

Centre for International  
Governance Innovation



# **CIGI-IPSOS** Global Survey on Internet Security & Trust



International Development Research Centre  
Centre de recherches pour le développement international

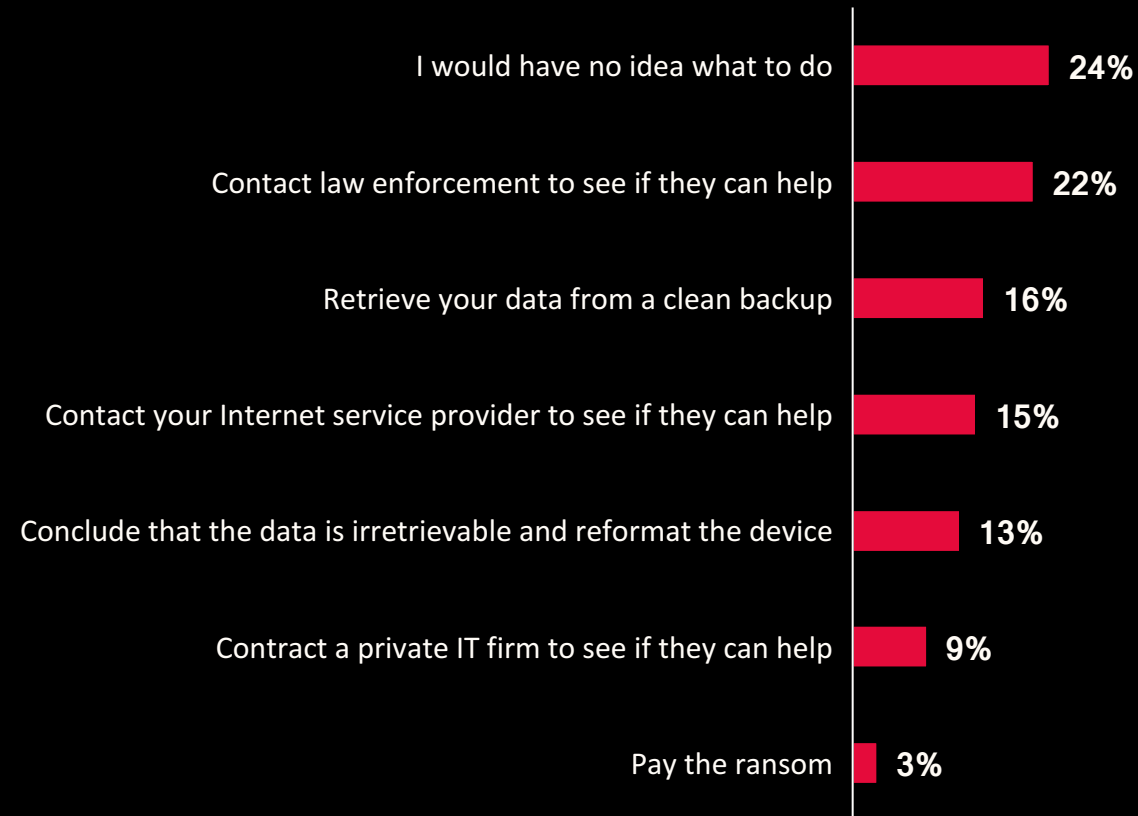


# Methodology

- This survey was conducted by Ipsos on behalf of the Centre for International Governance Innovation ("CIGI") between December 23, 2016, and March 21, 2017.
- The survey was conducted in 24 economies—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong (China), India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 24,225 Internet users.
- Twenty of the countries utilized the Ipsos Internet panel system while Tunisia was conducted via CATI, and Kenya, Nigeria and Pakistan utilized face-to-face interviewing, given online constraints in these countries and the length
- 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 population in each country 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. For those surveys conducted by CATI and face-to-face, the margin of error is +/-3.1, 19 times out of 20.

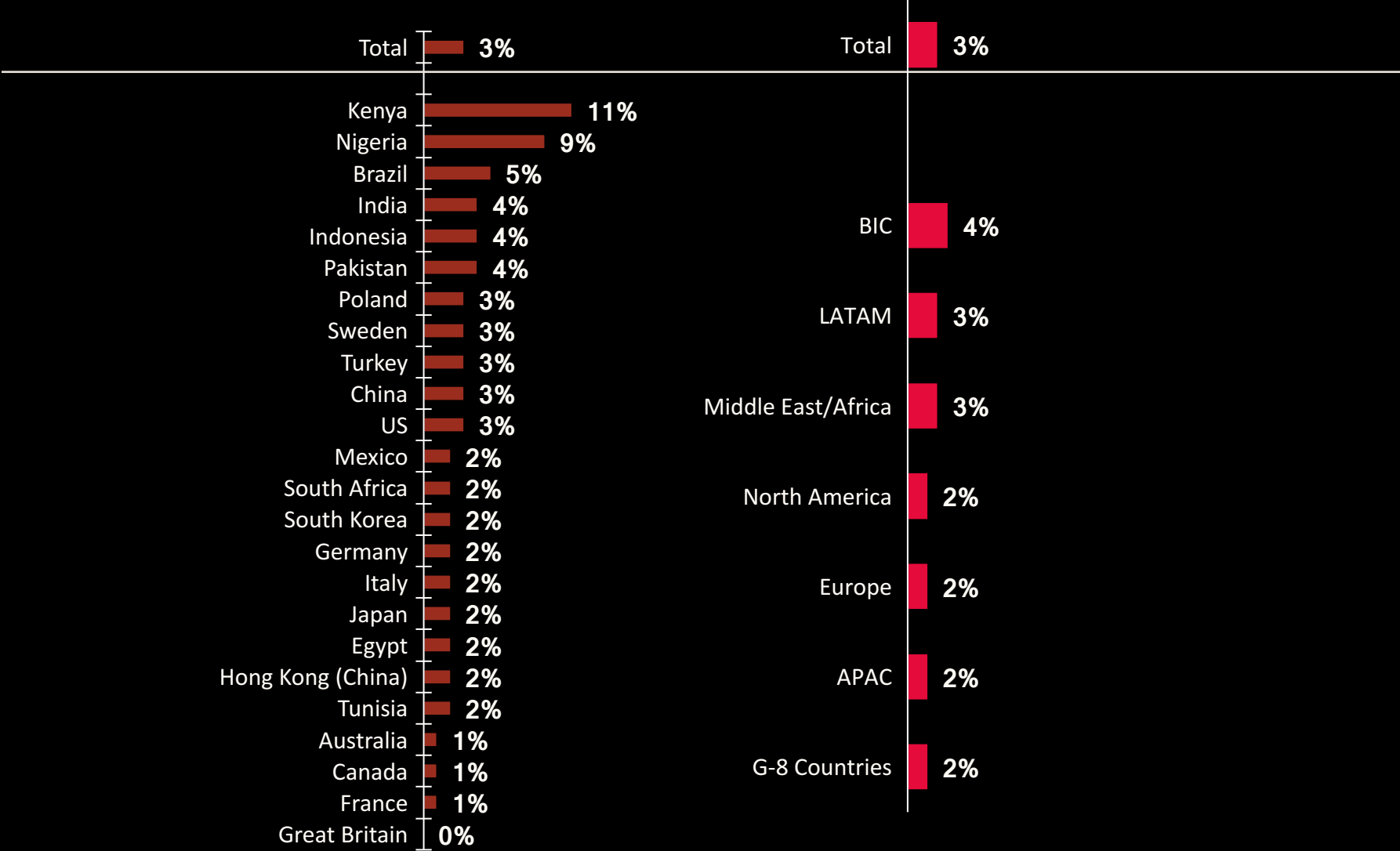
RANSOMWARE

If their device was hacked and a ransom demanded, one quarter (24%) of global citizens would have no idea how to respond. There is no clear consensus on how one would respond to this situation, suggesting a lack of knowledge. Just 3% say they'd pay the ransom.



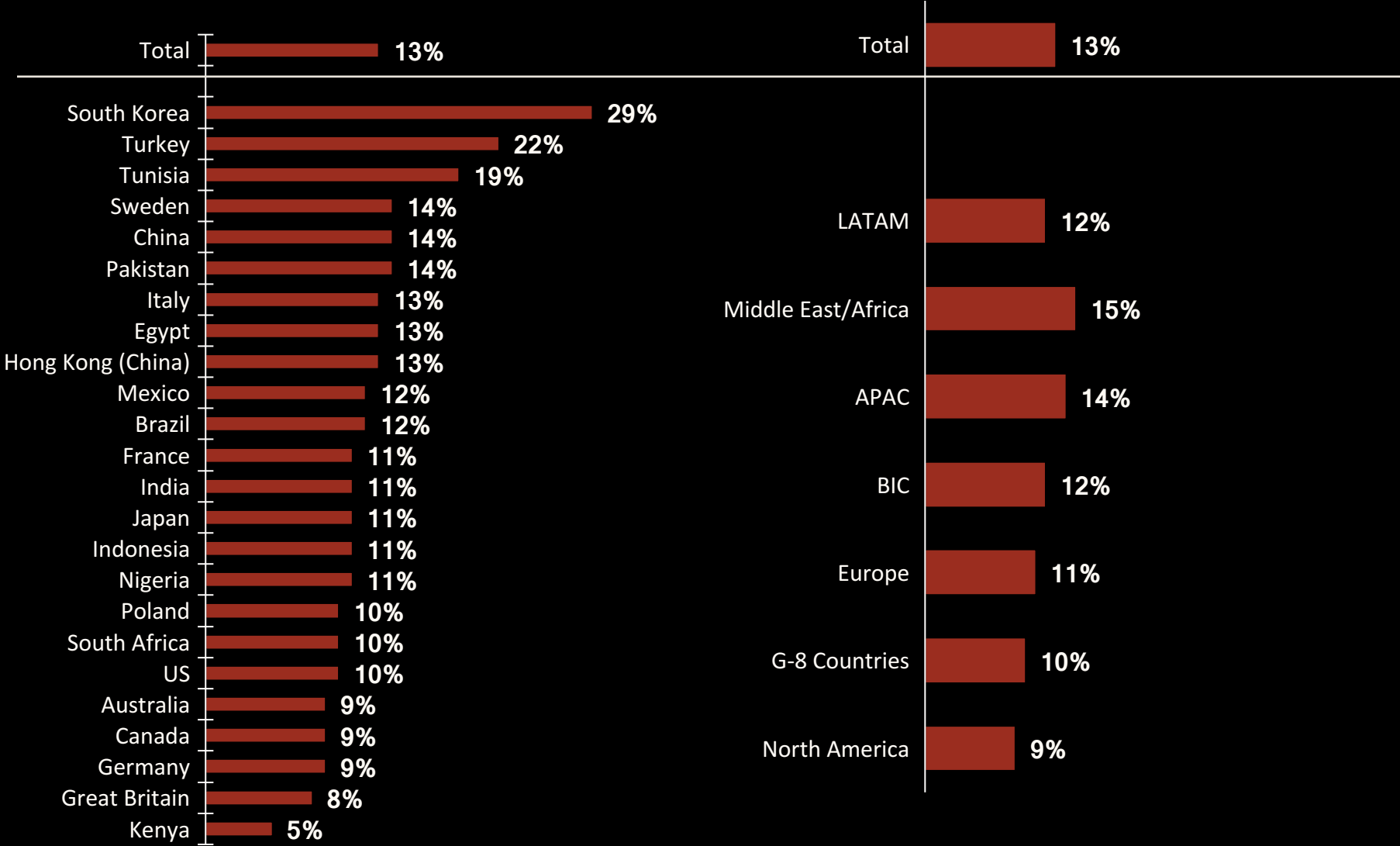
- Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

