# CIGI-IPSOS GLOBAL SURVEY ON INTERNET SECURITY AND TRUST
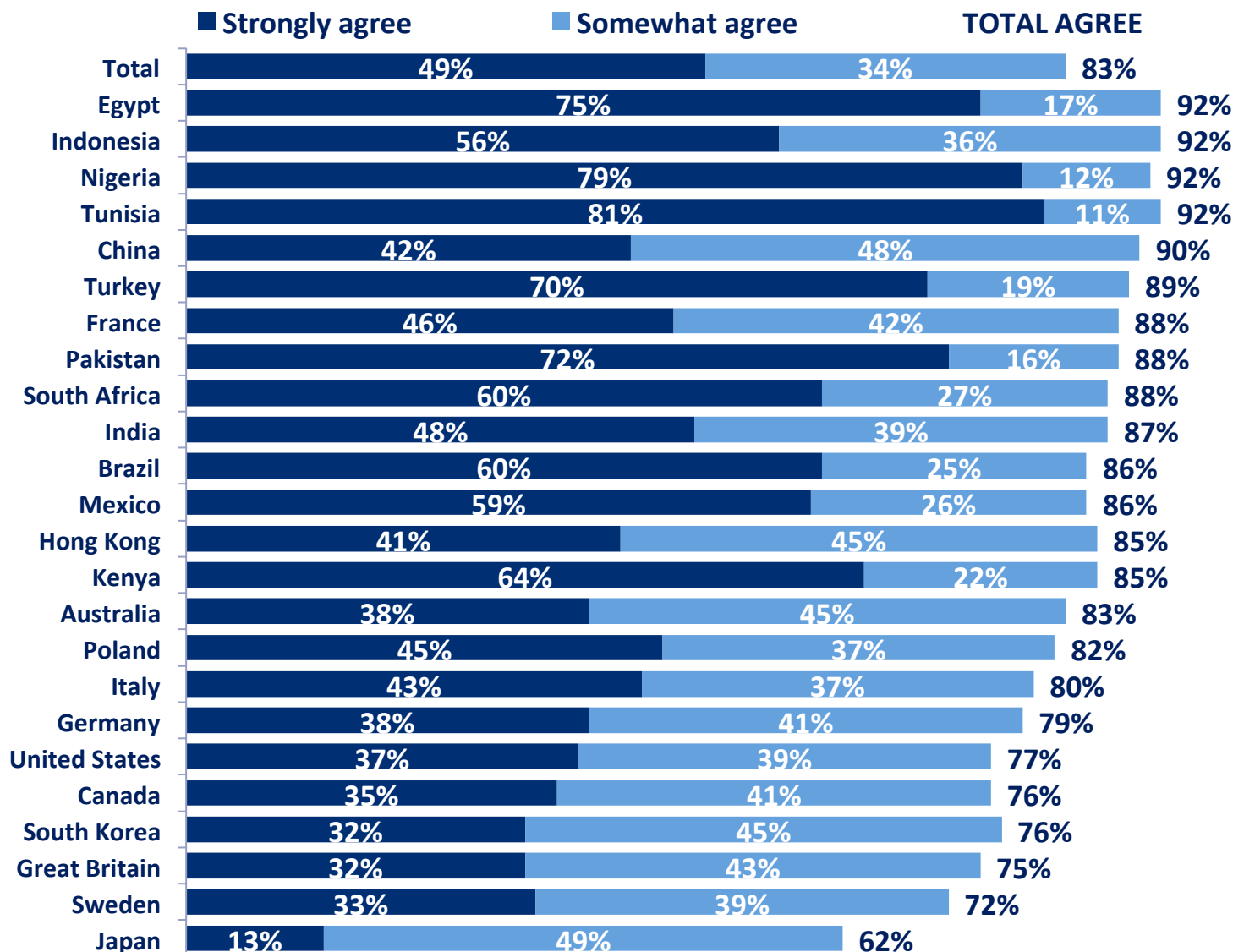
## November 24, 2014

# Methodology…

- 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…

**■ Strongly agree**    **■ Somewhat agree**    **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 49% | 34% | 83% |
| Egypt | 75% | 17% | 92% |
| Indonesia | 56% | 36% | 92% |
| Nigeria | 79% | 12% | 92% |
| Tunisia | 81% | 11% | 92% |
| China | 42% | 48% | 90% |
| Turkey | 70% | 19% | 89% |
| France | 46% | 42% | 88% |
| Pakistan | 72% | 16% | 88% |
| South Africa | 60% | 27% | 88% |
| India | 48% | 39% | 87% |
| Brazil | 60% | 25% | 86% |
| Mexico | 59% | 26% | 86% |
| Hong Kong | 41% | 45% | 85% |
| Kenya | 64% | 22% | 85% |
| Australia | 38% | 45% | 83% |
| Poland | 45% | 37% | 82% |
| Italy | 43% | 37% | 80% |
| Germany | 38% | 41% | 79% |
| United States | 37% | 39% | 77% |
| Canada | 35% | 41% | 76% |
| South Korea | 32% | 45% | 76% |
| Great Britain | 32% | 43% | 75% |
| Sweden | 33% | 39% | 72% |
| Japan | 13% | 49% | 62% |

Q6.  How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents Total (n=23,376)

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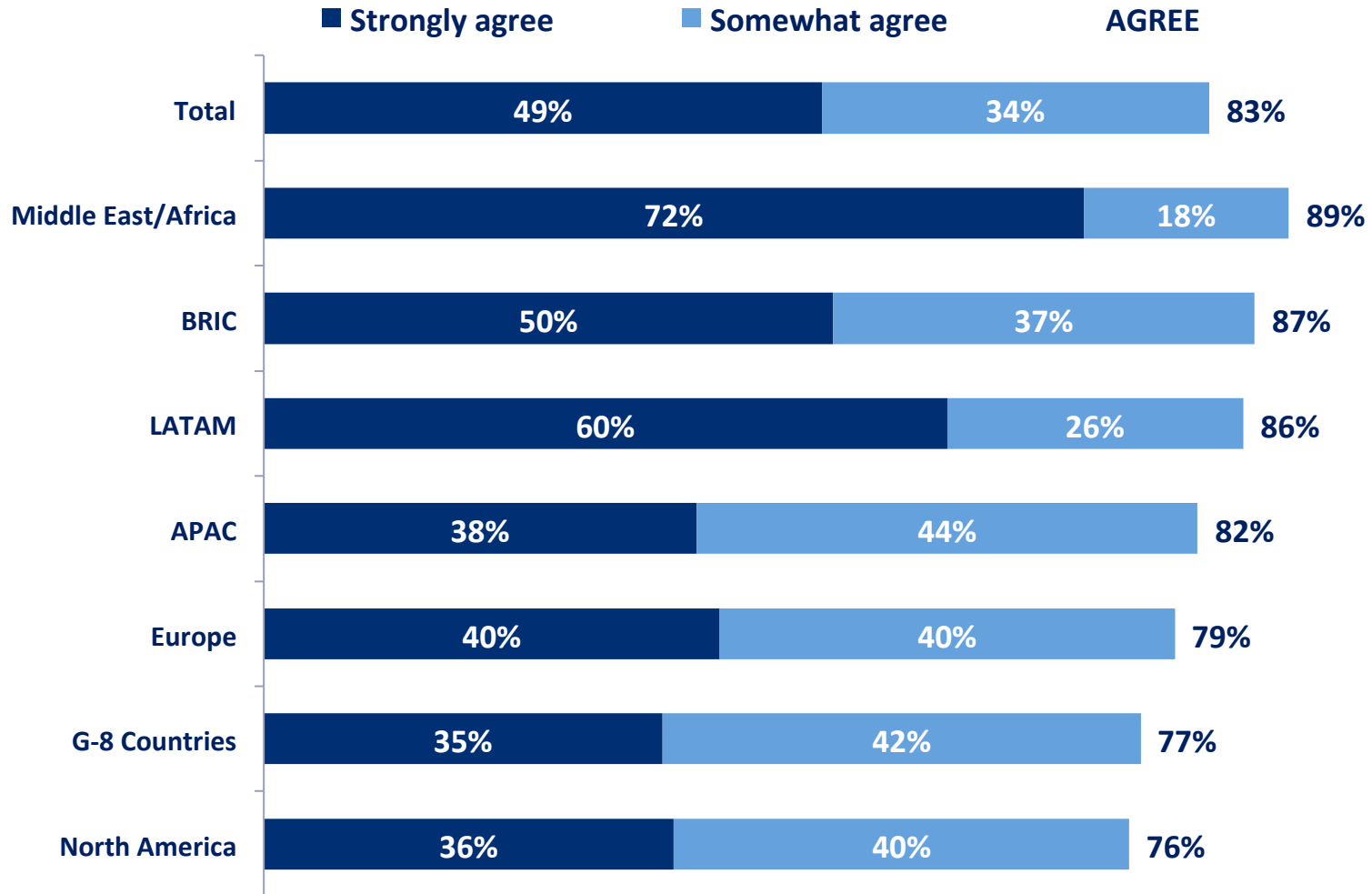
**CIGI** **Ipsos**

■ **Strongly agree**     ■ **Somewhat agree**     **AGREE**

| Region | Strongly agree | Somewhat agree | AGREE |
|---|---|---|---|
| Total | 49% | 34% | 83% |
| Middle East/Africa | 72% | 18% | 89% |
| BRIC | 50% | 37% | 87% |
| LATAM | 60% | 26% | 86% |
| APAC | 38% | 44% | 82% |
| Europe | 40% | 40% | 79% |
| G-8 Countries | 35% | 42% | 77% |
| North America | 36% | 40% | 76% |

Q6. How much do you agree or disagree with the following statements?
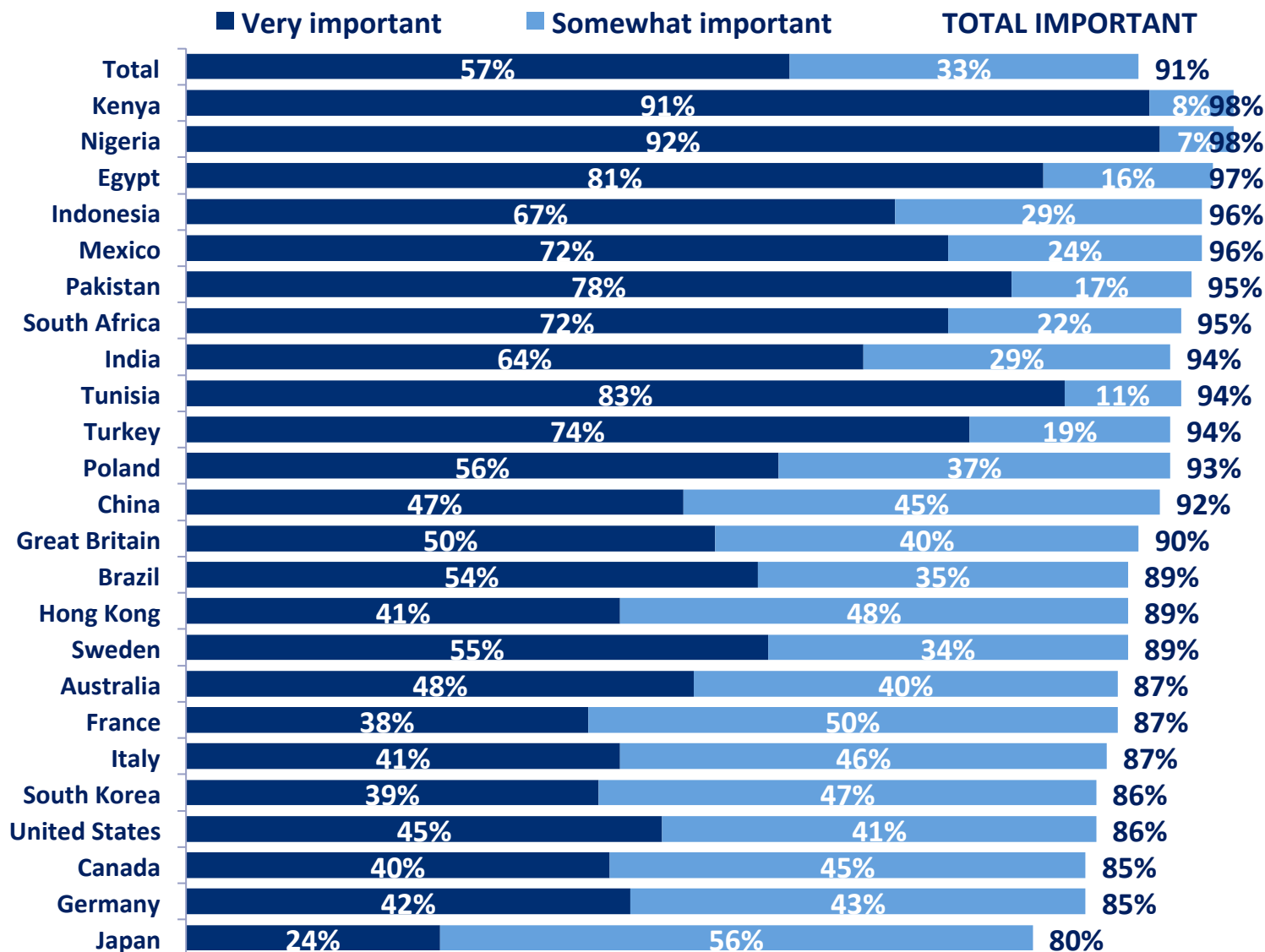(Select one for each)
Base: All Respondents Total (n=23,376)

# **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…

**CIGI** · **Ipsos**

| Country | ■ Very important | ■ Somewhat important | TOTAL IMPORTANT |
|---|---|---|---|
| Total | 57% | 33% | 91% |
| Kenya | 91% | 8% | 98% |
| Nigeria | 92% | 7% | 98% |
| Egypt | 81% | 16% | 97% |
| Indonesia | 67% | 29% | 96% |
| Mexico | 72% | 24% | 96% |
| Pakistan | 78% | 17% | 95% |
| South Africa | 72% | 22% | 95% |
| India | 64% | 29% | 94% |
| Tunisia | 83% | 11% | 94% |
| Turkey | 74% | 19% | 94% |
| Poland | 56% | 37% | 93% |
| China | 47% | 45% | 92% |
| Great Britain | 50% | 40% | 90% |
| Brazil | 54% | 35% | 89% |
| Hong Kong | 41% | 48% | 89% |
| Sweden | 55% | 34% | 89% |
| Australia | 48% | 40% | 87% |
| France | 38% | 50% | 87% |
| Italy | 41% | 46% | 87% |
| South Korea | 39% | 47% | 86% |
| United States | 45% | 41% | 86% |
| Canada | 40% | 45% | 85% |
| Germany | 42% | 43% | 85% |
| Japan | 24% | 56% | 80% |

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)

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

**CIGI** | **Ipsos**

■ **Very important**   ■ **Somewhat important**   **TOTAL IMPORTANT**

| Region | Very important | Somewhat important | Total important |
|---|---|---|---|
| **Total** | 57% | 33% | 91% |
| **Middle East/Africa** | 81% | 15% | 96% |
| **LATAM** | 63% | 29% | 93% |
| **BRIC** | 55% | 36% | 92% |
| **APAC** | 47% | 42% | 89% |
| **Europe** | 47% | 41% | 88% |
| **North America** | 43% | 43% | 86% |
| **G-8 Countries** | 40% | 46% | 86% |

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...

**CIGI** **Ipsos**

■ **Very important**    ■ **Somewhat important**    **TOTAL IMPORTANT**

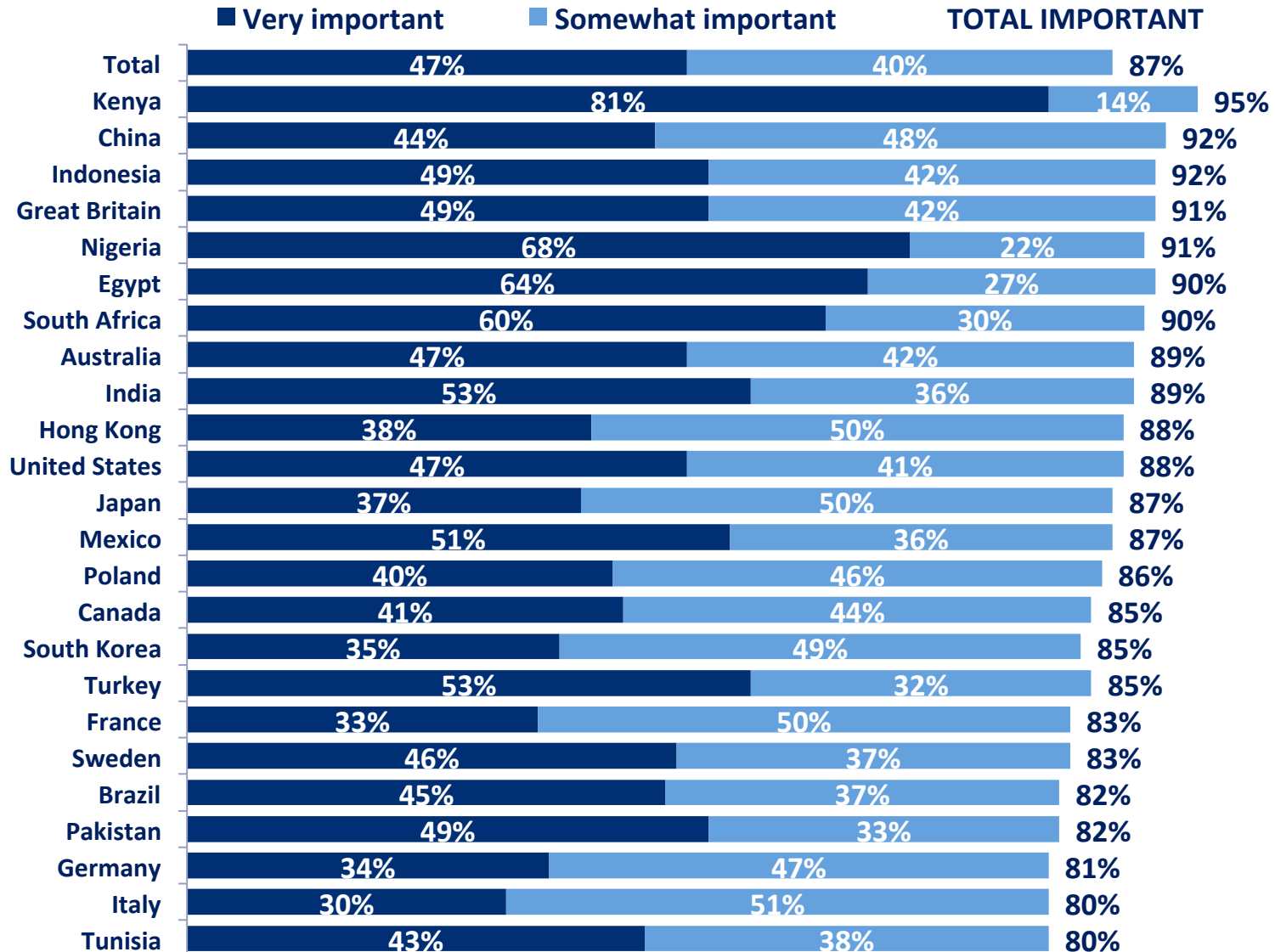| Country | Very important | Somewhat important | Total important |
|---|---|---|---|
| Total | 47% | 40% | 87% |
| Kenya | 81% | 14% | 95% |
| China | 44% | 48% | 92% |
| Indonesia | 49% | 42% | 92% |
| Great Britain | 49% | 42% | 91% |
| Nigeria | 68% | 22% | 91% |
| Egypt | 64% | 27% | 90% |
| South Africa | 60% | 30% | 90% |
| Australia | 47% | 42% | 89% |
| India | 53% | 36% | 89% |
| Hong Kong | 38% | 50% | 88% |
| United States | 47% | 41% | 88% |
| Japan | 37% | 50% | 87% |
| Mexico | 51% | 36% | 87% |
| Poland | 40% | 46% | 86% |
| Canada | 41% | 44% | 85% |
| South Korea | 35% | 49% | 85% |
| Turkey | 53% | 32% | 85% |
| France | 33% | 50% | 83% |
| Sweden | 46% | 37% | 83% |
| Brazil | 45% | 37% | 82% |
| Pakistan | 49% | 33% | 82% |
| Germany | 34% | 47% | 81% |
| Italy | 30% | 51% | 80% |
| Tunisia | 43% | 38% | 80% |

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...

**CIGI** · **Ipsos**

| | ■ Very important | ■ Somewhat important | TOTAL IMPORTANT |
|---|---|---|---|

| | Very important | Somewhat important | TOTAL IMPORTANT |
|---|---|---|---|
| **Total** | 47% | 40% | 87% |
| **APAC** | 43% | 45% | 89% |
| **BRIC** | 47% | 40% | 88% |
| **Middle East/Africa** | 60% | 28% | 88% |
| **North America** | 44% | 43% | 87% |
| **LATAM** | 48% | 36% | 85% |
| **G-8 Countries** | 39% | 46% | 85% |
| **Europe** | 39% | 45% | 84% |

8. How important is the Internet to your future when it comes to each of the following?
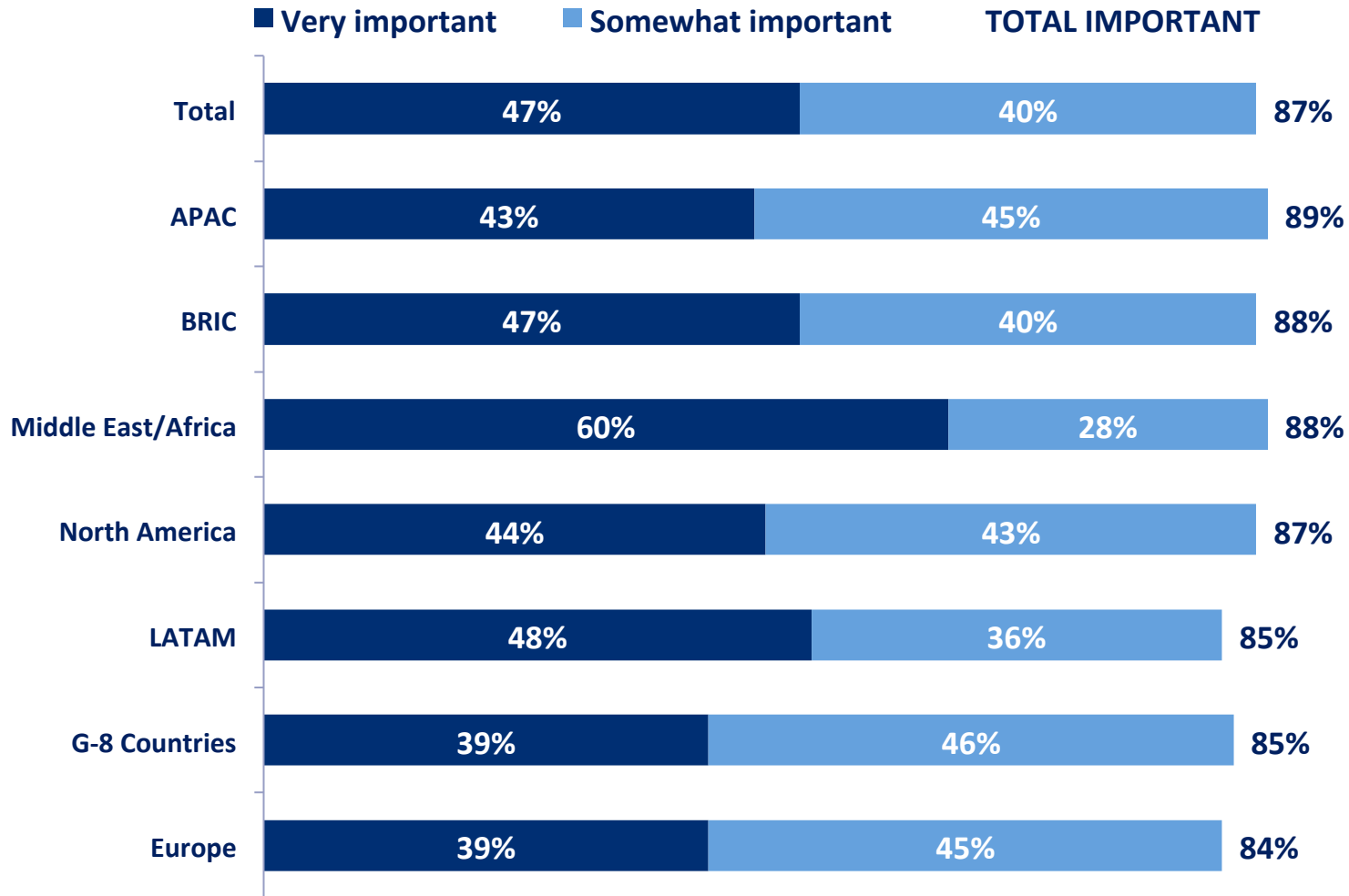(Select one for each)
Base: All Respondents Total (n=23,376)

# 85% say the Internet is important for their future social communication...

**■ Very important   ■ Somewhat important        TOTAL IMPORTANT**

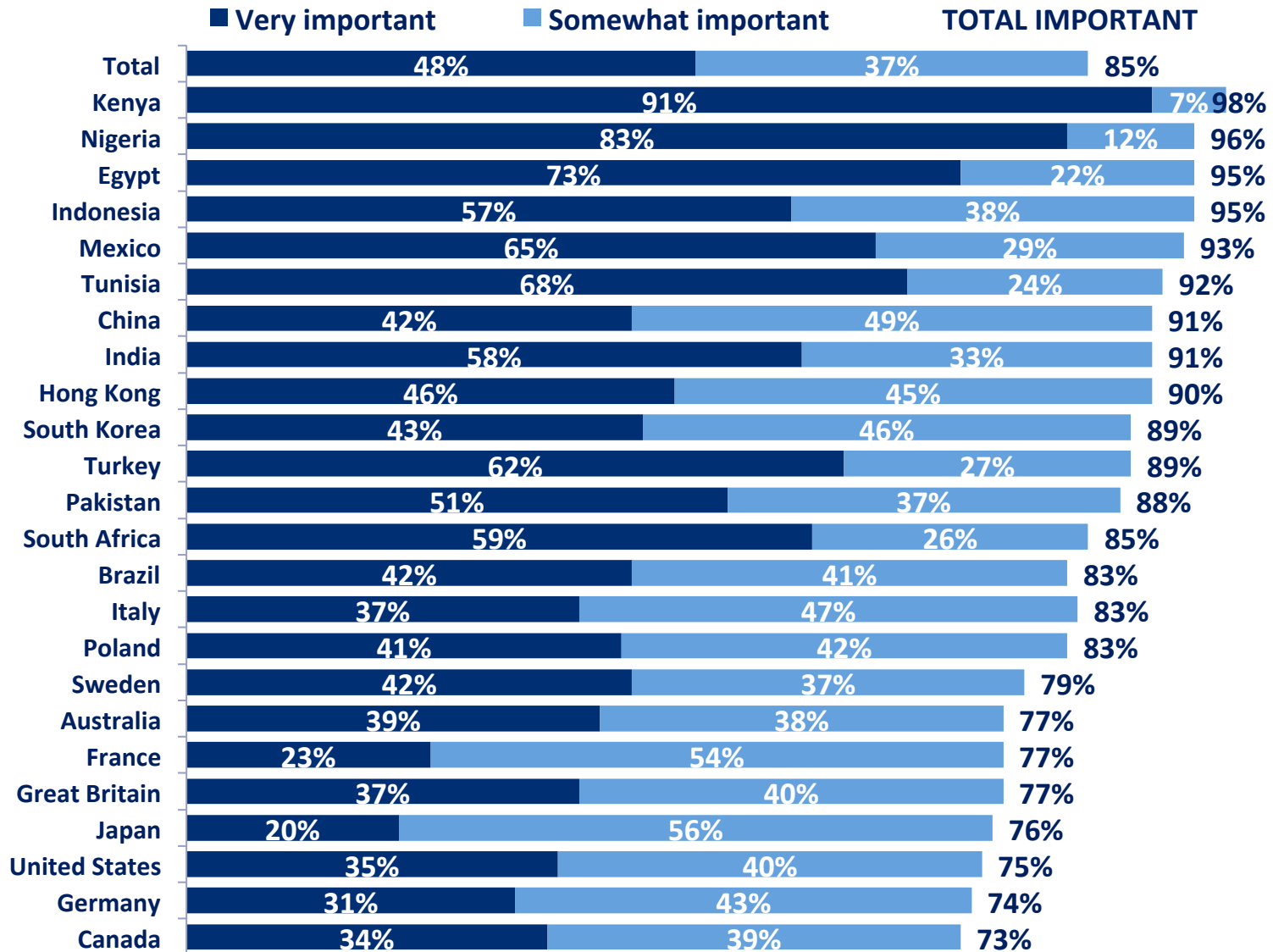| Country | Very important | Somewhat important | Total Important |
|---|---|---|---|
| Total | 48% | 37% | 85% |
| Kenya | 91% | 7% | 98% |
| Nigeria | 83% | 12% | 96% |
| Egypt | 73% | 22% | 95% |
| Indonesia | 57% | 38% | 95% |
| Mexico | 65% | 29% | 93% |
| Tunisia | 68% | 24% | 92% |
| China | 42% | 49% | 91% |
| India | 58% | 33% | 91% |
| Hong Kong | 46% | 45% | 90% |
| South Korea | 43% | 46% | 89% |
| Turkey | 62% | 27% | 89% |
| Pakistan | 51% | 37% | 88% |
| South Africa | 59% | 26% | 85% |
| Brazil | 42% | 41% | 83% |
| Italy | 37% | 47% | 83% |
| Poland | 41% | 42% | 83% |
| Sweden | 42% | 37% | 79% |
| Australia | 39% | 38% | 77% |
| France | 23% | 54% | 77% |
| Great Britain | 37% | 40% | 77% |
| Japan | 20% | 56% | 76% |
| United States | 35% | 40% | 75% |
| Germany | 31% | 43% | 74% |
| Canada | 34% | 39% | 73% |

