

TRUST IN THE INTERNET

November 2022

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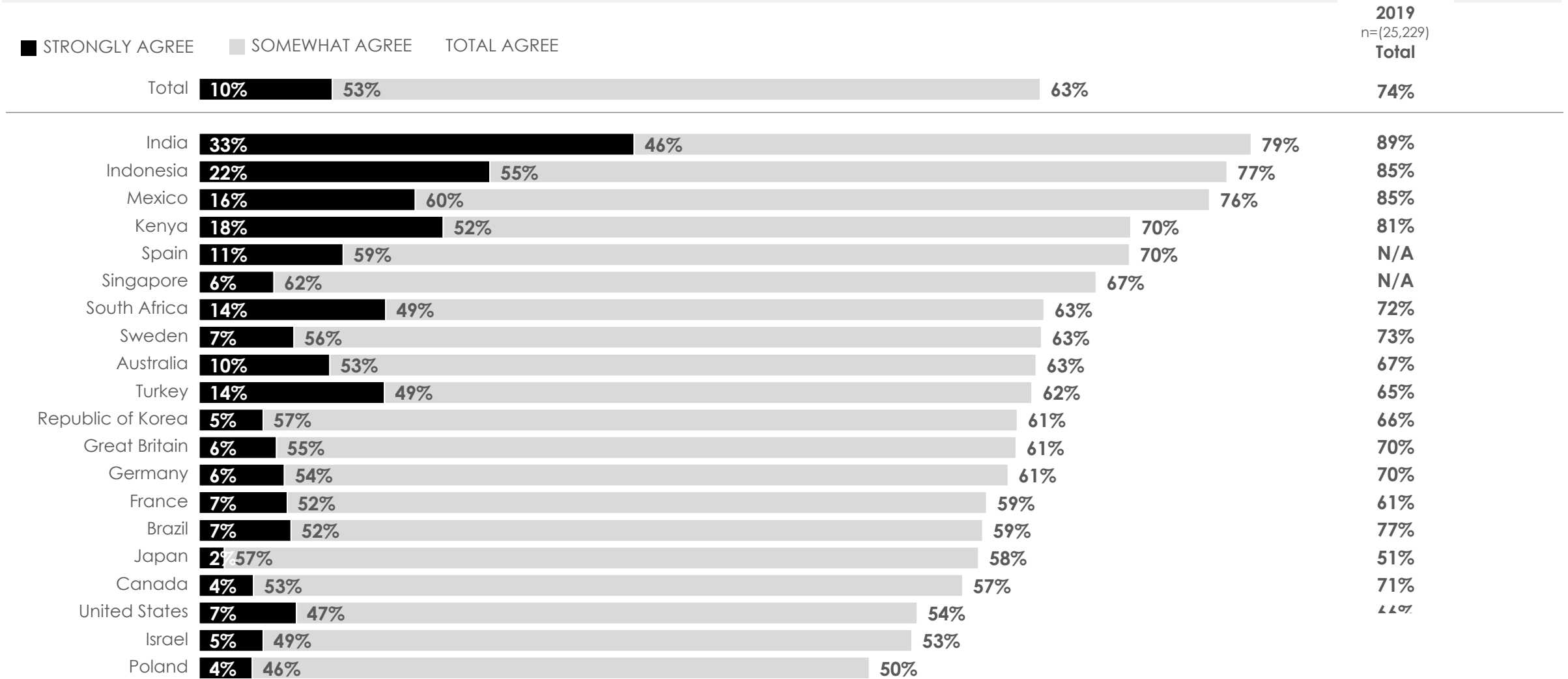
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THE NEW
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Overall, trust in the internet has declined by 11 points to 63%. A majority of economies experienced a decline from 2019 but the most notable include Poland decreasing by 26 points (50%), Brazil decreasing by 18 points (58%), and Canada decreasing by 14 points (57%).

AGREEMENT WITH STATEMENT: OVERALL, I TRUST THE INTERNET

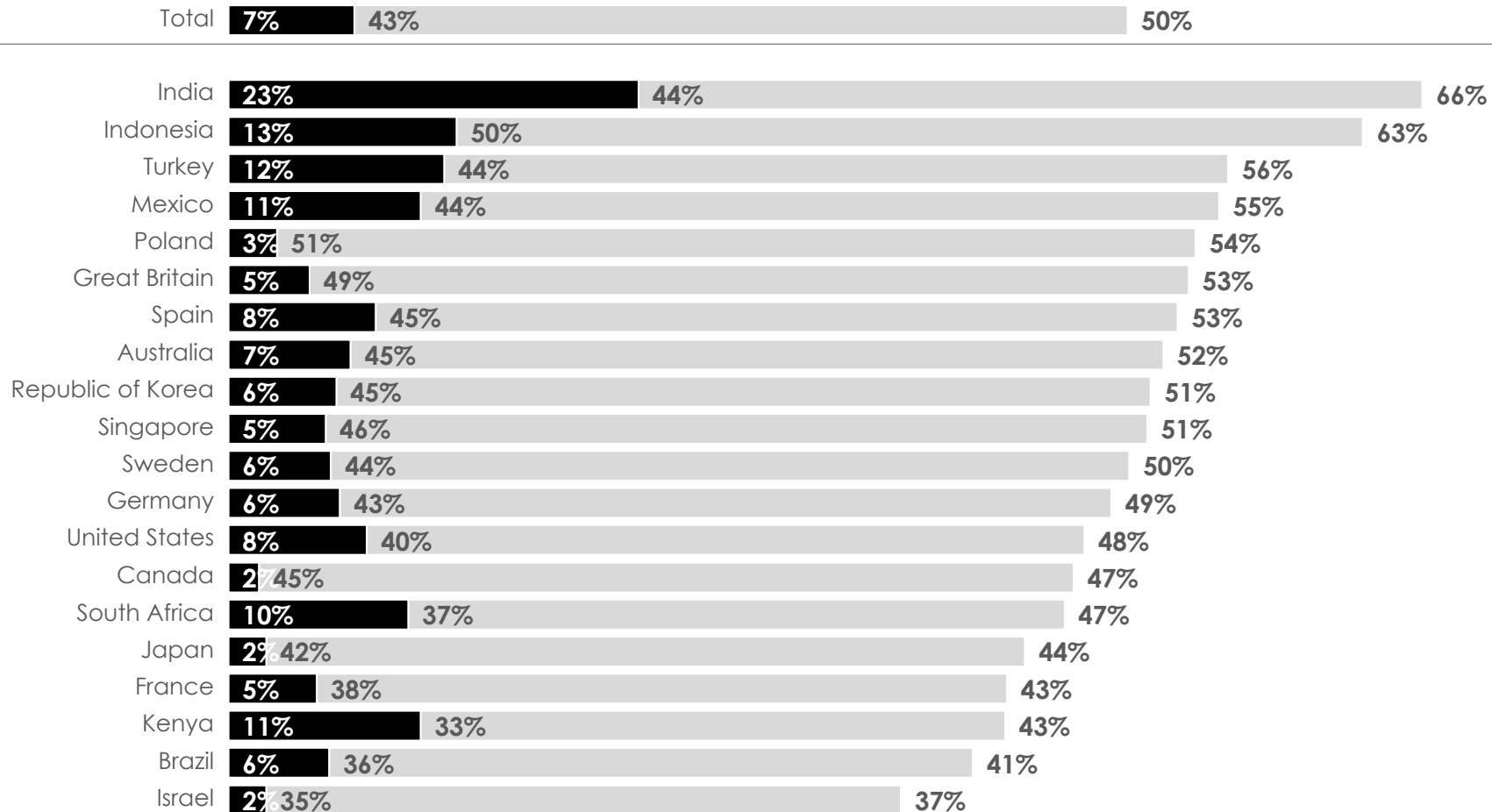


Base: Total respondents 2020 (n=14519) ; 2019 (n=25,229);
Q2.1 How much do you agree or disagree with the following statements ...

Overall, half of respondents (50%) agree that security online is sufficient. Similarly to those that agree the internet is generally safe to use; respondents from India (66%) are most likely to agree that security online is sufficient while Israel (37%) is less likely to agree.

