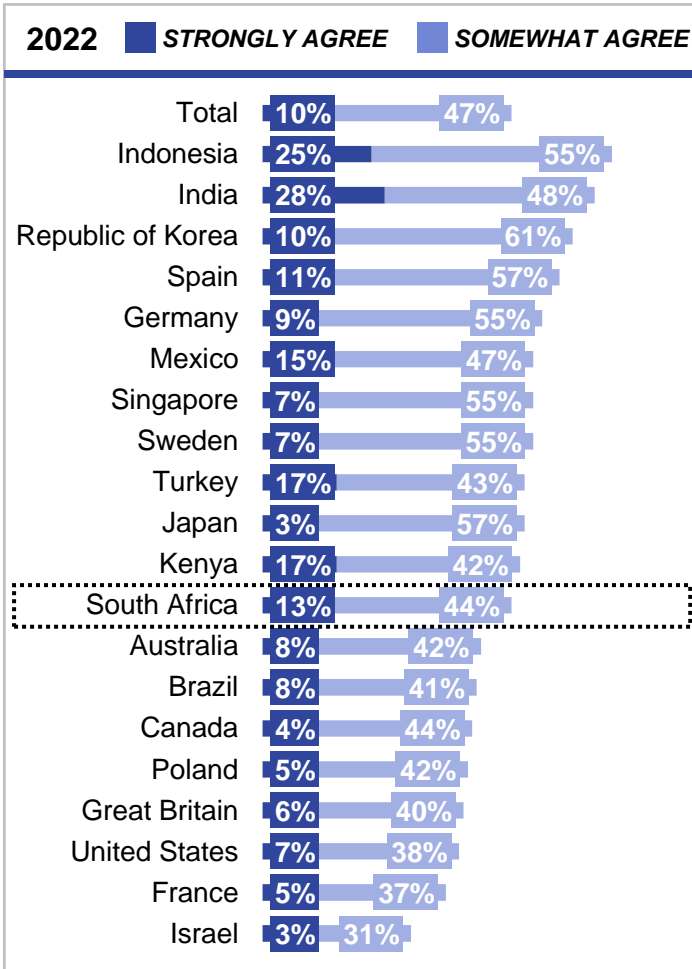
CONCERN ABOUT ONLINE PRIVACY

Q How concerned are you about your online privacy?



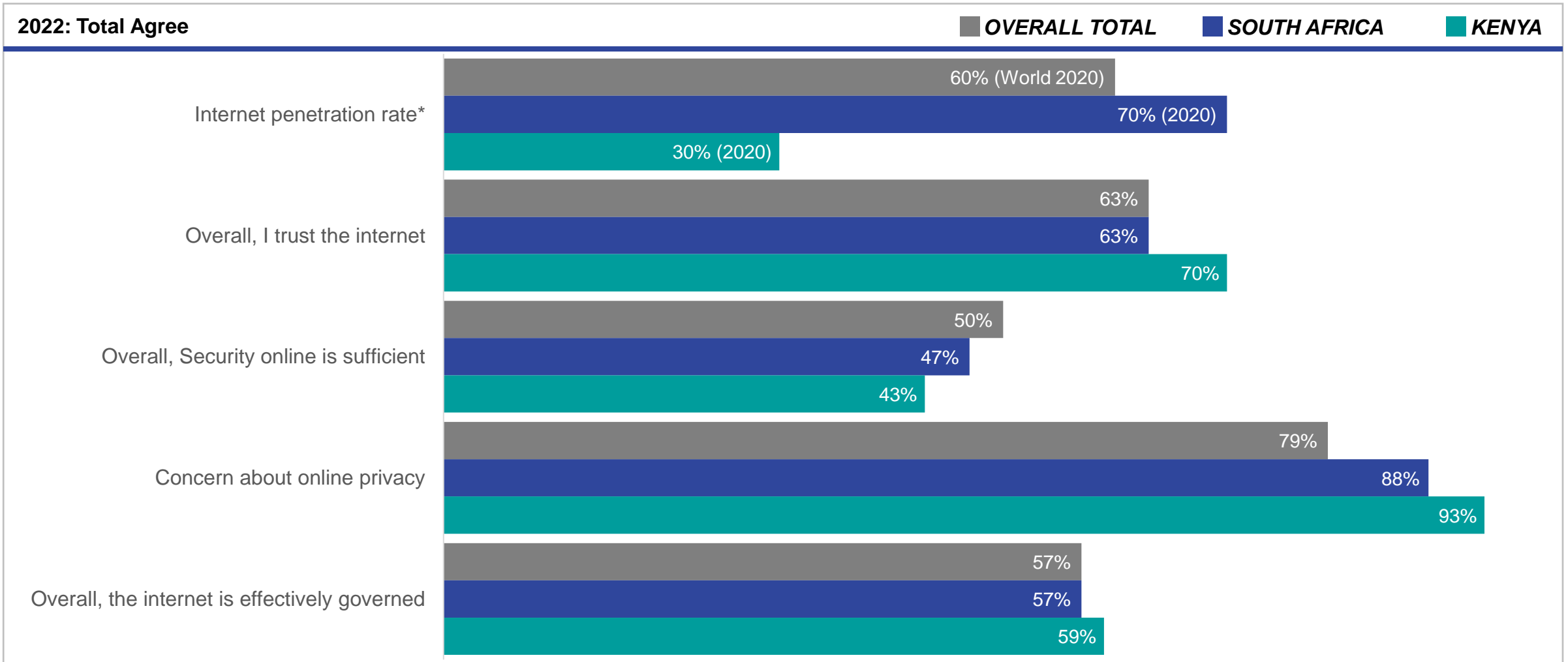
INTERNET EFFECTIVELY GOVERNED

Q Agreement with statement: Overall, the internet is effectively governed



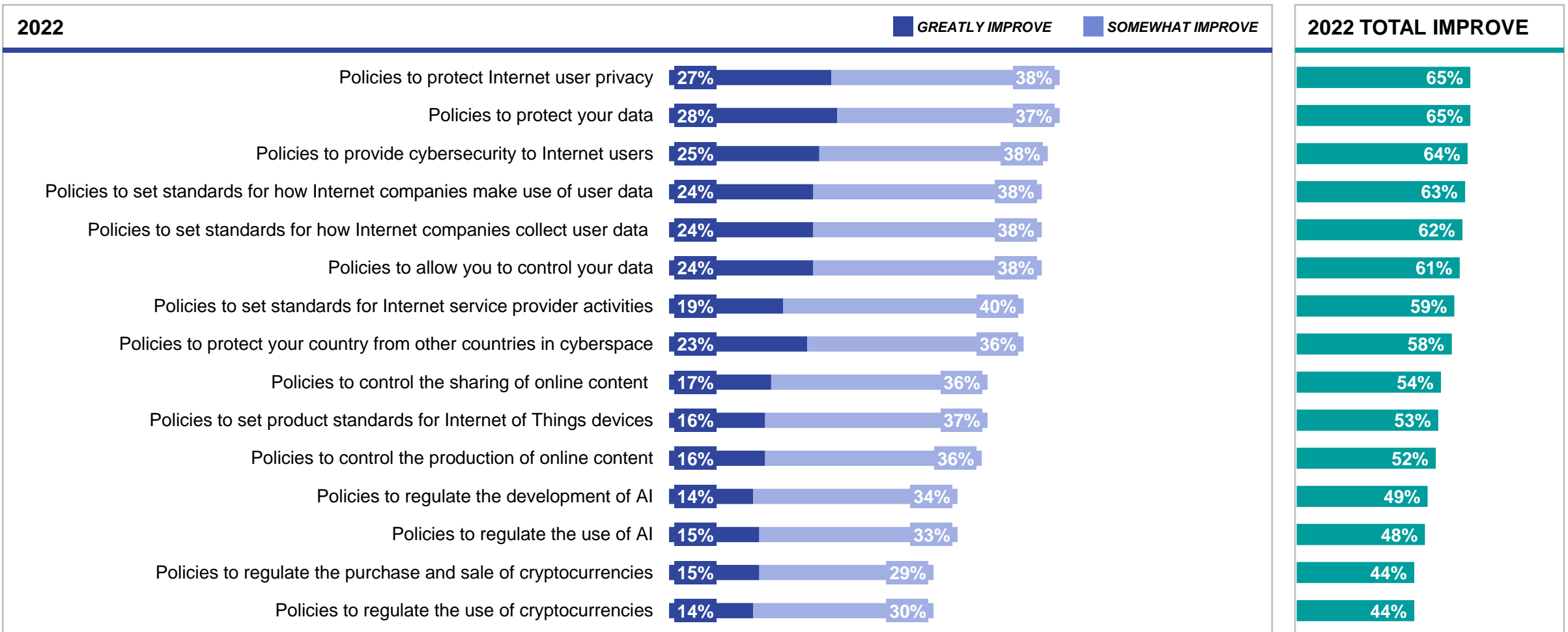
TRUST, SECURITY AND PRIVACY IN SOUTH AFRICA & KENYA

Q Agreement with statement...



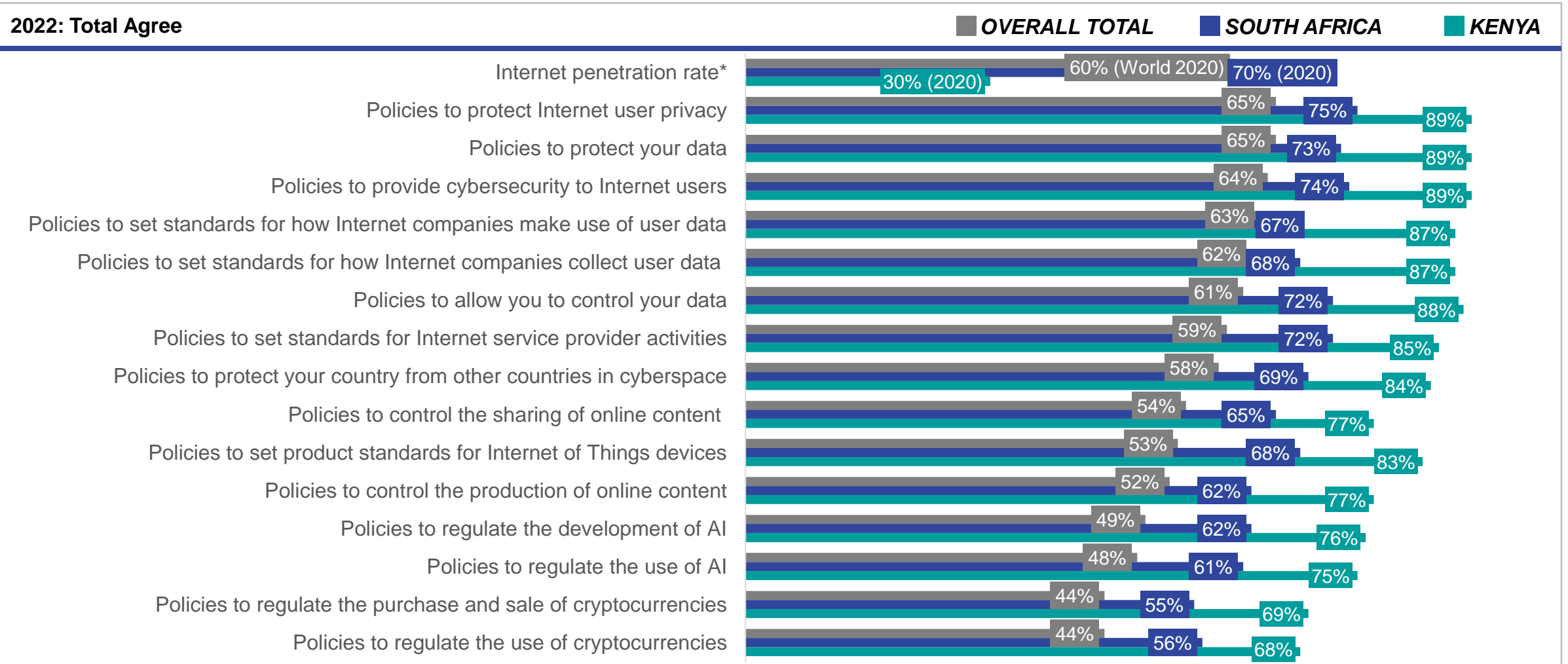
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST

Q To what extent would new government policies in the following areas improve or worsen your trust in Internet?

