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Two Thirds (64%) of Users in 24 Country Study More Concerned About Online Privacy Compared to Year Ago

Majority (57%) Want a Genuine Multi-stakeholder Body, Not Single Source or Country, to Run Internet

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83% of Global Internet Users Believe Affordable Access to the Internet Should be a Basic Human Right

Two Thirds (64%) of Users in 24 Country Study More Concerned About Online Privacy Compared to Year Ago

Majority (57%) Want a Genuine Multi-stakeholder Body, Not Single Source or Country, to Run Internet

Ottawa, Canada – A survey of Internet users in 24 countries has found that 83% of them believe that affordable access to the internet should be a basic Human Right. The study also found that two thirds (64%) of users are more concerned today about online privacy than they were compared to one year ago. The *CIGI-Ipsos Global Survey on Internet Security and Trust*, undertaken by the Centre for International Governance Innovation (“CIGI”) and conducted by global research company Ipsos, also found that when given a choice of various governance sources to effectively run the world-wide Internet, a majority (57%) chose the multi-stakeholder option—a “combined body of technology companies, engineers, non-governmental organizations and institutions that represent the interests and will of ordinary citizens, and governments.”

The survey of 23,376 Internet users was carried out between October 7, 2014 and November 12, 2014 in 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.

In terms of top overall levels of concern, it’s criminal hacking into personal bank accounts (78%) that heads the list followed by concern about someone hacking into users online accounts and stealing their personal information like photos and private messages (77%) and a private company monitoring their online activities (such as their Internet surfing habits) and then selling that information for commercial purposes without their explicit consent (74%).

Following on concerns about invasive criminal or marketing incursions that might affect them personally come broader based concerns related to governments and

institutions – a full majority (72%) are concerned about important institutions in their country being cyber attacked by a foreign government or terrorist organization followed by two thirds (64%) who are concerned about governments censoring the Internet, almost equally (62%) concerned about government agencies from other country secretly monitoring their online activities and six in 10 (61%) concerned about the police or other government agencies from their own country secretly monitoring their online activities.

Even if coincidentally, a majority (60%) has heard something about Edward Snowden, the US government contractor who leaked documents to the media showing to the United States and other national governments had been secretly tapping into personal online accounts to collect information about people around the world. Of the 60% to have heard of Edward Snowden, four in 10 (39%) have taken steps to protect their online privacy and security as a result of what Edward Snowden revealed.

As noted above, global Internet users appear clearly and cleanly divided into two camps: two thirds (64%) who are more concerned about online privacy today compared to a year ago and the one third (36%) who were not. This is reflected in the fact that 64% disagree that private information on the Internet is very secure and 63% who also disagree that sharing personal information with private companies online is something that they do all the time (compared to the other 37% who do share their personal information with those companies because to them it's not "a big deal").

As a result, many users have taken steps in the past year to self-regulate their own behavior by avoiding certain Internet sites and web applications (43%), changing their password regularly (39%), self-censoring what they say online (28%), changing who they communicate with (18%), closing Facebook and other social media counts, etc. (11%) and using the Internet less often (10%).

Further, a full majority (73%) want their online data and personal information to be physically stored on a secure server and, in particular, in their own country (72%).

Governance of the Internet on a local and global basis has been an increasing part of the online dialogue because of these growing concerns among users affected by unwanted and often alarming intrusive behaviors. Various models have been proposed but it's clear that, when tested among global users, it's the multi-stakeholder form of governance – that includes citizens, and not just experts, international institutions or combinations of countries – that has the broadest appeal when it comes to overseeing

the running of the Internet (57%). This top option is followed by an international body of engineers and technical experts (54%), the United Nations (50%), International technology companies (49%), their own government (47%) and the United States (36%).

Wariness about the role of governments - including their own - clearly underlies the desire of a majority of Internet users for a broad and more encompassing governance multi-stakeholder body. Only 48% believe that their own government today does a very good job of making sure the Internet in their country is safe and secure (compared to 52% to disagree). Further, one third (34%) believe that their own government and governments other than their own (43%) will restrict access to the Internet.

The importance of the Internet - both today and in the future - for users can't be underestimated: the vast majority (83%) believe that affordable access to the Internet should be a basic human right (49% strongly). Buttressing this view is the importance that users place for their future in using the Internet for various undertakings. For them, the uses are ranked beginning with accessing important information and scientific knowledge (91% - very 57%), followed by personal enjoyment of recreation (87% - very 47%), social communication (85% - very 48%), free-speech of political expression: (83% - very 47%) and their own economic future and livelihood (81% - very 45%).

Key findings Ranked by Country...