Pay the ransom—By Country and Region



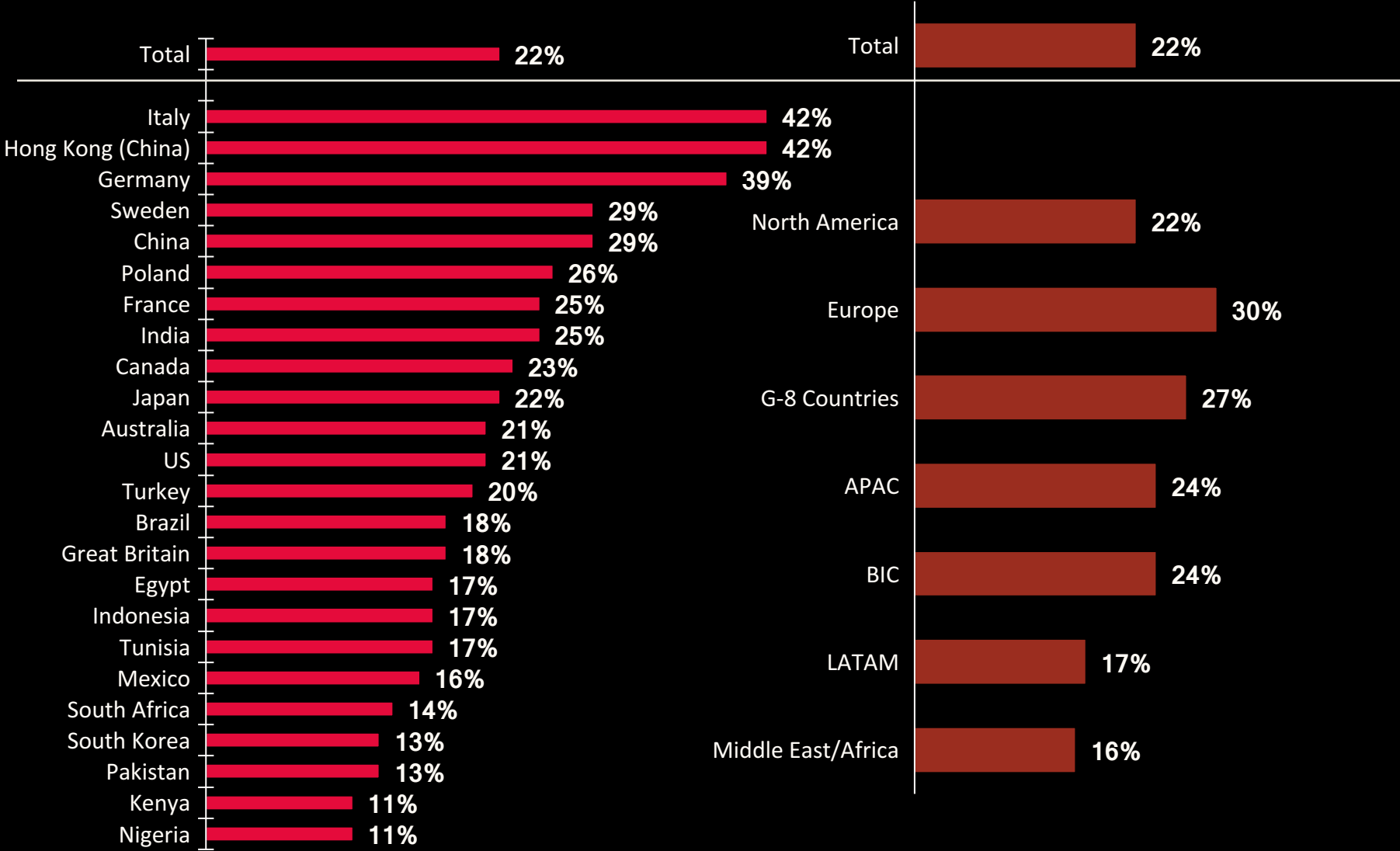
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Conclude that the data is irretrievable and reformat the device—By Country and Region



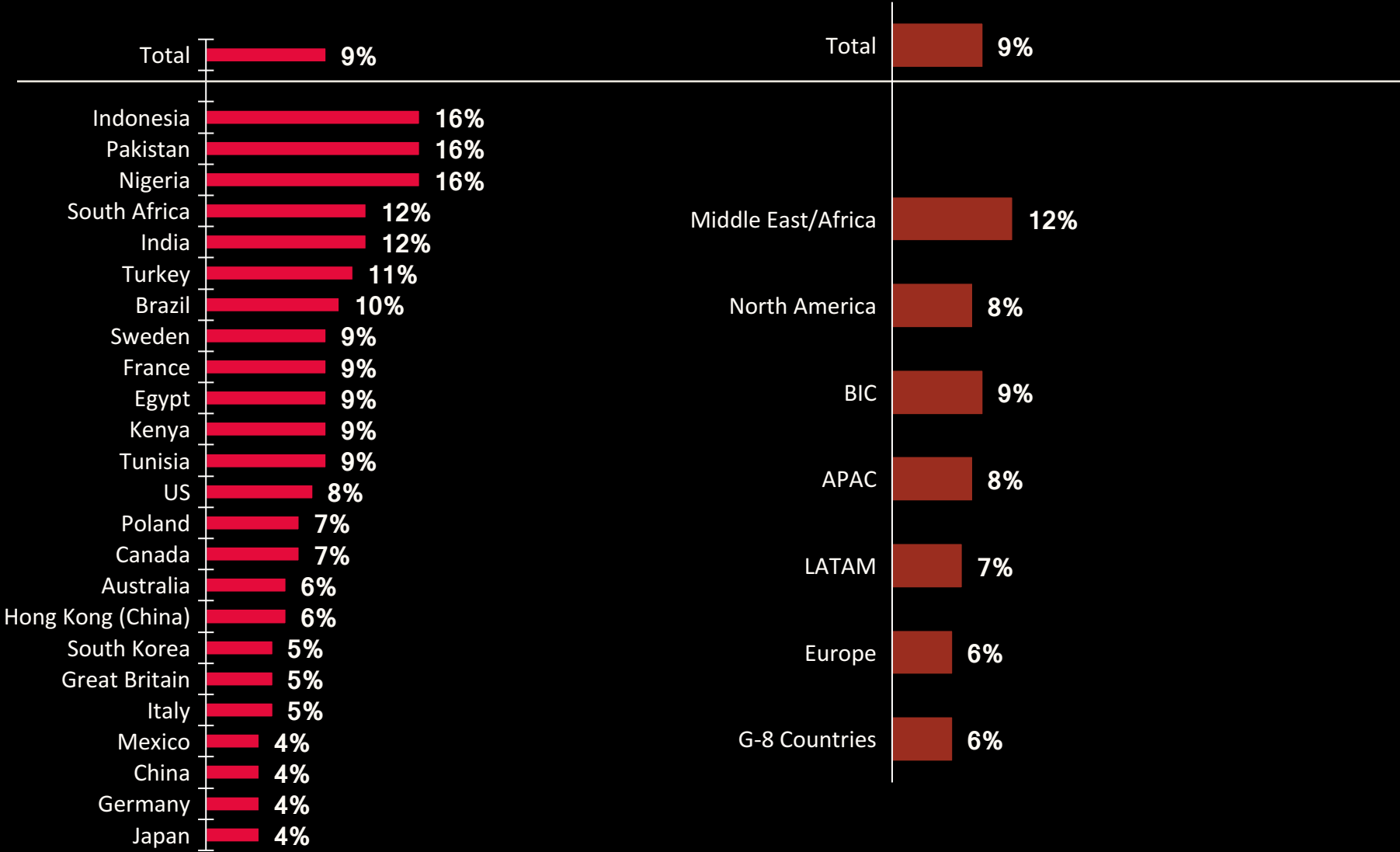
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

Contact law enforcement to see if they can help—By Country and Region



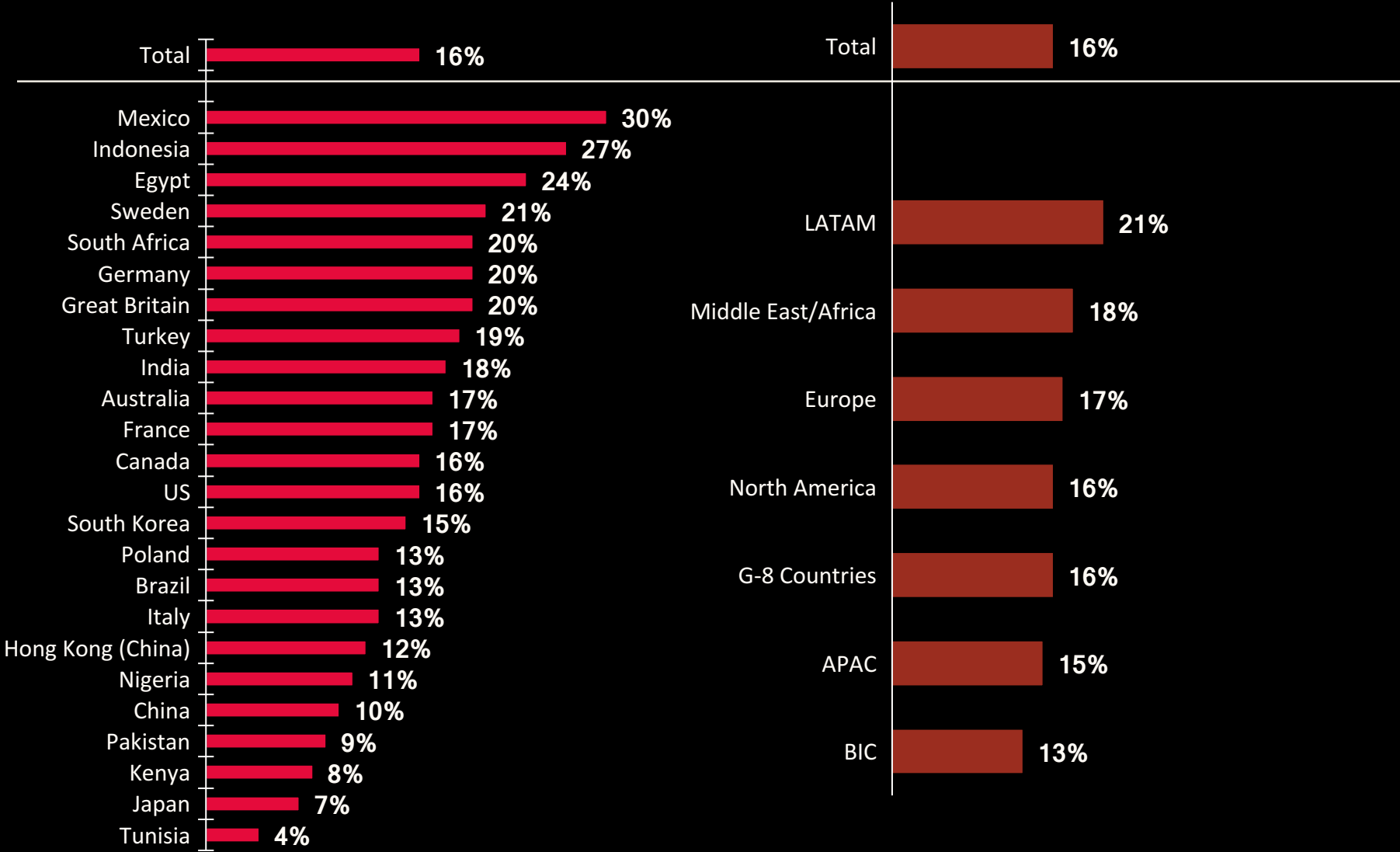
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