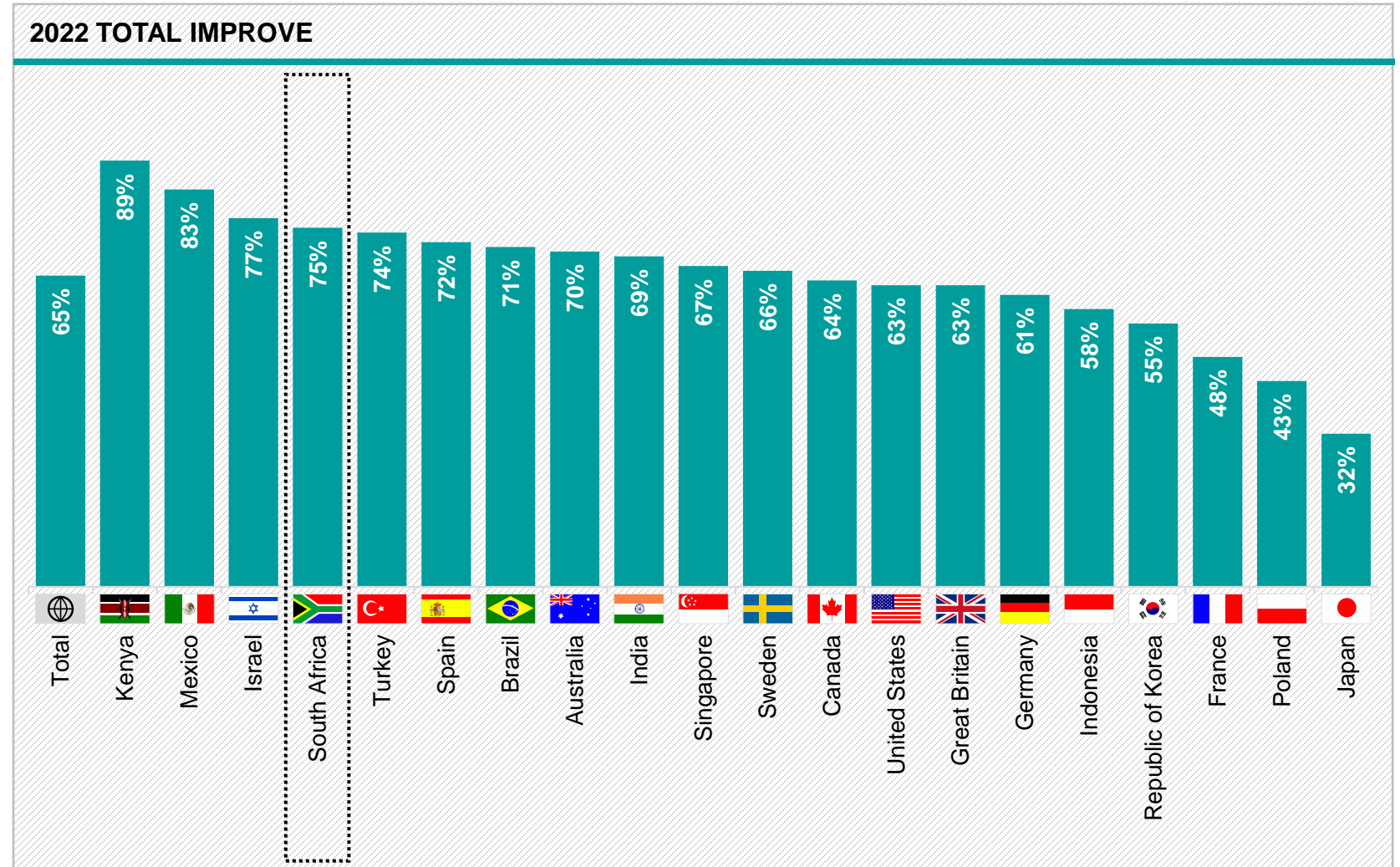
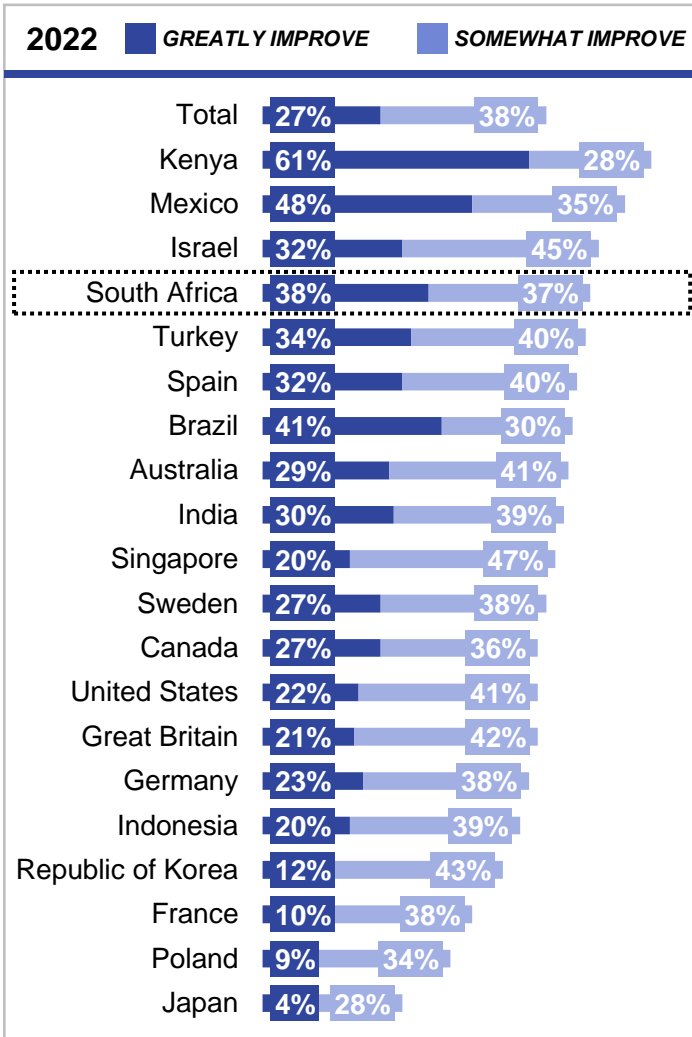


NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST

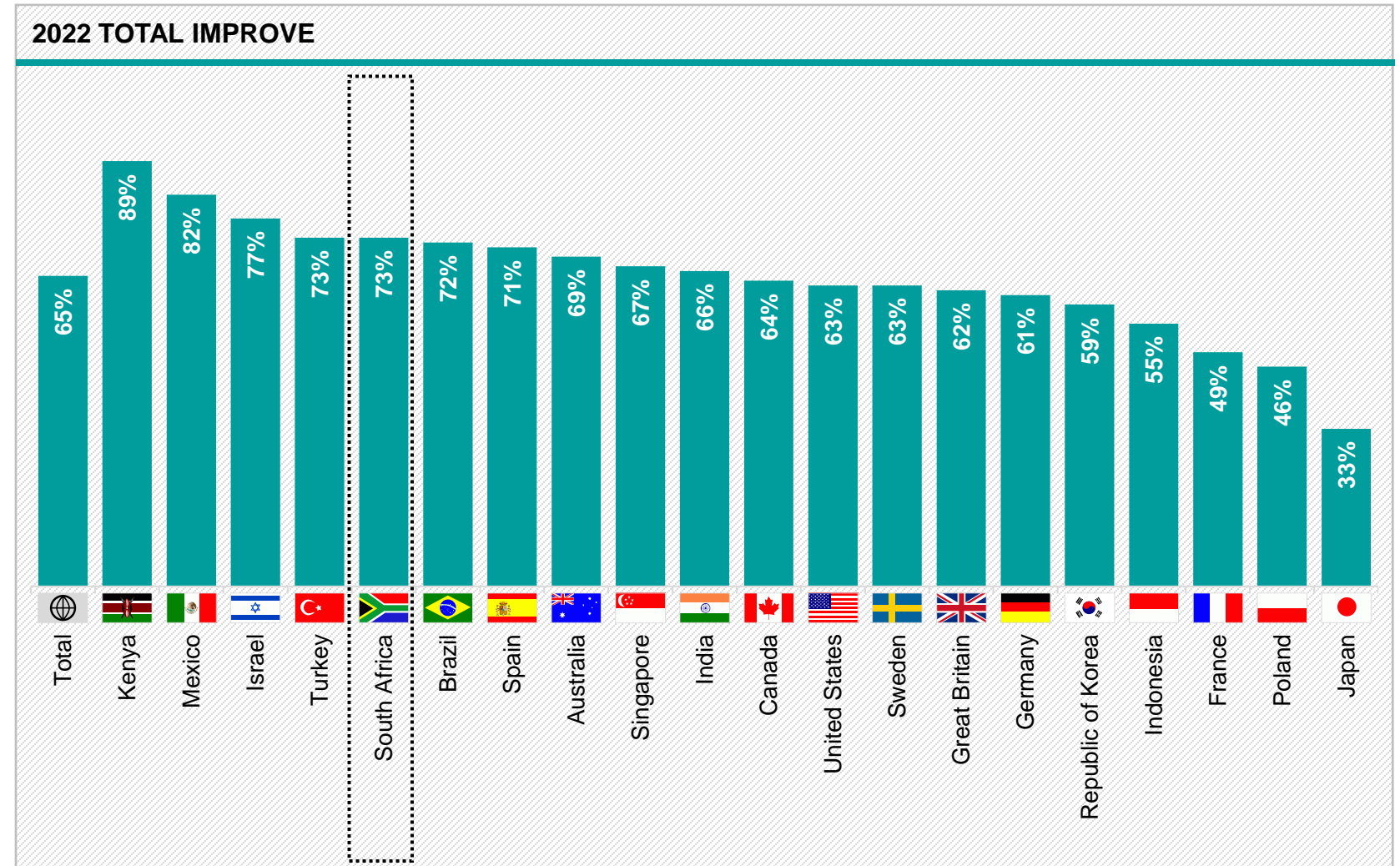
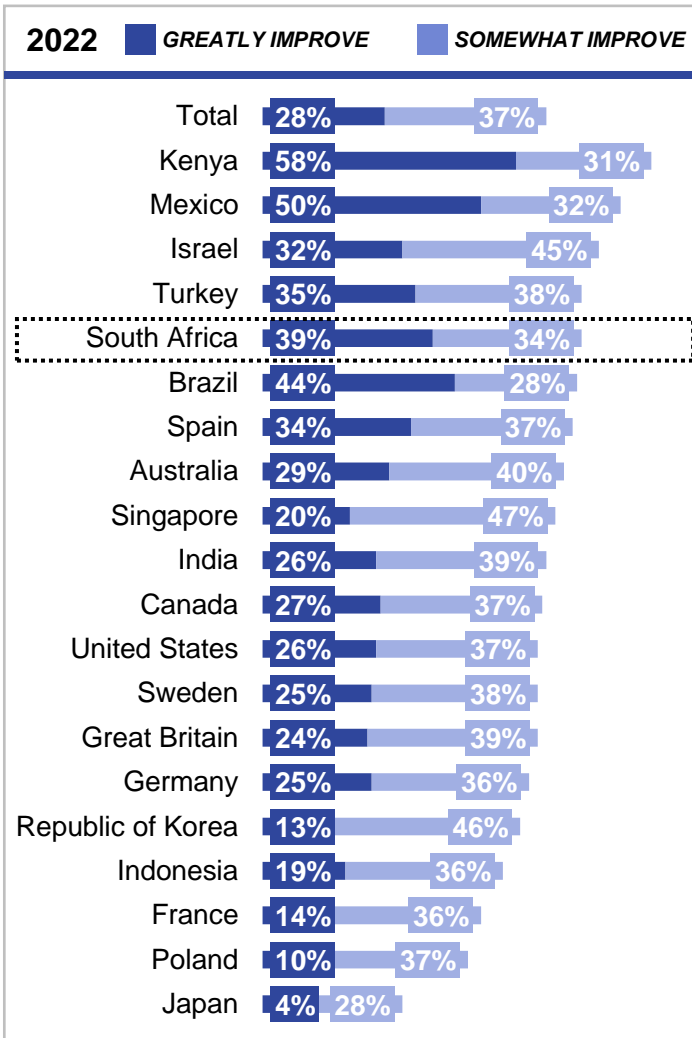
Q To what extent would new government policies in the following areas improve or worsen your trust in Internet?



