

Global @dvisor: - Trust in the Internet

How concerned are you about your online privacy?

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country	North America	LATAM	Europe	APAC	Africa
		A	B	C	D	G
Base: All Respondents (unwtd)	13515	2002	2003	4004	4504	1002
Base: All Respondents (wtd)	8000	1000	1500	2000	2500	1000
Very concerned	2978	330	568	402	909	769
	37%	33%	38%	20%	36%	77%
		CEHI	ACEHI		ACEHI	ABCDEFHIJ
Somewhat concerned	3737	513	658	1104	1265	197
	47%	51%	44%	55%	51%	20%
		BFGJ	FGJ	ABDFGJ	BFGJ	
Not very concerned	1037	129	202	420	262	24
	13%	13%	13%	21%	11%	2%
		DFGJ	DFGJ	ABDEFGIJ	FG	
Not at all concerned	248	28	72	74	64	10
	3%	3%	5%	4%	3%	1%
		G	ADEFGIJ	DFG	G	
Sigma	8000	1000	1500	2000	2500	1000
	100%	100%	100%	100%	100%	100%
Top2Box (Concerned)	6714	843	1226	1506	2174	966
	84%	84%	82%	75%	87%	97%
		CEHI	CEH		ABCEHI	ABCDEFHIJ
Bottom2Box (Not concerned)	1286	157	274	494	326	34
	16%	16%	18%	25%	13%	3%
		DFGJ	DFGJ	ABDEFGIJ	FG	

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[Summary - Top2Box (Agree)] How much do you agree or disagree with the following statements:

Proportions/Mean: - Column Proportions:

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	Global Country	North America	LATAM	Europe	APAC	Africa
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Base: All Respondents (unwtd)	13515	2002	2003	4004	4504	1002
Base: All Respondents (wtd)	8000	1000	1500	2000	2500	1000
Overall, I trust the Internet	5373	587	1079	1274	1700	733
	67%	59%	72%	64%	68%	73%
			ACDEHI	AEI	ACEHI	ACDEHI
Overall, I am concerned about the reliability of the Internet	5508	672	1185	1226	1617	807
	69%	67%	79%	61%	65%	81%
		CEH	ACDEHIJ		CH	ACDEHIJ
Overall, I think the Internet is generally safe to use	5230	662	910	1253	1737	668
	65%	66%	61%	63%	70%	67%
		BCEHI		H	ABCEFHI	BCEHI
Overall, security online is sufficient	3915	431	716	940	1344	486
	49%	43%	48%	47%	54%	49%
			AE	AE	ABCEGHI	AE
Overall, the Internet is effectively governed	4746	470	890	1087	1665	634
	59%	47%	59%	54%	67%	63%
			ACEI	AE	ABCEFHI	ACEHI
Overall, the Internet contains generally truthful information	5099	566	1031	1174	1667	661
	64%	57%	69%	59%	67%	66%
			ACEHI	E	ACEHI	ACEHI
Overall, I trust AI (Artificial Intelligence) applications (e.g. Chat GPT, AI functions through social-media apps like WhatsApp, using AI to	4300	341	890	881	1438	749
	54%	34%	59%	44%	58%	75%
			ACEHI	AEI	ACEHI	ABCDEFHIJ

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[SUMMARY - TOP2BOX (Trust)] To what extent do you trust AI and the various forms of AI? - Country by Country
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	Global Country	North America	LATAM	Europe	APAC	Africa
		A	B	C	D	G
AI, overall	4191	312	880	823	1419	756
	52%	31%	59%	41%	57%	76%
			ACEHI	AEI	ACEHI	ABCDEFHIJ
Narrow Intelligence: AI designed to complete very specific actions comparable or above human levels for narrow tasks; unable to	4048	357	783	876	1307	725
	51%	36%	52%	44%	52%	73%
			ACEHI	AEI	ACEHI	ABCDEFHIJ
Artificial General Intelligence (AGI): AI designed to learn, think and perform at similar levels to humans on most tasks	3706	265	762	704	1262	712
	46%	27%	51%	35%	51%	71%
			ACEHI	AEI	ACEHI	ABCDEFHIJ
Artificial Super Intelligence (ASI): AI able to surpass the knowledge and capabilities of humans on generally all tasks.	3204	213	647	556	1152	635
	40%	21%	43%	28%	46%	64%
			ACEHI	AE	ACEHI	ABCDEFHIJ

