



# **CIGI-IPSOS GLOBAL SURVEY ON INTERNET SECURITY AND TRUST**

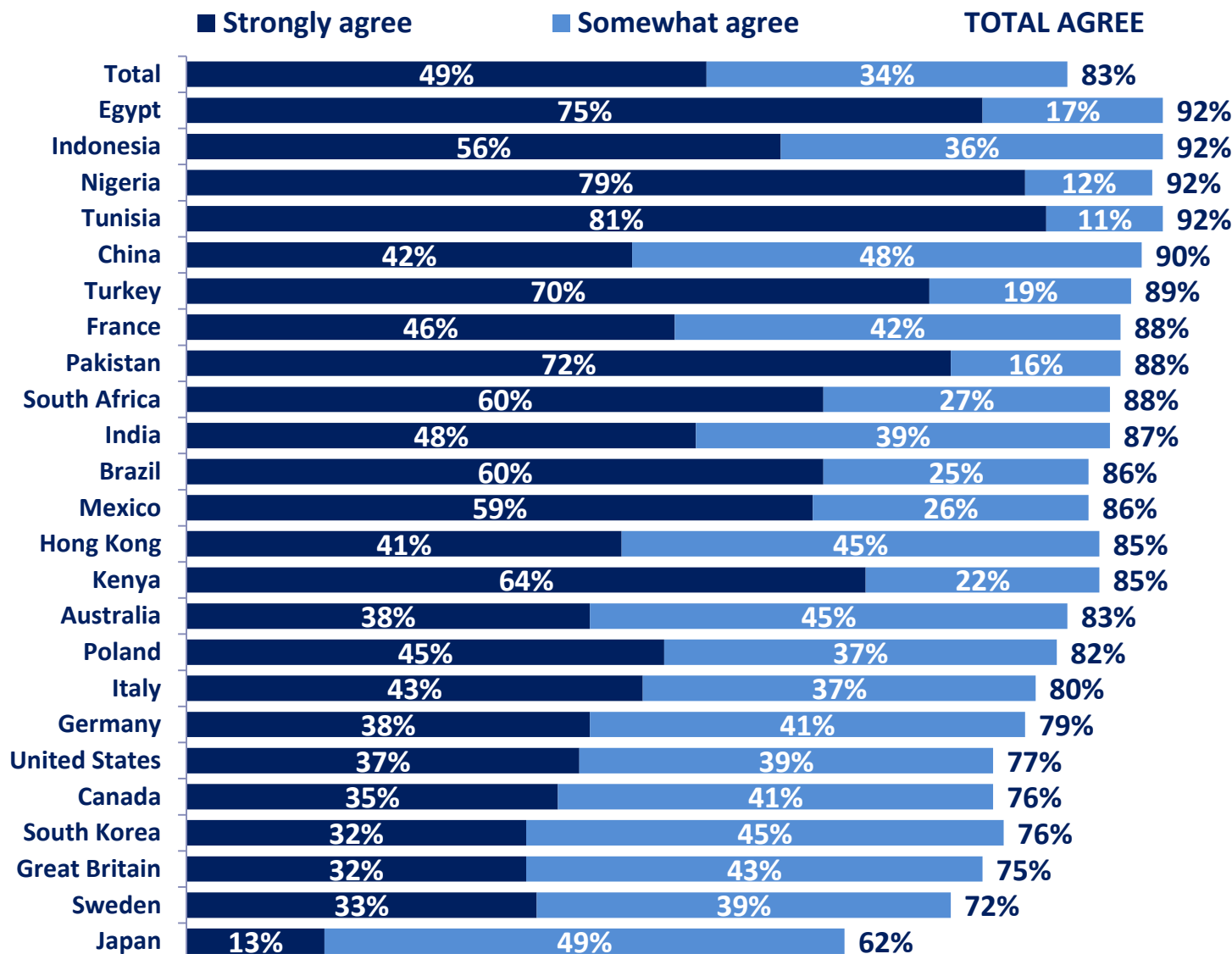
**November 24, 2014**



- This survey was conducted by Ipsos on behalf of the Centre for International Governance Innovation (“CIGI”) between October 7, 2014 and November 12, 2014.
- The survey was conducted in 24 countries—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong, India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 23,326 Internet users.
- Twenty of the countries utilized the Ipsos Internet panel system while the other four (Kenya, Nigeria, Pakistan and Tunisia) were conducted by Ipsos Computer-aided Telephone Interviewing (CATI) facilities in each of those countries.
- In the US and Canada respondents were aged 18-64, and 16-64 in all other countries.
- Approximately 1000+ individuals were surveyed in each country and are weighted to match the online population in each country surveyed. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For those surveys conducted by CATI, the margin of error accuracy is +/-3.1.

BRIC = Brazil, Russia, India, China  
APAC = Asia Pacific  
LATAM = Latin America

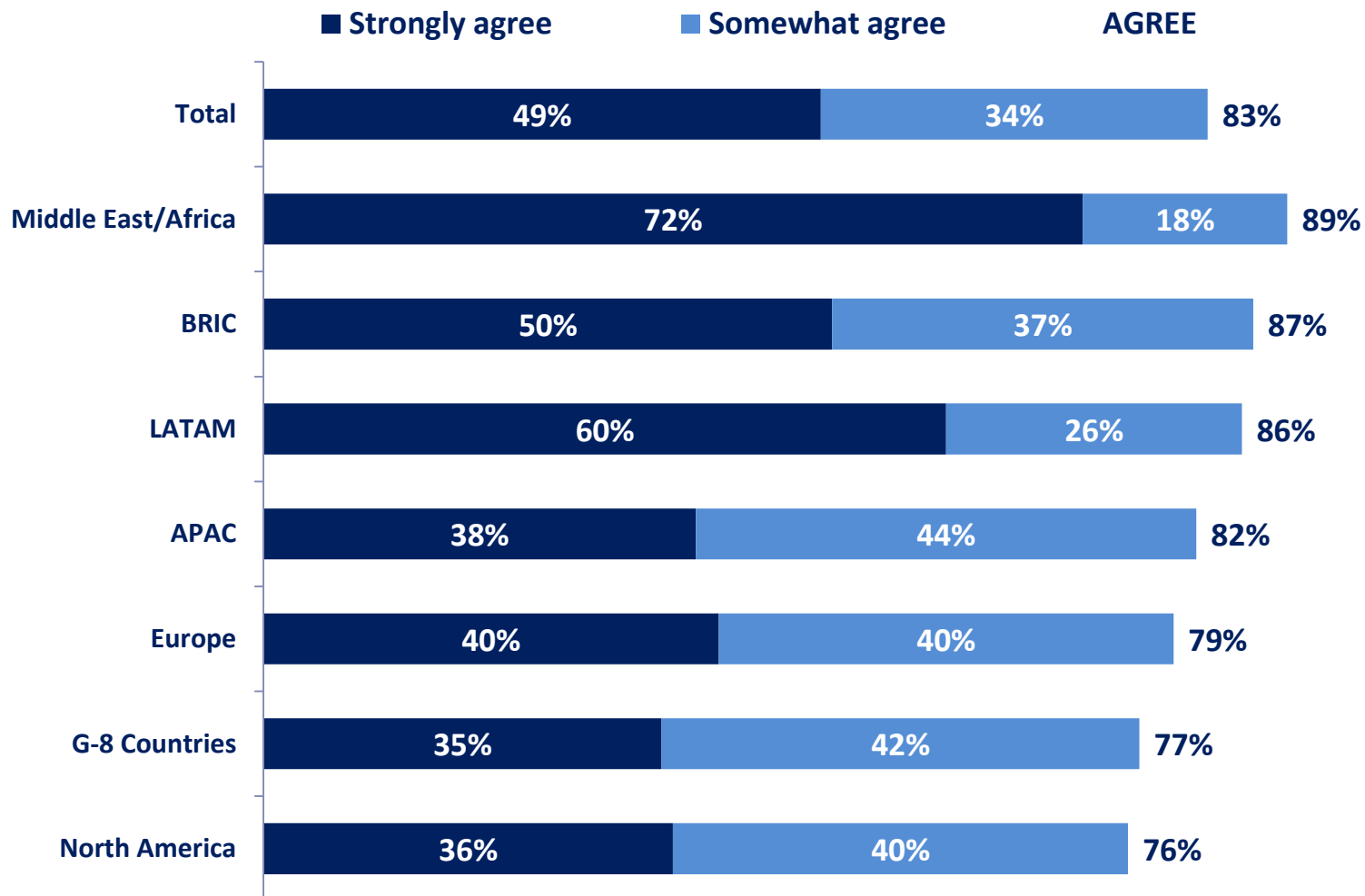
# 83% believe affordable access to the Internet should be a basic human right...



Q6. How much do you agree or disagree with the following statements? (Select one for each)

Base: All Respondents Total (n=23,376)

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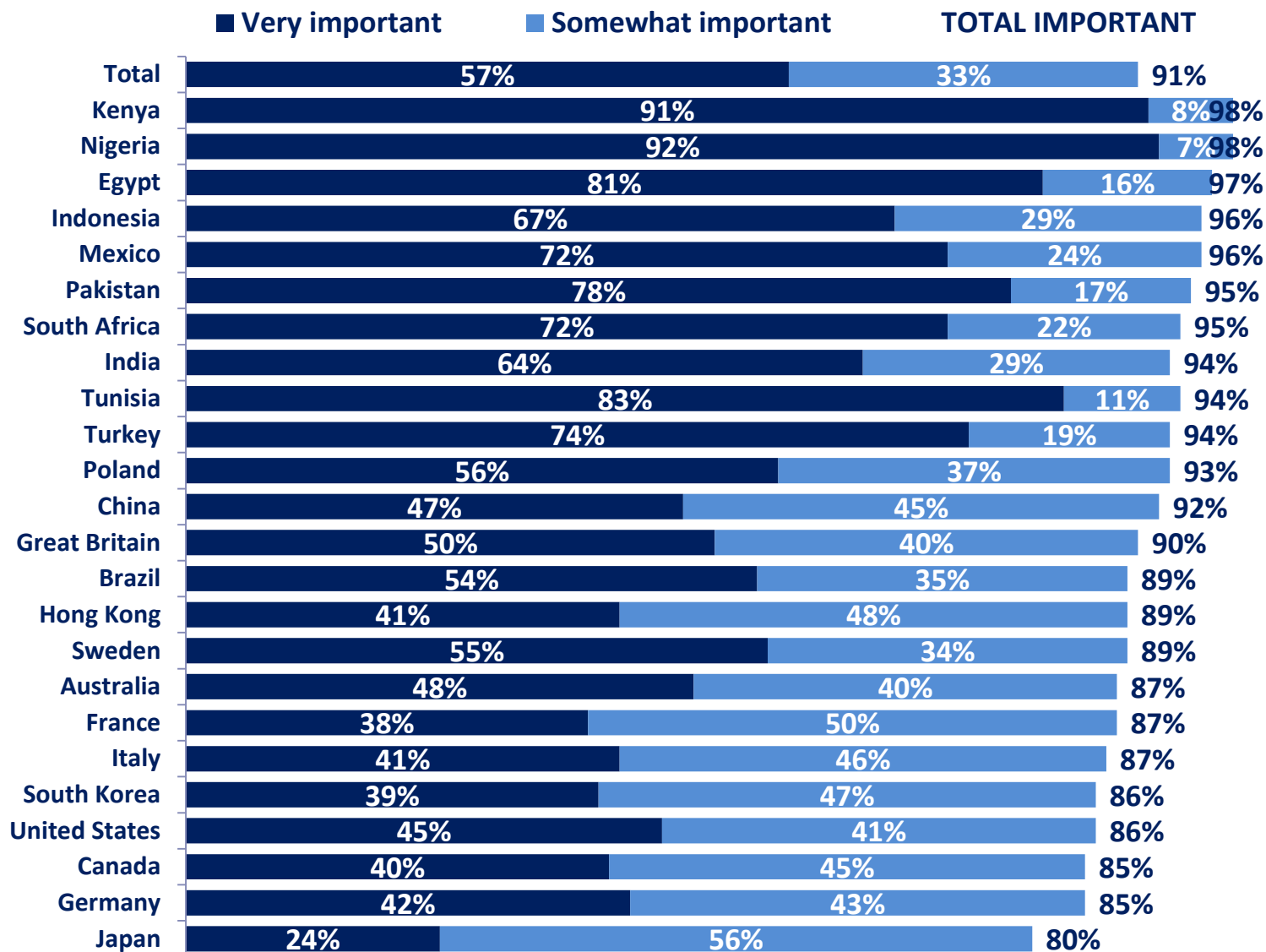
Base: All Respondents Total (n=23,376)

# INTERNET ACCESS

How important is the Internet to their future when it comes to each of the following?



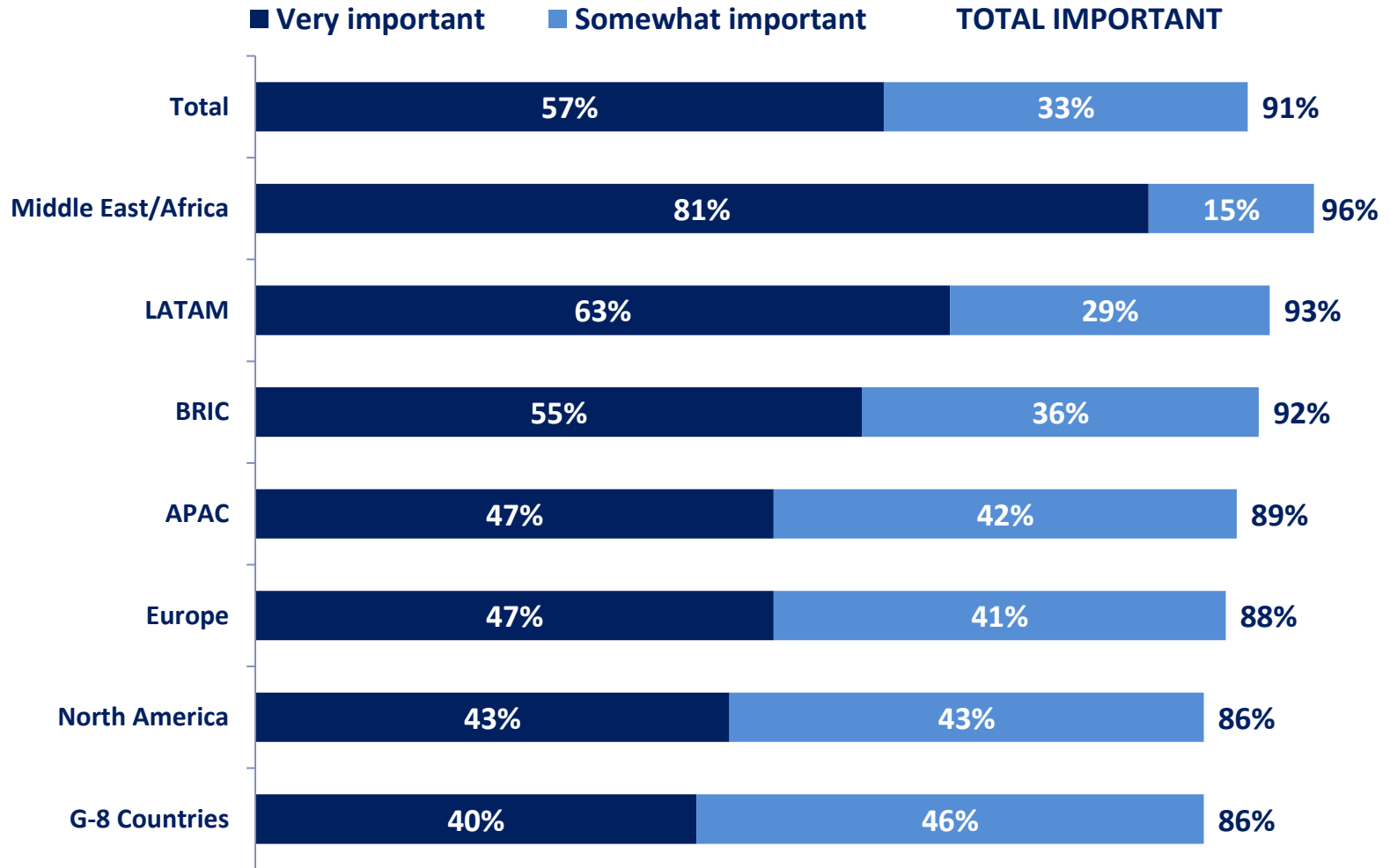
# 91% say the Internet is important for their future accessing important information and scientific knowledge...



8. How important is the Internet to your future when it comes to each of the following? (Select one for each)

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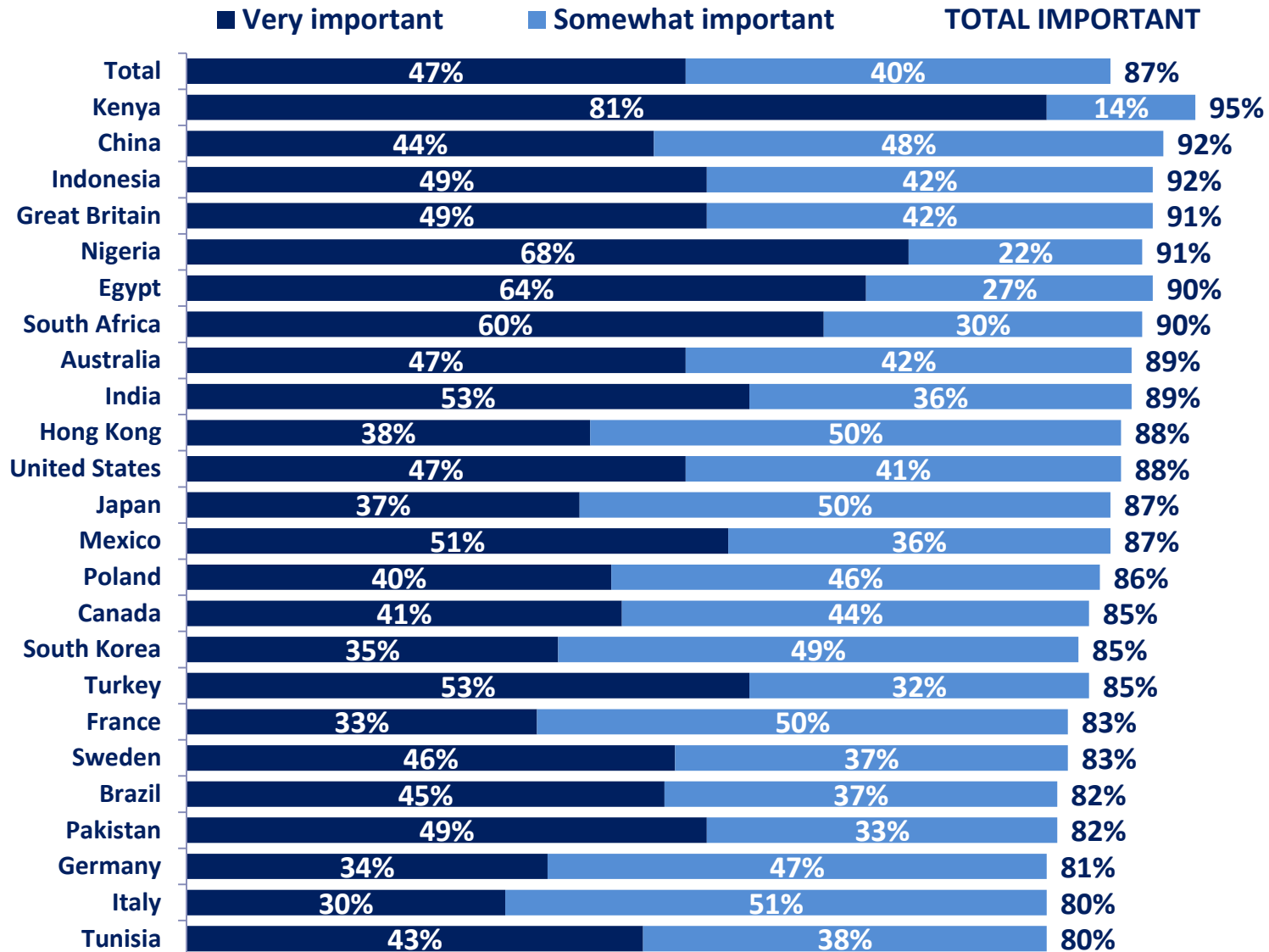


8. How important is the Internet to your future when it comes to each of the following?

(Select one for each)

Base: All Respondents Total (n=23,376)

# 87% say the Internet is important for their future personal enjoyment and recreation...

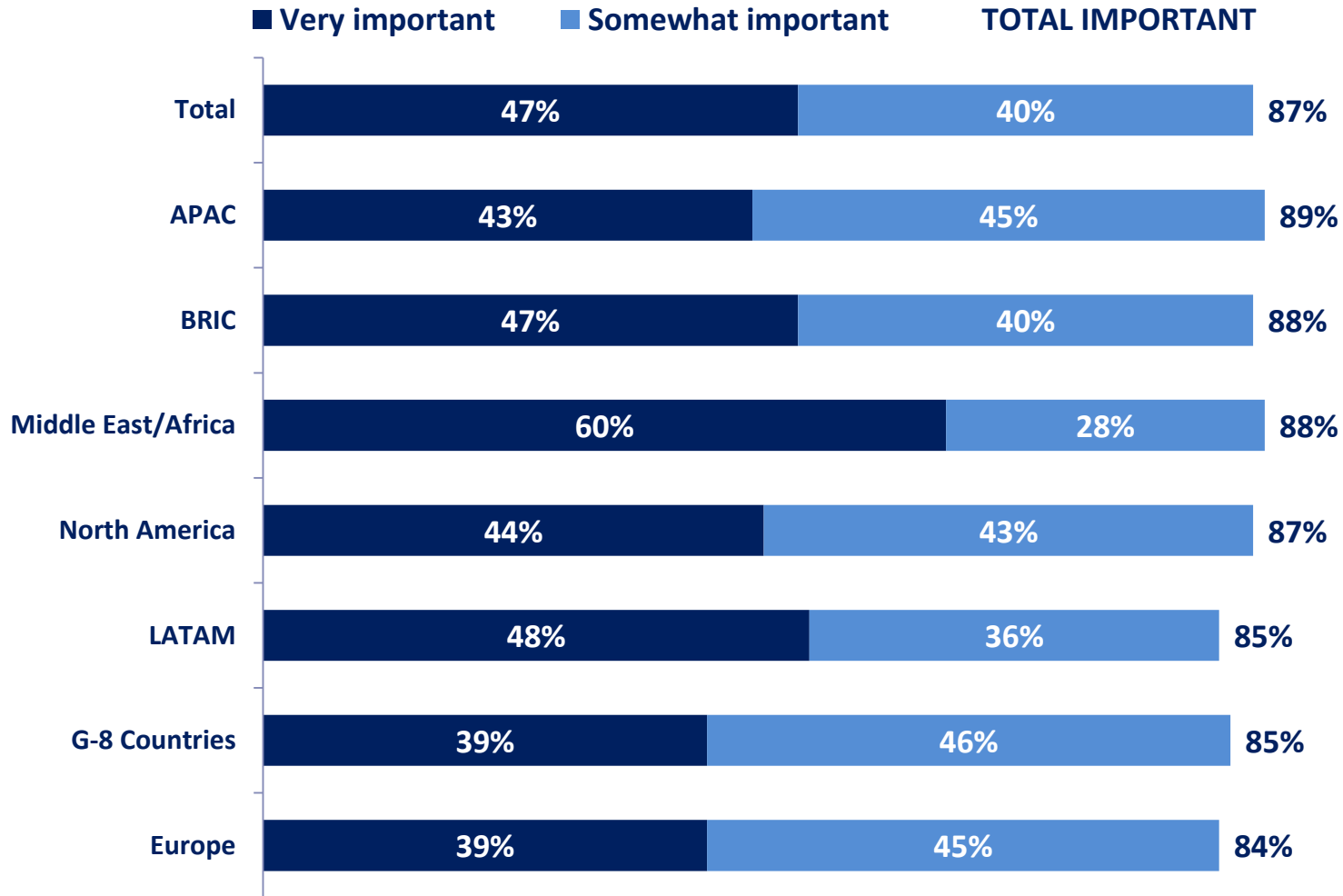


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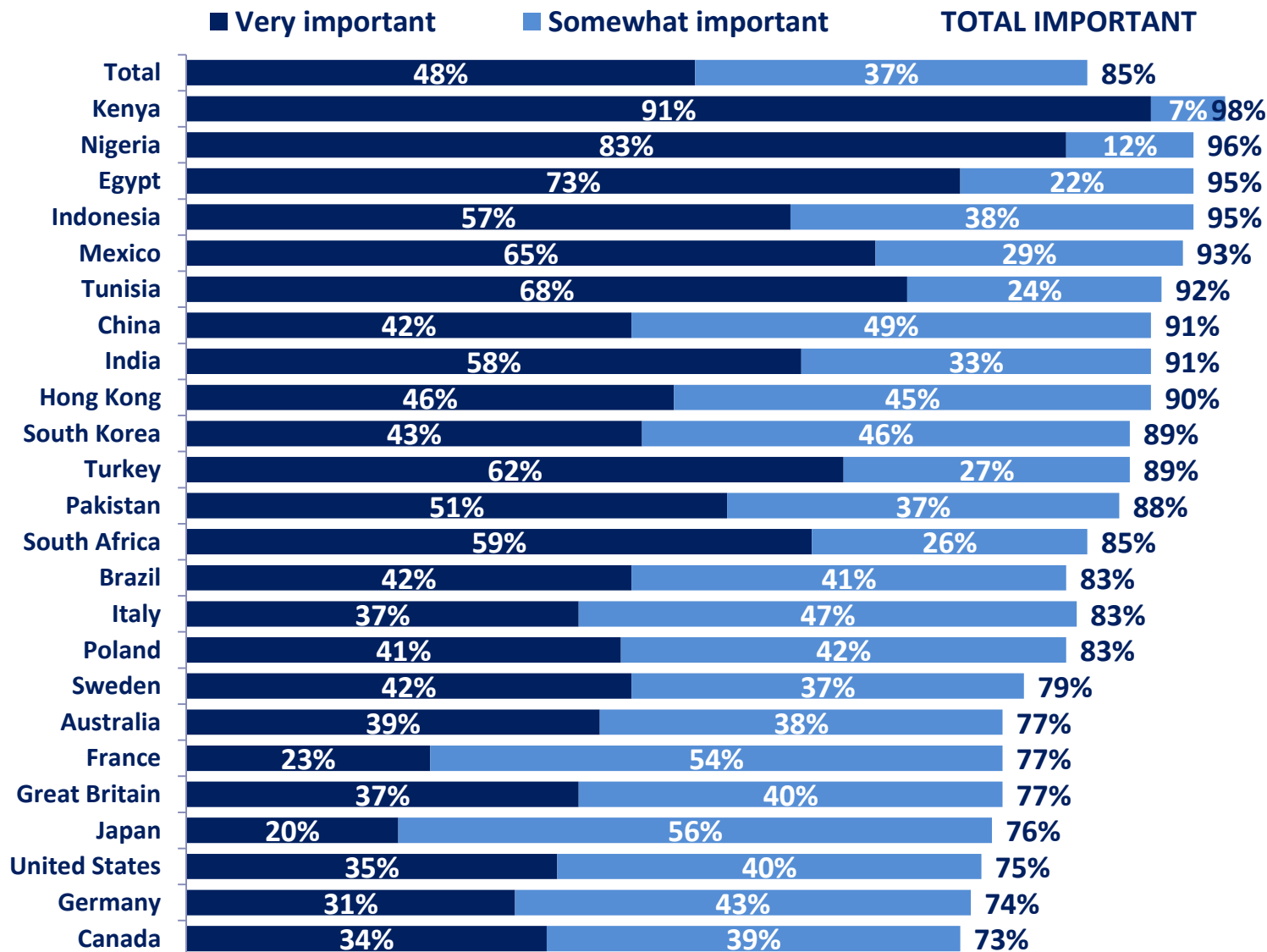