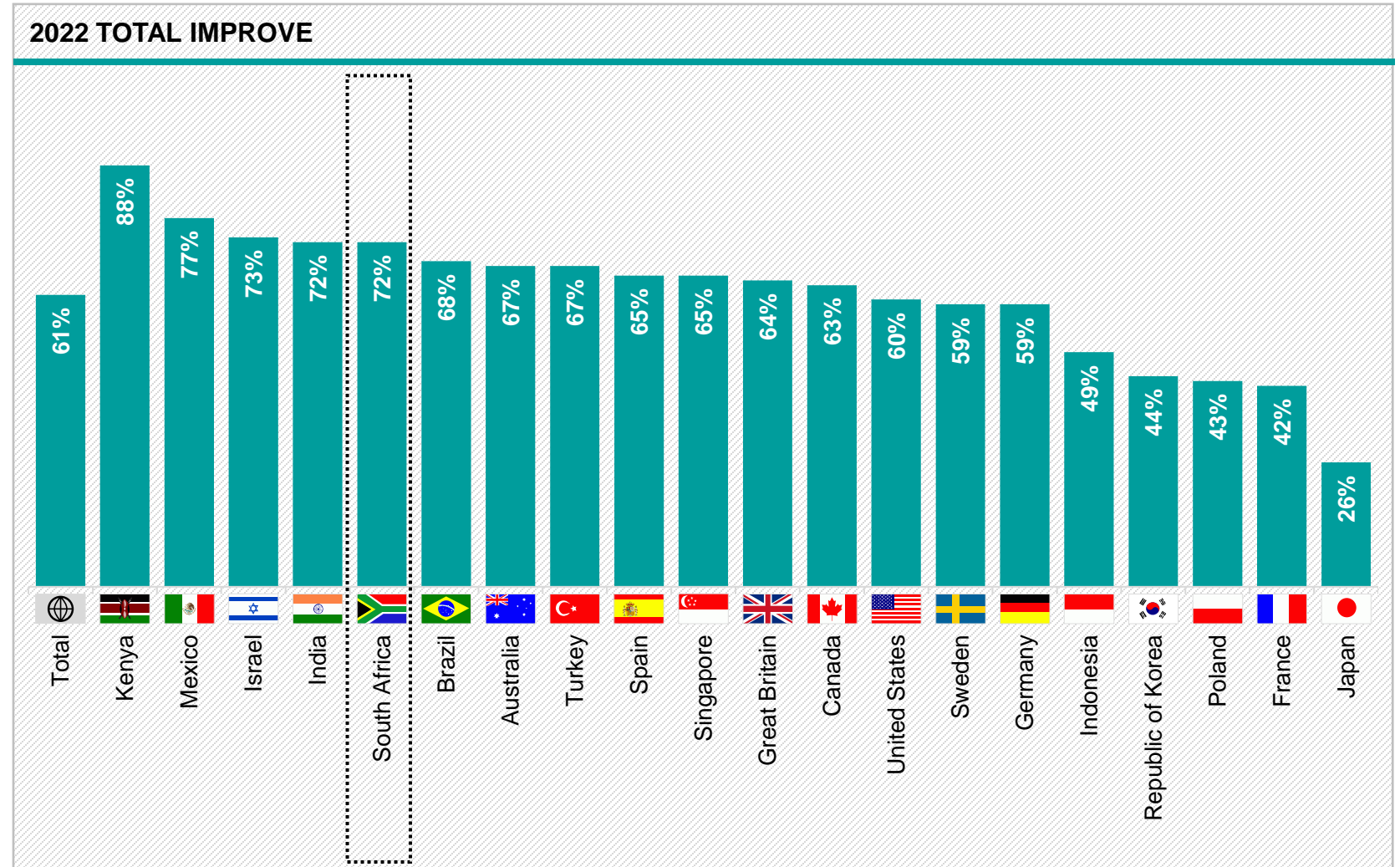
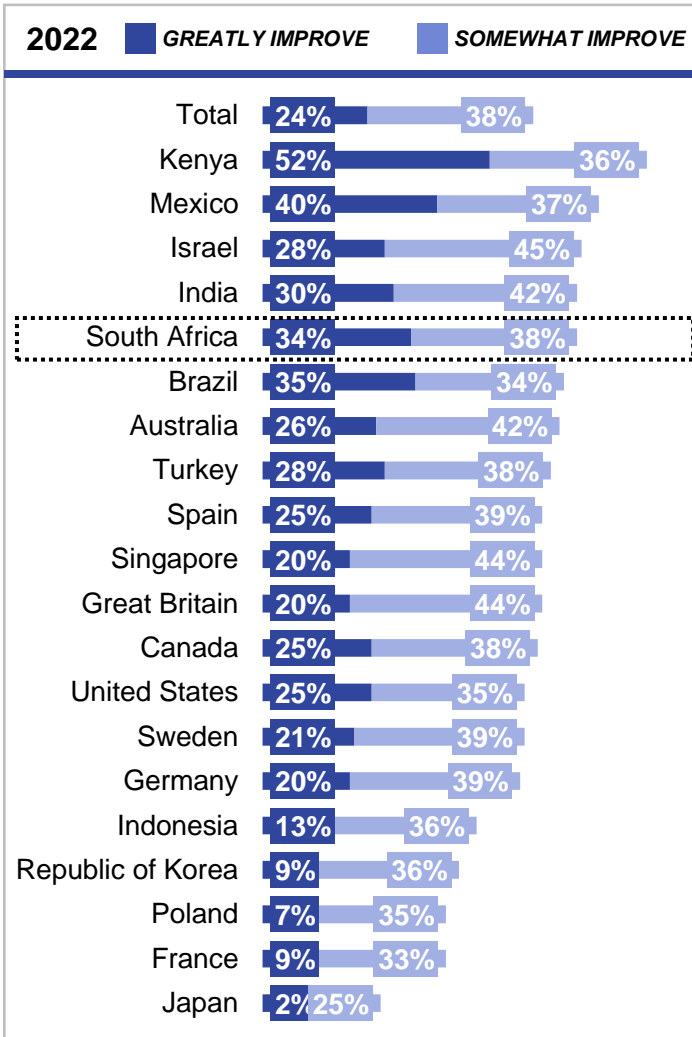
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT INTERNET USER PRIVACY



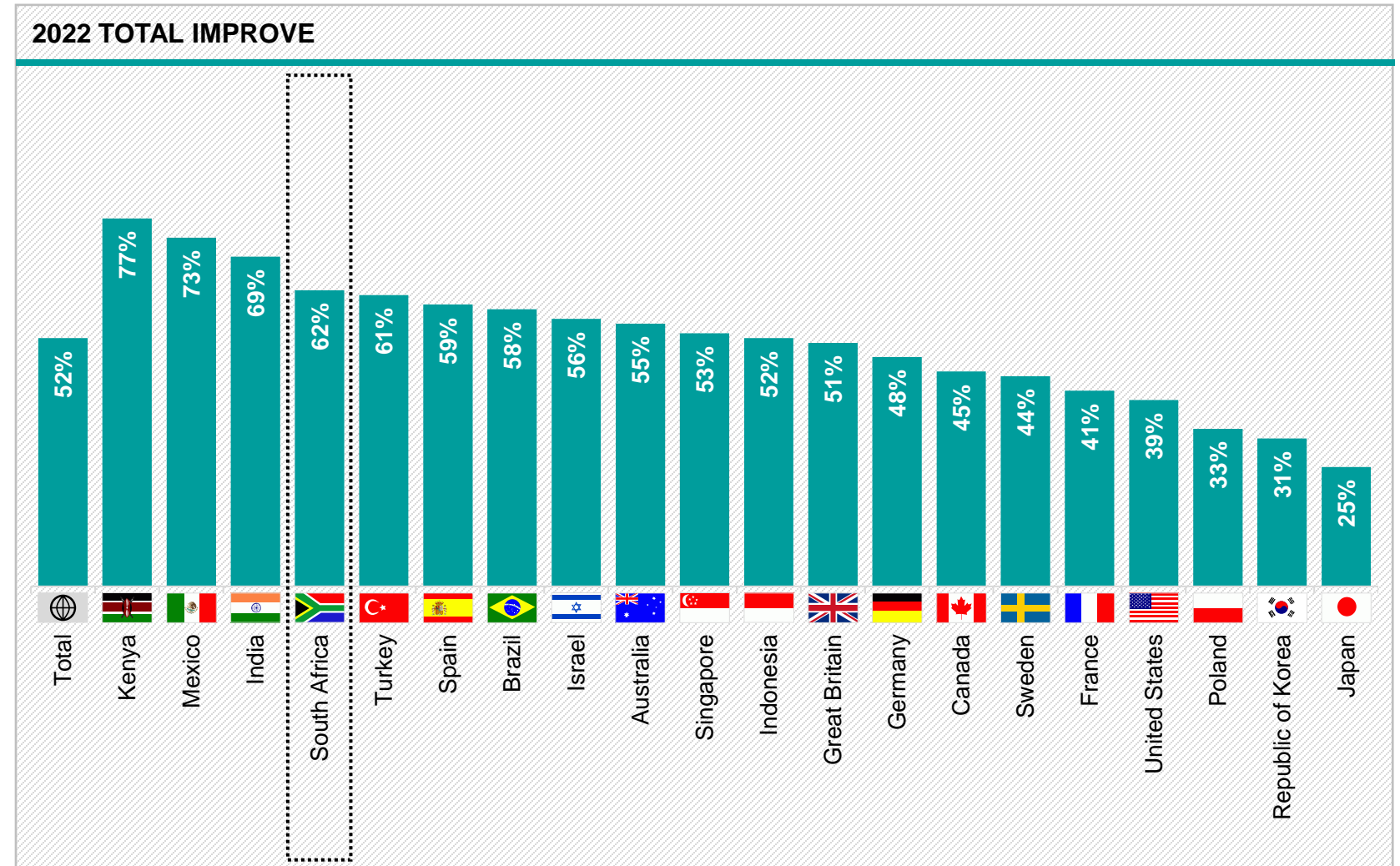
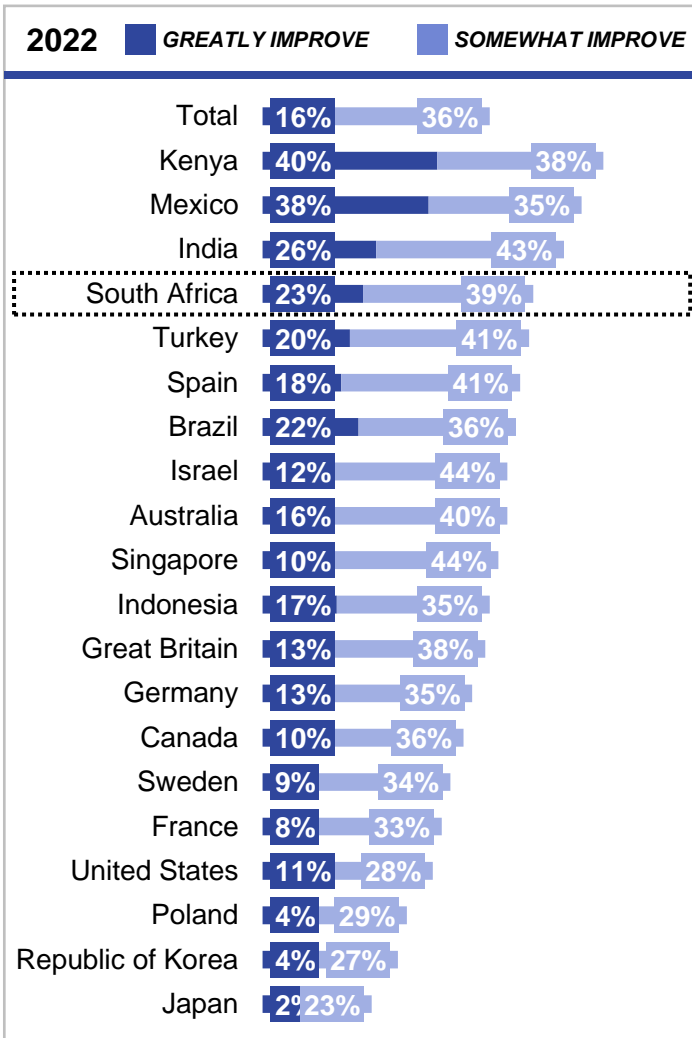
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT YOUR DATA



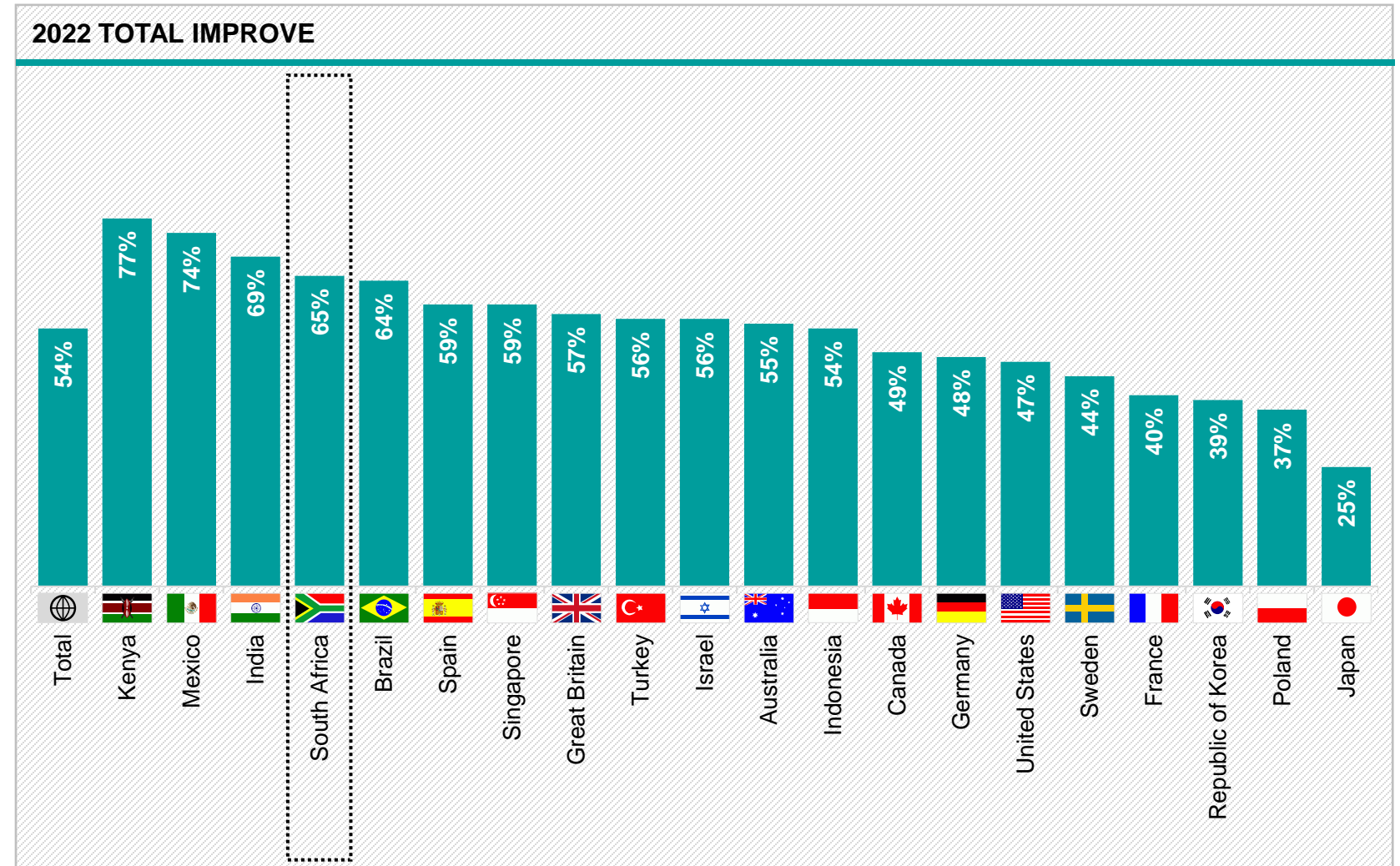
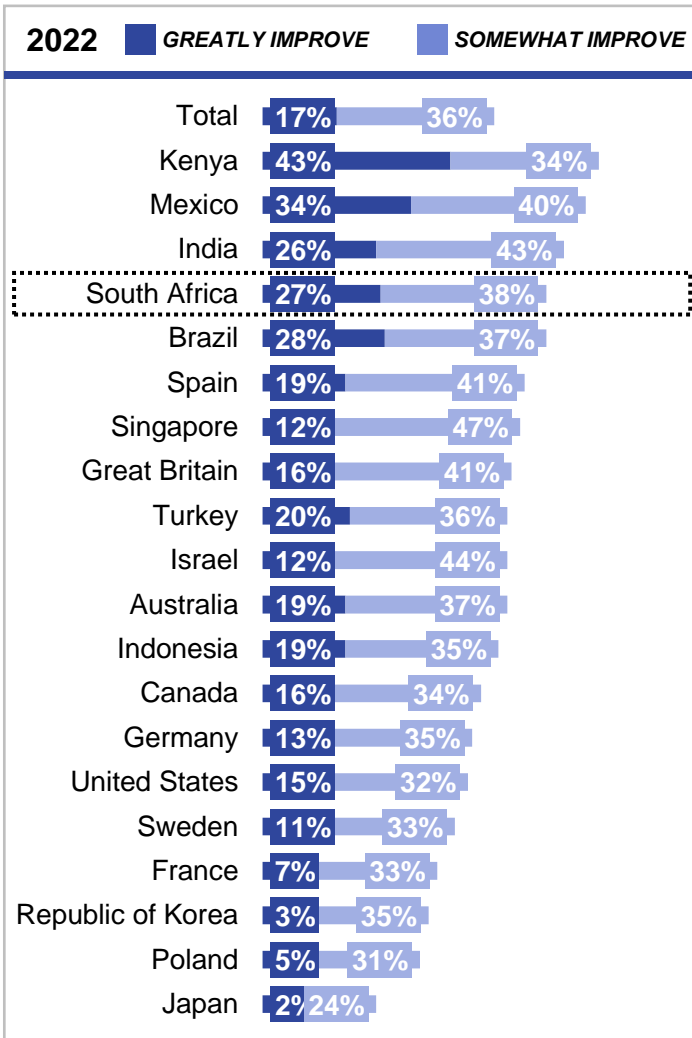
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO ALLOW YOU TO CONTROL YOUR DATA