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

Total agree (strongly/somewhat) 83% - Indonesia 92%, Egypt 92%, Nigeria 92%, China 90%, Turkey 89%, France 88%, Pakistan 88%, South Africa 88%, India 87%, Brazil 86%, Mexico 86%, Kenya 85%, Hong Kong 85%, Australia 83%, Poland 82%, Italy 80%, Germany 79%, Tunisia 92%, United States 77%, Canada 76%, South Korea 76%, Great Britain 75%, Sweden 72% and Japan 62%.

- **Strongly agree 49%** – Tunisia 81%, Nigeria 79%, Egypt 75%, Pakistan 72%, Turkey 70%, Kenya 64%, Brazil 60%, South Africa 60%, Mexico 59%, Indonesia 56%, India 48%, France 46%, Poland 45%, Italy 43%, China 42%, Hong Kong 41%, Germany 38%, Australia 38%, United States 37%, Canada 35%, Sweden 33%, Great Britain 32%, South Korea 32% and Japan 13.

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

Total concerned (much/somewhat) 64% – Australia 54%, Brazil 83%, Canada 54%, China 64%, Egypt 80%, France 48%, Germany 56%, Great Britain 53%, Hong Kong 72%, India 83%, Indonesia 61%, Italy 55%, Japan 62%, Kenya 62%, Mexico 80%, Nigeria 83%, Pakistan 62%, Poland 50%, South Africa 73%, South Korea 73%, Sweden 46%, Tunisia 50%, Turkey 63%, United States 63%,

- ***Much more concerned 31%*** – Nigeria 69%, Egypt 54%, Mexico 50%, Kenya 47%, India 46%, South Africa 44%, Brazil 42%, Pakistan 36%, Turkey 35%, South Korea 32%, Tunisia 31%, Hong Kong 30%, United States 26%, Italy 22%, France 21%, Australia 20%, Canada 20%, Germany 19%, Poland 19%, Indonesia 18%, Great Britain 17%, China 16%, Japan 16% and Sweden 10%.

Trusting who will play an important role in running the Internet...

- ***Trust a combined body of technology companies, engineers, non-governmental organizations and institutions that represent the interests and will of ordinary citizens, and governments 57%*** – India 79%, Indonesia 75%, Pakistan 75%, Egypt 72%, Kenya 66%, Mexico 66%, Nigeria 65%, South Africa 65%, China 63%, Poland 60%, Brazil 57%, Tunisia 55%, Great Britain 53%, Hong Kong 53%, Sweden 53%, Turkey

53%, Australia 50%, Canada 50%, United States 49%, Italy 48%, South Korea 46%, Germany 41%, France 39% and Japan 29%.

- ***Trust an international body of engineers and technical experts 54%*** – Pakistan 76%, Kenya 73%, India 72%, Indonesia 70%, Egypt 71%, Nigeria 64%, Tunisia 63%, Mexico 62%, Poland 62%, Hong Kong 58%, China 55%, South Africa 55%, Turkey 54%, Sweden 51%, Brazil 50%, Great Britain 49%, Italy 49%, South Korea 48%, Australia 45%, Canada 43%, United States 40%, France 34%, Germany 34% and Japan 33%.
- ***Trust the United Nations 50%*** – India 72%, Nigeria 69%, Indonesia 66%, Hong Kong 64%, Kenya 63%, Poland 60%, Mexico 59%, Pakistan 59%, Sweden 56%, China 57%, South Korea 54%, Egypt 54%, South Africa 47%, Brazil 47%, Italy 43%, France 43%, Tunisia 42%, Australia 40%, Great Britain 39%, Canada 38%, Turkey 37%, United States 33%, Japan 30% and Germany 27%.
- ***Trust international technology companies 49%*** – Pakistan 77%, Egypt 73%, Kenya 73%, India 71%, Indonesia 70%, Nigeria 63%, Poland 58%, Hong Kong 56%, Tunisia 55%, Mexico 54%, South Africa 52%, China 49%, Turkey 46%, Brazil 46%, Sweden 45%, South Korea 39%, Italy 38%, Australia 34%, Canada 33%, United States 33%, Great Britain 32%, Japan 30%, France 27% and Germany 23%.
- ***Trust my government 47%*** – India 77%, Tunisia 70%, Indonesia 67%, China 65%, Pakistan 63%, Kenya 62%, Egypt 61%, Sweden 56%, Nigeria 52%, Poland 50%, Hong Kong 49%, Turkey 44%, Australia 43%, Canada 43%, Brazil 42%, Germany 34%, Great Britain 34%, Mexico 34%, Japan 34%, United States 34%, France 31%, Italy 29%, South Korea 29% and South Africa 28%.
- ***Trust the United States 36%*** – Nigeria 62%, India 60%, Pakistan 59%, Kenya 50%, Egypt 50%, Poland 48%, Indonesia 48%, United States 47%, Hong Kong 41%, South Africa 34%, Italy 33%, Tunisia 32%, Mexico 32%,

Brazil 31%, Sweden 29%, South Korea 30%, China 28%, Australia 27%, Turkey 27%, Canada 26%, Great Britain 24%, Japan 24%, France 22% and Germany 13%.