8. How important is the Internet to your future when it comes to each of the following? (Select one for each)
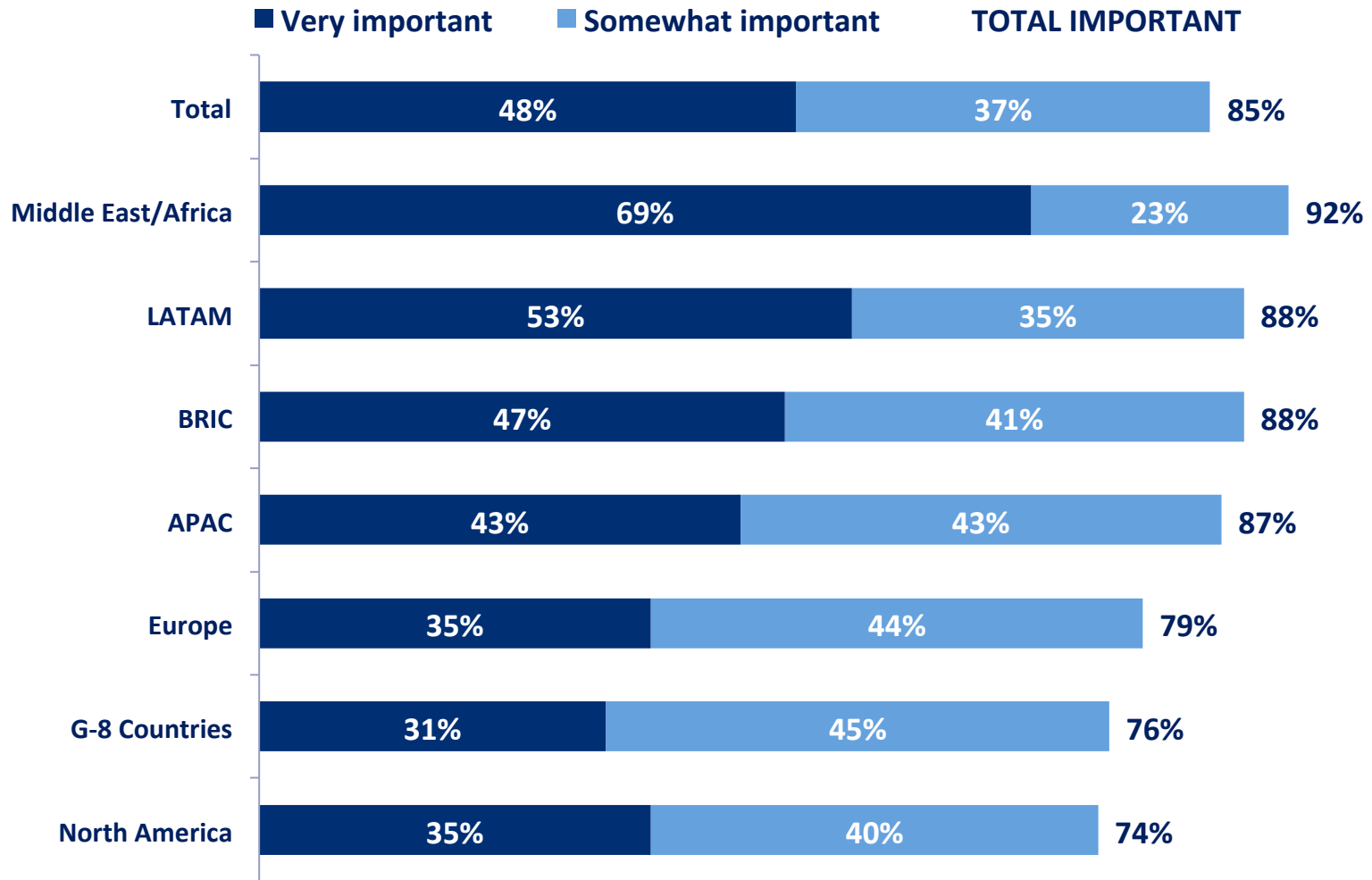Base: All Respondents Total (n=23,376)

# 85% say the Internet is important for their future social communication...

**CIGI** **Ipsos**

■ **Very important**     ■ **Somewhat important**     **TOTAL IMPORTANT**

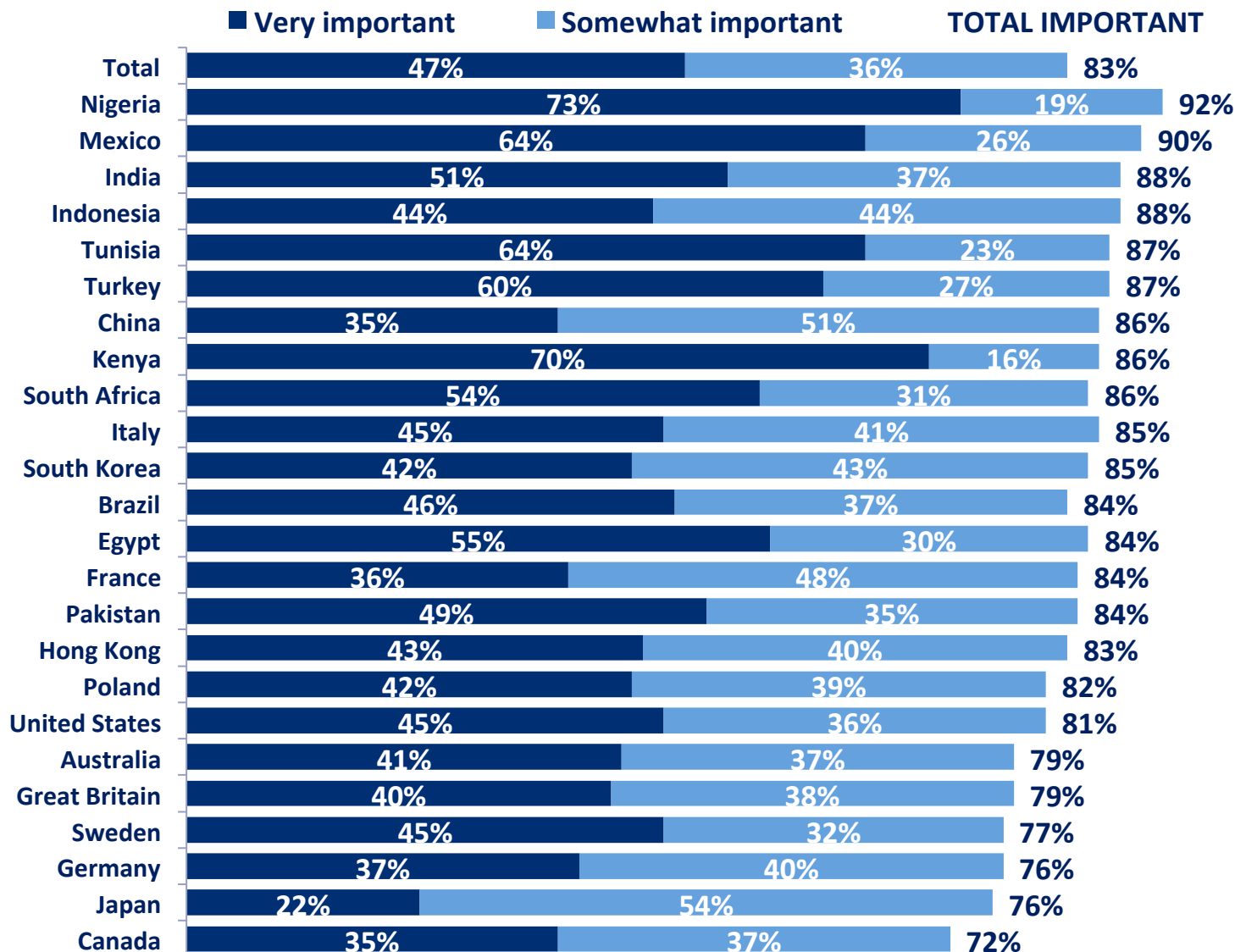| Region | Very important | Somewhat important | Total important |
|---|---|---|---|
| **Total** | 48% | 37% | 85% |
| **Middle East/Africa** | 69% | 23% | 92% |
| **LATAM** | 53% | 35% | 88% |
| **BRIC** | 47% | 41% | 88% |
| **APAC** | 43% | 43% | 87% |
| **Europe** | 35% | 44% | 79% |
| **G-8 Countries** | 31% | 45% | 76% |
| **North America** | 35% | 40% | 74% |

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)

# 83% say the Internet is important for their future free speech and political expression…

**CIGI** · **Ipsos**

■ **Very important**    ■ **Somewhat important**         **TOTAL IMPORTANT**

| Country | Very important | Somewhat important | Total important |
|---|---|---|---|
| **Total** | 47% | 36% | **83%** |
| **Nigeria** | 73% | 19% | **92%** |
| **Mexico** | 64% | 26% | **90%** |
| **India** | 51% | 37% | **88%** |
| **Indonesia** | 44% | 44% | **88%** |
| **Tunisia** | 64% | 23% | **87%** |
| **Turkey** | 60% | 27% | **87%** |
| **China** | 35% | 51% | **86%** |
| **Kenya** | 70% | 16% | **86%** |
| **South Africa** | 54% | 31% | **86%** |
| **Italy** | 45% | 41% | **85%** |
| **South Korea** | 42% | 43% | **85%** |
| **Brazil** | 46% | 37% | **84%** |
| **Egypt** | 55% | 30% | **84%** |
| **France** | 36% | 48% | **84%** |
| **Pakistan** | 49% | 35% | **84%** |
| **Hong Kong** | 43% | 40% | **83%** |
| **Poland** | 42% | 39% | **82%** |
| **United States** | 45% | 36% | **81%** |
| **Australia** | 41% | 37% | **79%** |
| **Great Britain** | 40% | 38% | **79%** |
| **Sweden** | 45% | 32% | **77%** |
| **Germany** | 37% | 40% | **76%** |
| **Japan** | 22% | 54% | **76%** |
| **Canada** | 35% | 37% | **72%** |

8. How important is the Internet to your future when it comes to each of the following? (Select one for each)
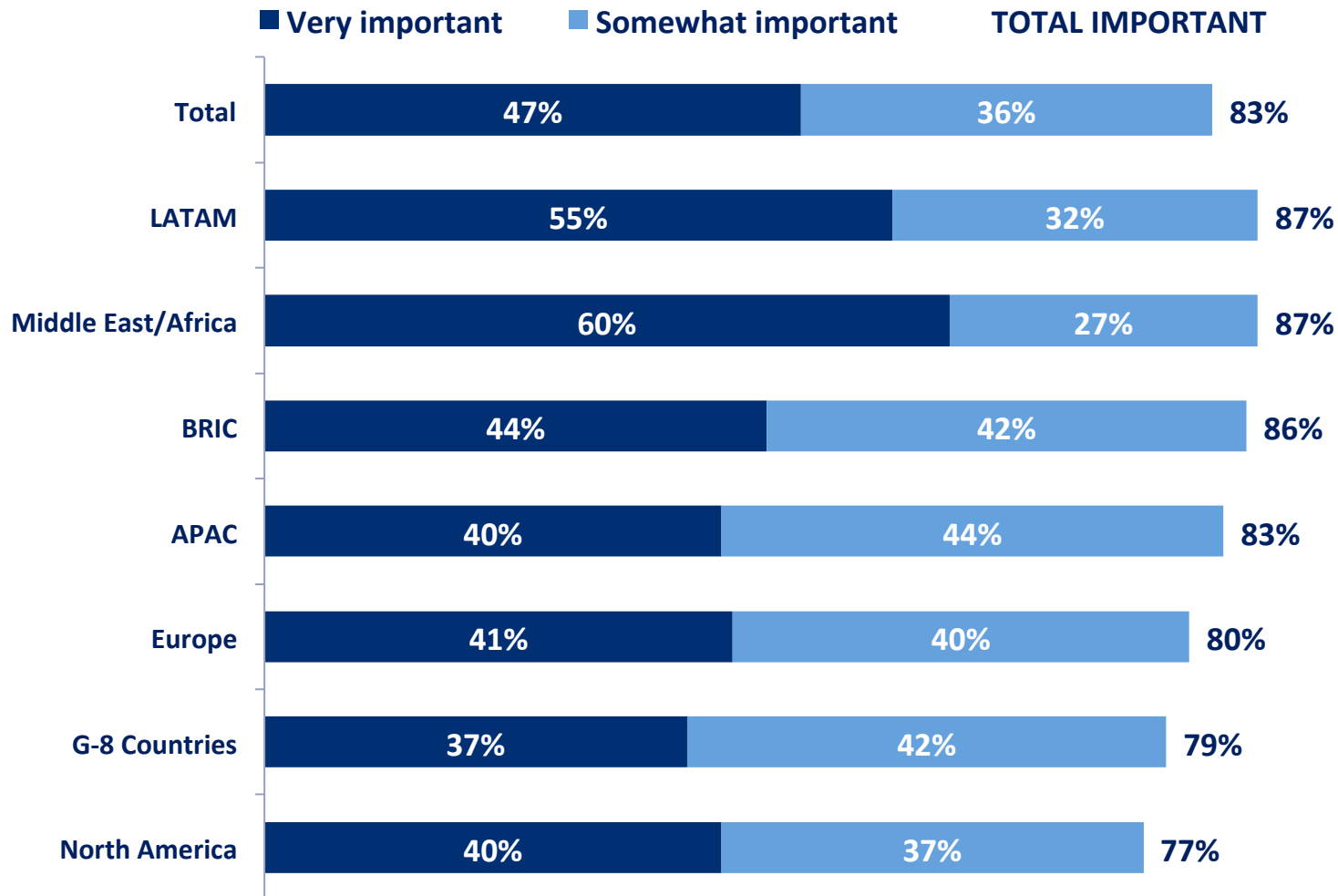Base: All Respondents Total (n=23,376)

# 83% say the Internet is important for their future free speech and political expression...

**CIGI** · **Ipsos**

■ **Very important**  ■ **Somewhat important**  **TOTAL IMPORTANT**

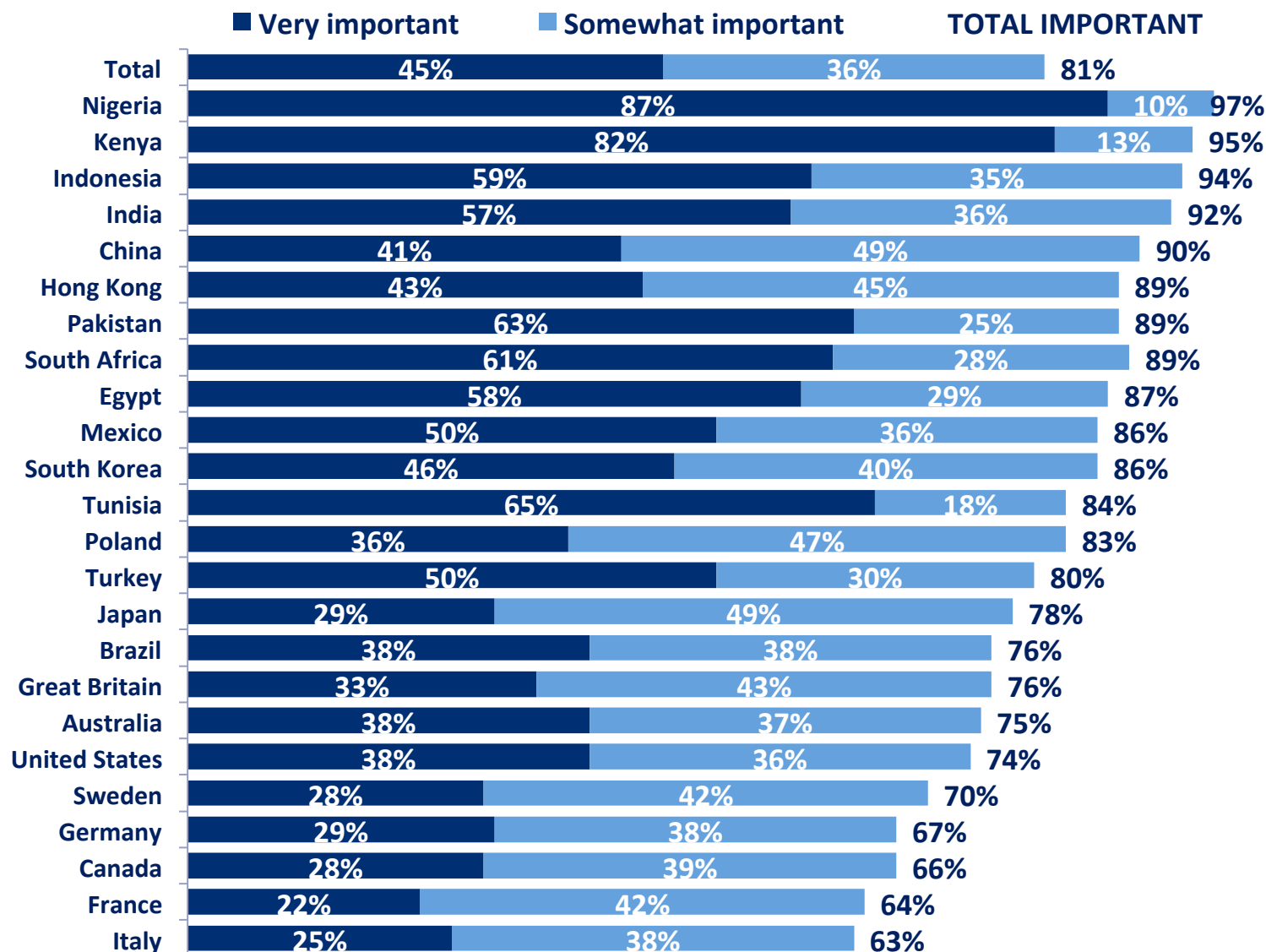| | Very important | Somewhat important | Total important |
|---|---|---|---|
| **Total** | 47% | 36% | 83% |
| **LATAM** | 55% | 32% | 87% |
| **Middle East/Africa** | 60% | 27% | 87% |
| **BRIC** | 44% | 42% | 86% |
| **APAC** | 40% | 44% | 83% |
| **Europe** | 41% | 40% | 80% |
| **G-8 Countries** | 37% | 42% | 79% |
| **North America** | 40% | 37% | 77% |

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)

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

**CIGI**  **Ipsos**

■ **Very important**  ■ **Somewhat important**  **TOTAL IMPORTANT**

| Country | Very important | Somewhat important | Total Important |
|---|---|---|---|
| Total | 45% | 36% | 81% |
| Nigeria | 87% | 10% | 97% |
| Kenya | 82% | 13% | 95% |
| Indonesia | 59% | 35% | 94% |
| India | 57% | 36% | 92% |
| China | 41% | 49% | 90% |
| Hong Kong | 43% | 45% | 89% |
| Pakistan | 63% | 25% | 89% |
| South Africa | 61% | 28% | 89% |
| Egypt | 58% | 29% | 87% |
| Mexico | 50% | 36% | 86% |
| South Korea | 46% | 40% | 86% |
| Tunisia | 65% | 18% | 84% |
| Poland | 36% | 47% | 83% |
| Turkey | 50% | 30% | 80% |
| Japan | 29% | 49% | 78% |
| Brazil | 38% | 38% | 76% |
| Great Britain | 33% | 43% | 76% |
| Australia | 38% | 37% | 75% |
| United States | 38% | 36% | 74% |
| Sweden | 28% | 42% | 70% |
| Germany | 29% | 38% | 67% |
| Canada | 28% | 39% | 66% |
| France | 22% | 42% | 64% |
| Italy | 25% | 38% | 63% |

8. How important is the Internet to your future when it comes to each of the following? (Select one for each)
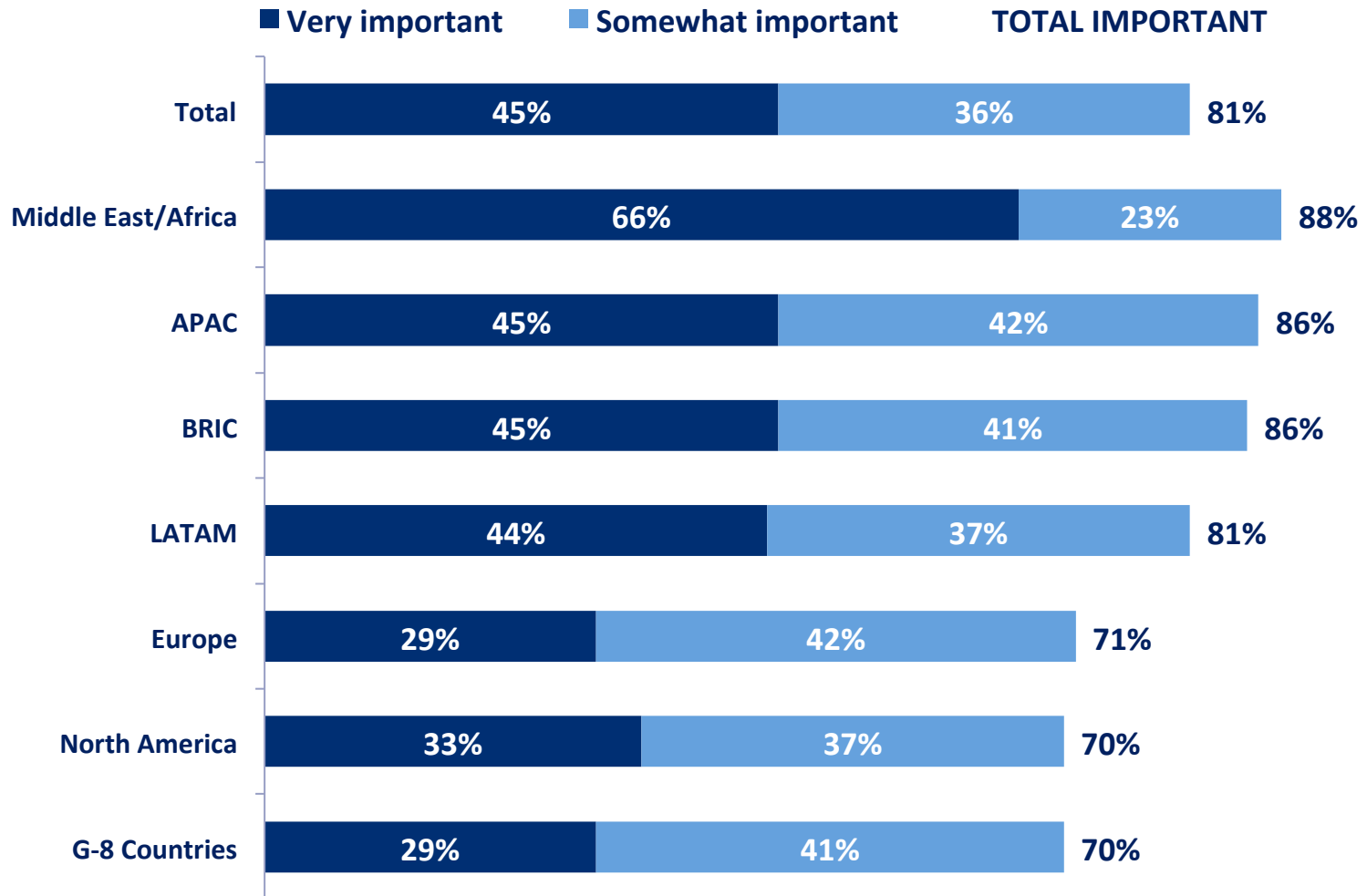Base: All Respondents Total (n=23,376)

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

**CIGI** | **Ipsos**

■ **Very important**　■ **Somewhat important**　**TOTAL IMPORTANT**

| Region | Very important | Somewhat important | Total Important |
|---|---|---|---|
| Total | 45% | 36% | 81% |
| Middle East/Africa | 66% | 23% | 88% |
| APAC | 45% | 42% | 86% |
| BRIC | 45% | 41% | 86% |
| LATAM | 44% | 37% | 81% |
| Europe | 29% | 42% | 71% |
| North America | 33% | 37% | 70% |
| G-8 Countries | 29% | 41% | 70% |

8. How important is the Internet to your future when it comes to each of the following?
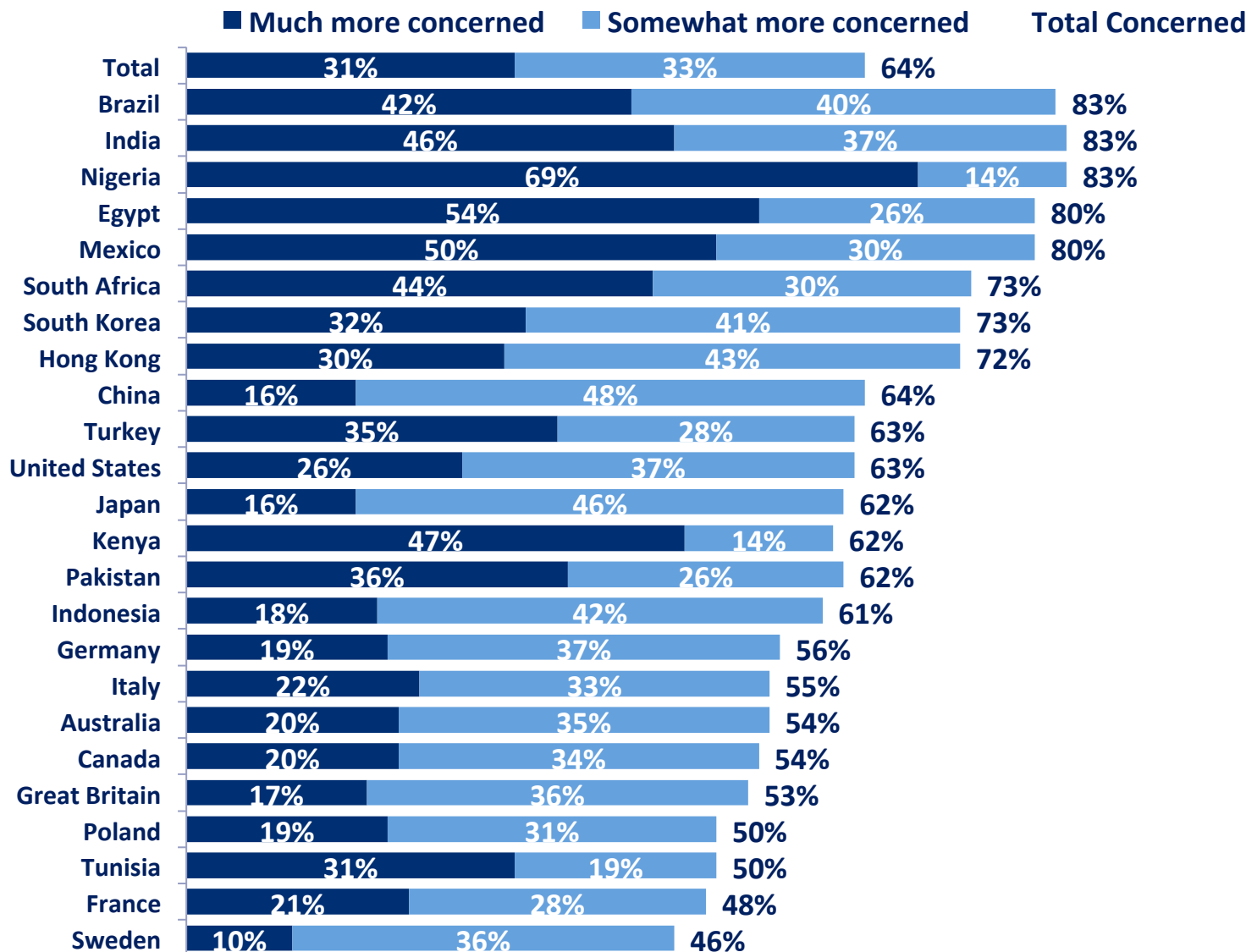(Select one for each)
Base: All Respondents Total (n=23,376)
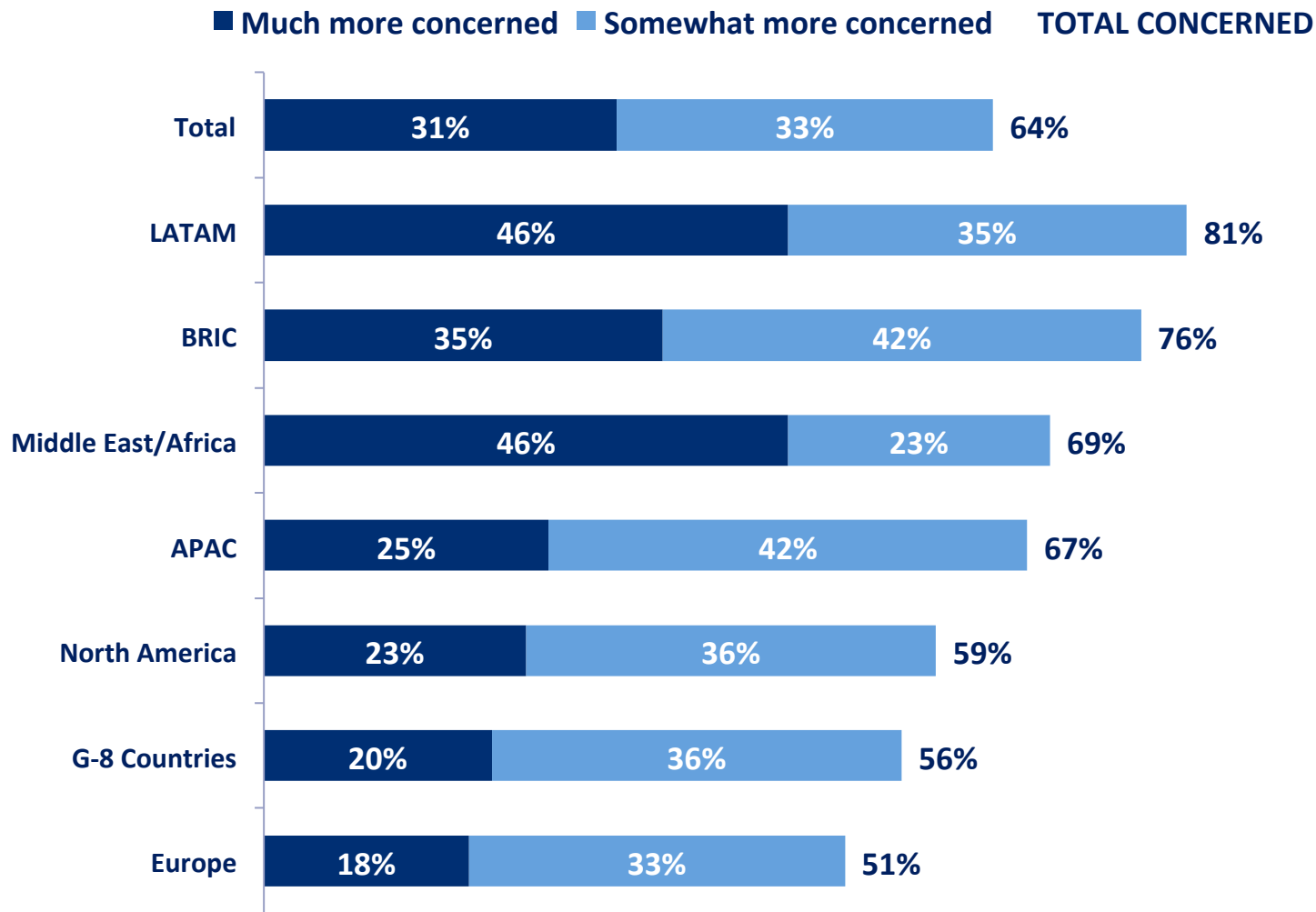
# PRIVACY AND SECURITY