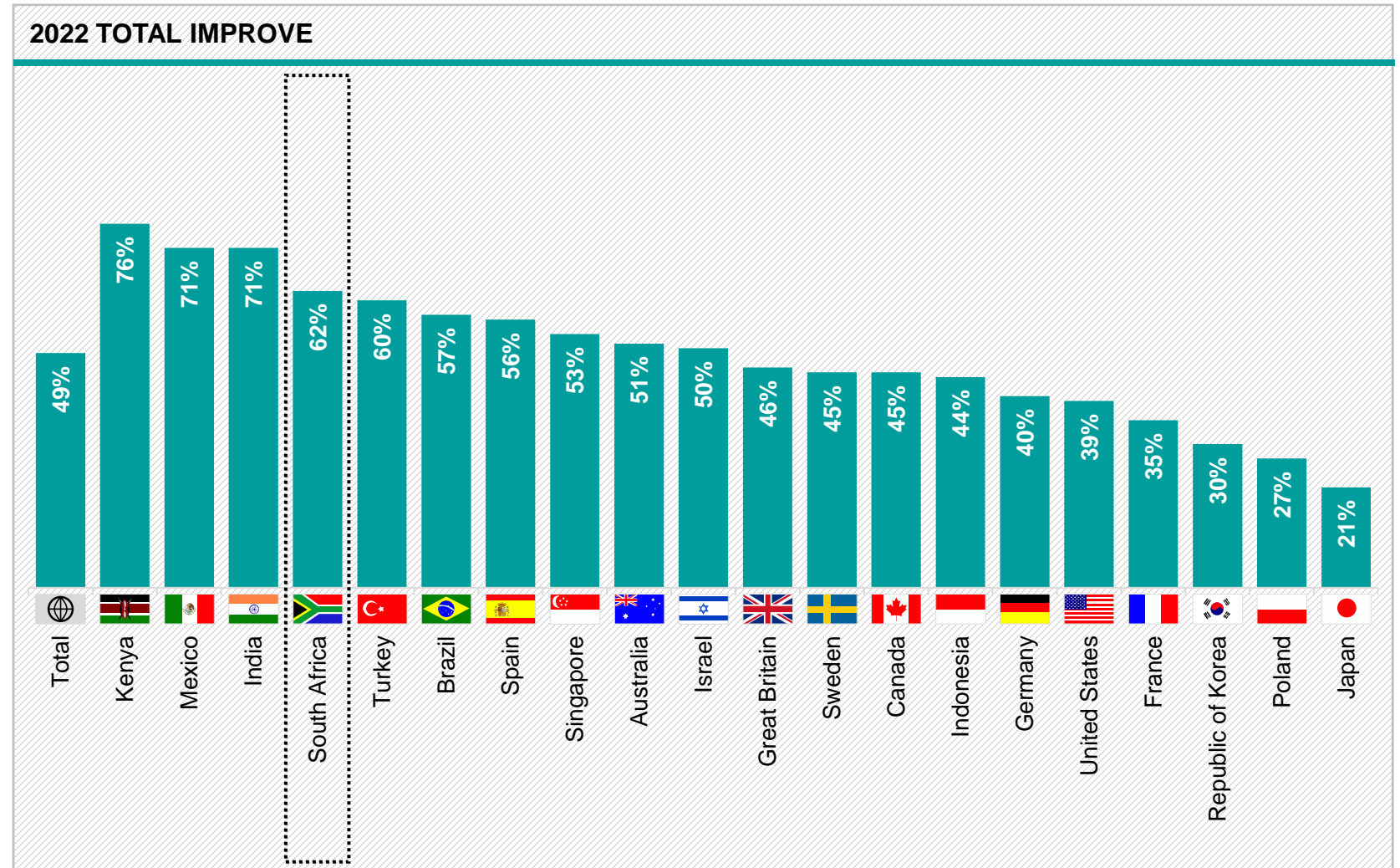
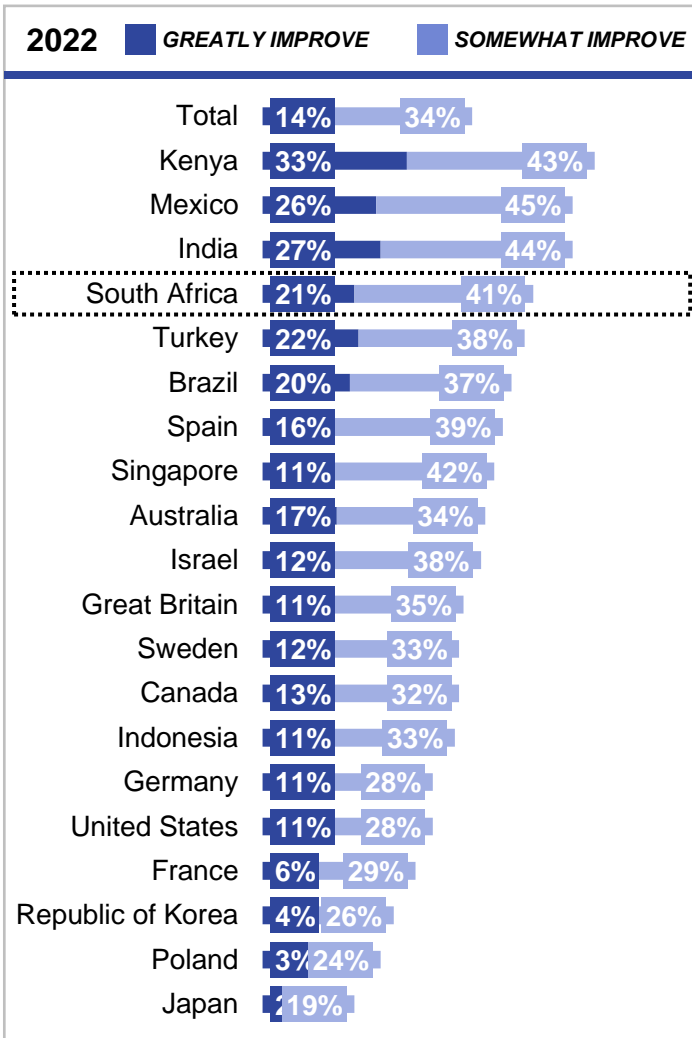
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO CONTROL THE PRODUCTION OF ONLINE CONTENT



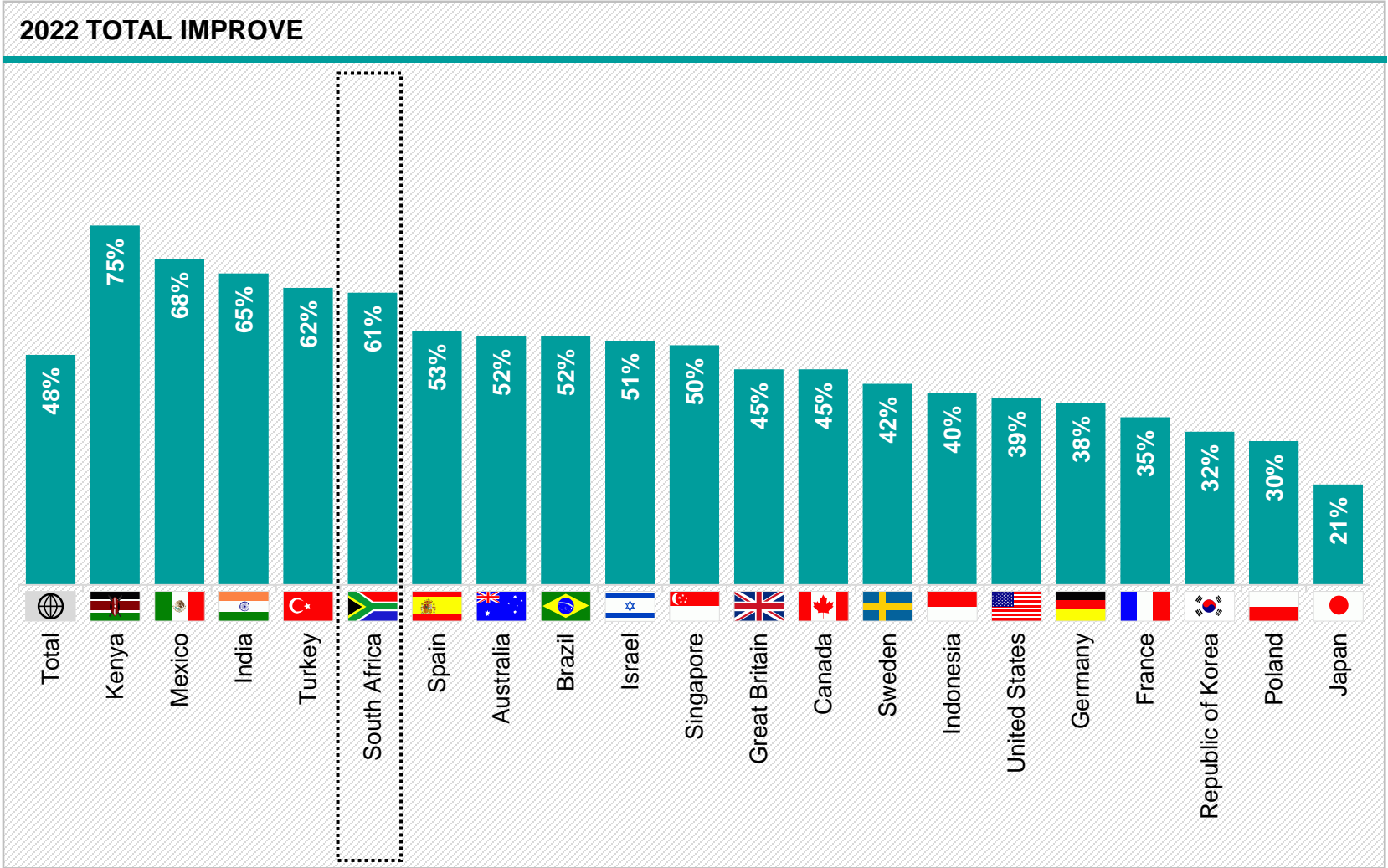
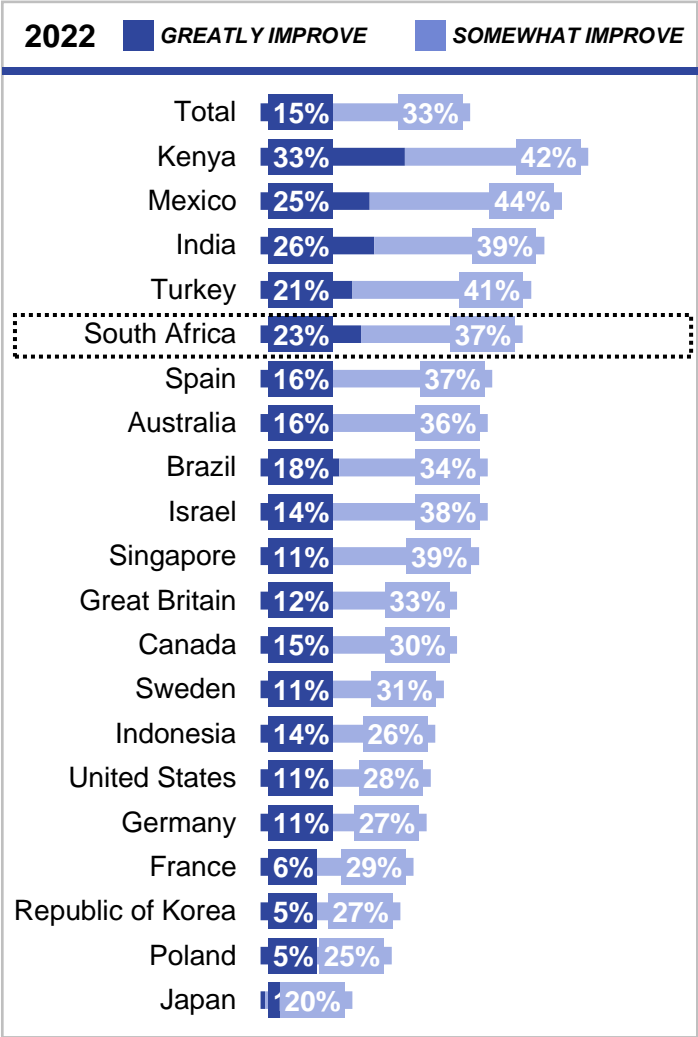
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO CONTROL THE SHARING OF ONLINE CONTENT