78% Concerned about a criminal hacking into their personal bank accounts...

Total concerned (very/somewhat) 78% – Kenya 96%, Nigeria 91%, Mexico 90%, Hong Kong 88%, South Africa 88%, Tunisia 86%, Turkey 85%, Indonesia 85%, India 84%, South Korea 83%, France 82%, China 79%, Brazil 79%, Egypt 78%, United States 76%, Great Britain 75%, Australia 74%, Germany 71%, Poland 69%, Canada 69%, Italy 69%, Japan 64%, Pakistan 63% and Sweden 56%.

- ***Very concerned 47%*** – Kenya 92%, Nigeria 87%, Tunisia 76%, Mexico 75%, South Africa 64%, Egypt 64%, Turkey 61%, Indonesia 59%, India 57%, Hong Kong 57%, Brazil 52%, Pakistan 47%, China 43%, France 39%, United States 38%, South Korea 37%, Canada 33%, Great Britain 32%, Australia 31%, Italy 30%, Germany 29%, Japan 22%, Poland 20% and Sweden 15%.

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

Total concerned (very/somewhat) 77% – Kenya 93%, Nigeria 93%, Mexico 92%, Tunisia 87%, Hong Kong 87%, Egypt 85%, India 83%, South Africa 82%, Indonesia 83%, Turkey 83%, South Korea 80%, China 80%, France 78%, Brazil 76%, Australia 71%, Italy 71%, Germany 70%, Poland 70%, Great Britain 70%, United States 70%, Pakistan 69%, Canada 66%, Japan 66% and Sweden 53%.

- ***Very concerned 43%*** – Nigeria 86%, Kenya 83%, Tunisia 76%, Mexico 71%, Egypt 68%, South Africa 54%, India 53%, Turkey 53%, Indonesia 51%, Pakistan 50%,

Hong Kong 49%, Brazil 47%, China 38%, South Korea 34%, United States 33%, France 32%, Australia 27%, Germany 26%, Italy 26%, Great Britain 26%, Canada 26%, Poland 22%, Japan 19% and Sweden 15%.

74% Concerned about a private company monitoring their online activities (such as my internet surfing habits) and then selling that information for commercial purposes without their explicit consent...

Total concerned (very/somewhat) 74% – Mexico 90%, Kenya 88%, Nigeria 87%, Turkey 83%, Hong Kong 82%, India 82%, South Korea 80%, South Africa 79%, Tunisia 78%, Indonesia 77%, Great Britain 74%, China 76%, Germany 73%, United States 73%, France 71%, Australia 70%, Brazil 70%, Canada 70%, Pakistan 69%, Poland 69%, Egypt 68%, Italy 67%, Japan 62% and Sweden 53%.

- ***Very concerned 40%*** – Kenya 81%, Nigeria 77%, Tunisia 66%, Mexico 62%, Turkey 50%, South Africa 49%, India 49%, Pakistan 48%, Egypt 48%, Indonesia 41%, Brazil 39%, South Korea 37%, Hong Kong 37%, United States 33%, Canada 30%, Great Britain 30%, China 29%, Australia 29%, Germany 29%, Poland 27%, France 26%, Italy 23%, Sweden 17% and Japan 16%.

72% Concerned about Important institutions in their country being cyber-attacked by a foreign government or terrorist organization...

Total concerned (very/somewhat) 72% – Kenya 86%, Tunisia 85%, India 84%, Nigeria 84%, Turkey 84%, Mexico 82%, Pakistan 80%, South Korea 78%, Egypt 77%, Indonesia 76%, United States 76%, Hong Kong 71%, Great Britain 70%, Australia 69%, Germany 69%, South Africa 68%, China 66%, Brazil 65%, Canada 65%, Japan 64%, Poland 62%, Italy 61%, France 56% and Sweden 49%.

- **Very concerned 34%** – Tunisia 71%, Nigeria 70%, Kenya 69%, Pakistan 56%, Turkey 52%, Egypt 50%, India 49%, Mexico 46%, Indonesia 38%, South Africa 38%, Brazil 36%, United States 31%, South Korea 28%, China 26%, Hong Kong 23%, Canada 22%, Germany 21%, Australia 21%, Italy 20%, Japan 19%, Poland 18%, Great Britain 18%, France 17% and Sweden 10%.

64% Concerned about Governments censoring the Internet...