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

CIGI  Ipsos

**■ Much more concerned**   **■ Somewhat more concerned**   **Total Concerned**

| Country | Much more concerned | Somewhat more concerned | Total Concerned |
|---|---|---|---|
| Total | 31% | 33% | 64% |
| Brazil | 42% | 40% | 83% |
| India | 46% | 37% | 83% |
| Nigeria | 69% | 14% | 83% |
| Egypt | 54% | 26% | 80% |
| Mexico | 50% | 30% | 80% |
| South Africa | 44% | 30% | 73% |
| South Korea | 32% | 41% | 73% |
| Hong Kong | 30% | 43% | 72% |
| China | 16% | 48% | 64% |
| Turkey | 35% | 28% | 63% |
| United States | 26% | 37% | 63% |
| Japan | 16% | 46% | 62% |
| Kenya | 47% | 14% | 62% |
| Pakistan | 36% | 26% | 62% |
| Indonesia | 18% | 42% | 61% |
| Germany | 19% | 37% | 56% |
| Italy | 22% | 33% | 55% |
| Australia | 20% | 35% | 54% |
| Canada | 20% | 34% | 54% |
| Great Britain | 17% | 36% | 53% |
| Poland | 19% | 31% | 50% |
| Tunisia | 31% | 19% | 50% |
| France | 21% | 28% | 48% |
| Sweden | 10% | 36% | 46% |

Q2.  How concerned are you about your online privacy compared to one year ago?(Select one)
Base: All Respondents Total  (n=23,376)

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

CIGI | Ipsos

**■ Much more concerned   ■ Somewhat more concerned   TOTAL CONCERNED**

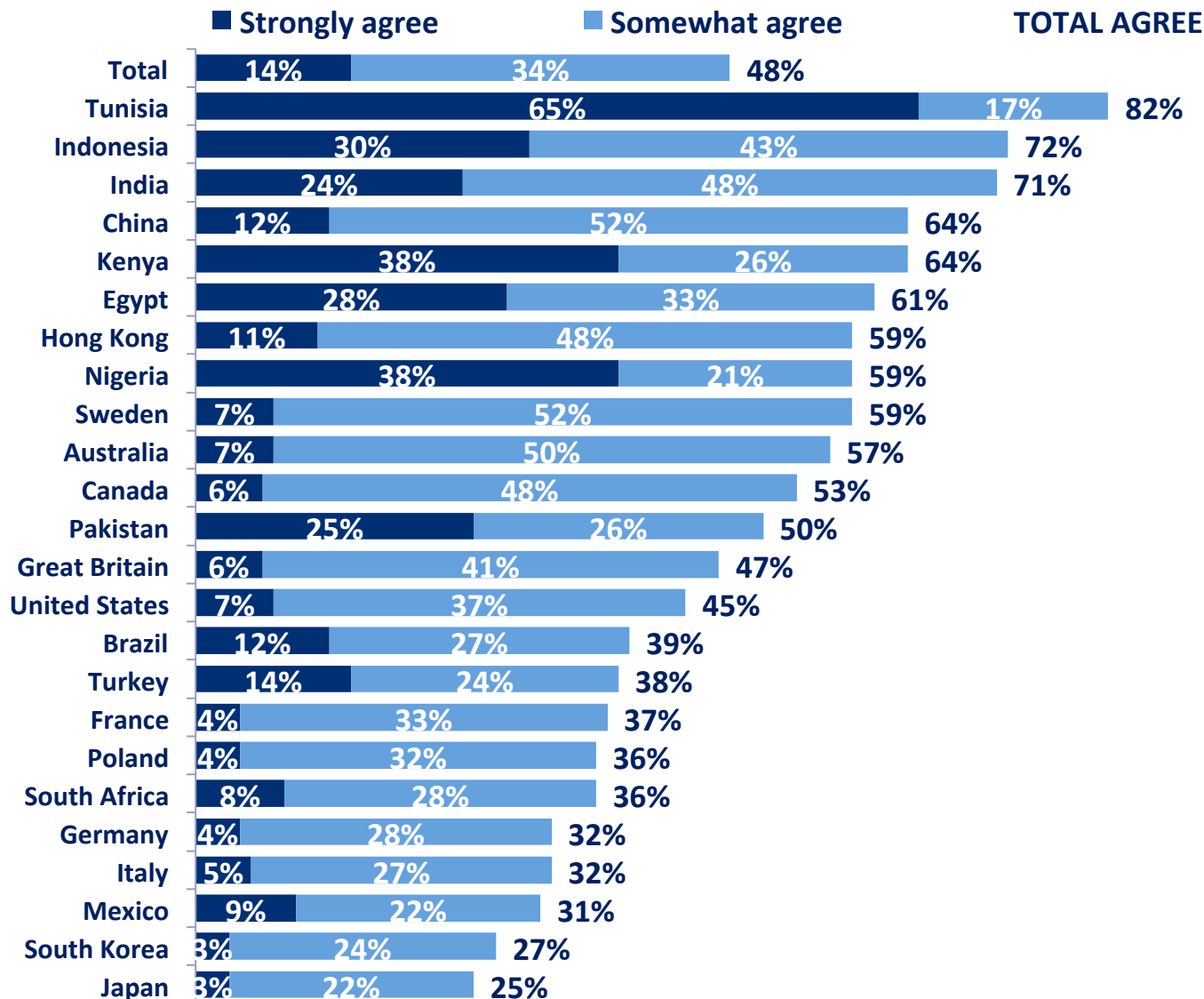| Region | Much more concerned | Somewhat more concerned | Total concerned |
|---|---|---|---|
| Total | 31% | 33% | 64% |
| LATAM | 46% | 35% | 81% |
| BRIC | 35% | 42% | 76% |
| Middle East/Africa | 46% | 23% | 69% |
| APAC | 25% | 42% | 67% |
| North America | 23% | 36% | 59% |
| G-8 Countries | 20% | 36% | 56% |
| Europe | 18% | 33% | 51% |

Q2.  How concerned are you about your online privacy compared to one year ago?
(Select one)
Base: All Respondents Total  (n=23,376)

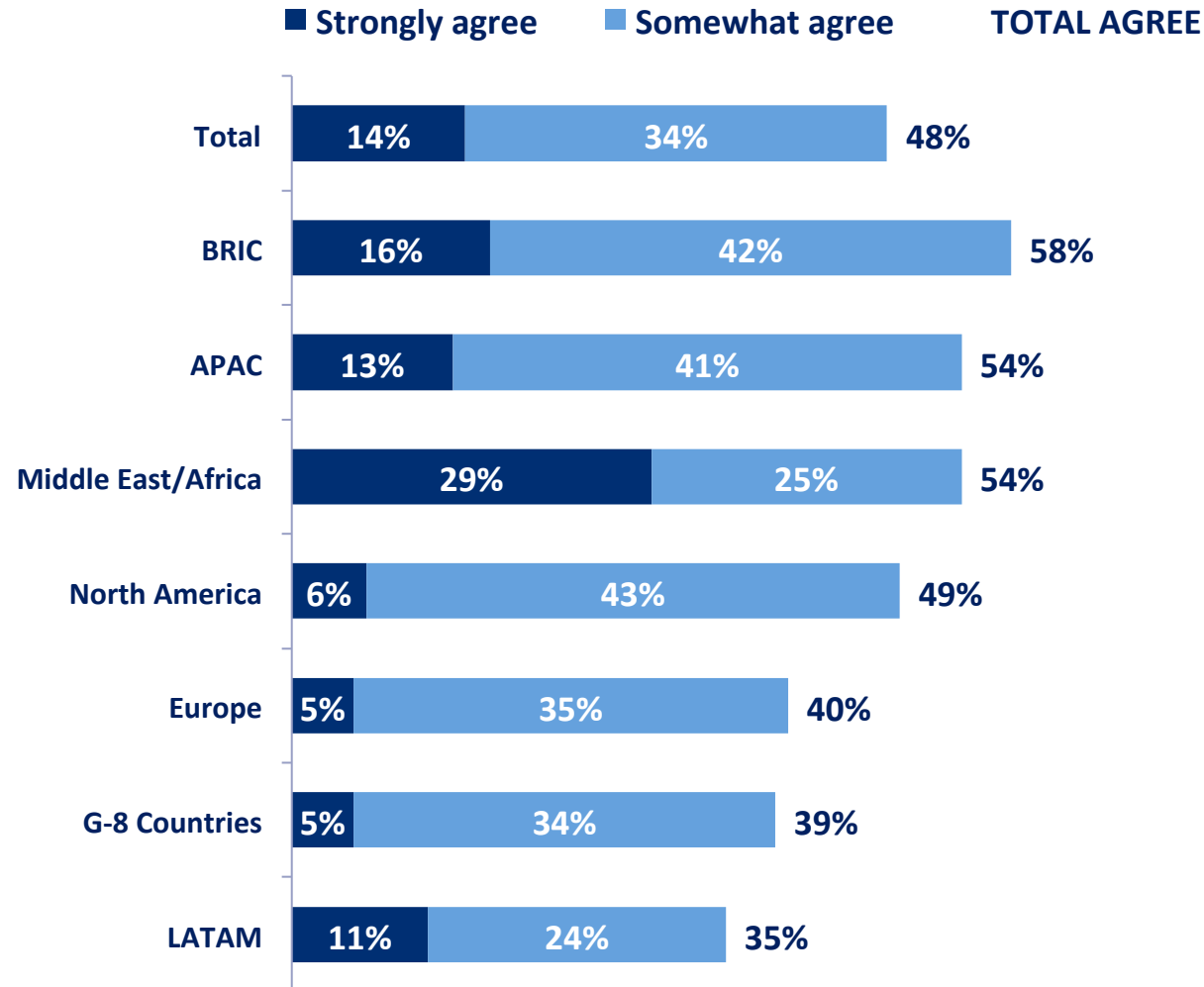# Half (48%) say their Government does a very good job of making sure the Internet in their country is safe and secure…52% Disagree…

**■ Strongly agree** **■ Somewhat agree** **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 14% | 34% | 48% |
| Tunisia | 65% | 17% | 82% |
| Indonesia | 30% | 43% | 72% |
| India | 24% | 48% | 71% |
| China | 12% | 52% | 64% |
| Kenya | 38% | 26% | 64% |
| Egypt | 28% | 33% | 61% |
| Hong Kong | 11% | 48% | 59% |
| Nigeria | 38% | 21% | 59% |
| Sweden | 7% | 52% | 59% |
| Australia | 7% | 50% | 57% |
| Canada | 6% | 48% | 53% |
| Pakistan | 25% | 26% | 50% |
| Great Britain | 6% | 41% | 47% |
| United States | 7% | 37% | 45% |
| Brazil | 12% | 27% | 39% |
| Turkey | 14% | 24% | 38% |
| France | 4% | 33% | 37% |
| Poland | 4% | 32% | 36% |
| South Africa | 8% | 28% | 36% |
| Germany | 4% | 28% | 32% |
| Italy | 5% | 27% | 32% |
| Mexico | 9% | 22% | 31% |
| South Korea | 3% | 24% | 27% |
| Japan | 3% | 22% | 25% |

Q6. How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents Total (n=23,376)

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

■ **Strongly agree**    ■ **Somewhat agree**    **TOTAL AGREE**

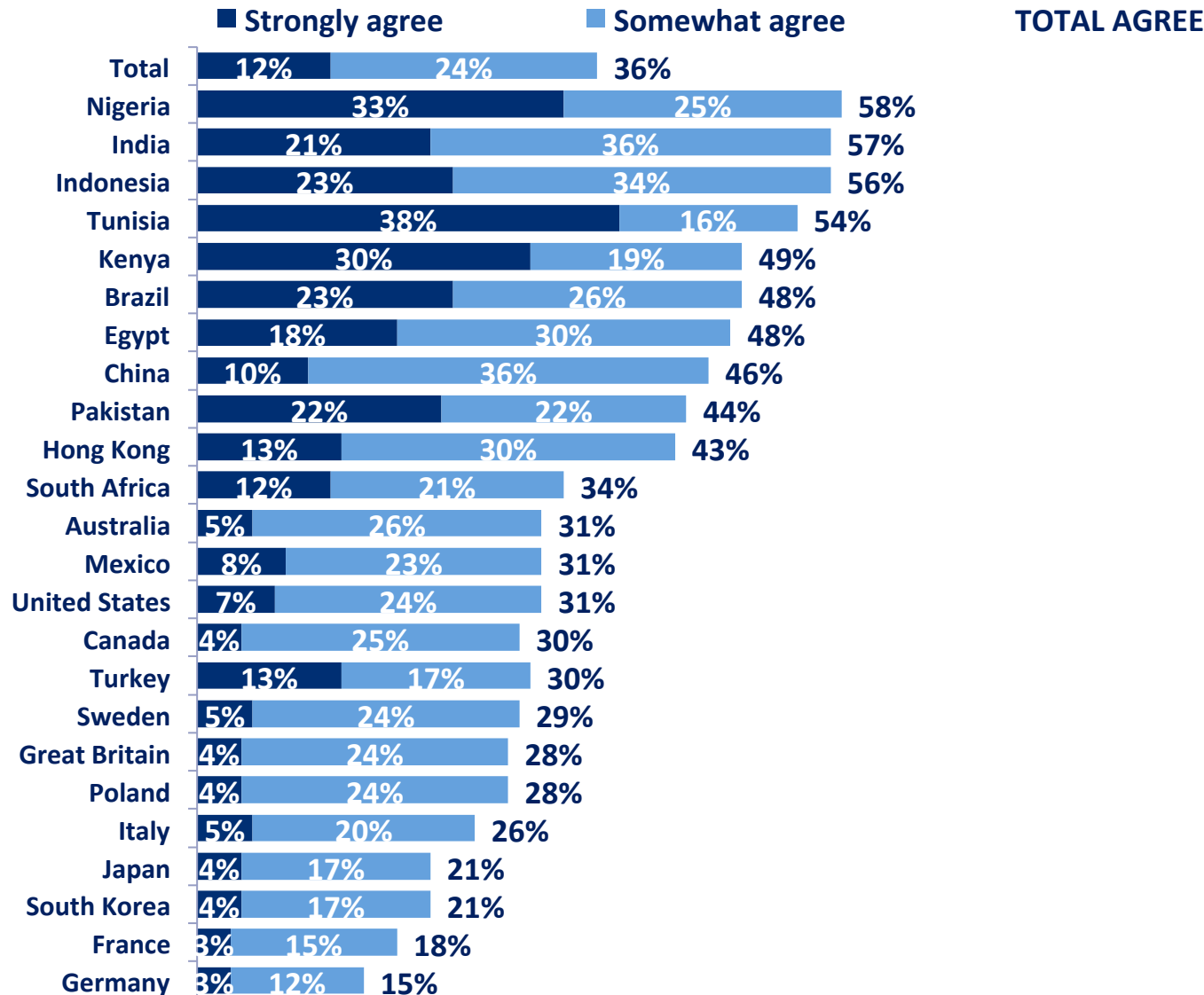| | Strongly agree | Somewhat agree | TOTAL AGREE |
|---|---|---|---|
| **Total** | 14% | 34% | 48% |
| **BRIC** | 16% | 42% | 58% |
| **APAC** | 13% | 41% | 54% |
| **Middle East/Africa** | 29% | 25% | 54% |
| **North America** | 6% | 43% | 49% |
| **Europe** | 5% | 35% | 40% |
| **G-8 Countries** | 5% | 34% | 39% |
| **LATAM** | 11% | 24% | 35% |

Q6. How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents Total (n=23,376)

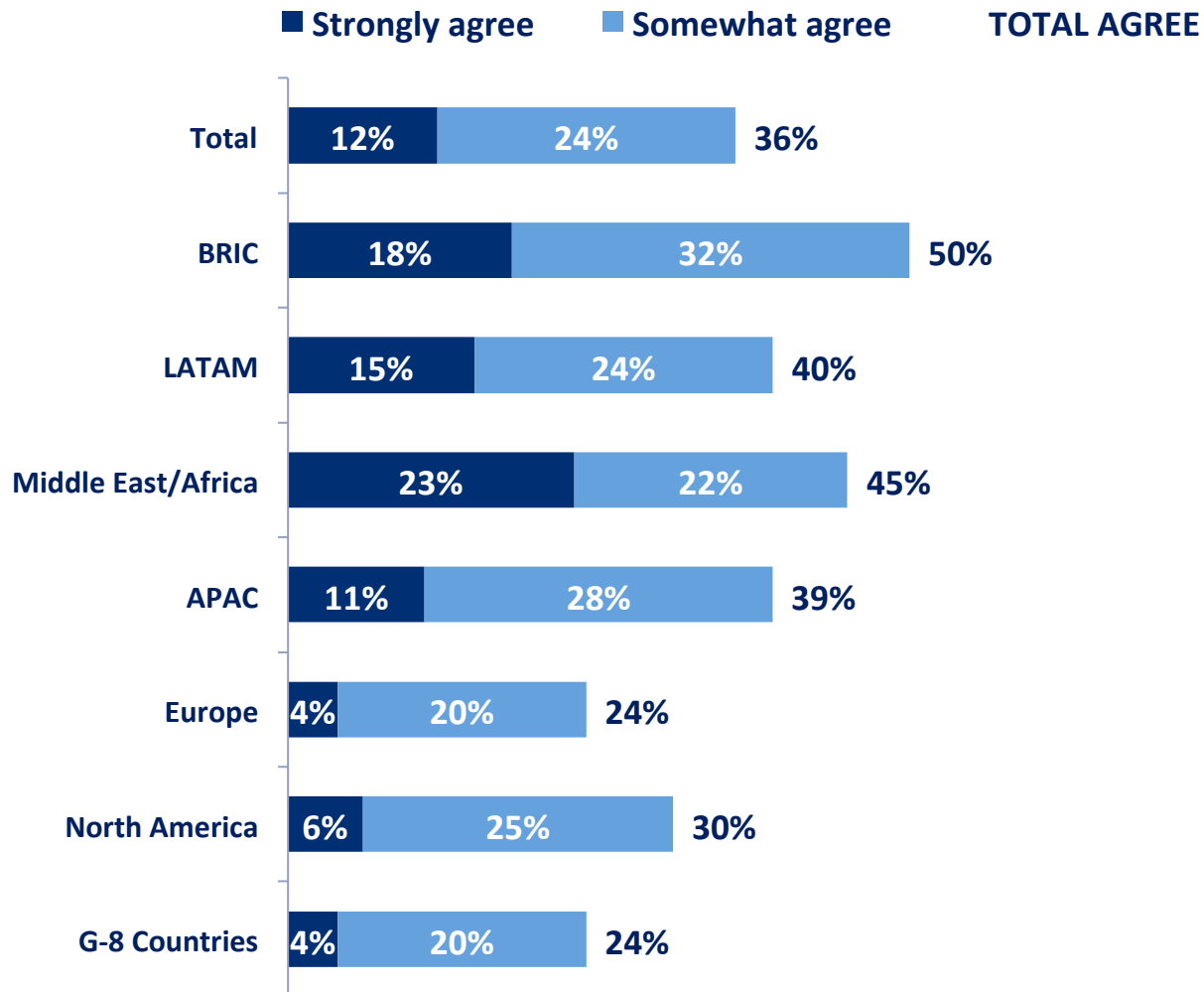# Only one third (36%) believe private information on the Internet is very secure...

**CIGI** · **Ipsos**

■ **Strongly agree**   ■ **Somewhat agree**   **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total agree |
|---|---|---|---|
| Total | 12% | 24% | 36% |
| Nigeria | 33% | 25% | 58% |
| India | 21% | 36% | 57% |
| Indonesia | 23% | 34% | 56% |
| Tunisia | 38% | 16% | 54% |
| Kenya | 30% | 19% | 49% |
| Brazil | 23% | 26% | 48% |
| Egypt | 18% | 30% | 48% |
| China | 10% | 36% | 46% |
| Pakistan | 22% | 22% | 44% |
| Hong Kong | 13% | 30% | 43% |
| South Africa | 12% | 21% | 34% |
| Australia | 5% | 26% | 31% |
| Mexico | 8% | 23% | 31% |
| United States | 7% | 24% | 31% |
| Canada | 4% | 25% | 30% |
| Turkey | 13% | 17% | 30% |
| Sweden | 5% | 24% | 29% |
| Great Britain | 4% | 24% | 28% |
| Poland | 4% | 24% | 28% |
| Italy | 5% | 20% | 26% |
| Japan | 4% | 17% | 21% |
| South Korea | 4% | 17% | 21% |
| France | 3% | 15% | 18% |
| Germany | 3% | 12% | 15% |

Q6. How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents Total (n=23,376)

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

**■ Strongly agree**  **■ Somewhat agree**  **TOTAL AGREE**

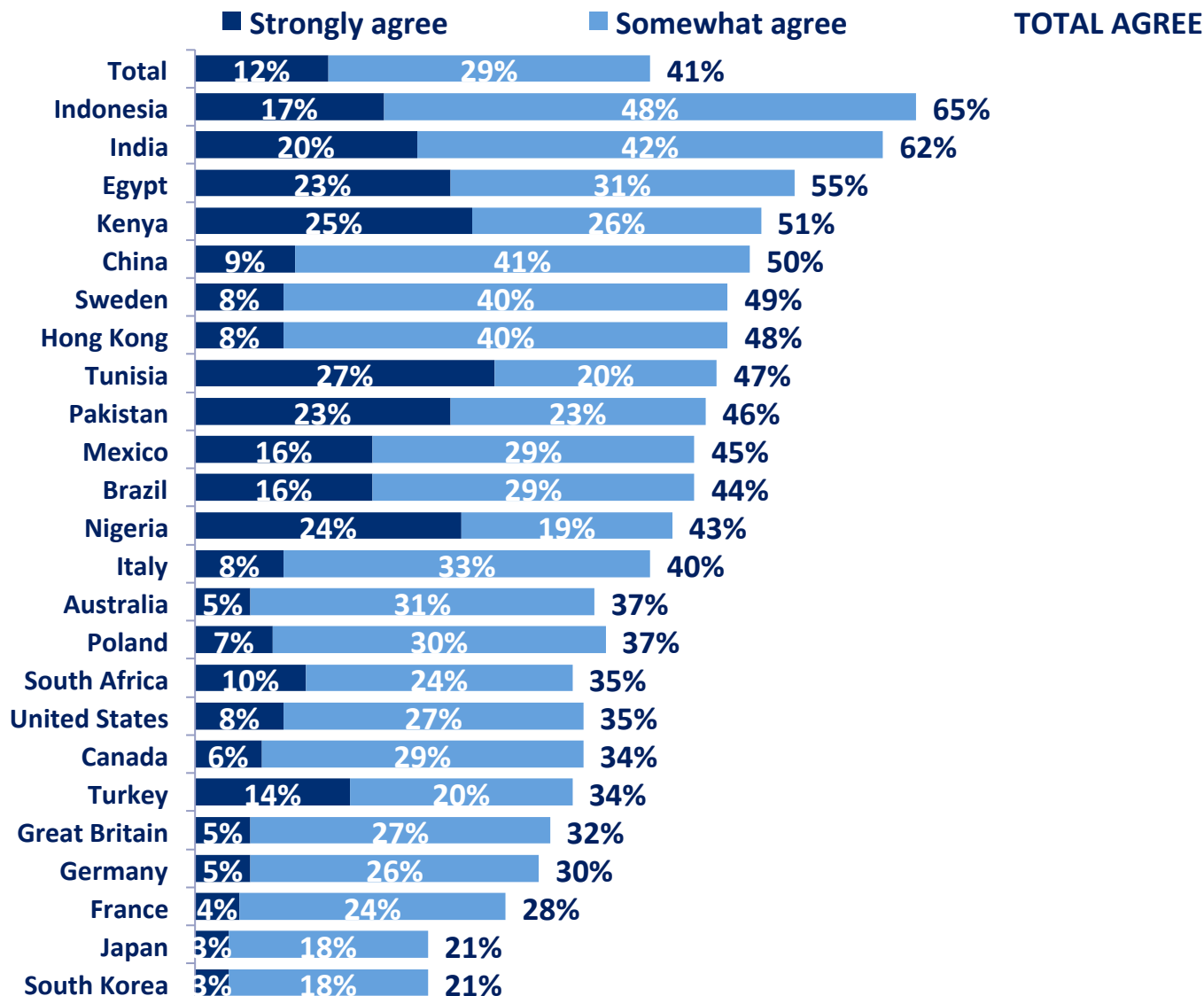| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 12% | 24% | 36% |
| BRIC | 18% | 32% | 50% |
| LATAM | 15% | 24% | 40% |
| Middle East/Africa | 23% | 22% | 45% |
| APAC | 11% | 28% | 39% |
| Europe | 4% | 20% | 24% |
| North America | 6% | 25% | 30% |
| G-8 Countries | 4% | 20% | 24% |

Q6.  How much do you agree or disagree with the following statements?
(Select one for each)
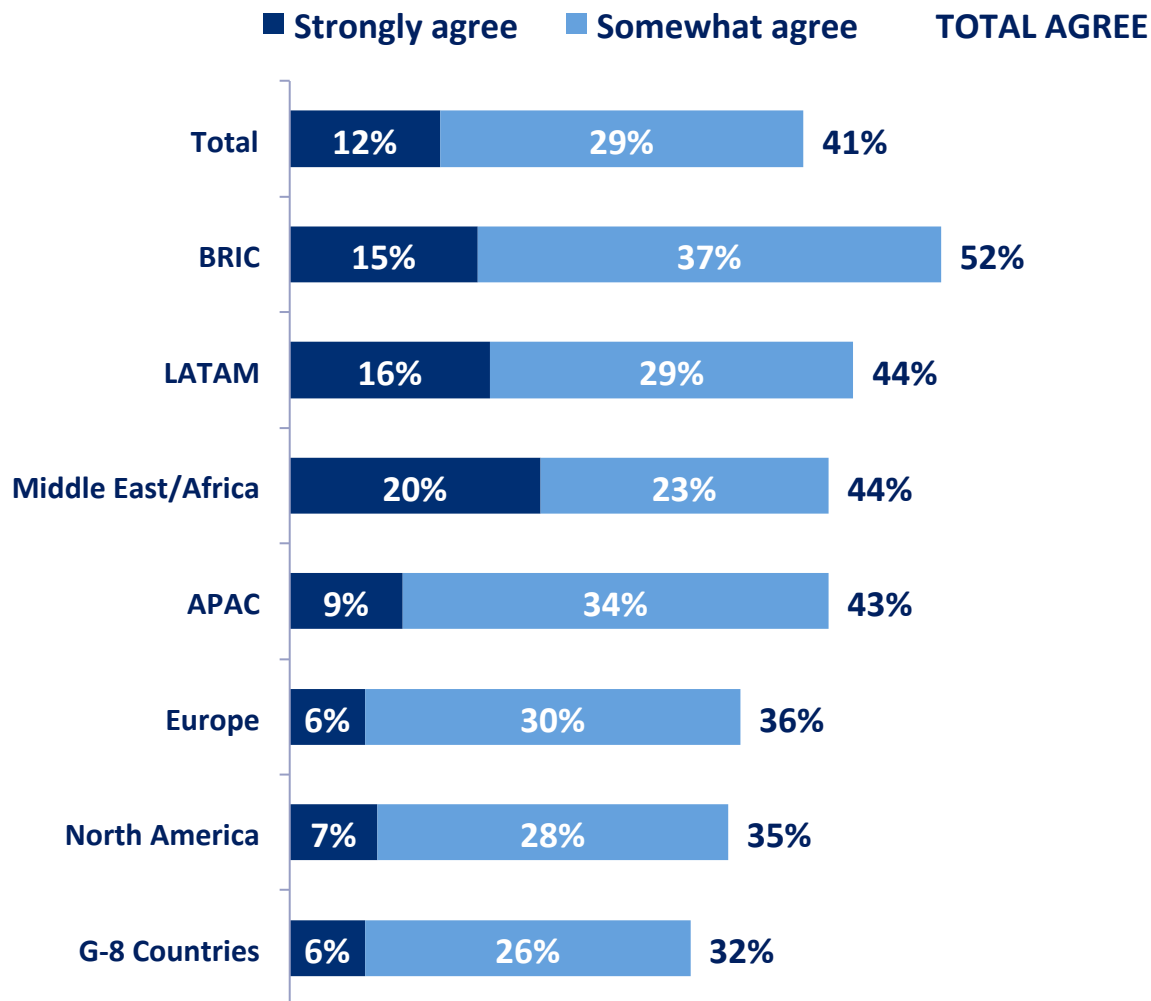Base: All Respondents Total (n=23,376)

# 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…

**CIGI** | **Ipsos**

**■ Strongly agree**   **■ Somewhat agree**   **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 12% | 29% | 41% |
| Indonesia | 17% | 48% | 65% |
| India | 20% | 42% | 62% |
| Egypt | 23% | 31% | 55% |
| Kenya | 25% | 26% | 51% |
| China | 9% | 41% | 50% |
| Sweden | 8% | 40% | 49% |
| Hong Kong | 8% | 40% | 48% |
| Tunisia | 27% | 20% | 47% |
| Pakistan | 23% | 23% | 46% |
| Mexico | 16% | 29% | 45% |
| Brazil | 16% | 29% | 44% |
| Nigeria | 24% | 19% | 43% |
| Italy | 8% | 33% | 40% |
| Australia | 5% | 31% | 37% |
| Poland | 7% | 30% | 37% |
| South Africa | 10% | 24% | 35% |
| United States | 8% | 27% | 35% |
| Canada | 6% | 29% | 34% |
| Turkey | 14% | 20% | 34% |
| Great Britain | 5% | 27% | 32% |
| Germany | 5% | 26% | 30% |
| France | 4% | 24% | 28% |
| Japan | 3% | 18% | 21% |
| South Korea | 3% | 18% | 21% |

Q6. How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents Total (n=23,376)

