

CLICK, TRUST, RULE: **PUBLIC ATTITUDES ON DIGITAL GOVERNANCE**

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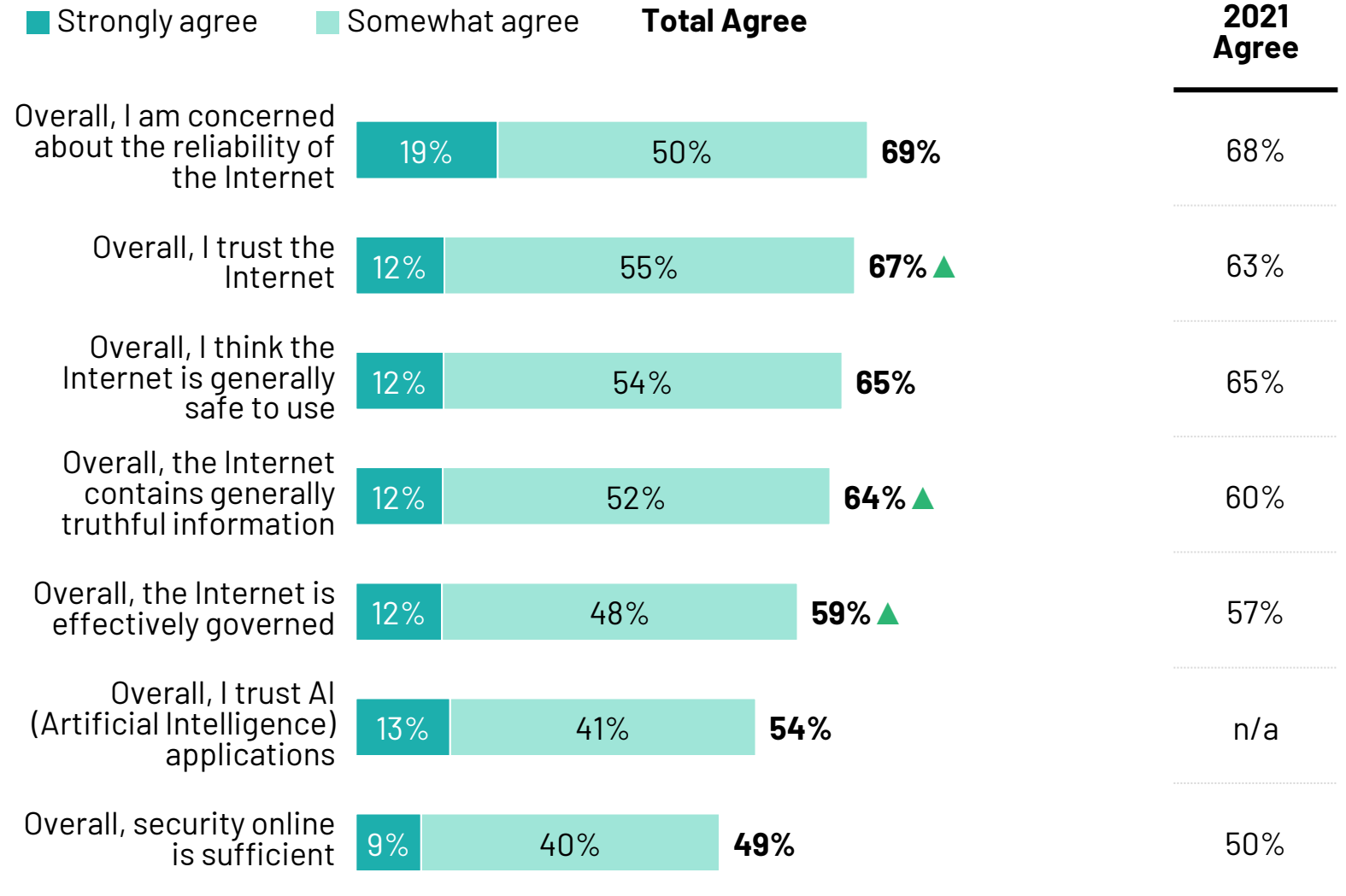
Methodology