Total concerned (very/somewhat) 64% – Mexico 87%, India 79%, Turkey 77%, Hong Kong 76%, South Korea 75%, Tunisia 73%, Kenya 73%, South Africa 72%, Nigeria 68%, Brazil 68%, United States 66%, Egypt 66%, Indonesia 65%, Poland 62%, Australia 59%, Great Britain 59%, Italy 59%, Pakistan 58%, Canada 55%, Germany 54%, France 51%, China 50%, Japan 45% and Sweden 37%.

- **Very concerned 32%** – Mexico 64%, Tunisia 56%, Kenya 55%, Turkey 54%, Nigeria 52%, South Africa 39%, Brazil 38%, Egypt 37%, India 37%, United States 32%, South Korea 32%, Hong Kong 32%, Indonesia 30%, Pakistan 27%, Australia 26%, Great Britain 25%, Italy 24%, Canada 22%, Germany 22%, Poland 22%, China 16%, France 14%, Sweden 12% and Japan 10%.

62% Concerned about Government agencies from other countries secretly monitoring their online activities...

Total concerned (very/somewhat) 62% – Mexico 83%, India 77%, Turkey 77%, Kenya 73%, Hong Kong 71%, Nigeria 68%, South Africa 68%, Indonesia 67%, Germany 67%, Pakistan 63%, South Korea 62%, Australia 61%, Brazil 61%, Egypt 61%, Tunisia 60%, United States 60%, China 60%, Great Britain 58%, Poland 55%, Canada 52%, Italy 50%, France 47%, Japan 46% and Sweden 39%.

- **Very concerned 31%** – Kenya 62%, Mexico 58%, Nigeria 53%, Tunisia 47%, Turkey 46%, India 46%, South Africa 42%, Egypt 39%, Pakistan 38%, Indonesia 37%, Brazil 30%, Hong Kong 29%, Germany 28%, United States 27%, Canada 24%, South Korea 24%, China 22%, Great Britain 22%, Australia 21%, Poland 18%, Italy 17, France 17%, Sweden 12% and Japan 10%.

61% Concerned about the police or other government agencies from their own country secretly monitoring their online activities...

Total concerned (very/somewhat) 61% – Mexico 84%, Turkey 77%, India 76%, Hong Kong 74%, South Korea 72%, South Africa 66%, Indonesia 64%, United States 64%, Poland 63%, Kenya 62%, Brazil 61%, Egypt 60%, Nigeria 59%, China 58%, Pakistan 57%, Germany 57%, Great Britain 57%, Australia 54%, Tunisia 53%, Japan 47%, France 46%, Canada 52%, Italy 51% and Sweden 38%.

- **Very concerned 29%** – Kenya 54%, Mexico 58%, Nigeria 43%, Tunisia 36%, Turkey 48%, India 40%, South Africa 38%, Egypt 34%, Pakistan 29%, Indonesia 31%, Brazil 28%, Hong Kong 32%, Germany 22%, United States 29%, Canada 21%, South Korea 29%, Great Britain 20%, China 20%, Australia 20%, Poland 23%, France 15%, Italy 17%, Japan 10% and Sweden 12%.

60% have heard anything about Edward Snowden, a US government contractor who leaked documents to the media showing to the United States and other national governments had been secretly tapping into personal online accounts to collect information about people around the world...

Those who have heard about Edward Snowden 60% – Germany 94%, Sweden 86%, China 85%, Brazil 84%, Hong Kong 83%, United States 76%, Great Britain 72%, Poland

72%, Mexico 65%, Indonesia 64%, India 62%, France 62%, Canada 62%, Australia 57%, Italy 54%, Turkey 53%, South Africa 52%, Nigeria 46%, Japan 44%, South Korea 43%, Egypt 43%, Tunisia 28%, Pakistan 25% and Kenya 14%.

And of the 60% to have heard of Edward Snowden, only 39% have taken steps to protect their online privacy and security as a result of what Edward Snowden revealed...

Of the 60%, those who have taken steps to protect their online privacy and security as a result of what Edward Snowden has revealed 39% – India 69%, Mexico 64%, China 62%, Indonesia 61%, Nigeria 48%, Brazil 47%, Egypt 46%, South Africa 40%, Germany 39%, Turkey 38%, Pakistan 38%, United States 36%, Kenya 36%, South Korea 34%, Poland 32%, Great Britain 31%, Canada 30%, Hong Kong 29%, Australia 28%, Tunisia 26%, Italy 25%, France 23%, Sweden 20% and Japan 14%.

One third (36%) believe that private information on the Internet is very secure – 64% don't believe it to be so...