Contract a private IT firm to see if they can help—By Country and Region



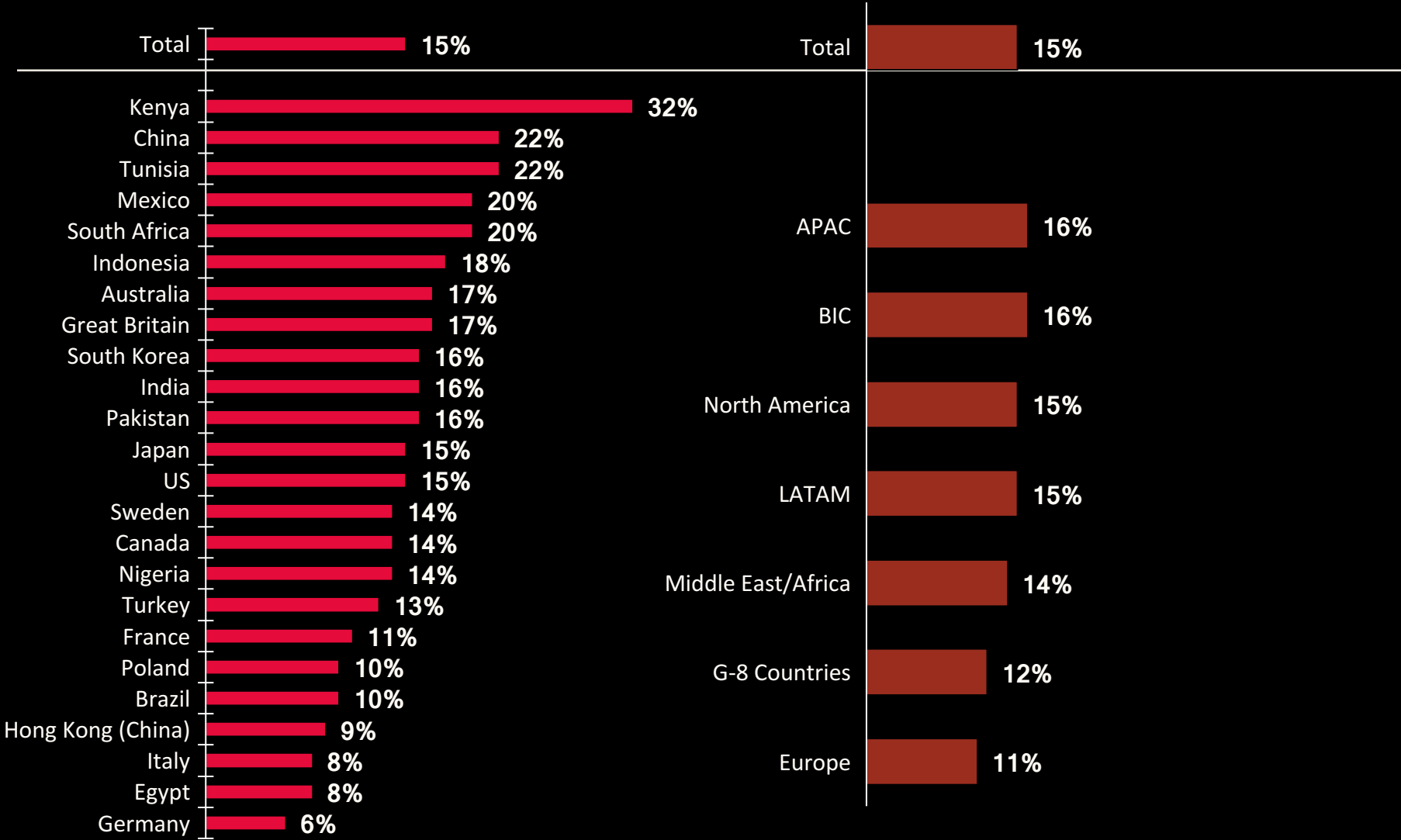
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

Retrieve your data from a clean backup—By Country and Region



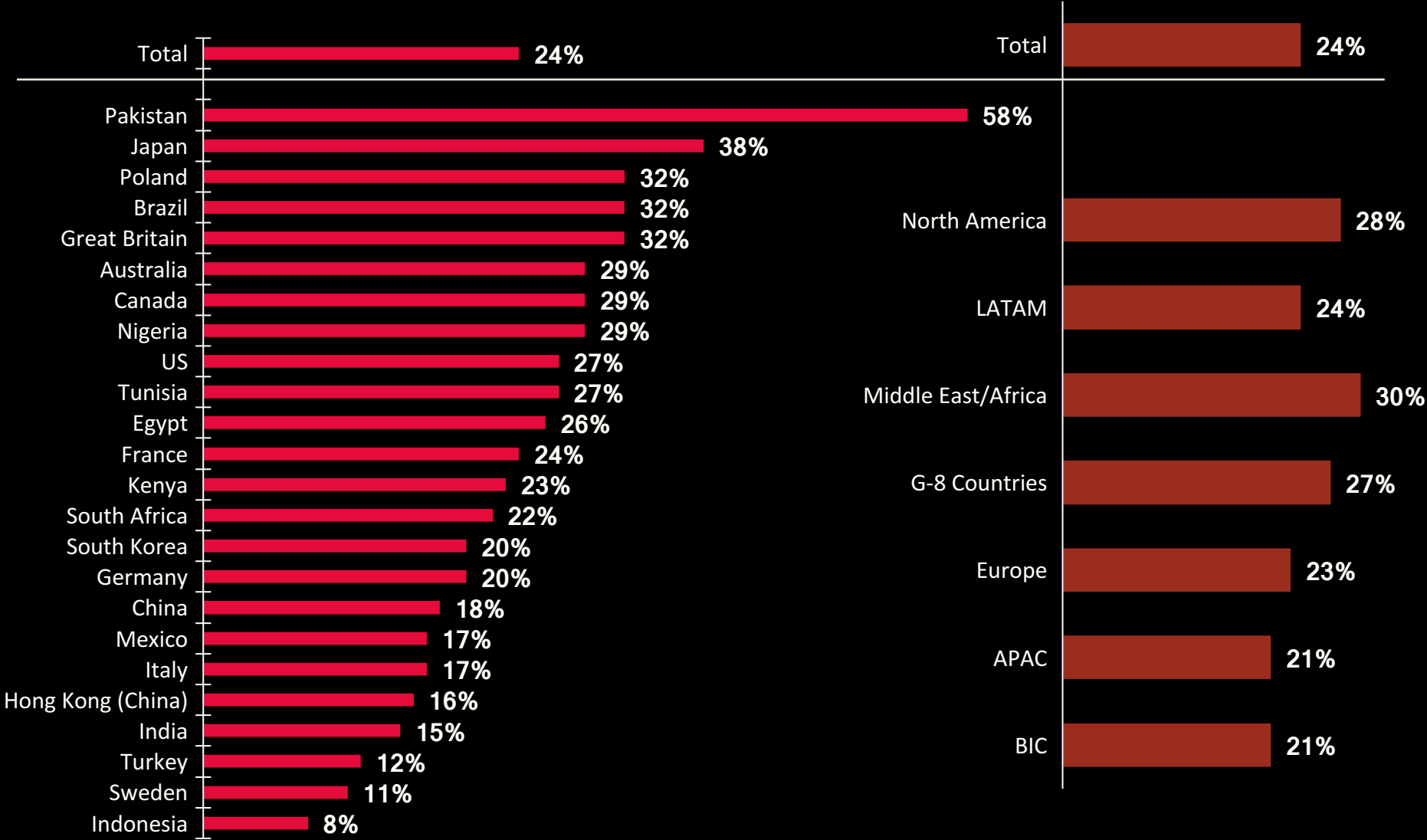
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

Contact your Internet service provider to see if they can help—By Country and Region



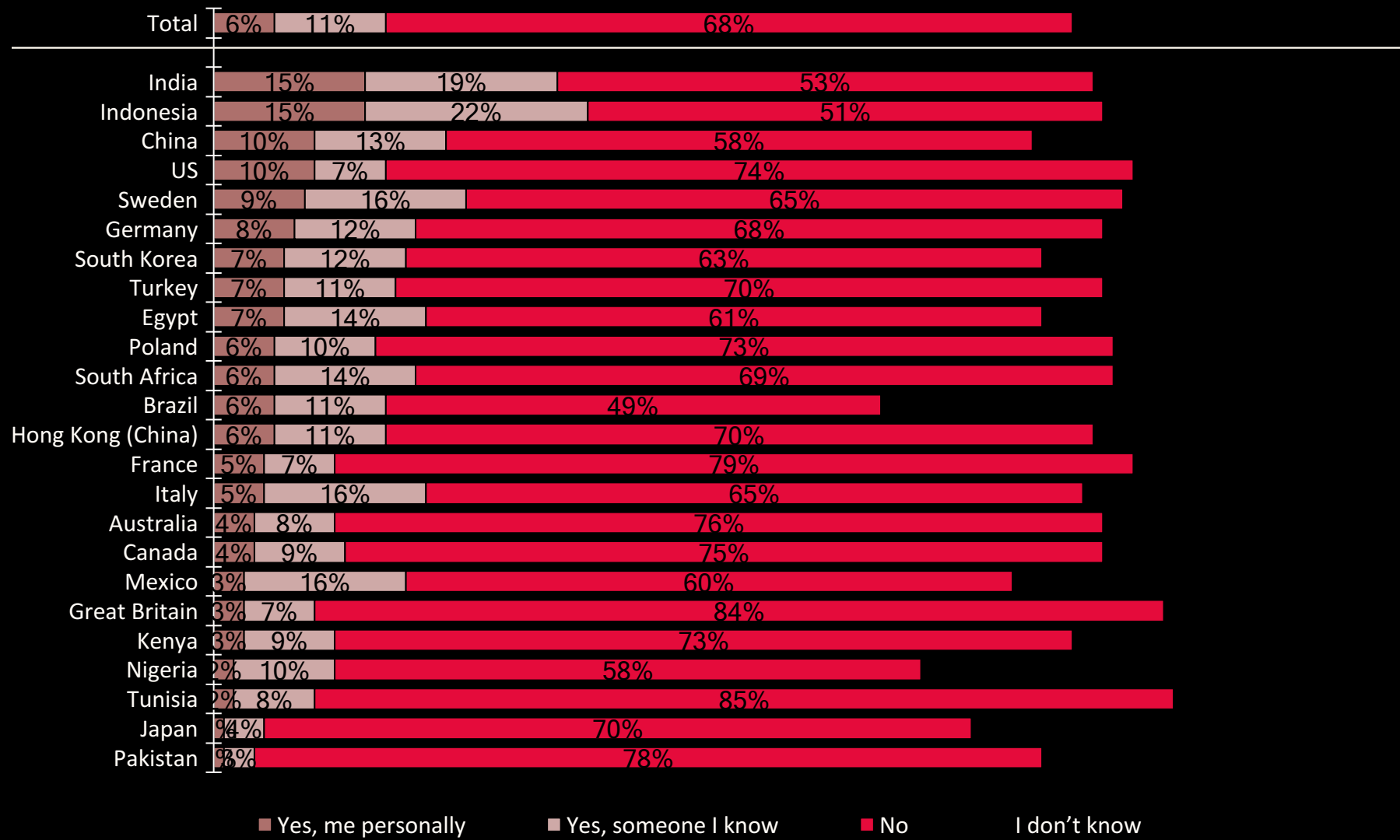
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

I would have no idea what to do—By Country and Region



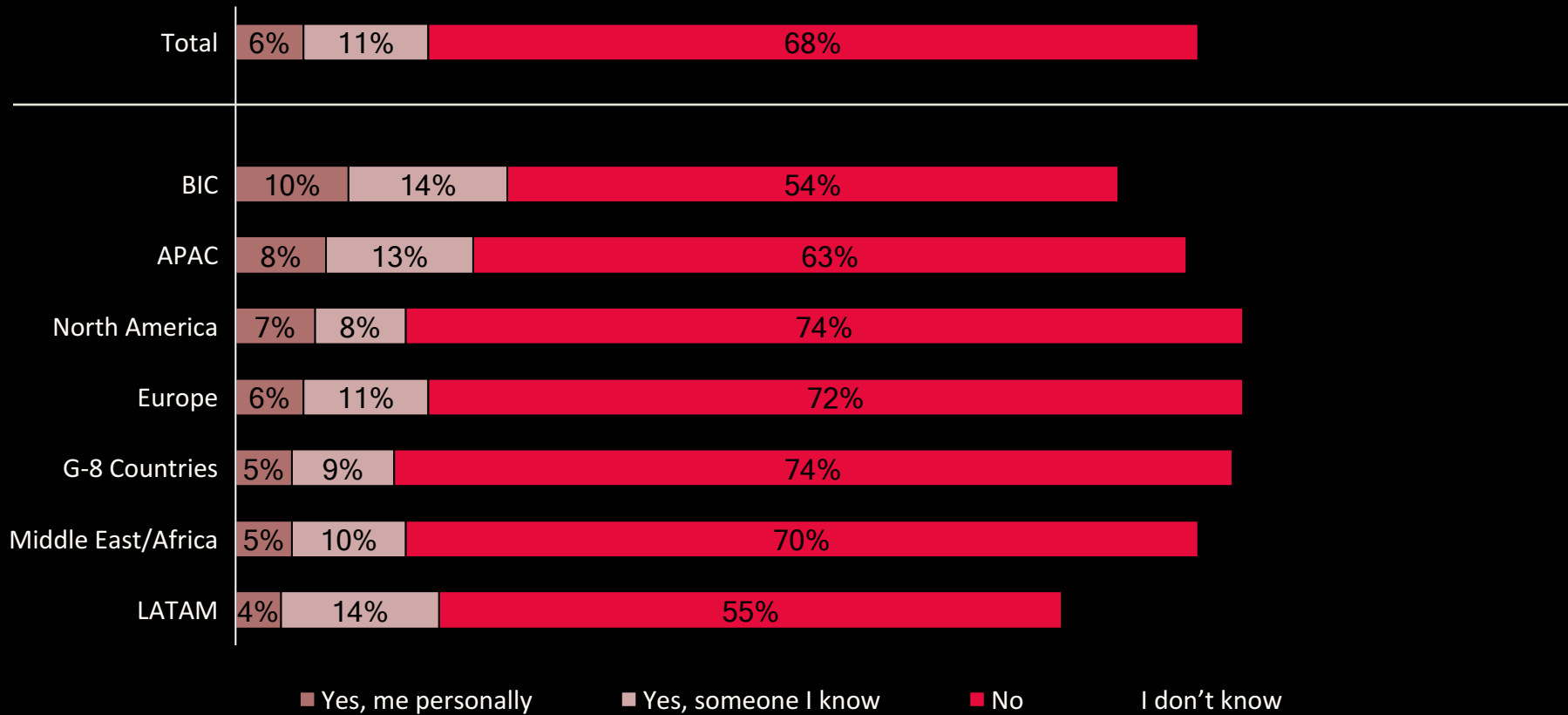
• Q22. Ransomware is a type of computer hack that locks users out of their files unless a small ransom is paid in Bitcoin. If your device was hacked in this way, what would you be most likely to do? Base: All Respondents (n=24,225)

6% of global citizens have personally been a victim of ransomware – rising to 15% in India and Indonesia.