- This survey was conducted by Ipsos between **February 21, 2025, and March 7, 2025**.
- Where possible, data is tracked against results from the **2021 CIGI Internet Trust & Security survey**.
- The survey was conducted online in **16 economies** using the Ipsos panel – Argentina, Australia, Brazil, Canada, France, Germany, Great Britain, India, Indonesia, Italy, Japan, Kenya, Mexico, South Africa, South Korea and the United States – and involved **13,515 Internet users**.
 - The 2021 sample did not include Argentina nor Italy. Instead, it included Israel, Poland, Singapore, Spain, Sweden and Turkey.
- The average LOI (length of interview) of the online survey was **~10 minutes**.
- In 2025, the sample ages were as follows: In Indonesia, respondents were **aged 21-74**. In Canada, Kenya, South Africa, and the US, they were **aged 18-74**. Respondents were **aged 16-74** in all other countries (Argentina, Australia, Brazil, France, Germany, Great Britain, India, Italy, Japan, Mexico, and South Korea).
- In 2021, the sample ages were as follows: 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 largely similar but with some small differences vs. the 2021 CIGI Internet Trust & Security survey.
- Depending on the economy, 500 or 1,000 individuals were surveyed and are weighted to match the population 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 +/- 3.8 percentage points. A poll of 500 is accurate to +/- 5.4 percentage points

Trust in the internet is rising, overall

Base: Total respondents 2025 (n=13,515); 2021 (n=14,519)

Q2.1 How much do you agree or disagree with the following statements ...



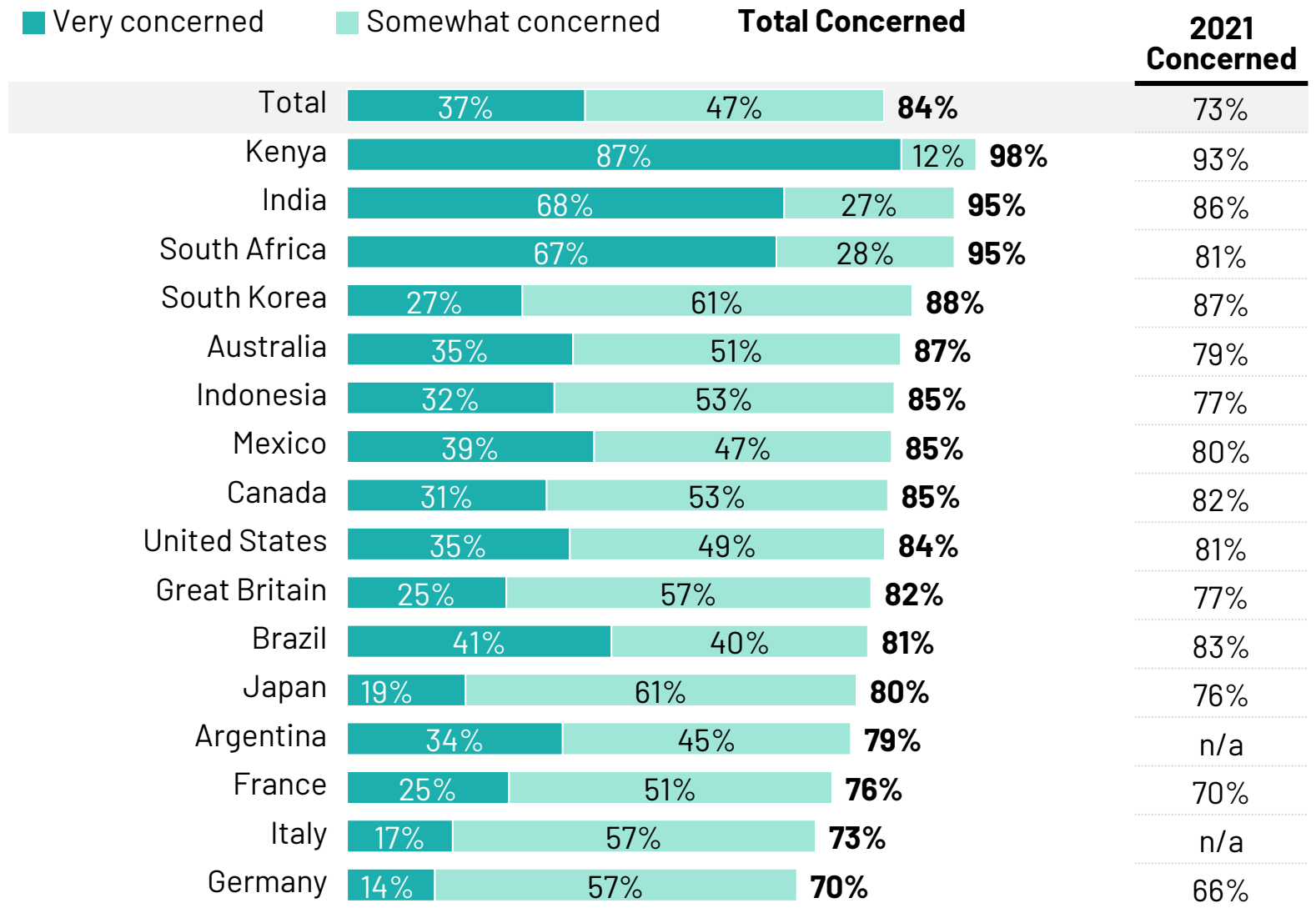
▲ ▼ Significance differences between 2021 & 2025