# 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…
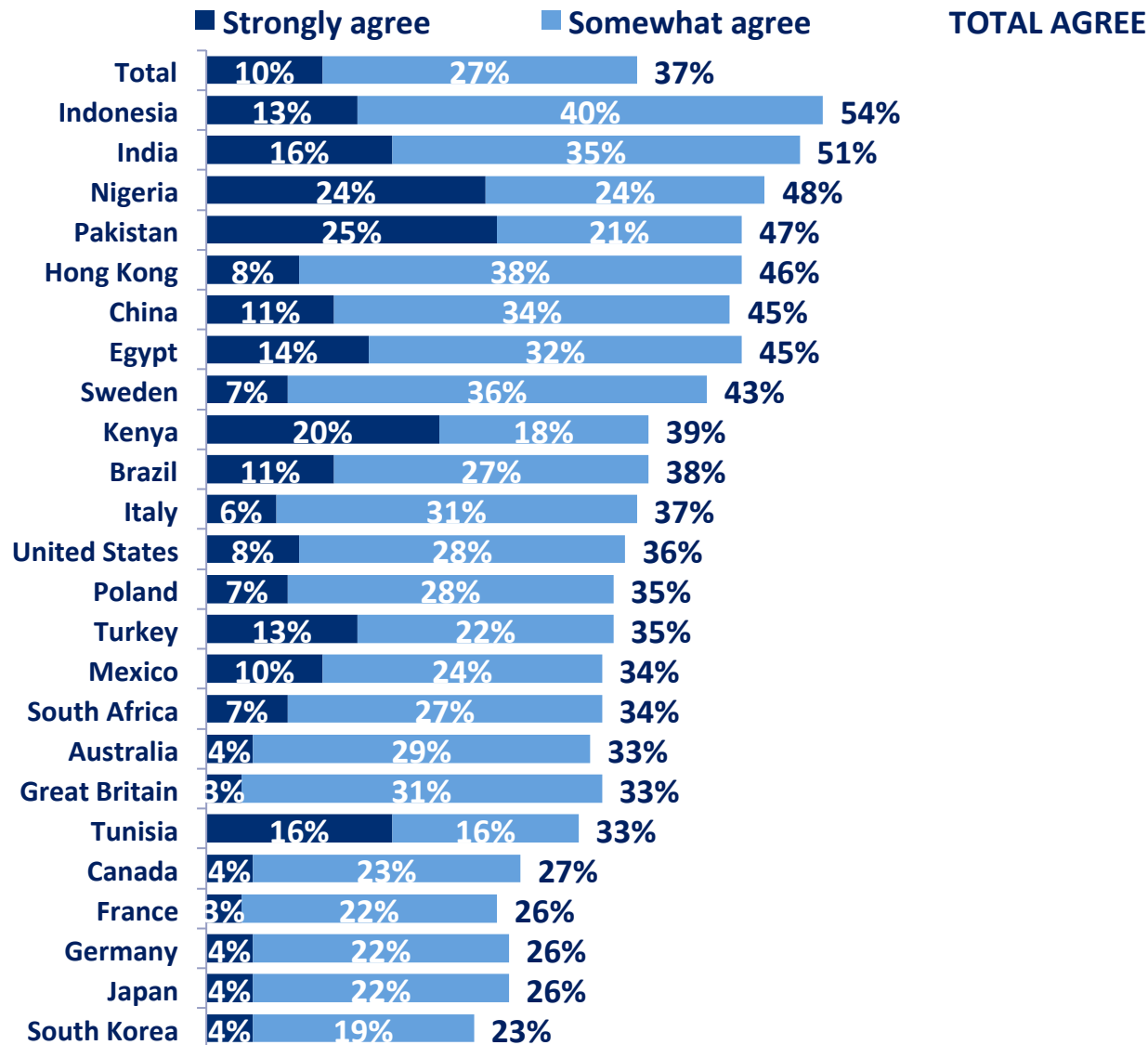
**CIGI** | **Ipsos**

■ **Strongly agree**　■ **Somewhat agree**　　**TOTAL AGREE**

| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 12% | 29% | 41% |
| BRIC | 15% | 37% | 52% |
| LATAM | 16% | 29% | 44% |
| Middle East/Africa | 20% | 23% | 44% |
| APAC | 9% | 34% | 43% |
| Europe | 6% | 30% | 36% |
| North America | 7% | 28% | 35% |
| G-8 Countries | 6% | 26% | 32% |

Q6. How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents Total (n=23,376)

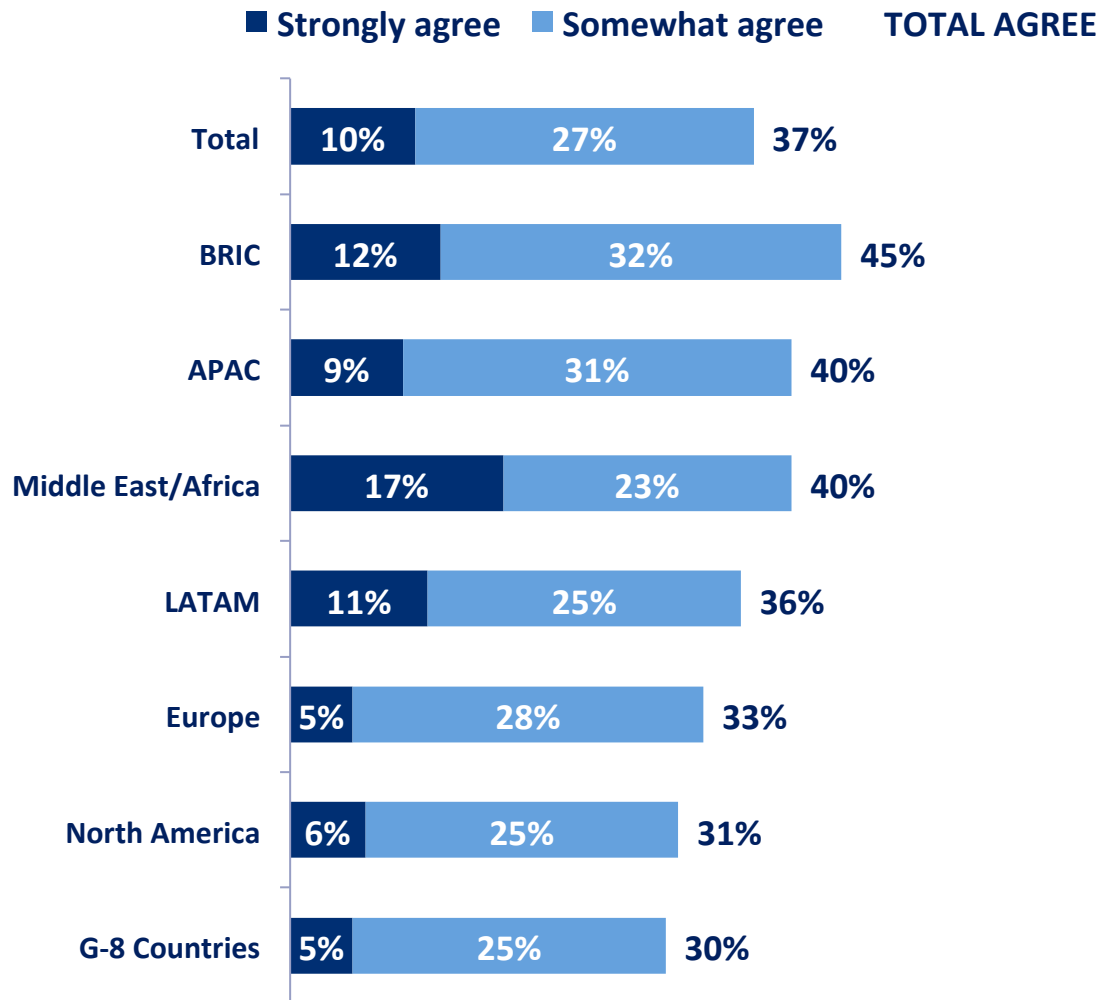# 37% share personal information with private companies online all the time and say *"it's no big deal"*...

**CIGI** | **Ipsos**

■ **Strongly agree**  ■ **Somewhat agree**    **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 10% | 27% | 37% |
| Indonesia | 13% | 40% | 54% |
| India | 16% | 35% | 51% |
| Nigeria | 24% | 24% | 48% |
| Pakistan | 25% | 21% | 47% |
| Hong Kong | 8% | 38% | 46% |
| China | 11% | 34% | 45% |
| Egypt | 14% | 32% | 45% |
| Sweden | 7% | 36% | 43% |
| Kenya | 20% | 18% | 39% |
| Brazil | 11% | 27% | 38% |
| Italy | 6% | 31% | 37% |
| United States | 8% | 28% | 36% |
| Poland | 7% | 28% | 35% |
| Turkey | 13% | 22% | 35% |
| Mexico | 10% | 24% | 34% |
| South Africa | 7% | 27% | 34% |
| Australia | 4% | 29% | 33% |
| Great Britain | 3% | 31% | 33% |
| Tunisia | 16% | 16% | 33% |
| Canada | 4% | 23% | 27% |
| France | 3% | 22% | 26% |
| Germany | 4% | 22% | 26% |
| Japan | 4% | 22% | 26% |
| South Korea | 4% | 19% | 23% |

Q6. How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents Total (n=23,376)

# 37% share personal information with private companies online all the time and say *"it's no big deal"*...

**■ Strongly agree**  **■ Somewhat agree**  **TOTAL AGREE**

| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 10% | 27% | 37% |
| BRIC | 12% | 32% | 45% |
| APAC | 9% | 31% | 40% |
| Middle East/Africa | 17% | 23% | 40% |
| LATAM | 11% | 25% | 36% |
| Europe | 5% | 28% | 33% |
| North America | 6% | 25% | 31% |
| G-8 Countries | 5% | 25% | 30% |

Q6. How much do you agree or disagree with the following statements?
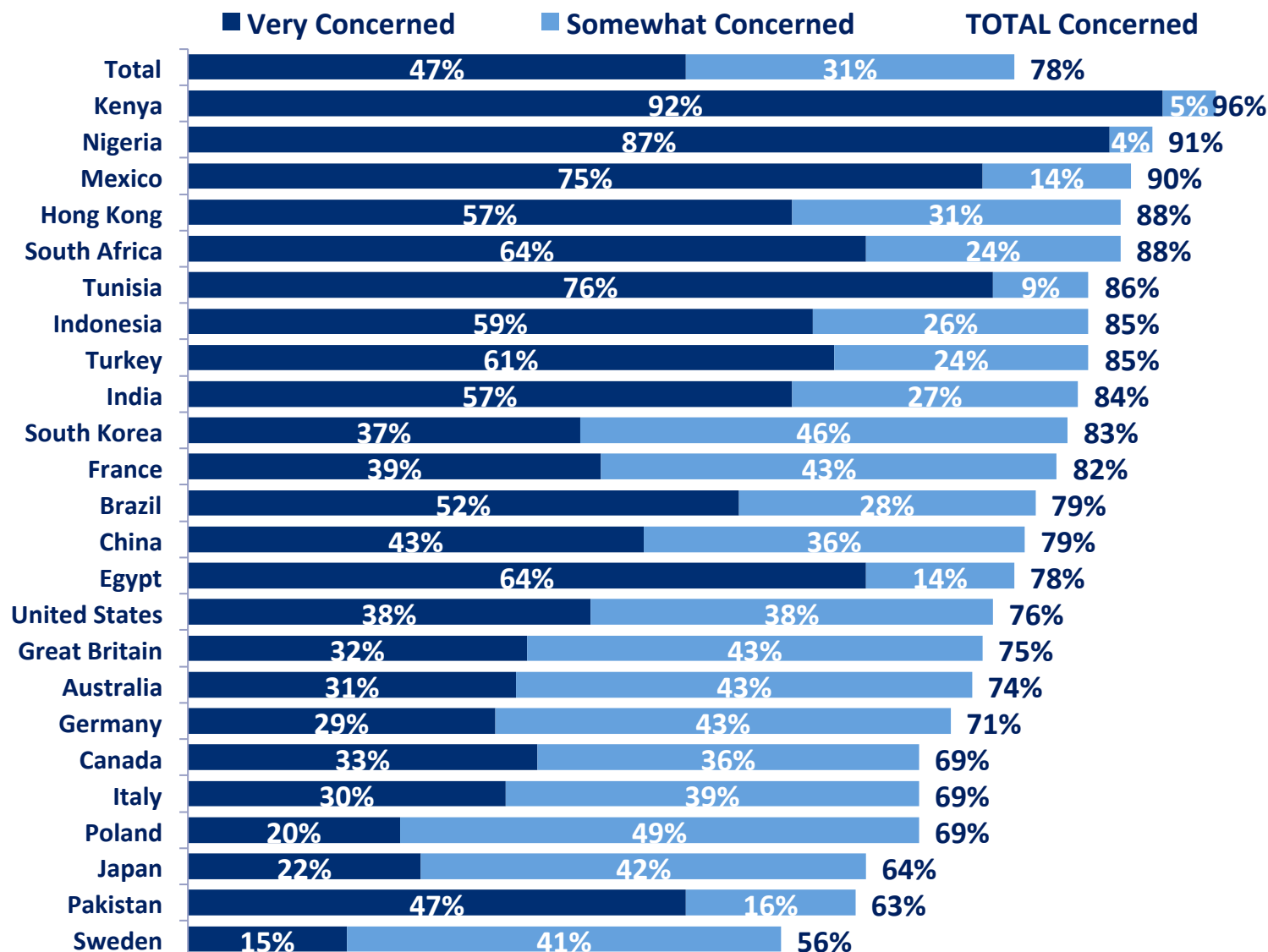(Select one for each)
Base: All Respondents Total (n=23,376)
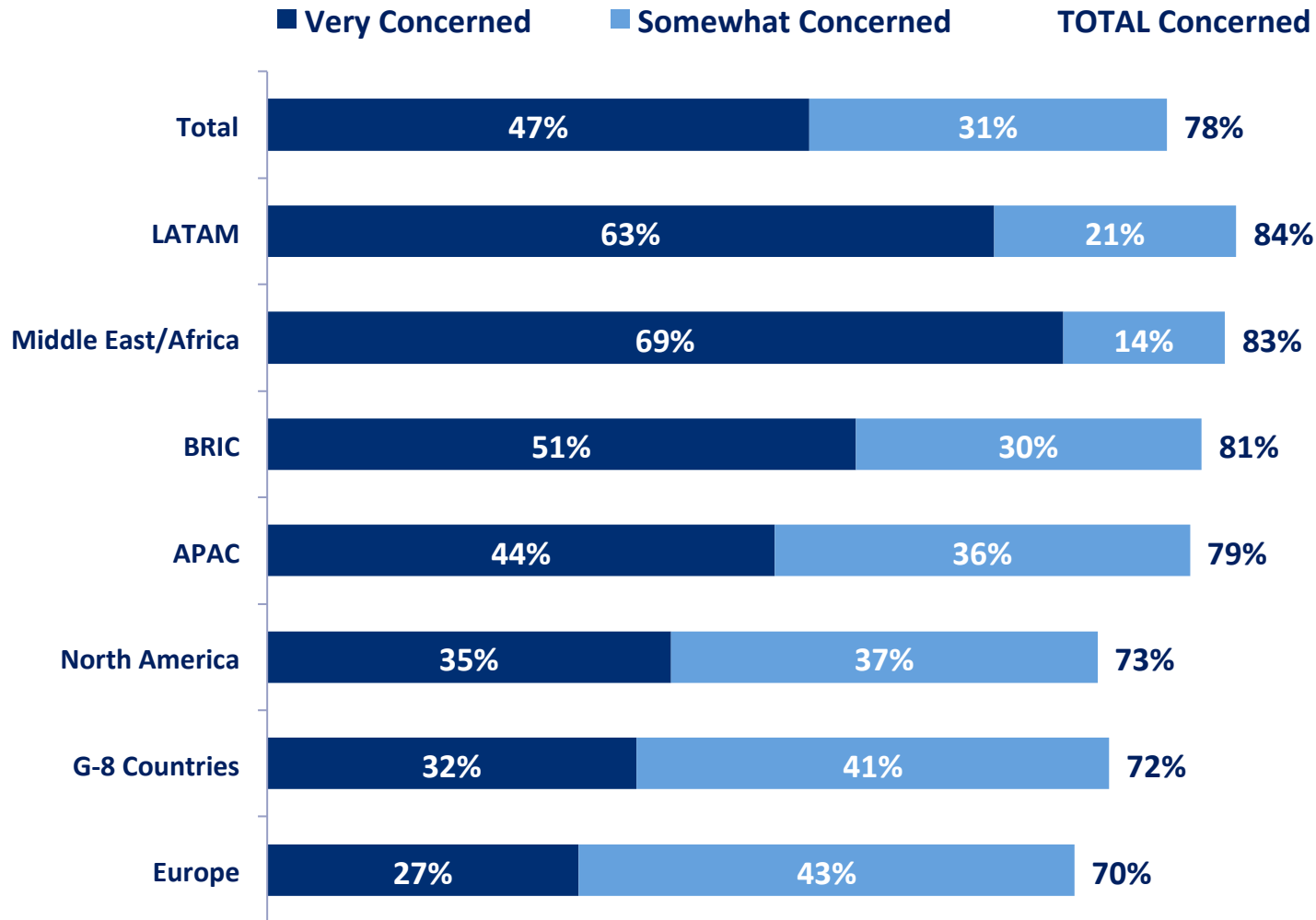
# TOP CONCERNS OF USERS

# HACKING PERSONAL INFORMATION

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

**CIGI**  **Ipsos**

■ **Very Concerned**  ■ **Somewhat Concerned**  **TOTAL Concerned**

| Country | Very Concerned | Somewhat Concerned | Total Concerned |
|---|---|---|---|
| Total | 47% | 31% | 78% |
| Kenya | 92% | 5% | 96% |
| Nigeria | 87% | 4% | 91% |
| Mexico | 75% | 14% | 90% |
| Hong Kong | 57% | 31% | 88% |
| South Africa | 64% | 24% | 88% |
| Tunisia | 76% | 9% | 86% |
| Indonesia | 59% | 26% | 85% |
| Turkey | 61% | 24% | 85% |
| India | 57% | 27% | 84% |
| South Korea | 37% | 46% | 83% |
| France | 39% | 43% | 82% |
| Brazil | 52% | 28% | 79% |
| China | 43% | 36% | 79% |
| Egypt | 64% | 14% | 78% |
| United States | 38% | 38% | 76% |
| Great Britain | 32% | 43% | 75% |
| Australia | 31% | 43% | 74% |
| Germany | 29% | 43% | 71% |
| Canada | 33% | 36% | 69% |
| Italy | 30% | 39% | 69% |
| Poland | 20% | 49% | 69% |
| Japan | 22% | 42% | 64% |
| Pakistan | 47% | 16% | 63% |
| Sweden | 15% | 41% | 56% |

Q5. How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=22,671)

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

**■ Very Concerned**　　**■ Somewhat Concerned**　　**TOTAL Concerned**

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 47% | 31% | 78% |
| LATAM | 63% | 21% | 84% |
| Middle East/Africa | 69% | 14% | 83% |
| BRIC | 51% | 30% | 81% |
| APAC | 44% | 36% | 79% |
| North America | 35% | 37% | 73% |
| G-8 Countries | 32% | 41% | 72% |
| Europe | 27% | 43% | 70% |

Q5. How concerned are you about the following? (Select one for each)
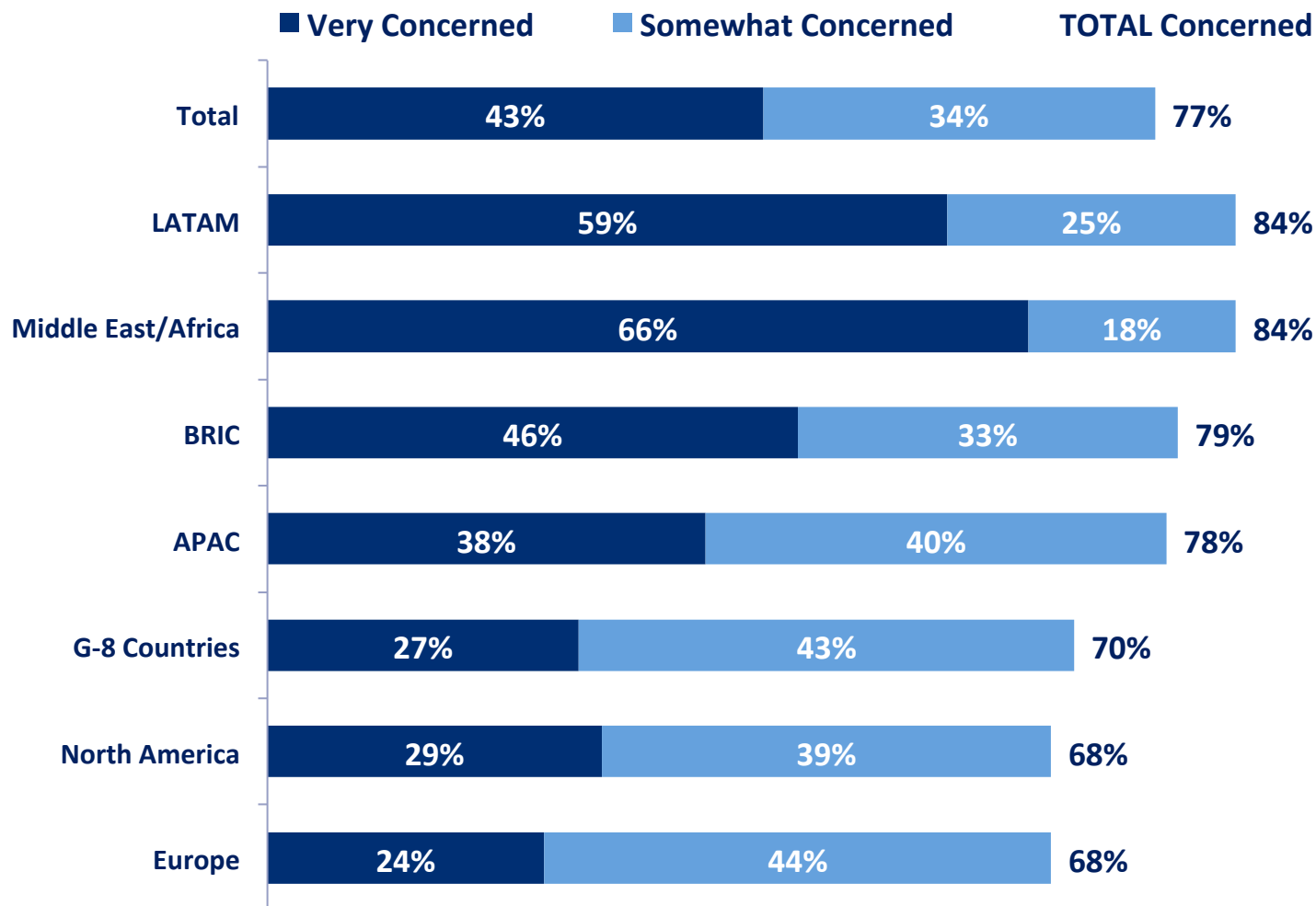Base: All Answering: Total (n=22,671)

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

**CIGI** | **Ipsos**

■ **Very Concerned**    ■ **Somewhat Concerned**        **TOTAL Concerned**

| | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| **Total** | 43% | 34% | 77% |
| **Nigeria** | 86% | 7% | 93% |
| **Kenya** | 83% | 11% | 93% |
| **Mexico** | 71% | 21% | 92% |
| **Hong Kong** | 49% | 38% | 87% |
| **Tunisia** | 76% | 10% | 87% |
| **Egypt** | 68% | 17% | 85% |
| **India** | 53% | 29% | 83% |
| **Indonesia** | 51% | 32% | 83% |
| **Turkey** | 53% | 30% | 83% |
| **South Africa** | 54% | 28% | 82% |
| **China** | 38% | 41% | 80% |
| **South Korea** | 34% | 46% | 80% |
| **France** | 32% | 46% | 78% |
| **Brazil** | 47% | 29% | 76% |
| **Australia** | 27% | 44% | 71% |
| **Italy** | 26% | 44% | 71% |
| **Germany** | 26% | 44% | 70% |
| **Great Britain** | 26% | 44% | 70% |
| **Poland** | 22% | 48% | 70% |
| **United States** | 33% | 37% | 70% |
| **Pakistan** | 50% | 19% | 69% |
| **Canada** | 26% | 40% | 66% |
| **Japan** | 19% | 47% | 66% |
| **Sweden** | 15% | 38% | 53% |

Q5. How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=22,671)

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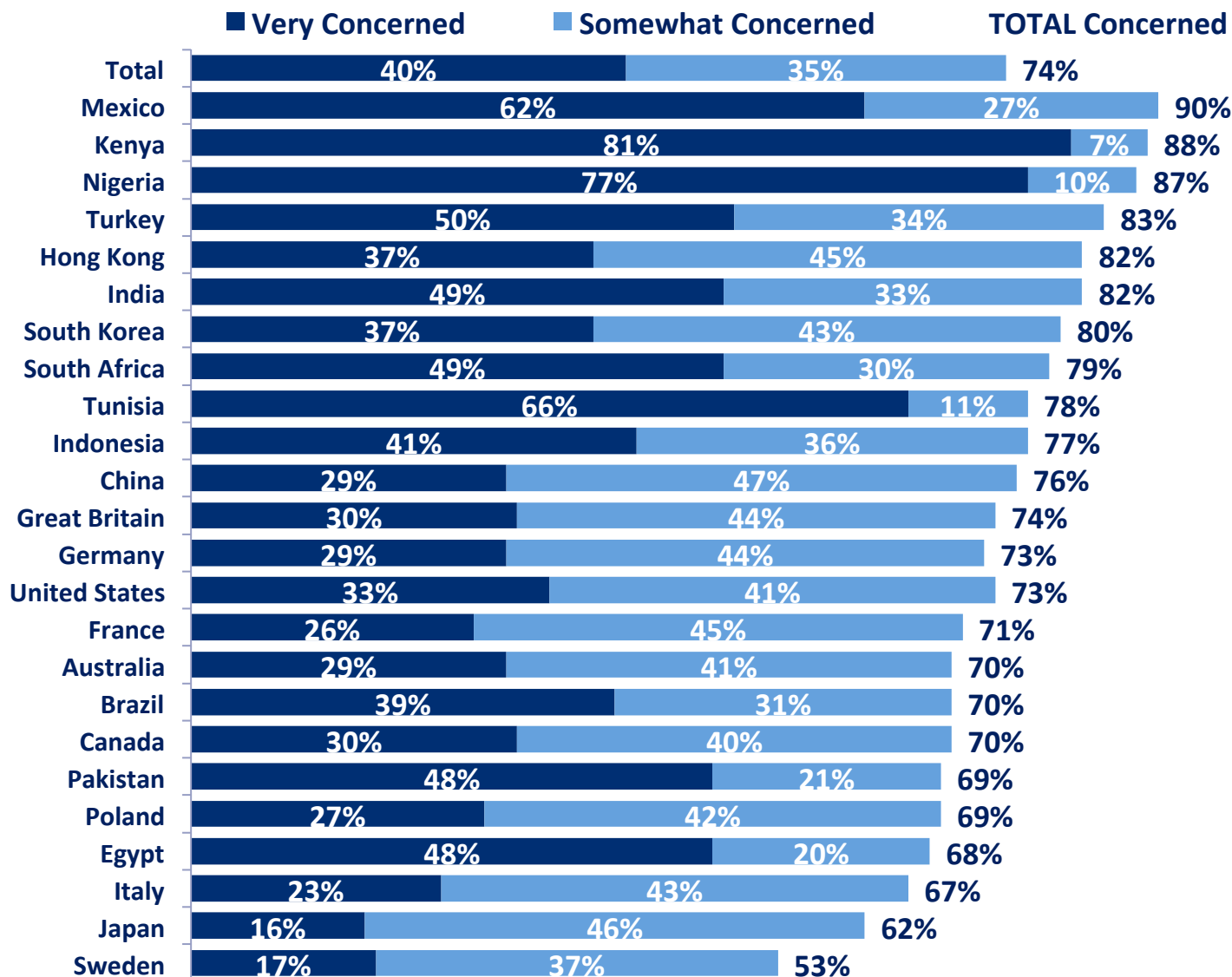
**CIGI** **Ipsos**

| | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| **Total** | 43% | 34% | 77% |
| **LATAM** | 59% | 25% | 84% |
| **Middle East/Africa** | 66% | 18% | 84% |
| **BRIC** | 46% | 33% | 79% |
| **APAC** | 38% | 40% | 78% |
| **G-8 Countries** | 27% | 43% | 70% |
| **North America** | 29% | 39% | 68% |
| **Europe** | 24% | 44% | 68% |
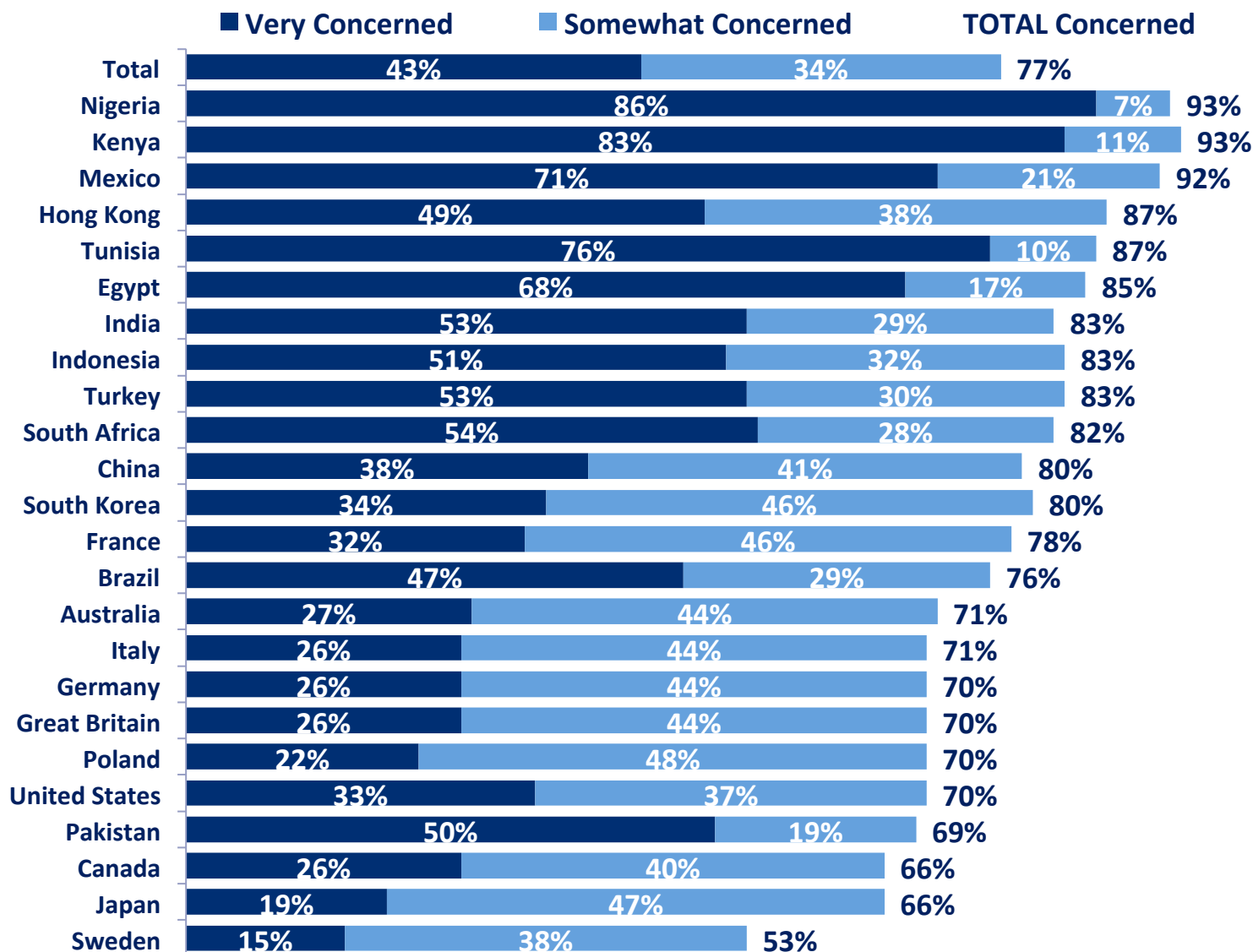
Q5. How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=22,671)