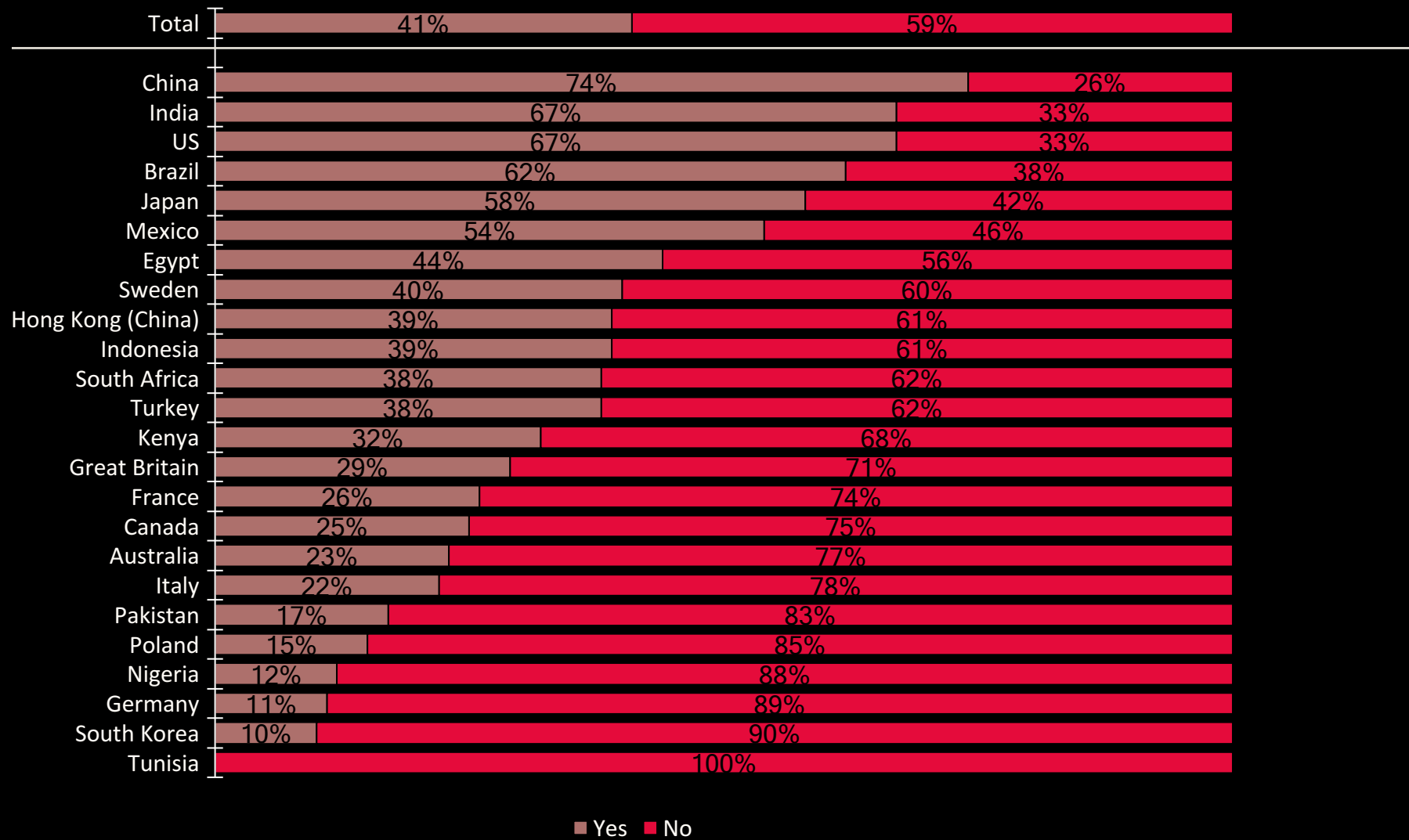
• Q23. Have you personally or anyone you know ever been a victim of ransomware? Base: All Respondents (n=24,225)

Those in BIC are most likely to have been a victim or to know a victim of ransomware.



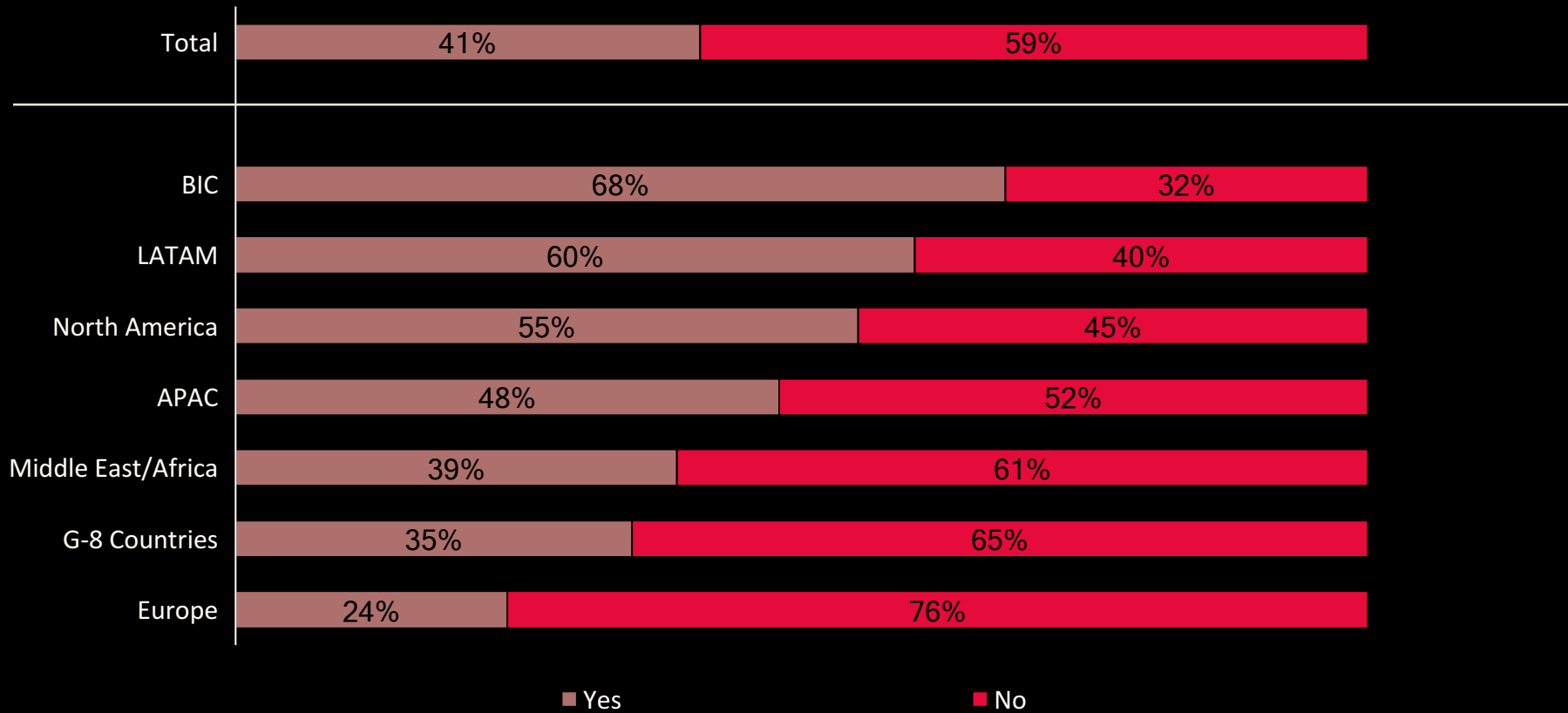
• Q23. Have you personally or anyone you know ever been a victim of ransomware? Base: All Respondents (n=24,225)

Among those who have been a victim, 41% say they paid the ransom, including 74% of victims in China (caution warranted as country-level sample sizes are small)



• Q24a. Did you pay the ransom to have your device unlocked? Base: Victim of Ransomware (n=1,478)

Victims in BIC and LATAM are most likely to have paid the ransom to get their device unlocked.



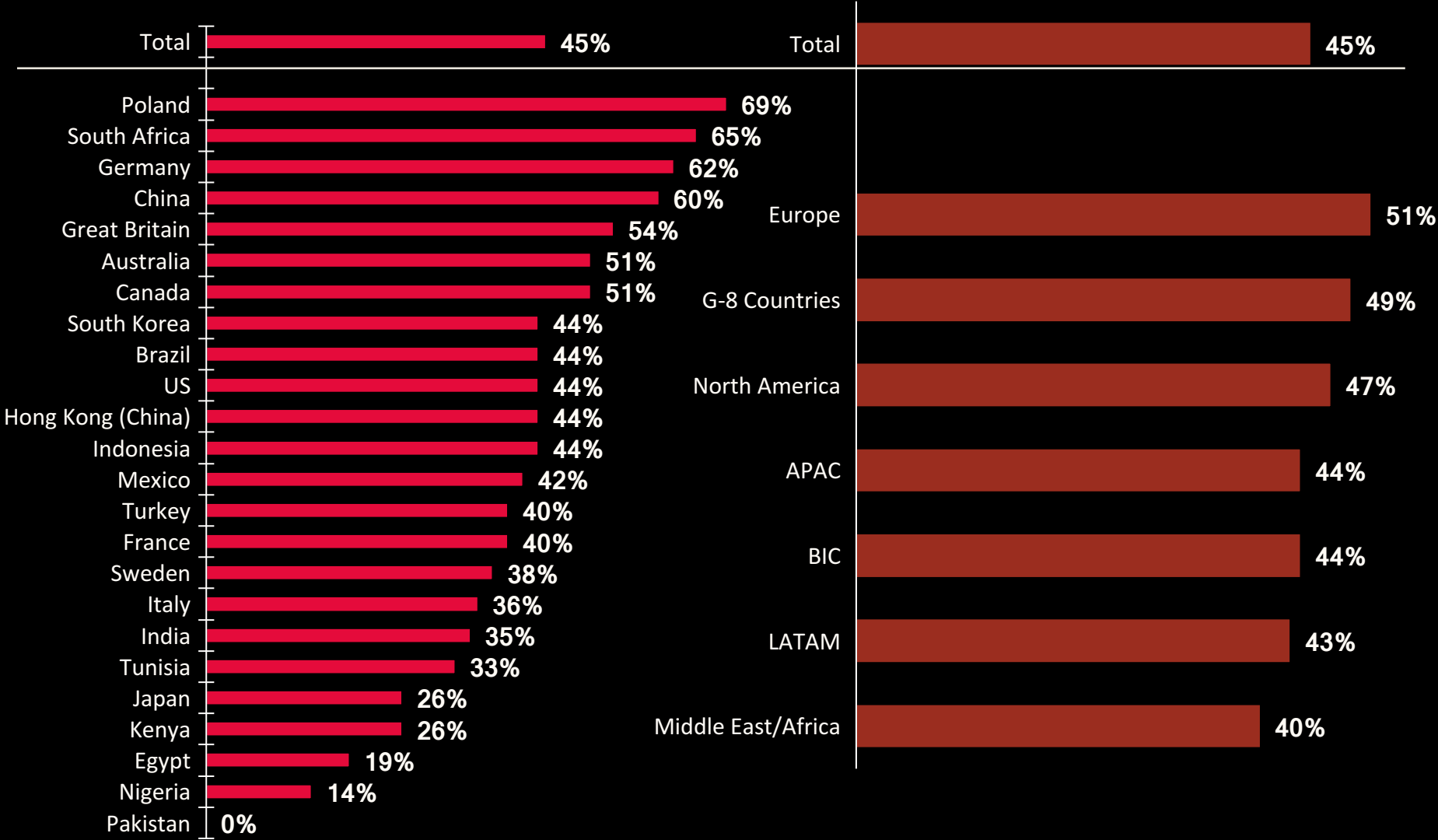
• Q24a. Did you pay the ransom to have your device unlocked? Base: Victim of Ransomware (n=1,420)

Among those who are victims but didn't pay the ransom, the leading cause is because paying criminals is not right, followed by having their data backed up and having the ability to unlock the device.