Concern about online privacy

Base: Total respondents 2025 (n=13,515);
2021 (n=14,519)

Q1.1. How concerned are you about your
online privacy?



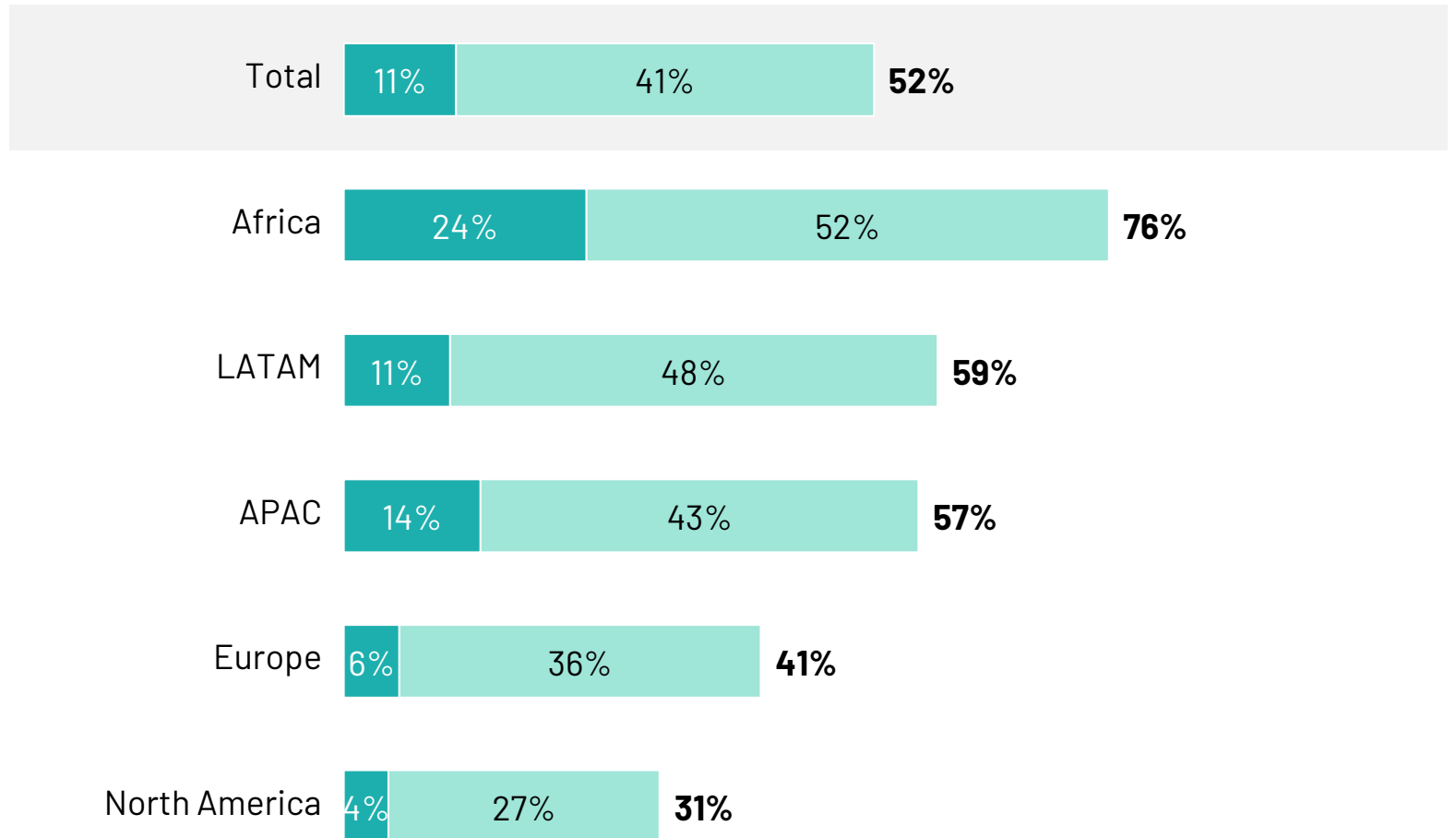
▲ ▼ Significance differences between 2021 & 2025

Trust in AI, Overall

Base: Total respondents 2025 (n=13,515), APAC (n=4,504), Europe (n=4,004), LATAM (n=2,003), Africa (n=1,002), North America (n=2,002).