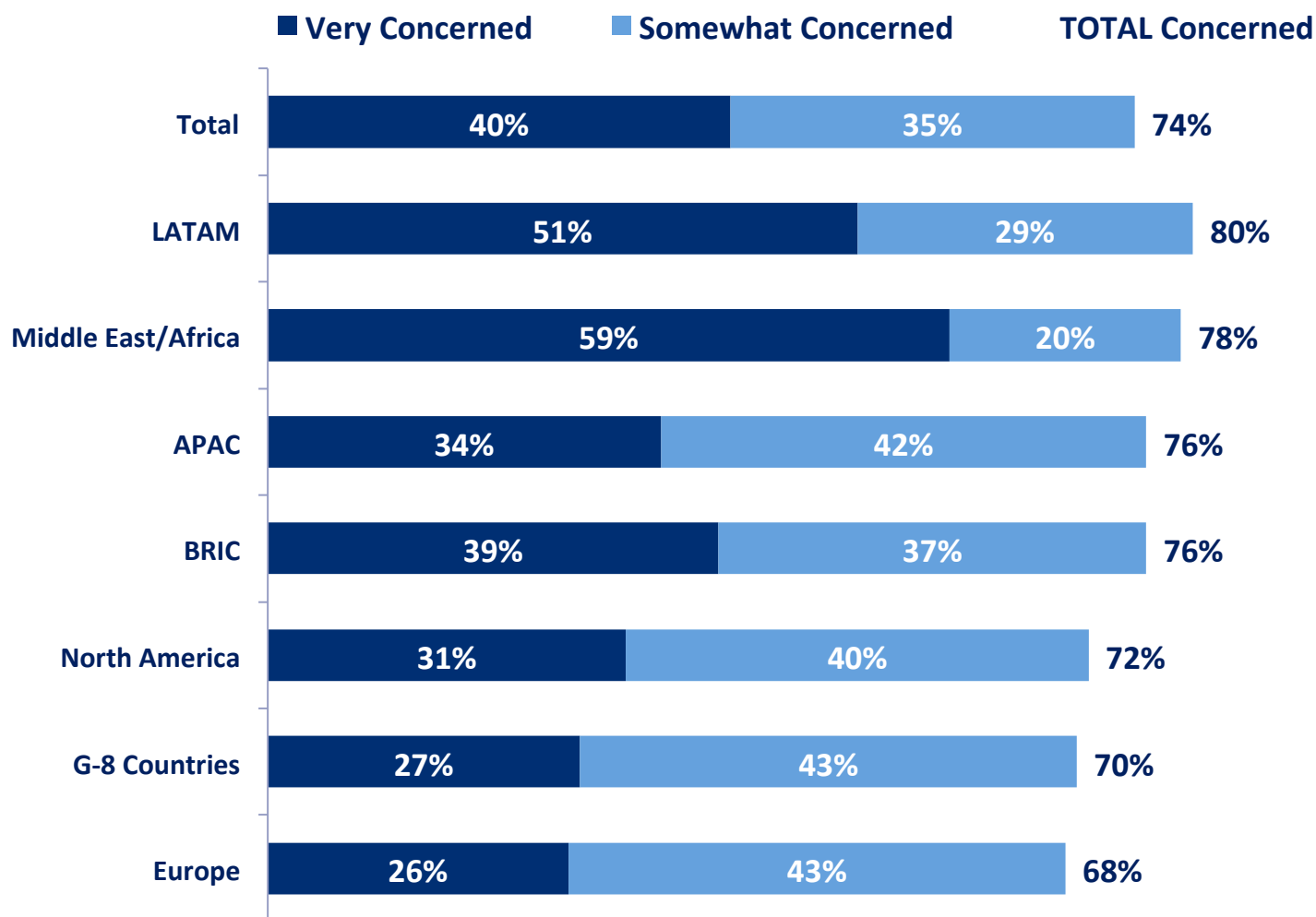# MONITORING AND DATA USE BY PRIVATE COMPANIES

# 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…

**CIGI** | **Ipsos**

■ **Very Concerned**  ■ **Somewhat Concerned**  **TOTAL Concerned**

| Country | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 40% | 35% | 74% |
| Mexico | 62% | 27% | 90% |
| Kenya | 81% | 7% | 88% |
| Nigeria | 77% | 10% | 87% |
| Turkey | 50% | 34% | 83% |
| Hong Kong | 37% | 45% | 82% |
| India | 49% | 33% | 82% |
| South Korea | 37% | 43% | 80% |
| South Africa | 49% | 30% | 79% |
| Tunisia | 66% | 11% | 78% |
| Indonesia | 41% | 36% | 77% |
| China | 29% | 47% | 76% |
| Great Britain | 30% | 44% | 74% |
| Germany | 29% | 44% | 73% |
| United States | 33% | 41% | 73% |
| France | 26% | 45% | 71% |
| Australia | 29% | 41% | 70% |
| Brazil | 39% | 31% | 70% |
| Canada | 30% | 40% | 70% |
| Pakistan | 48% | 21% | 69% |
| Poland | 27% | 42% | 69% |
| Egypt | 48% | 20% | 68% |
| Italy | 23% | 43% | 67% |
| Japan | 16% | 46% | 62% |
| Sweden | 17% | 37% | 53% |

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

# 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…
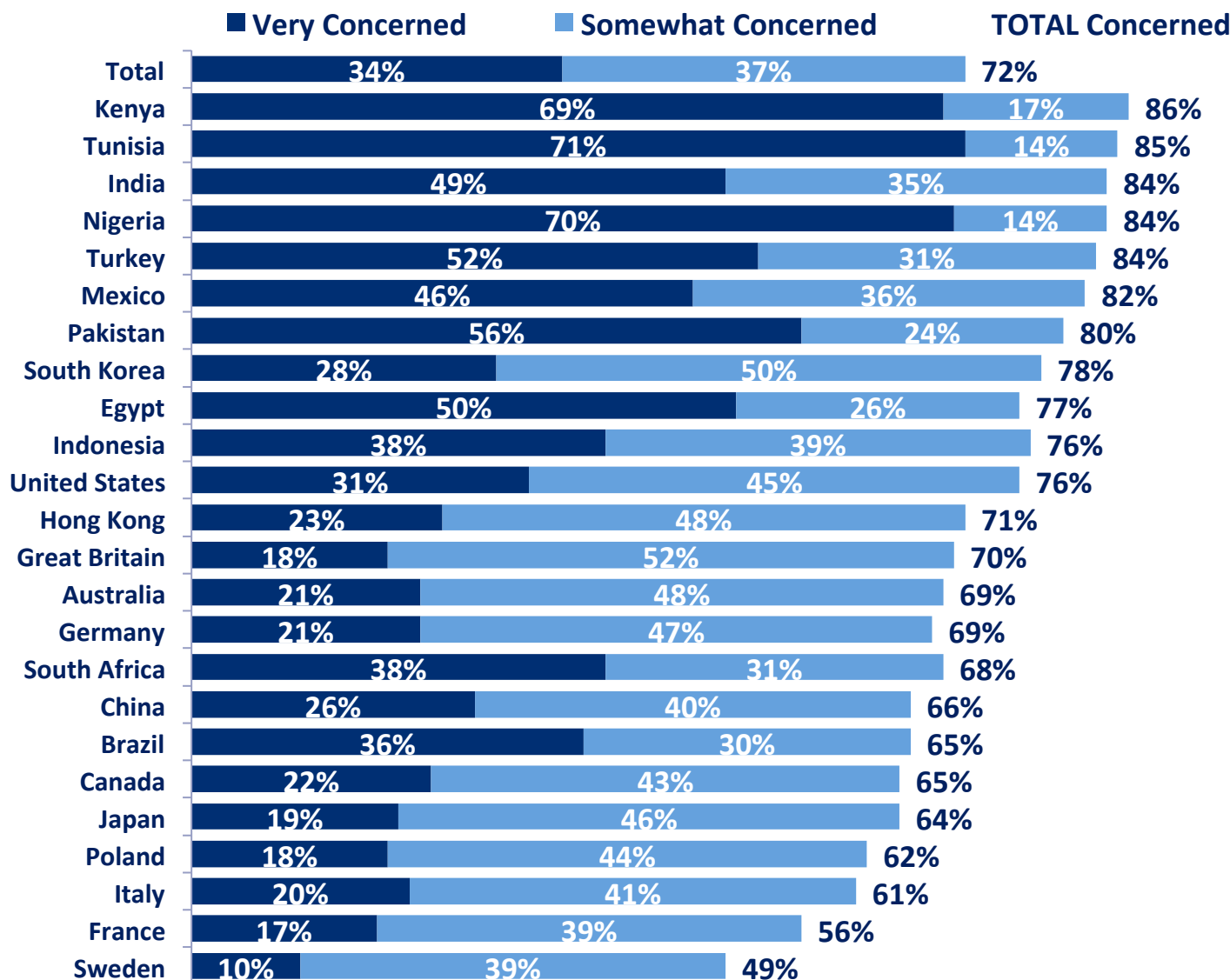
**■ Very Concerned**  **■ Somewhat Concerned**  **TOTAL Concerned**

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 40% | 35% | 74% |
| LATAM | 51% | 29% | 80% |
| Middle East/Africa | 59% | 20% | 78% |
| APAC | 34% | 42% | 76% |
| BRIC | 39% | 37% | 76% |
| North America | 31% | 40% | 72% |
| G-8 Countries | 27% | 43% | 70% |
| Europe | 26% | 43% | 68% |

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

# CYBER ATTACKS ON INSTITUTIONS

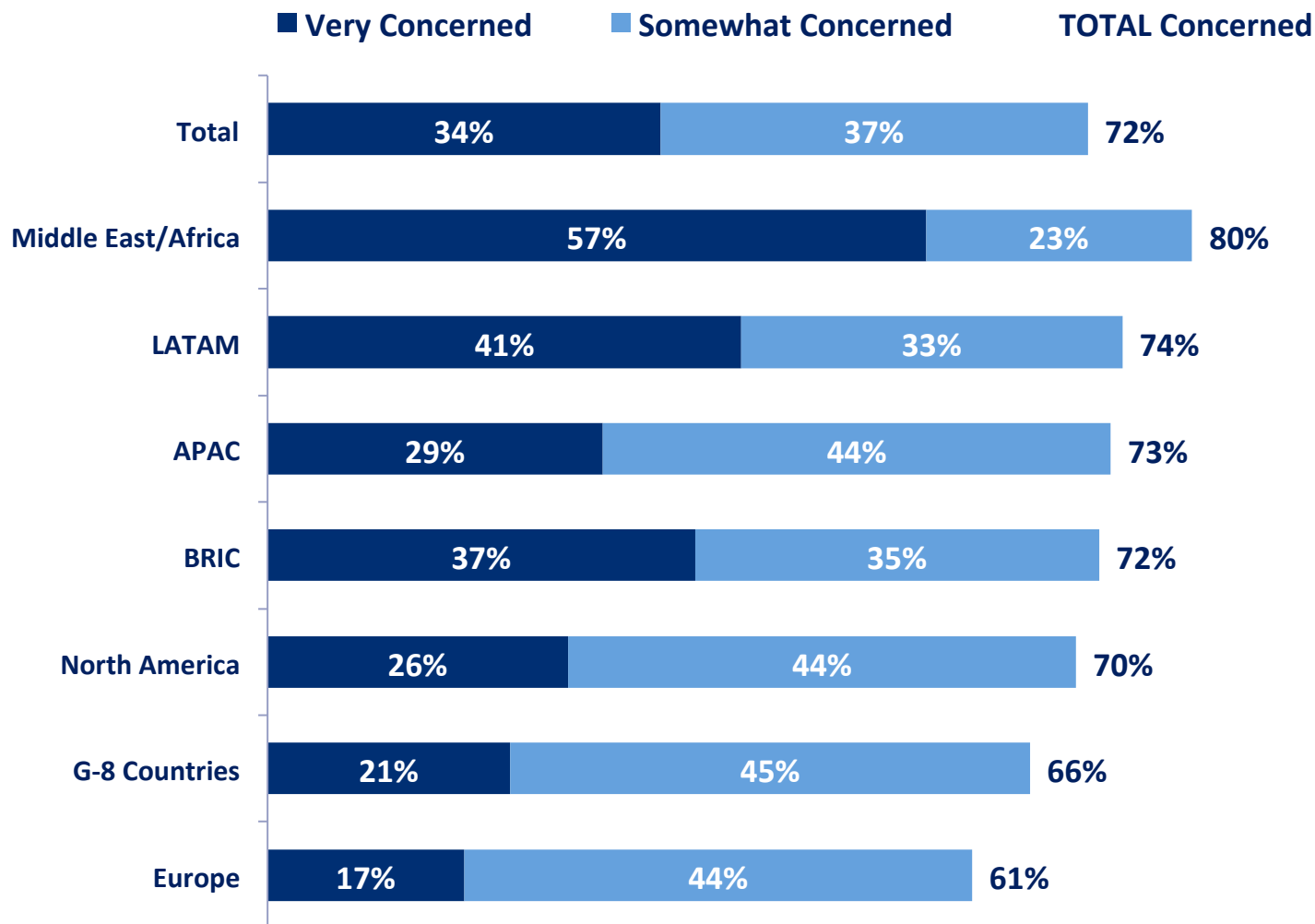# 72% are concerned about important institutions in their country being cyber-attacked by a foreign government or terrorist organization...
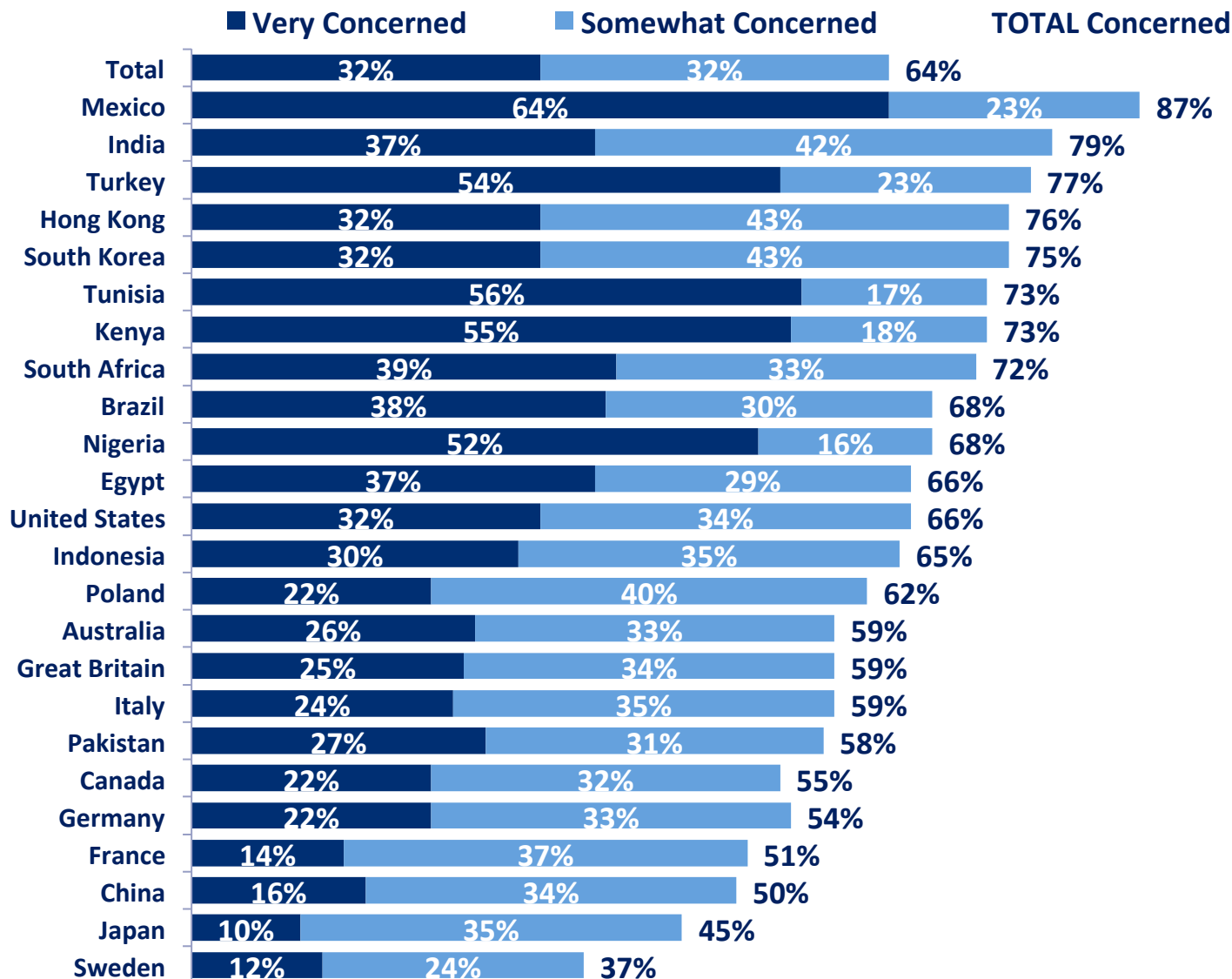
**CIGI** **Ipsos**

| | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 34% | 37% | 72% |
| Kenya | 69% | 17% | 86% |
| Tunisia | 71% | 14% | 85% |
| India | 49% | 35% | 84% |
| Nigeria | 70% | 14% | 84% |
| Turkey | 52% | 31% | 84% |
| Mexico | 46% | 36% | 82% |
| Pakistan | 56% | 24% | 80% |
| South Korea | 28% | 50% | 78% |
| Egypt | 50% | 26% | 77% |
| Indonesia | 38% | 39% | 76% |
| United States | 31% | 45% | 76% |
| Hong Kong | 23% | 48% | 71% |
| Great Britain | 18% | 52% | 70% |
| Australia | 21% | 48% | 69% |
| Germany | 21% | 47% | 69% |
| South Africa | 38% | 31% | 68% |
| China | 26% | 40% | 66% |
| Brazil | 36% | 30% | 65% |
| Canada | 22% | 43% | 65% |
| Japan | 19% | 46% | 64% |
| Poland | 18% | 44% | 62% |
| Italy | 20% | 41% | 61% |
| France | 17% | 39% | 56% |
| Sweden | 10% | 39% | 49% |

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

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

■ **Very Concerned**   ■ **Somewhat Concerned**   **TOTAL Concerned**

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 34% | 37% | 72% |
| Middle East/Africa | 57% | 23% | 80% |
| LATAM | 41% | 33% | 74% |
| APAC | 29% | 44% | 73% |
| BRIC | 37% | 35% | 72% |
| North America | 26% | 44% | 70% |
| G-8 Countries | 21% | 45% | 66% |
| Europe | 17% | 44% | 61% |

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

# MONITORING AND CENSORING BY GOVERNMENT AND POLICE

# 64% are concerned about Governments censoring the Internet…

**CIGI** | **Ipsos**

■ **Very Concerned**　　■ **Somewhat Concerned**　　**TOTAL Concerned**

| Country | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 32% | 32% | 64% |
| Mexico | 64% | 23% | 87% |
| India | 37% | 42% | 79% |
| Turkey | 54% | 23% | 77% |
| Hong Kong | 32% | 43% | 76% |
| South Korea | 32% | 43% | 75% |
| Tunisia | 56% | 17% | 73% |
| Kenya | 55% | 18% | 73% |
| South Africa | 39% | 33% | 72% |
| Brazil | 38% | 30% | 68% |
| Nigeria | 52% | 16% | 68% |
| Egypt | 37% | 29% | 66% |
| United States | 32% | 34% | 66% |
| Indonesia | 30% | 35% | 65% |
| Poland | 22% | 40% | 62% |
| Australia | 26% | 33% | 59% |
| Great Britain | 25% | 34% | 59% |
| Italy | 24% | 35% | 59% |
| Pakistan | 27% | 31% | 58% |
| Canada | 22% | 32% | 55% |
| Germany | 22% | 33% | 54% |
| France | 14% | 37% | 51% |
| China | 16% | 34% | 50% |
| Japan | 10% | 35% | 45% |
| Sweden | 12% | 24% | 37% |

Q5.  How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=23,376)

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

**CIGI** | **Ipsos**

■ Very Concerned   ■ Somewhat Concerned   TOTAL Concerned

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 32% | 32% | 64% |
| LATAM | 51% | 27% | 78% |
| Middle East/Africa | 45% | 24% | 69% |
| BRIC | 30% | 35% | 66% |
| APAC | 26% | 38% | 64% |
| North America | 27% | 33% | 60% |
| G-8 Countries | 21% | 34% | 56% |
| Europe | 20% | 34% | 54% |

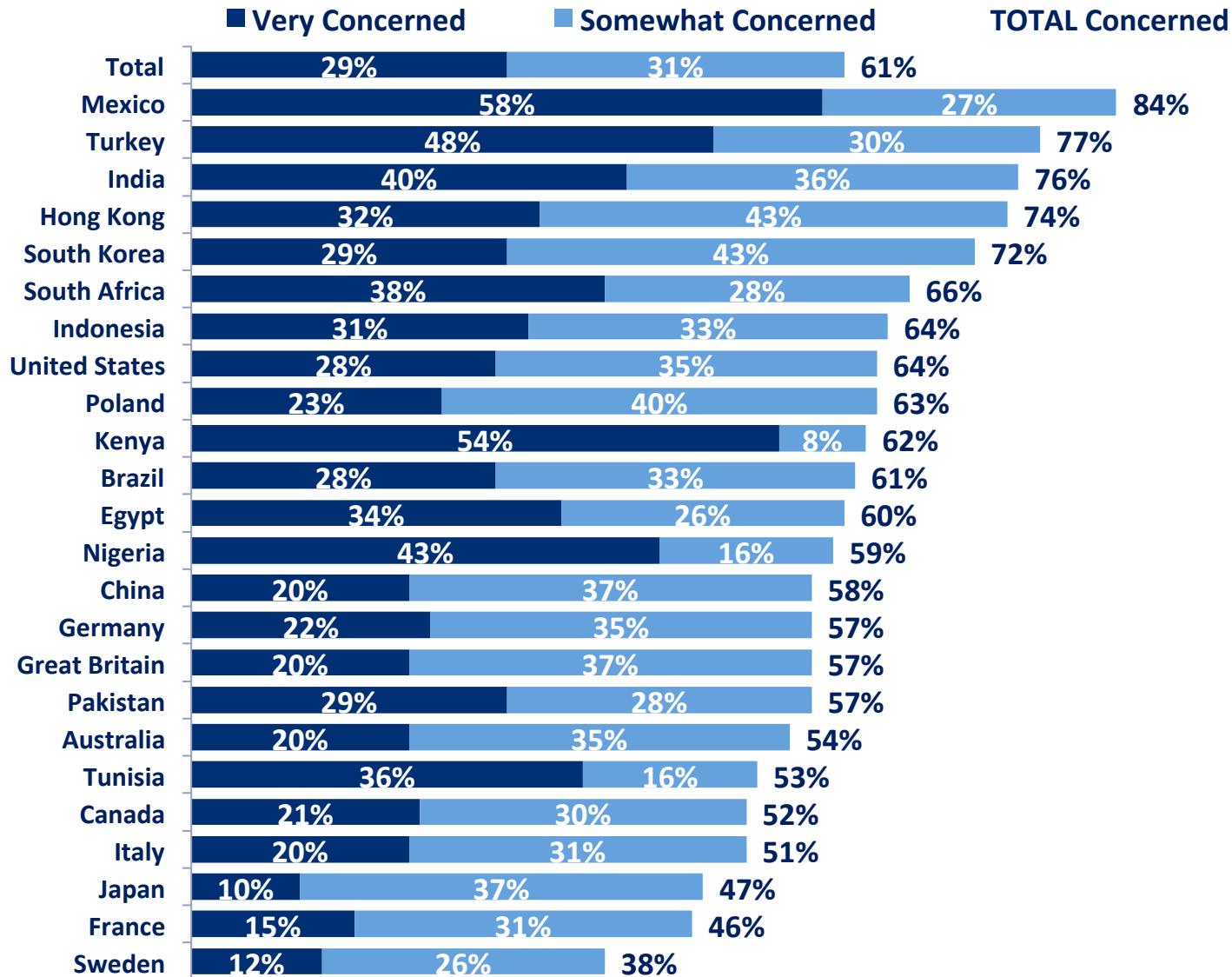Q5. How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=23,376)

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

**CIGI** · **Ipsos**

| | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 31% | 30% | 62% |
| Mexico | 58% | 25% | 83% |
| India | 46% | 31% | 77% |
| Turkey | 46% | 31% | 77% |
| Kenya | 62% | 10% | 73% |
| Hong Kong | 29% | 42% | 71% |
| Nigeria | 53% | 15% | 68% |
| South Africa | 42% | 26% | 68% |
| Germany | 28% | 40% | 67% |
| Indonesia | 37% | 30% | 67% |
| Pakistan | 38% | 25% | 63% |
| South Korea | 24% | 39% | 62% |
| Australia | 21% | 39% | 61% |
| Brazil | 30% | 31% | 61% |
| Egypt | 39% | 23% | 61% |
| China | 22% | 38% | 60% |
| Tunisia | 47% | 13% | 60% |
| United States | 27% | 34% | 60% |
| Great Britain | 22% | 36% | 58% |
| Poland | 18% | 37% | 55% |
| Canada | 24% | 28% | 52% |
| Italy | 17% | 33% | 50% |
| France | 17% | 31% | 47% |
| Japan | 10% | 36% | 46% |
| Sweden | 12% | 27% | 39% |

Q5.  How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=23,376)

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

**CIGI**  **Ipsos**

■ **Very Concerned**  ■ **Somewhat Concerned**  **TOTAL Concerned**

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 31% | 30% | 62% |
| North America | 25% | 31% | 56% |
| LATAM | 44% | 28% | 72% |
| Europe | 19% | 34% | 53% |
| APAC | 27% | 36% | 63% |
| G-8 Countries | 21% | 34% | 54% |
| BRIC | 33% | 34% | 66% |
| Middle East/Africa | 46% | 21% | 67% |

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…
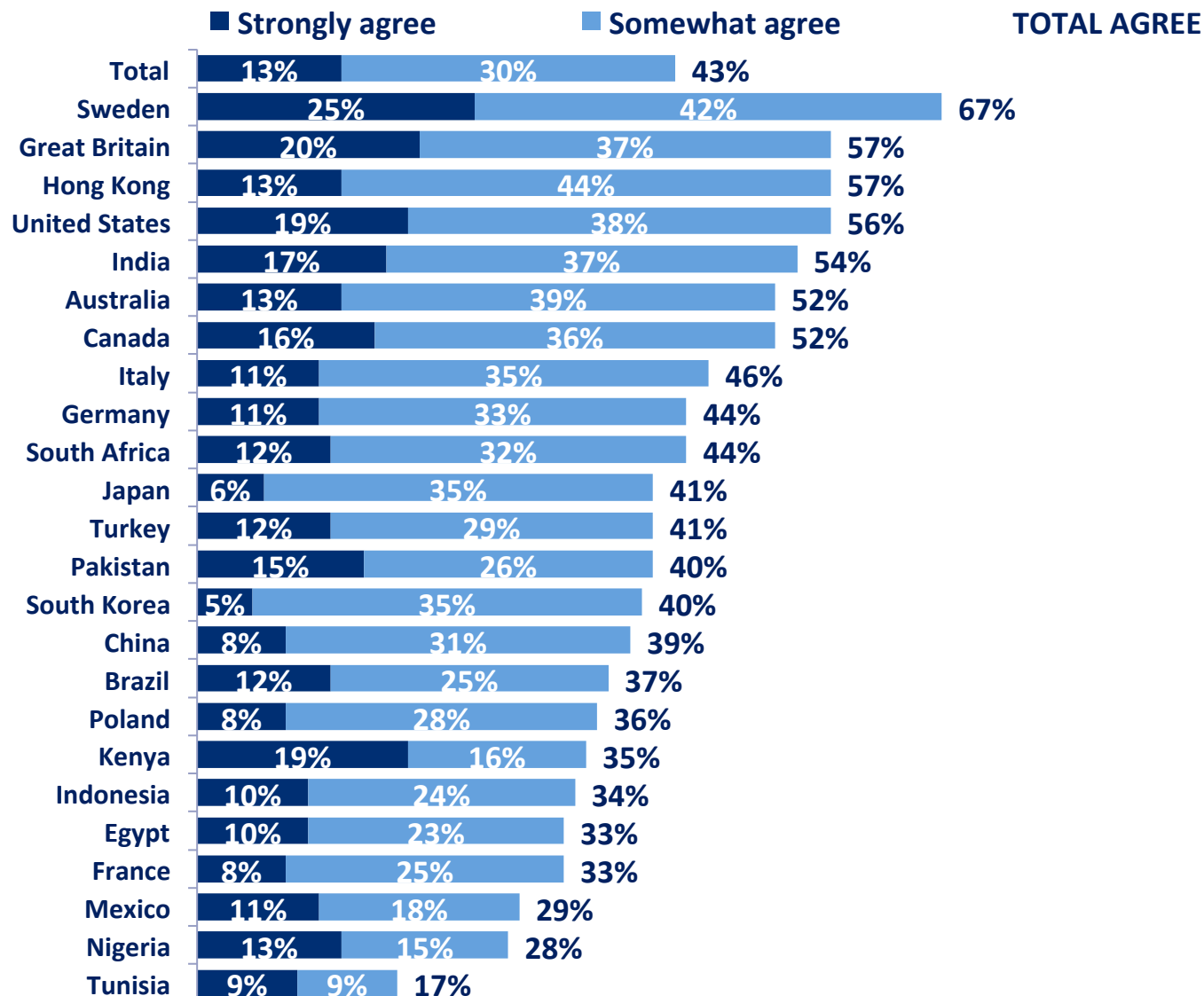
**CIGI** | **Ipsos**

| | ■ Very Concerned | ■ Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|

| Country | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 29% | 31% | 61% |
| Mexico | 58% | 27% | 84% |
| Turkey | 48% | 30% | 77% |
| India | 40% | 36% | 76% |
| Hong Kong | 32% | 43% | 74% |
| South Korea | 29% | 43% | 72% |
| South Africa | 38% | 28% | 66% |
| Indonesia | 31% | 33% | 64% |
| United States | 28% | 35% | 64% |
| Poland | 23% | 40% | 63% |
| Kenya | 54% | 8% | 62% |
| Brazil | 28% | 33% | 61% |
| Egypt | 34% | 26% | 60% |
| Nigeria | 43% | 16% | 59% |
| China | 20% | 37% | 58% |
| Germany | 22% | 35% | 57% |
| Great Britain | 20% | 37% | 57% |
| Pakistan | 29% | 28% | 57% |
| Australia | 20% | 35% | 54% |
| Tunisia | 36% | 16% | 53% |
| Canada | 21% | 30% | 52% |
| Italy | 20% | 31% | 51% |
| Japan | 10% | 37% | 47% |
| France | 15% | 31% | 46% |
| Sweden | 12% | 26% | 38% |