Total agree (strongly/somewhat) 36% – Nigeria 58%, India 57%, Indonesia 56%, Tunisia 54%, Kenya 49%, Brazil 48%, Egypt 48%, China 46%, Pakistan 44%, Hong Kong 43%, South Africa 34%, United States 31%, Australia 31%, Mexico 31%, Turkey 30%, Canada 30%, Sweden 29%, Great Britain 28%, Poland 28%, Italy 26%, South Korea 21%, Japan 21%, France 18% and Germany 15%.

- ***Strongly Agree 12% – Tunisia 38%, Nigeria 33%, Kenya 30%, Indonesia 23%, Brazil 23%, Pakistan 22%, India 21%, Egypt 18%, Turkey 13%, Hong Kong 13%, China 10%, South Africa 12%, Mexico 8%, United States 7%, Australia 5%, Sweden 5%, Italy 5%, Japan 4%, Canada 4%, South Korea 4%, Great Britain 4%, Poland 4%, France 3%, Germany 3%.***

- **Disagree (somewhat/strongly) 64%** - Germany 85%, France 82%, Japan 79%, South Korea 79%, Italy 74%, Poland 72%, Great Britain 72%, Sweden 71%, Turkey 70%, Canada 70%, Mexico 69%, United States 69%, Australia 69%, South Africa 66%, Hong Kong 57%, Pakistan 56%, China 54%, Brazil 52%, Egypt 52%, Kenya 51%, Tunisia 46%, Indonesia 44%, India 43%, Nigeria 42%,

37% share personal information with private companies online all the time and think "It's no big deal" to do so...63% disagree...

Total agree (strongly/somewhat) 37% - Indonesia 54%, India 51%, Nigeria 48%, Pakistan 47%, Hong Kong 46%, China 45%, Egypt 45%, Sweden 43%, Kenya 39%, Brazil 38%, Italy 37%, United States 36%, Turkey 35%, Poland 35%, South Africa 34%, Mexico 34%, Tunisia 33%, Australia 33%, Great Britain 33%, Canada 27%, France 26%, Japan 26%, Germany 26% and South Korea 23%.

- **Strongly agree 10%** - Pakistan 25%, Nigeria 24%, Kenya 20%, India 16%, Tunisia 16%, Egypt 14%, Indonesia 13%, Turkey 13%, Brazil 11%, China 11%, Mexico 10%, United States 8%, Hong Kong 8%, Sweden 7%, Poland 7%, South Africa 7%, Italy 6%, Japan 4%, South Korea 4%, Canada 4%, Australia 4%, Germany 4%, Great Britain 3% and France 3%.
- **Disagree (somewhat/strongly) 63%** - South Korea 77%, Japan 74%, France 74%, Germany 74%, Canada 73%, Australia 67%, Tunisia 67%, Great Britain 67%, Mexico 66%, Turkey 65%, Poland 65%, South Africa 66%, United States 64%, Italy 63%, Kenya 61%, Sweden 57%, China 55%, Egypt 55%, Hong Kong 54%, Pakistan 53%, Brazil 62%, Nigeria 52%, India 49% and Indonesia 46%.

Many have changed things about how they behave online compared to one year ago...

- ***Avoiding certain Internet sites and web applications 43%*** – Nigeria 72%, South Africa 60%, Mexico 60%, Brazil 56%, India 53%, Indonesia 49%, Egypt 49%, France 48%, Turkey 46%, Poland 45%, Italy 43%, Pakistan 43%, Canada 42%, Great Britain 40%, United States 40%, China 40%, Germany 39%, Australia 37%, Hong Kong 36%, Sweden 33%, South Korea 31%, Tunisia 31%, Japan 17% and Kenya 7%.
- ***Changing your password regularly 39%*** – Nigeria 57%, India 54%, Indonesia 53%, Turkey 46%, Mexico 44%, Pakistan 44%, Egypt 43%, South Korea 43%, Tunisia 41%, South Africa 41%, United States 40%, Germany 40%, Great Britain 39%, Hong Kong 36%, China 35%, Australia 34%, France 34%, Brazil 34%, Canada 33%, Italy 33%, Poland 27%, Kenya 26%, Sweden 25% and Japan 21%.
- ***Self-censoring what you say online 28%*** – Nigeria 68%, Indonesia 49%, Pakistan 47%, South Africa 41%, India 39%, Egypt 37%, Mexico 35%, Brazil 29%, China 27%, Australia 26%, United States 26%, Great Britain 24%, Hong Kong 23%, Canada 23%, Turkey 21%, Tunisia 20%, Poland 19%, Japan 18%, South Korea 18%, Sweden 17%, France 17%, Germany 16%, Italy 15% and Kenya 10%.
- ***Changing who you communicate with 18%*** – Nigeria 53%, Pakistan 46%, Indonesia 35%, South Africa 32%, India 30%, Tunisia 24%, Brazil 22%, United States 19%, Mexico 18%, Australia 17%, Germany 17%, Great Britain 15%, Turkey 14%, Egypt 13%, Canada 13%, Poland 13%, China 12%, Sweden 12%, Kenya 11%, Hong Kong 10%, South Korea 6%, Italy 6%, Japan 3% and France 2%.
- ***Closing Facebook and other social media counts, etc. 11%*** – Nigeria 39%, Pakistan 23%, India 18%, Tunisia 17%, South Africa 15%, Brazil 14%, United States 10%, China 10%, Canada 9%, Great Britain 9%, South Korea 9%, Poland 8%, Kenya 8%, Australia 8%, Egypt 8%, Germany 7%, France 6%, Indonesia 6%, Italy 6%, Turkey 6%, Hong Kong 6%, Sweden 6%, Mexico 5% and Japan 4%.

