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# Global survey shows shrinking trust in the Internet

*Online users want better control over how their personal data is collected, used and sold*

November 14, 2022

**Hamburg, Germany/Paris, France/Toronto, Canada** — An international survey reveals that Internet users' trust in the Internet has dropped significantly since 2019. That is among the key findings of a 20-country Ipsos survey released by [The NEW INSTITUTE](#) in Hamburg, Germany.

Only six in ten (63%) Internet users on average across the 20 countries said they trust the Internet. That is down 11 points since a similar survey was conducted in 2019. The singular exception is Japan, which showed a 7 percentage-point increase in trust. But Japan is the rare exception, as the findings reveal that Internet trust shrunk by double-digits in India (-10 points), Kenya (-11), Sweden (-10), Brazil (-18), Canada (-14), the United States (-12), and Poland (-26).

A complete list of countries surveyed and details about the survey methodology and those who were questioned is found below.

Privacy was a major concern for those surveyed. Seventy-nine percent express worry about their online privacy. Only 50% felt online security is adequate.

Many felt Internet governance is lacking. Slightly more than half of the respondents (57%) believe the Internet is effectively governed. But fewer than half in Great Britain (45%), the U.S. (45%), France (41%) and Israel (34%) feel that way.

In Germany, trust in the Internet fell to 61%, down 9 points since 2019. That is slightly below the international average of 63%, but higher than Canada (57%) and the U.S. (54%).

"The survey clearly shows distrust in the largest communication and information network humankind has ever created," said [Dr. Christian Kastrop](#), Program Chair, Socio-Economic Transformation, at THE NEW INSTITUTE. Dr. Kastrop is a former German Federal State Secretary for Digital Society and Consumer Policy. "Clearly, Internet users want concrete and effective policies that will empower and protect them."

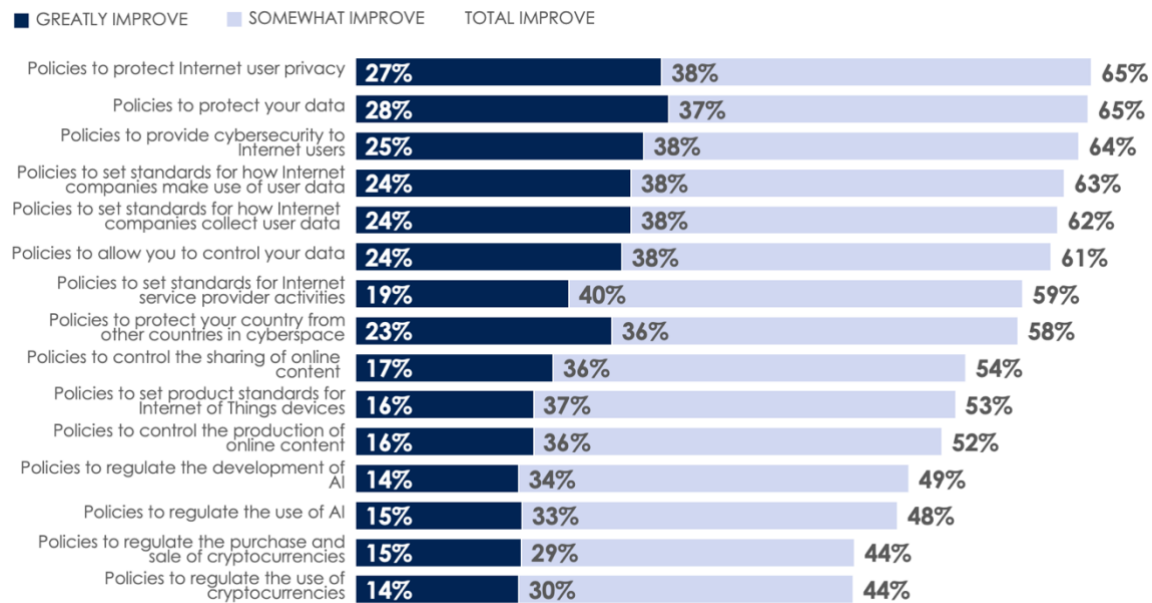
Amid privacy concerns and rapidly declining worldwide trust, Internet users are calling for new regulations to effectively strengthen online privacy. They also want to better control over how their personal data is collected and used.



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Respondents indicated that the most effective policies to improve trust in the Internet should include: protection of user privacy (65%); protection of users’ personal data (65%); the establishment of standards detailing how Internet companies collect and make use of user data (62%); and the establishment of policies allowing users control their own data (62%).

### SUPPORT FOR GOVERNMENT POLICIES TO IMPROVE TRUST IN THE INTERNET



“It’s all about empowering Internet users and listening to their concerns as the Internet revolution continues to evolve,” says [Dr. Paul Twomey](#), Initiative Lead at THE NEW INSTITUTE. “There is growing global desire by individuals to protect the access to and use of their online personal data, not just for privacy but also to improve direct benefits to individuals and expand positive societal outcomes.”

“There’s little doubt that we are witnessing a steady global erosion of user trust in the Internet. And that skepticism is being driven by concerns about data privacy and security”, said [Dr. Fen Hampson](#), a Visiting Fellow at THE NEW INSTITUTE and a Chancellor’s Professor at Carleton University in Ottawa, Canada. “The survey makes it abundantly clear that there is broad support for regulatory and technical innovations aimed at giving online citizens control over their own data. And it is also clear that is vital to restoring trust in the Internet.”



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### About the Study

The Ipsos poll was conducted by a research team led by Dr. Fen Osler Hampson ([Carleton University](#) in Ottawa, Canada, and THE NEW INSTITUTE) and [Sean Simpson](#) (Ipsos in Toronto, Canada). The study was funded by the [Social Sciences and Humanities Research Council in Canada \(SSHRC\)](#).

The online survey was conducted by Ipsos between November 10 and 24, 2021. It involved 14,519 Internet users in 20 economies, including Australia, Brazil, Canada, France, Germany, Great Britain, India, Indonesia, Israel, Japan, Kenya, Mexico, Poland, South Africa, the Republic of Korea, Singapore, Spain, Sweden, Turkey and the United States. Respondents in South Africa, Turkey, Israel, the US, and Canada were between 18-74 years of age. In Singapore and Indonesia, the respondents were aged between 21-74. In all other economies, the respondents were aged 16-74. Depending on the economy, 500 or 1,000 individuals were surveyed and were weighted to match the population in each economy surveyed. Quotas and weighting were used to ensure that the sample in each country reflected the population parameters. The precision of Ipsos online polls is calculated using a credibility interval. These are considered accurate to within +/- 3.5 percentage points, 19 times out of 20, for countries in which n = 1000 surveys were conducted, and n = +/- 5.0 percentage points, 19 times out of 20, for countries in which n = 500 surveys were conducted.

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### About THE NEW INSTITUTE

[THE NEW INSTITUTE](#) is an experimental initiative to develop social advancements for future societies. We combine academic rigour with innovative practice to inspire, promote and implement societal change.

### About Ipsos

Ipsos is the world's third-largest market research company and is headquartered in Paris, France. It operates in 90 markets and employs more than 18,000 people who serve more than 5,000 clients across the globe. It has been 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).

Our research professionals, analysts and scientists have built unique multi-specialist capabilities. Together, they afford understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

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