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…

CIGI  Ipsos

■ **Very Concerned**   ■ **Somewhat Concerned**   **TOTAL Concerned**

| Region | Very Concerned | Somewhat Concerned | TOTAL Concerned |
|---|---|---|---|
| Total | 29% | 31% | 61% |
| LATAM | 43% | 30% | 73% |
| BRIC | 29% | 35% | 65% |
| APAC | 26% | 38% | 63% |
| Middle East/Africa | 40% | 23% | 63% |
| North America | 25% | 33% | 58% |
| G-8 Countries | 20% | 34% | 53% |
| Europe | 19% | 33% | 52% |

Q5. How concerned are you about the following? (Select one for each)
Base: All Answering: Total (n=23,376)

# RESTRICTING ACCESS TO THE INTERNET BY GOVERNMENT

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

**CIGI** | **Ipsos**

■ **Strongly agree**　　■ **Somewhat agree**　　**TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 13% | 30% | 43% |
| Sweden | 25% | 42% | 67% |
| Great Britain | 20% | 37% | 57% |
| Hong Kong | 13% | 44% | 57% |
| United States | 19% | 38% | 56% |
| India | 17% | 37% | 54% |
| Australia | 13% | 39% | 52% |
| Canada | 16% | 36% | 52% |
| Italy | 11% | 35% | 46% |
| Germany | 11% | 33% | 44% |
| South Africa | 12% | 32% | 44% |
| Japan | 6% | 35% | 41% |
| Turkey | 12% | 29% | 41% |
| Pakistan | 15% | 26% | 40% |
| South Korea | 5% | 35% | 40% |
| China | 8% | 31% | 39% |
| Brazil | 12% | 25% | 37% |
| Poland | 8% | 28% | 36% |
| Kenya | 19% | 16% | 35% |
| Indonesia | 10% | 24% | 34% |
| Egypt | 10% | 23% | 33% |
| France | 8% | 25% | 33% |
| Mexico | 11% | 18% | 29% |
| Nigeria | 13% | 15% | 28% |
| Tunisia | 9% | 9% | 17% |

Q6.  How much do you agree or disagree with the following statements?  (Select one for each)
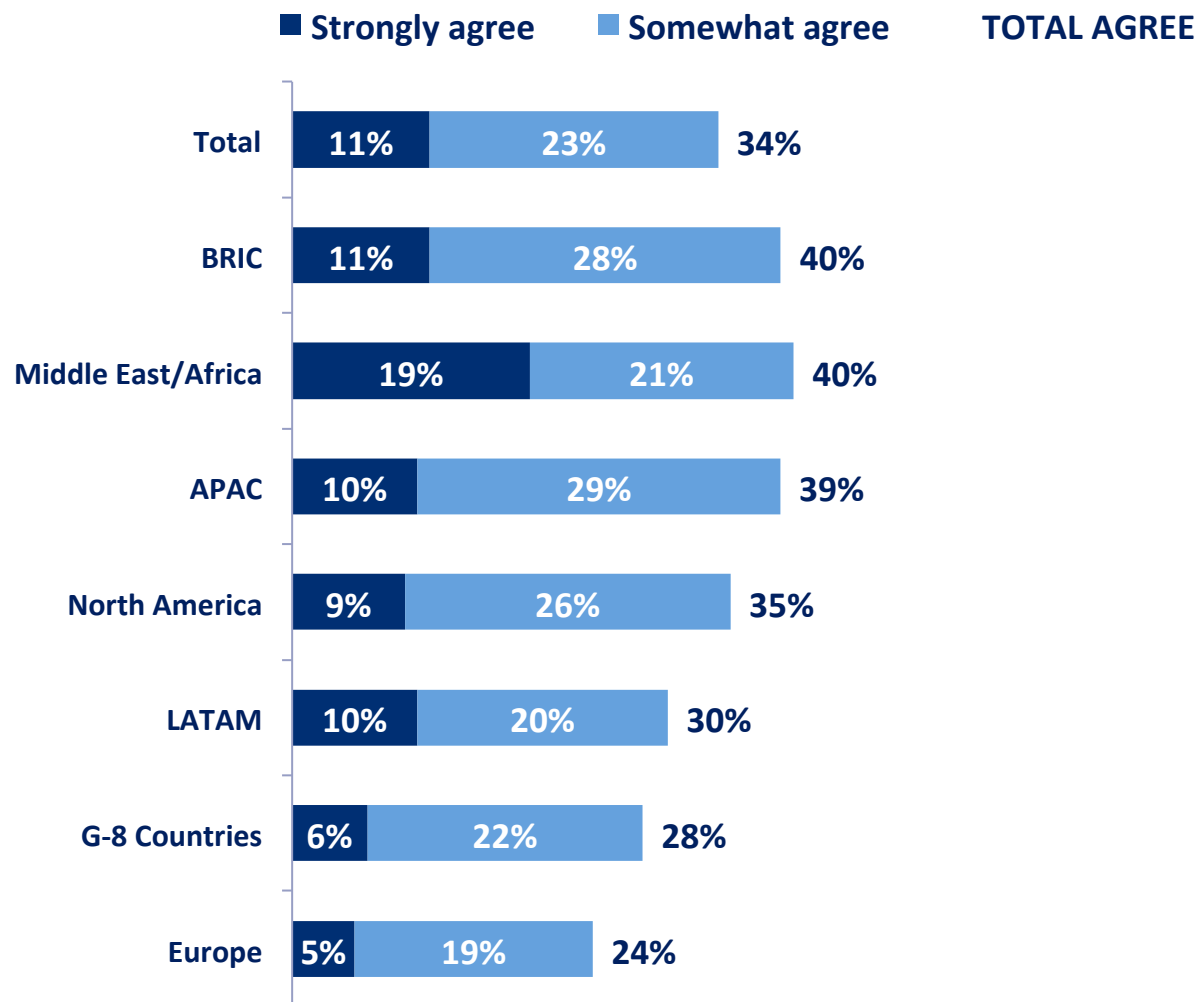Base: All Respondents. Total (n=23,376)

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

**■ Strongly agree**　　**■ Somewhat agree**　　**TOTAL AGREE**

| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 13% | 30% | 43% |
| North America | 17% | 37% | 54% |
| LATAM | 12% | 22% | 33% |
| Europe | 14% | 33% | 47% |
| APAC | 10% | 35% | 45% |
| G-8 Countries | 13% | 34% | 47% |
| BRIC | 12% | 31% | 43% |
| Middle East/Africa | 13% | 22% | 35% |

Q6.  How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents. Total (n=23,376)

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



**Strongly agree**  ■  **Somewhat agree**  ■  **TOTAL AGREE**

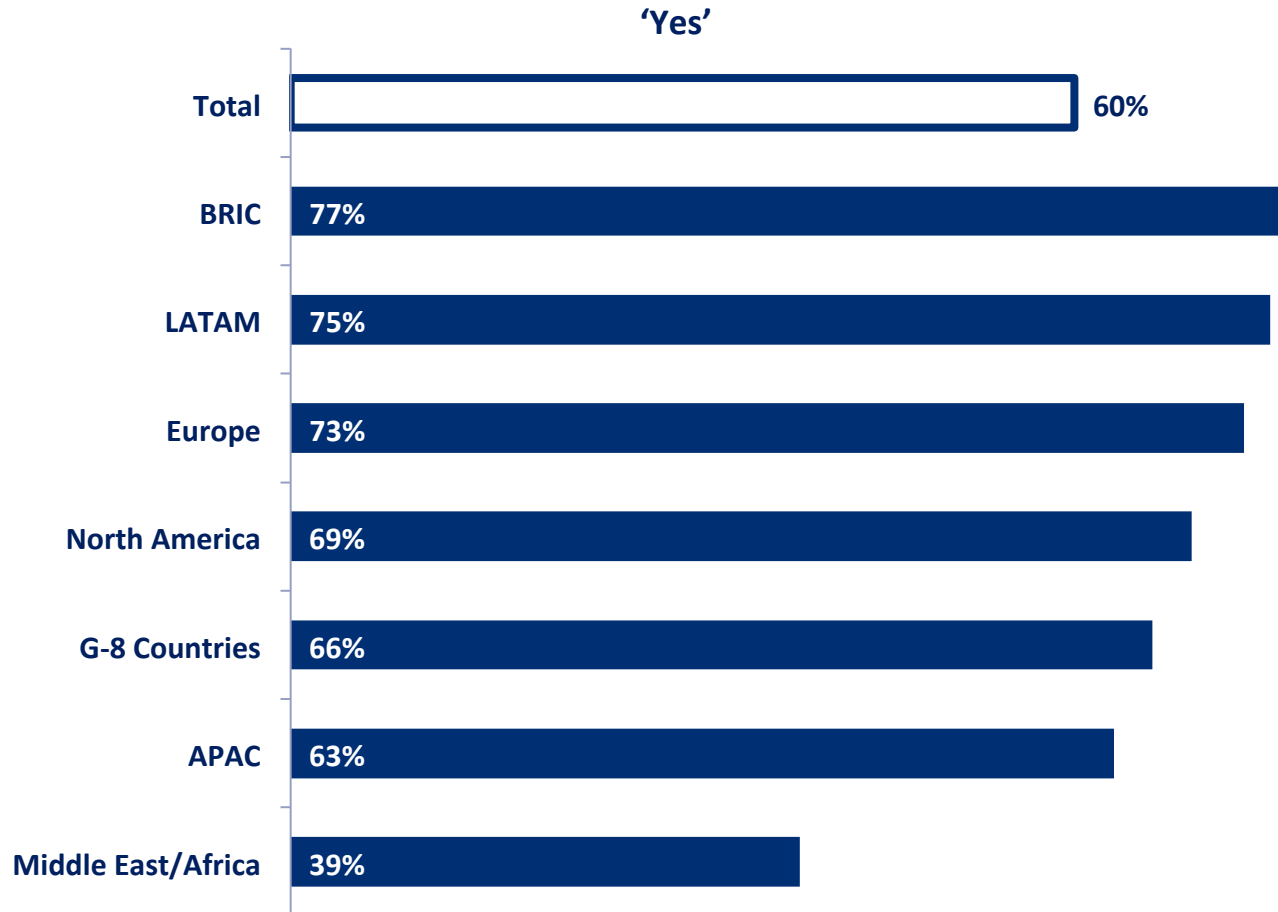| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 11% | 23% | 34% |
| Turkey | 33% | 30% | 62% |
| India | 17% | 34% | 51% |
| Pakistan | 18% | 30% | 48% |
| South Korea | 10% | 34% | 44% |
| United States | 13% | 32% | 44% |
| Australia | 9% | 33% | 42% |
| Kenya | 31% | 9% | 40% |
| Great Britain | 8% | 31% | 39% |
| Indonesia | 12% | 27% | 39% |
| Egypt | 14% | 22% | 36% |
| Hong Kong | 7% | 29% | 36% |
| China | 7% | 28% | 35% |
| Tunisia | 18% | 17% | 35% |
| Brazil | 10% | 24% | 34% |
| Nigeria | 14% | 15% | 29% |
| South Africa | 9% | 20% | 28% |
| Japan | 5% | 22% | 27% |
| Canada | 6% | 21% | 26% |
| Mexico | 10% | 17% | 26% |
| Italy | 5% | 19% | 24% |
| Poland | 4% | 18% | 22% |
| Germany | 4% | 17% | 21% |
| Sweden | 3% | 17% | 21% |
| France | 3% | 12% | 15% |

Q6. How much do you agree or disagree with the following statements? (Select one for each)
Base: All Respondents. Total (n=23,376)

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

**CIGI**  **Ipsos**

■ **Strongly agree**　　■ **Somewhat agree**　　**TOTAL AGREE**

| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| **Total** | 11% | 23% | 34% |
| **BRIC** | 11% | 28% | 40% |
| **Middle East/Africa** | 19% | 21% | 40% |
| **APAC** | 10% | 29% | 39% |
| **North America** | 9% | 26% | 35% |
| **LATAM** | 10% | 20% | 30% |
| **G-8 Countries** | 6% | 22% | 28% |
| **Europe** | 5% | 19% | 24% |

Q6.  How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents. Total (n=23,376)

# BEHAVIOR CHANGES

# 60% have heard about Edward Snowden...
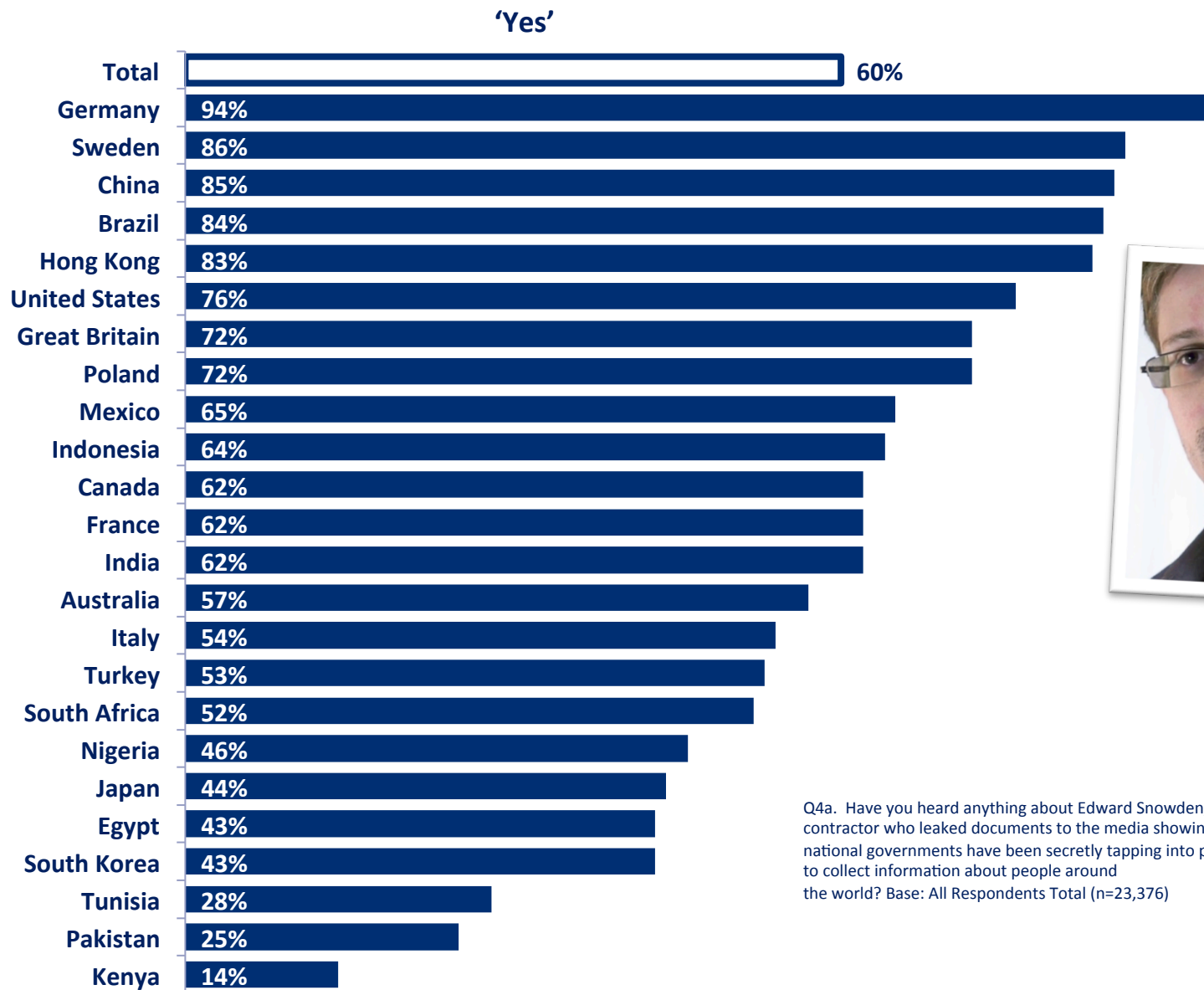
**'Yes'**

| Country | % |
|---|---|
| Total | 60% |
| Germany | 94% |
| Sweden | 86% |
| China | 85% |
| Brazil | 84% |
| Hong Kong | 83% |
| United States | 76% |
| Great Britain | 72% |
| Poland | 72% |
| Mexico | 65% |
| Indonesia | 64% |
| Canada | 62% |
| France | 62% |
| India | 62% |
| Australia | 57% |
| Italy | 54% |
| Turkey | 53% |
| South Africa | 52% |
| Nigeria | 46% |
| Japan | 44% |
| Egypt | 43% |
| South Korea | 43% |
| Tunisia | 28% |
| Pakistan | 25% |
| Kenya | 14% |

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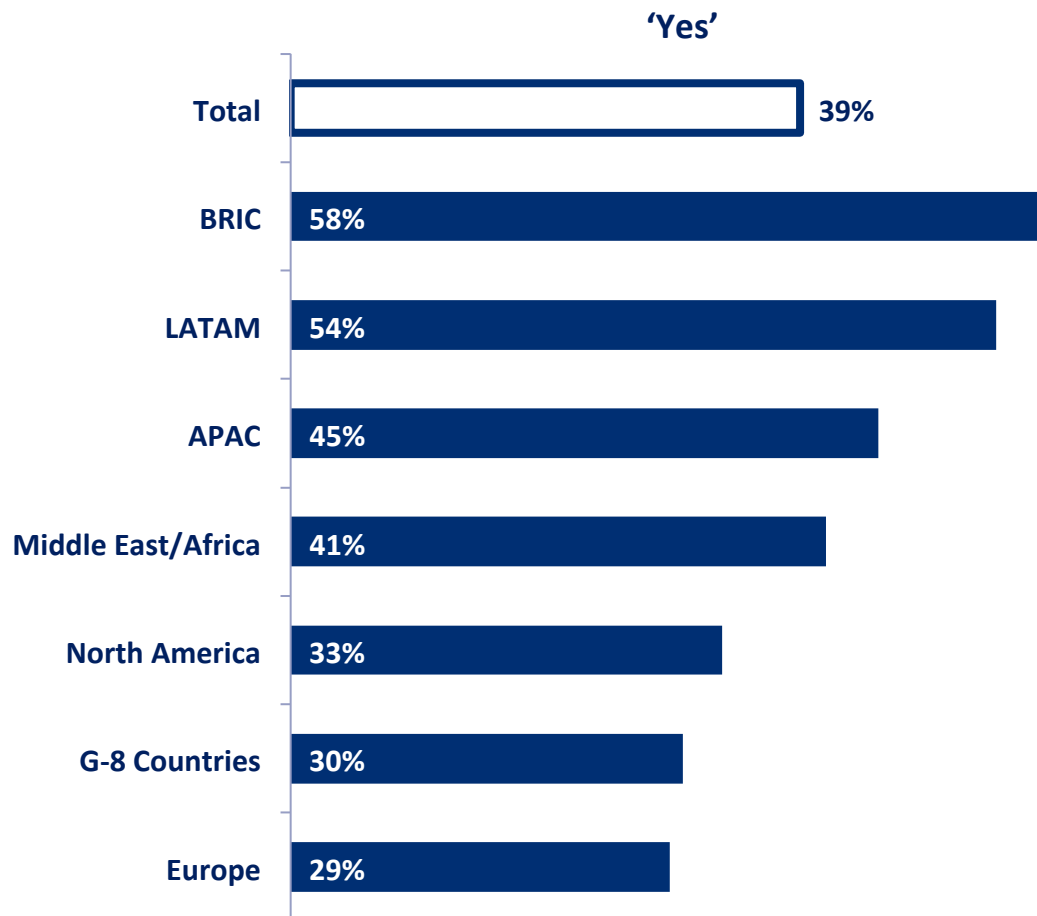the world? Base: All Respondents Total (n=23,376)

# 60% have heard about Edward Snowden…

**'Yes'**

| Region | Percentage |
|---|---|
| Total | 60% |
| BRIC | 77% |
| LATAM | 75% |
| Europe | 73% |
| North America | 69% |
| G-8 Countries | 66% |
| APAC | 63% |
| Middle East/Africa | 39% |

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…**

CIGI | Ipsos

### 'Yes'

| Country | % |
|---|---|
| Total | 39% |
| India | 69% |
| Mexico | 64% |
| China | 62% |
| Indonesia | 61% |
| Nigeria | 48% |
| Brazil | 47% |
| Egypt | 46% |
| South Africa | 40% |
| Germany | 39% |
| Pakistan | 38% |
| Turkey | 38% |
| Kenya | 36% |
| United States | 36% |
| South Korea | 34% |
| Poland | 32% |
| Great Britain | 31% |
| Canada | 30% |
| Hong Kong | 29% |
| Australia | 28% |
| Tunisia | 26% |
| Italy | 25% |
| France | 23% |
| Sweden | 20% |
| Japan | 14% |
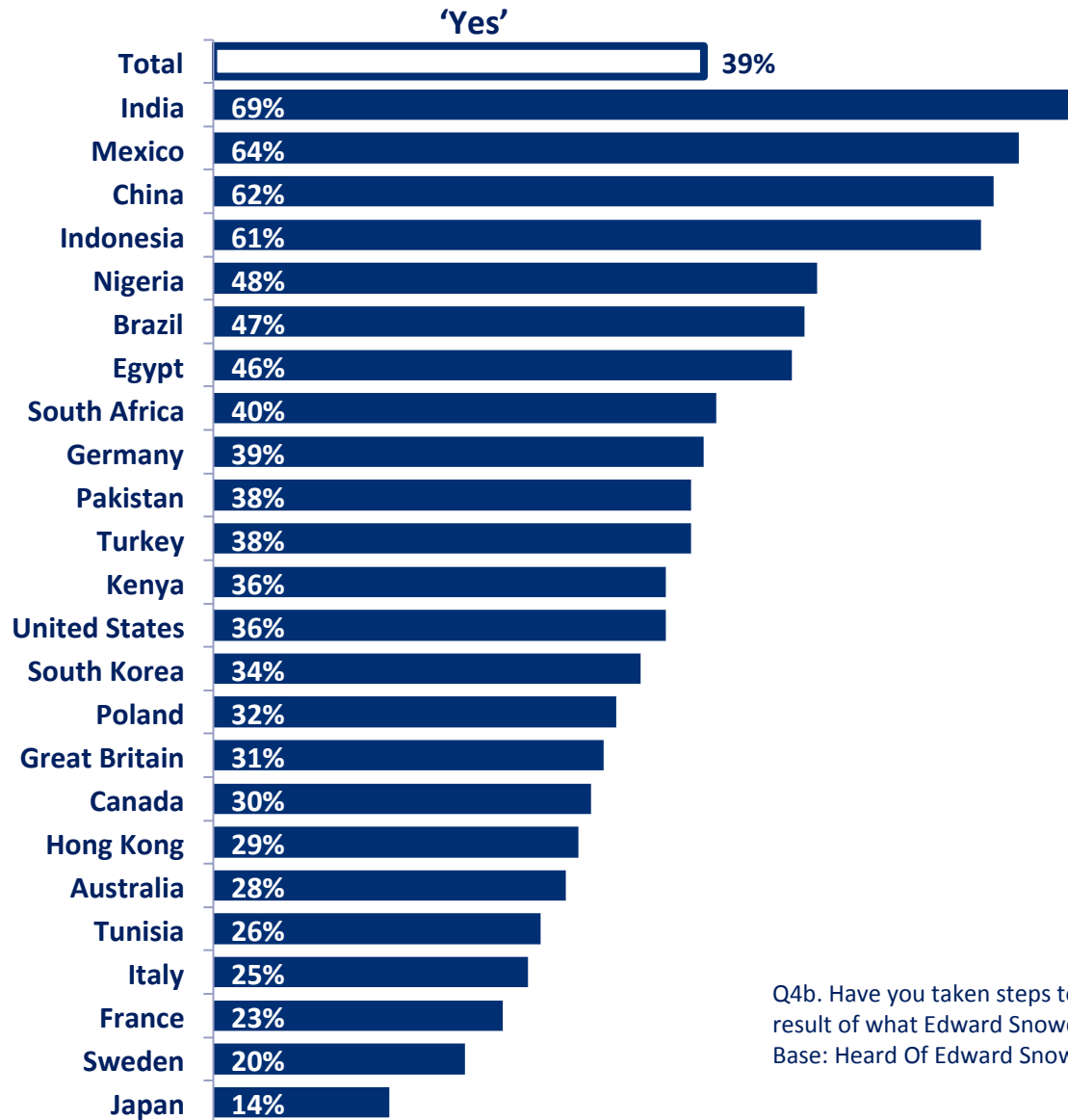
Q4b. Have you taken steps to protect your online privacy and security as a result of what Edward Snowden revealed?
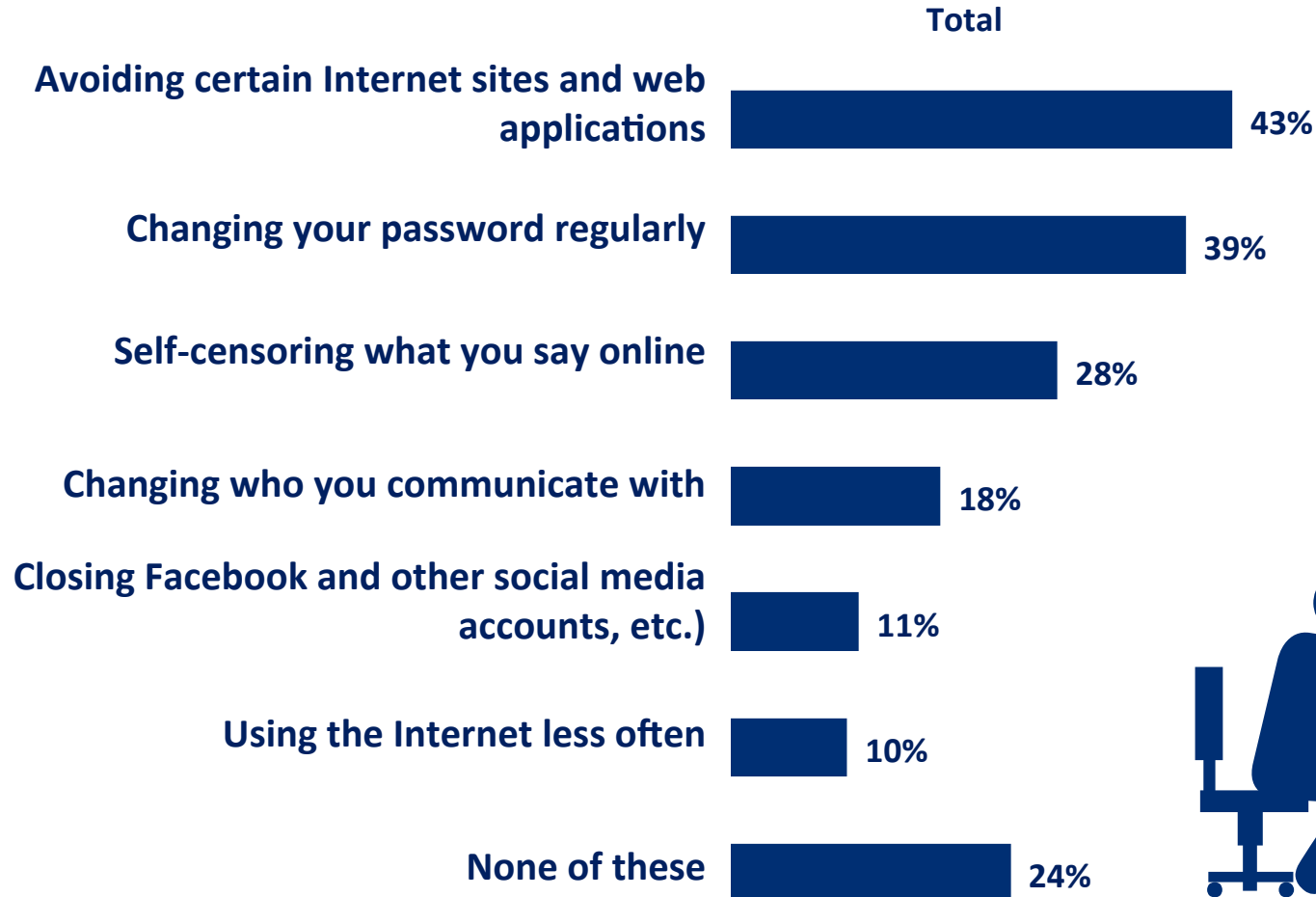Base: Heard Of Edward Snowden (n=14,411)

**Of 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…**

CIGI | Ipsos

**'Yes'**

| Region | Percent |
|---|---|
| Total | 39% |
| BRIC | 58% |
| LATAM | 54% |
| APAC | 45% |
| Middle East/Africa | 41% |
| North America | 33% |
| G-8 Countries | 30% |
| Europe | 29% |

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…

**CIGI** | **Ipsos**

**Total**

| | |
|---|---|
| Avoiding certain Internet sites and web applications | 43% |
| Changing your password regularly | 39% |
| Self-censoring what you say online | 28% |
| Changing who you communicate with | 18% |
| Closing Facebook and other social media accounts, etc.) | 11% |
| Using the Internet less often | 10% |
| None of these | 24% |