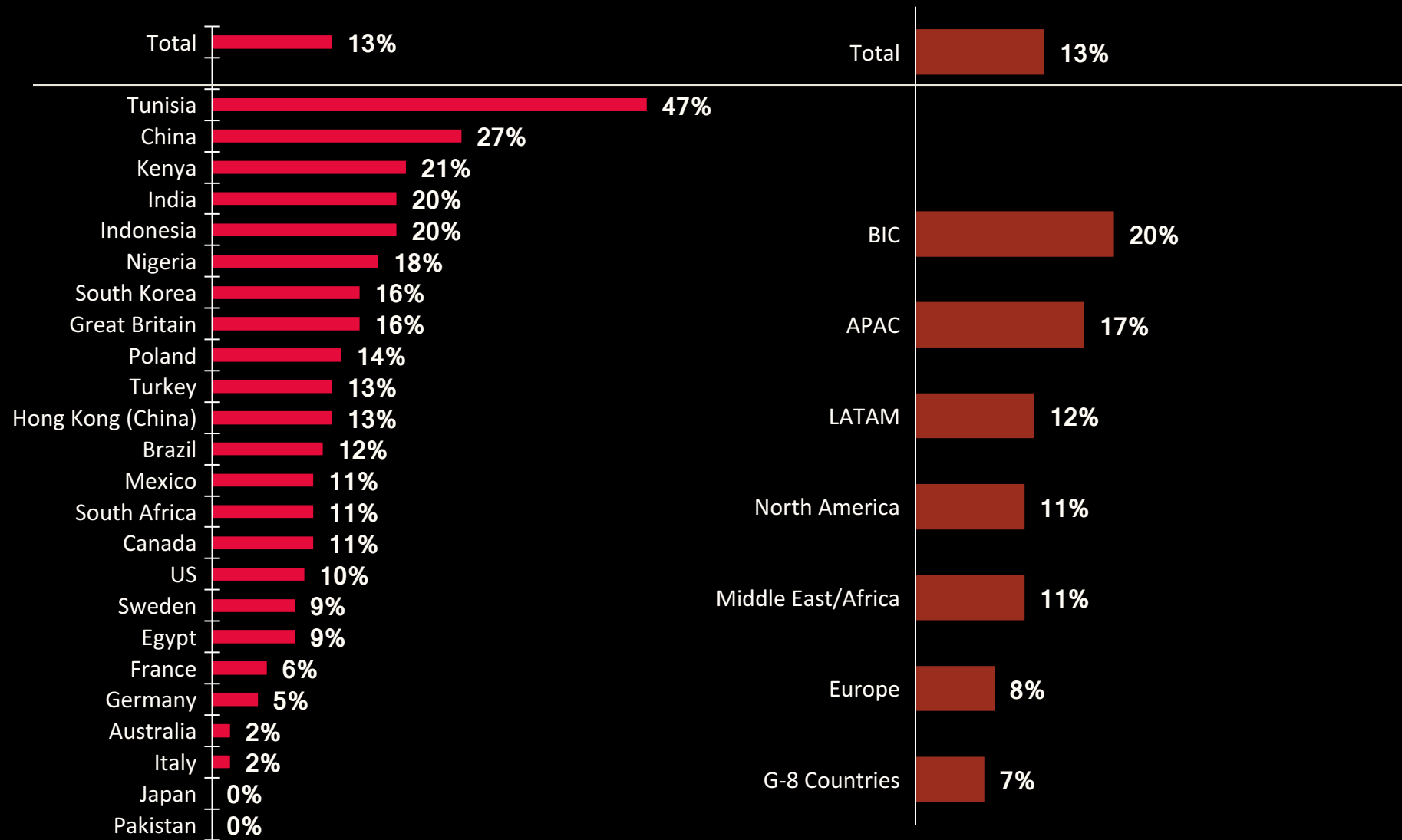
- Q24b. Why did you choose not to pay the ransom to have your device unlocked? Base: Did Not Pay Ransom (n=898)

Paying criminals is not right—By Country and Region



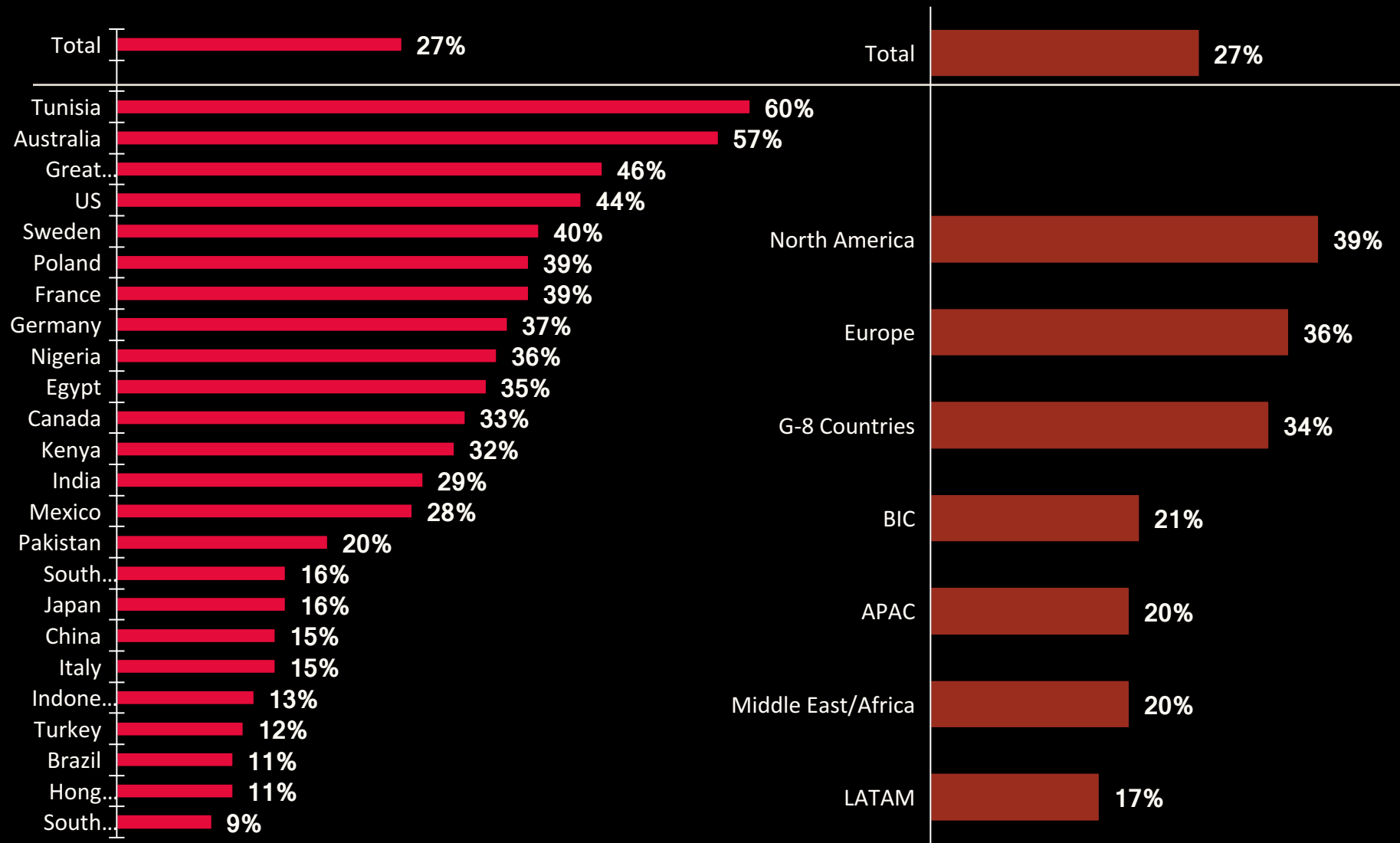
• Q24b. Why did you choose not to pay the ransom to have your device unlocked?  
• Base: Did Not Pay Ransom (n=898)

The ransom price was too high—By Country and Region



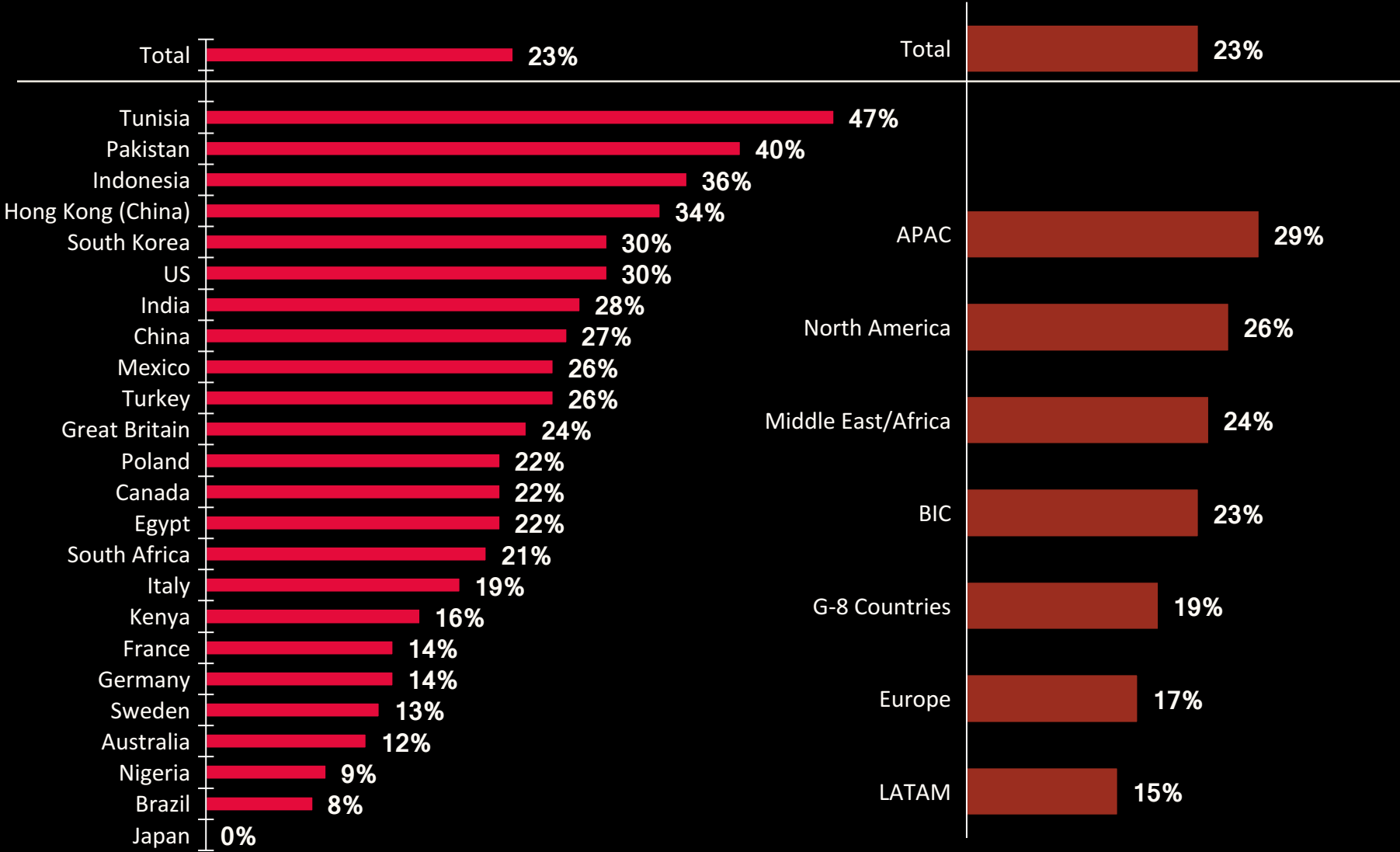
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