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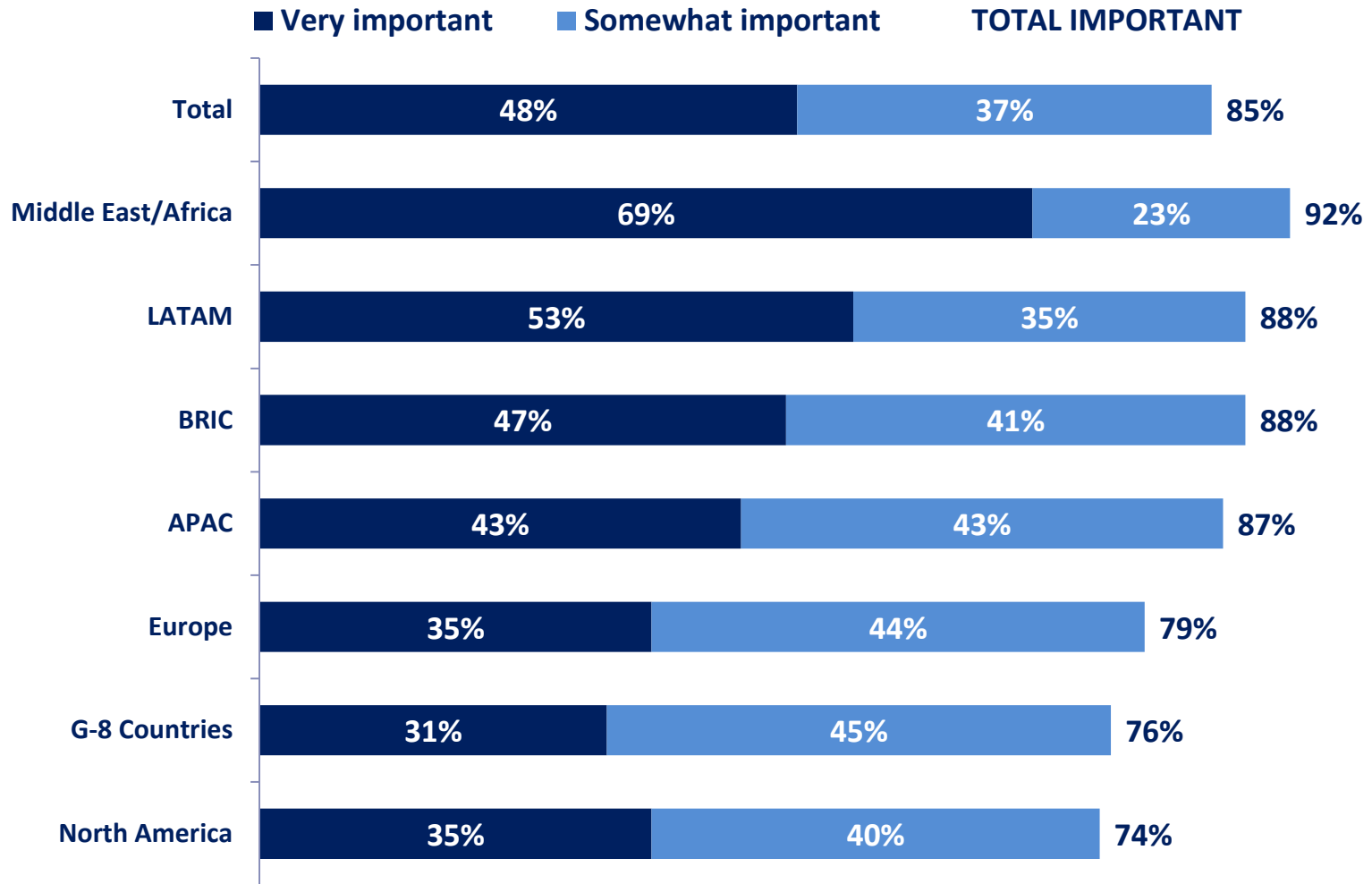
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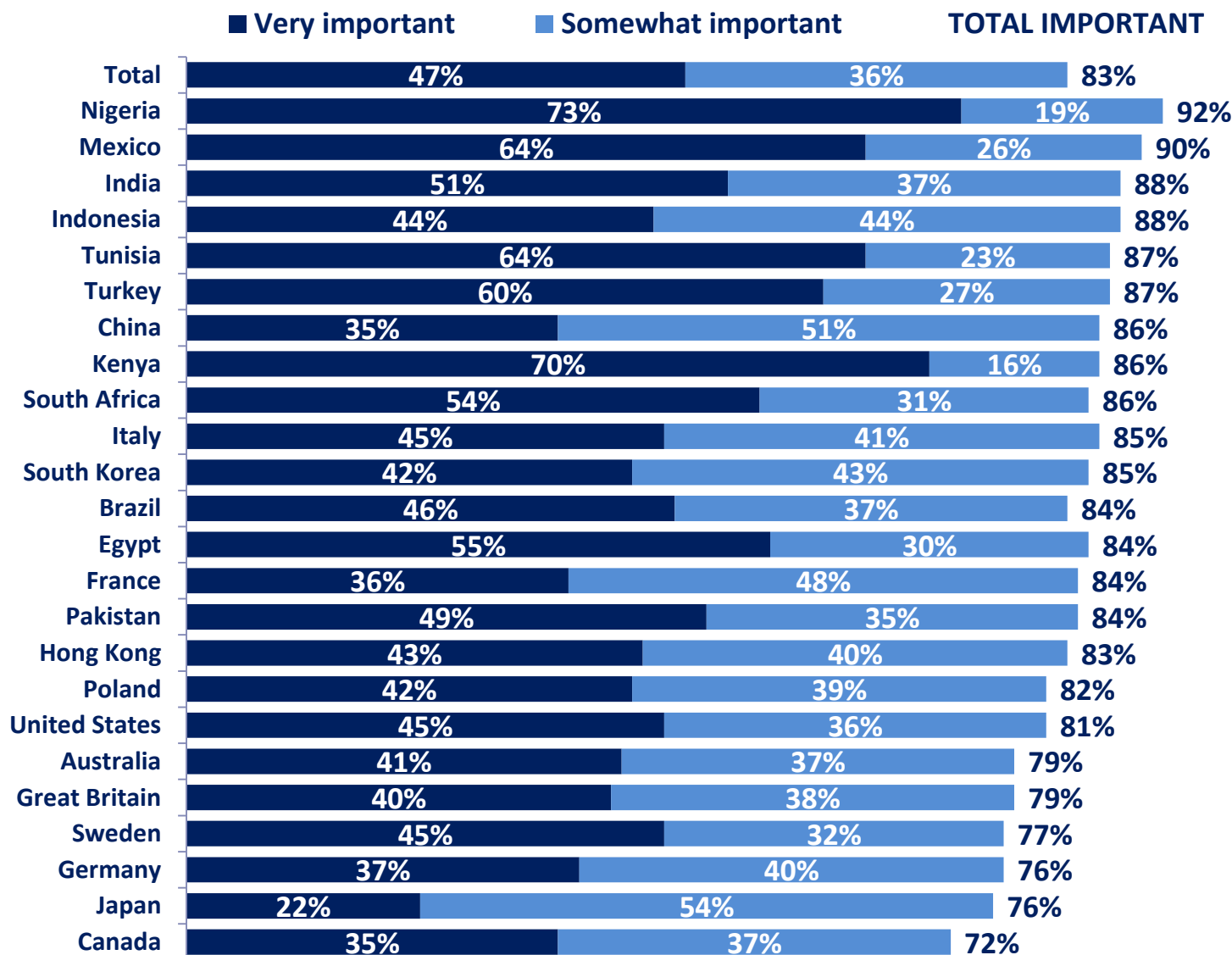


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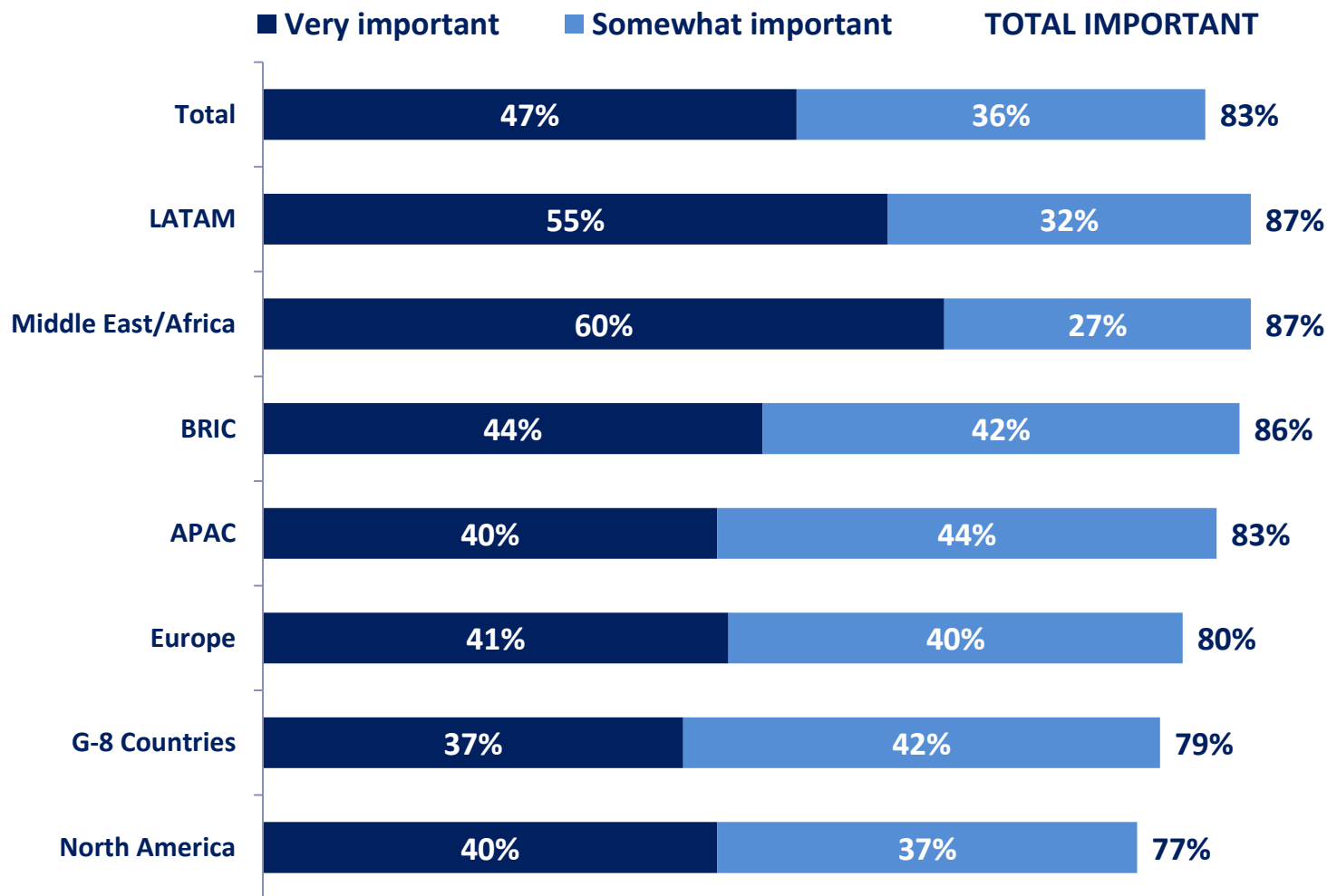
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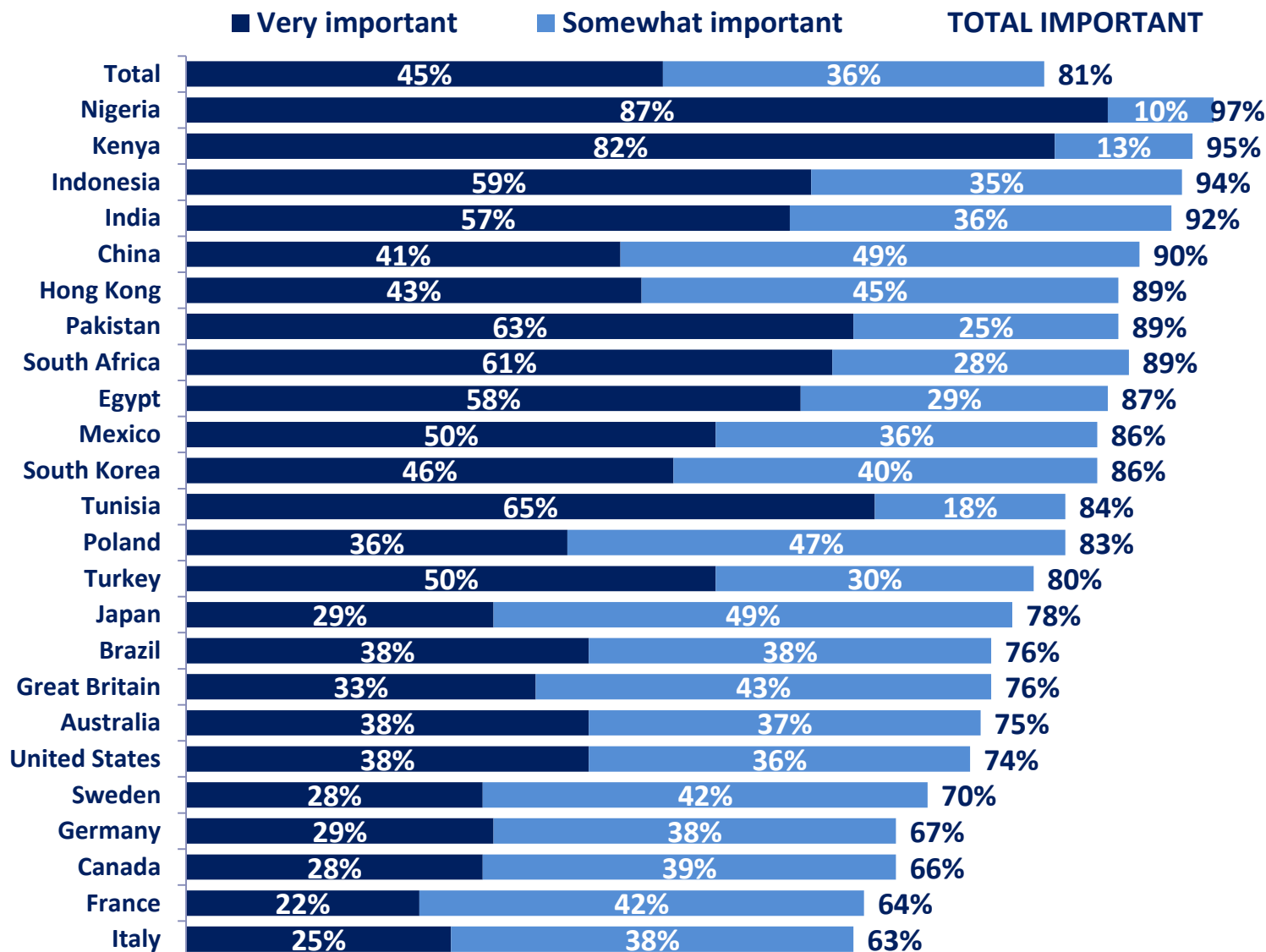


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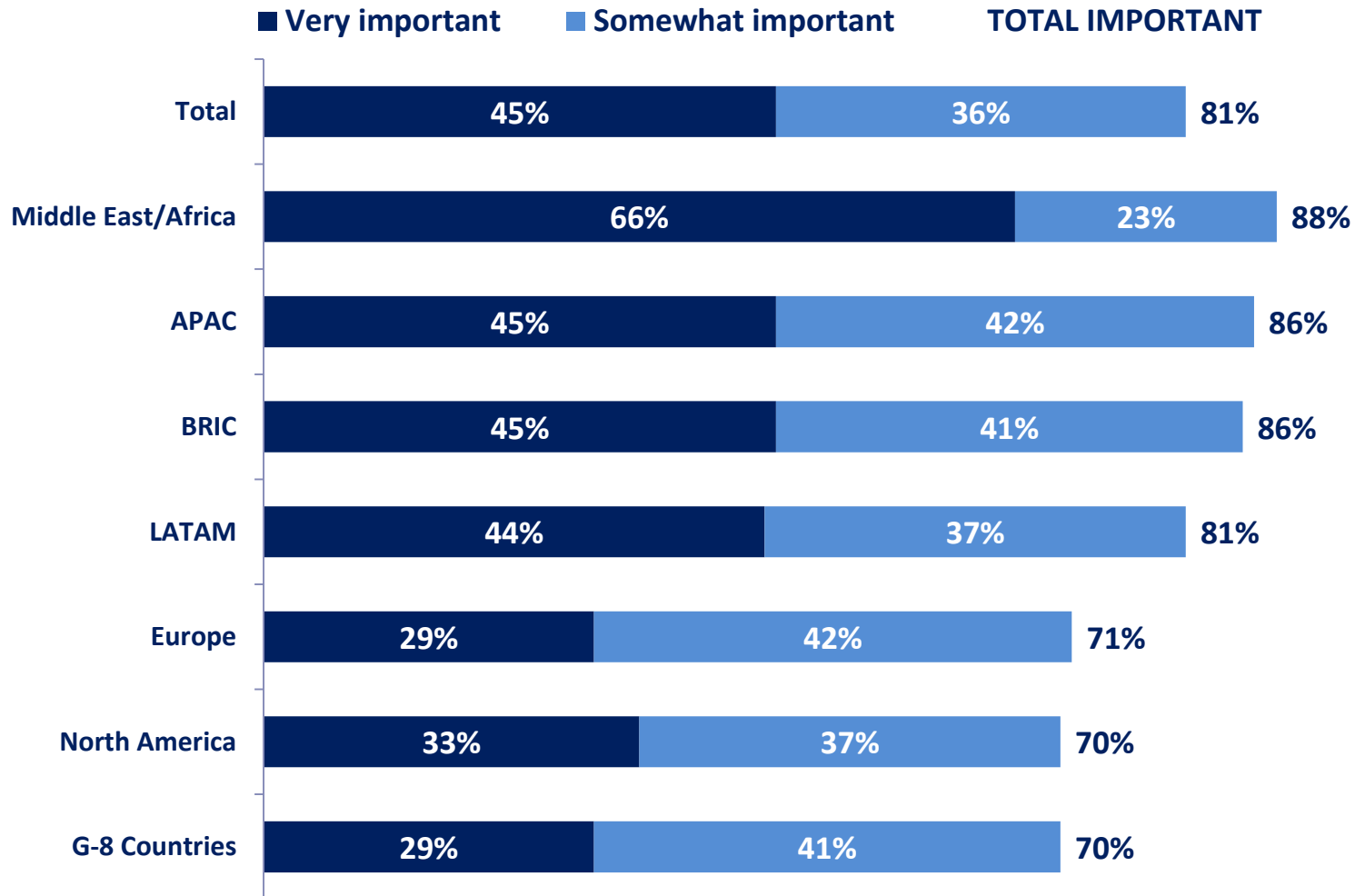
# 81% say the Internet is important for their own economic future and livelihood...



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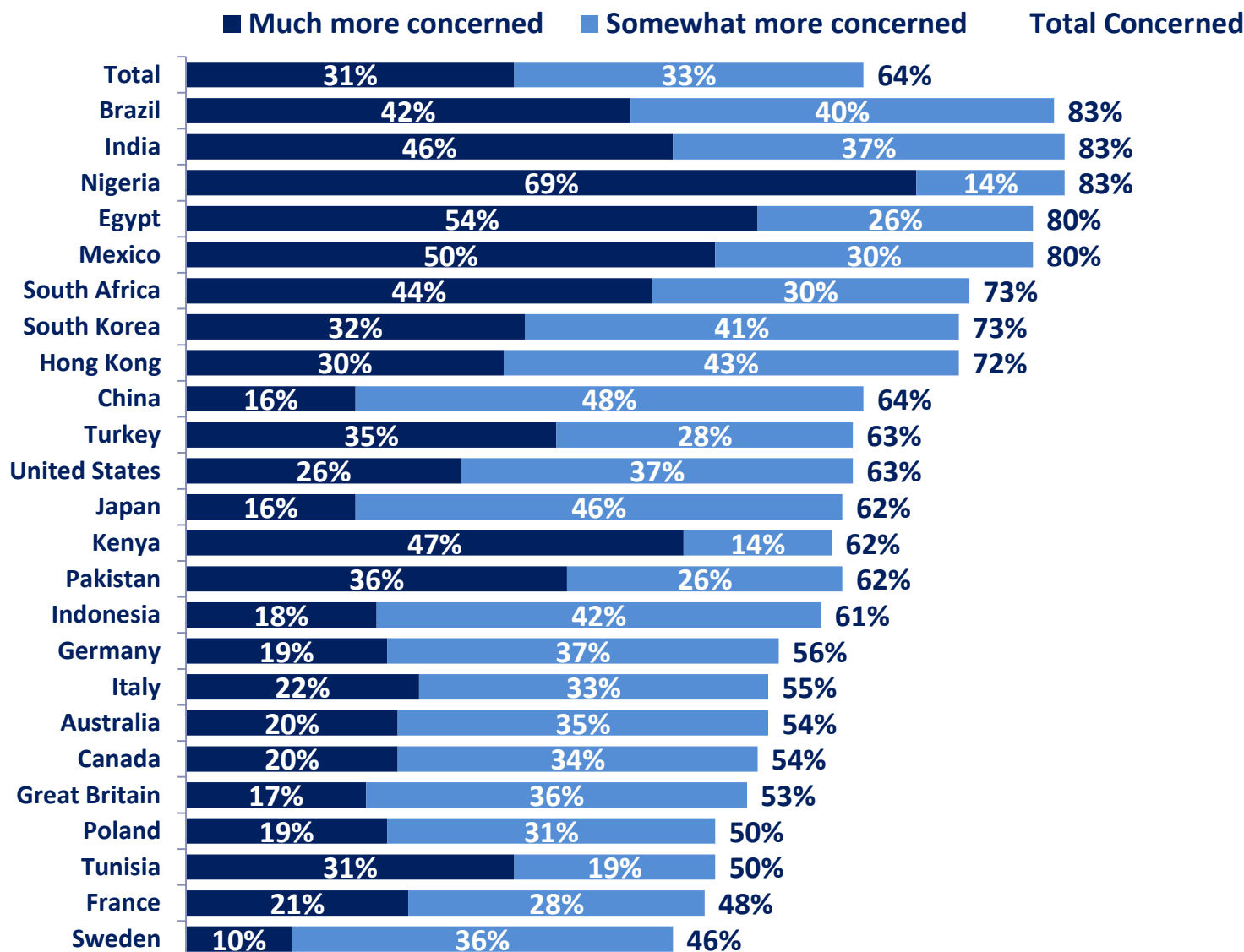
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# PRIVACY AND SECURITY





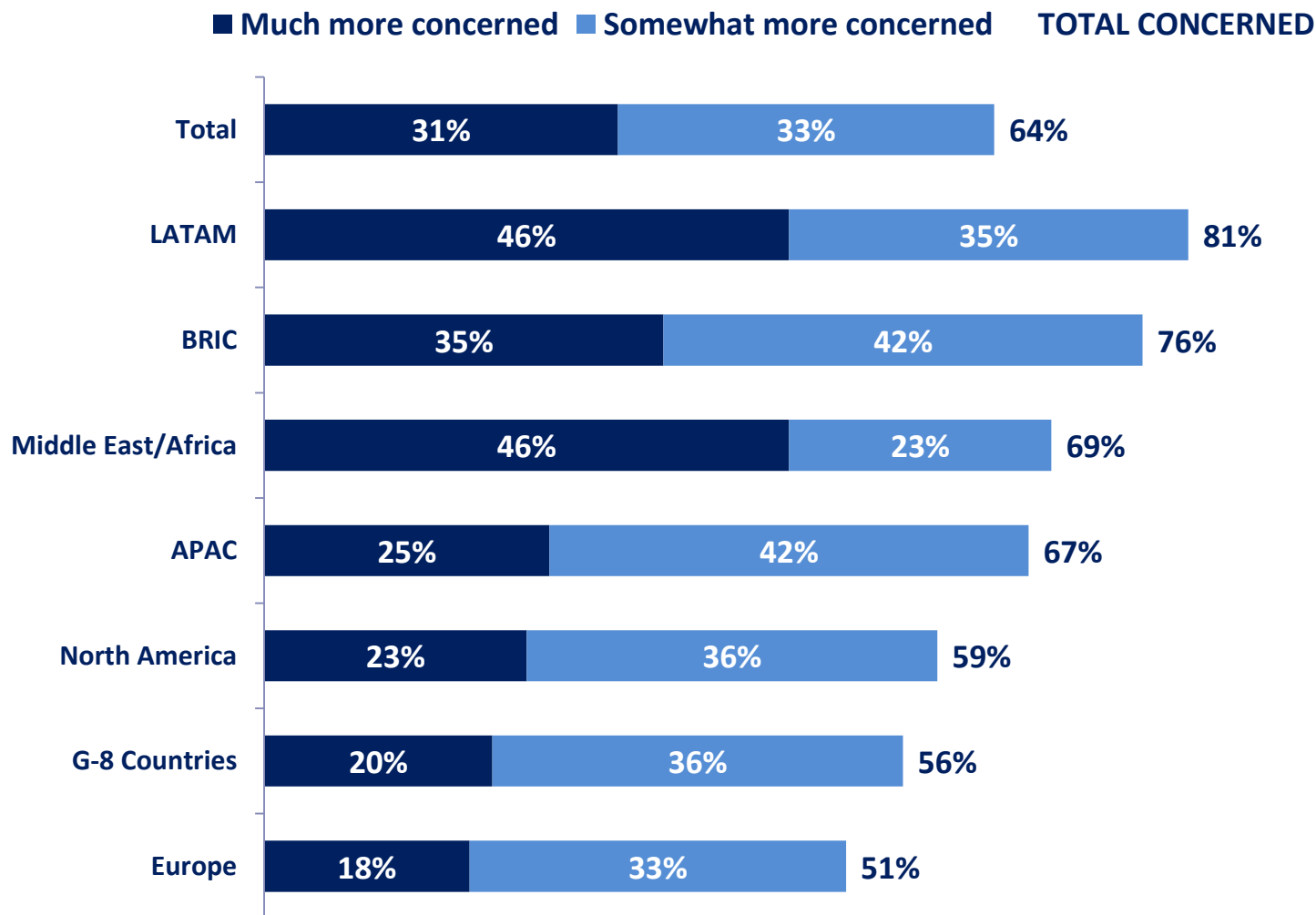
## Two thirds (64%) are more concerned about their online privacy compared to one year ago...



Q2. How concerned are you about your online privacy compared to one year ago?(Select one)

Base: All Respondents Total (n=23,376)

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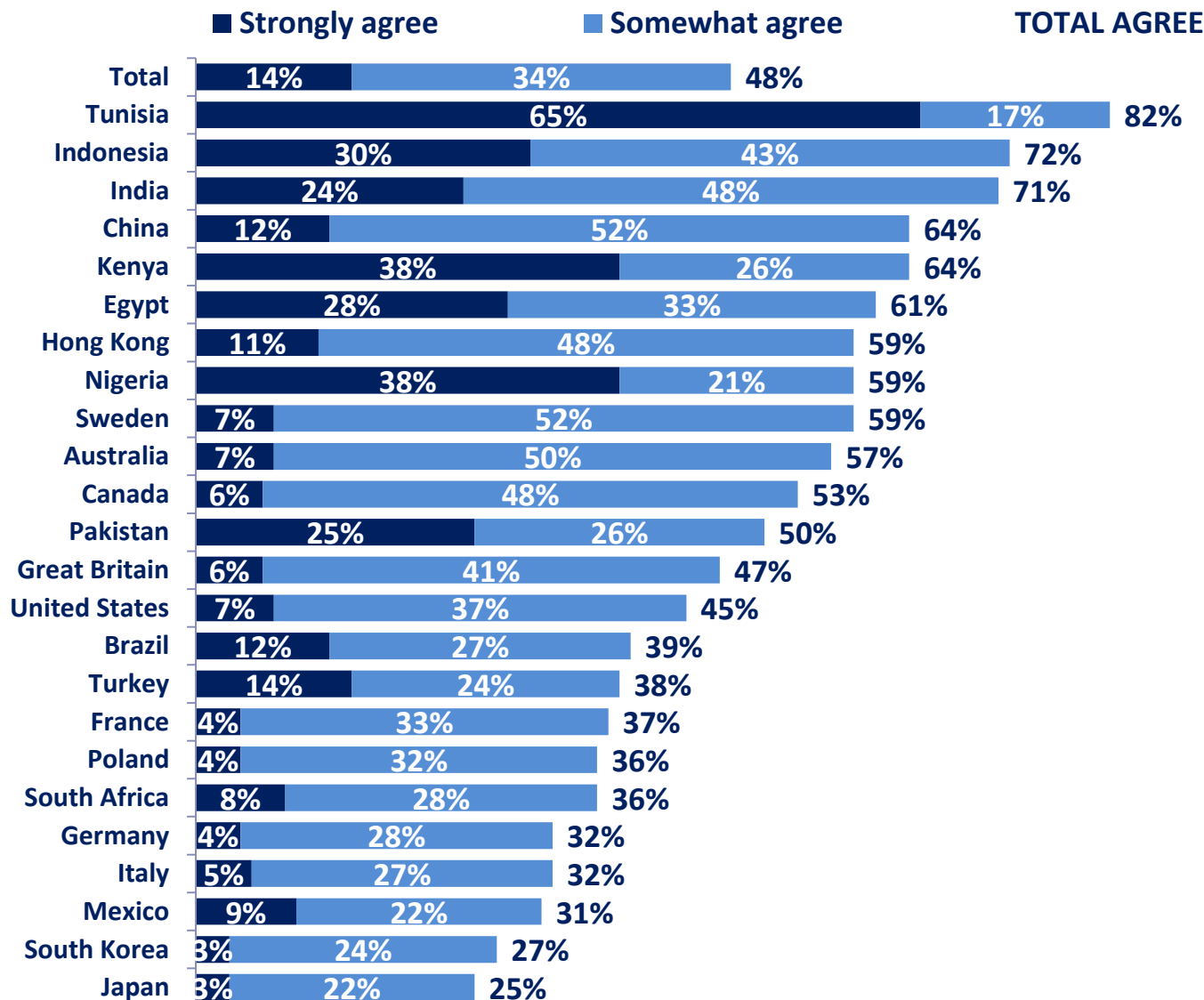


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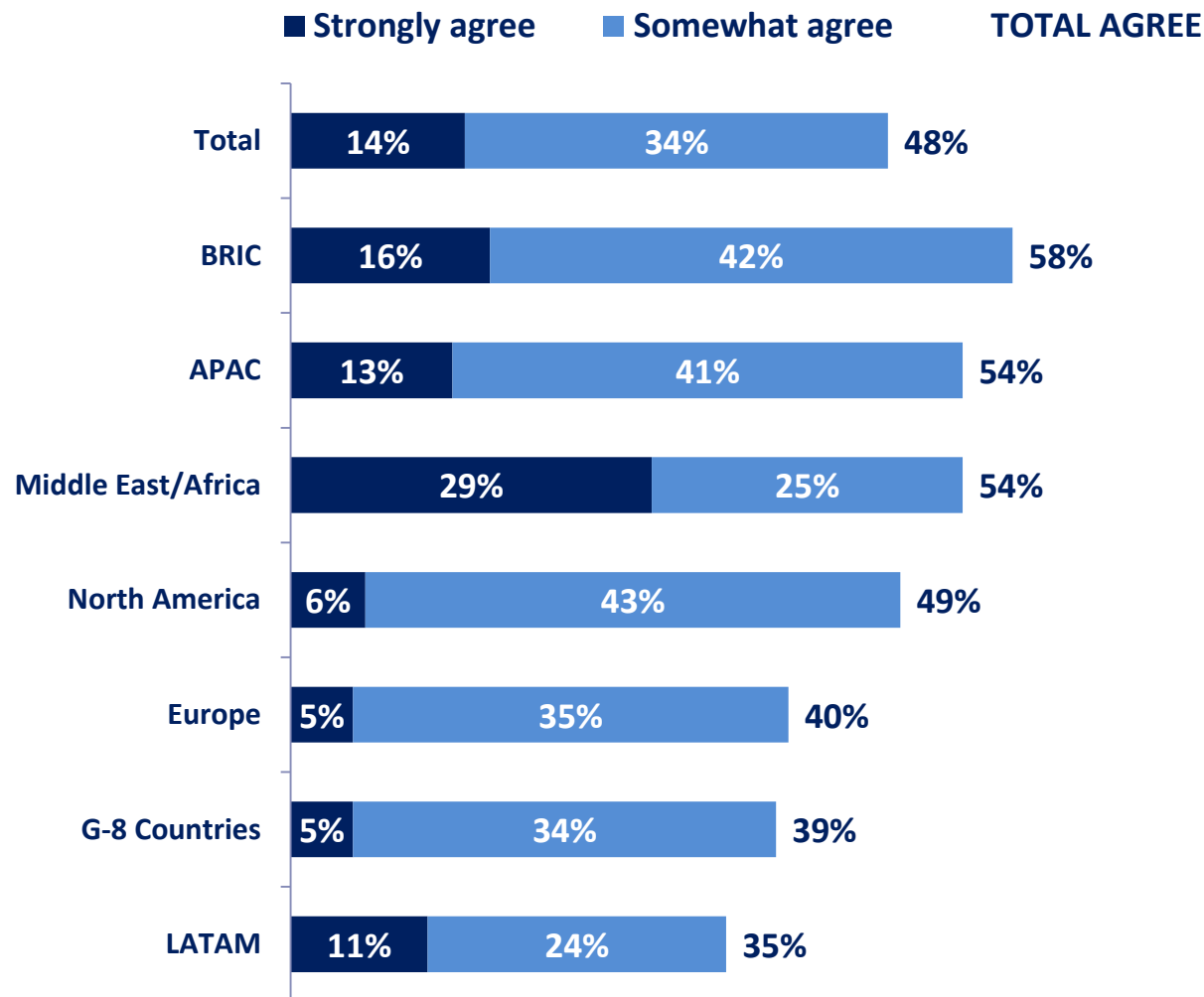
# Half (48%) say their Government does a very good job of making sure the Internet in their country is safe and secure...52% Disagree...