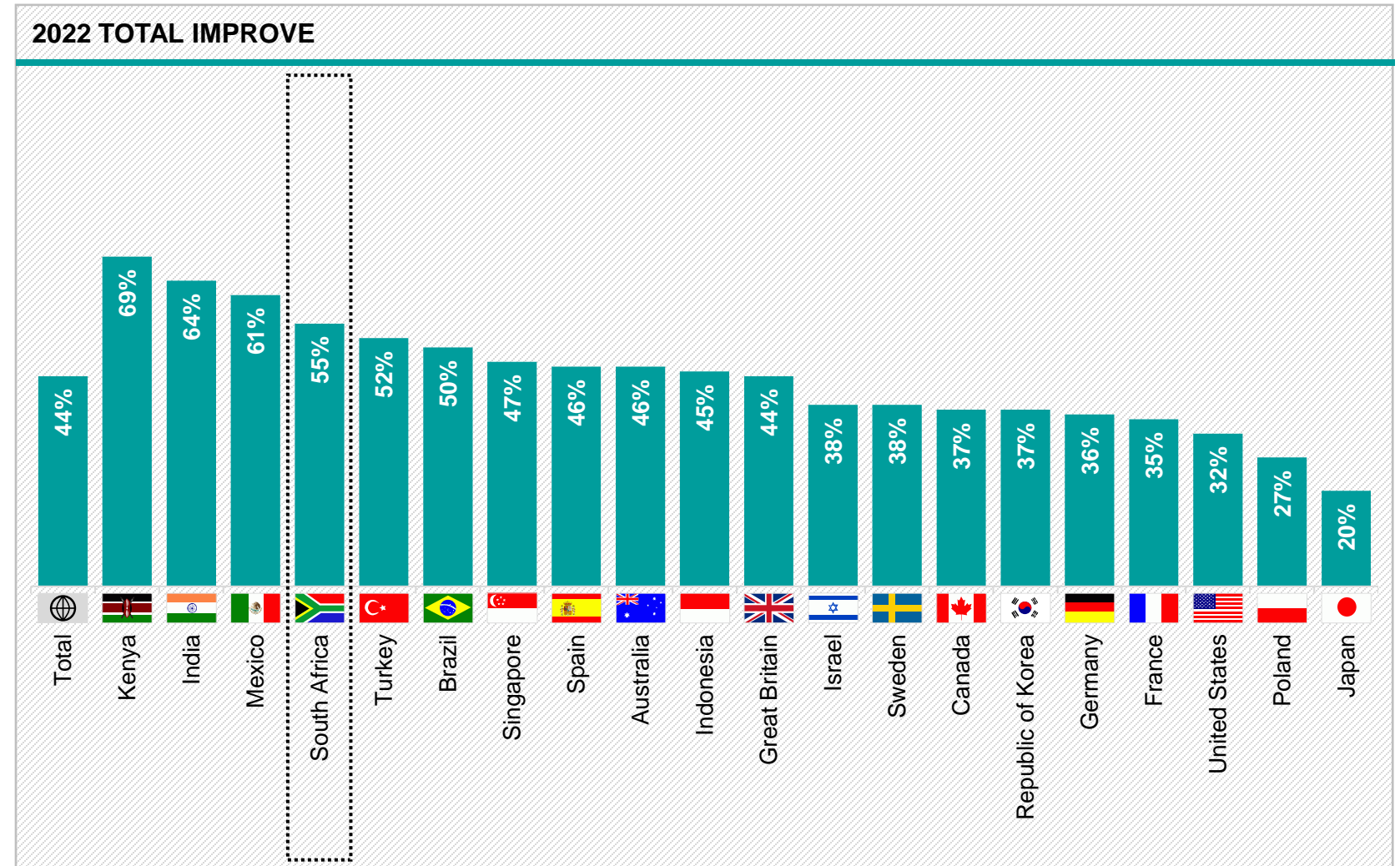
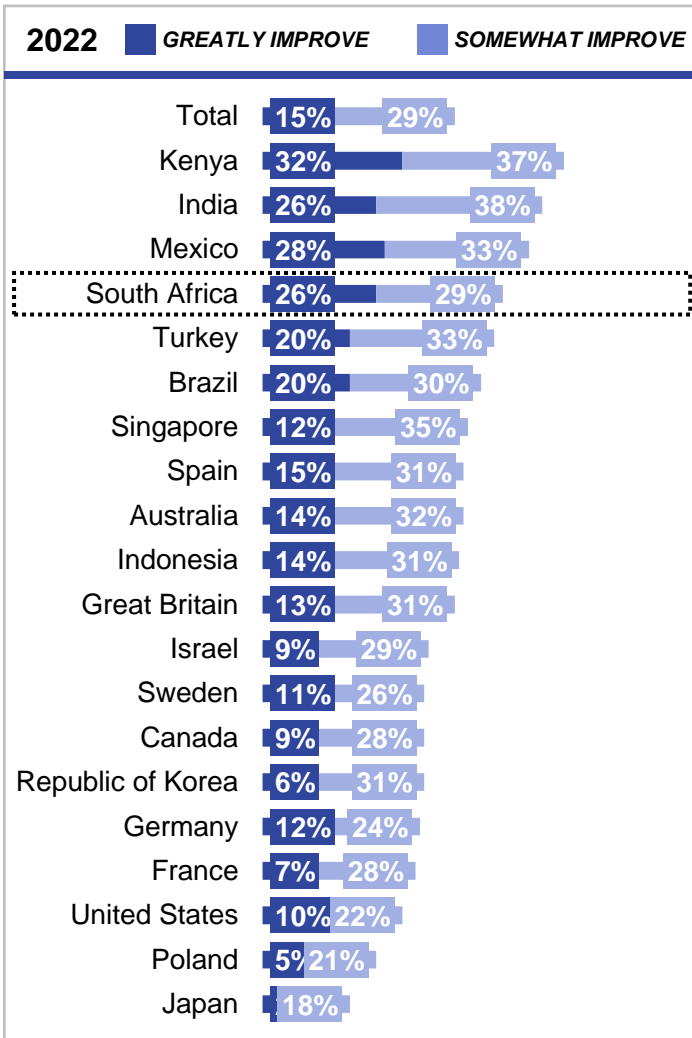
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES REGULATE THE DEVELOPMENT OF AI



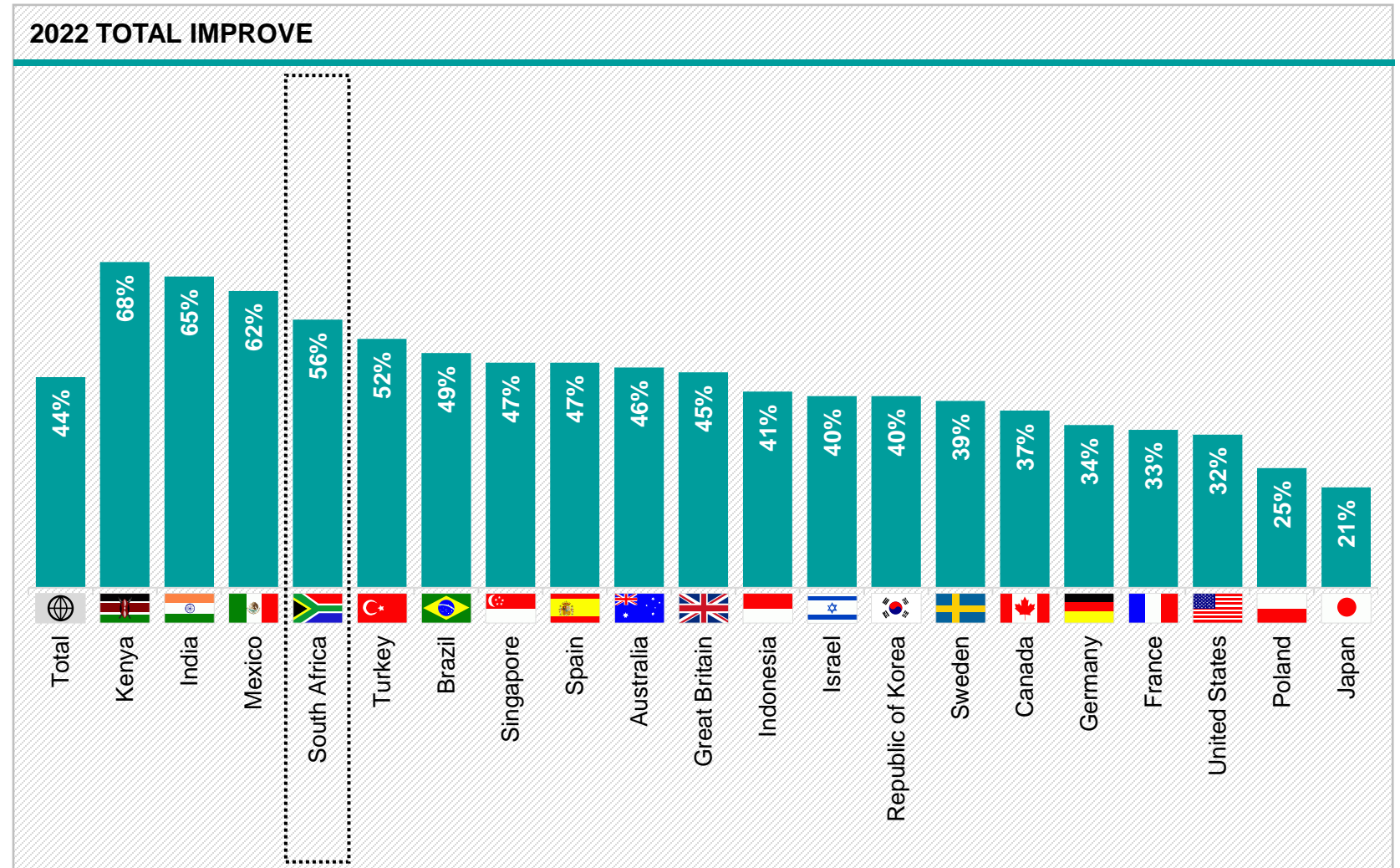
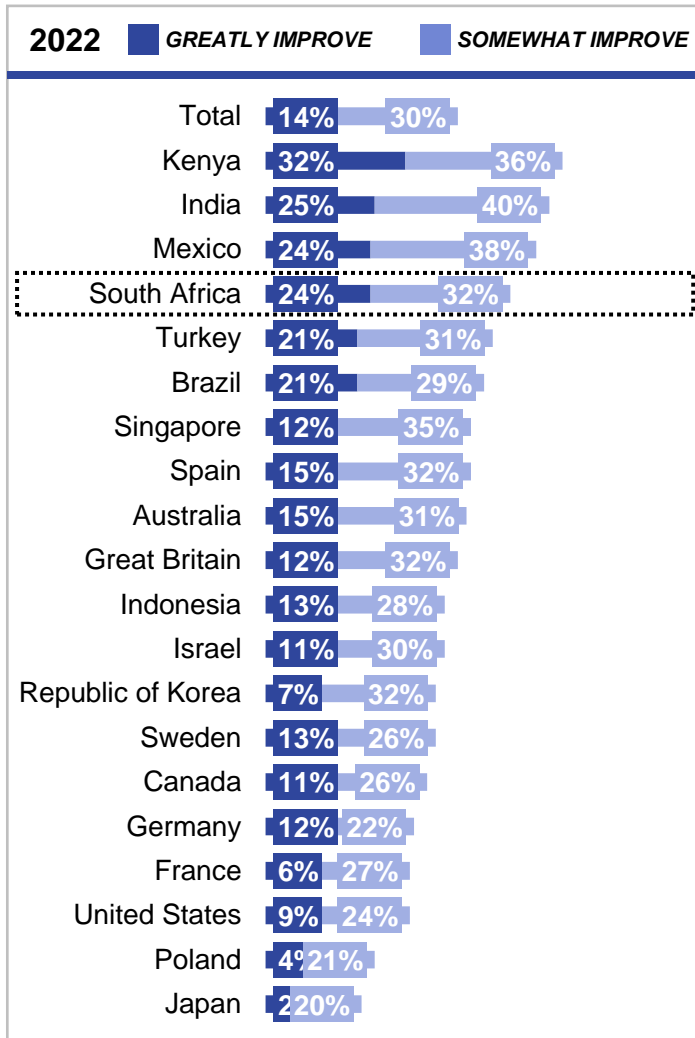
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES REGULATE THE USE OF AI