- **Using the Internet less often 10%** – Nigeria 29%, Pakistan 23%, Tunisia 22%, India 15%, South Korea 12%, Brazil 11%, Mexico 11%, United States 10%, Egypt 10%, Turkey 10%, Indonesia 8%, Italy 8%, Kenya 7%, Poland 7%, South Africa 7%, Australia 7%, China 7%, Canada 6%, France 6%, Hong Kong 5%, Germany 4%, Great Britain 4%, Sweden 6% and Japan 3%.
- **None of these 27%** – Kenya 57%, Japan 52%, Sweden 40%, Australia 37%, Germany 35%, Canada 34%, France 31%, Great Britain 30%, United States 30%, Tunisia 30%, Italy 30%, Poland 29%, Hong Kong 27%, South Korea 25%, China 25%, Turkey 18%, Egypt 15%, Brazil 12%, South Africa 11%, India 9%, Indonesia 9%, Mexico 6%, Nigeria 3% and Pakistan 2%.

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

Total agree (strongly/somewhat) 73% – Indonesia 90%, China 87%, Mexico 83%, India 83%, Hong Kong 82%, Brazil 80%, Poland 80%, Egypt 78%, Pakistan 78%, Tunisia 76%, Nigeria 76%, Kenya 75%, Sweden 74%, Italy 73%, South Korea 73%, Australia 70%, South Africa 69%, United States 68%, France 68%, Canada 67%, Great Britain 67%, Japan 61%, Turkey 51% and Germany 34%.

- **Strongly agree 38%** – Nigeria 61%, Tunisia 60%, Mexico 60%, Indonesia 57%, Pakistan 57%, Egypt 52%, Kenya 49%, Brazil 48%, Poland 44%, India 42%, South Africa 39%, Sweden 38%, China 35%, South Korea 34%, Hong Kong 33%, Italy 29%, Canada 28%, United States 28%, France 27%, Australia 26%, Great Britain 25%, Turkey 24%, Japan 13% and Germany 8%.

72% want their online data and personal information to be physically stored on a secure server in their own country...

Total agree (strongly/somewhat) 72% – Indonesia 89%, China 85%, India 82%, Mexico 80%, Poland 80%, Tunisia 79%, Australia 78%, Canada 77%, United States 77%, Egypt 77%, Pakistan 77%, Great Britain 75%, Nigeria 75%, France 75%, Brazil 75%, Kenya 74%, Sweden 73%, Italy 72%, South Africa 69%, Hong Kong 65%, Japan 59%, South Korea 53%, Turkey 48% and Germany 47%.

- **Strongly agree 37%** – Tunisia 63%, Pakistan 58%, Mexico 56%, Indonesia 52%, Nigeria 52%, Egypt 51%, Kenya 51%, Brazil 46%, India 43%, Poland 42%, United States 42%, Canada 39%, Australia 35%, France 35%, South Africa 35%, Sweden 34%, China 33%, Turkey 25%, Great Britain 33%, Italy 29%, Hong Kong 19%, South Korea 15%, Germany 14% and Japan 13%.

Only half (48%) believe their Government does a very good job of making sure the Internet in their country is safe and secure...

Total agree (strongly/somewhat) 48% – Tunisia 82%, Indonesia 72%, India 71%, Kenya 64%, China 64%, Egypt 61%, Hong Kong 59%, Nigeria 59%, Sweden 59%, Australia 57%, Canada 53%, Pakistan 50%, Great Britain 47%, United States 45%, Brazil 39%, Turkey 38%, France 37%, South Africa 36%, Poland 36%, Germany 32%, Italy 32%, Mexico 31%, South Korea 27% and Japan 25%.