Q6. How much do you agree or disagree with the following statements? (Select one for each)

Base: All Respondents Total (n=23,376)

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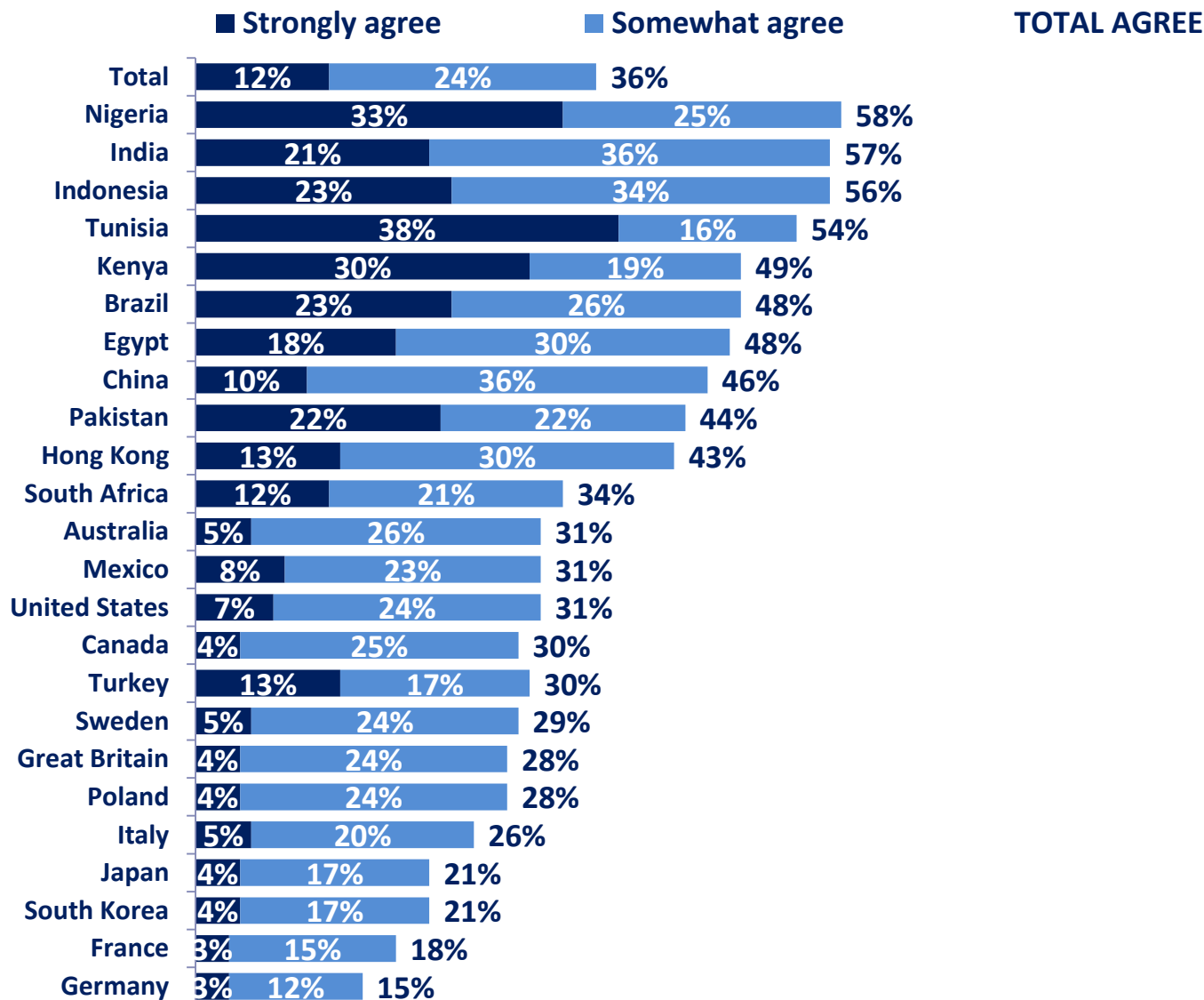


Q6. How much do you agree or disagree with the following statements?

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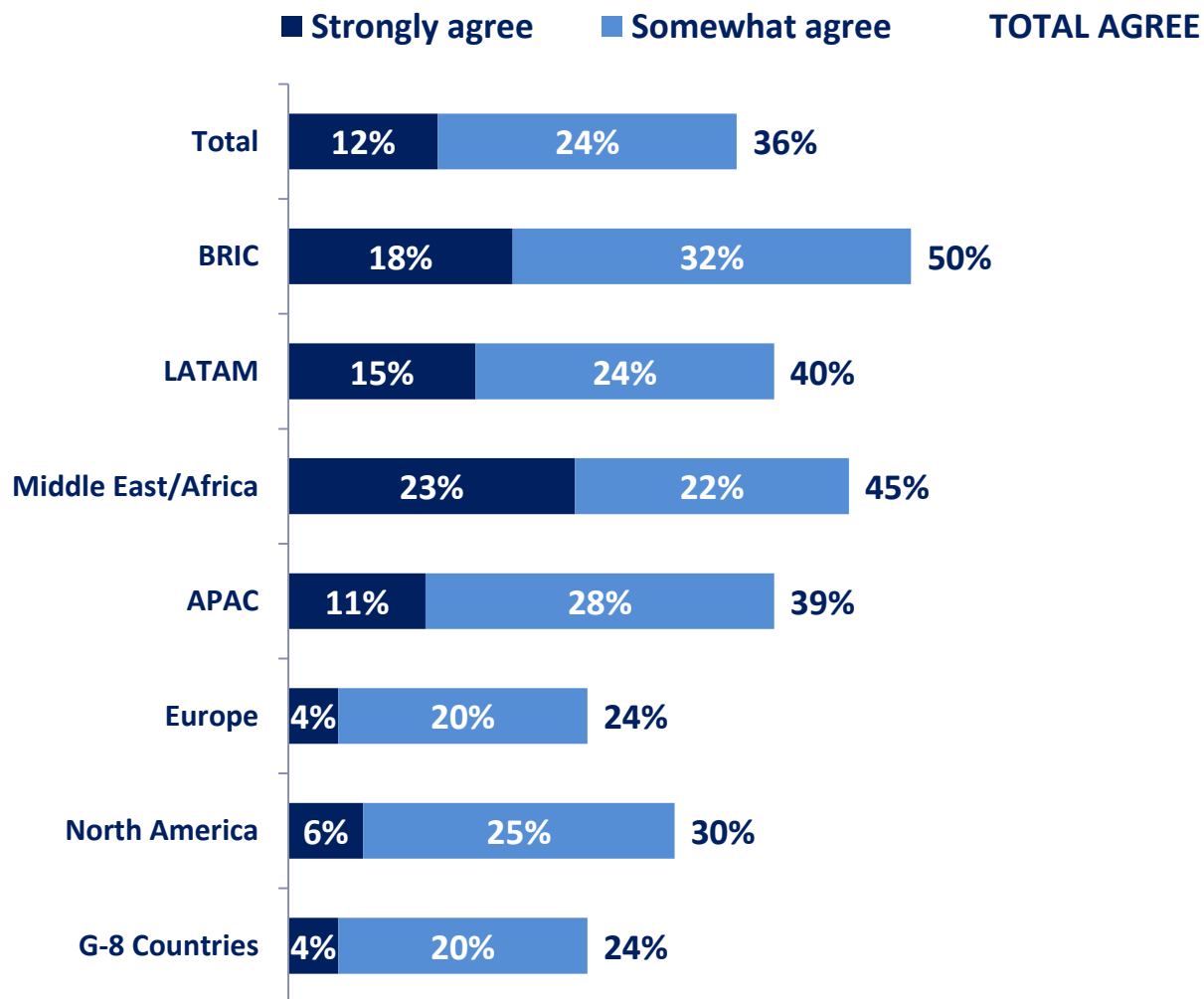
# Only one third (36%) believe private information on the Internet is very secure...



Q6. How much do you agree or disagree with the following statements? (Select one for each)

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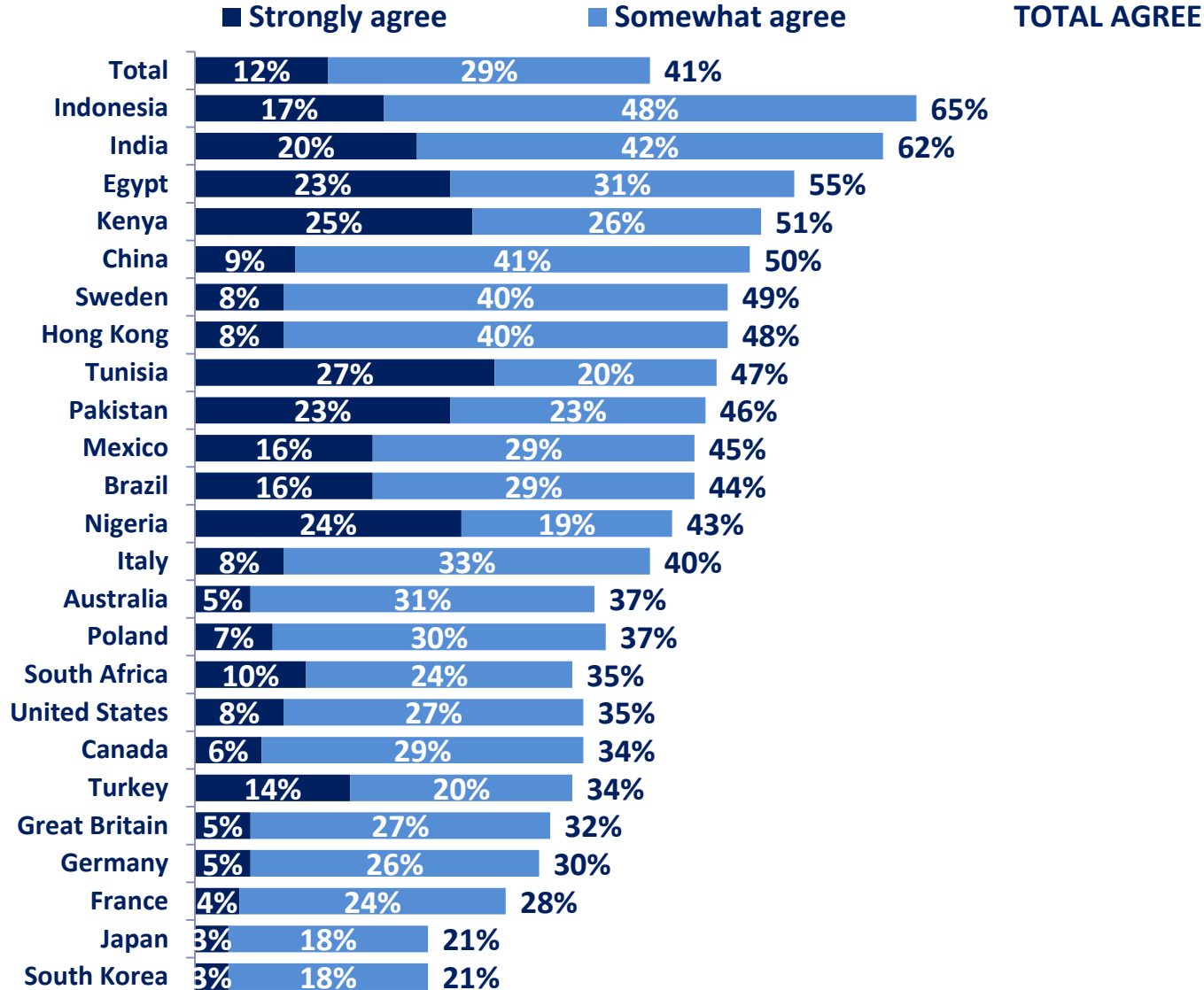


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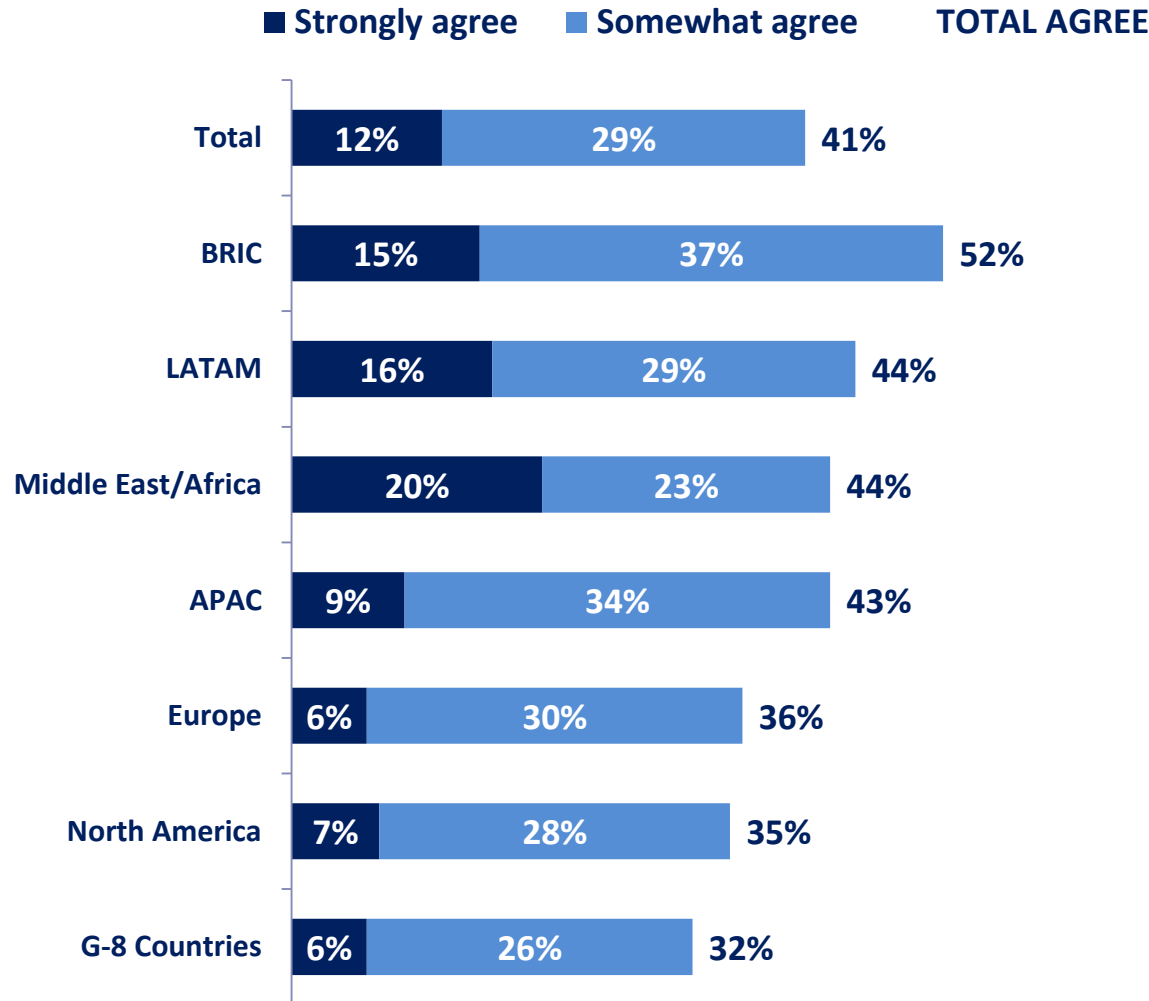
**41% believe the chance that they would ever have their personal information compromised on the Internet is so small that it's really not worth worrying about...**



Q6. How much do you agree or disagree with the following statements? (Select one for each)

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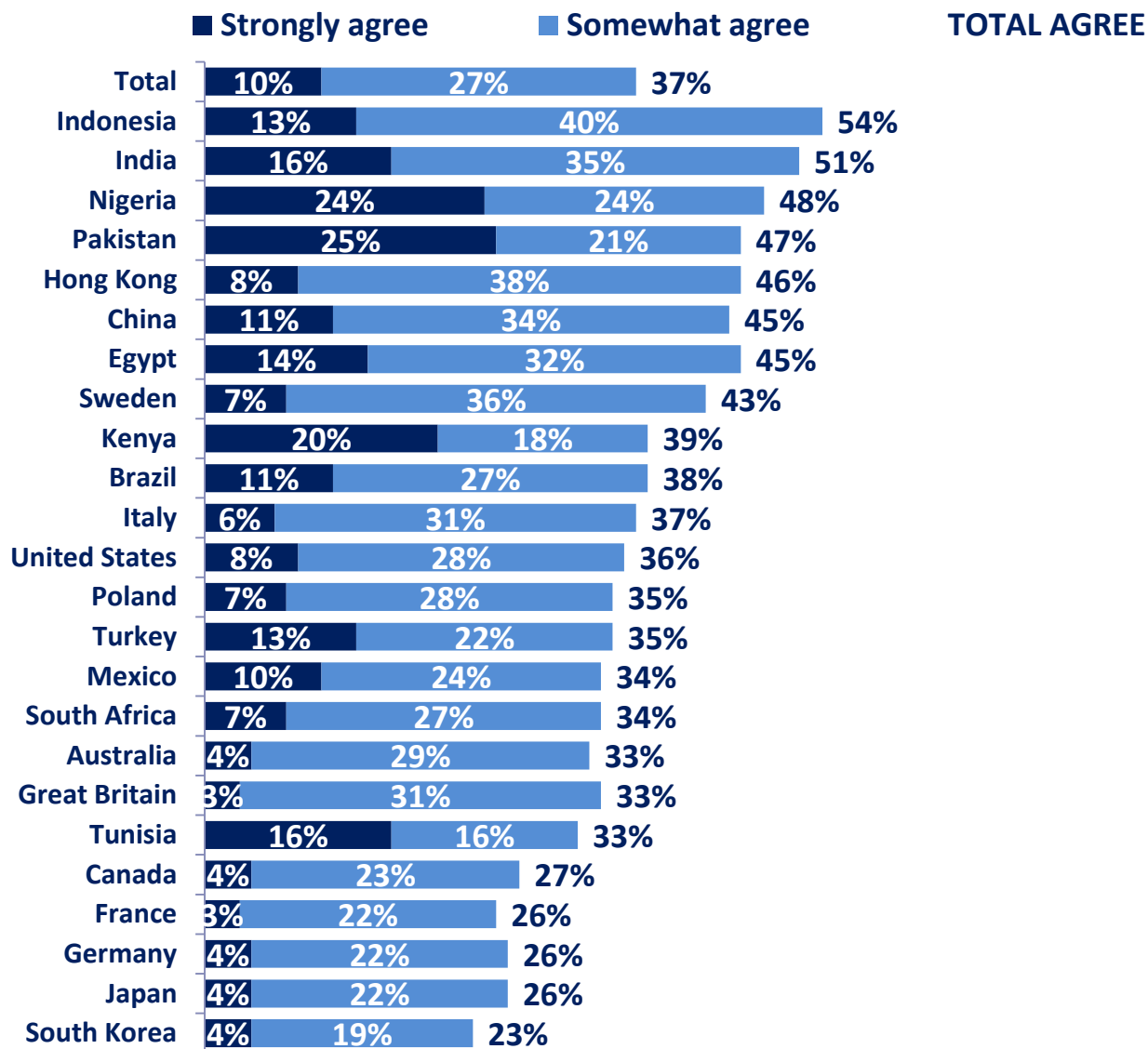
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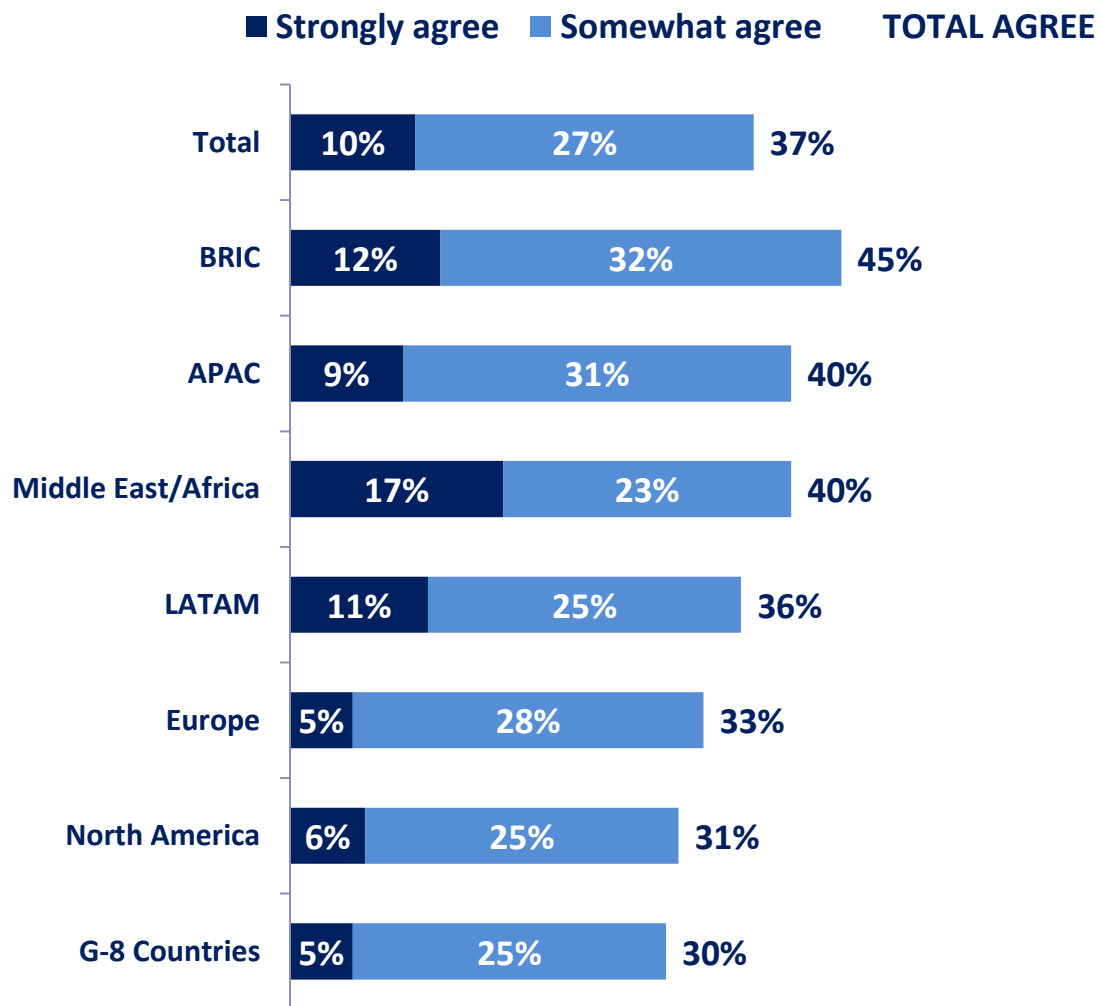
## 37% share personal information with private companies online all the time and say “it’s no big deal”...