AGREEMENT WITH STATEMENT: OVERALL, SECURITY ONLINE IS SUFFICIENT

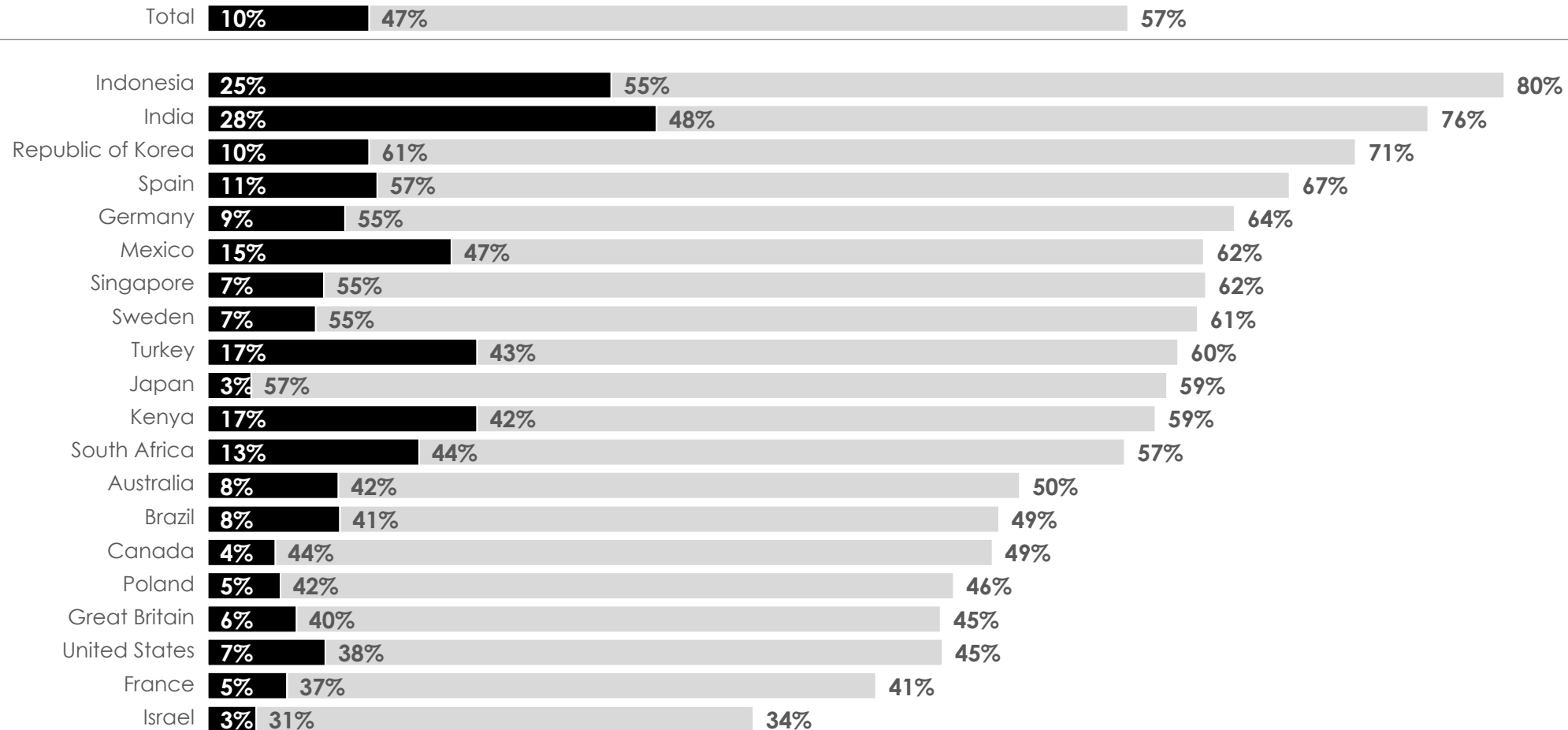
■ STRONGLY AGREE ■ SOMEWHAT AGREE TOTAL AGREE



Overall, more than half of respondents (57%) agree the internet is effectively governed. Notably, four in five (80%) respondents from Indonesia agree, followed by three-quarters (76%) from India and 7 in 10 (71%) from the Republic of Korea. Israel (34%) continues to be the least likely to agree with the statements.

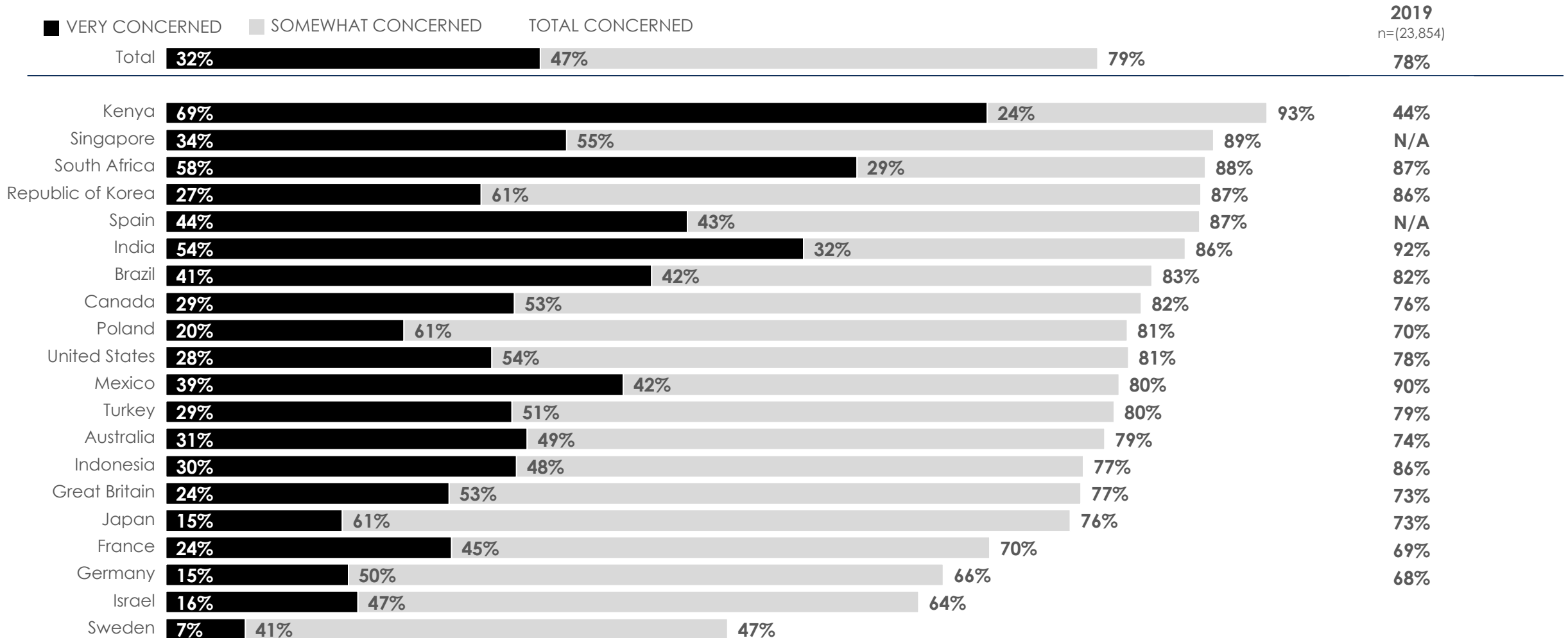
AGREEMENT WITH STATEMENT: OVERALL, THE INTERNET IS EFFECTIVELY GOVERNED

■ STRONGLY AGREE ■ SOMEWHAT AGREE ■ TOTAL AGREE



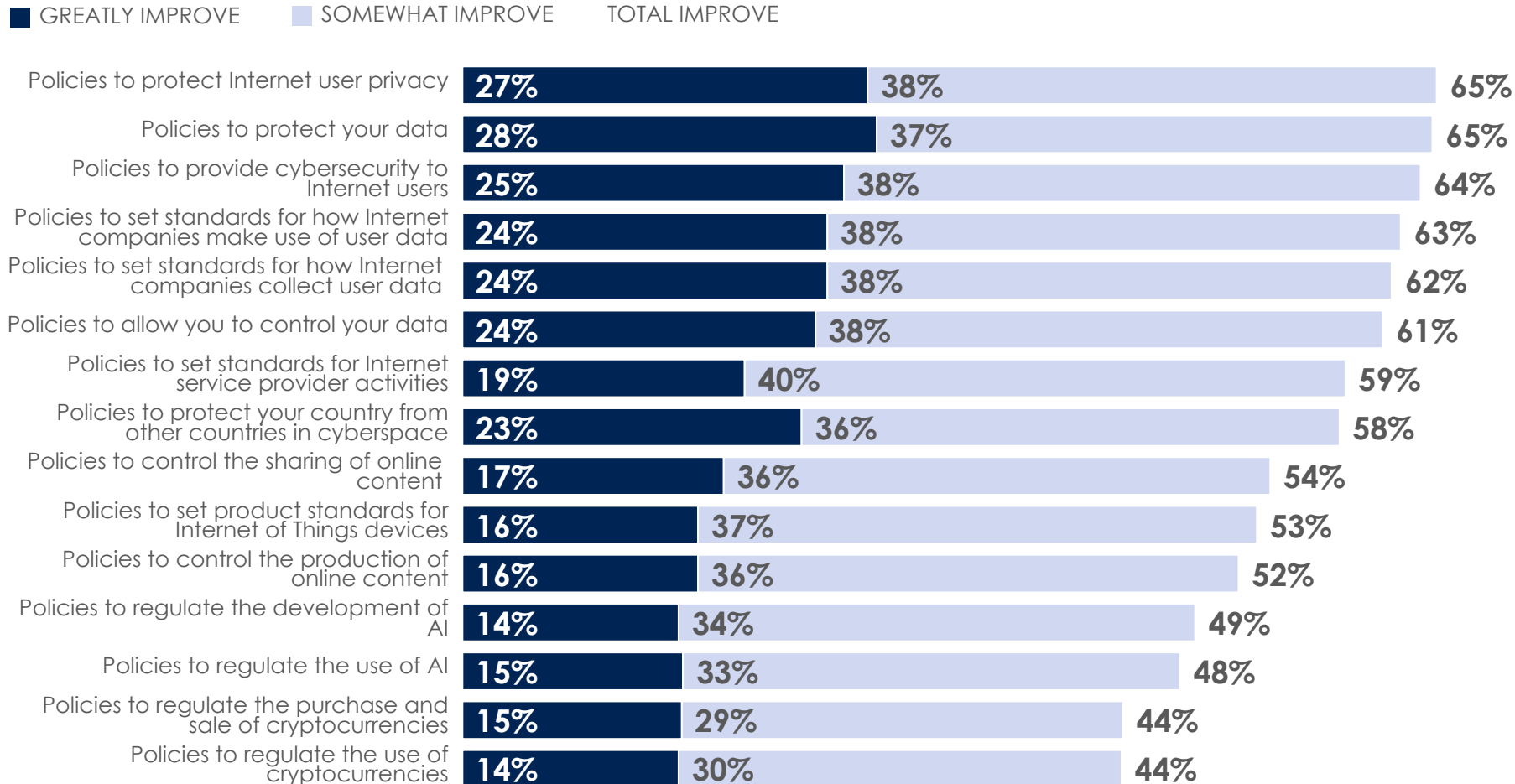
Overall, four in five respondents are concerned about online privacy (79%), unchanged from 2019 (78%). Kenyans and Singaporeans are amongst the economies with the greatest proportion of respondents who are concerned about online privacy. Economies which experienced a decline in concern include Sweden (47%, -11 pts) and Mexico (80%, -10 pts).