- **Strongly agree 14%** – Tunisia 65%, Kenya 38%, Nigeria 38%, Indonesia 30%, Egypt 28%, Pakistan 25%, Turkey 14%, Brazil 12%, China 12%, Hong Kong 11%, Mexico 9%, South Africa 8%, India 24%, United States 7%, Australia 7%, Sweden 7%, Canada 6%, Great Britain 6%, Italy 5%, France 4%, Poland 4%, Germany 4%, South Korea 3% and Japan 3%.

One third (34%) believe their government will restrict access to the Internet...

Total agree (strongly/somewhat) 34% – Turkey 62%, India 51%, Pakistan 48%, United States 44%, South Korea 44%, Australia 42%, Kenya 40%, Indonesia 39%, Great Britain 39%, Hong Kong 36%, Egypt 36%, Tunisia 35%, China 35%, Brazil 34%, Nigeria 29%, South Africa 28%, Japan 27%, Mexico 26%, Canada 26%, Italy 24%, Poland 22%, Sweden 21%, Germany 21% and France 15%.

- ***Agree strongly 11%*** – Turkey 33%, Kenya 31%, Pakistan 18%, Tunisia 18%, India 17%, Nigeria 14%, Egypt 14%, United States 13%, Indonesia 12%, Brazil 10%, Mexico 10%, South Korea 10%, Australia 9%, South Africa 9%, Great Britain 8%, Hong Kong 7%, China 7%, Canada 6%, Italy 5%, Japan 5%, Germany 4%, Poland 4%, Sweden 3%, France 3%,

43% believe that governments other than their own will restrict access to the Internet...

Total agree (strongly/somewhat) 43% – Sweden 67%, Great Britain 57%, Hong Kong 57%, United States 56%, India 54%, Australia 52%, Canada 52%, Italy 46%, Germany 44%, South Africa 44%, Italy 41%, Japan 41%, Turkey 41%, Pakistan 40%, South Korea 40%, South Korea 40%, China 39%, Brazil 37%, Poland 36%, Kenya 35%, Indonesia 34%, Egypt 33%, France 33%, Mexico 29%, Nigeria 28% and Tunisia 17%.

- ***Strongly agree 13%*** – Sweden 25%, Great Britain 20%, Kenya 19%, United States 19%, India 17%, Canada 16%, Pakistan 15%, Australia 13%, Hong Kong 13%, Nigeria 13%, South Africa 12%, Brazil 12%, Turkey 12%, Mexico 11%, Germany 11%, Italy 11%, Indonesia 10%, Egypt 10%, Tunisia 9%, China 8%, Poland 8%, France 8%, Japan 6% and South Korea 5%.

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

Total agree (strongly/somewhat) 41% – Indonesia 65%, India 62%, Egypt 55%, Kenya 51%, China 50%, Sweden 49%, Hong Kong 48%, Tunisia 47%, Pakistan 46%, Mexico 45%, Brazil 44%, Nigeria 43%, Italy 40%, Australia 37%, Poland 37%, South Africa 35%, United States 35%, Canada 34%, Turkey 34%, Great Britain 32%, Germany 30%, France 28%, Japan 21% and South Korea 21%.

- *Strongly agree 12% – Tunisia 27%, Kenya 25%, Nigeria 24%, Egypt 23%, Pakistan 23%, India 20%, Indonesia 17%, Brazil 16%, Mexico 16%, Turkey 14%, South Africa 10%, China 9%, Hong Kong 8%, Italy 8%, Sweden 8%, United States 8%, Poland 7%, Canada 6%, Australia 5%, Germany 5%, Great Britain 5%, France 4%, South Korea 3% and Japan 3%.*
- *Total disagree (strongly/somewhat) 59% – Japan 79%, South Korea 79%, France 72%, Germany 70%, Great Britain 68%, Turkey 66%, Canada 66%, United States 65%, South Africa 65%, Australia 63%, Poland 63%, Italy 60%, Nigeria 57%, Brazil 56%, Mexico 55%, Pakistan 54%, Tunisia 53%, Hong Kong 52%, Sweden 51%, China 50%, Kenya 49%, Egypt 45%, India 38% and Indonesia 35%.*

The importance of the Internet for their future...

Accessing important information and scientific knowledge (very/somewhat) 91% – Kenya 98%, Nigeria 98%, Egypt 97%, Mexico 96%, Indonesia 96%, South Africa 95%, Pakistan 95%, India 94%, Tunisia 94%, Turkey 94%, Poland 93%, China 92%, Great Britain 90%, Hong Kong 89%, Brazil 89%, Sweden 89%, Australia 87%, France 87%, Italy

87%, South Korea 86%, South Korea 86%, United States 86%, United States 86%, Germany 85%, Canada 85% and Japan 80%.