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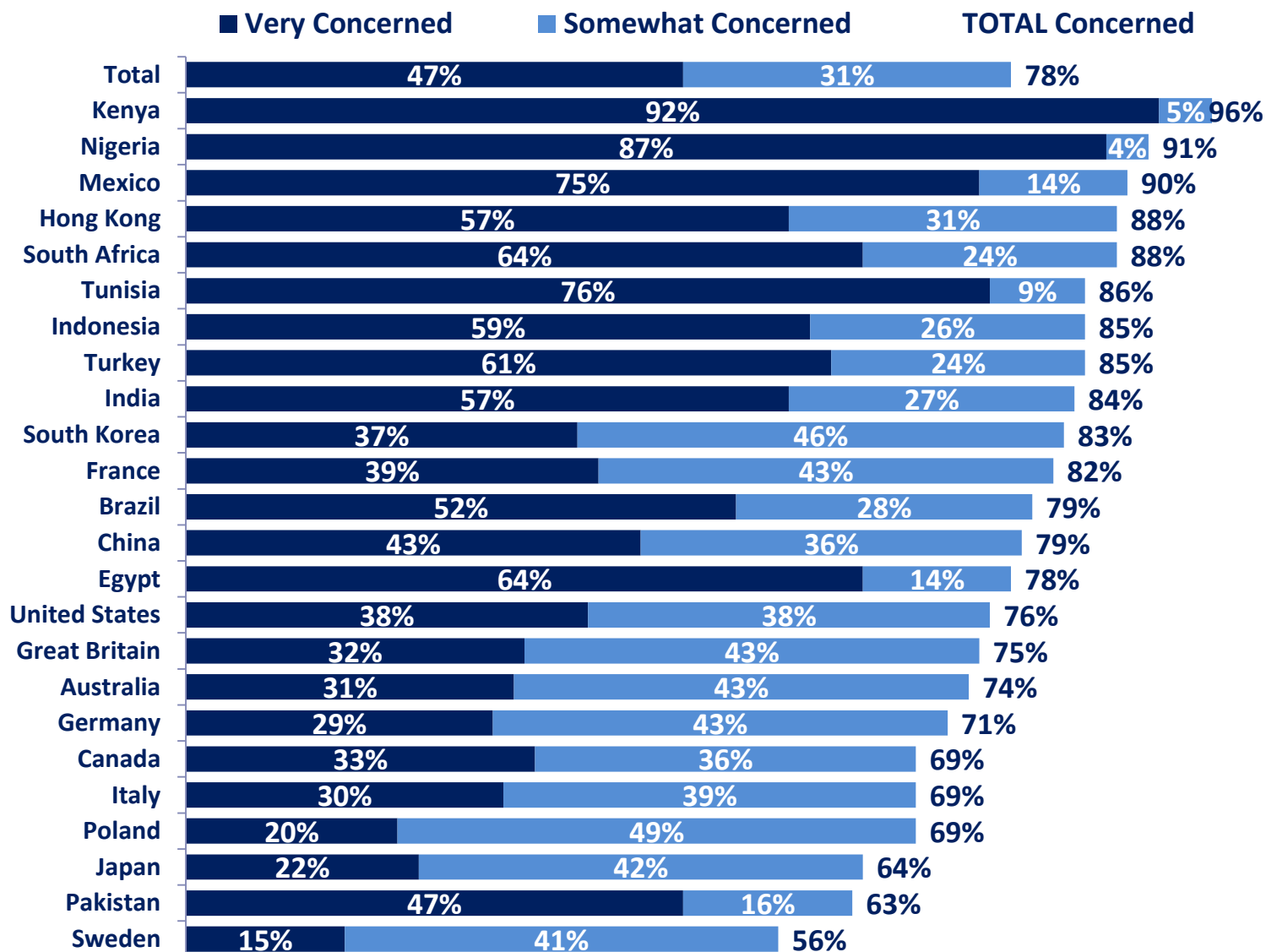
# TOP CONCERNS OF USERS



# HACKING PERSONAL INFORMATION



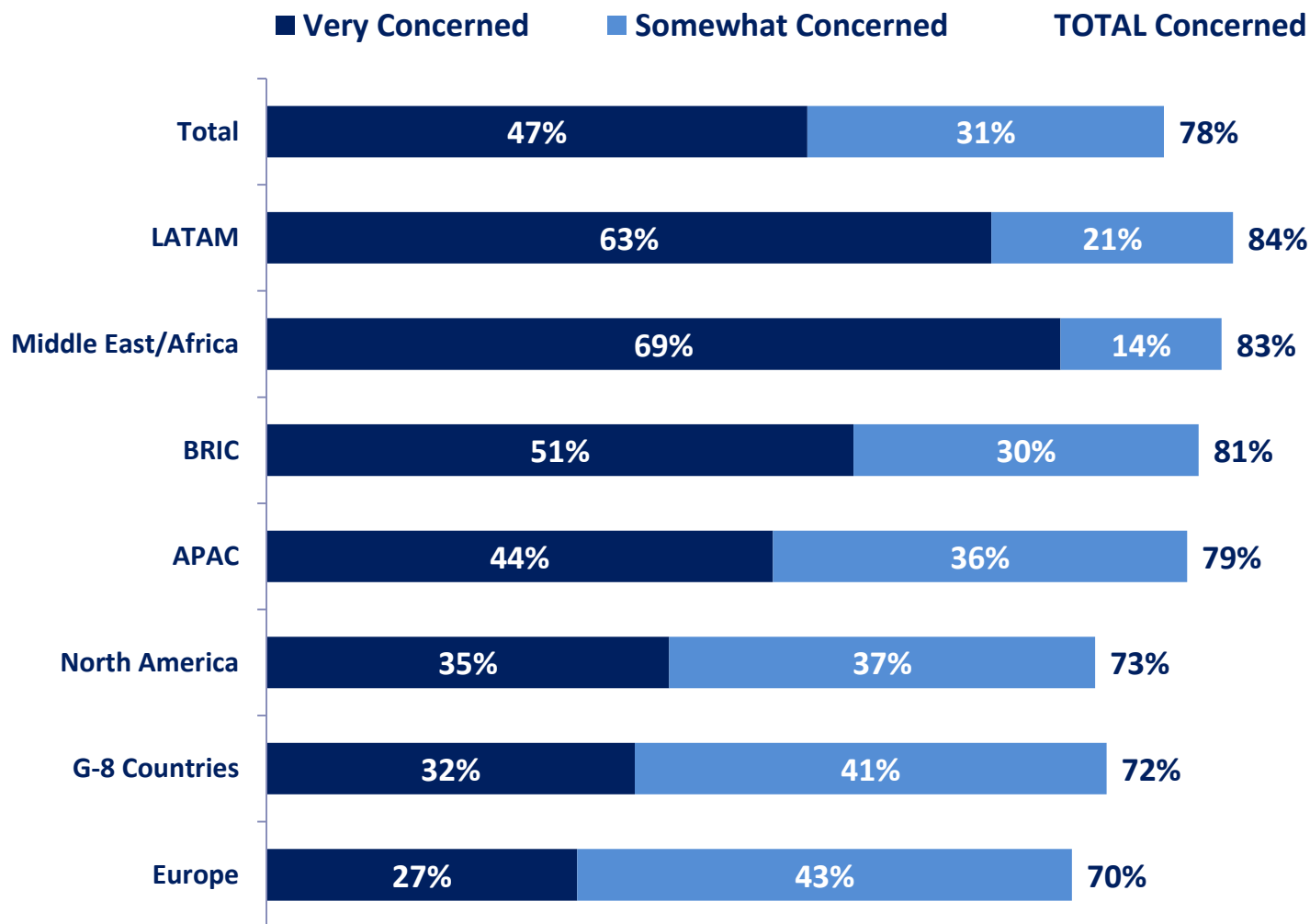
# 78% are concerned about a criminal hacking into their personal bank accounts...



Q5. How concerned are you about the following? (Select one for each)

Base: All Answering: Total (n=22,671)

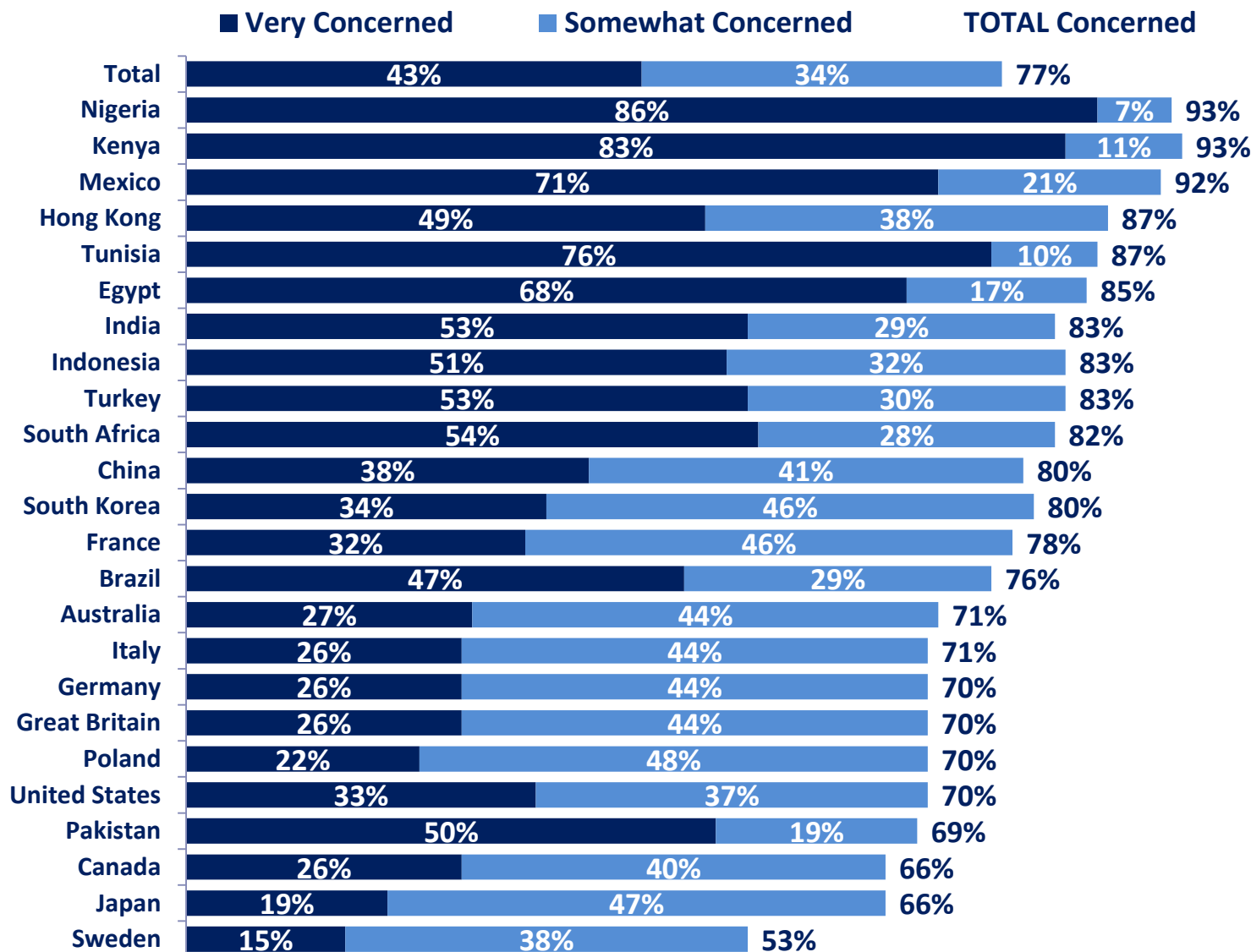
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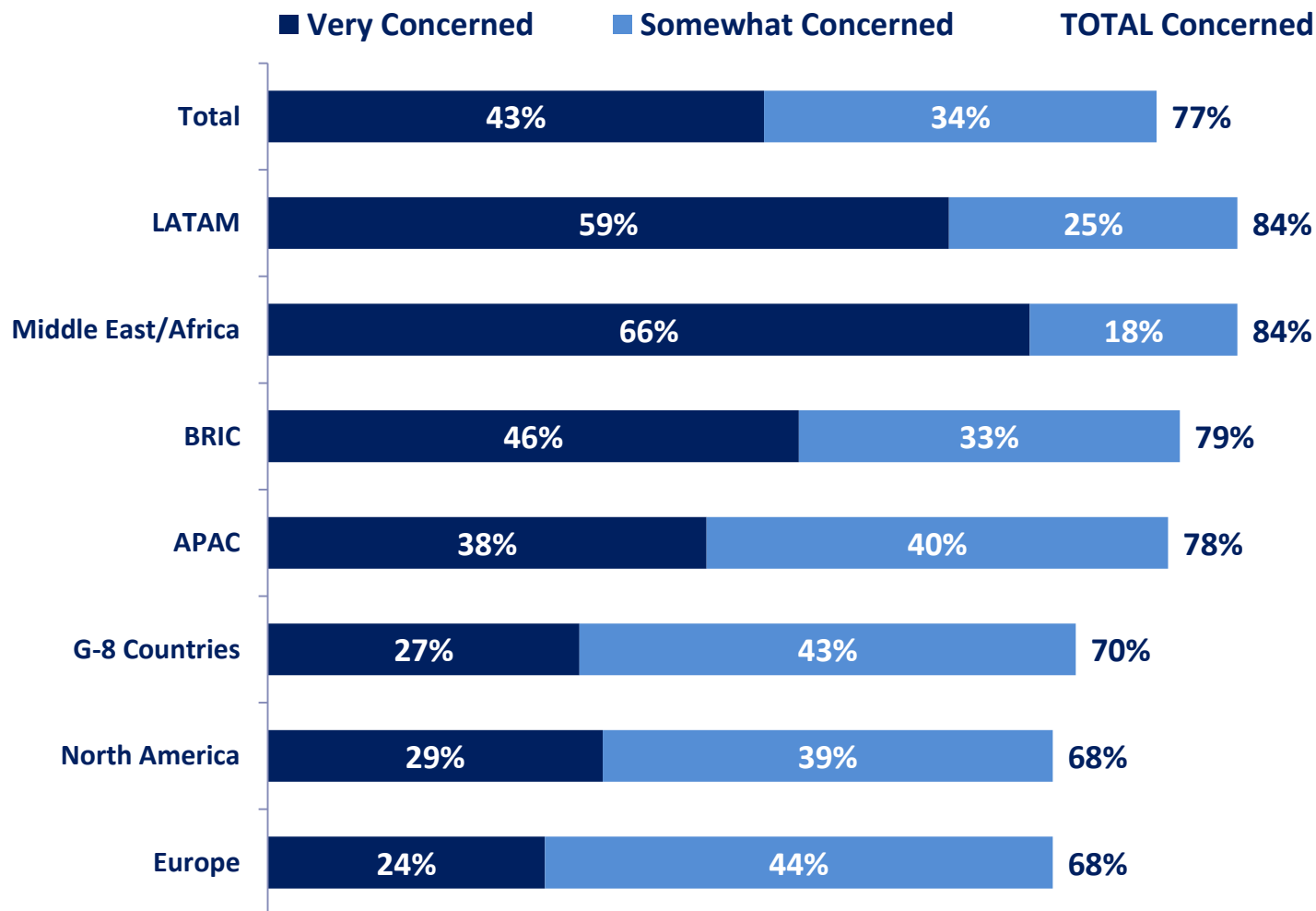
**77% are concerned about someone hacking into their online accounts and stealing personal information like photos and private messages...**



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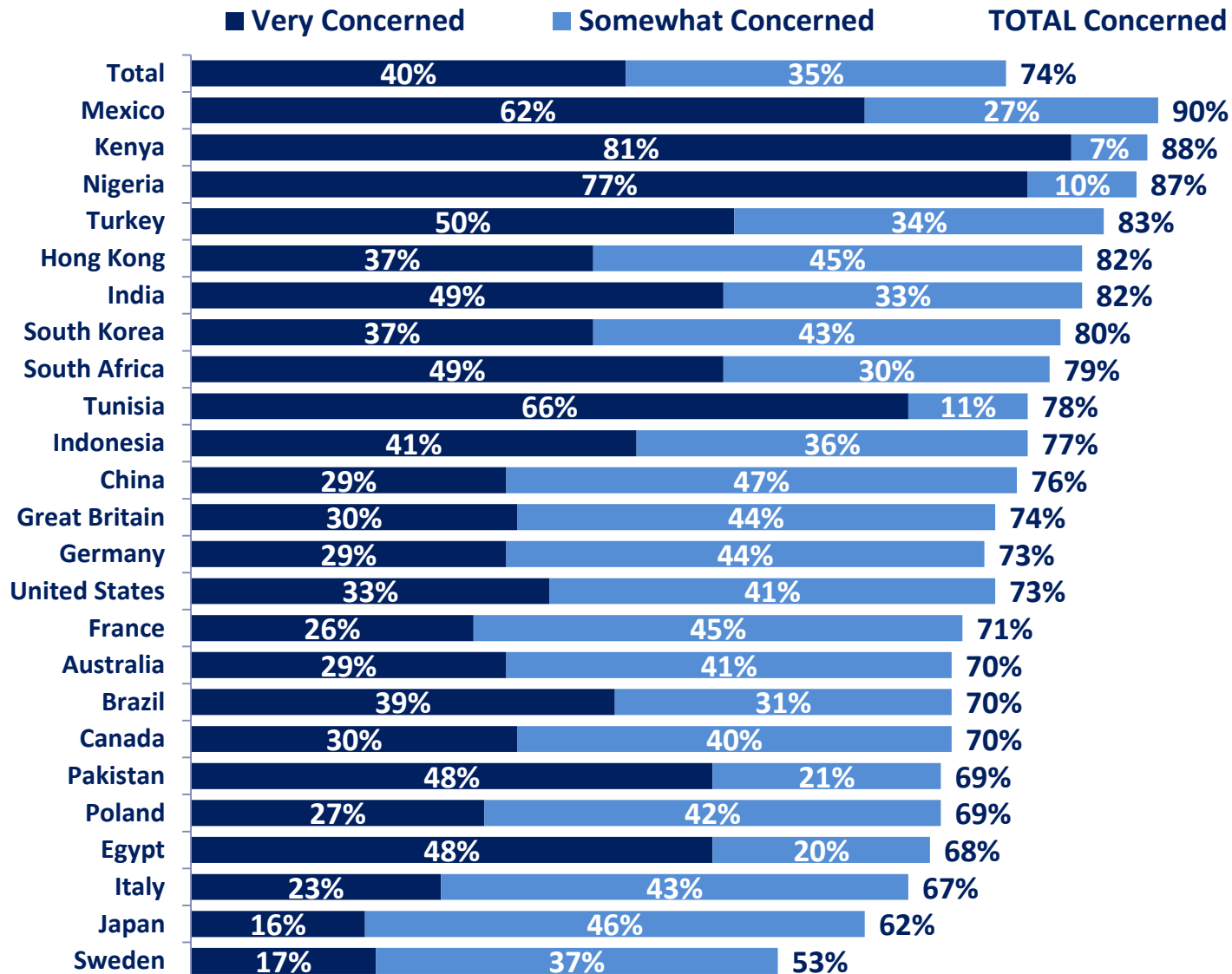
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# MONITORING AND DATA USE BY PRIVATE COMPANIES

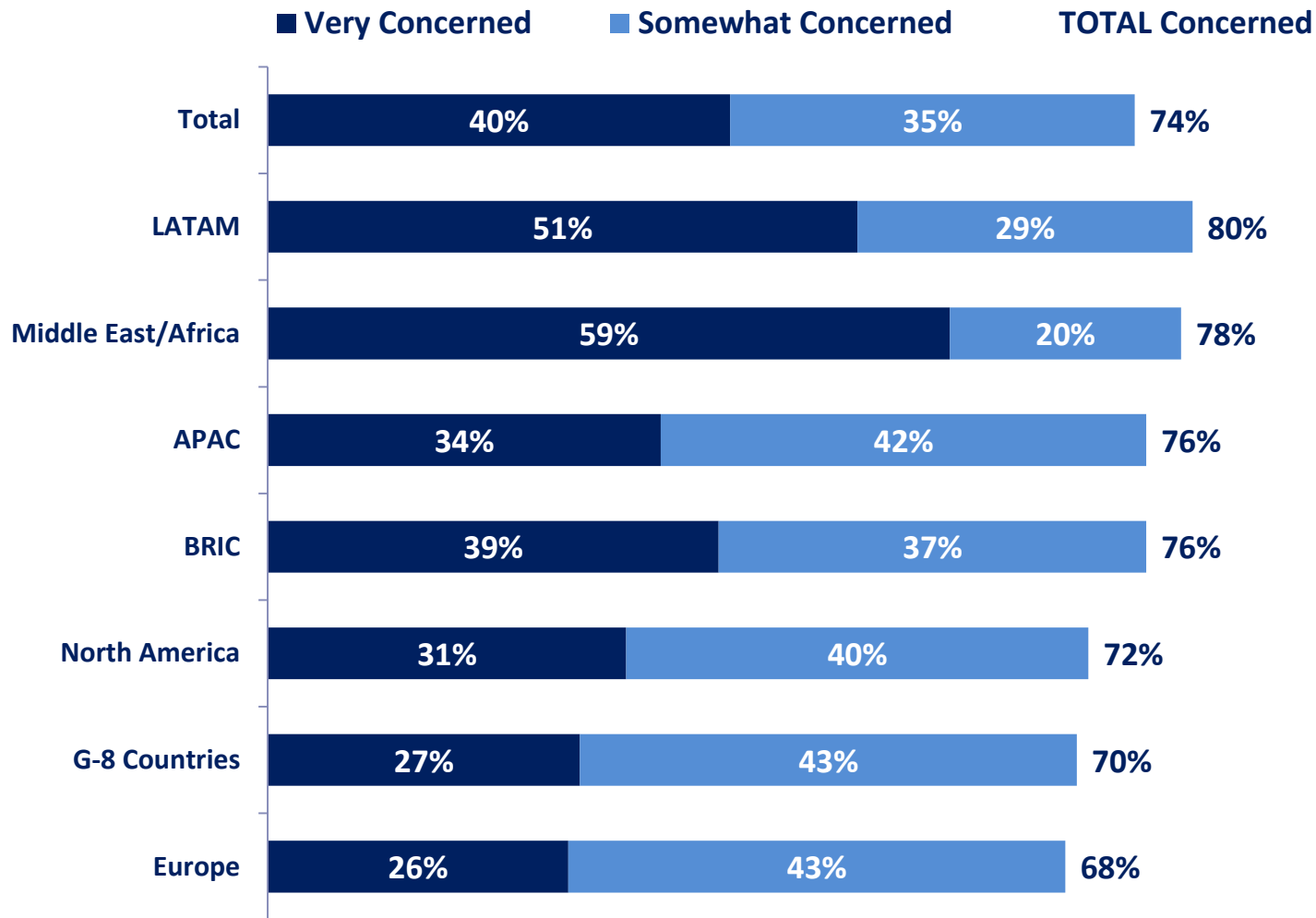


**74% are concerned about private company monitoring online activities (such as internet surfing habits) and then selling that information for commercial purposes without explicit consent...**



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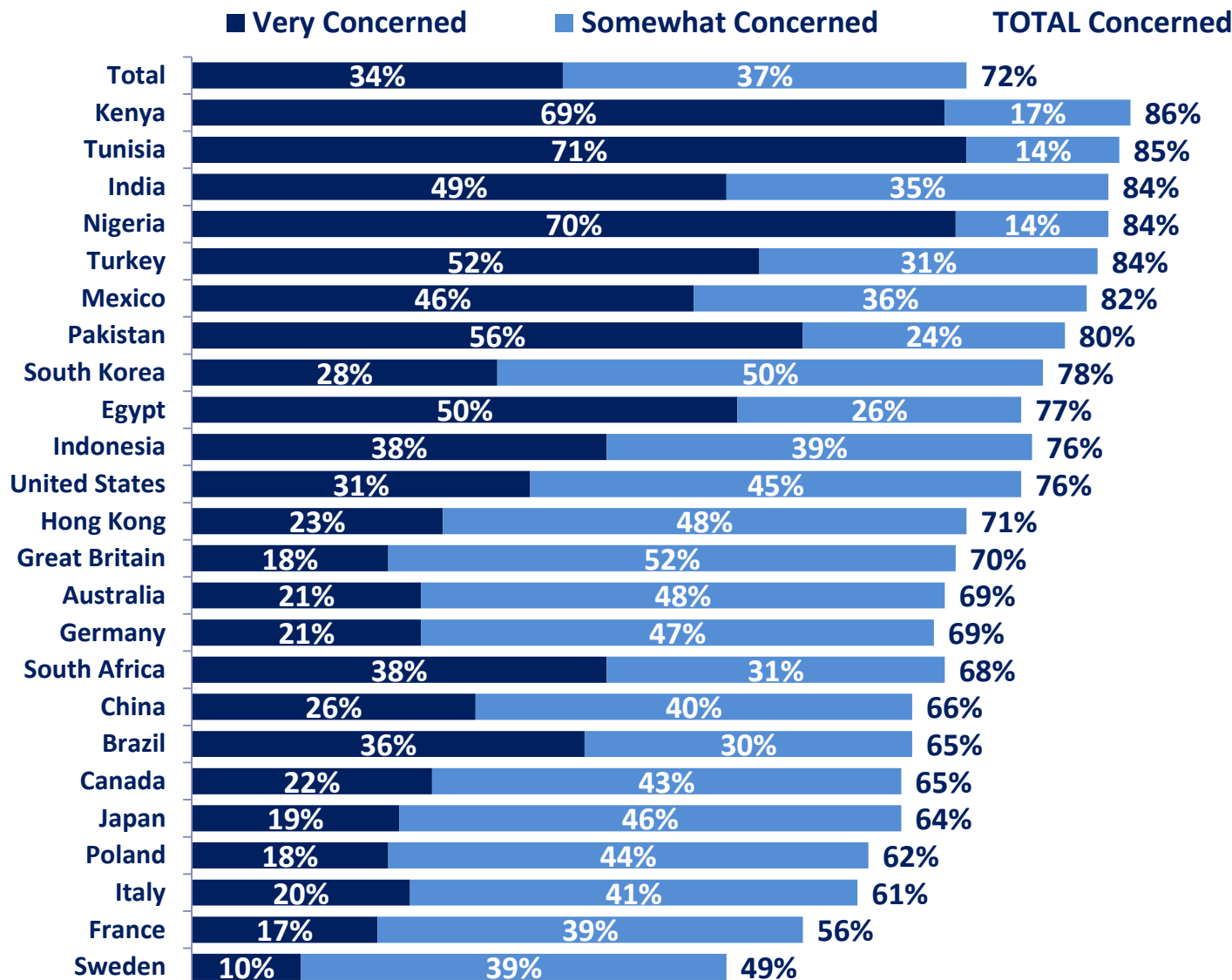


Q5. How concerned are you about the following?  
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# CYBER ATTACKS ON INSTITUTIONS

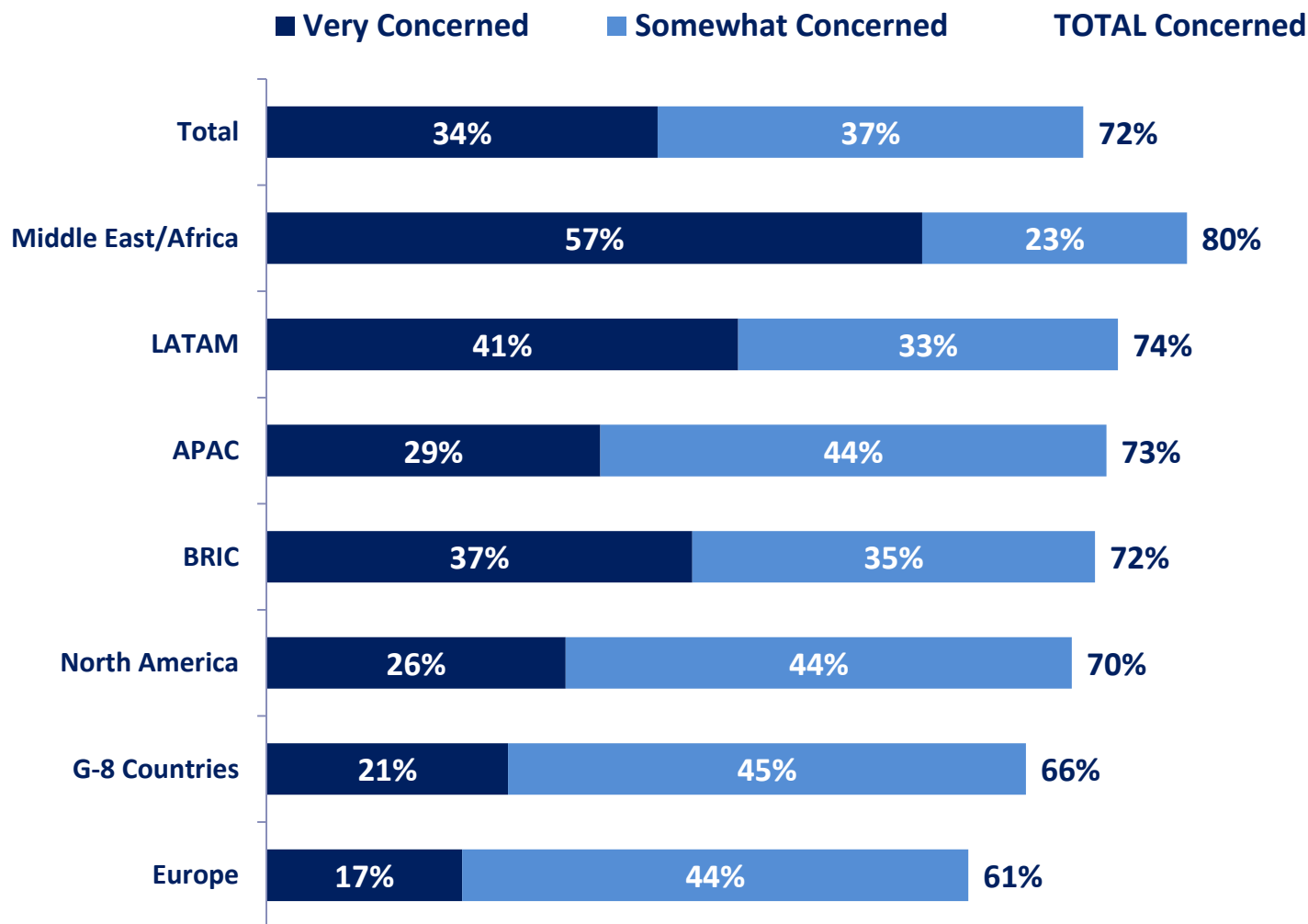


## 72% are concerned about important institutions in their country being cyber-attacked by a foreign government or terrorist organization...