CONCERN ABOUT ONLINE PRIVACY



A majority agree that most proposed government policies will improve internet trust. Specifically, three in five agree that policies to protect internet user privacy (65%), providing cybersecurity (65%), set standards on how companies make use of user data (64%), set standards for companies collecting user data (62%), and allow you to control your data (61%) would improve trust.

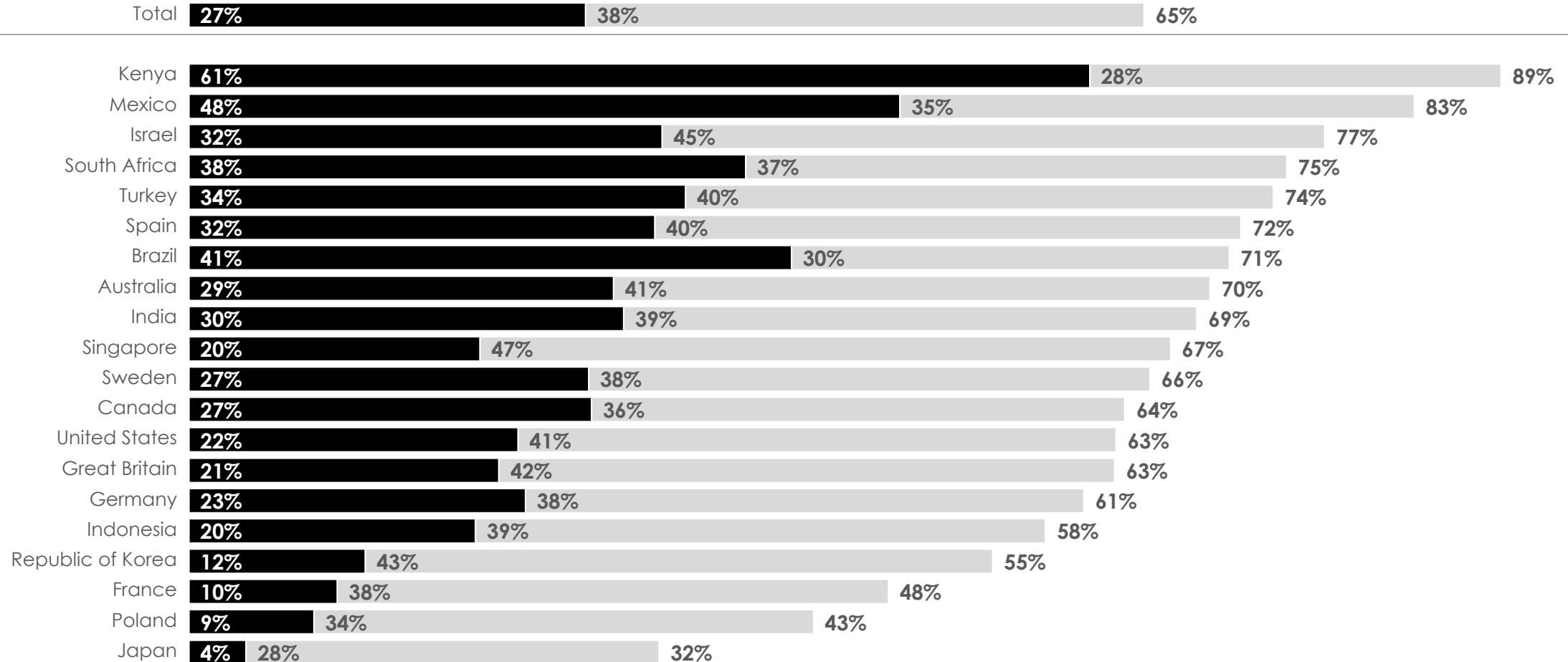
SUPPORT FOR GOVERNMENT POLICIES TO IMPROVE TRUST IN THE INTERNET



Majority of Kenyans (89%) agree that policies to protect internet user privacy will improve trust in the internet, followed by 83% of Mexicans. Over half of the proportion of respondents from each economy agrees with this statement except for France (48%), Poland (43%), and Japan (32%).

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT INTERNET USER PRIVACY

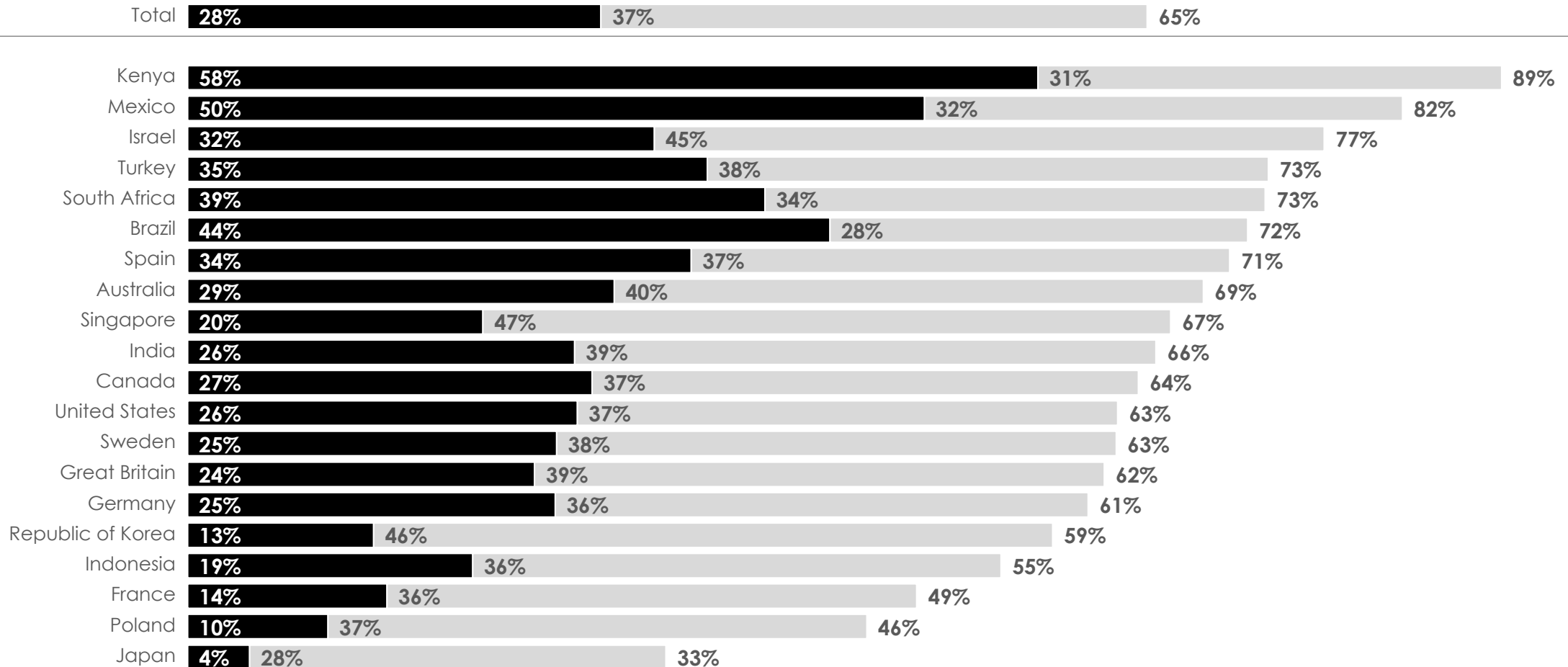
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Similarly to user privacy, 9 in 10 (89%) Kenyans agree that policies to protect your data will improve trust in the internet, followed by 82% of Mexicans. Over half of the proportion of respondents from each economy agrees with this statement except for France (48%), Poland (43%), and Japan (32%).

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT YOUR DATA

■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



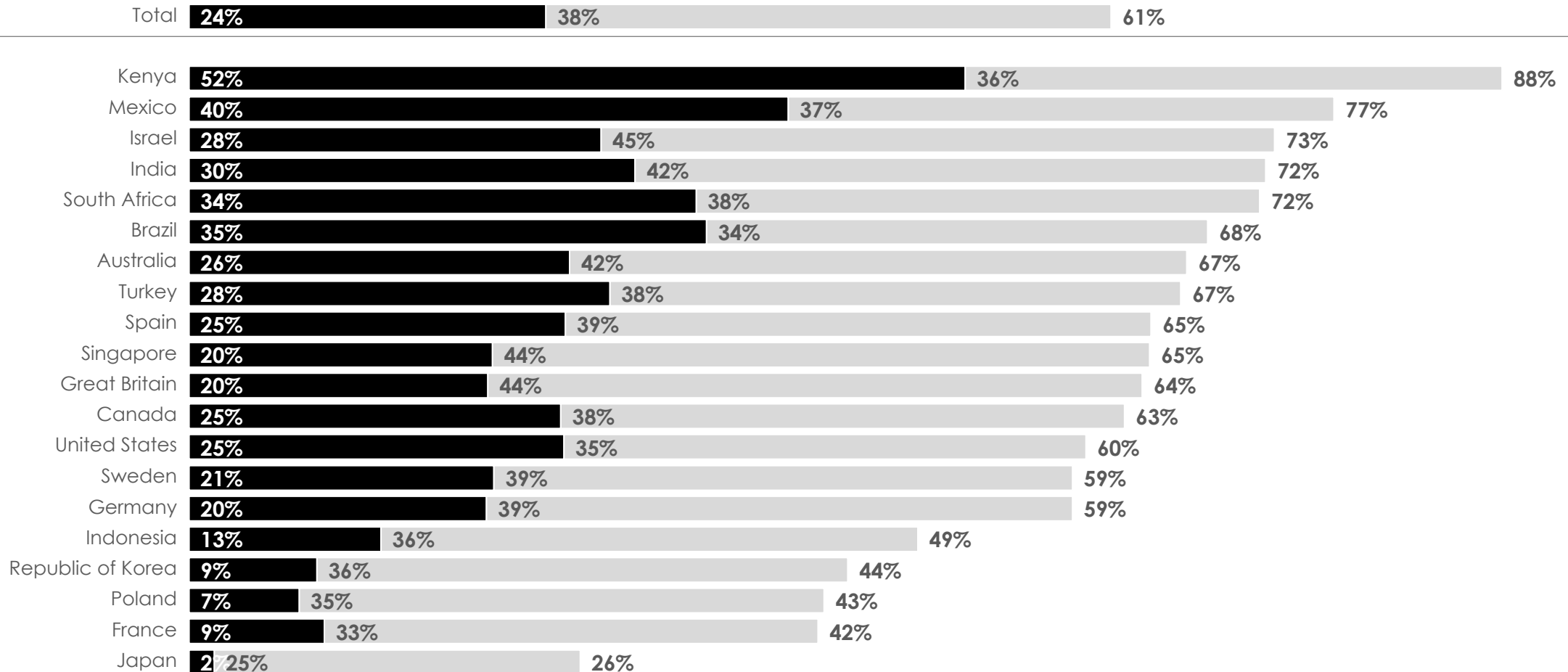
Base: Total respondents (n=14519)

Q2.4 To what extent would new government policies in the following areas improve or worsen your trust in the Internet?