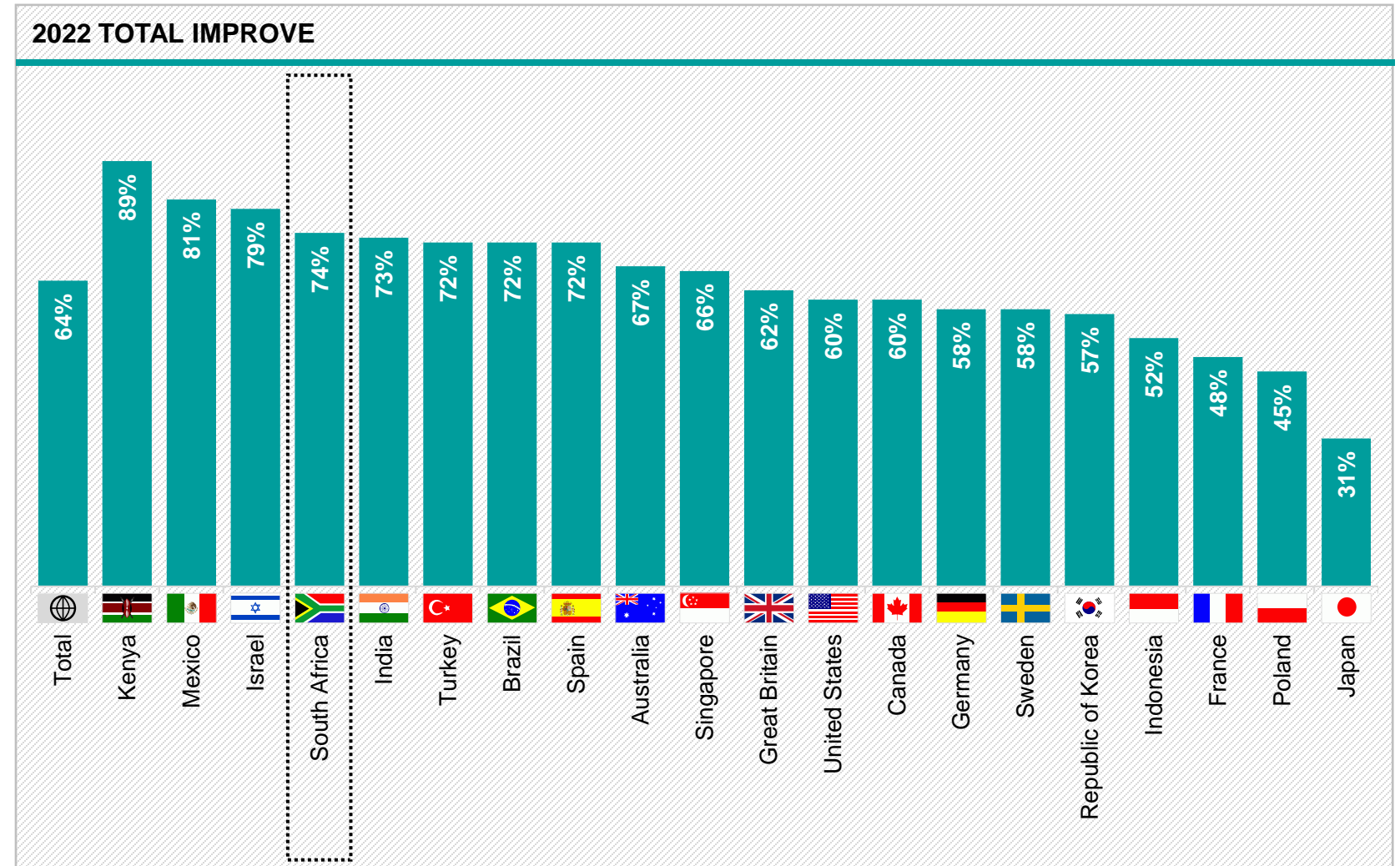
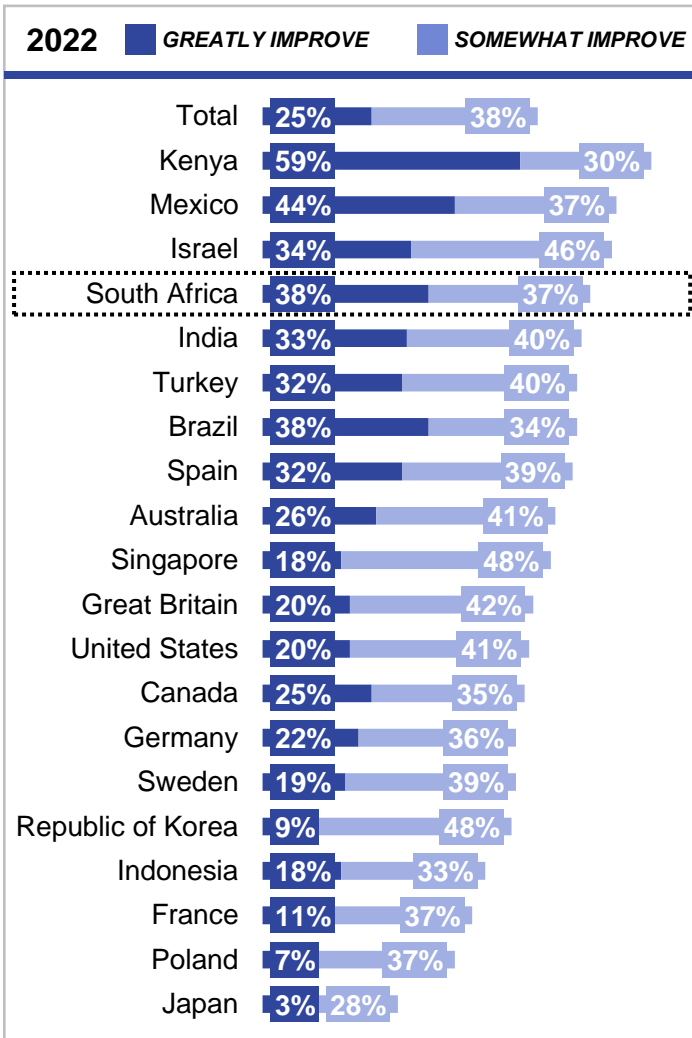
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES REGULATE THE PURCHASE + SALE OF CRYPTOCURRENCIES



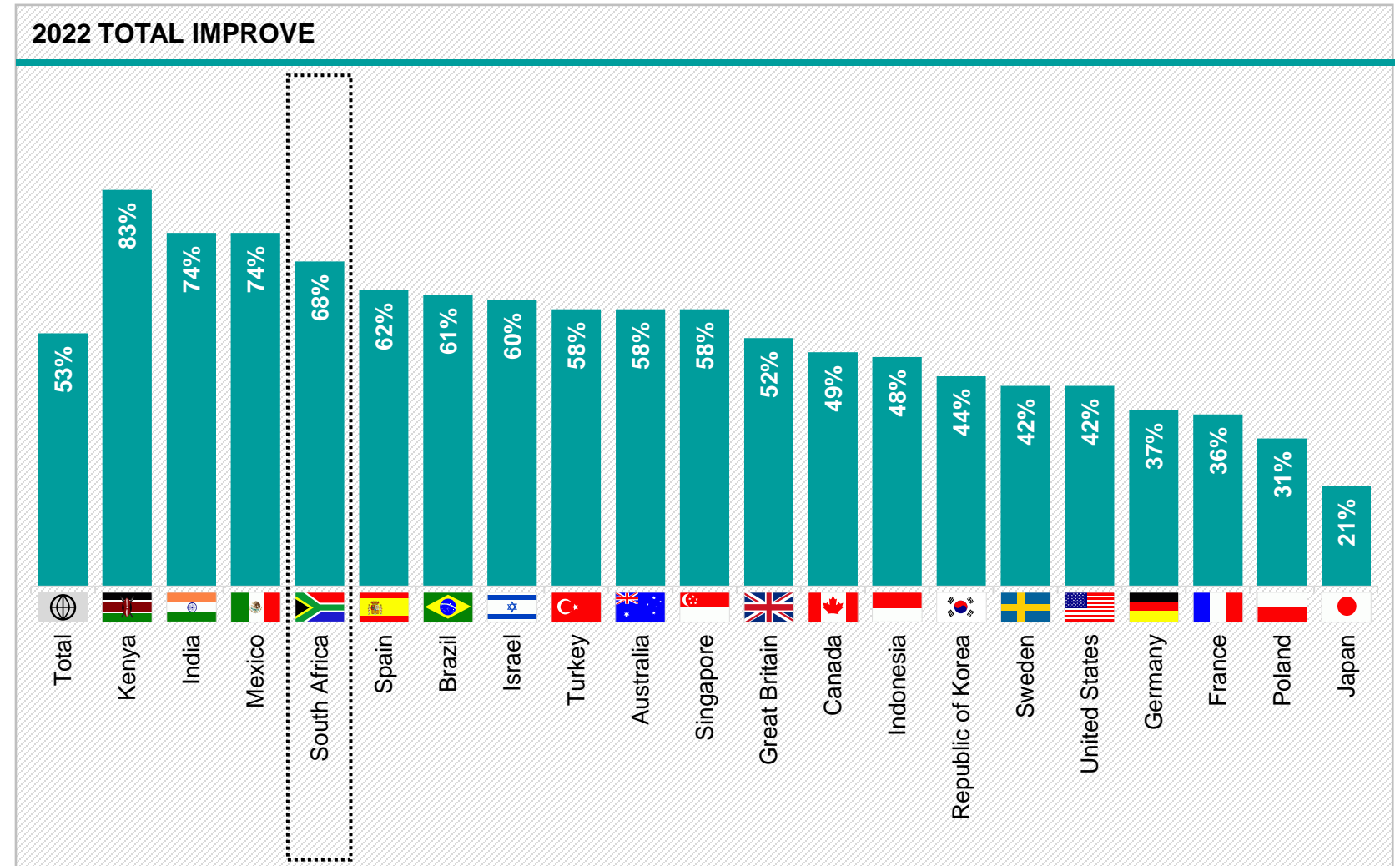
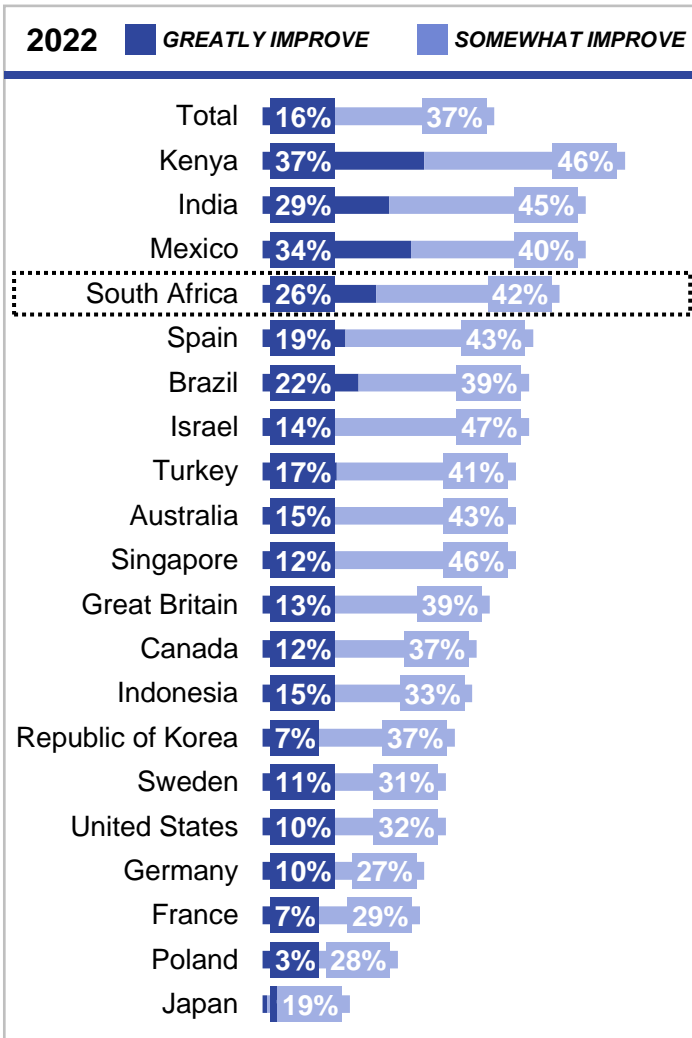
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES REGULATE THE USE OF CRYPTOCURRENCIES