I was able to unlock the device—By Country and Region



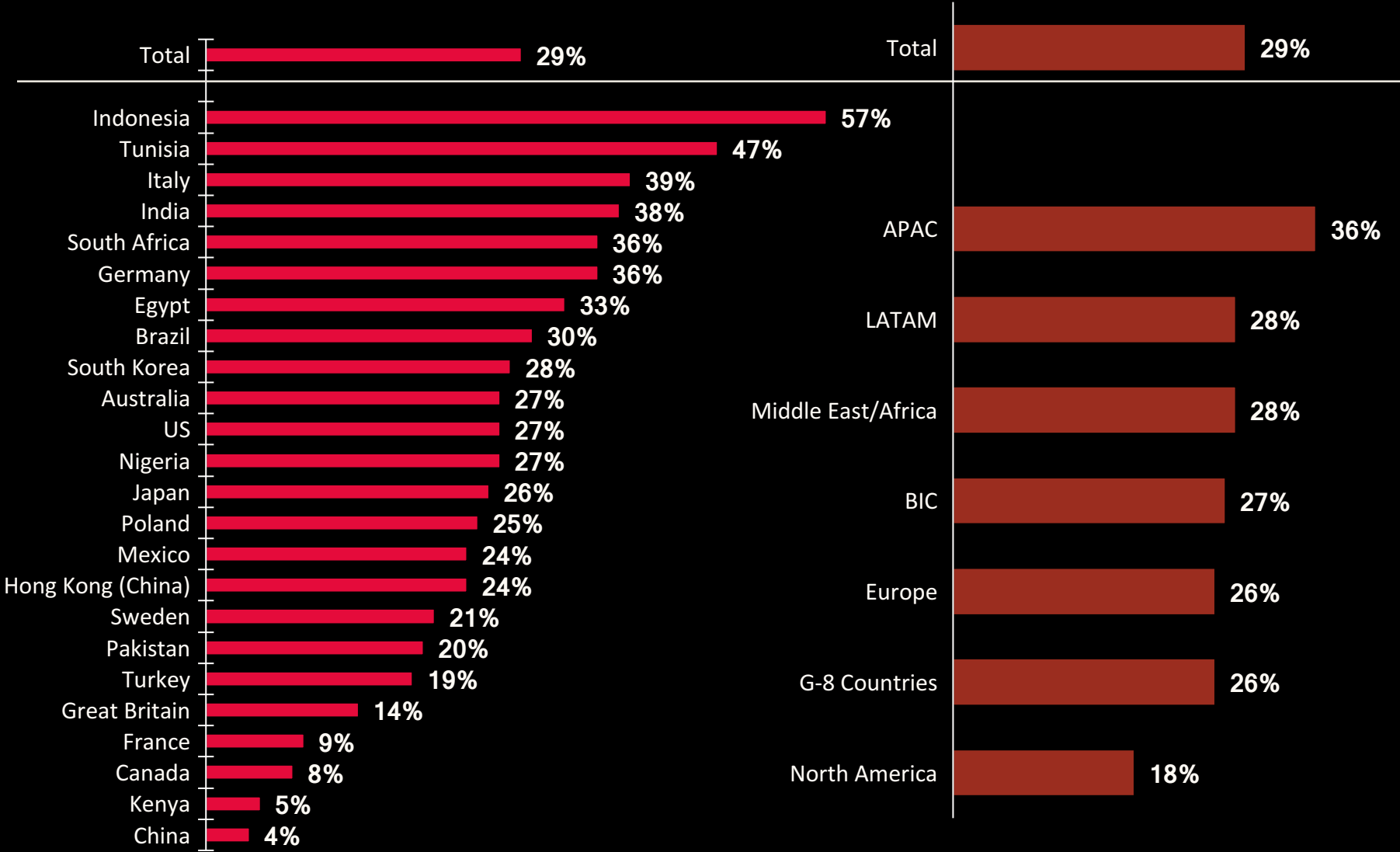
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

The data on my device was not worth the price—By Country and Region



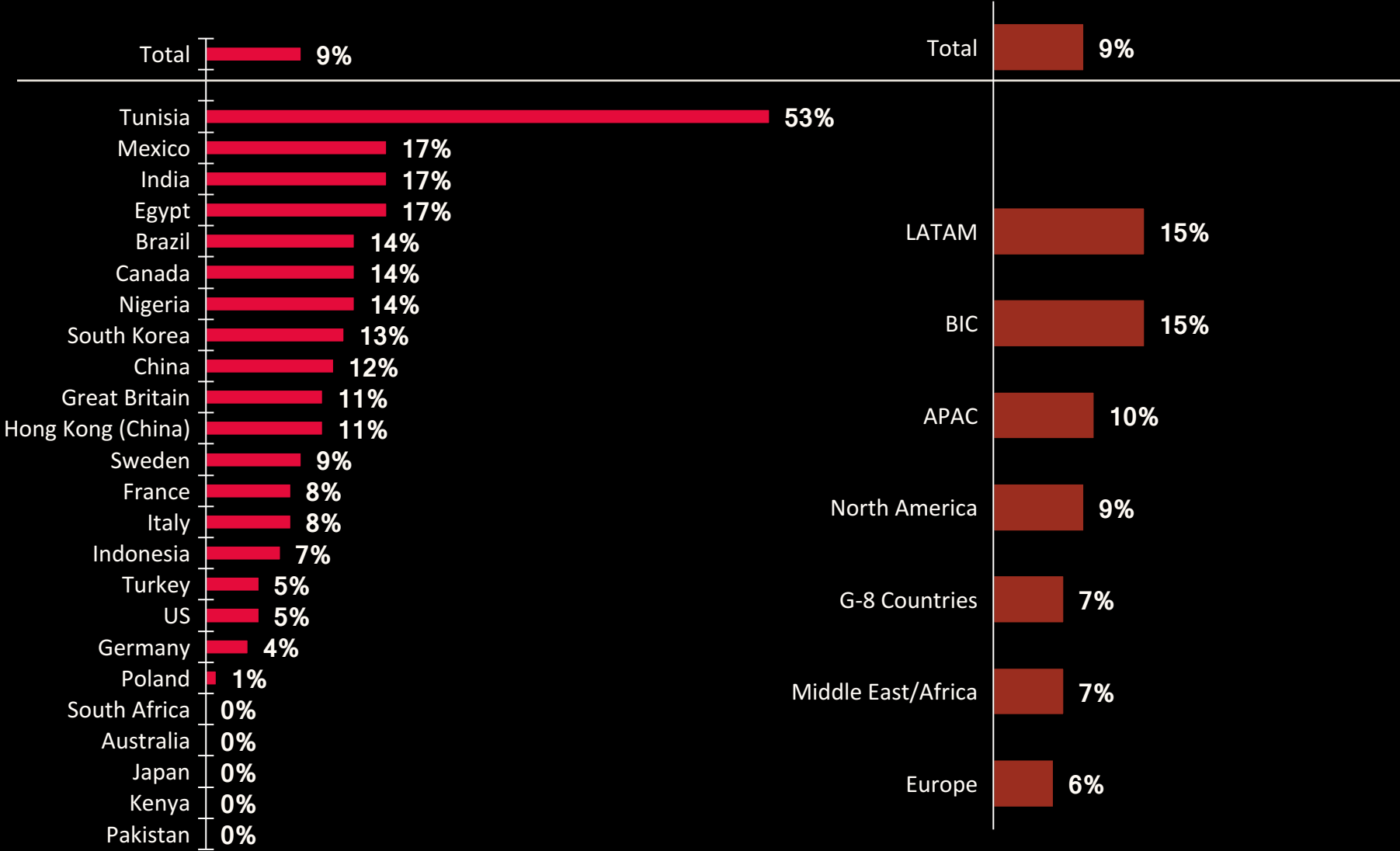
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

My data was all safely backed up on another device—By Country and Region



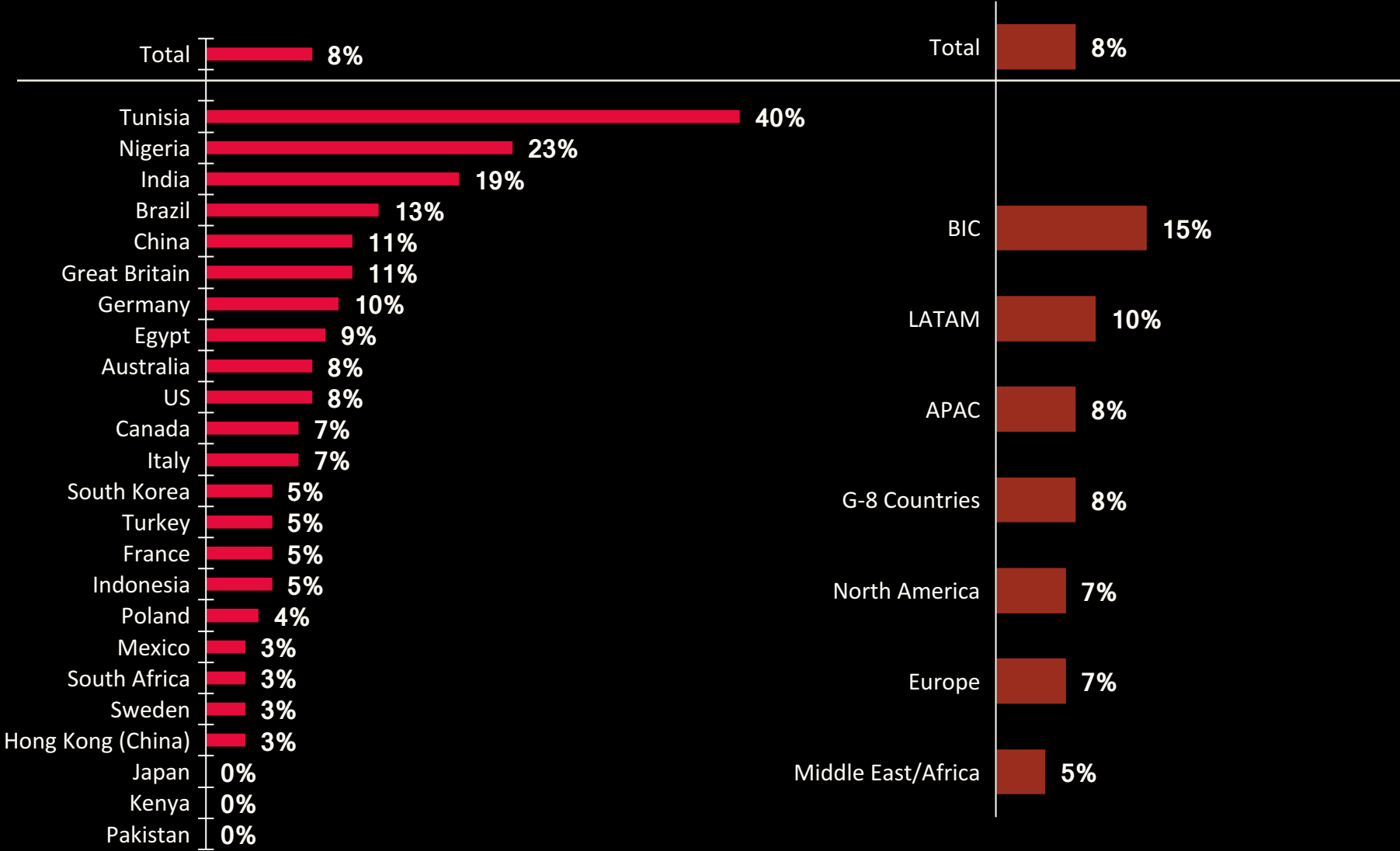
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