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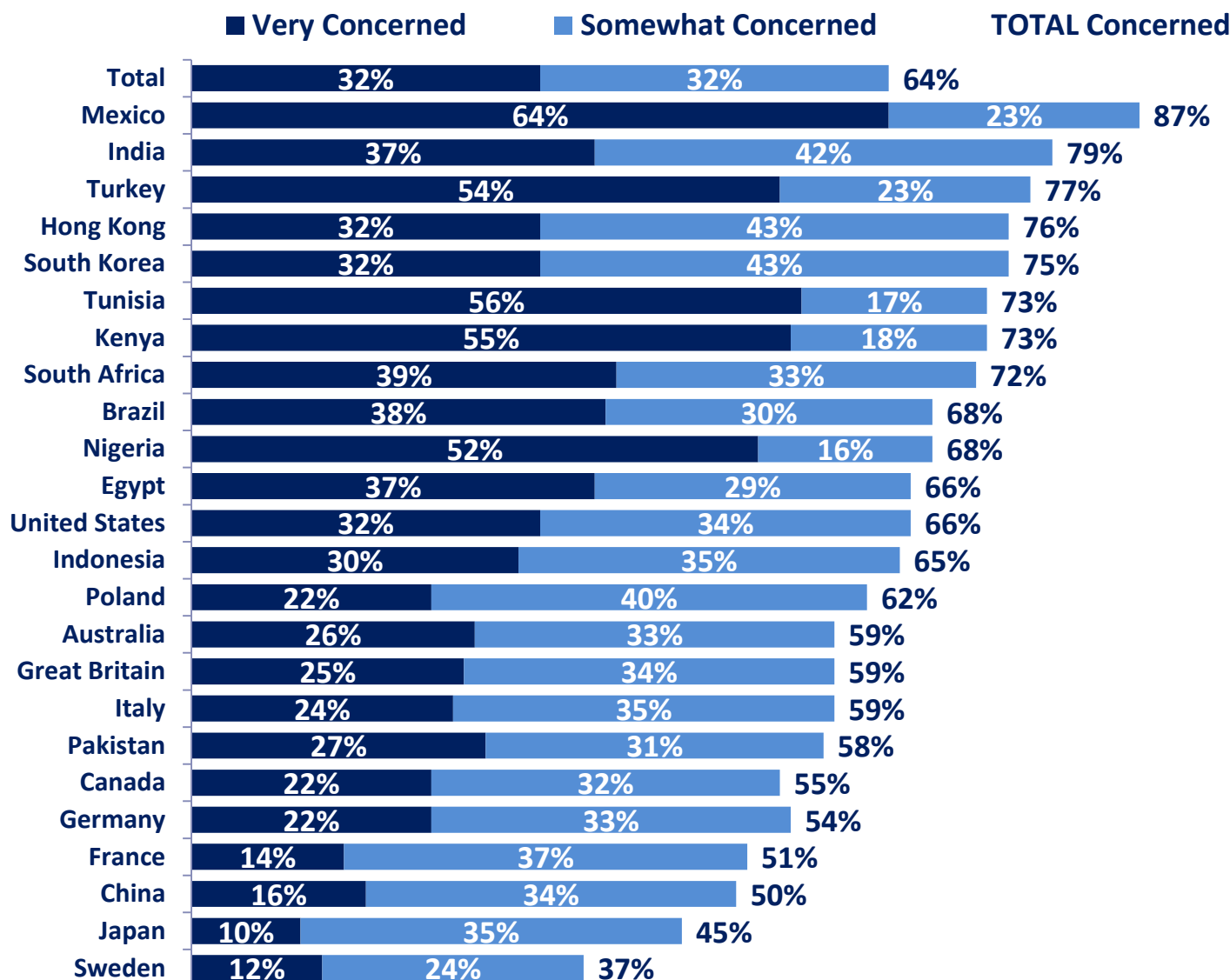


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# MONITORING AND CENSORING BY GOVERNMENT AND POLICE



# 64% are concerned about Governments censoring the Internet...

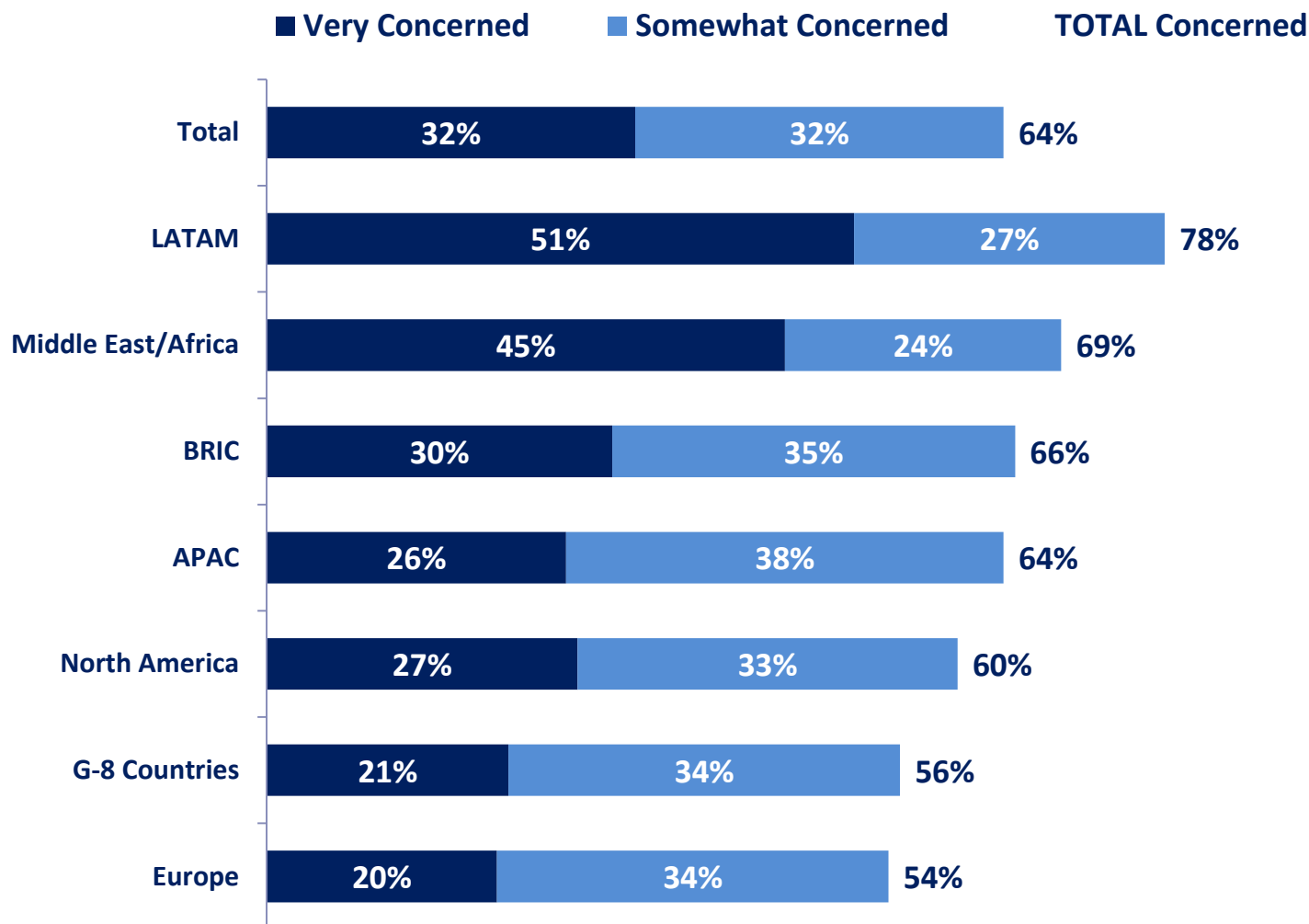


Q5. How concerned are you about the following? (Select one for each)

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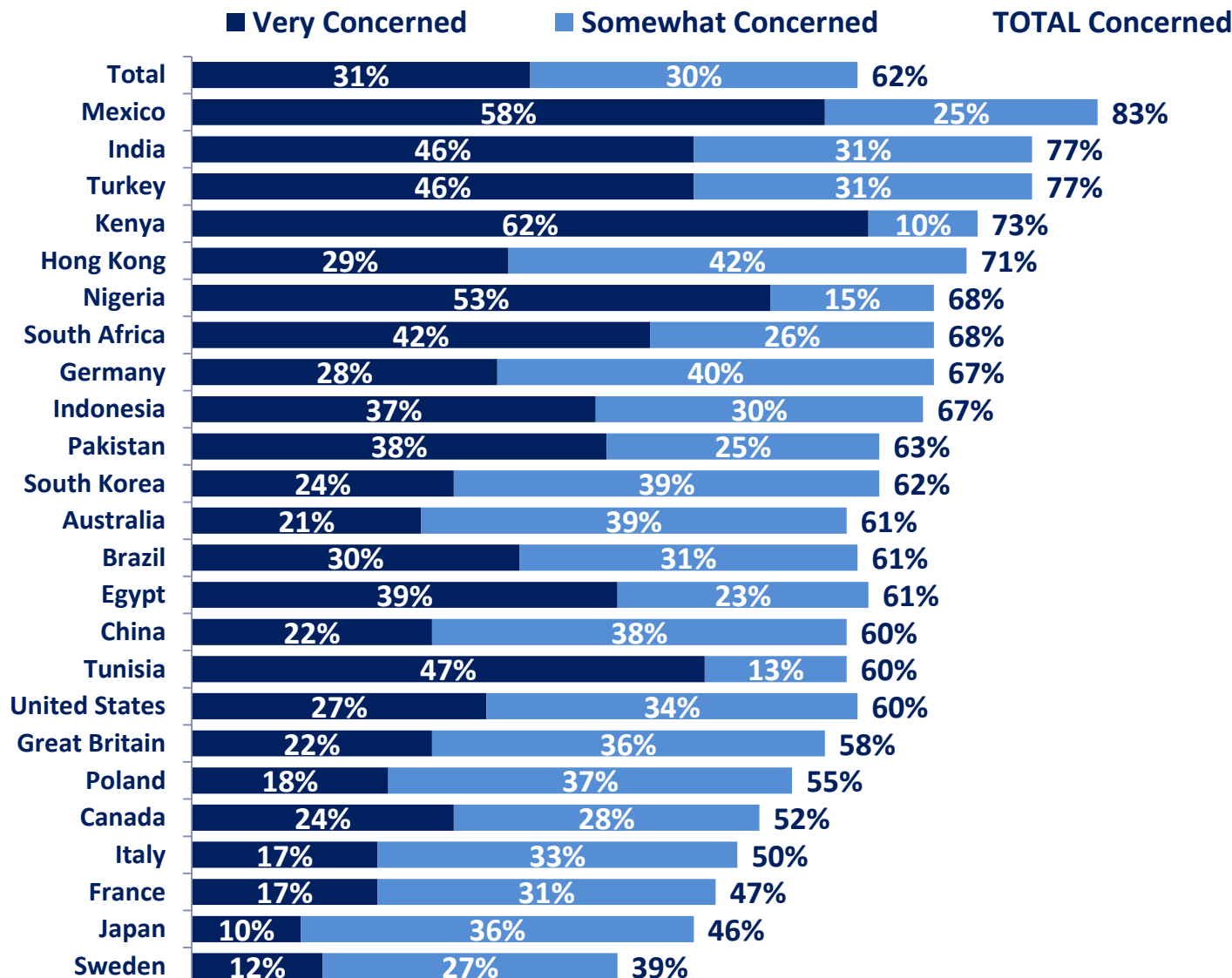
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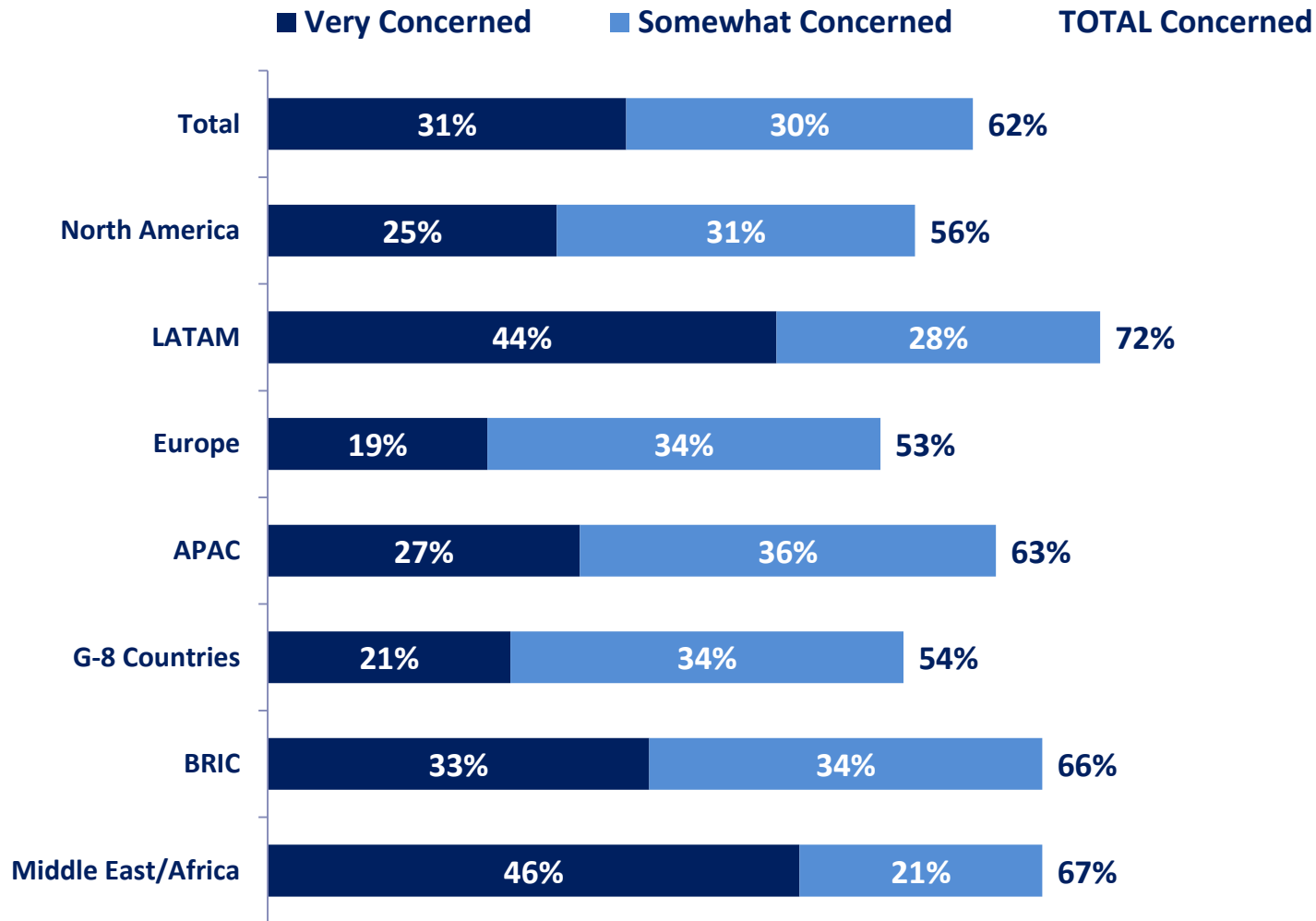
# 62% are concerned about government agencies *FROM OTHER COUNTRIES* secretly monitoring their online activities...



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Base: All Answering: Total (n=23,376)

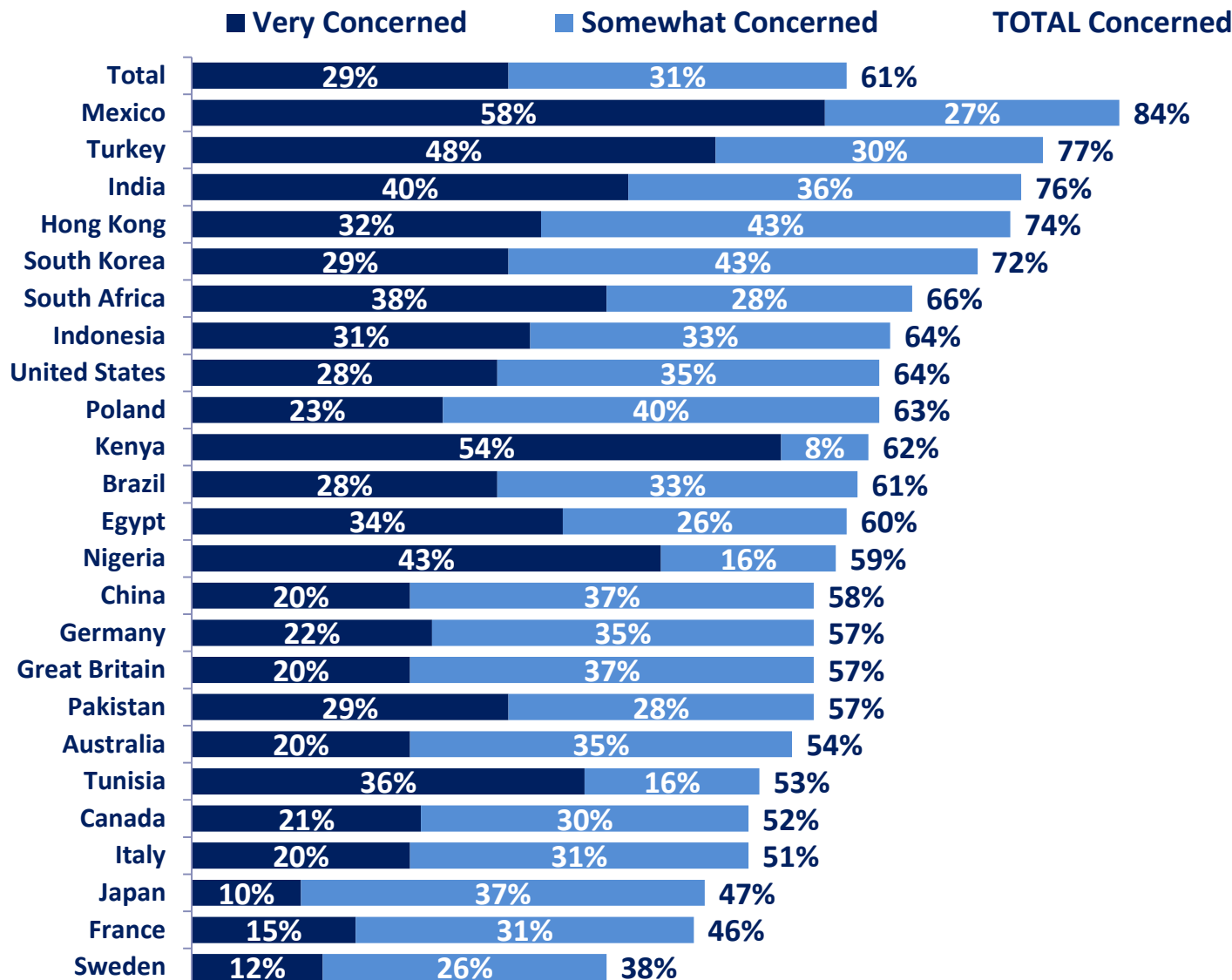
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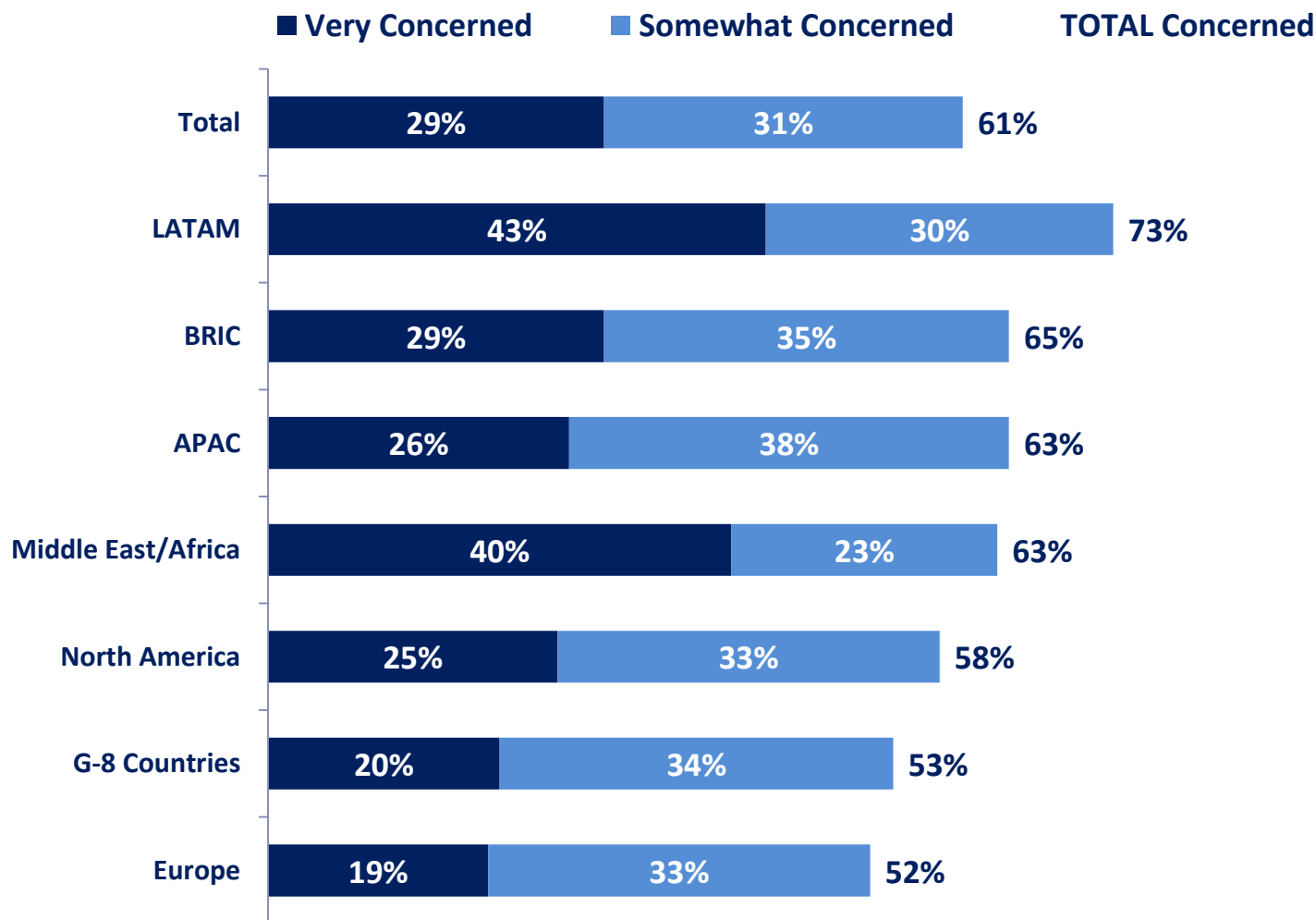
# 61% are concerned with the police or other government agencies FROM MY COUNTRY secretly monitoring their online activities...



Q5. How concerned are you about the following? (Select one for each)

Base: All Answering: Total (n=23,376)

# 61% are concerned with the police or other government agencies *FROM MY COUNTRY* secretly monitoring their online activities...



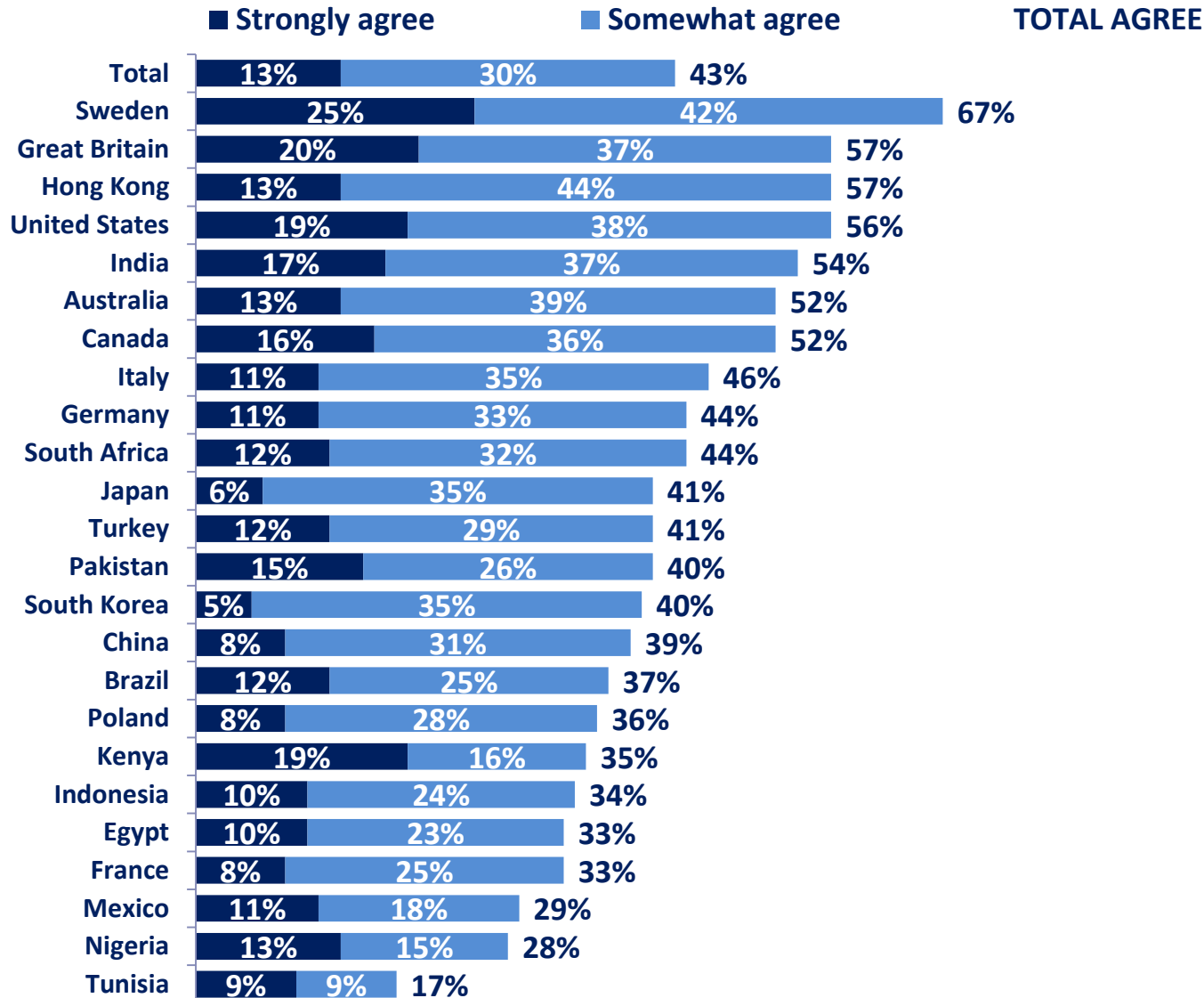
Q5. How concerned are you about the following? (Select one for each)

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# RESTRICTING ACCESS TO THE INTERNET BY GOVERNMENT



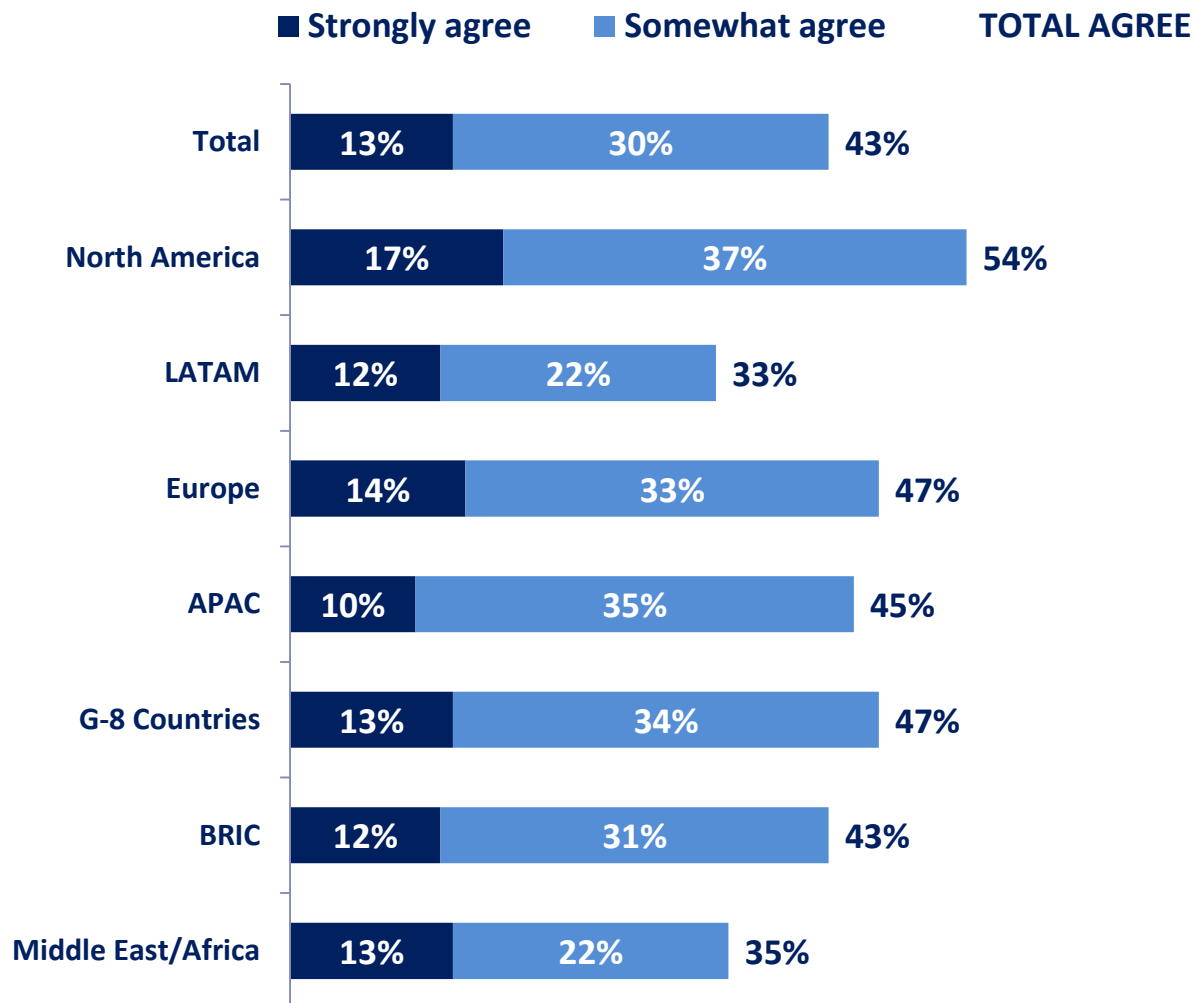
## 43% believe *GOVERNMENTS OTHER THAN MY OWN* will restrict access to the Internet...