Overall, three in five respondents agree that policies to allow you to control your data will improve internet trust. 88% of Kenyans and 77% of Mexicans agree that this policy will improve trust while only a quarter of Japanese respondents would agree this policy would improve internet trust.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO ALLOW YOU TO CONTROL YOUR DATA

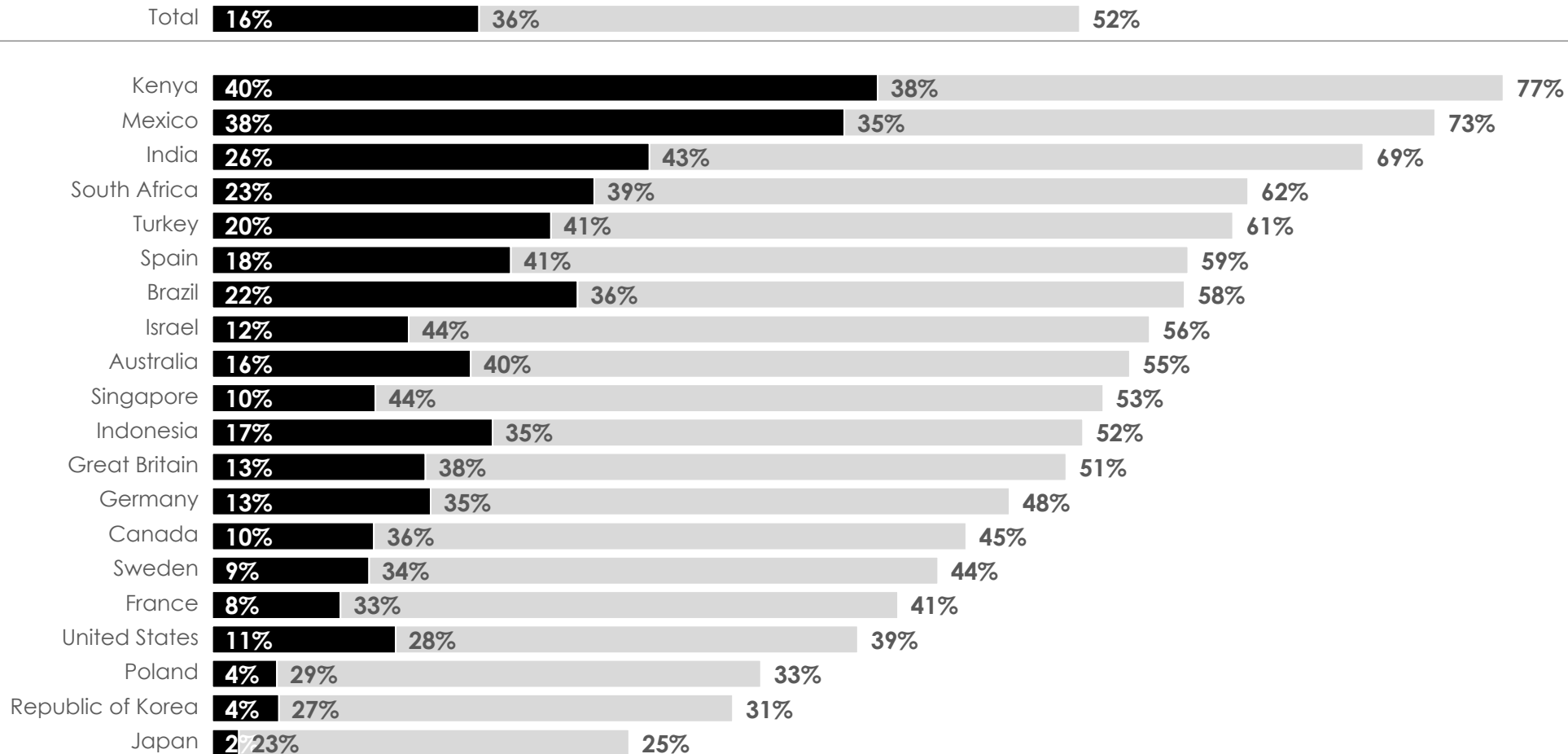
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Slightly over half of respondents (52%) agree policies to control the production of online content will improve internet trust. Kenya continues to be at the top of the list of proportions of those would agree with this policy (77%) while Japan remains consistently sceptical of new government policies (25%).

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO CONTROL THE PRODUCTION OF ONLINE CONTENT

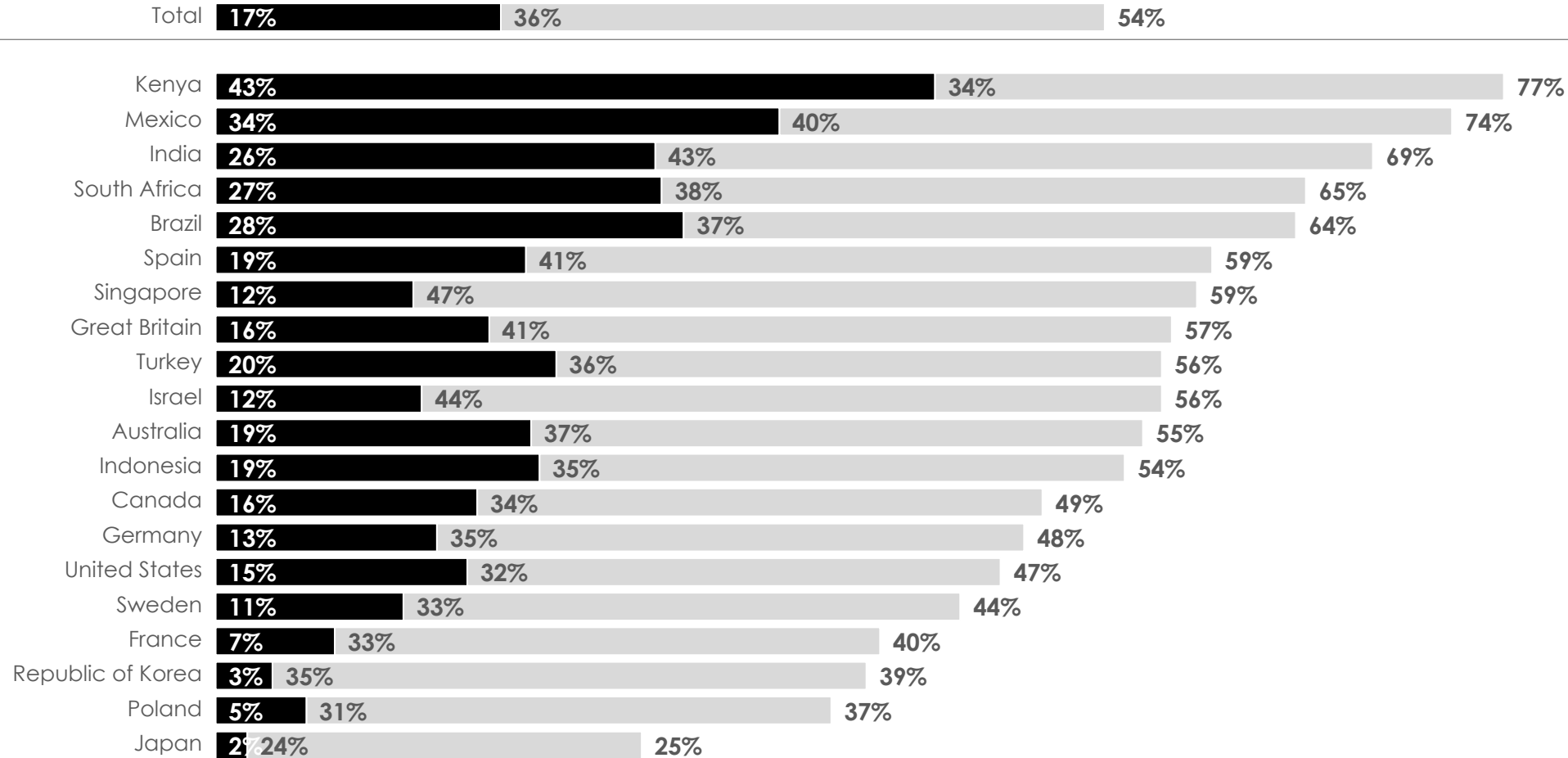
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Over half of respondents (54%) agree policies to control the sharing of online content will improve internet trust. Similarly to controlling production of online content, Kenya is at the top of the list of proportions of those would agree with this policy (77%) while Japan remains the least likely to agree (25%).