Figuring out how to pay the ransom was too complicated—By Country and Region



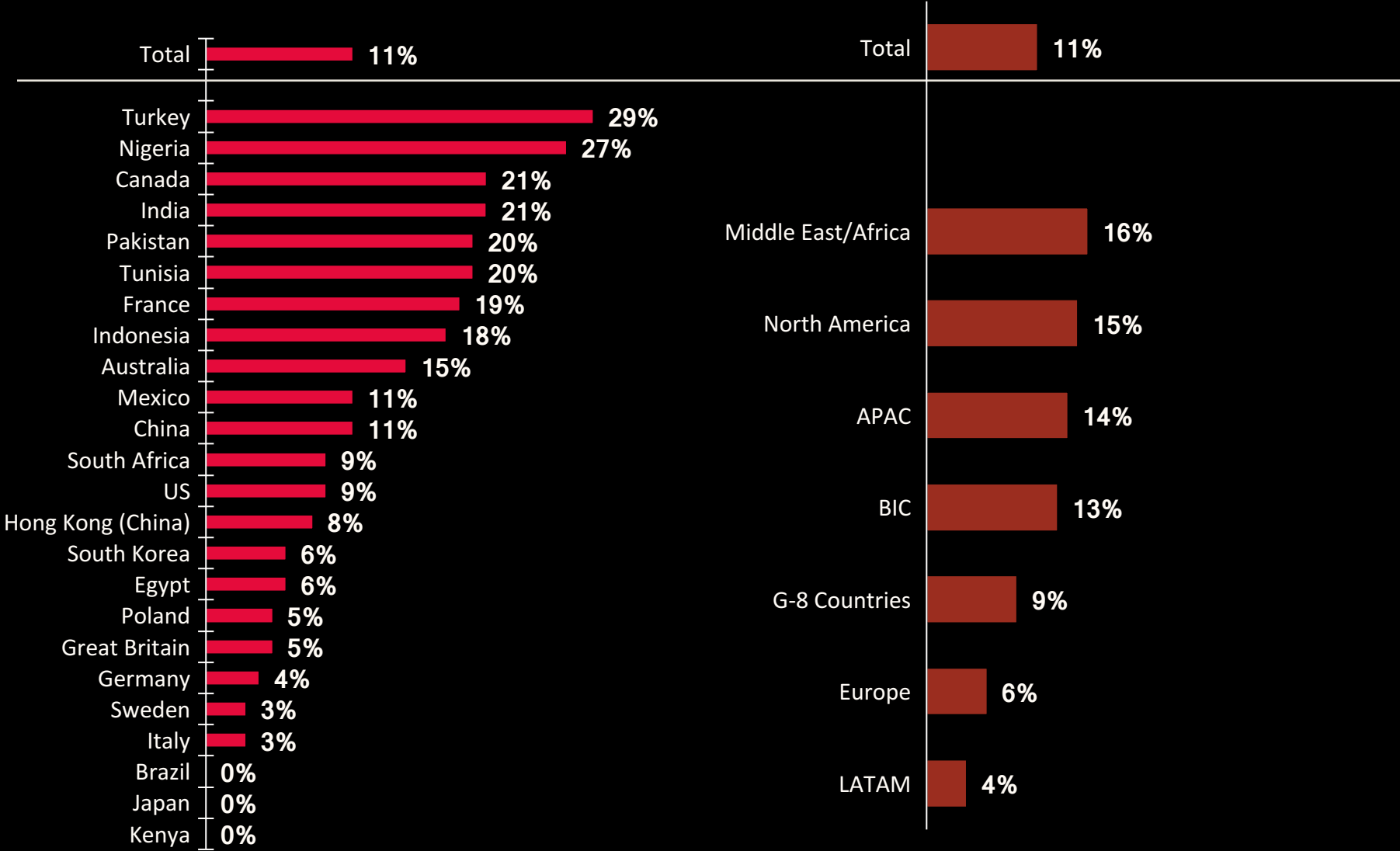
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

Law enforcement was able to unlock the device for me—By Country and Region



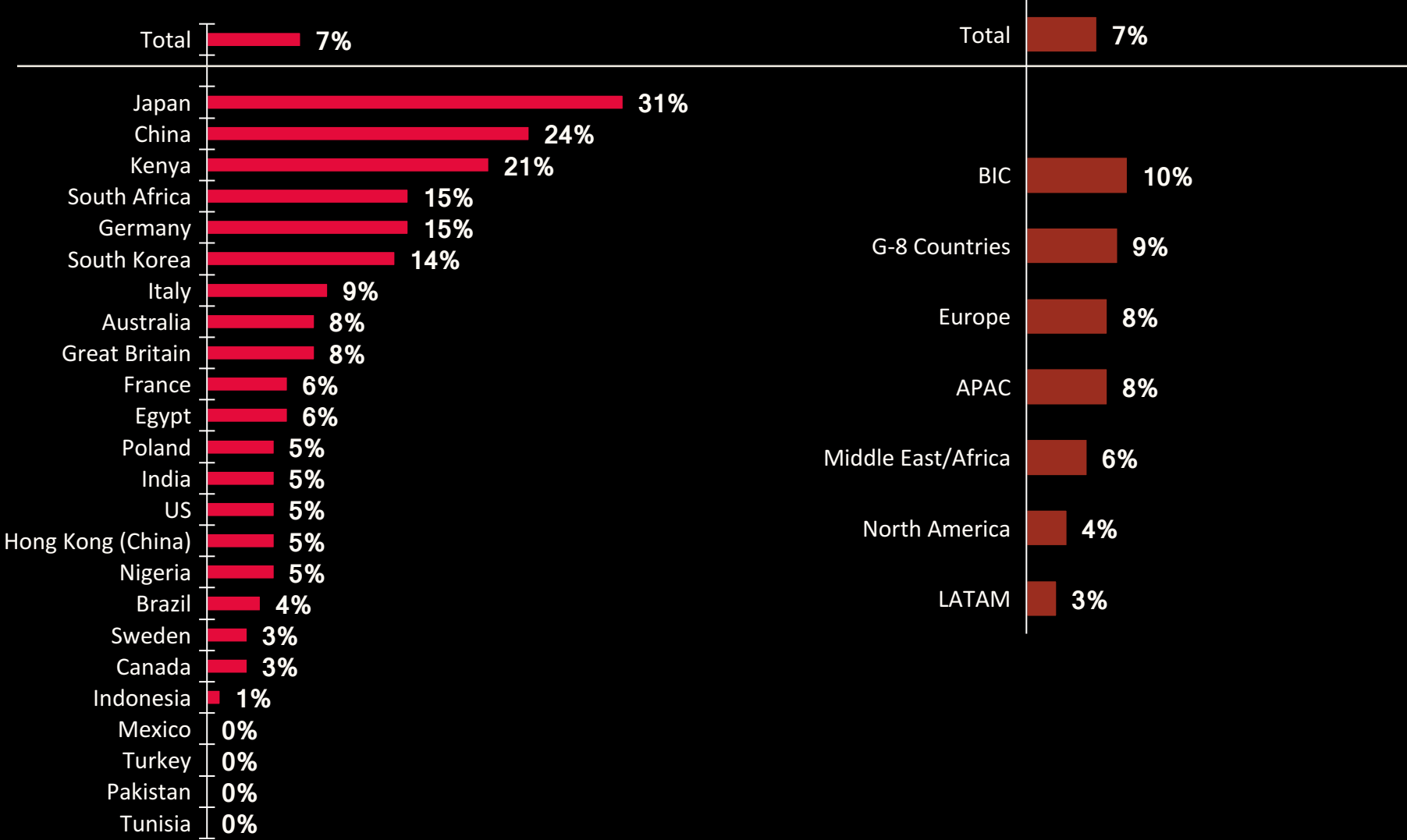
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

A private company was able to unlock the device for me—By Country and Region



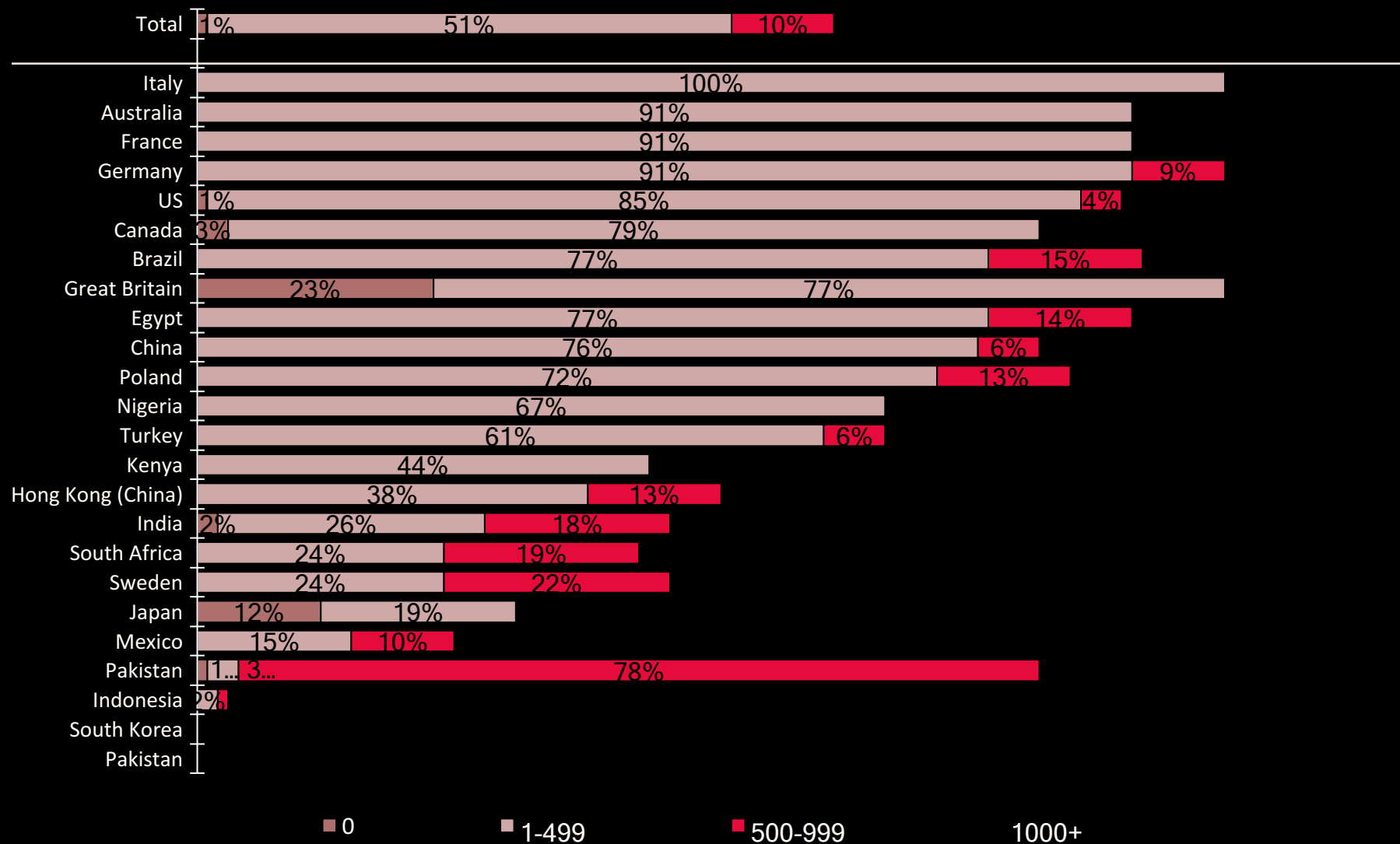
- Q24b. Why did you choose not to pay the ransom to have your device unlocked?
- Base: Did Not Pay Ransom (n=898)