Q3.3. To what extent do you trust AI and the various forms of AI?

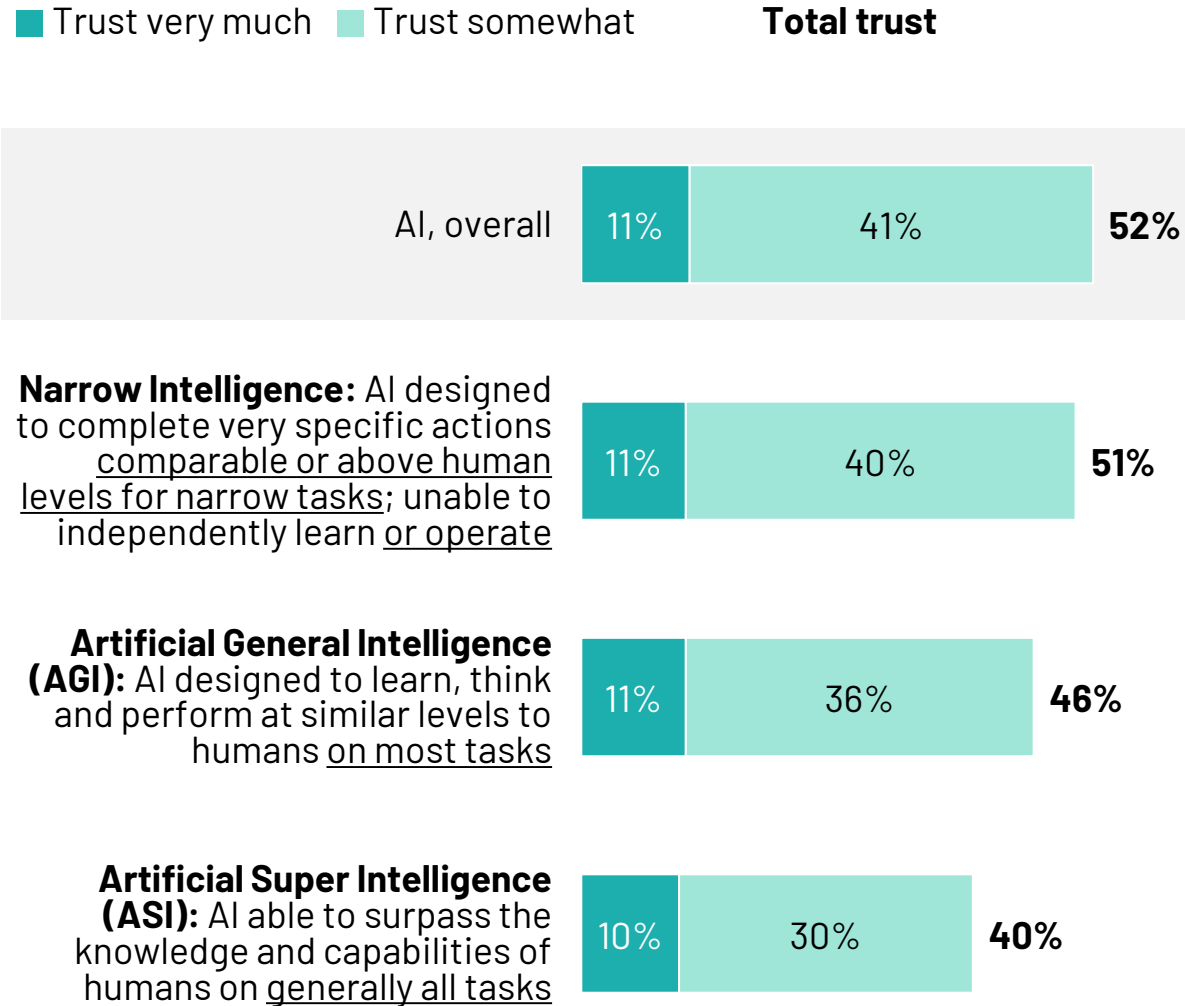
■ Trust very much ■ Trust somewhat **Total Trust**