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO CONTROL THE SHARING OF ONLINE CONTENT

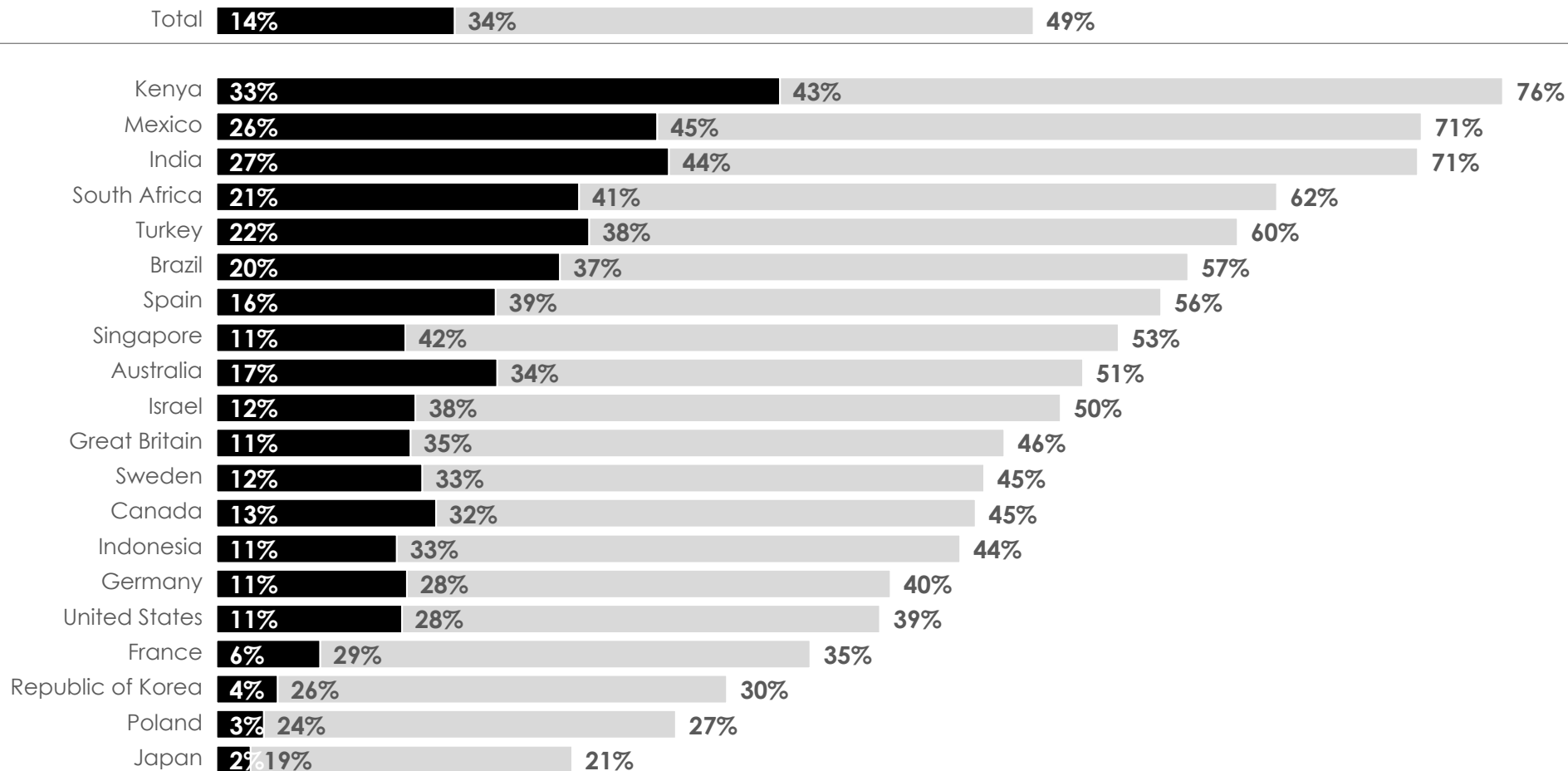
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Approximately half of respondents (49%) agree policies to regulate the development of AI will improve internet trust. As AI continues to develop as modern technology, there is less awareness which represents a lower overall agreement in effective policy making. However, Kenyans continue to be most likely to agree (76%) and the Japanese are the least likely to agree (21%)

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO REGULATE THE DEVELOPMENT OF AI

■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



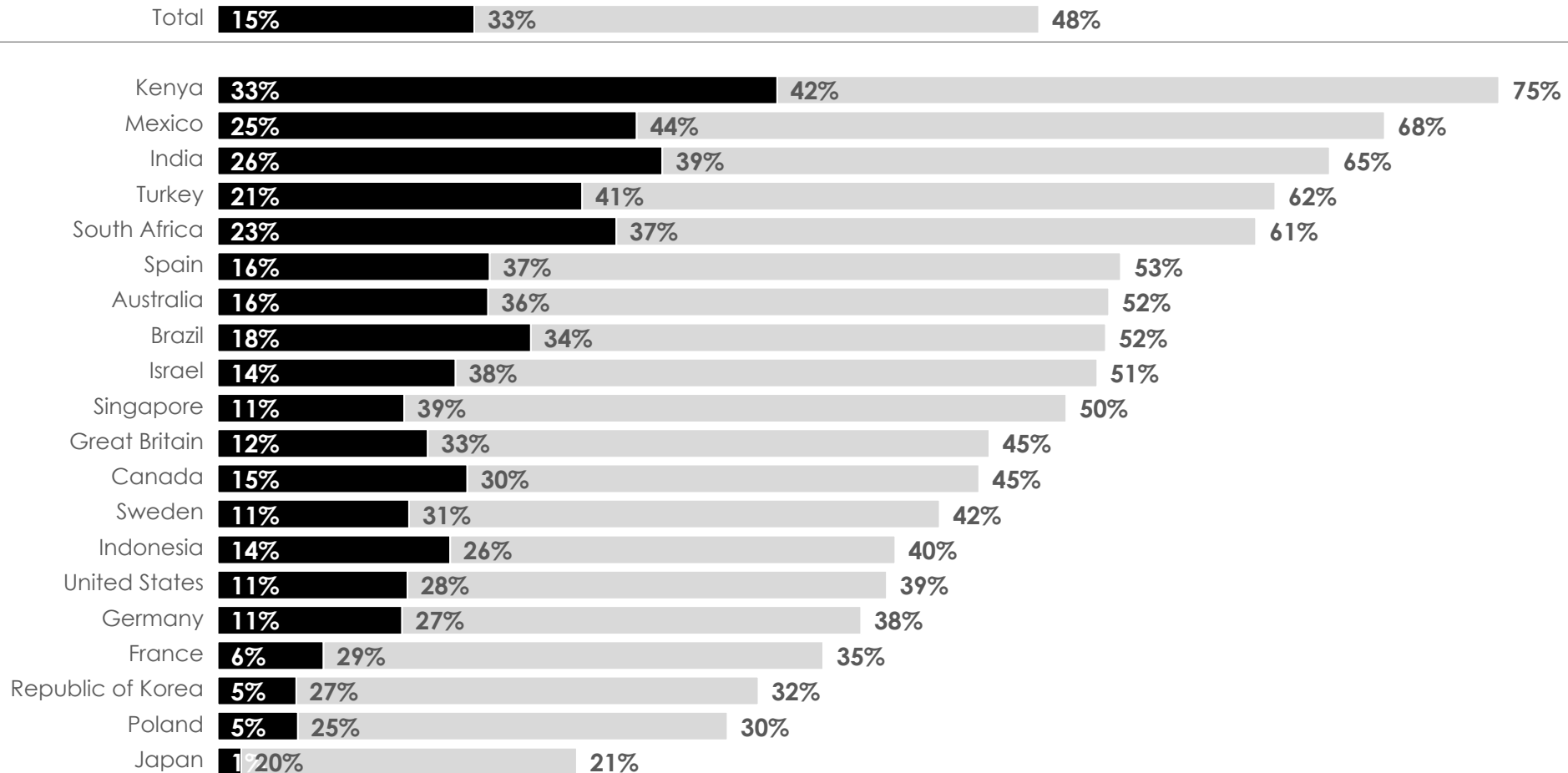
Base: Total respondents (n=14519)

Q2.4 To what extent would new government policies in the following areas improve or worsen your trust in the Internet?

Similarly to the development of AI, regulating the use of AI has a lower overall agreement (48%) due to how new the technology is and the complexity of implementing them into society. Consistent with the development of AI, three-quarters (75%) of Kenyans would agree that this policy would improve internet trust and only a fifth (21%) of Japanese respondents would agree.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO REGULATE THE USE OF AI