Q6. How much do you agree or disagree with the following statements? (Select one for each)

Base: All Respondents. Total (n=23,376)

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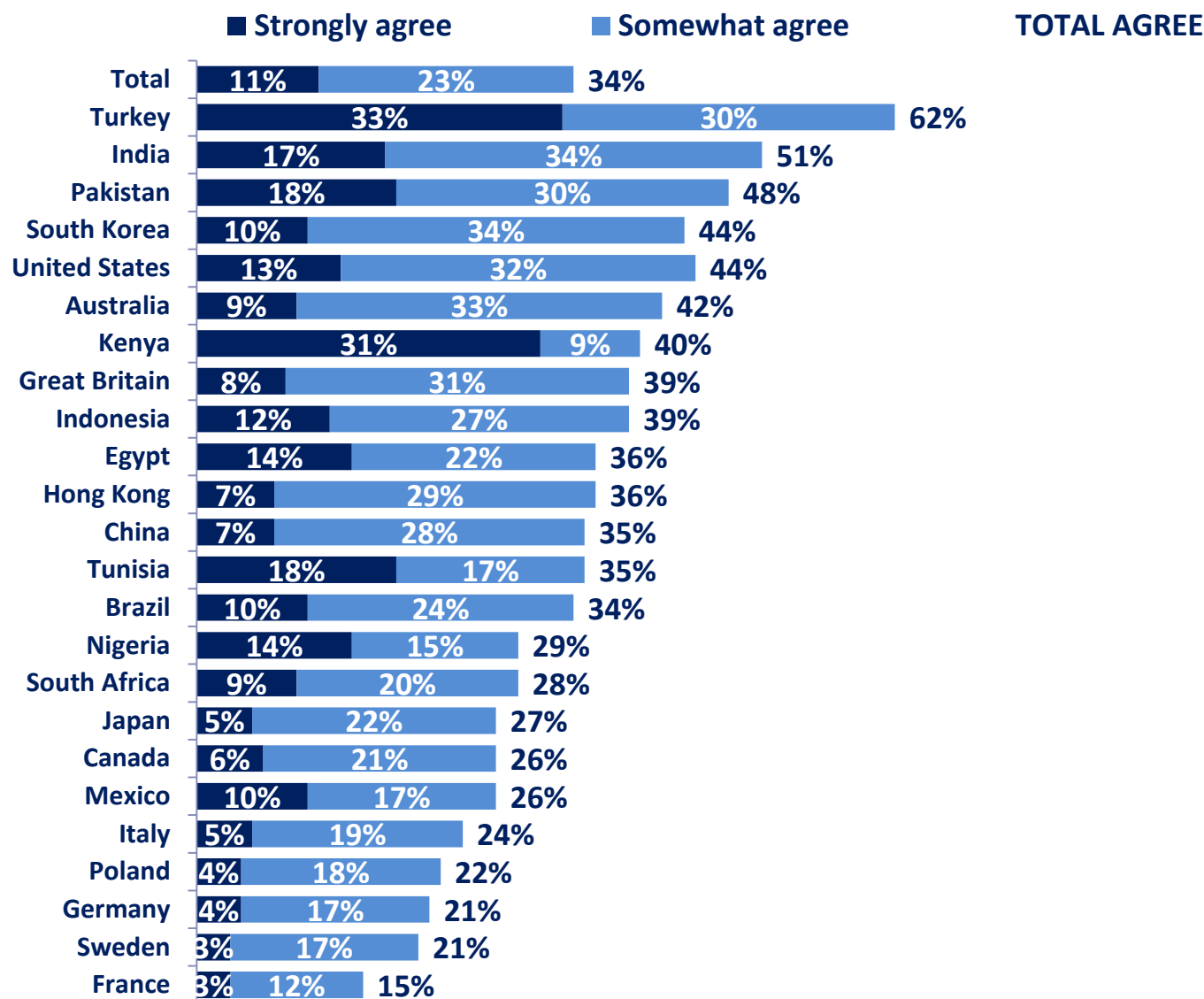
Q6. How much do you agree or disagree with the following statements?

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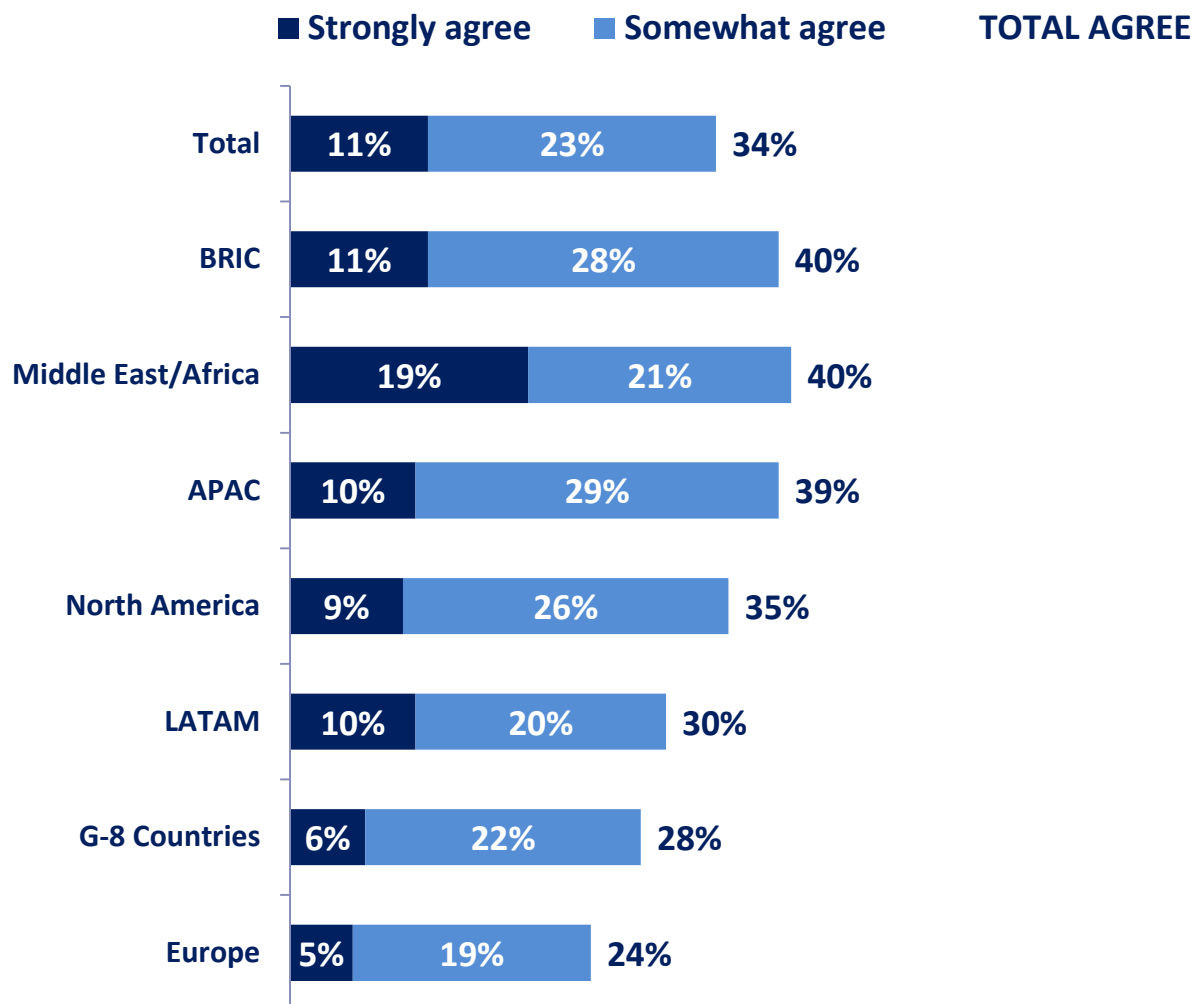
## 34% believe *MY GOVERNMENT* will restrict access to the Internet...



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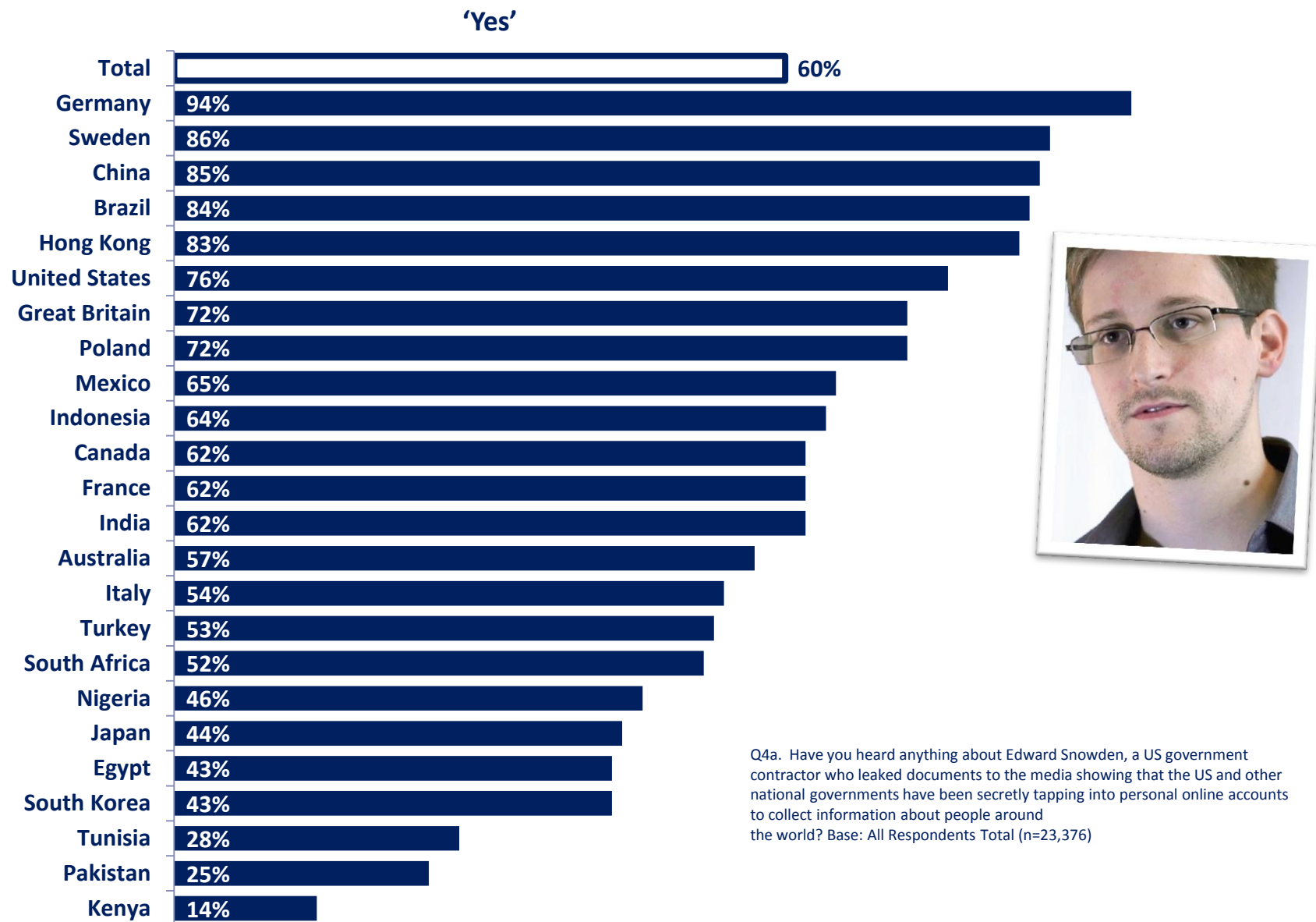
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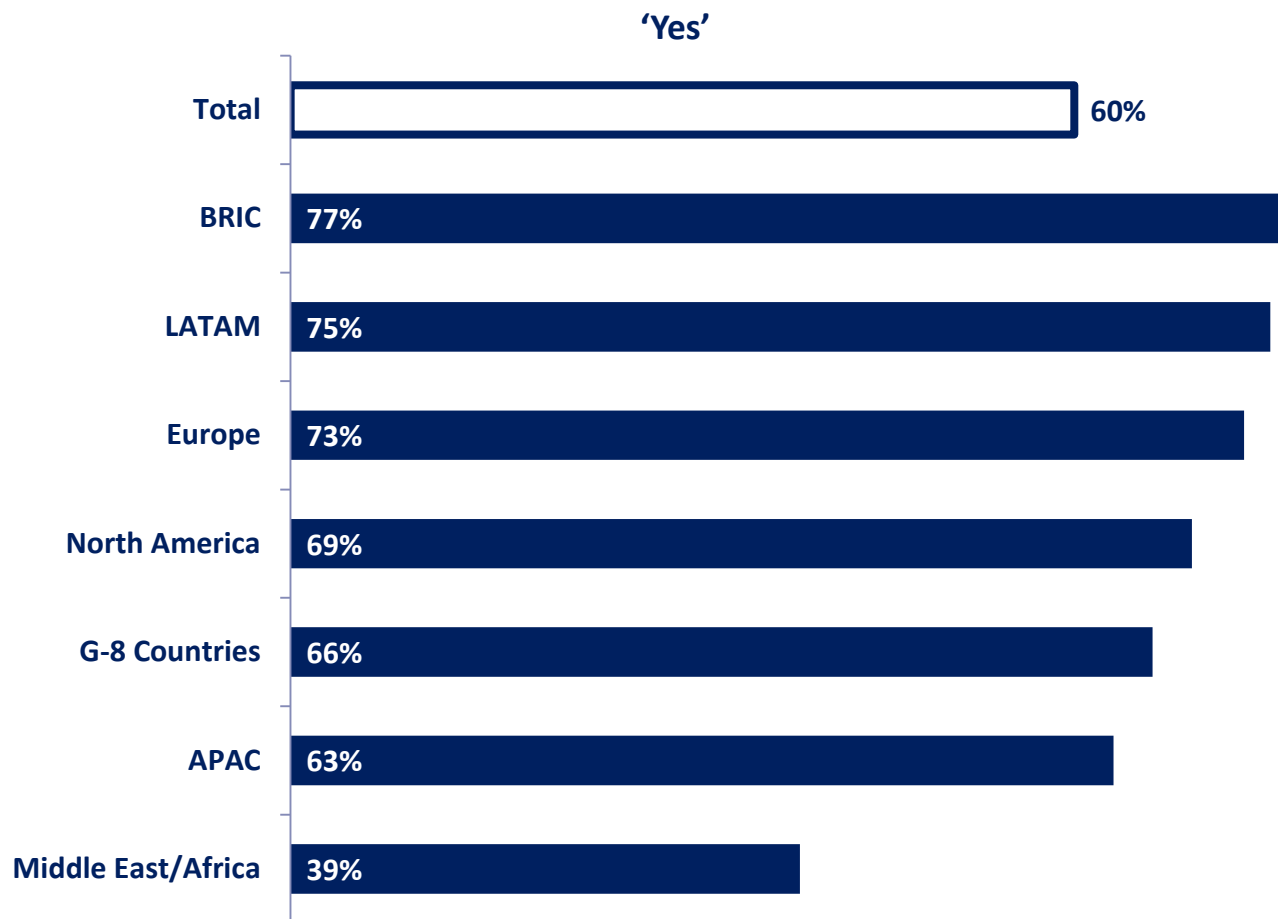
# BEHAVIOR CHANGES



## 60% have heard about Edward Snowden...

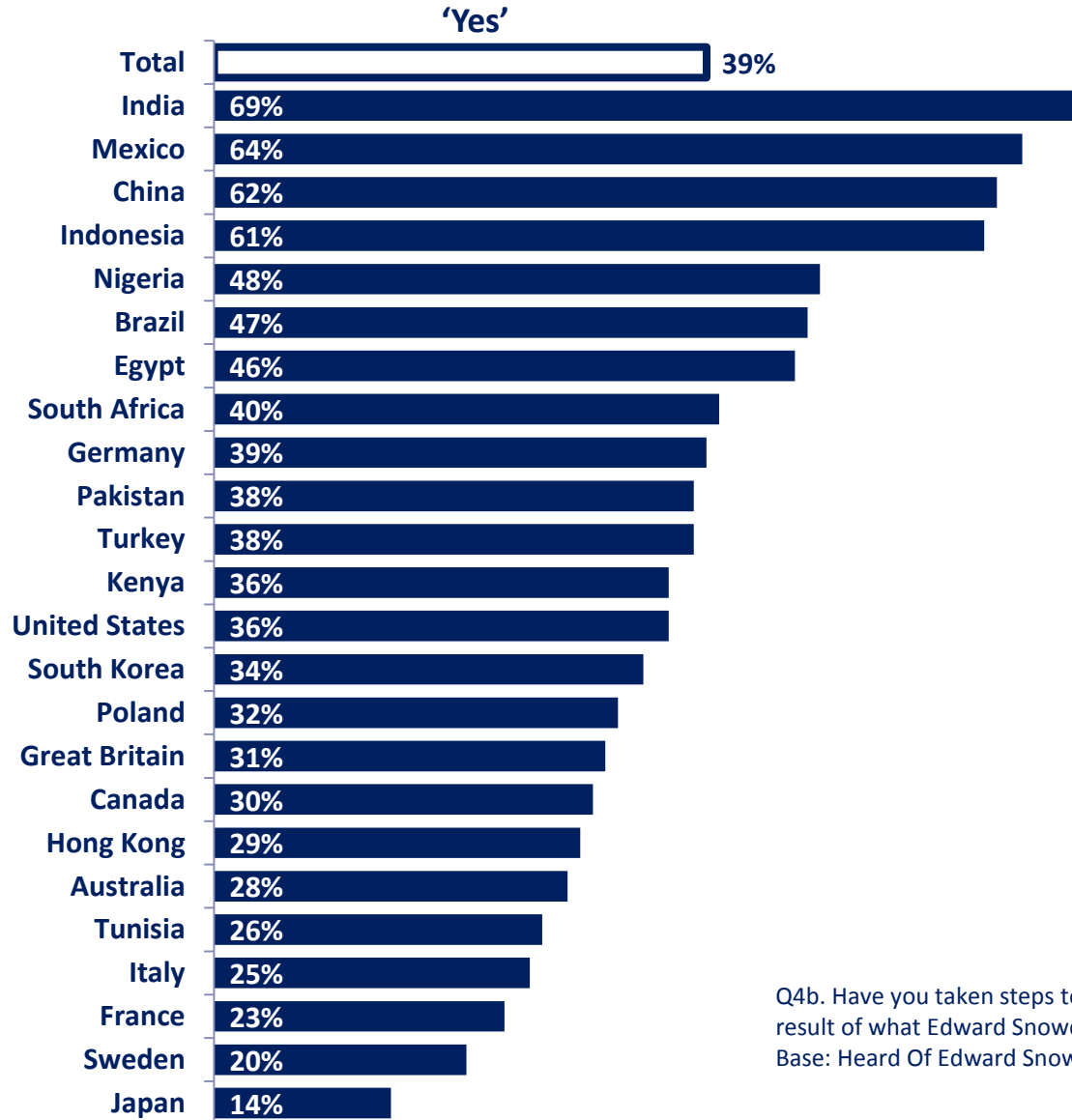


## 60% have heard about Edward Snowden...



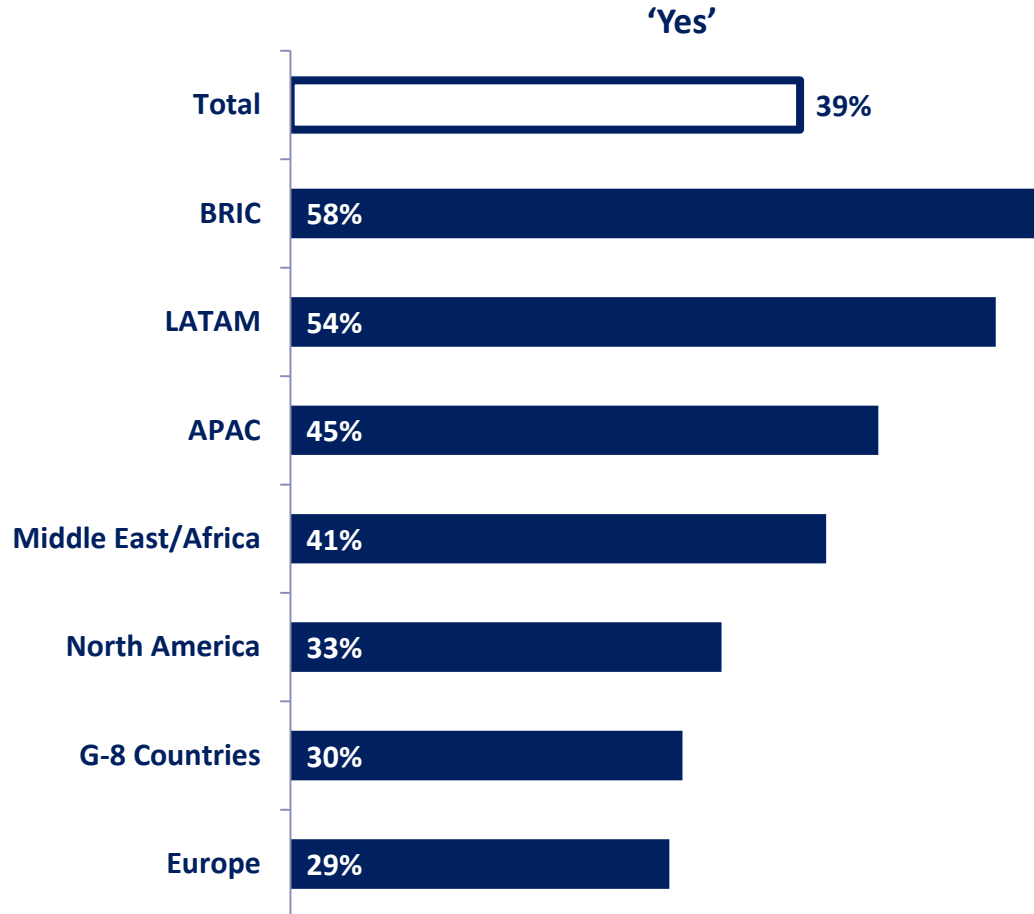
Q4a. Have you heard anything about Edward Snowden, a US government contractor who leaked documents to the media showing that the US and other national governments have been secretly tapping into personal online accounts to collect information about people around the world?  
Base: All Respondents Total (n=23,376)

Of the 60% who have heard of him, 39% have taken steps to protect their online privacy and security as a result of what he revealed...That's one quarter (23%) of all users...



Q4b. Have you taken steps to protect your online privacy and security as a result of what Edward Snowden revealed?  
Base: Heard Of Edward Snowden (n=14,411)

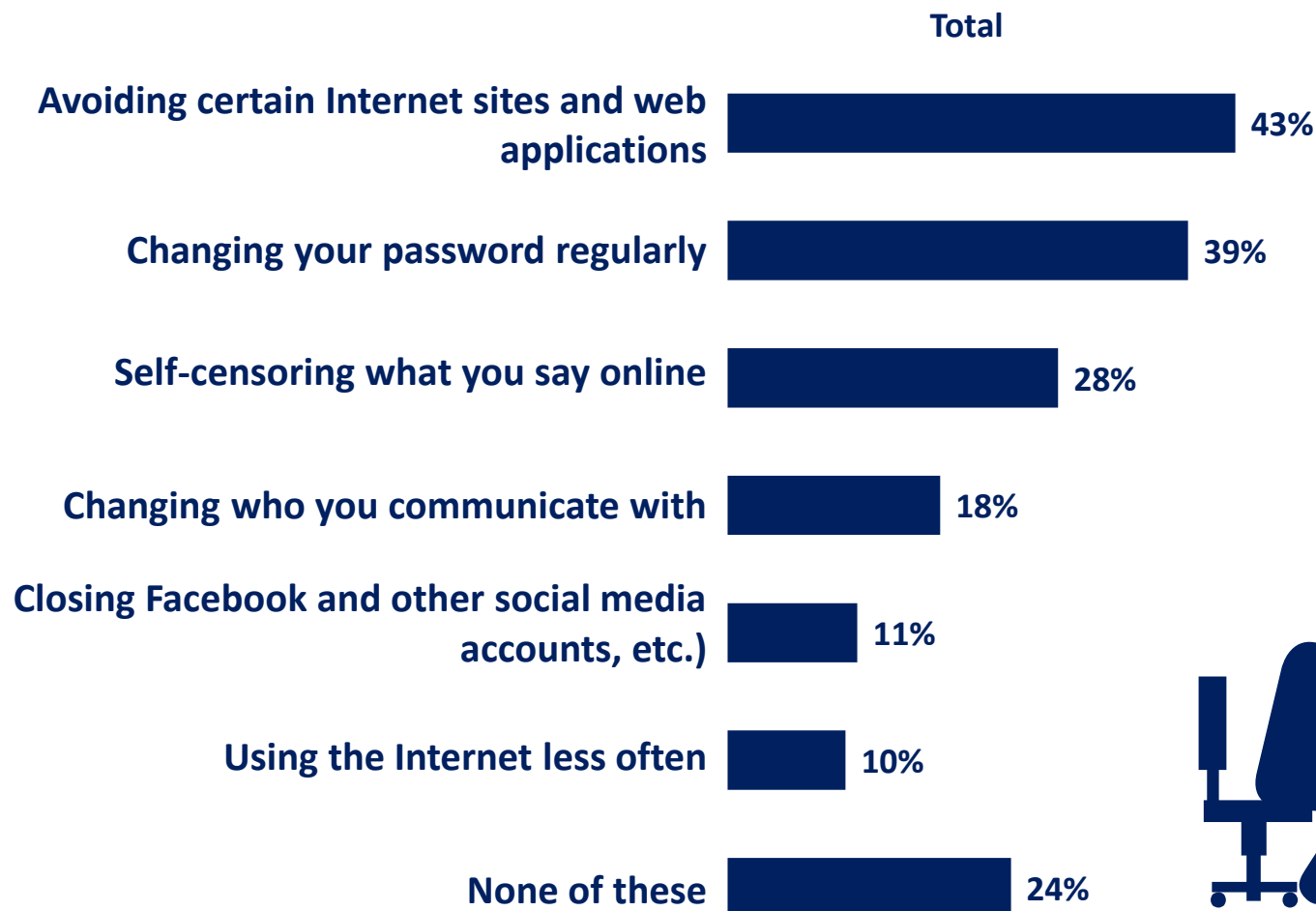
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Q4b. Have you taken steps to protect your online privacy and security as a result of what Edward Snowden revealed?

Base: Heard Of Edward Snowden (n=14,411)

## Of *ALL* Internet users, this is what they have changed in behaving online compared to one year ago...



Q3. How have you changed anything about how you behave online compared to one year ago?

(Please select all that apply.)

Base: All Respondents Total (n=23,376)



## Of *ALL* Internet users, this is what they have changed in behaving online compared to one year ago...

	Total	North America	LATAM (Latin America)	Europe	APAC (Asia and Pacific)	G-8 Countries	BRIC (Brazil, Russia, India, China)	Middle East/Africa
Avoiding certain Internet sites and web applications	43%	41%	58%	42%	38%	38%	49%	46%
Changing your password regularly	39%	37%	39%	33%	40%	34%	41%	43%
Self-censoring what you say online	28%	24%	32%	18%	29%	20%	32%	37%
Changing who you communicate with	18%	16%	20%	11%	16%	11%	21%	28%
Closing Facebook and other social media accounts, etc.)	11%	9%	9%	7%	9%	7%	14%	17%
Using the Internet less often	10%	8%	11%	6%	8%	6%	11%	15%
None of these	24%	32%	9%	32%	26%	34%	15%	17%



Q3. How have you changed anything about how you behave online compared to one year ago?

(Please select all that apply.)