Trust in Various Forms of AI

Base: Total respondents 2025 (n=13,515)

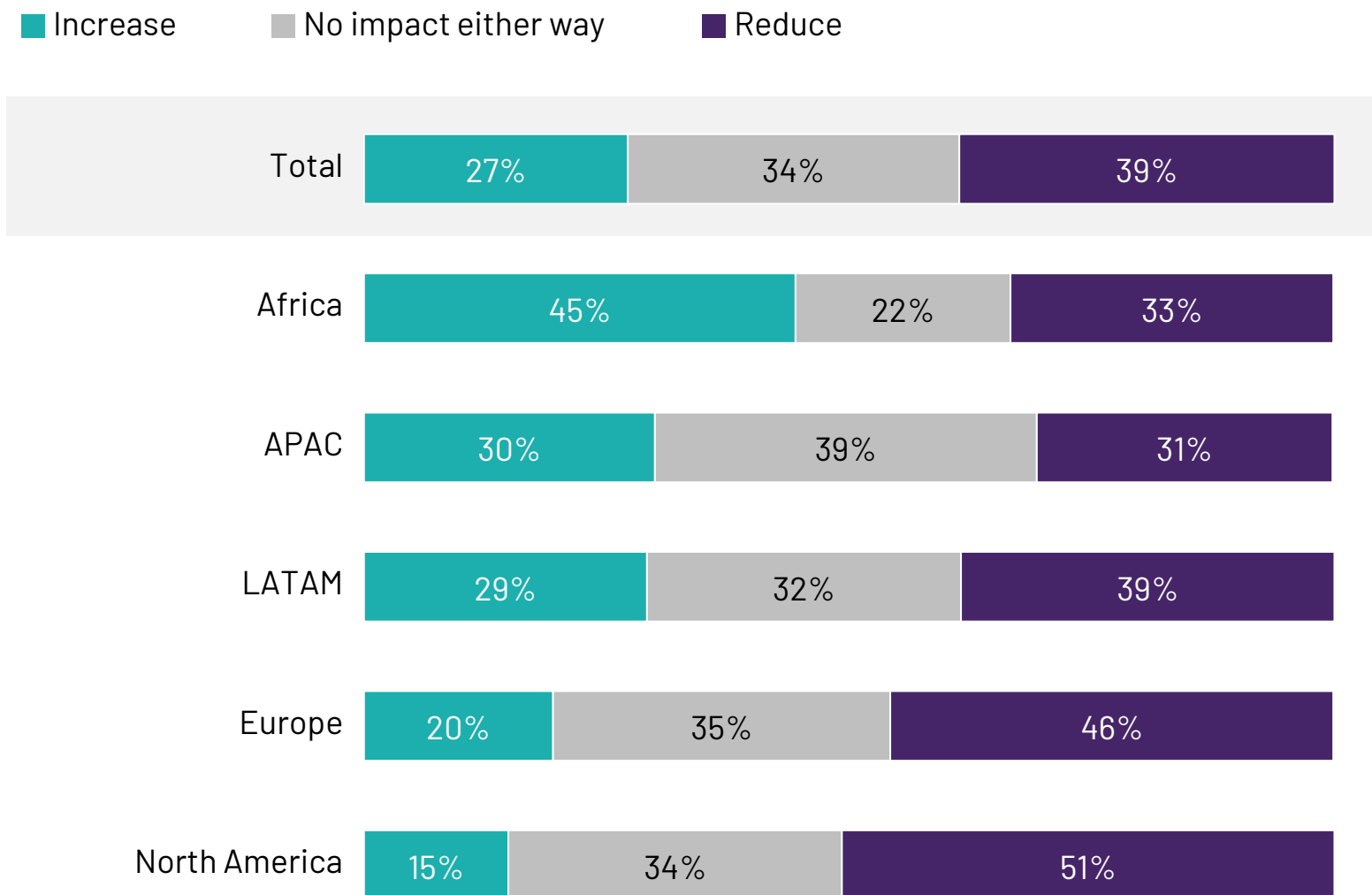
Q3.3. To what extent do you trust AI and the various forms of AI?