■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



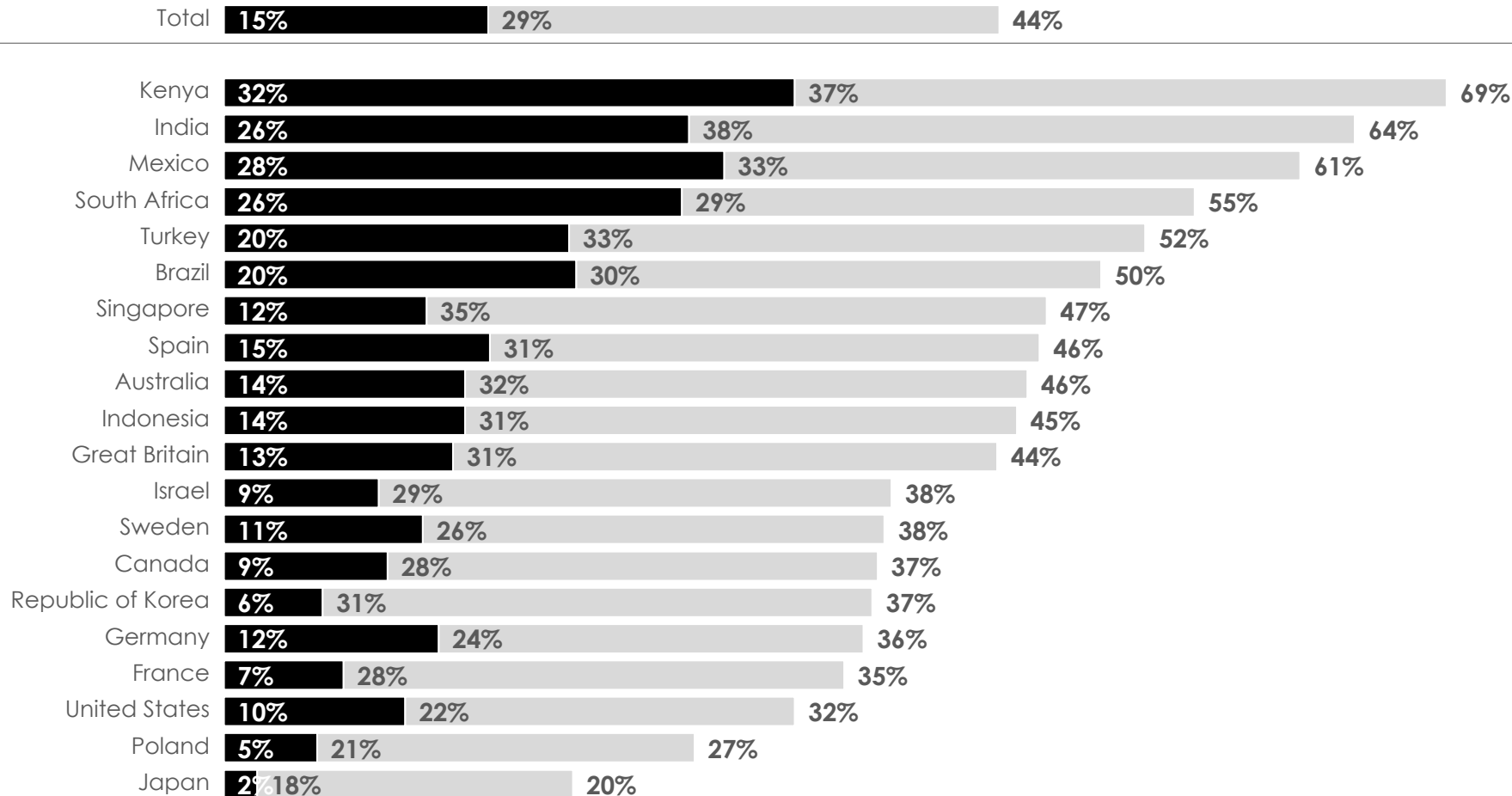
Base: Total respondents (n=14519)

Q2.4 To what extent would new government policies in the following areas improve or worsen your trust in the Internet?

Cryptocurrency has only recently surged in popularity which left many grey areas when it comes to regulation. Less than half (44%) agree that policies to regulate purchase and sale of cryptocurrencies will improve internet trust.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO REGULATE THE PURCHASE + SALE OF CRYPTOCURRENCIES

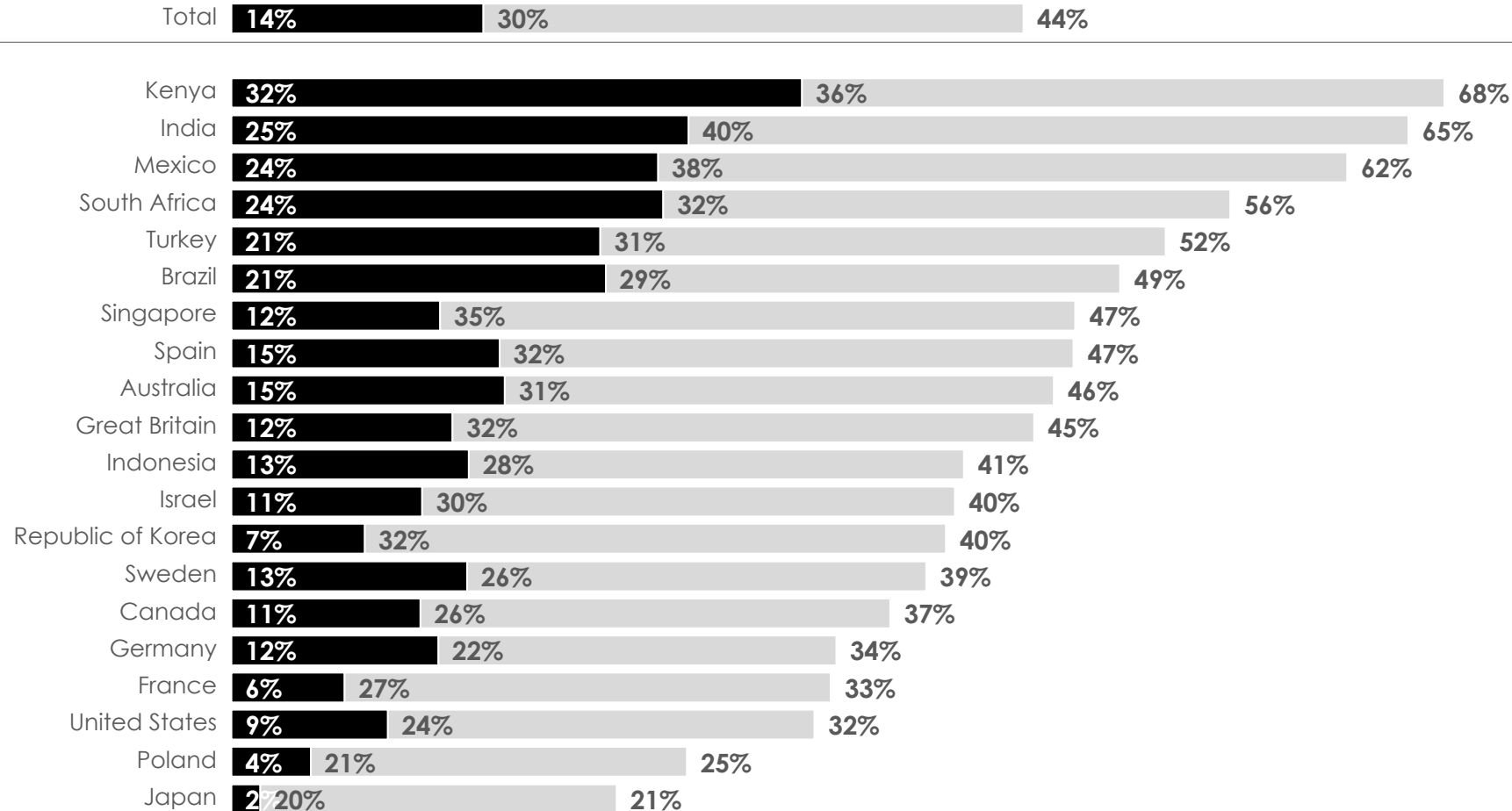
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Less than half (44%) agree that policies to regulate the use of cryptocurrencies will improve internet trust, with Kenyans, Indians and Mexicans most likely to agree, while those in Poland and Japan are least likely to believe these will be effective.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO REGULATE THE USE OF CRYPTOCURRENCIES

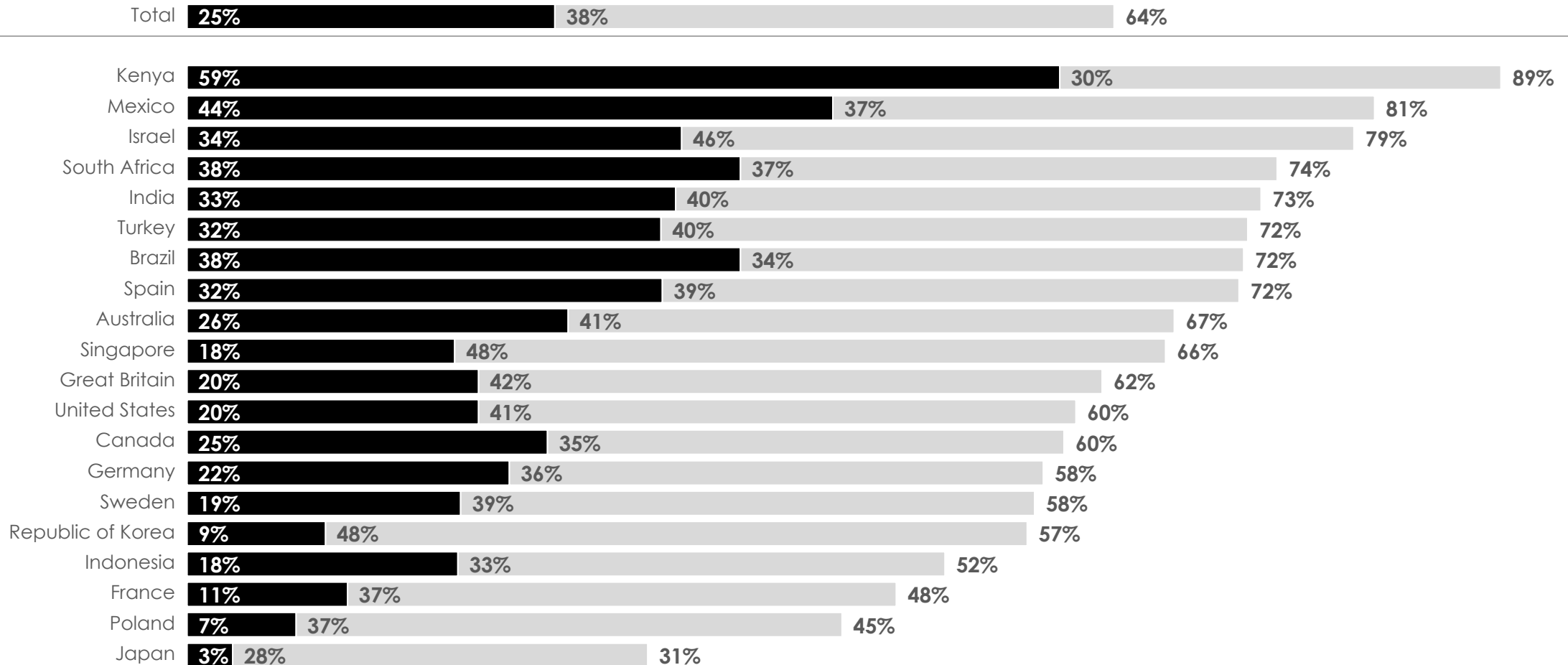
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Overall, three in five respondents agree having policies to provide cybersecurity to internet users will improve internet trust. 9 in 10 (89%) Kenyans agree with this statement with 59% stating it will greatly improve internet trust.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROVIDE CYBERSECURITY TO INTERNET USERS