Base: All Respondents Total (n=23,376)

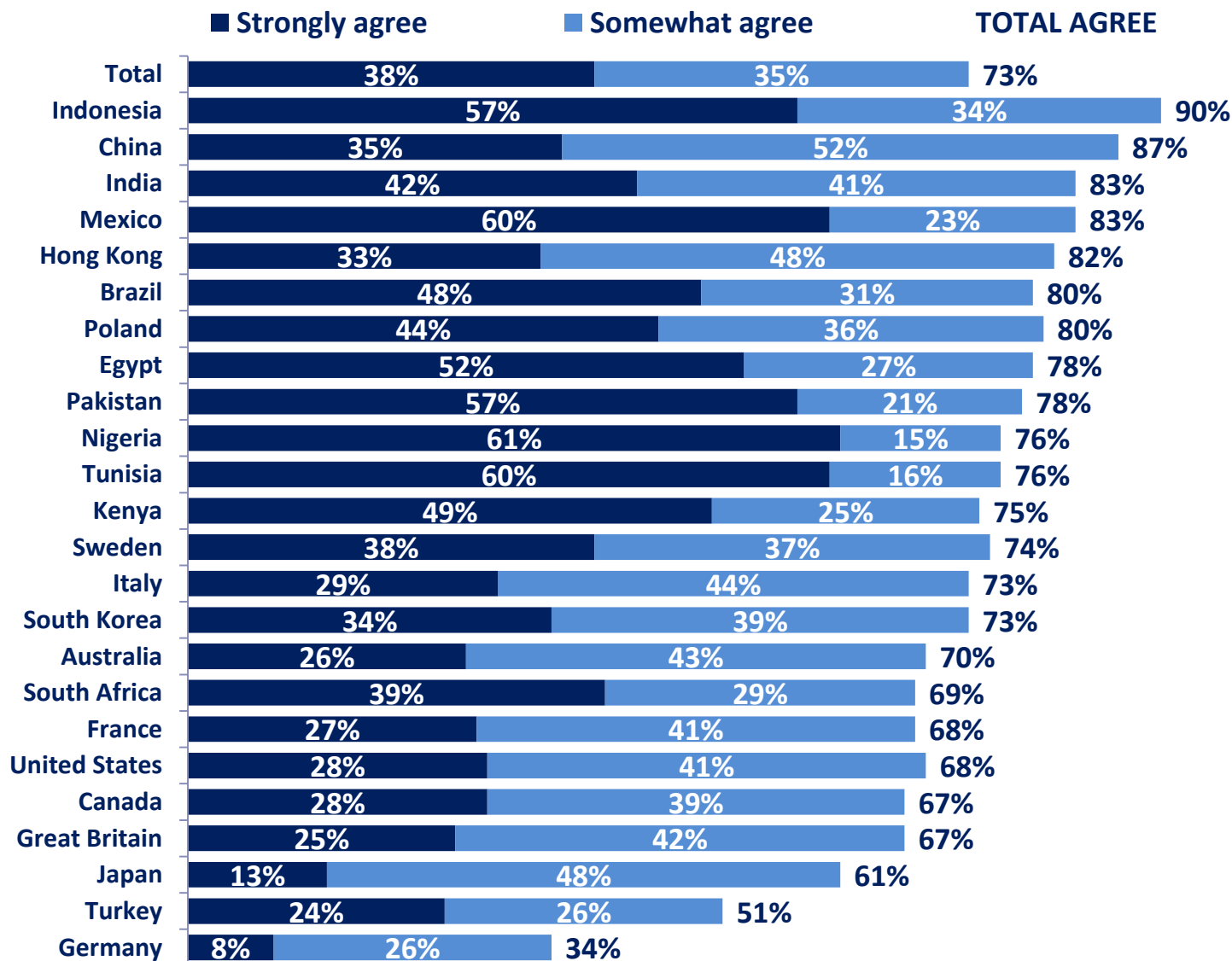
# WHAT USERS WANT



# SECURE SERVER



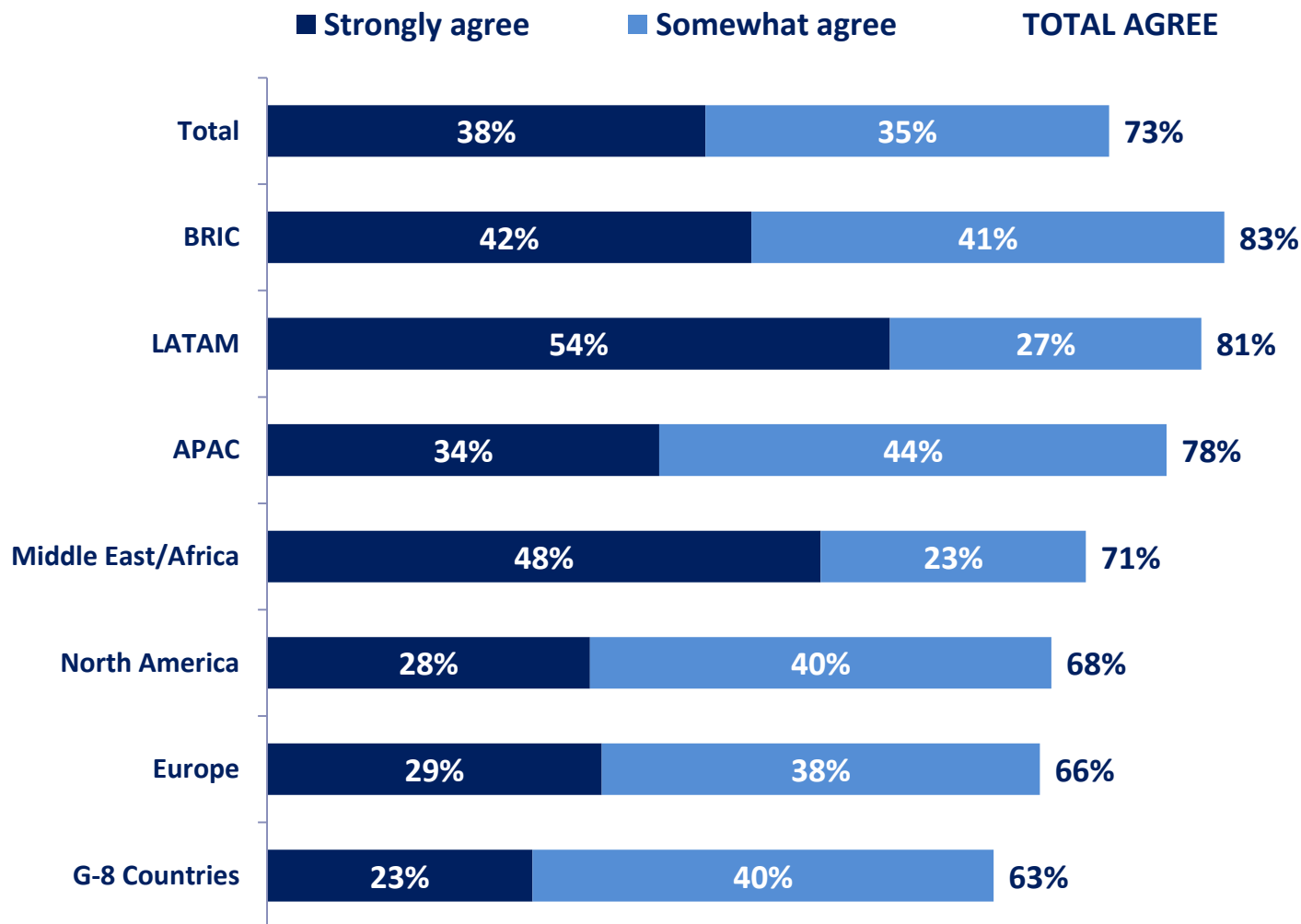
# 73% want their online data and personal information to be physically stored on a secure server...



Q6. How much do you agree or disagree with the following statements? (Select one for each)

Base: All Respondents. Total (n=23,376)

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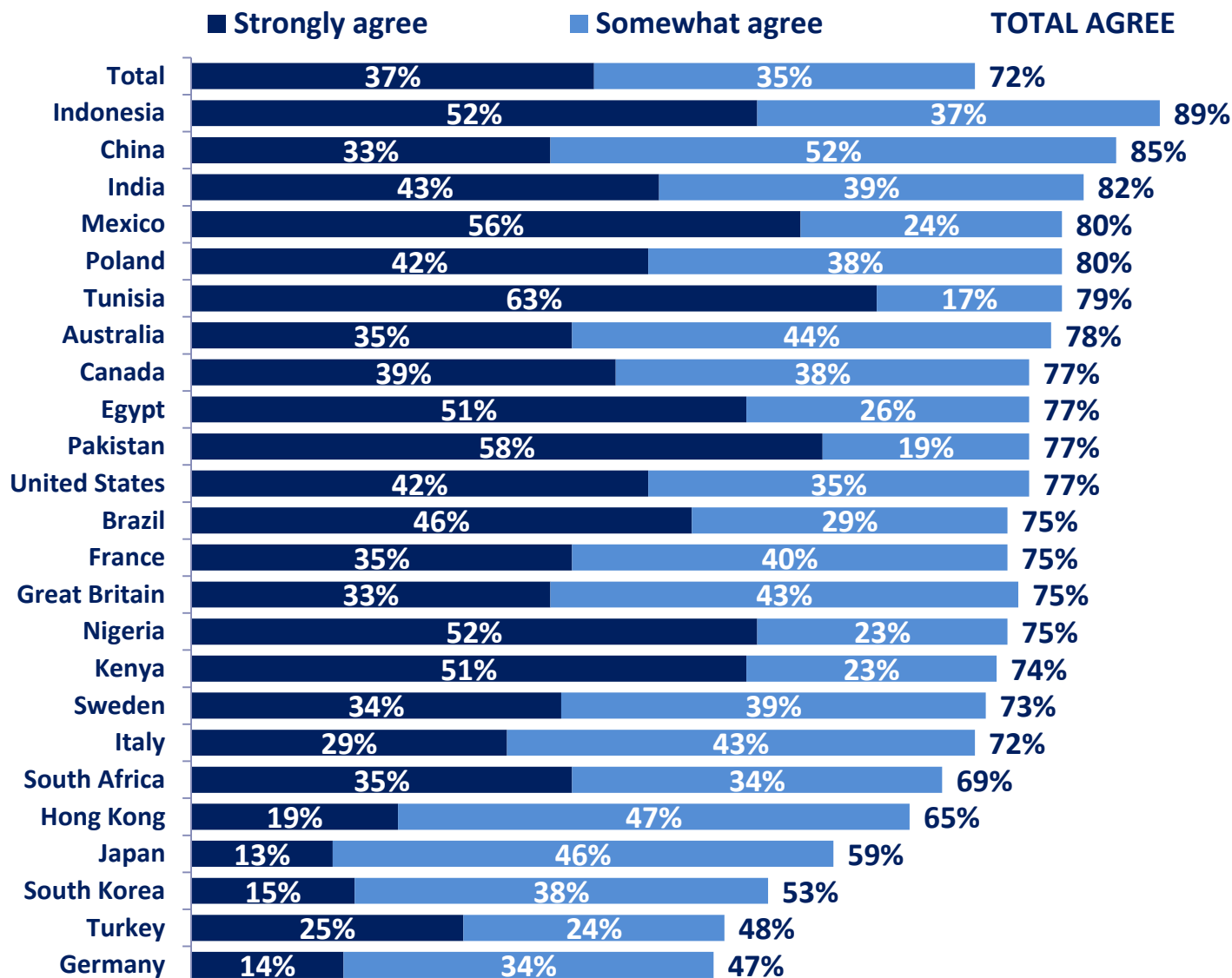


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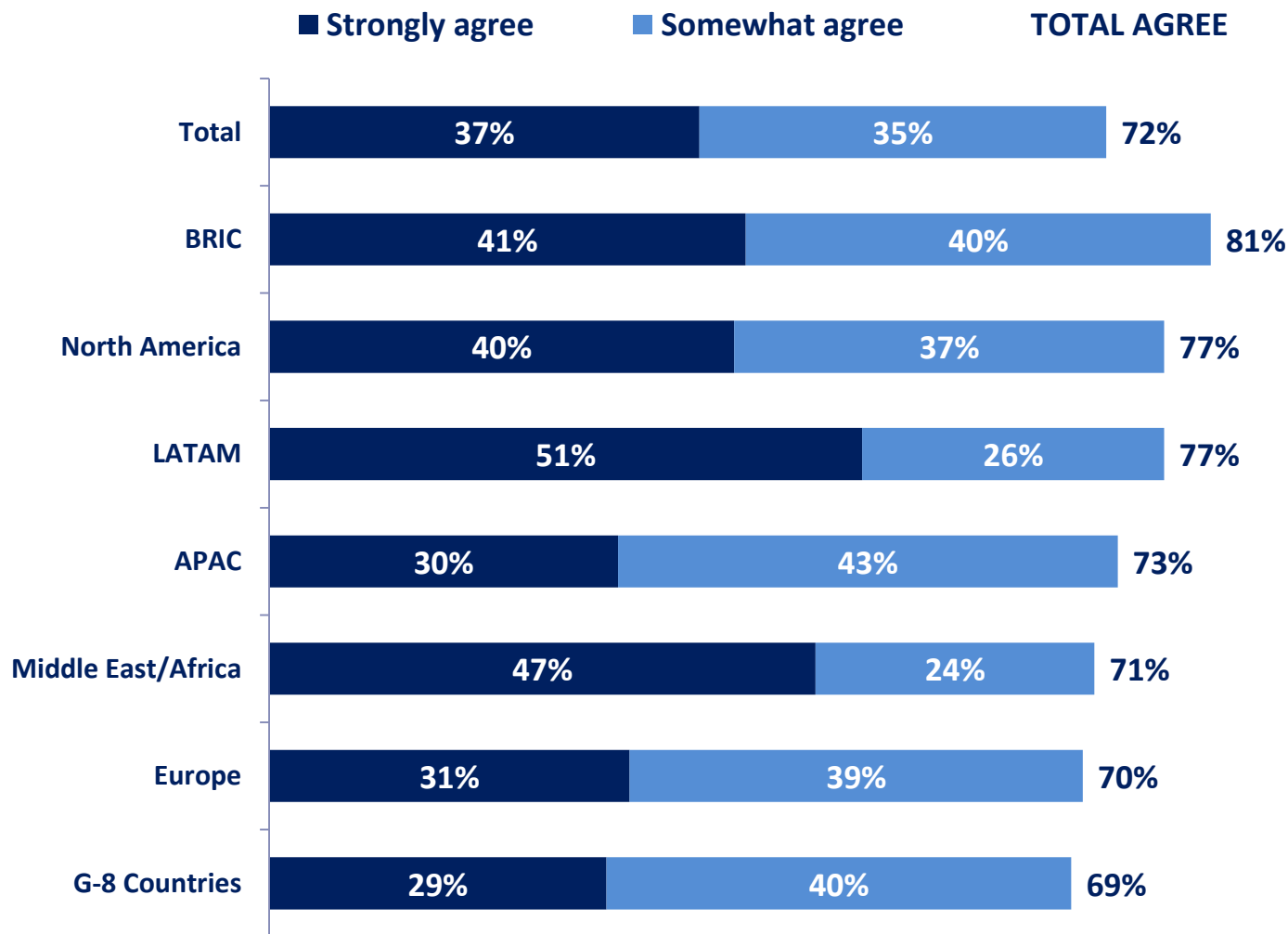
# 72% want their online data and personal information to be physically stored on a secure server *IN MY OWN COUNTRY...*



Q6. How much do you agree or disagree with the following statements? (Select one for each)

Base: All Respondents. Total (n=23,376)

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Base: All Respondents. Total (n=23,376)

# TRUST AND GOVERNANCE



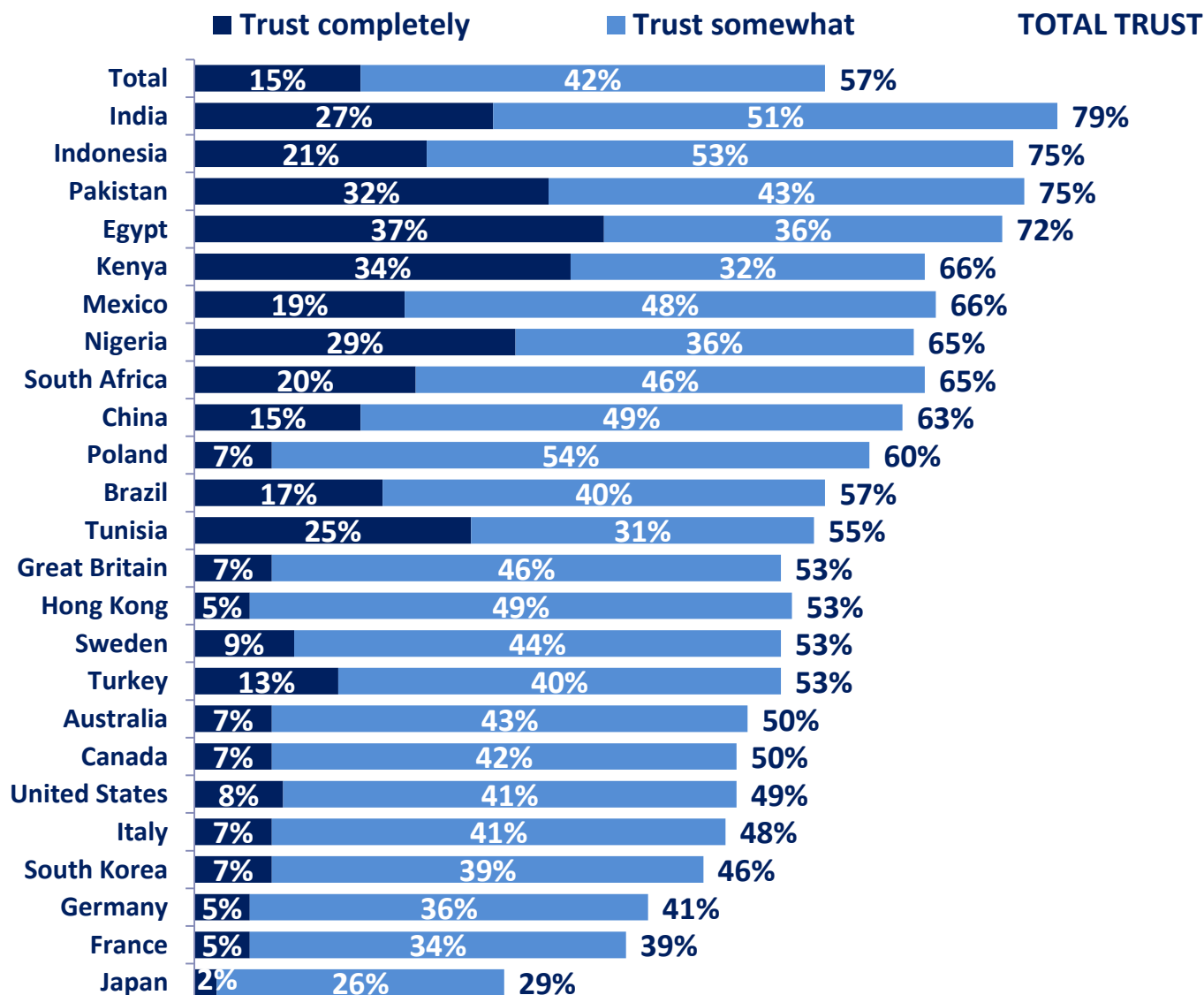


# TRUST

How much do you trust each of the following to play an important role in running the Internet?



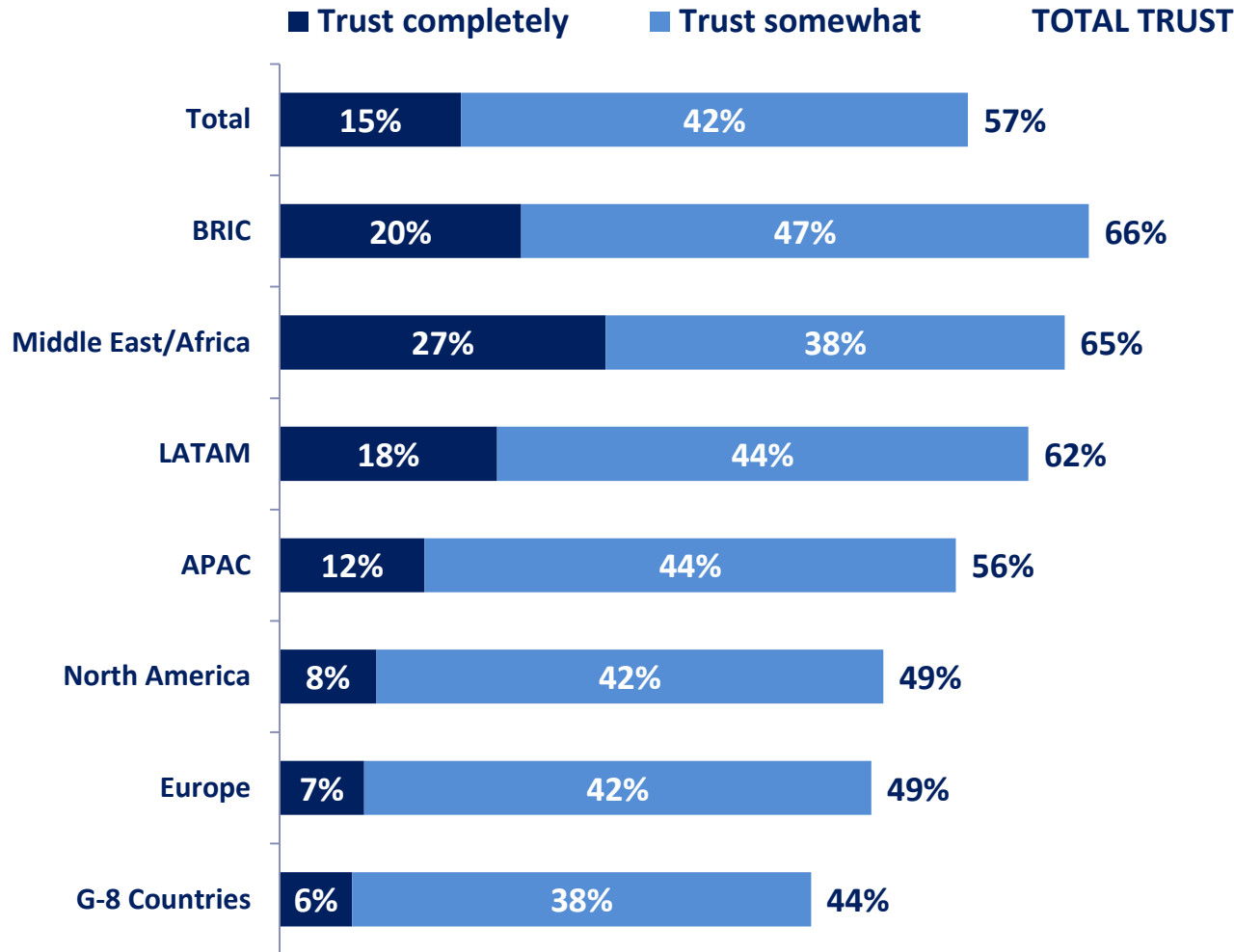
**Six in 10 (57%) would trust a combined body of technology companies, engineers, non-governmental organizations and institutions that represent the interests and will of ordinary citizens, and governments...**



7. How much do you trust each of the following to play an important role in running the Internet? (Select one for each)

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**Six in 10 (57%) would trust a combined body of technology companies, engineers, non-governmental organizations and institutions that represent the interests and will of ordinary citizens, and governments...**

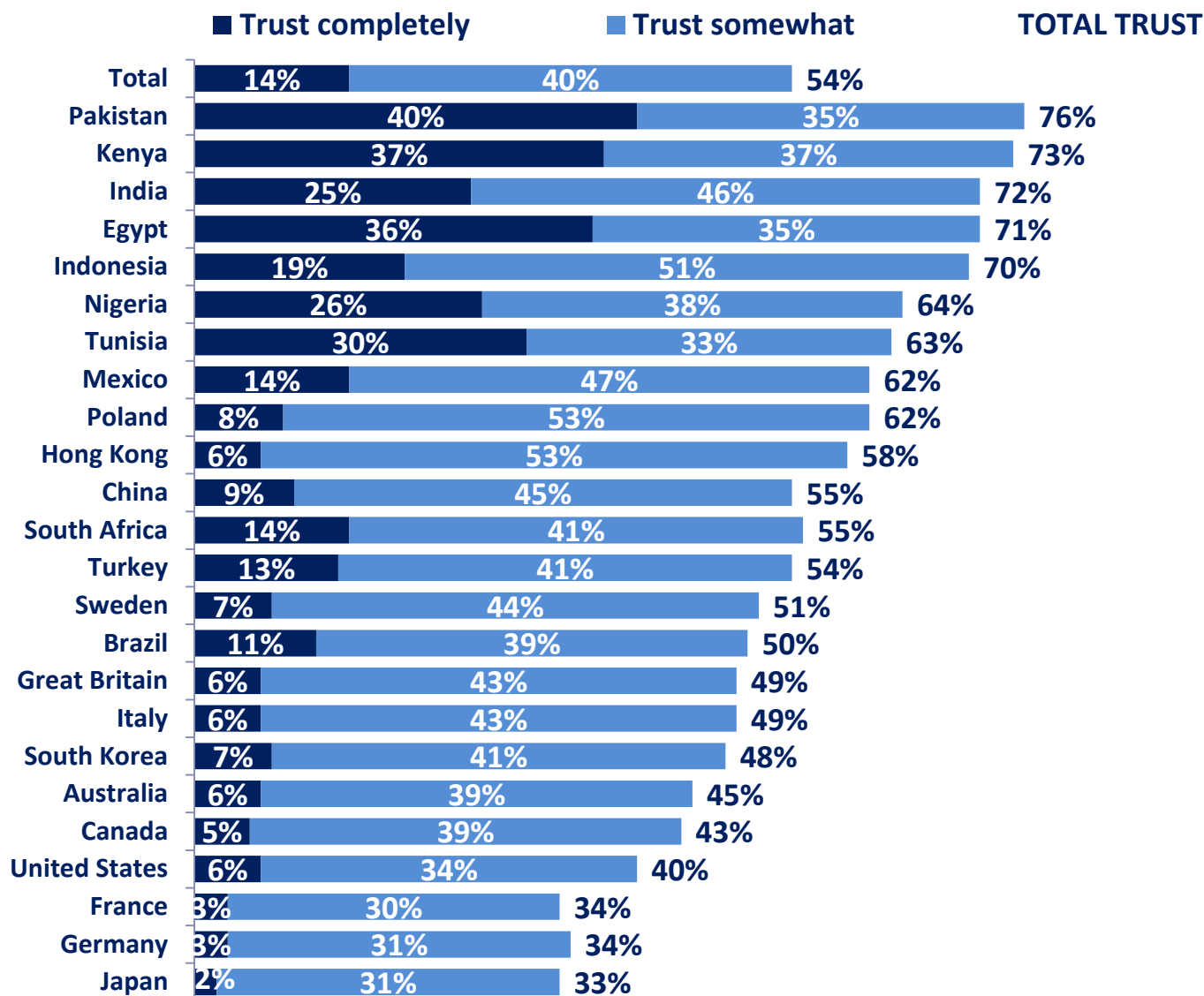


7. How much do you trust each of the following to play an important role in running the Internet?

(Select one for each)

Base: All Respondents Total (n=23,376)

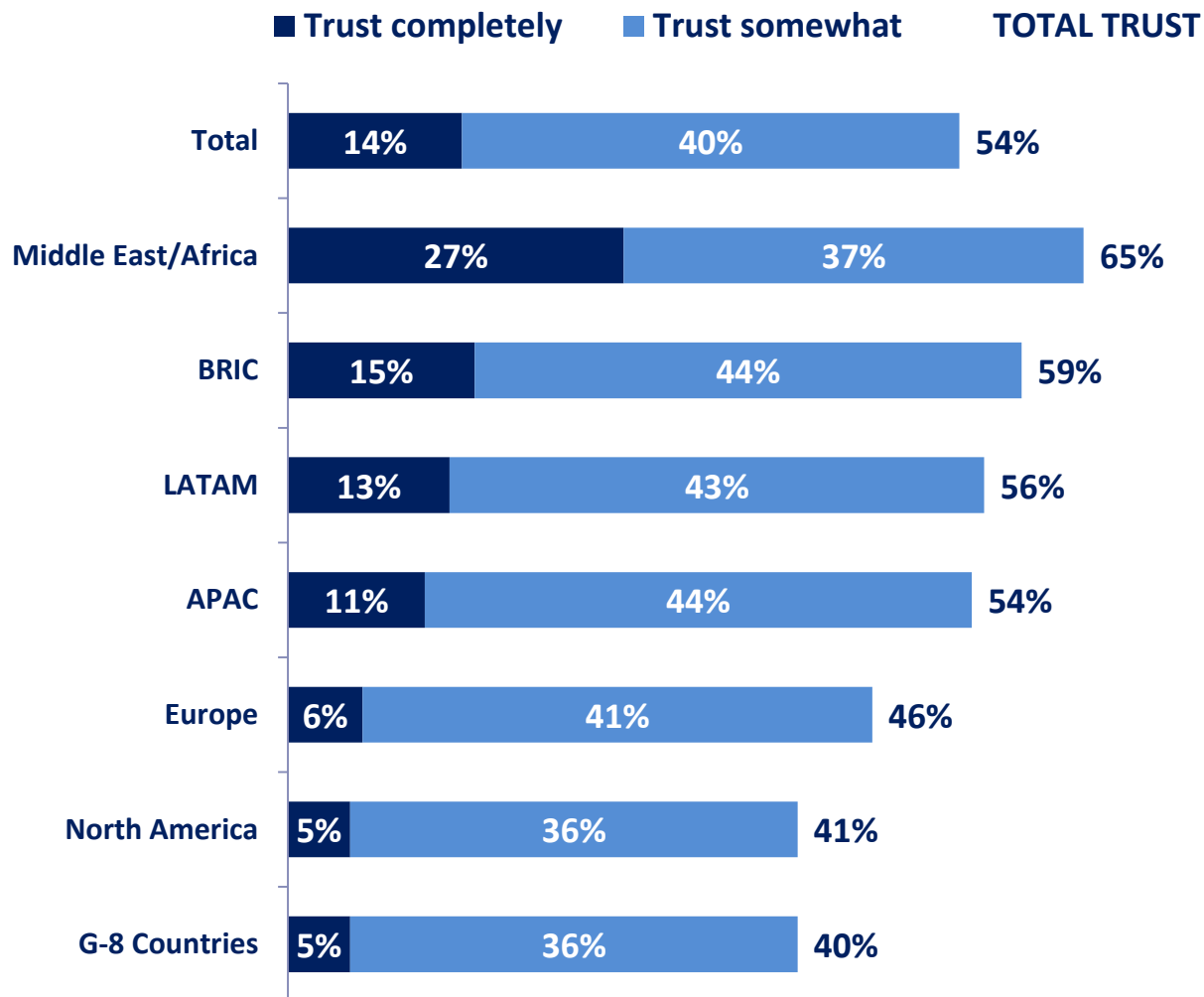
# A slim majority (54%) would trust an international body of engineers and technical experts...