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[SUMMARY - Increase] Do you believe that AI will increase or decrease... - Country by Country

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Minimum Base: 30 (**), Small Base: 100 (*)

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Base: All Respondents (unwtd)	13515	2002	2003	4004	4504	1002
Base: All Respondents (wtd)	8000	1000	1500	2000	2500	1000
Social inequality and poverty	3108	342	646	800	877	442
	39%	34%	43%	40%	35%	44%
			ACDEI	ADEI		ACDEI
The digital divide (the gap between those who use technology well versus those who don't)	4438	481	847	1133	1275	702
	56%	48%	57%	57%	51%	70%
			ADE	ADEI		ABCDEFHIJ
The control people have over their own lives	2444	200	495	475	795	478
	31%	20%	33%	24%	32%	48%
			ACEHI	A	ACEHI	ABCDEFHIJ
The boundary or distinction between truth and lies	3258	298	689	790	933	548
	41%	30%	46%	40%	37%	55%
			ACDEHI	AEI	AE	ABCDEFHIJ
Personal privacy	2173	149	438	391	751	445
	27%	15%	29%	20%	30%	45%
			ACEHI	A	ACEHI	ABCDEFHIJ
Discrimination in society	2907	324	599	790	864	330
	36%	32%	40%	40%	35%	33%
			ADEGIJ	ADEGIJ		
The distinction between human and machine	3330	268	695	669	1084	614
	42%	27%	46%	34%	43%	61%
			ACEHI	A	ACEHI	ABCDEFHIJ
The accountability of people for their online actions	2828	215	603	572	879	559
	35%	22%	40%	29%	35%	56%
			ACDEHI	AE	ACEHI	ABCDEFHIJ
Productivity	4652	482	889	995	1496	789
	58%	48%	59%	50%	60%	79%
			ACEHI		ACEHI	ABCDEFHIJ
Economic growth	3687	318	712	748	1182	727
	46%	32%	48%	37%	47%	73%
			ACEHI	A	ACEHI	ABCDEFHIJ

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Do you believe that AI will increase or decrease... - Personal privacy - Country by Country

Proportions/Mean: - Column Proportions:

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Base: All Respondents (unwtd)	13515	2002	2003	4004	4504	1002
Base: All Respondents (wtd)	8000	1000	1500	2000	2500	1000
Increase	2173	149	438	391	751	445
	27%	15%	29%	20%	30%	45%
			ACEHI	A	ACEHI	ABCDEFHIJ
No impact either way	2733	344	486	696	986	222
	34%	34%	32%	35%	39%	22%
		FG	FG	FG	ABCFGHIJ	
Reduce	3094	508	577	913	763	333
	39%	51%	39%	46%	31%	33%
		BCDEFGHIJ	DFGJ	BDFGIJ		
Sigma	8000	1000	1500	2000	2500	1000
	100%	100%	100%	100%	100%	100%

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[SUMMARY - TOP2BOX (Agree)] To what extent do you agree or disagree with the following statements about AI? - Country by Country

Proportions/Mean: - Column Proportions:

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Base: All Respondents (unwtd)	13515	2002	2003	4004	4504	1002
Base: All Respondents (wtd)	8000	1000	1500	2000	2500	1000
My government needs to do more to regulate AI	6522	800	1205	1622	2032	863
	82%	80%	80%	81%	81%	86%
			A	AEI	AEI	ABCDEFHIJ