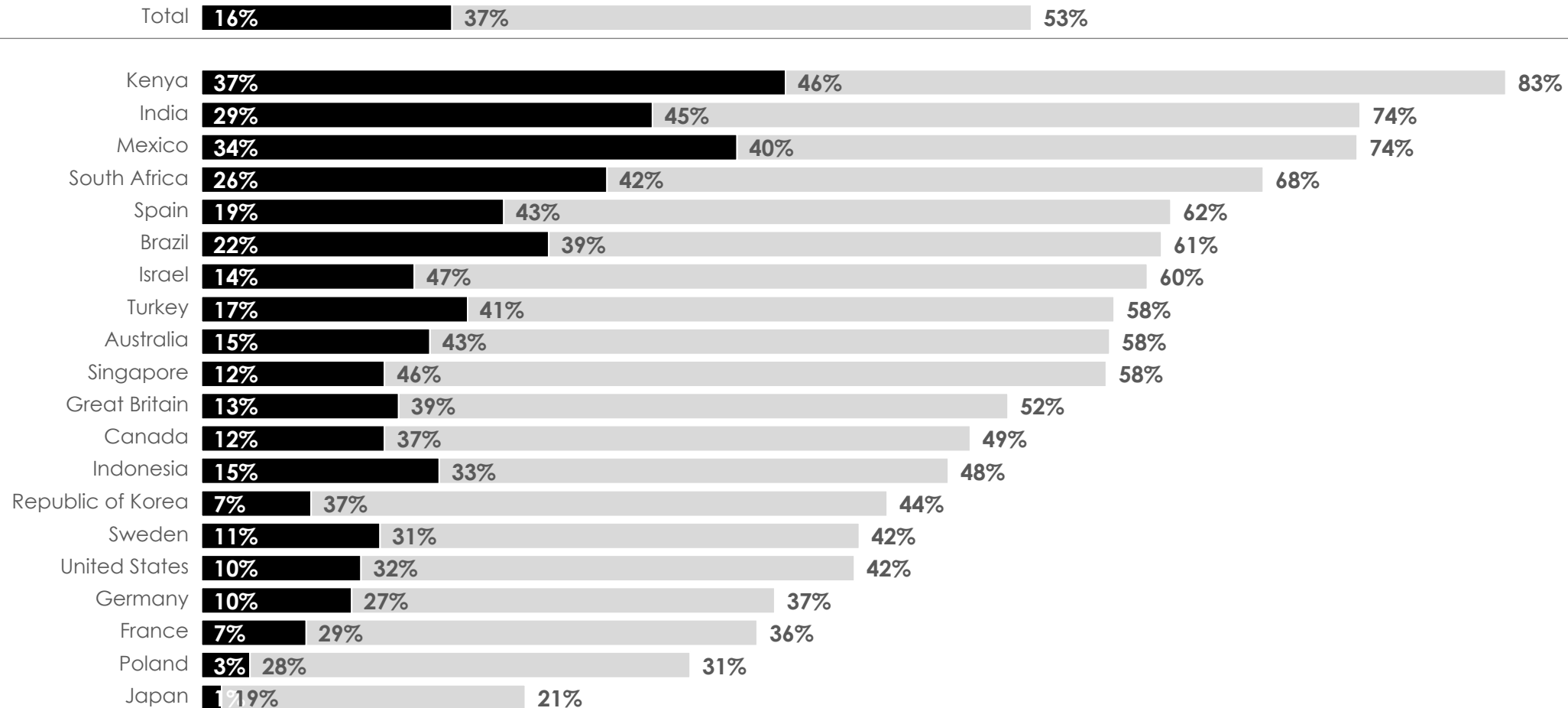
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Overall, slightly more than half (53%) would agree having policies to set product standards for internet of things devices would improve internet trust. A notably larger proportion of Kenyans (83%) agree this will improve trust compared to other various economies.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET PRODUCT STANDARDS FOR INTERNET OF THINGS DEVICES

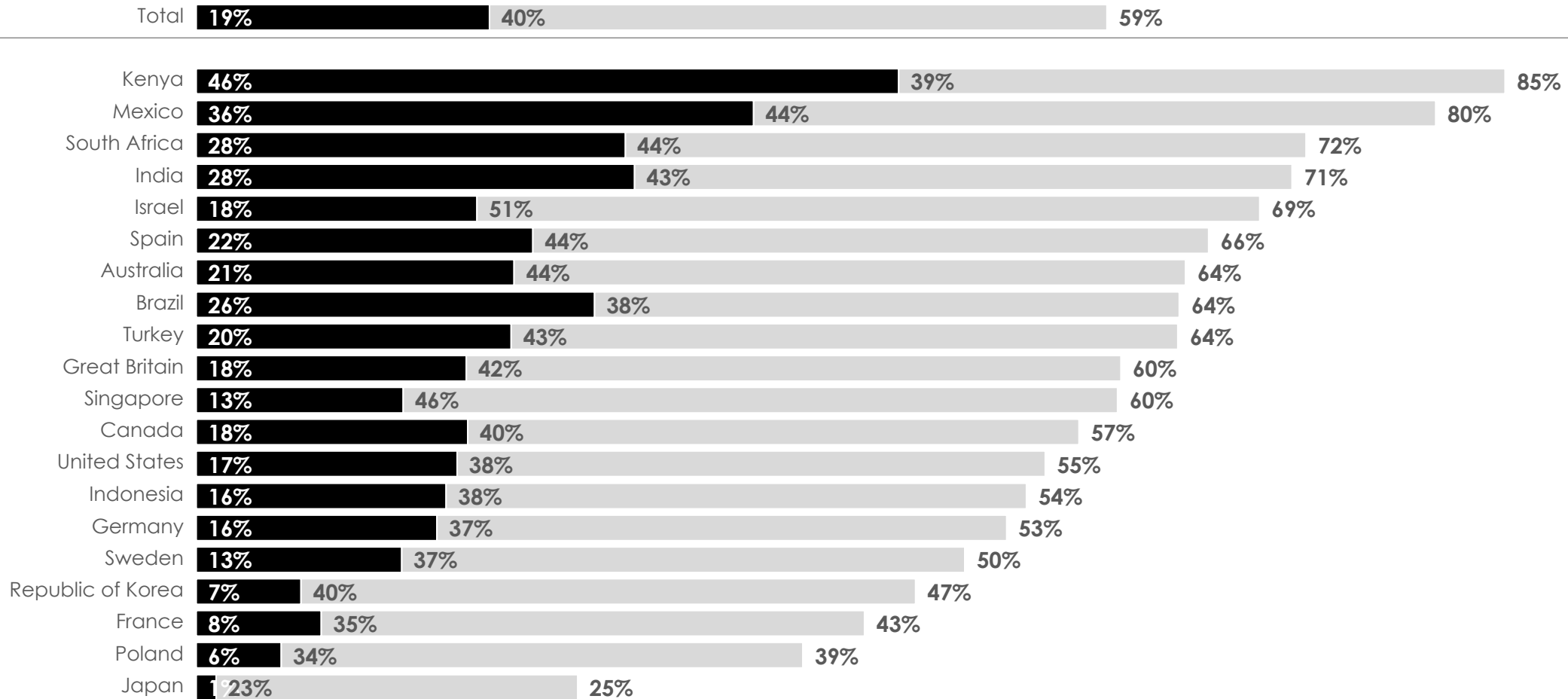
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Overall, three in five respondents believe having policies to set standards for internet service provider activities would improve internet trust. Majority of Kenyans (85%) believe this policy will improve internet trust followed by 80% of Mexicans.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR INTERNET SERVICE PROVIDER ACTIVITIES