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.)
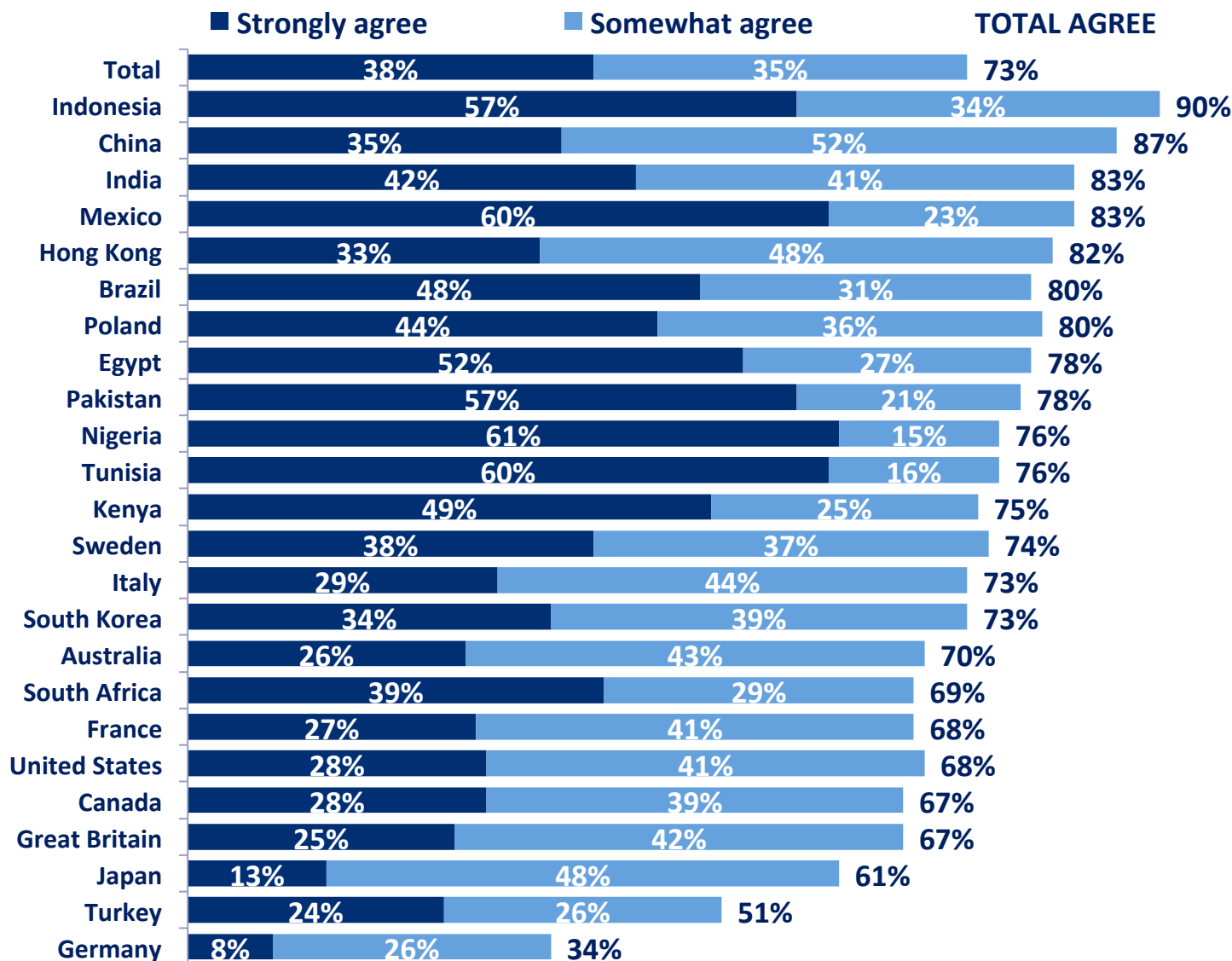Base: All Respondents Total  (n=23,376)
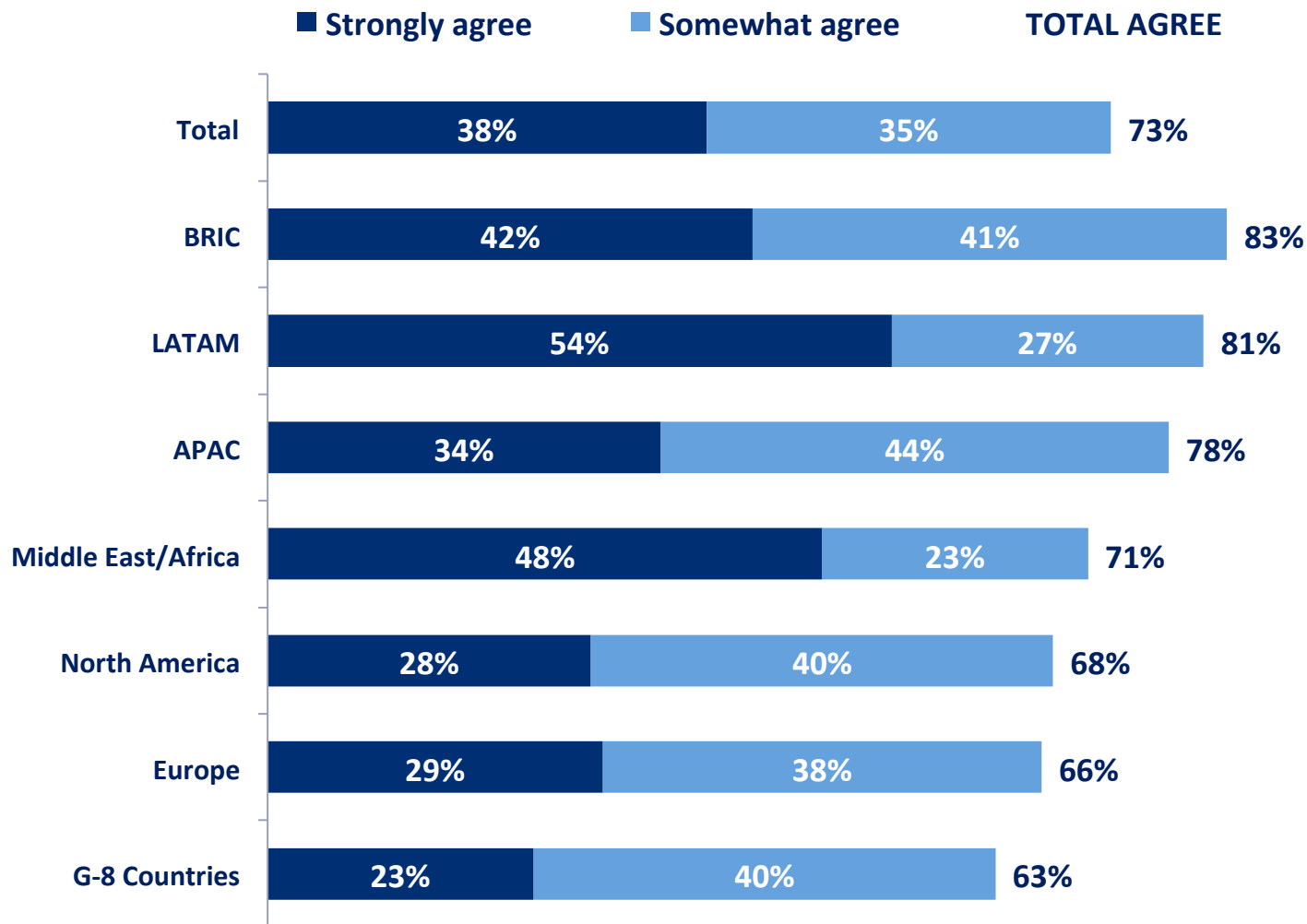
# WHAT USERS WANT

# SECURE SERVER

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

**CIGI** | **Ipsos**

■ **Strongly agree**　　■ **Somewhat agree**　　**TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| **Total** | 38% | 35% | 73% |
| **Indonesia** | 57% | 34% | 90% |
| **China** | 35% | 52% | 87% |
| **India** | 42% | 41% | 83% |
| **Mexico** | 60% | 23% | 83% |
| **Hong Kong** | 33% | 48% | 82% |
| **Brazil** | 48% | 31% | 80% |
| **Poland** | 44% | 36% | 80% |
| **Egypt** | 52% | 27% | 78% |
| **Pakistan** | 57% | 21% | 78% |
| **Nigeria** | 61% | 15% | 76% |
| **Tunisia** | 60% | 16% | 76% |
| **Kenya** | 49% | 25% | 75% |
| **Sweden** | 38% | 37% | 74% |
| **Italy** | 29% | 44% | 73% |
| **South Korea** | 34% | 39% | 73% |
| **Australia** | 26% | 43% | 70% |
| **South Africa** | 39% | 29% | 69% |
| **France** | 27% | 41% | 68% |
| **United States** | 28% | 41% | 68% |
| **Canada** | 28% | 39% | 67% |
| **Great Britain** | 25% | 42% | 67% |
| **Japan** | 13% | 48% | 61% |
| **Turkey** | 24% | 26% | 51% |
| **Germany** | 8% | 26% | 34% |

Q6.  How much do you agree or disagree with the following statements?  (Select one for each)
Base: All Respondents. Total (n=23,376)

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

**CIGI**  **Ipsos**

■ **Strongly agree**  ■ **Somewhat agree**  **TOTAL AGREE**

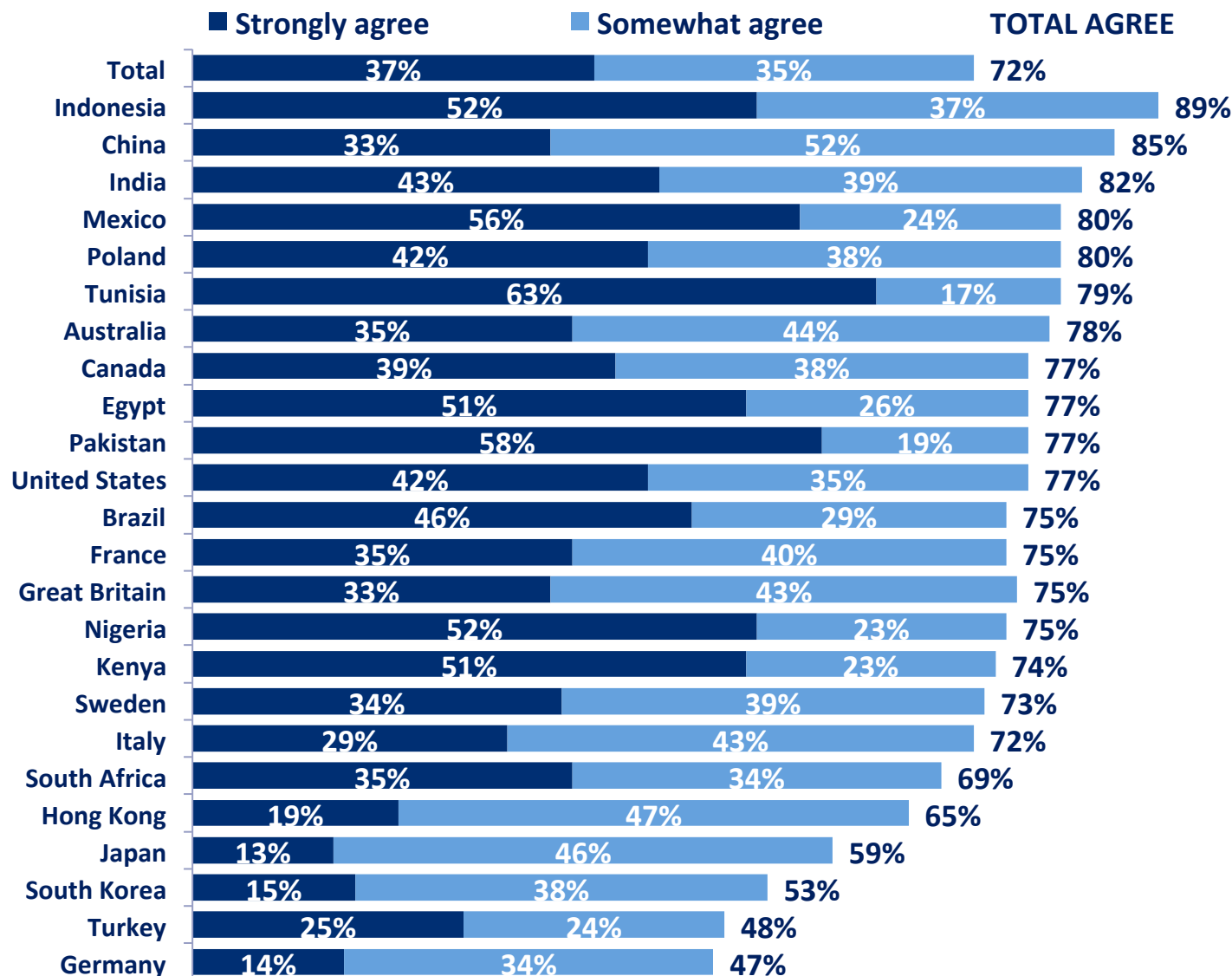| | Strongly agree | Somewhat agree | TOTAL AGREE |
|---|---|---|---|
| **Total** | 38% | 35% | 73% |
| **BRIC** | 42% | 41% | 83% |
| **LATAM** | 54% | 27% | 81% |
| **APAC** | 34% | 44% | 78% |
| **Middle East/Africa** | 48% | 23% | 71% |
| **North America** | 28% | 40% | 68% |
| **Europe** | 29% | 38% | 66% |
| **G-8 Countries** | 23% | 40% | 63% |

Q6. How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents. Total (n=23,376)

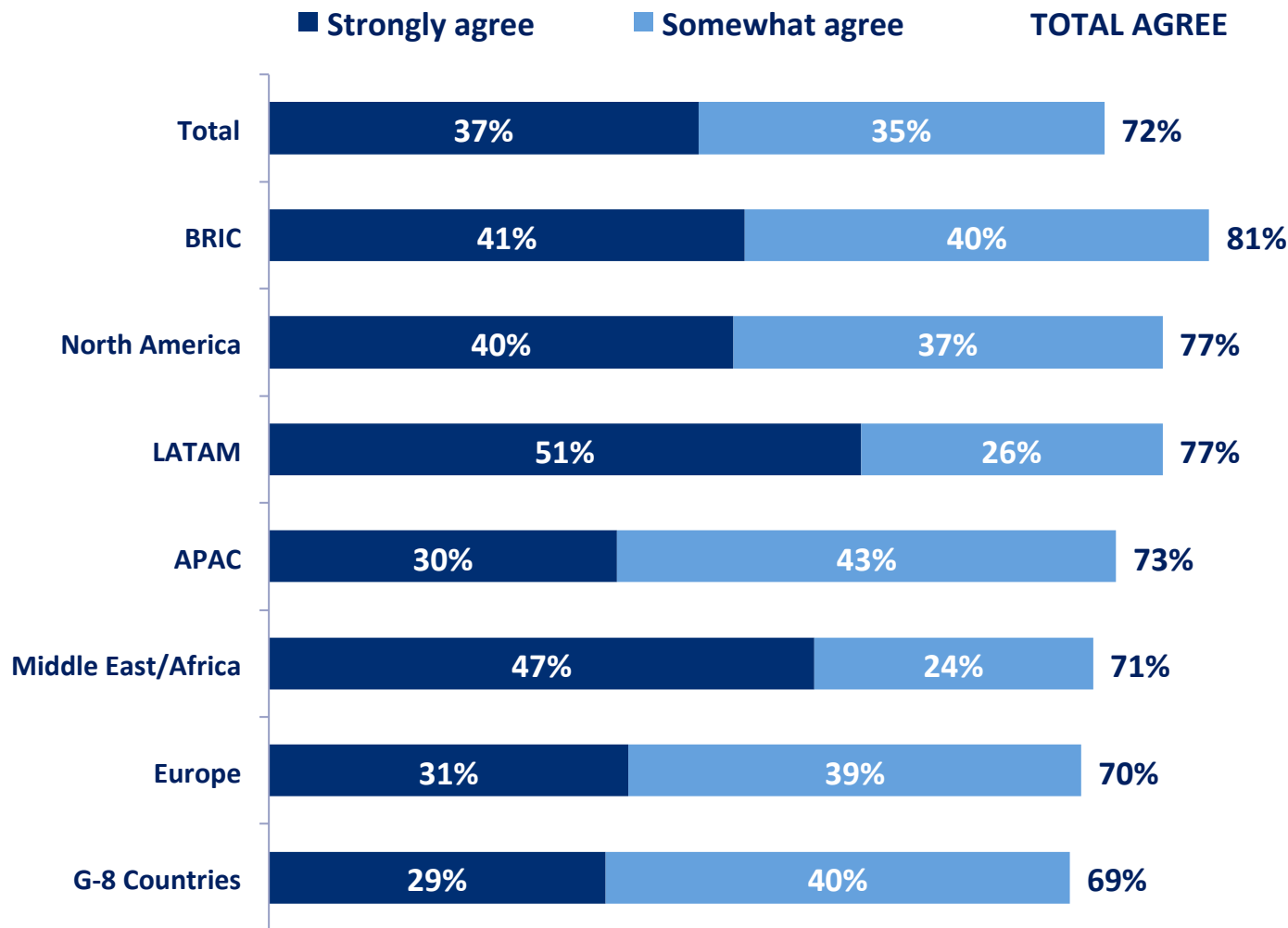# 72% want their online data and personal information to be physically stored on a secure server *IN MY OWN COUNTRY*…

**CIGI** **Ipsos**

■ **Strongly agree**  ■ **Somewhat agree**    **TOTAL AGREE**

| Country | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| Total | 37% | 35% | 72% |
| Indonesia | 52% | 37% | 89% |
| China | 33% | 52% | 85% |
| India | 43% | 39% | 82% |
| Mexico | 56% | 24% | 80% |
| Poland | 42% | 38% | 80% |
| Tunisia | 63% | 17% | 79% |
| Australia | 35% | 44% | 78% |
| Canada | 39% | 38% | 77% |
| Egypt | 51% | 26% | 77% |
| Pakistan | 58% | 19% | 77% |
| United States | 42% | 35% | 77% |
| Brazil | 46% | 29% | 75% |
| France | 35% | 40% | 75% |
| Great Britain | 33% | 43% | 75% |
| Nigeria | 52% | 23% | 75% |
| Kenya | 51% | 23% | 74% |
| Sweden | 34% | 39% | 73% |
| Italy | 29% | 43% | 72% |
| South Africa | 35% | 34% | 69% |
| Hong Kong | 19% | 47% | 65% |
| Japan | 13% | 46% | 59% |
| South Korea | 15% | 38% | 53% |
| Turkey | 25% | 24% | 48% |
| Germany | 14% | 34% | 47% |

Q6.  How much do you agree or disagree with the following statements?  (Select one for each)
Base: All Respondents. Total (n=23,376)

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

CIGI

Ipsos

■ **Strongly agree**   ■ **Somewhat agree**   **TOTAL AGREE**

| Region | Strongly agree | Somewhat agree | Total Agree |
|---|---|---|---|
| **Total** | 37% | 35% | 72% |
| **BRIC** | 41% | 40% | 81% |
| **North America** | 40% | 37% | 77% |
| **LATAM** | 51% | 26% | 77% |
| **APAC** | 30% | 43% | 73% |
| **Middle East/Africa** | 47% | 24% | 71% |
| **Europe** | 31% | 39% | 70% |
| **G-8 Countries** | 29% | 40% | 69% |

Q6.  How much do you agree or disagree with the following statements?
(Select one for each)
Base: All Respondents. Total (n=23,376)
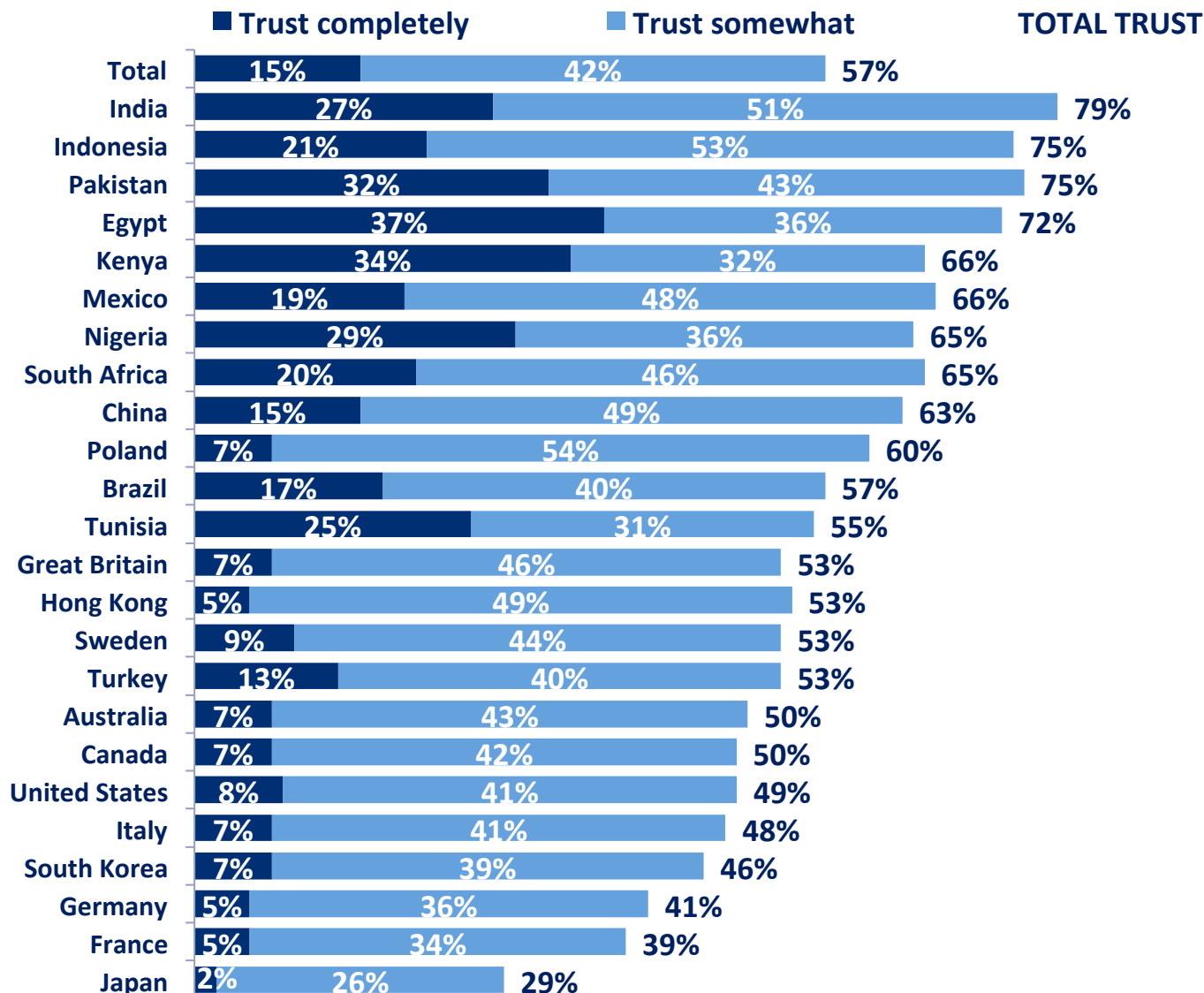
# TRUST AND GOVERNANCE

# TRUST

How much do you trust each of the following to play an important role in running the Internet?
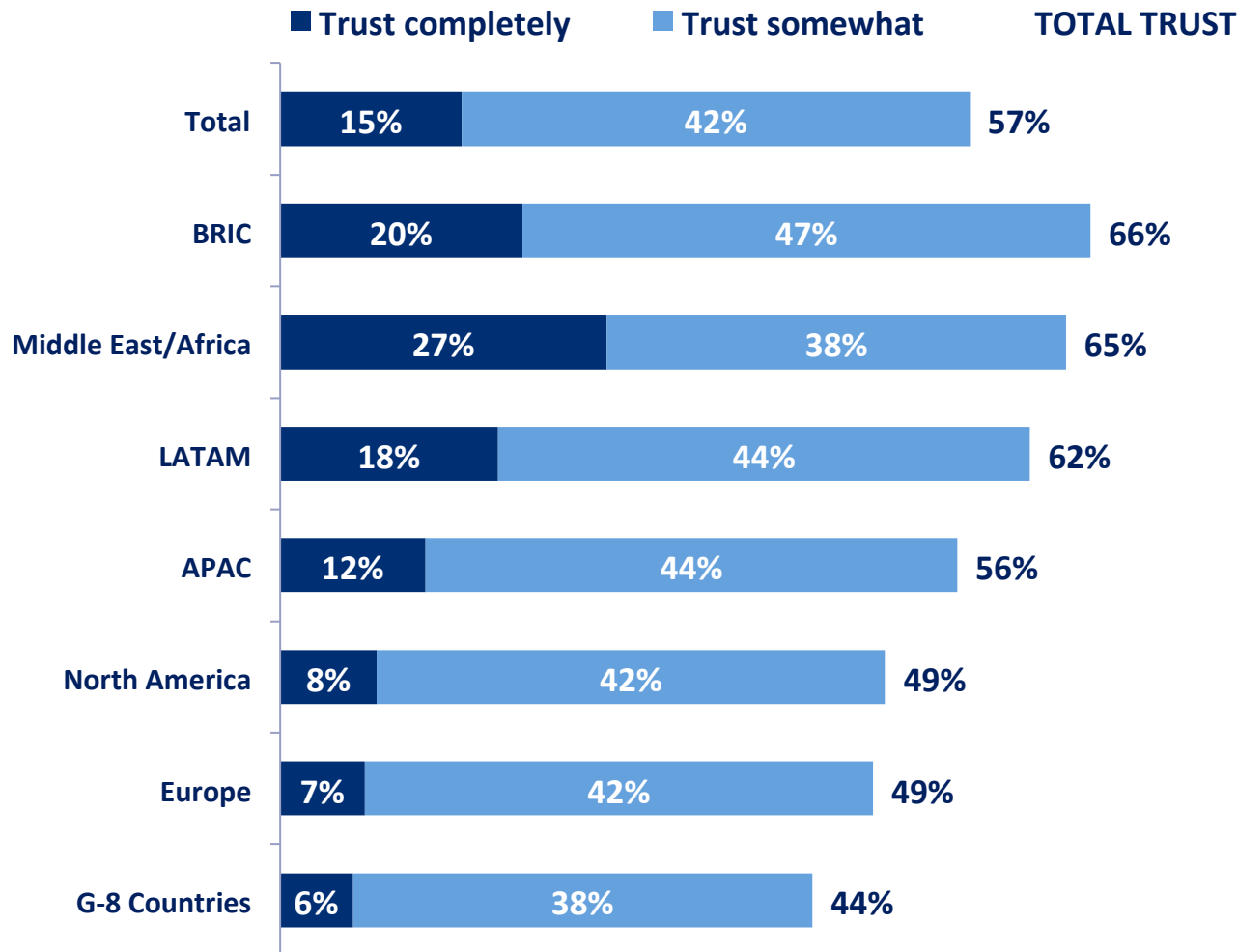
# Six in 10 (57%) would trust a combined body of technology companies, engineers, non-governmental organizations and institutions that represent the interests and will of ordinary citizens, and governments…

**CIGI** | **Ipsos**

| | Trust completely | Trust somewhat | TOTAL TRUST |
|---|---|---|---|
| Total | 15% | 42% | 57% |
| India | 27% | 51% | 79% |
| Indonesia | 21% | 53% | 75% |
| Pakistan | 32% | 43% | 75% |
| Egypt | 37% | 36% | 72% |
| Kenya | 34% | 32% | 66% |
| Mexico | 19% | 48% | 66% |
| Nigeria | 29% | 36% | 65% |
| South Africa | 20% | 46% | 65% |
| China | 15% | 49% | 63% |
| Poland | 7% | 54% | 60% |
| Brazil | 17% | 40% | 57% |
| Tunisia | 25% | 31% | 55% |
| Great Britain | 7% | 46% | 53% |
| Hong Kong | 5% | 49% | 53% |
| Sweden | 9% | 44% | 53% |
| Turkey | 13% | 40% | 53% |
| Australia | 7% | 43% | 50% |
| Canada | 7% | 42% | 50% |
| United States | 8% | 41% | 49% |
| Italy | 7% | 41% | 48% |
| South Korea | 7% | 39% | 46% |
| Germany | 5% | 36% | 41% |
| France | 5% | 34% | 39% |
| Japan | 2% | 26% | 29% |

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)

# 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...

**■ Trust completely**    **■ Trust somewhat**    **TOTAL TRUST**

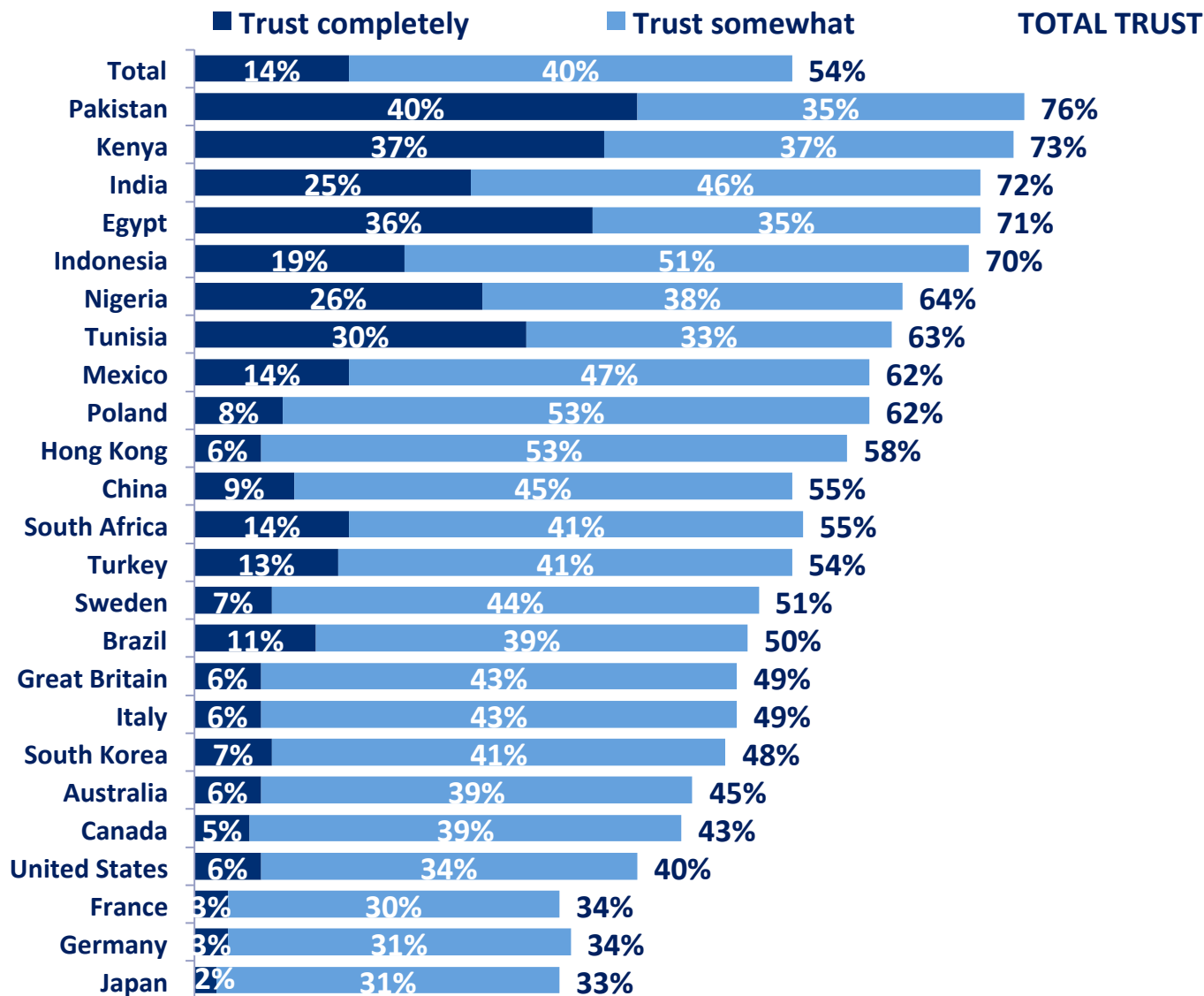| Category | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 15% | 42% | 57% |
| BRIC | 20% | 47% | 66% |
| Middle East/Africa | 27% | 38% | 65% |
| LATAM | 18% | 44% | 62% |
| APAC | 12% | 44% | 56% |
| North America | 8% | 42% | 49% |
| Europe | 7% | 42% | 49% |
| G-8 Countries | 6% | 38% | 44% |

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...