Impact of AI: Personal Privacy

Base: Total respondents 2025 (n=13,515), APAC (n=4,504), Europe (n=4,004), LATAM (n=2,003), Africa (n=1,002), North America (n=2,002).

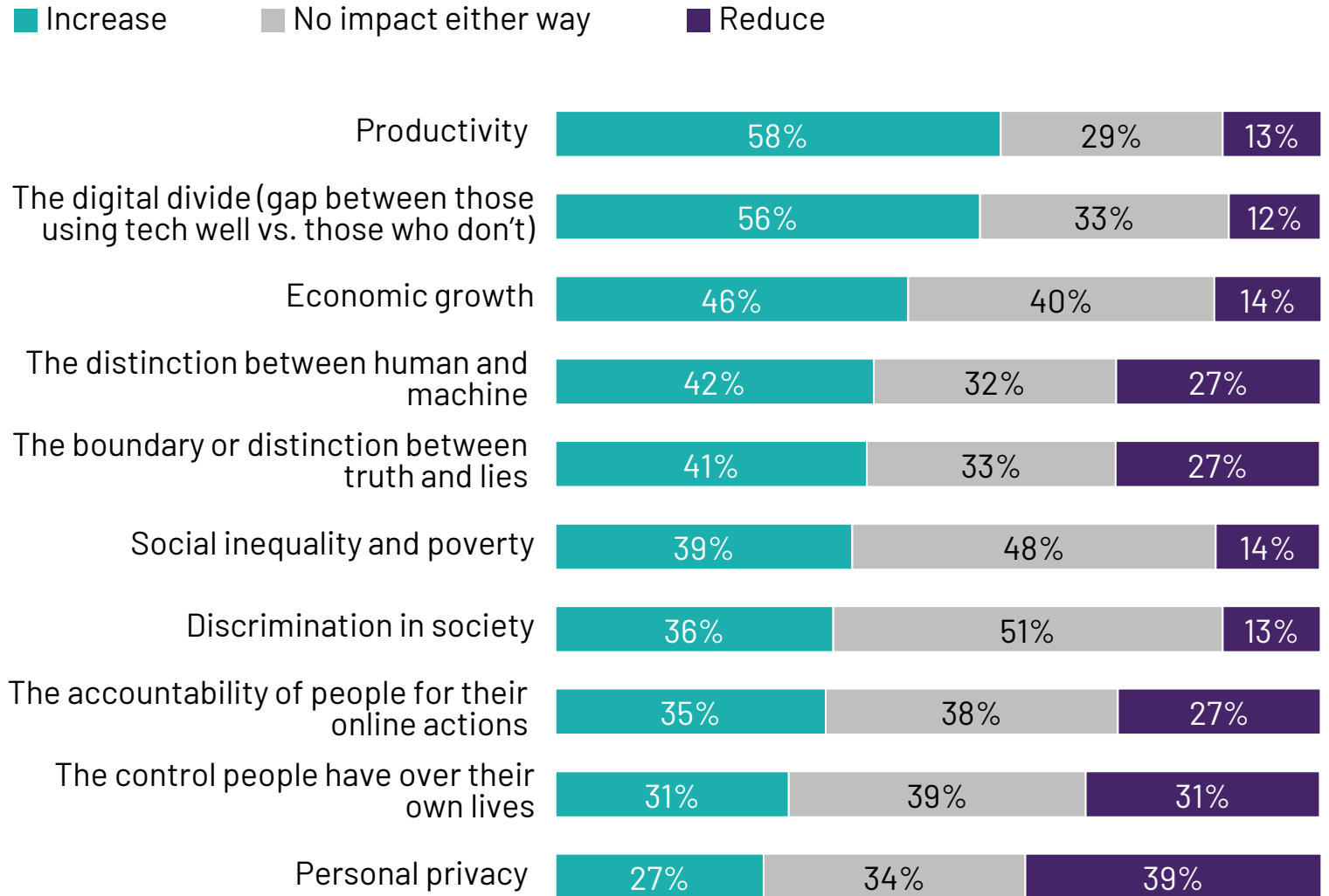
Q3.7. Do you believe that AI will increase or decrease..?



Impact of AI: Total

Base: Total respondents 2025 (n=13,515)

Q3.7. Do you believe that AI will increase or decrease ...



My Government Needs To Do More To Regulate AI

Base: Total respondents 2025 (n=13515)

Q3.10. To what extent do you agree or disagree with the following statements about AI: My government needs to do more to regulate AI.