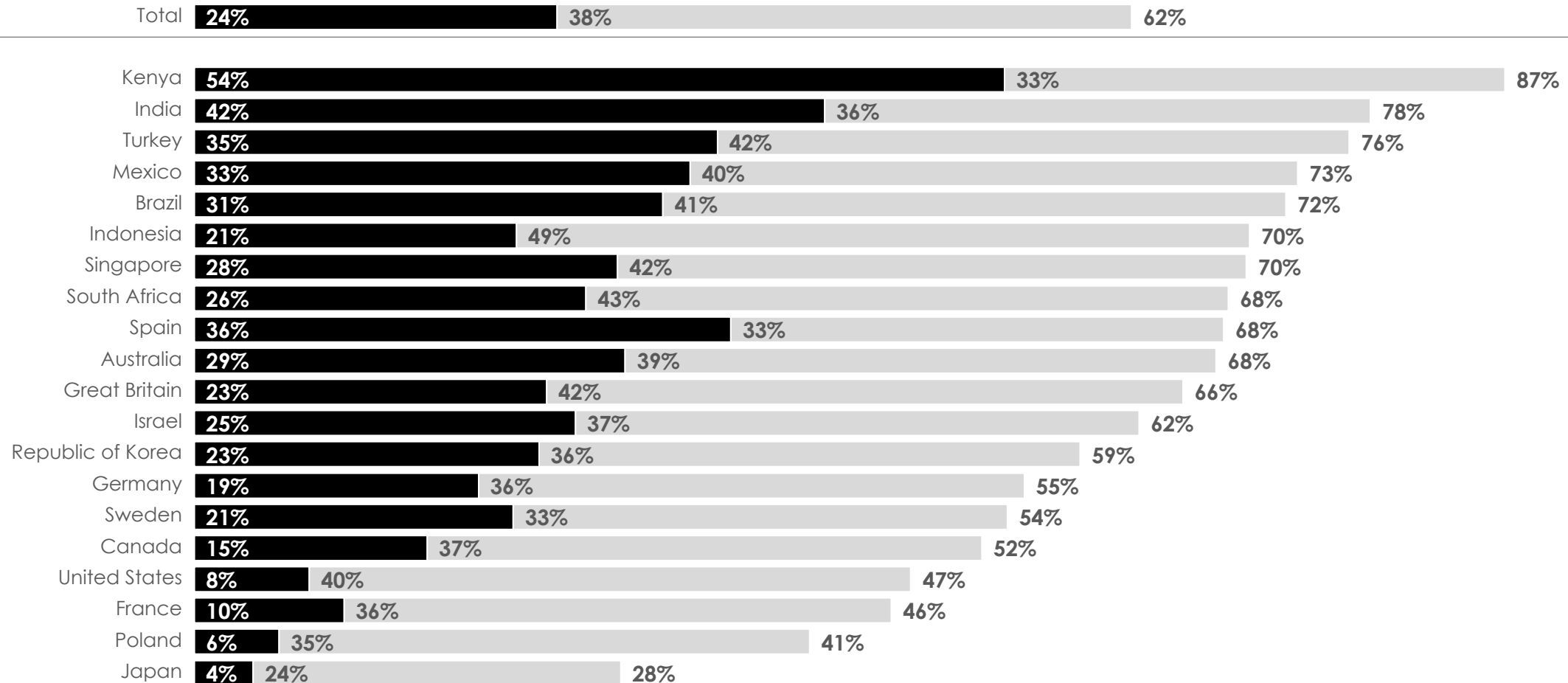
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Overall, three in five (62%) respondents believe there will be an improvement of trust in the internet if policies were developed to set standards for how internet companies collect user data. Notably, over half (54%) of Kenyans agree that this policy would greatly improve trust.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR HOW INTERNET COMPANIES COLLECT USER DATA

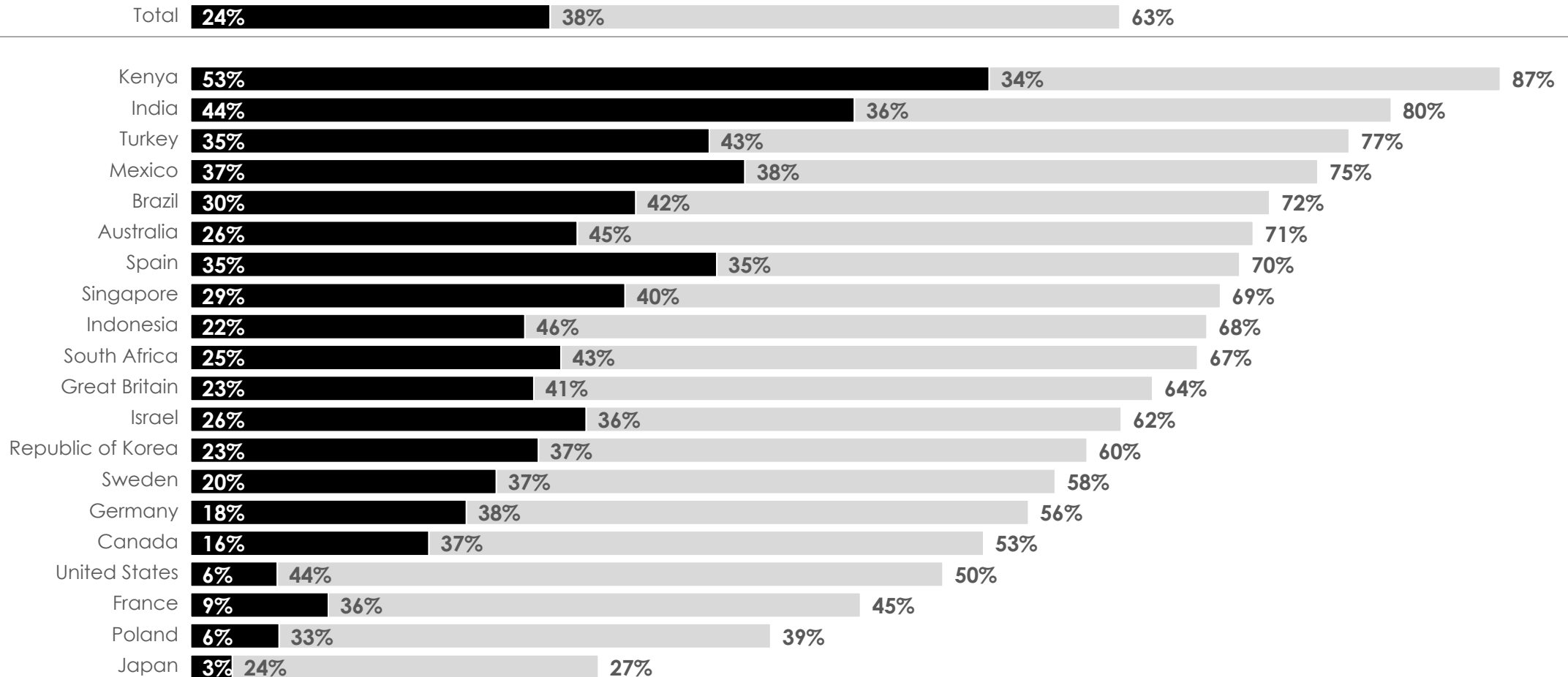
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Three in five (63%) respondents overall believe there will be an improvement for trust in the internet if policies were developed to set standards for how internet companies make use of user data.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO SET STANDARDS FOR HOW INTERNET COMPANIES MAKE USE OF USER DATA

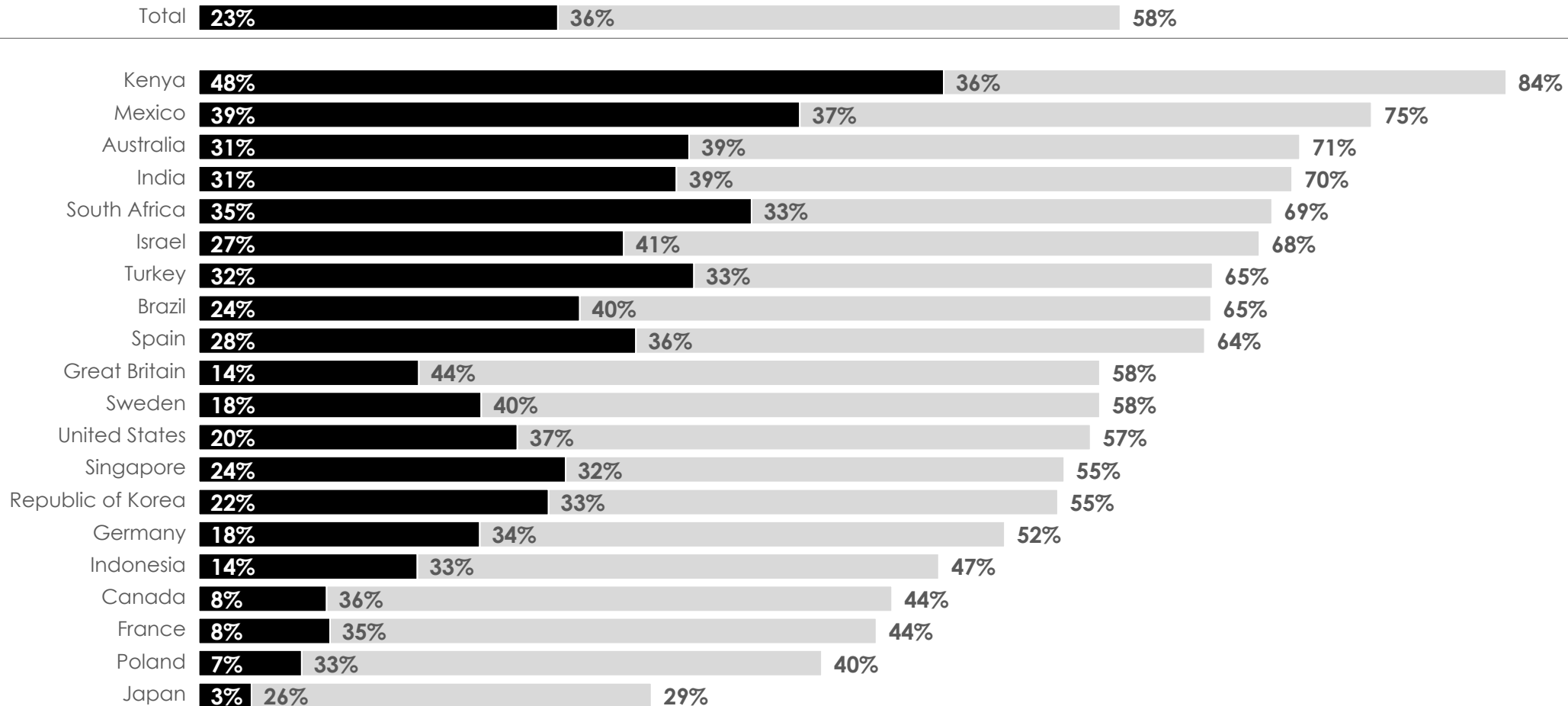
■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



Overall, more than half (58%) of respondents believe having policies to protect their country from other countries in cyberspace will improve internet trust. Four in five Kenyans (84%) and 3 in 4 Mexicans (75%) agree that there will be improvement to internet trust with this policy. Notably, Japanese (29%) are significantly less likely to see improvement in comparison to all other economies.

NEW GOV'T POLICIES TO IMPROVE INTERNET TRUST: POLICIES TO PROTECT YOUR COUNTRY FROM OTHER COUNTRIES IN CYBERSPACE

■ GREATLY IMPROVE ■ SOMEWHAT IMPROVE TOTAL IMPROVE



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