7. How much do you trust each of the following to play an important role in running the Internet? (Select one for each)

Base: All Respondents Total (n=23,376)

## A slim majority (54%) would trust an international body of engineers and technical experts...

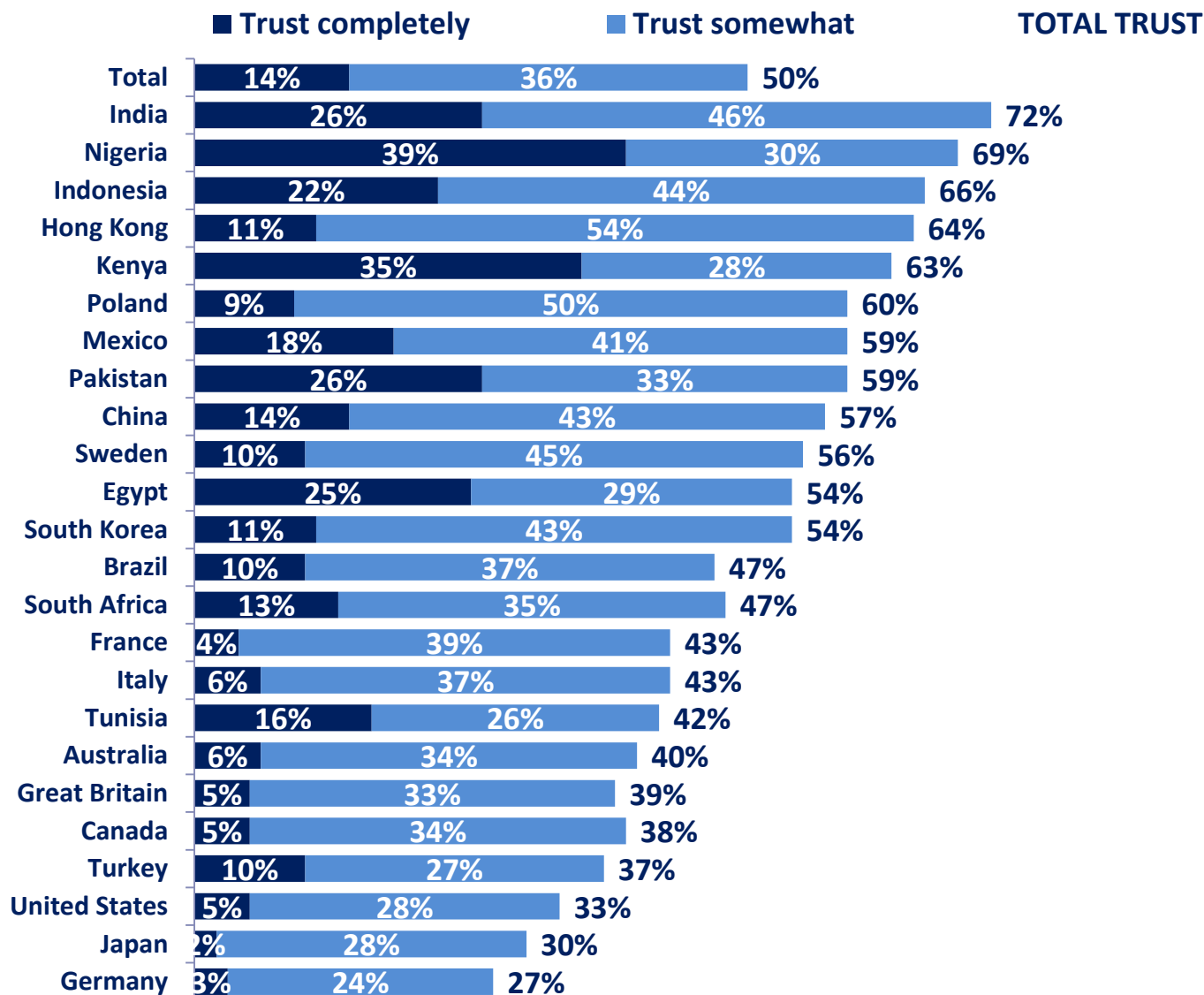


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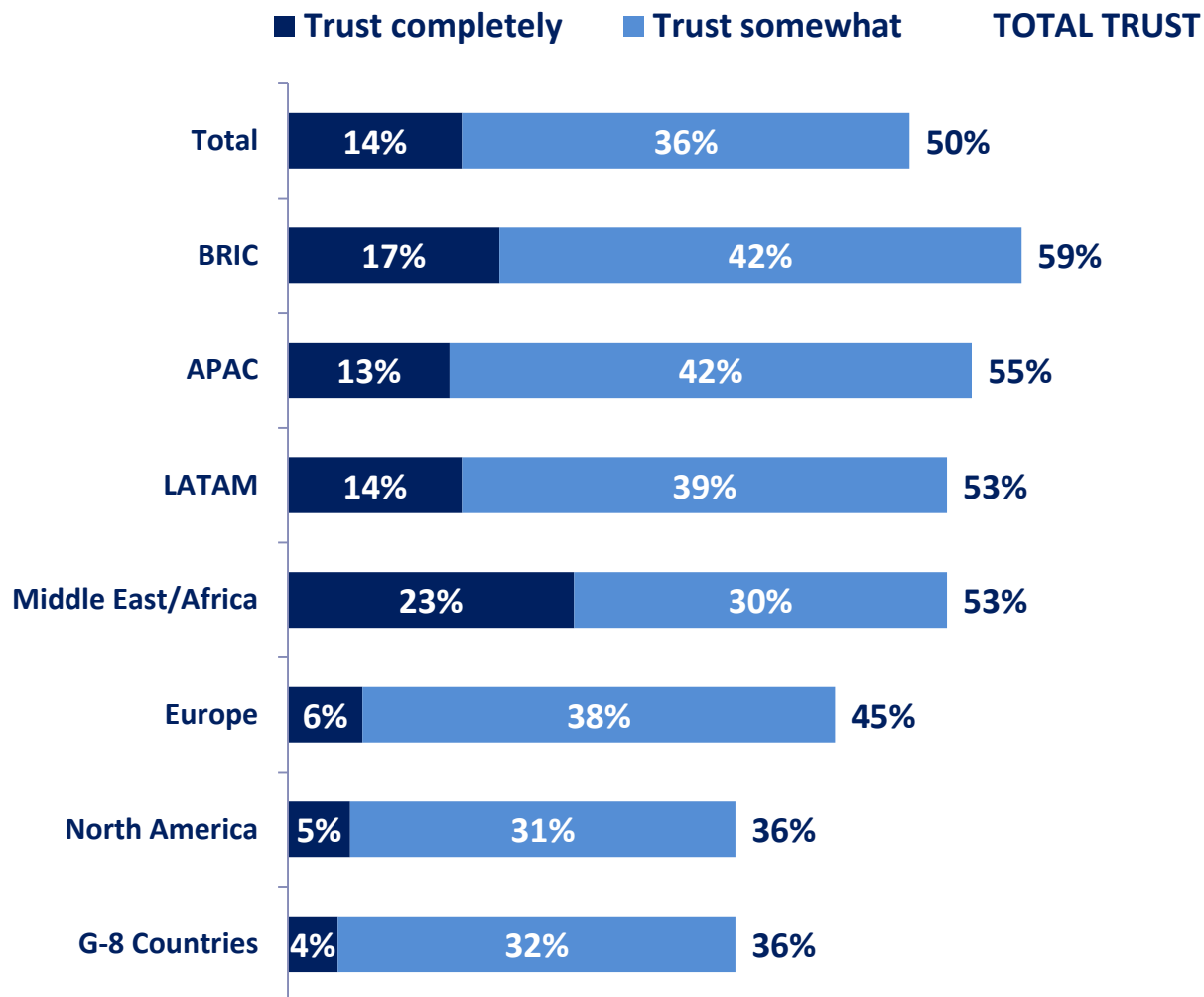
## Half (50%) would trust the United Nations...



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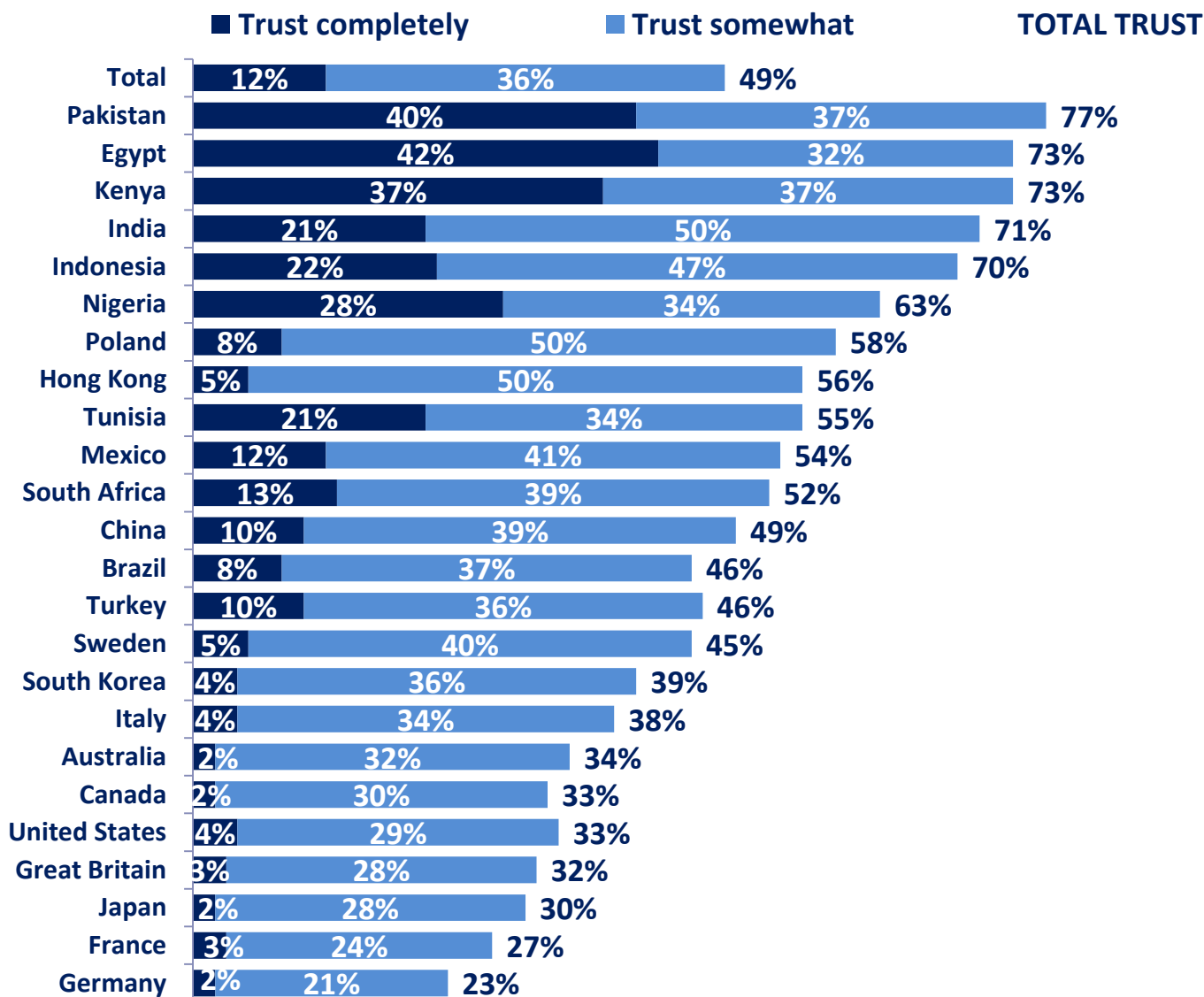


7. How much do you trust each of the following to play an important role in running the Internet?

(Select one for each)

Base: All Respondents Total (n=23,376)

## Half (49%) would trust International technology companies...

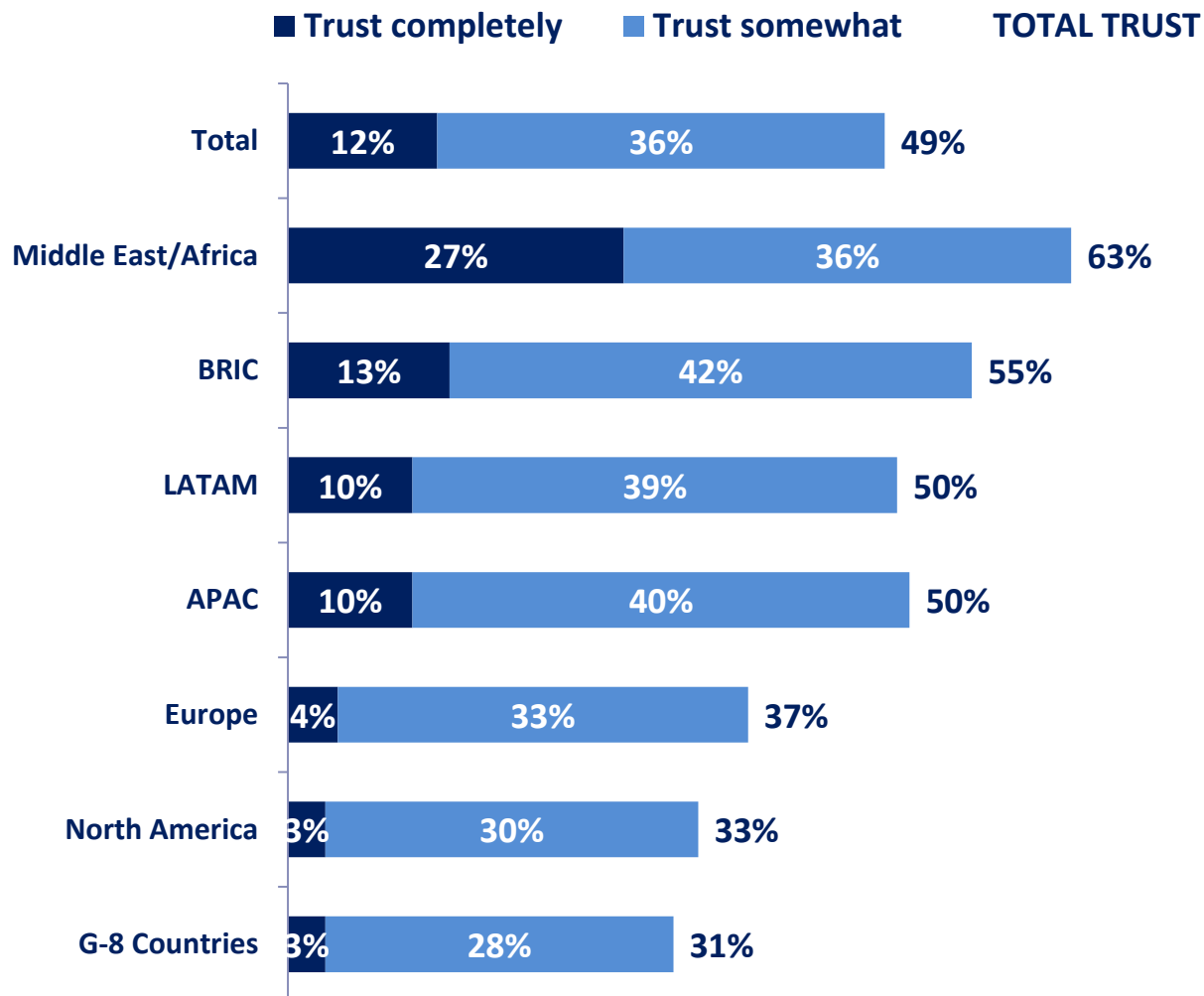


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## Half (49%) would trust International technology companies...

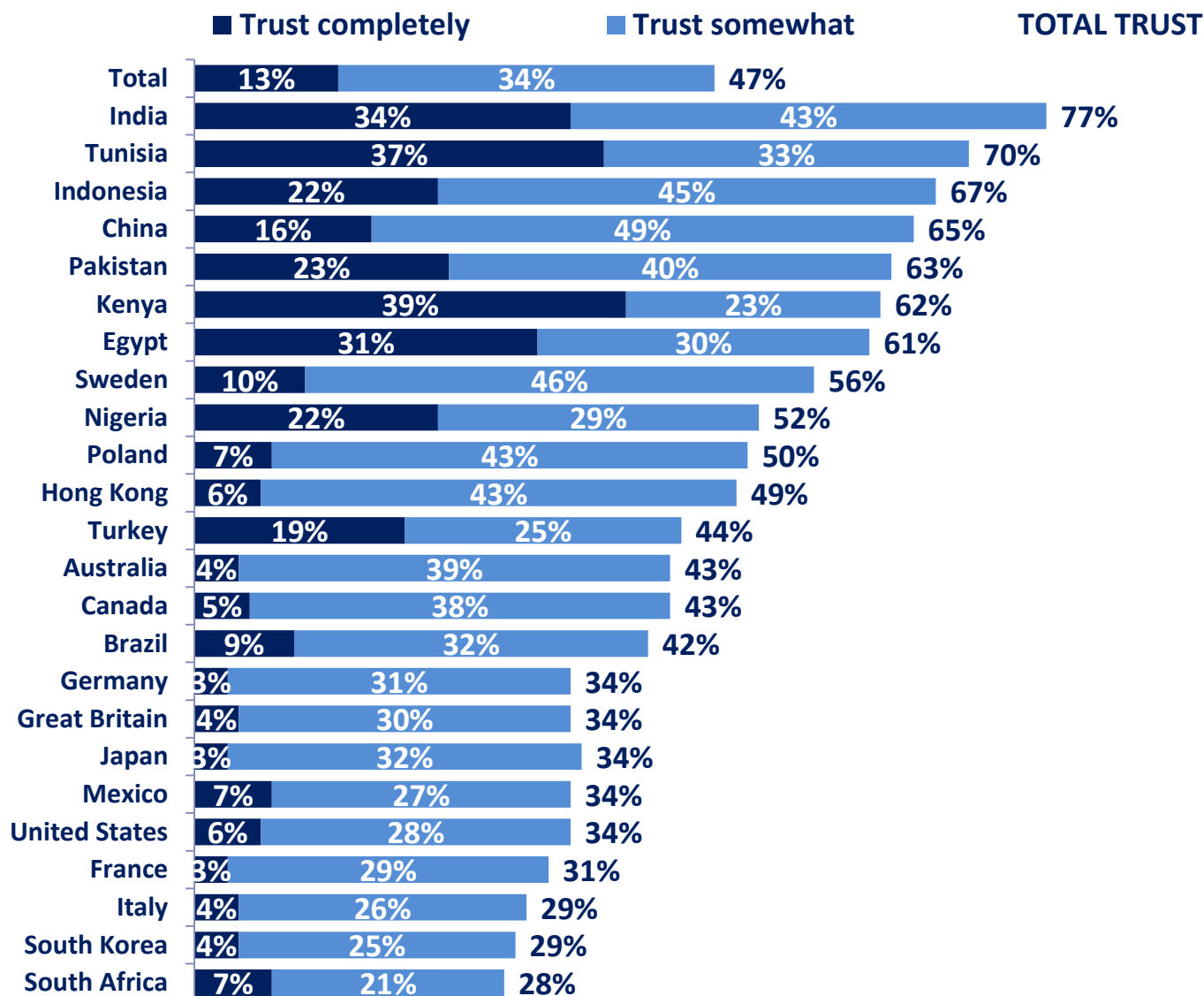


7. How much do you trust each of the following to play an important role in running the Internet?

(Select one for each)

Base: All Respondents Total (n=23,376)

## Just under half (47%) would trust their own government...

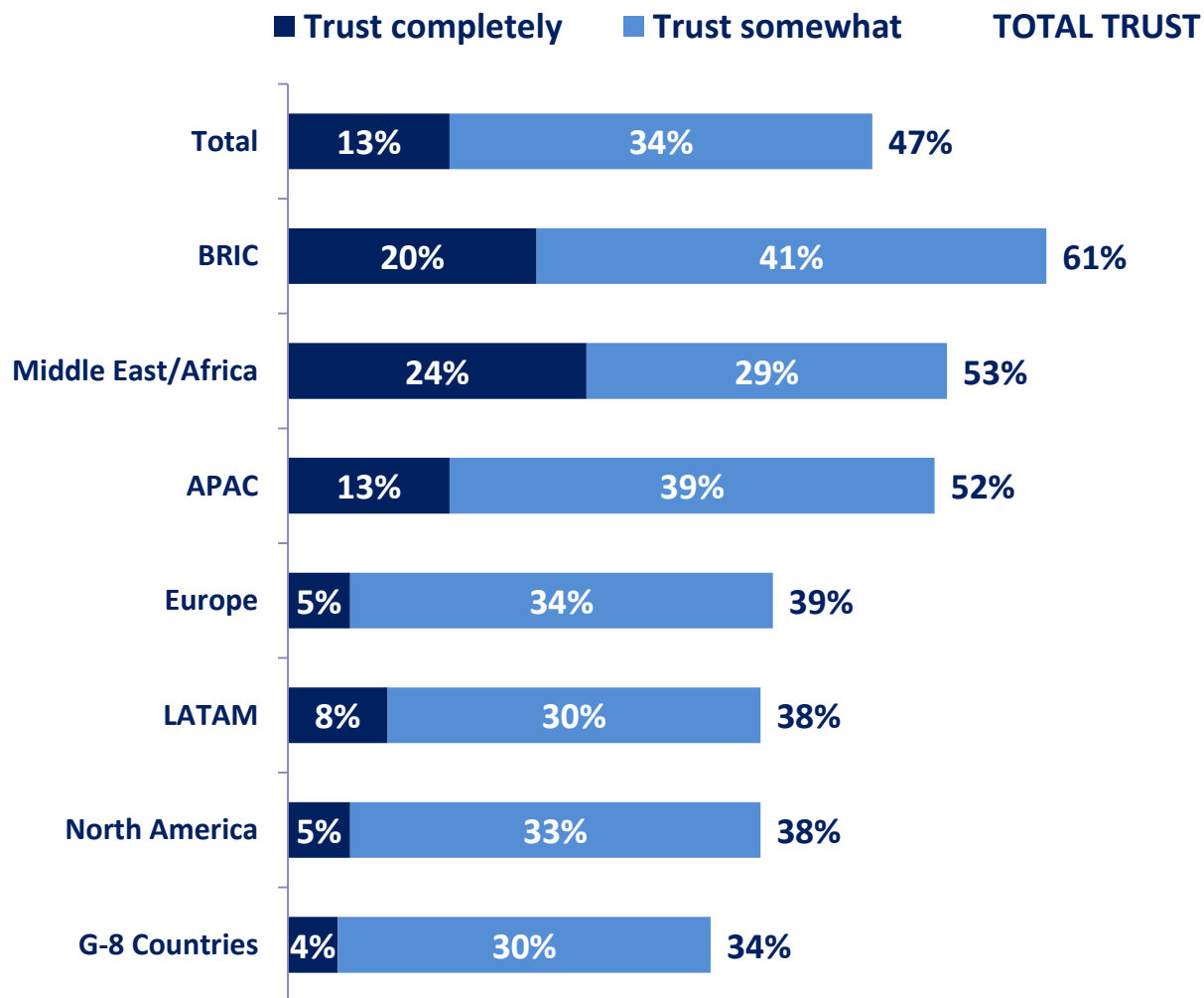


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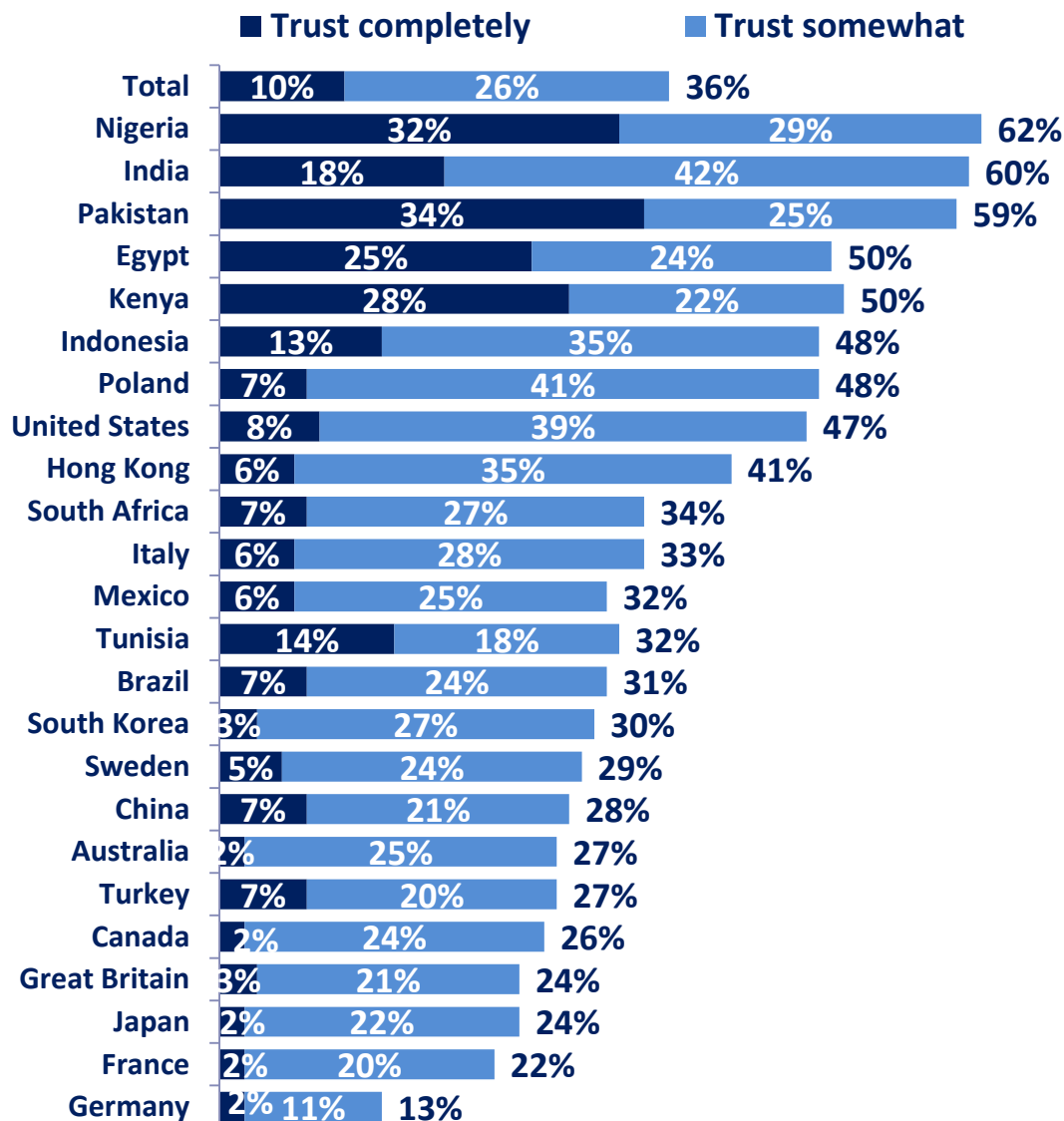


7. How much do you trust each of the following to play an important role in running the Internet?

(Select one for each)

Base: All Respondents Total (n=23,376)

## Just over one third (36%) would trust the United States...

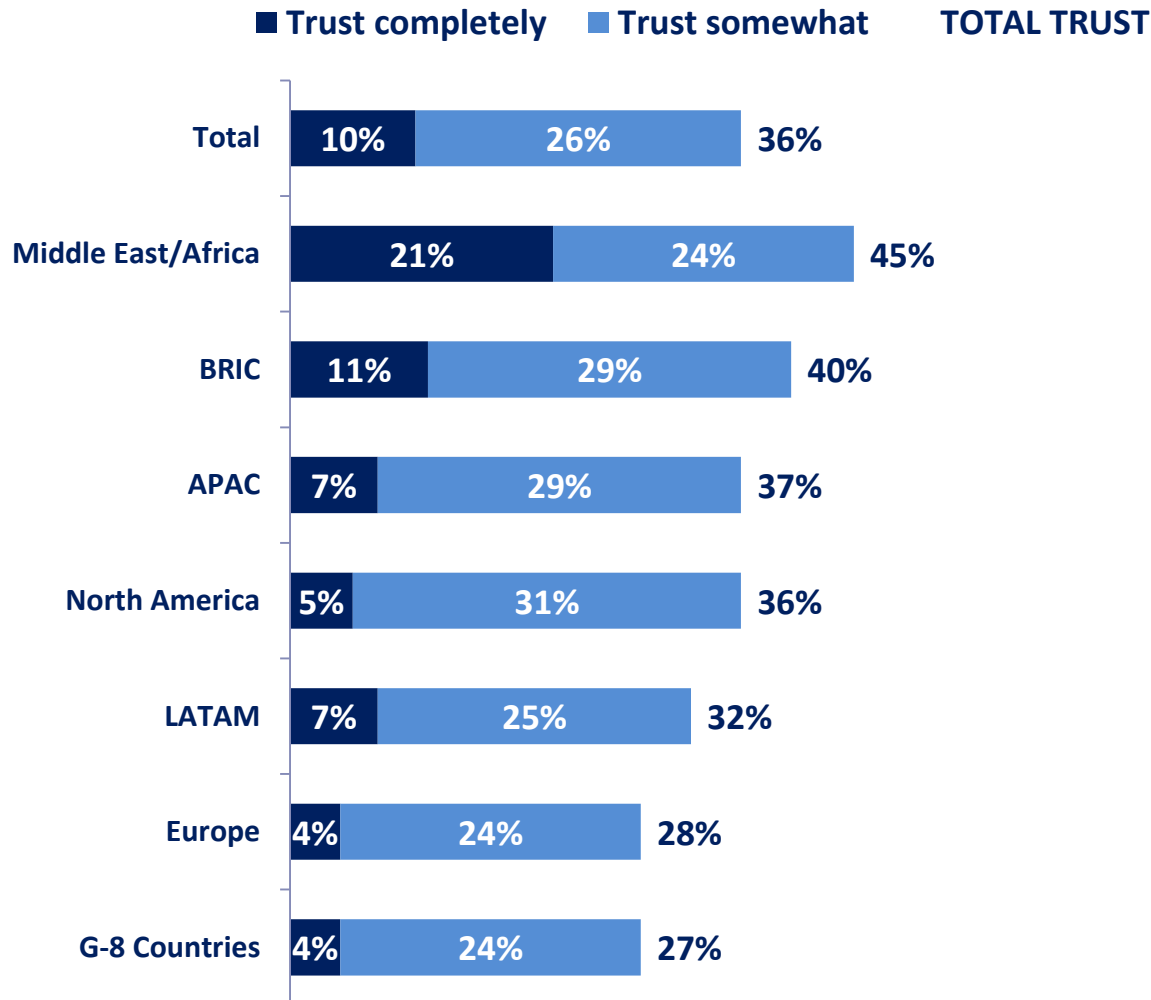


TOTAL TRUST

7. How much do you trust each of the following to play an important role in running the Internet? (Select one for each)

Base: All Respondents Total (n=23,376)

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7. How much do you trust each of the following to play an important role in running the Internet?

(Select one for each)

Base: All Respondents Total (n=23,376)

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