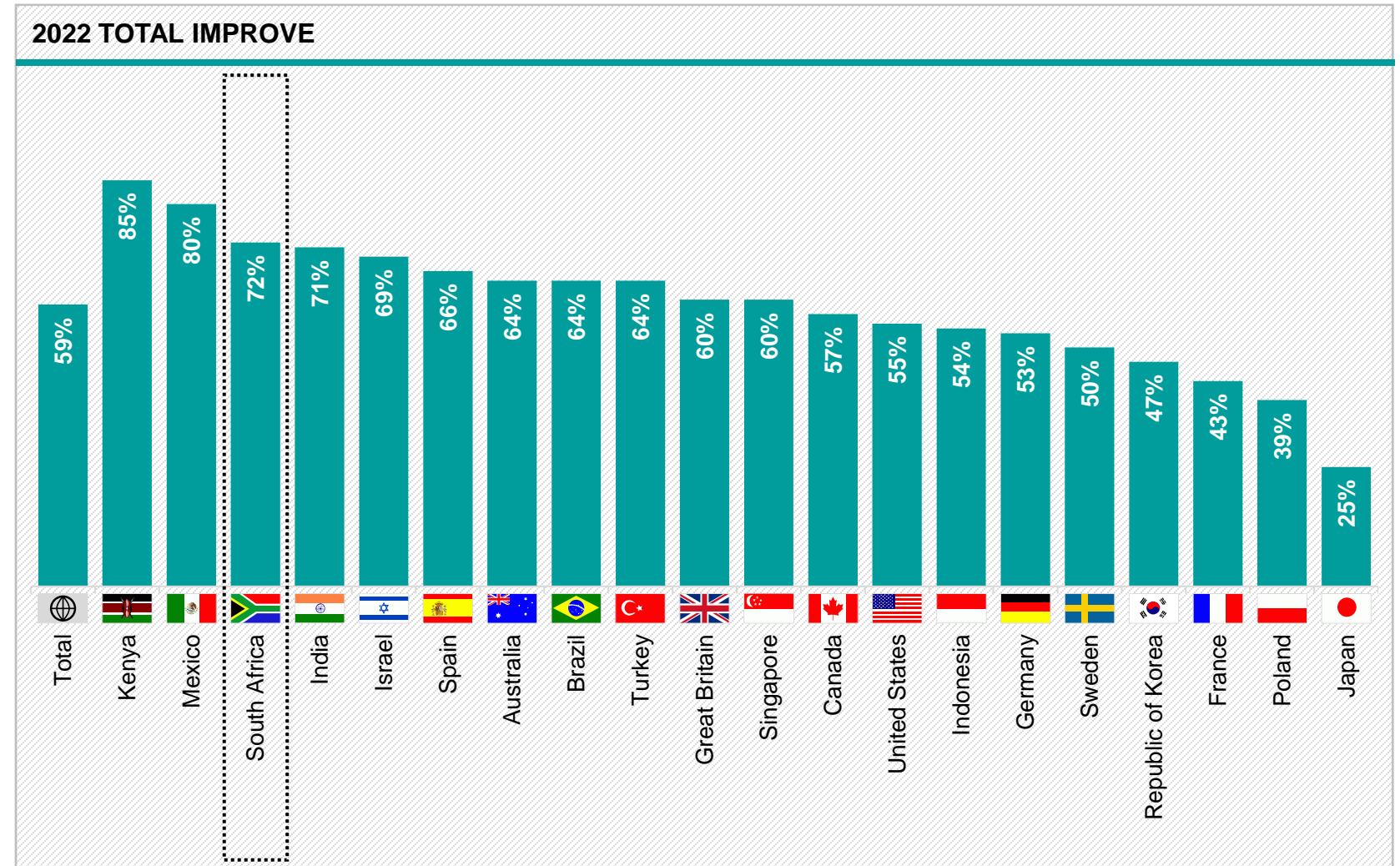
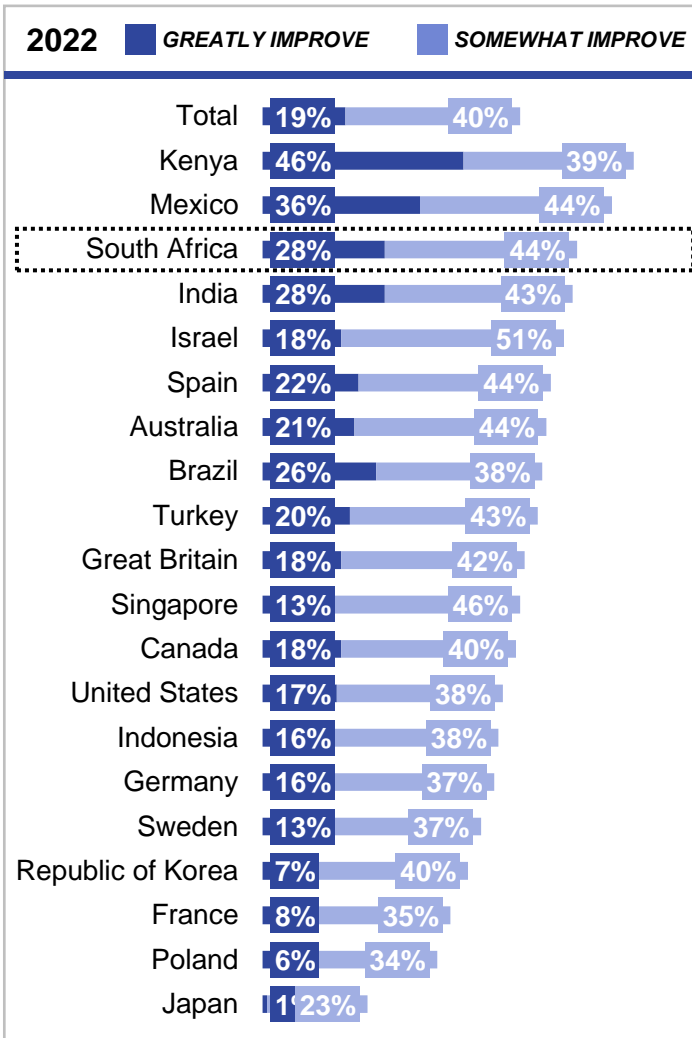
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROVIDE CYBERSECURITY TO INTERNET USERS



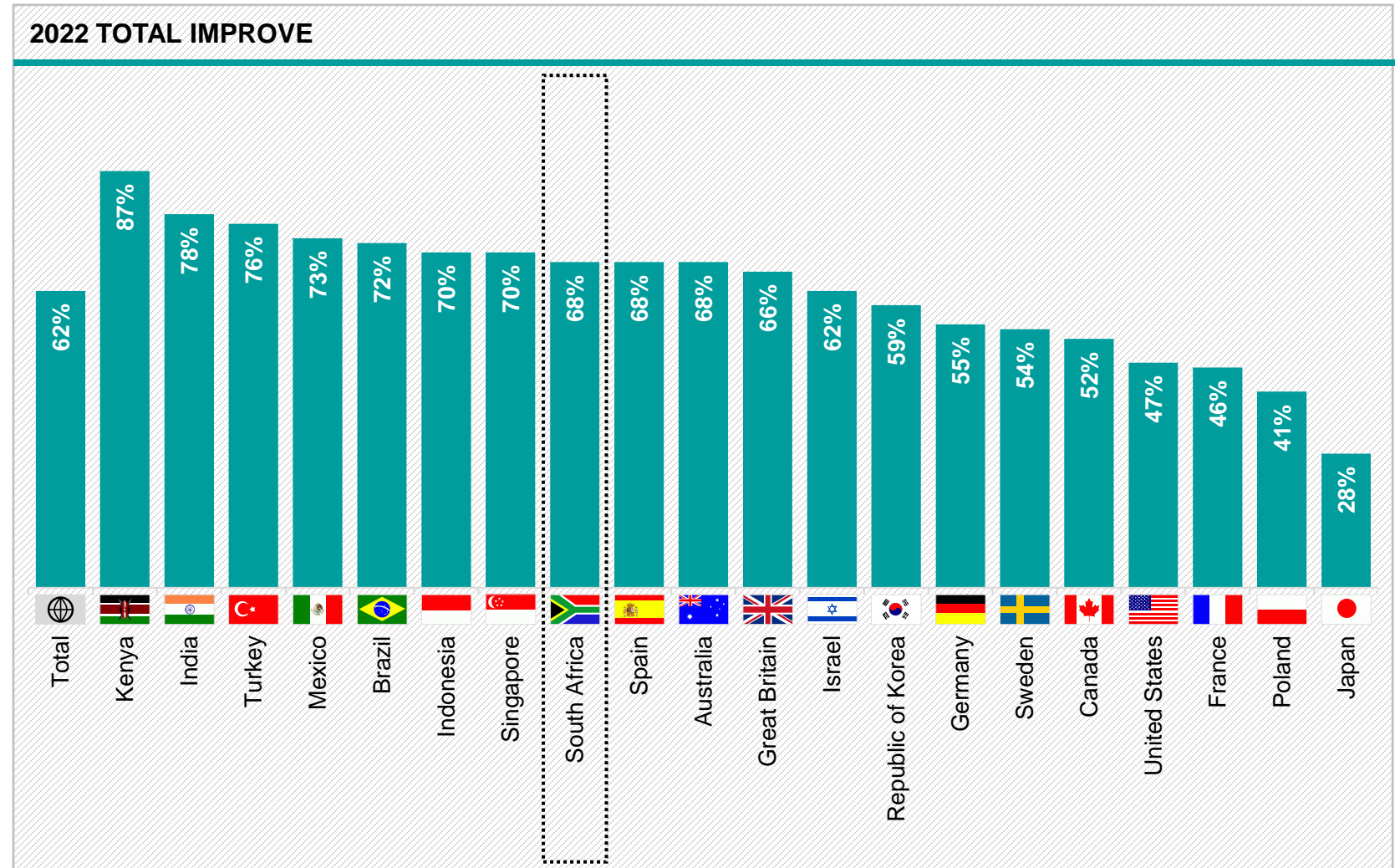
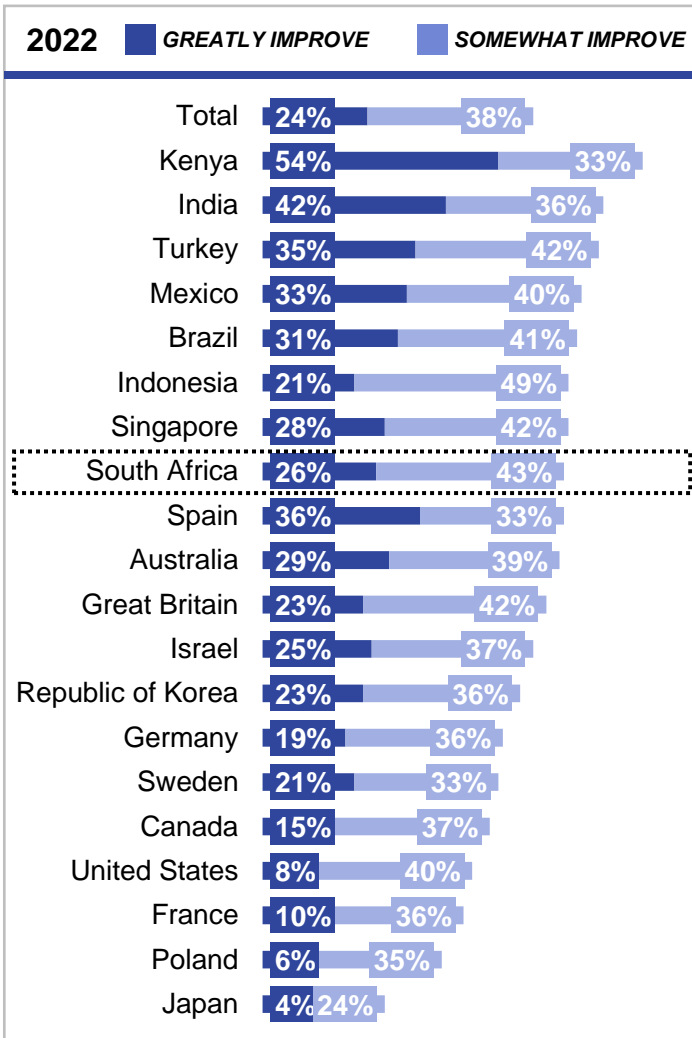
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET PRODUCT STANDARDS FOR INTERNET OF THINGS DEVICES