Other—By Country and Region



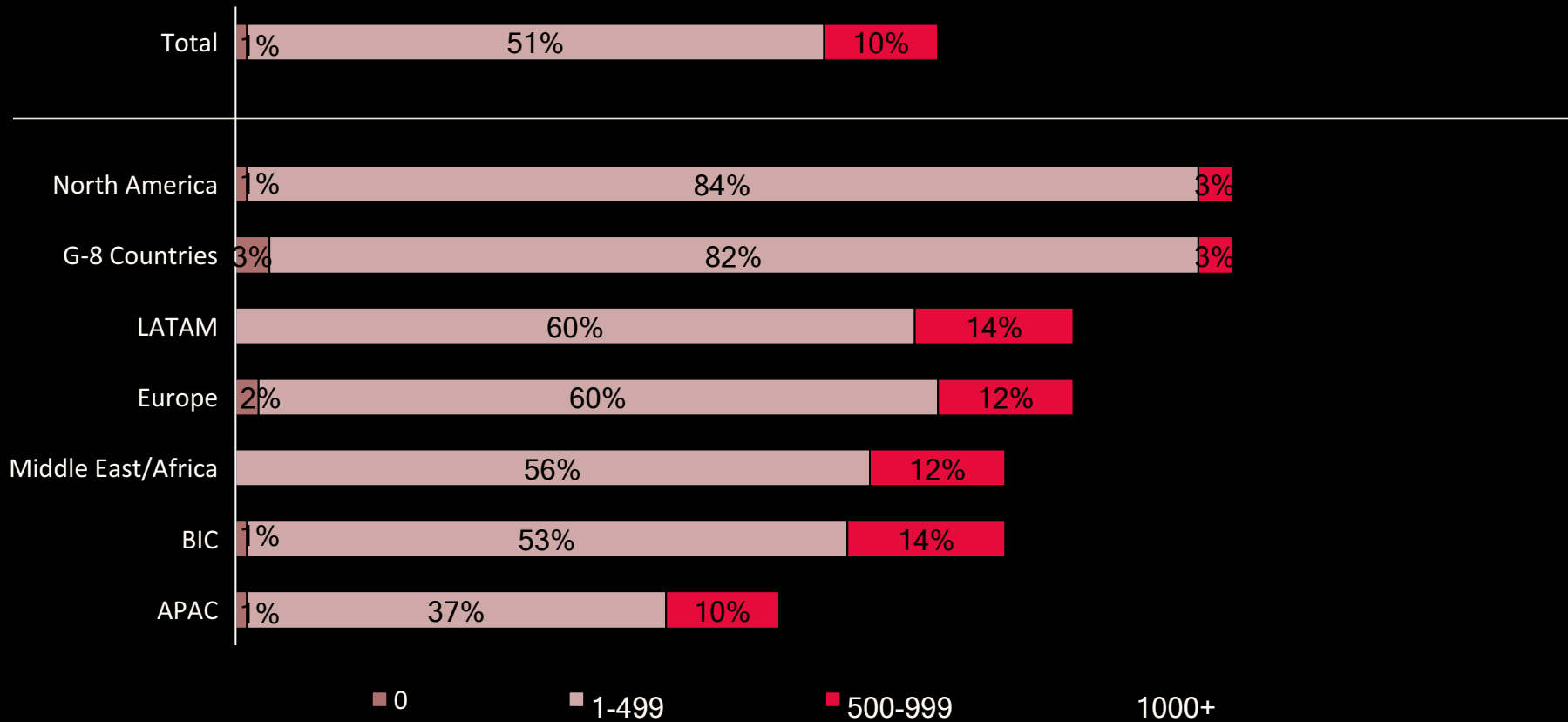
• Q24b. Why did you choose not to pay the ransom to have your device unlocked?  
• Base: Did Not Pay Ransom (n=898)

The amount of ransom paid (in local currency) to unlock the device varies greatly by country.



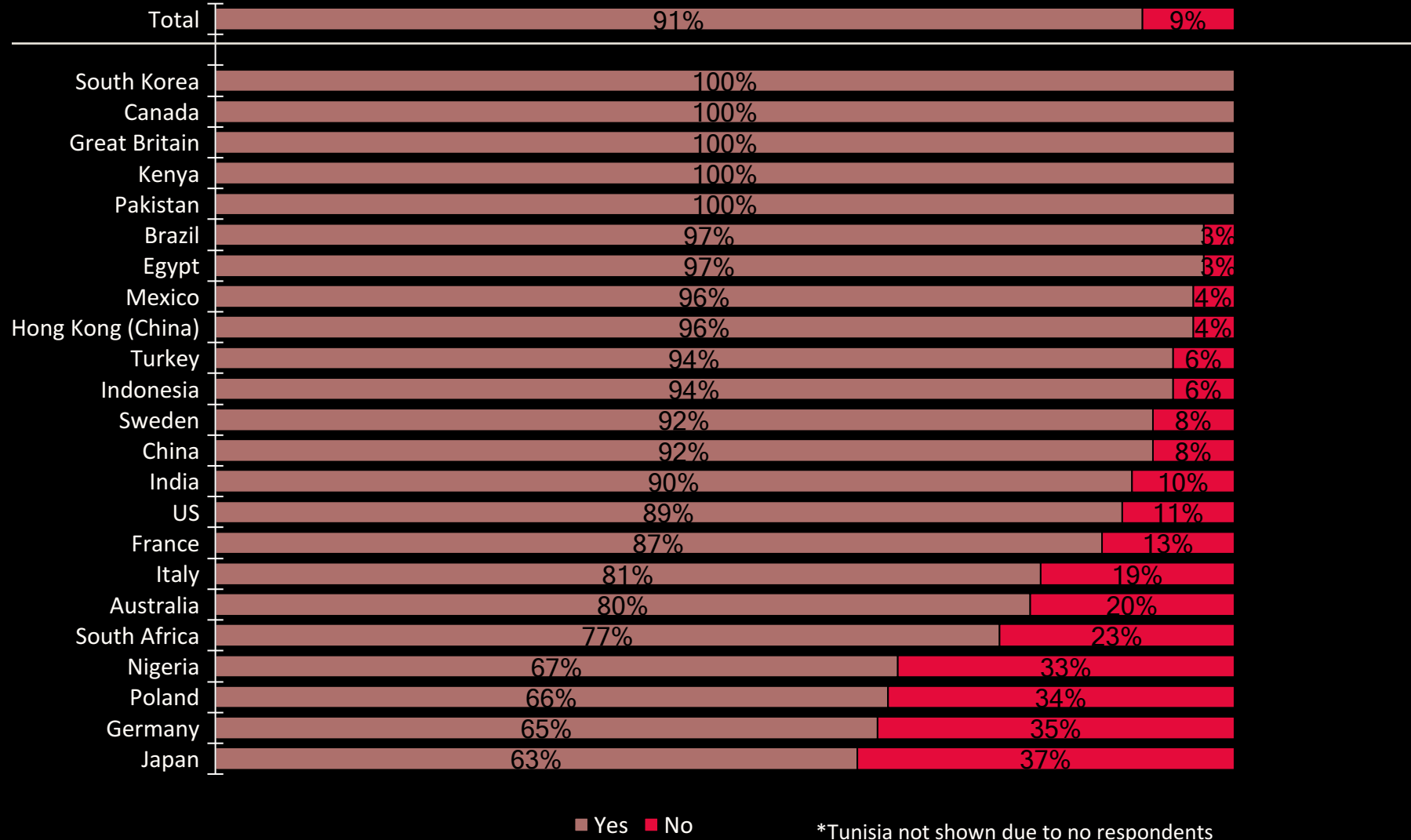
• Q25. How much did it cost to have the device unlocked, in the equivalent of your local currency?  
• Base: Paid Ransom (n=580)  
\*Tunisia not shown due to no respondents

Those in APAC appear to pay the most (in local currency) to have their device unlocked, on average.



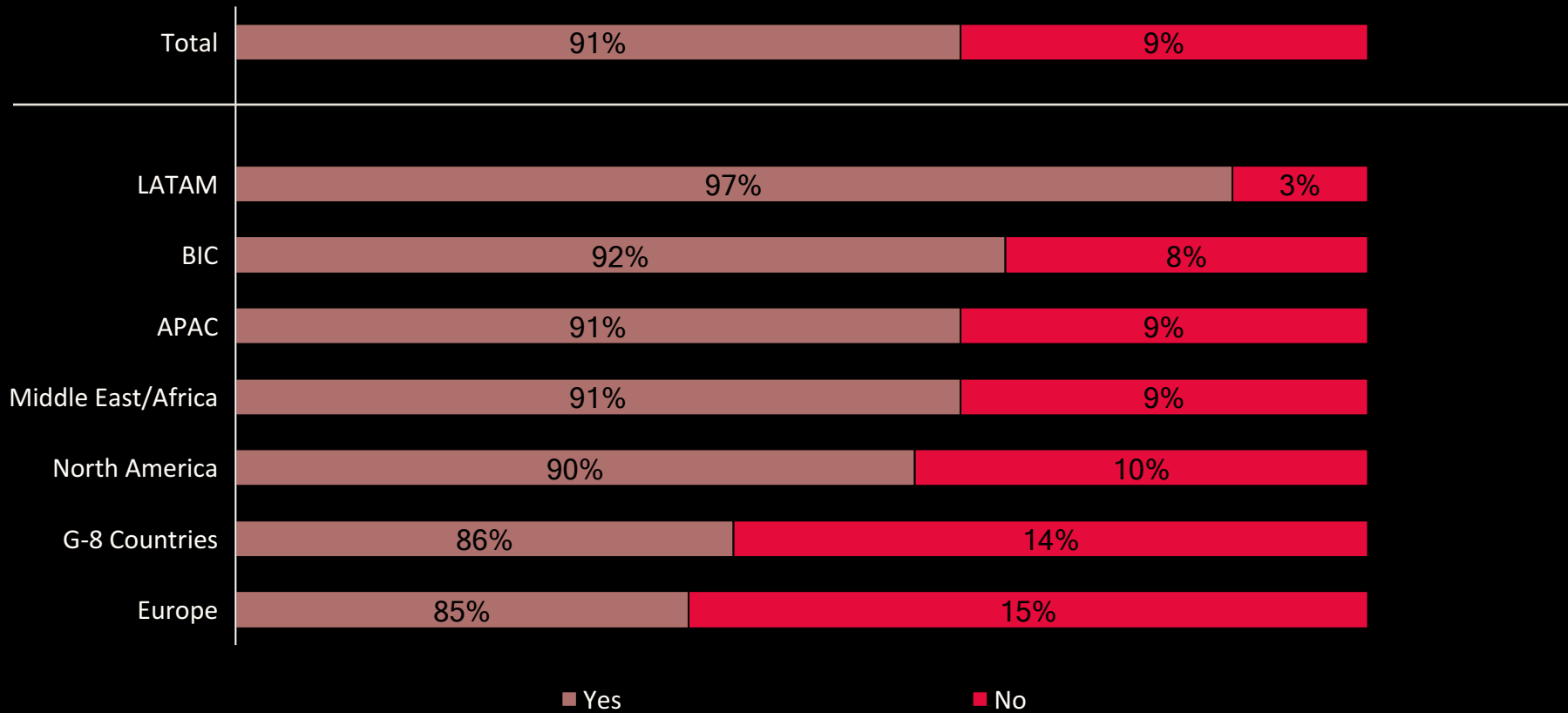
- Q25. How much did it cost to have the device unlocked, in the equivalent of your local currency?
- Base: Paid Ransom (n=580)

After paying the ransom, most say that their device was indeed unlocked. However, one third of those in Japan, Germany, Poland and Nigeria say their device remain locked (caution should be used – small base sizes).



- Q26. After paying the ransom, were you able to unlock the device?
- Base: Paid Ransom (n=580)

Regionally, victims in the G-8 and Europe who paid a ransom were the most likely to say their device was not unlocked after paying the ransom.



- Q26. After paying the ransom, were you able to unlock the device?
- Base: Paid Ransom (n=580)

# Contacts

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## ABOUT CIGI

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We are the Center for International Governance Innovation: an independent, non-partisan think tank with an objective and uniquely global perspective. Our research, opinions and public voice make a difference in today's world by bringing clarity and innovative thinking to global policy making. By working across disciplines and in partnership with the best peers and experts, we are the benchmark for influential research and trusted analysis.

Our research programs focus is governance of the global economy , global security and politics , and international law in cooperation with a Range of strategic partners and the support from the Government of Canada, the Government of Ontario, as well as founder Jim Balsillie.

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CIGI would like to recognize and thank the following sponsors for their generous support which facilitated the work done within the *CIGI-Ipsos Global Survey on Internet Security & Trust*.

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