- **Very important 57%** – Nigeria 92%, Kenya 91%, Tunisia 83%, Egypt 81%, Pakistan 78%, Turkey 74%, Mexico 72%, South Africa 72%, Indonesia 67%, India 64%, Poland 56%, Sweden 55%, Brazil 54%, Great Britain 50%, Australia 48%, China 47%, United States 45%, Germany 42%, Hong Kong 41%, Italy 41%, Canada 40%, South Korea 39%, France 38% and Japan 24%.

Personal enjoyment of recreation 87% – Kenya 95%, China 92%, Indonesia 92%, Great Britain 91%, Nigeria 91%, South Africa 90%, Egypt 90%, Australia 89%, India 89%, Hong Kong 88%, United States 88%, Japan 87%, Mexico 87%, Poland 86%, South Korea 85%, Canada 85%, Turkey 85%, France 83%, Sweden 83%, Brazil 82%, Pakistan 82%, Germany 81%, Italy 80% and Tunisia 80%.

- **Very important 47%** – Kenya 81%, Nigeria 68%, Egypt 64%, South Africa 60%, Turkey 53%, India 53%, Mexico 51%, Great Britain 49%, Pakistan 49%, Indonesia 49%, United States 47%, Australia 47%, Sweden 46%, Brazil 45%, China 44%, Tunisia 43%, Canada 41%, Poland 40%, Hong Kong 38%, Japan 37%, South Korea 35%, Germany 34%, France 33% and Italy 30%.

Social communication 85% – Kenya 98%, Nigeria 96%, Indonesia 95%, Egypt 95%, Mexico 93%, Tunisia 92%, China 91%, India 91%, Hong Kong 90%, Turkey 89%, South Korea 89%, Pakistan 88%, South Africa 85%, Brazil 83%, Italy 83%, Poland 83%, Sweden 79%, Australia 77%, France 77%, Great Britain 77%, Japan 76%, United States 75%, Germany 74% and Canada 73%.

- **Very important 48%** – Kenya 91%, Nigeria 83%, Egypt 73%, Tunisia 68%, Mexico 65%, Turkey 62%, South Africa 59%, India 58%, Indonesia 57%, Pakistan 51%, Hong Kong 46%, South Korea 43%, Sweden 42%, Brazil

42%, China 42%, Poland 41%, Australia 39%, Great Britain 37%, Italy 37%, United States 35%, Canada 34%, Germany 31%, France 23% and Japan 20%,

Free-speech of political expression 83% – Nigeria 92%, Mexico 90%, Indonesia 88%, India 88%, Tunisia 87%, Turkey 87%, China 86%, Kenya 86%, South Africa 86%, Italy 85%, South Korea 85%, Brazil 84%, Egypt 84%, France 84%, Pakistan 84%, Hong Kong 83%, Poland 82%, United States 81%, Australia 79%, Great Britain 79%, Sweden 77%, Germany 76%, Japan 76% and Canada 72%.

- ***Very important 47%*** – Nigeria 73%, Kenya 70%, Tunisia 64%, Mexico 64%, Turkey 60%, Egypt 55%, South Africa 54%, India 51%, Pakistan 49%, Brazil 46%, Sweden 45%, United States 45%, Italy 45%, Indonesia 44%, Hong Kong 43%, Poland 42%, South Korea 42%, Australia 41%, Great Britain 40%, Germany 37%, France 36%, Canada 35%, China 35% and Japan 22%.

My own economic future and livelihood 81% – Nigeria 97%, Kenya 95%, Indonesia 94%, India 92%, China 90%, Pakistan 89%, Hong Kong 89%, South Africa 89%, Egypt 87%, Canada 66%, South Korea 86%, Mexico 86%, Tunisia 84%, Poland 83%, Turkey 80%, Japan 78%, Brazil 76%, Great Britain 76%, Australia 75%, United States 74%, Sweden 70%, Germany 67%, France 64% and Italy 63%.

- ***Very important 45%*** – Nigeria 87%, Kenya 82%, Tunisia 65%, Pakistan 63%, South Africa 61%, Indonesia 59%, Egypt 58%, India 57%, Turkey 50%, Mexico 50%, South Korea 46%, Hong Kong 43%, China 41%, Australia 38%, United States 38%, Brazil 38%, Poland 36%, Great Britain 33%, Germany 29%, Japan 29%, Sweden 28%, Canada 28%, Italy 25% and France 22%.



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 23,376 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 accuracy is a margin of error of +/-3.1.

For more information on this news release, please contact:

*John Wright
Ipsos Public Affairs
john.wright@ipsos.com
416-324-2002*

*Fen Hampson
Centre for International Governance Innovation
fhampson@cigionline.org
519-885-2444 ext. 7201*

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