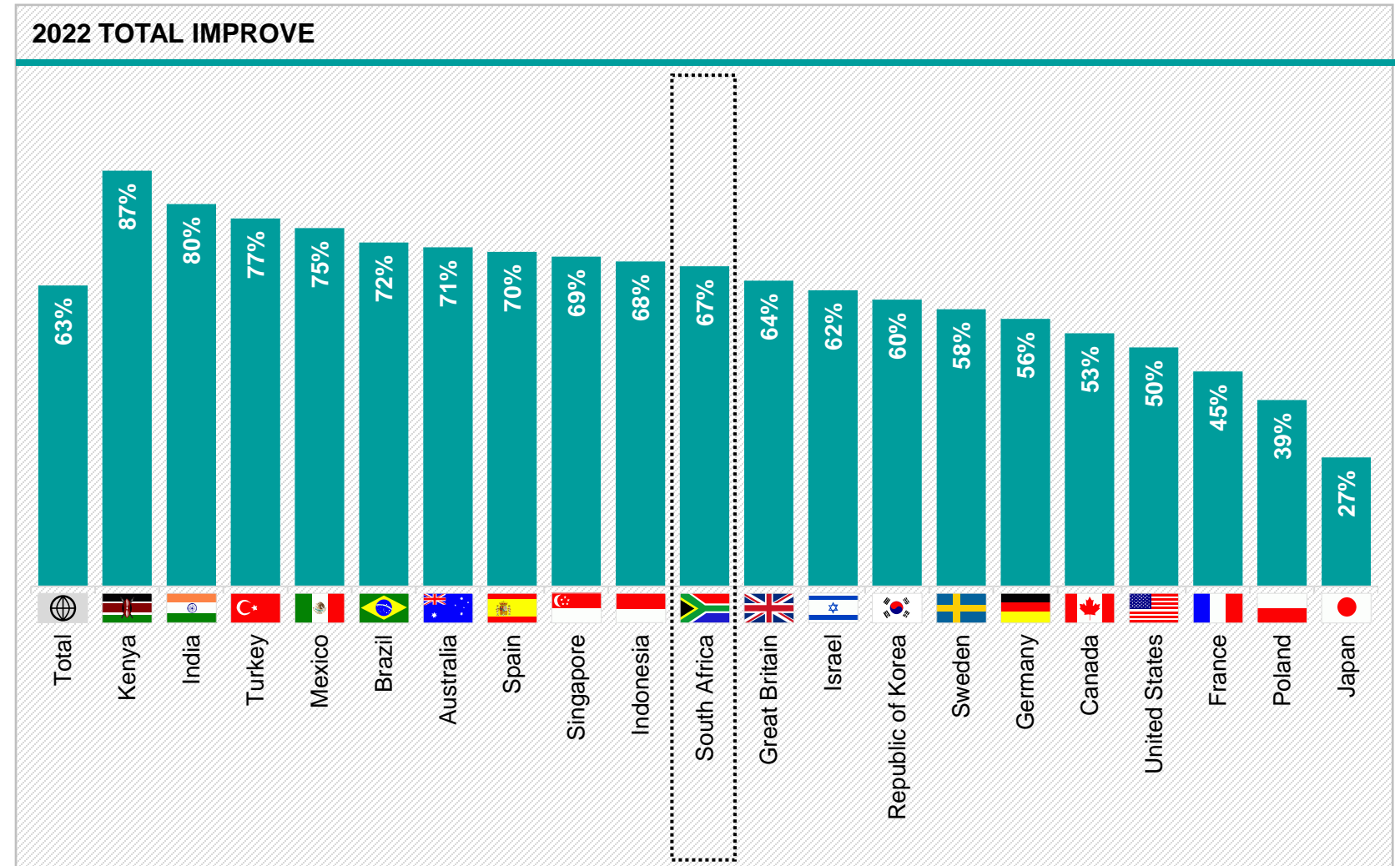
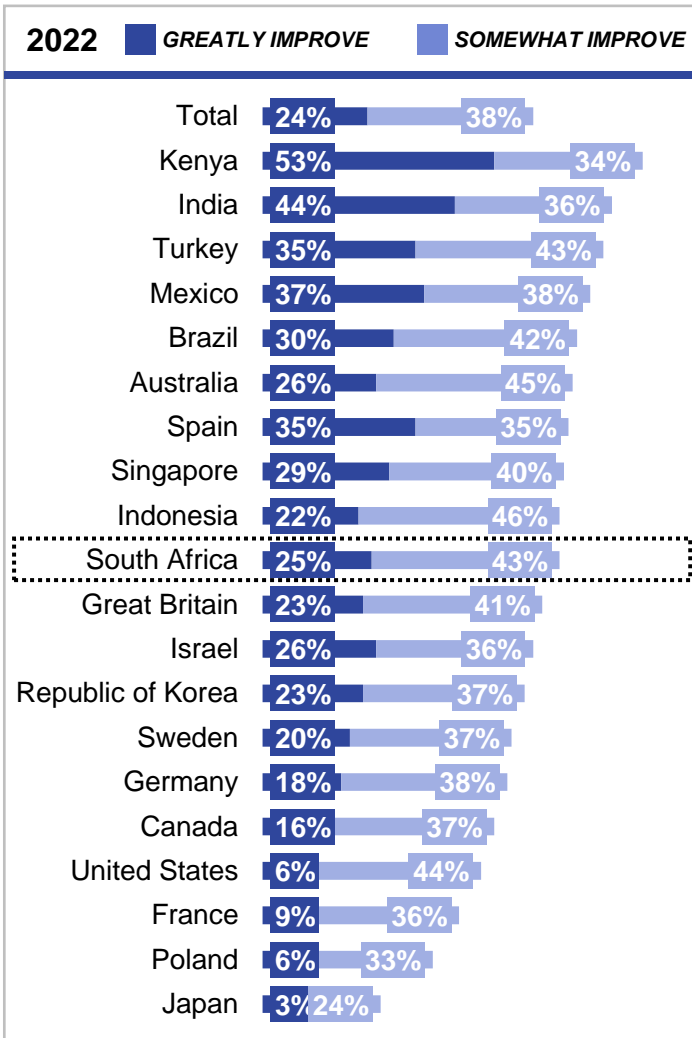
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR INTERNET SERVICE PROVIDER ACTIVITIES



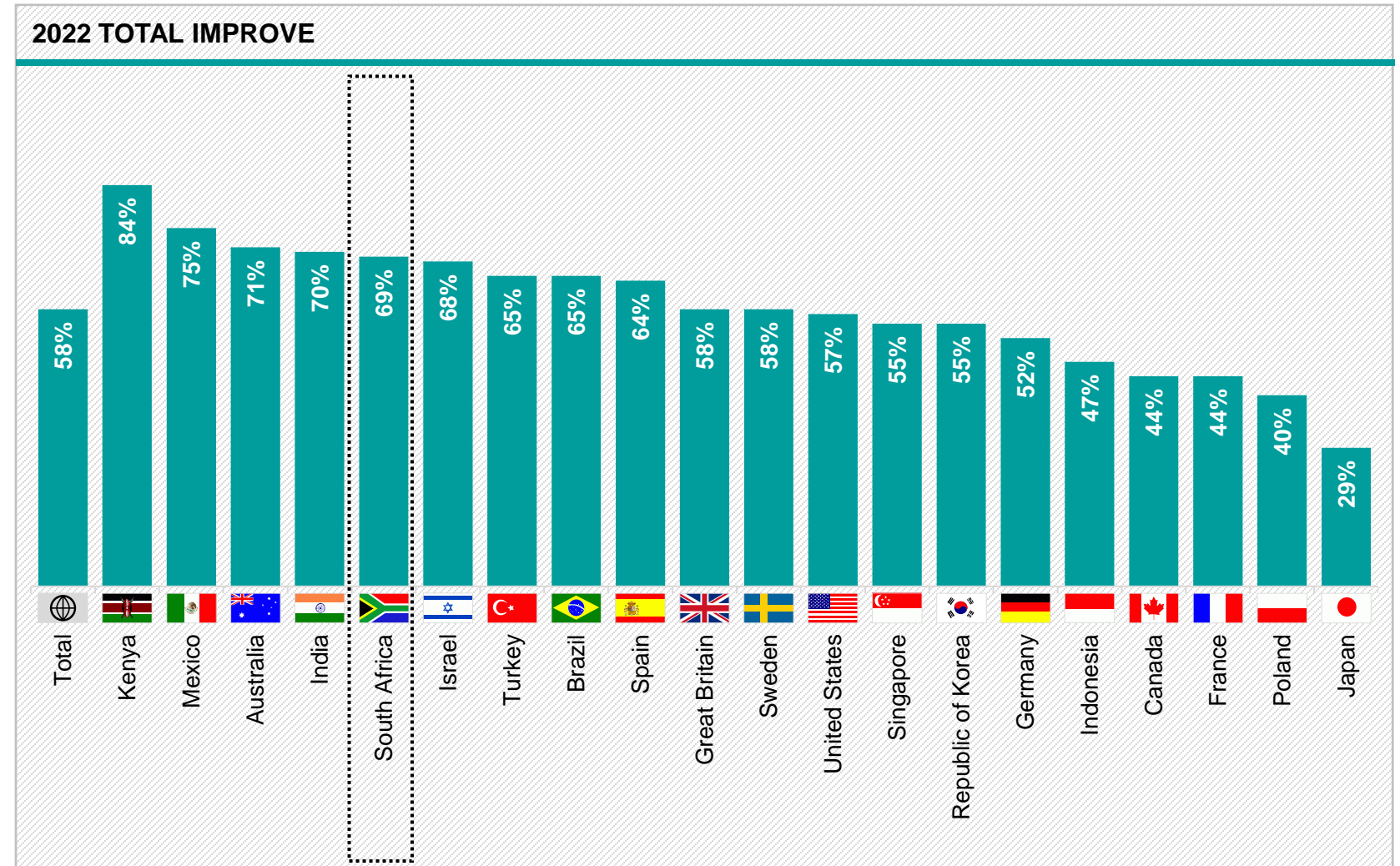
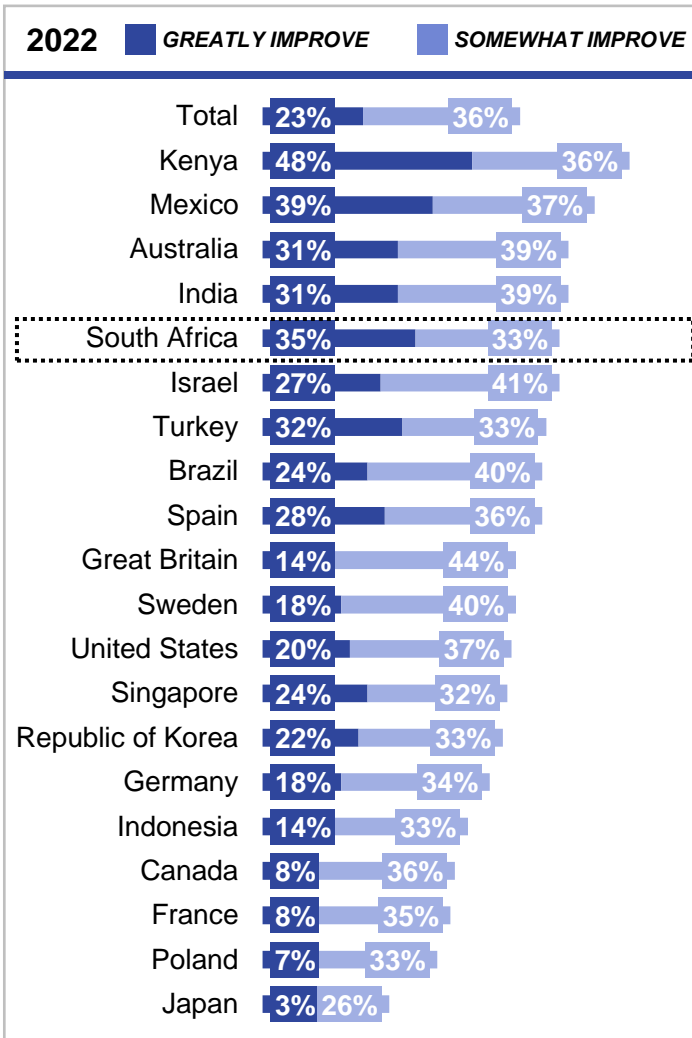
NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR HOW INTERNET COMPANIES COLLECT USER DATA



NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR HOW INTERNET COMPANIES MAKE USE OF USER DATA



NEW GOVERNMENT POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT YOUR COUNTRY FROM OTHER COUNTRIES IN CYBERSPACE



METHODOLOGY

This survey was conducted by Ipsos between November 10 and 24, 2021. Where possible, data is tracked against results from the [2019 CIGI Internet Trust & Security](#) survey.

The survey was conducted online in 20 economies using the Ipsos panel—Australia, Brazil, Canada, France, Germany, Great Britain, India, Indonesia, Israel, Japan, Kenya, Mexico, Poland, South Africa, Republic of Korea, Singapore, Spain, Sweden, Turkey and the United States—and involved 14,519 Internet users.

The average LOI (length of interview) of the online survey was ~10 minutes.

In South Africa, Turkey, Israel, the US and Canada respondents were aged 18-74. In Singapore and Indonesia, they were aged 21-74. Respondents were aged 16-74 in all other economies.

- Sample frame is similar but with some small differences vs. the 2019 CIGI Internet Trust & Security survey.
- In the 2019 CIGI Internet Trust & Security survey, US and Canada respondents were aged 18-64, and 16-64 in all other economies.

Depending on the economy, 500 or 1,000 individuals were surveyed and are weighted to match the demographic distribution 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. A poll of 500 is accurate to +/- 5 percentage points

ECONOMY ABBREVIATIONS AND SAMPLE SIZES

Total	n = 14519	TL
Australia	n = 1001	AU
Brazil	n = 1001	BR
Canada	n = 1001	CA
France	n = 1001	FR
Germany	n = 1001	DE
Great Britain	n = 1001	GB
India	n = 500	IN
Indonesia	n = 501	ID
Israel	n = 501	IL
Japan	n = 1001	JP
Kenya	n = 501	KE
Mexico	n= 500	MX
Poland	n = 501	PL
Republic of Korea	n = 501	KR
Singapore	n =501	SG
South Africa	n = 501	ZA
Spain	n = 1001	ES
Sweden	n = 501	SE
Turkey	n = 501	TR
United States	n = 1001	US

THANK YOU

CONTACT US

 southafrica@ipsos.com

 011 709 7800

 Building 3 and 4, Prism Business Park, Ruby Close, Fourways, 2055

 Ground Floor – Golf Park 4, Raapenberg Road, Pinelands, Cape Town, 7405

CONNECT WITH US

 [@ipsos-south-africa](https://www.linkedin.com/company/ipsos-south-africa)

 [@ipsos_sa](https://twitter.com/ipsos_sa)

 www.ipsos.com/en-za

 [@IpsosSouthAfrica](https://www.facebook.com/IpsosSouthAfrica)

 [@ipsossouthafrica](https://www.instagram.com/ipsossouthafrica)

 [@ipsos-south-africa](https://www.youtube.com/channel/UC...)

GAME CHANGERS



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth: **You act better when you are sure.**