**CIGI** | **Ipsos**

■ Trust completely   ■ Trust somewhat   **TOTAL TRUST**

| Country | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 14% | 40% | 54% |
| Pakistan | 40% | 35% | 76% |
| Kenya | 37% | 37% | 73% |
| India | 25% | 46% | 72% |
| Egypt | 36% | 35% | 71% |
| Indonesia | 19% | 51% | 70% |
| Nigeria | 26% | 38% | 64% |
| Tunisia | 30% | 33% | 63% |
| Mexico | 14% | 47% | 62% |
| Poland | 8% | 53% | 62% |
| Hong Kong | 6% | 53% | 58% |
| China | 9% | 45% | 55% |
| South Africa | 14% | 41% | 55% |
| Turkey | 13% | 41% | 54% |
| Sweden | 7% | 44% | 51% |
| Brazil | 11% | 39% | 50% |
| Great Britain | 6% | 43% | 49% |
| Italy | 6% | 43% | 49% |
| South Korea | 7% | 41% | 48% |
| Australia | 6% | 39% | 45% |
| Canada | 5% | 39% | 43% |
| United States | 6% | 34% | 40% |
| France | 3% | 30% | 34% |
| Germany | 3% | 31% | 34% |
| Japan | 2% | 31% | 33% |

7. How much do you trust each of the following to play an important role in running the Internet? (Select one for each)
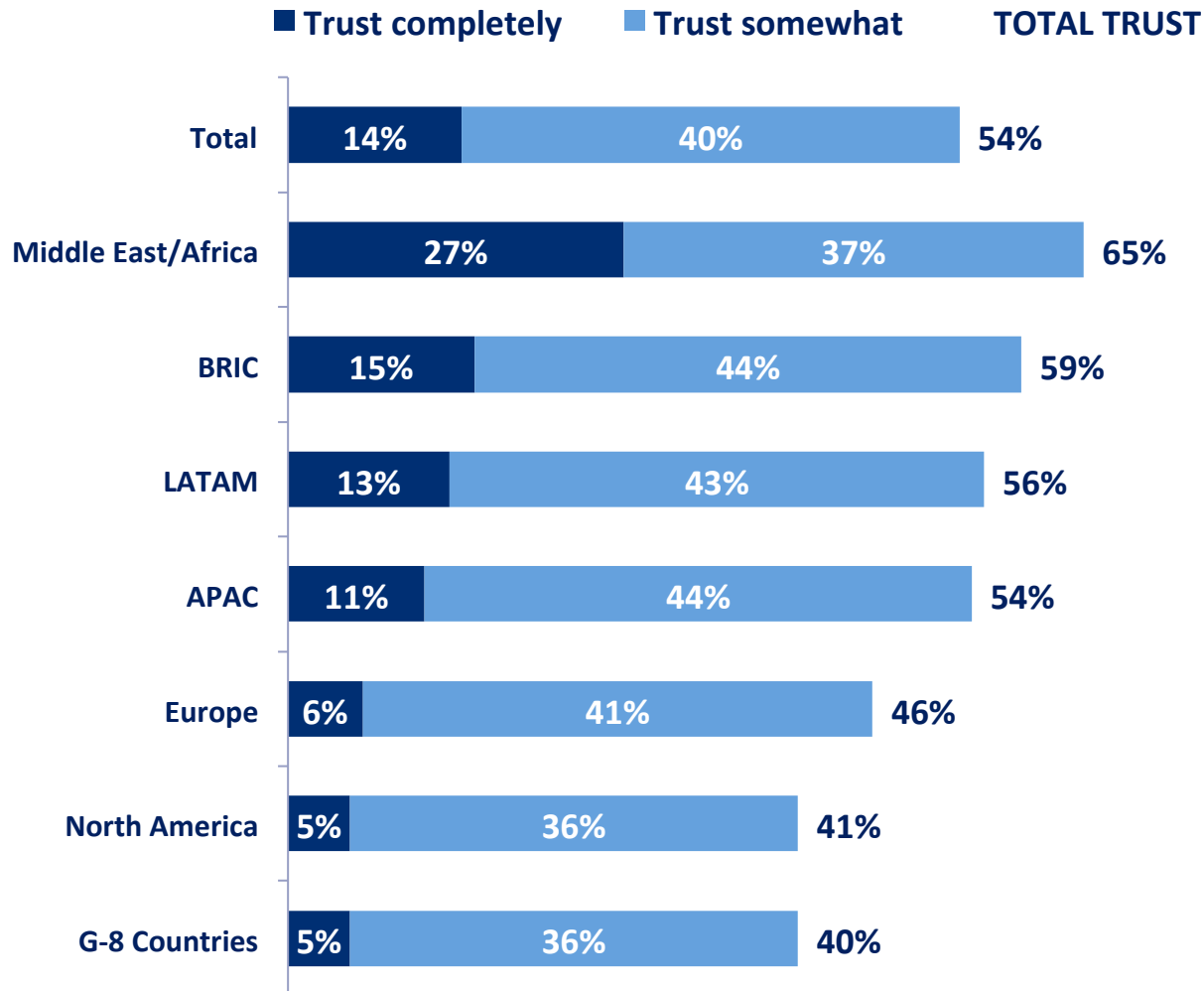Base: All Respondents Total (n=23,376)

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

**CIGI** | **Ipsos**

■ **Trust completely**   ■ **Trust somewhat**   **TOTAL TRUST**

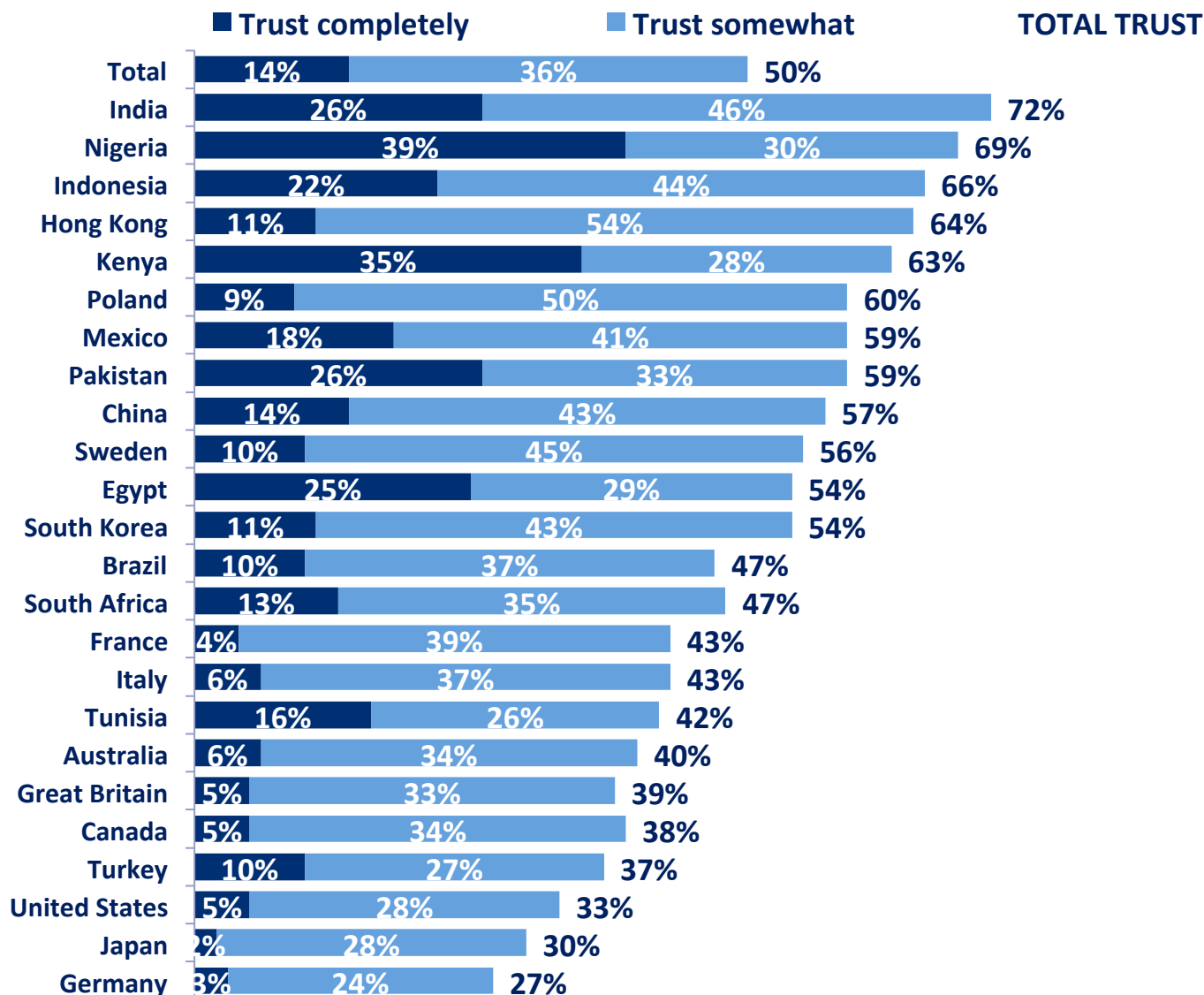| | Trust completely | Trust somewhat | TOTAL TRUST |
|---|---|---|---|
| Total | 14% | 40% | 54% |
| Middle East/Africa | 27% | 37% | 65% |
| BRIC | 15% | 44% | 59% |
| LATAM | 13% | 43% | 56% |
| APAC | 11% | 44% | 54% |
| Europe | 6% | 41% | 46% |
| North America | 5% | 36% | 41% |
| G-8 Countries | 5% | 36% | 40% |

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 (50%) would trust the United Nations…

**■ Trust completely**  **■ Trust somewhat**   **TOTAL TRUST**

| Country | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 14% | 36% | 50% |
| India | 26% | 46% | 72% |
| Nigeria | 39% | 30% | 69% |
| Indonesia | 22% | 44% | 66% |
| Hong Kong | 11% | 54% | 64% |
| Kenya | 35% | 28% | 63% |
| Poland | 9% | 50% | 60% |
| Mexico | 18% | 41% | 59% |
| Pakistan | 26% | 33% | 59% |
| China | 14% | 43% | 57% |
| Sweden | 10% | 45% | 56% |
| Egypt | 25% | 29% | 54% |
| South Korea | 11% | 43% | 54% |
| Brazil | 10% | 37% | 47% |
| South Africa | 13% | 35% | 47% |
| France | 4% | 39% | 43% |
| Italy | 6% | 37% | 43% |
| Tunisia | 16% | 26% | 42% |
| Australia | 6% | 34% | 40% |
| Great Britain | 5% | 33% | 39% |
| Canada | 5% | 34% | 38% |
| Turkey | 10% | 27% | 37% |
| United States | 5% | 28% | 33% |
| Japan | 2% | 28% | 30% |
| Germany | 3% | 24% | 27% |

7. How much do you trust each of the following to play an important role in running the Internet? (Select one for each)
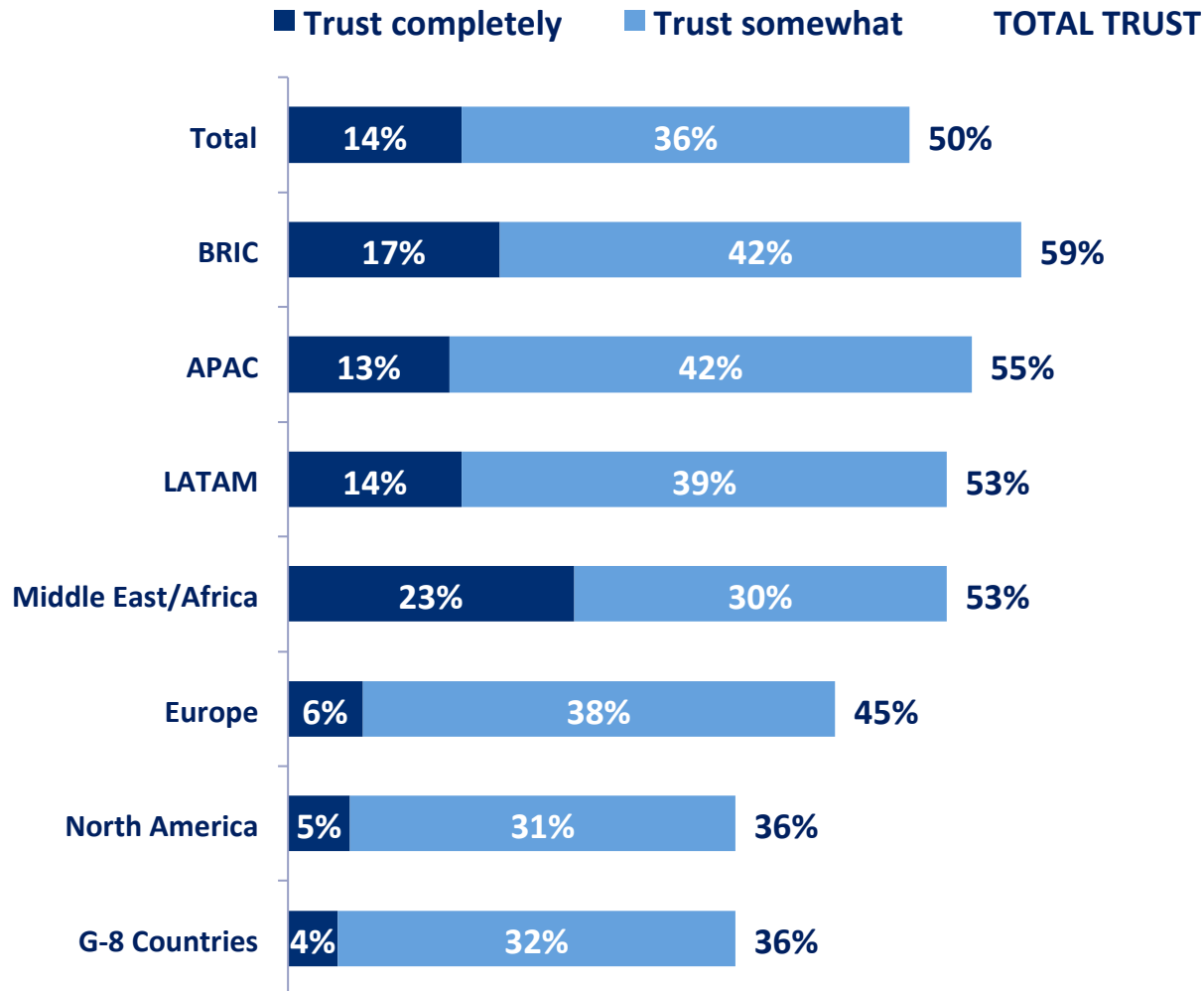Base: All Respondents Total (n=23,376)

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

**■ Trust completely**    **■ Trust somewhat**    **TOTAL TRUST**

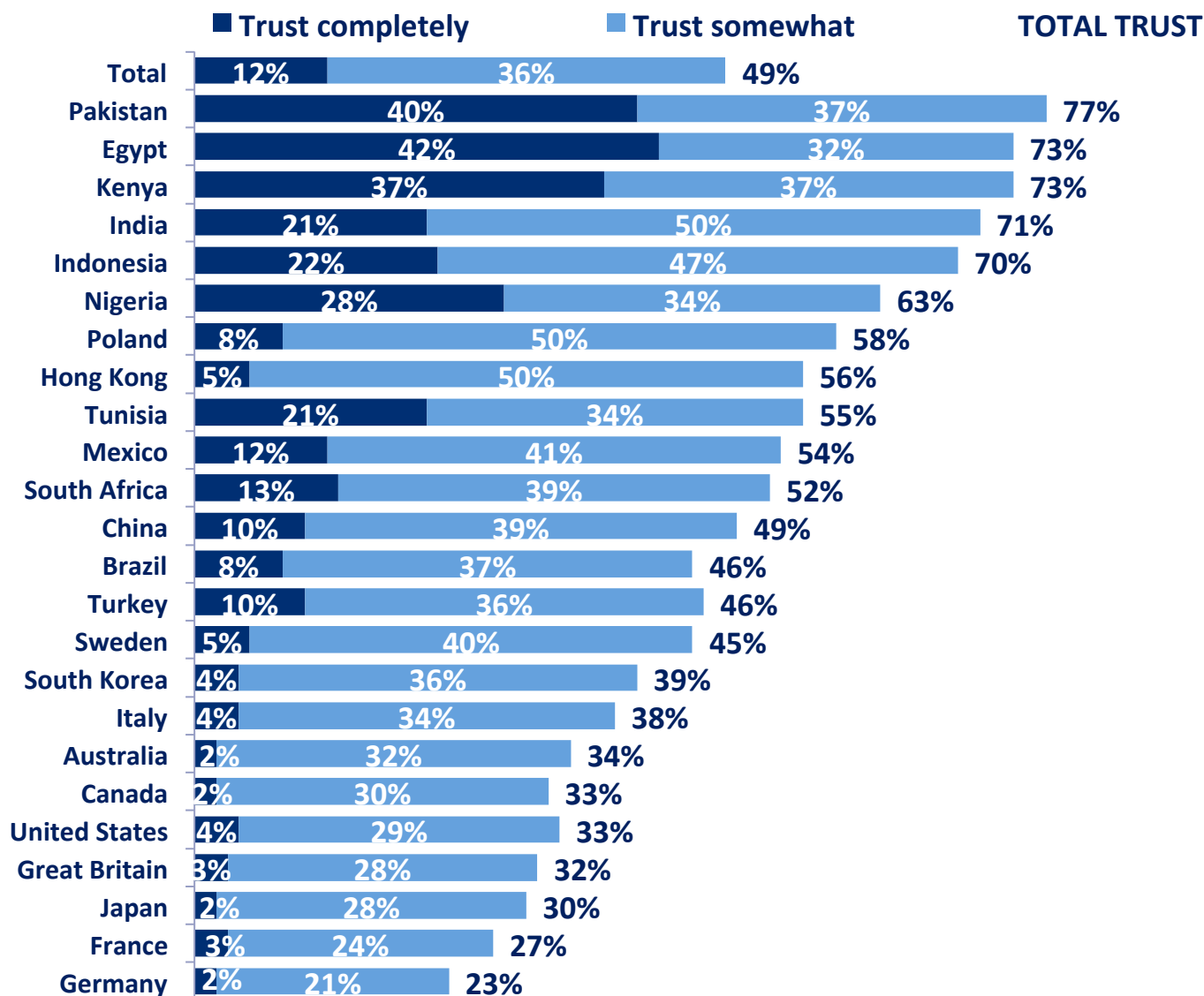| Region | Trust completely | Trust somewhat | Total Trust |
|--------|------------------|----------------|-------------|
| Total | 14% | 36% | 50% |
| BRIC | 17% | 42% | 59% |
| APAC | 13% | 42% | 55% |
| LATAM | 14% | 39% | 53% |
| Middle East/Africa | 23% | 30% | 53% |
| Europe | 6% | 38% | 45% |
| North America | 5% | 31% | 36% |
| G-8 Countries | 4% | 32% | 36% |

7. How much do you trust each of the following to play an important role in running the Internet?
(Select one for each)
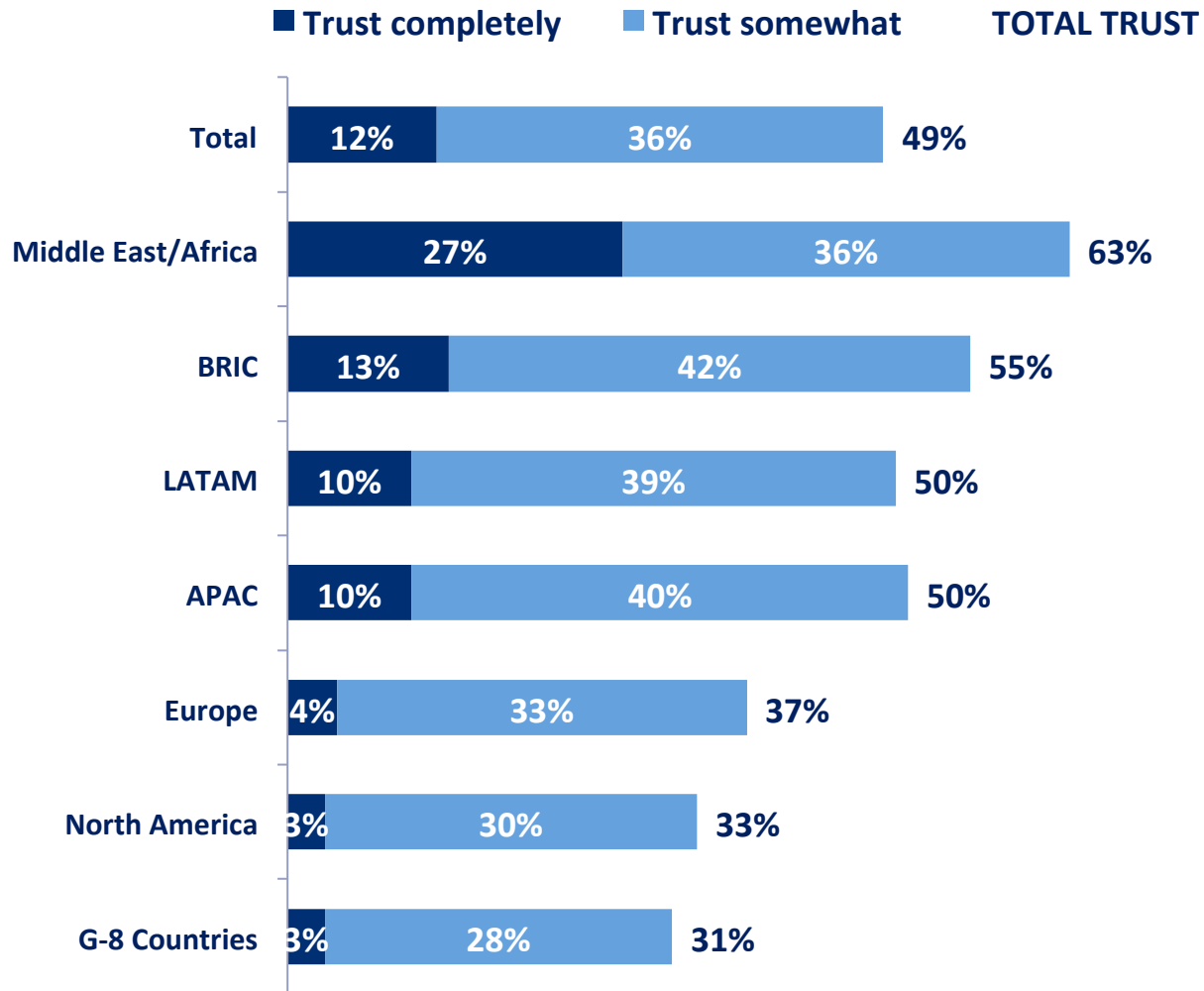Base: All Respondents Total (n=23,376)

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

**■ Trust completely**    **■ Trust somewhat**     **TOTAL TRUST**

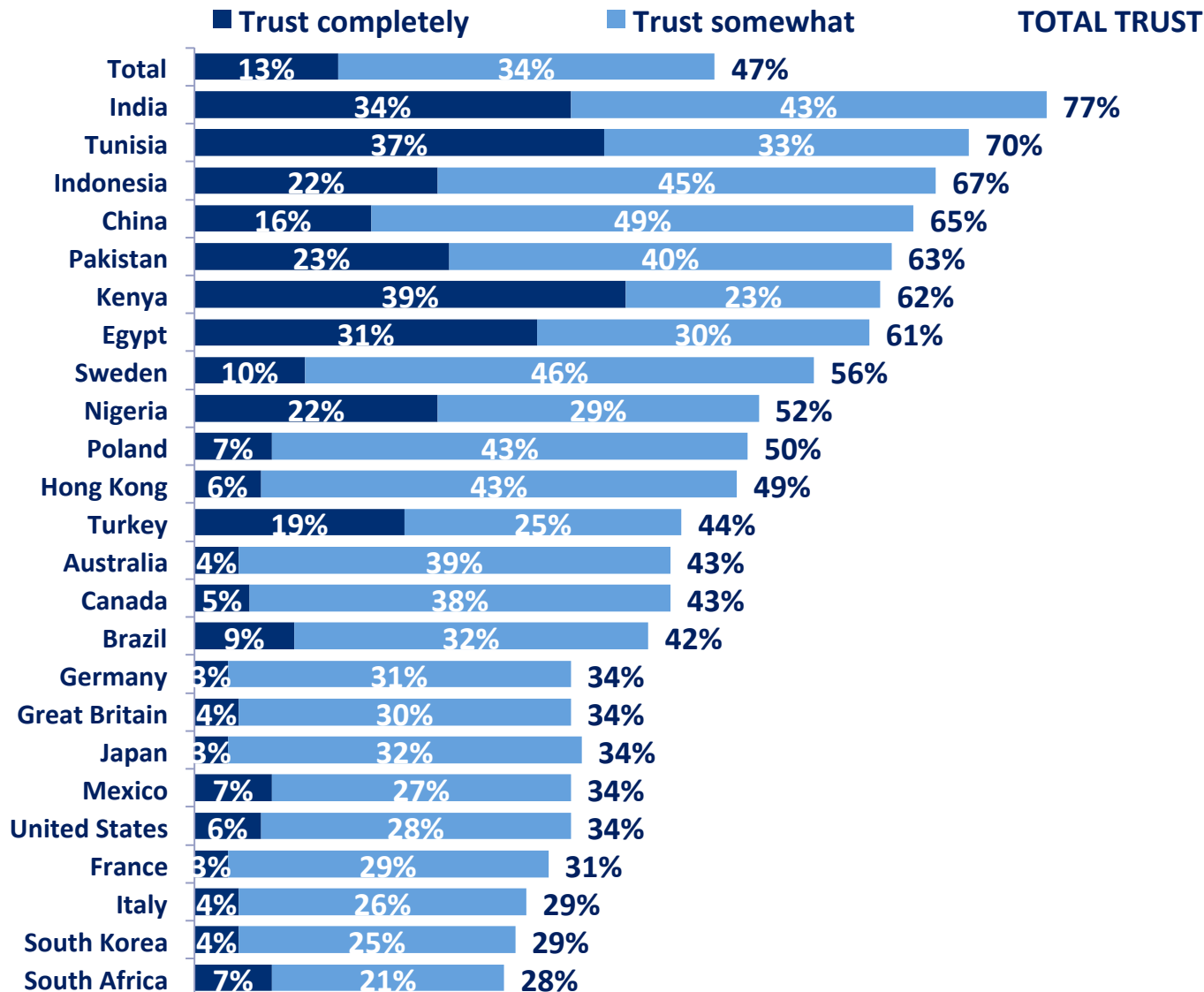| Country | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 12% | 36% | 49% |
| Pakistan | 40% | 37% | 77% |
| Egypt | 42% | 32% | 73% |
| Kenya | 37% | 37% | 73% |
| India | 21% | 50% | 71% |
| Indonesia | 22% | 47% | 70% |
| Nigeria | 28% | 34% | 63% |
| Poland | 8% | 50% | 58% |
| Hong Kong | 5% | 50% | 56% |
| Tunisia | 21% | 34% | 55% |
| Mexico | 12% | 41% | 54% |
| South Africa | 13% | 39% | 52% |
| China | 10% | 39% | 49% |
| Brazil | 8% | 37% | 46% |
| Turkey | 10% | 36% | 46% |
| Sweden | 5% | 40% | 45% |
| South Korea | 4% | 36% | 39% |
| Italy | 4% | 34% | 38% |
| Australia | 2% | 32% | 34% |
| Canada | 2% | 30% | 33% |
| United States | 4% | 29% | 33% |
| Great Britain | 3% | 28% | 32% |
| Japan | 2% | 28% | 30% |
| France | 3% | 24% | 27% |
| Germany | 2% | 21% | 23% |

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…

**■ Trust completely**  **■ Trust somewhat**  **TOTAL TRUST**

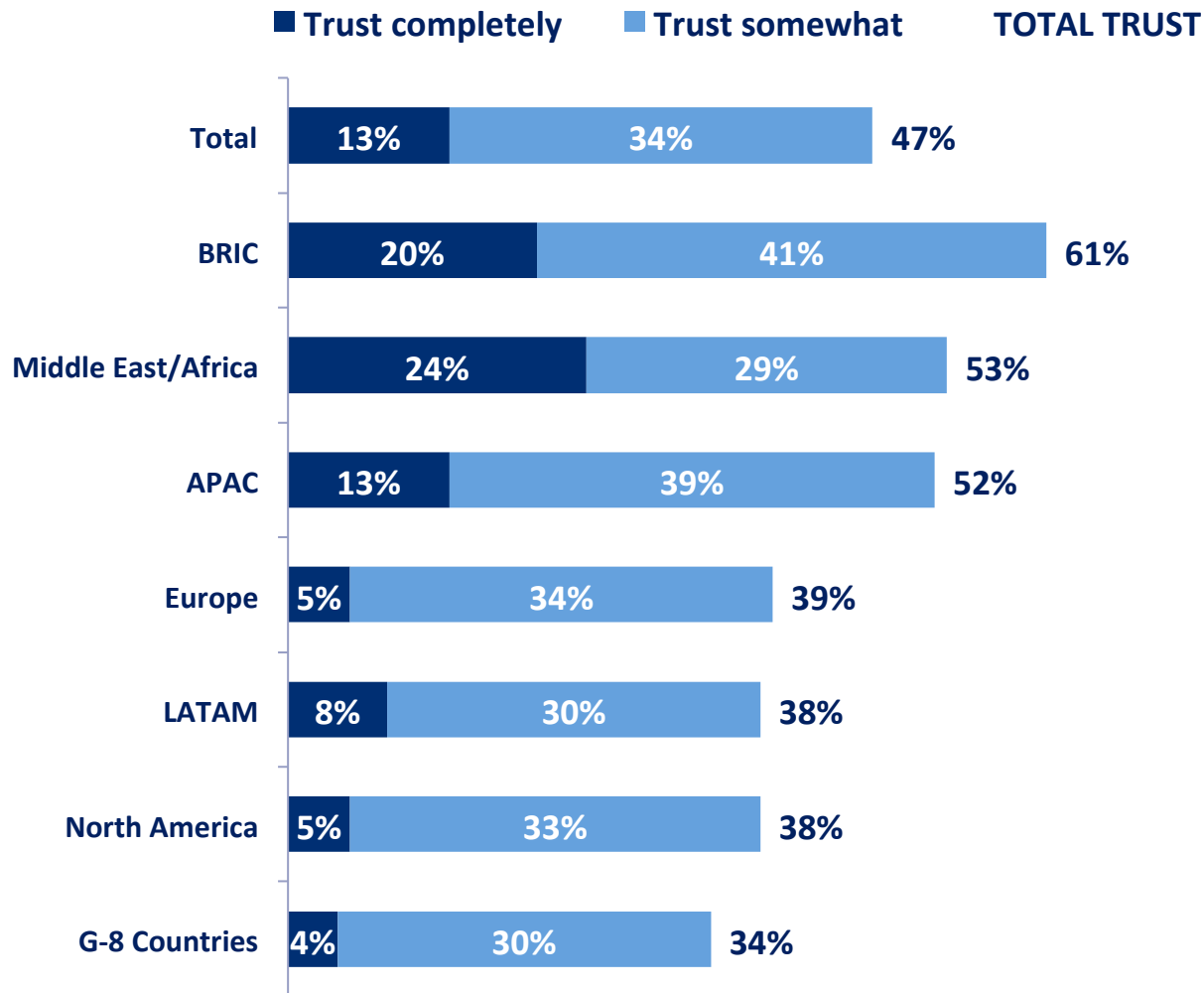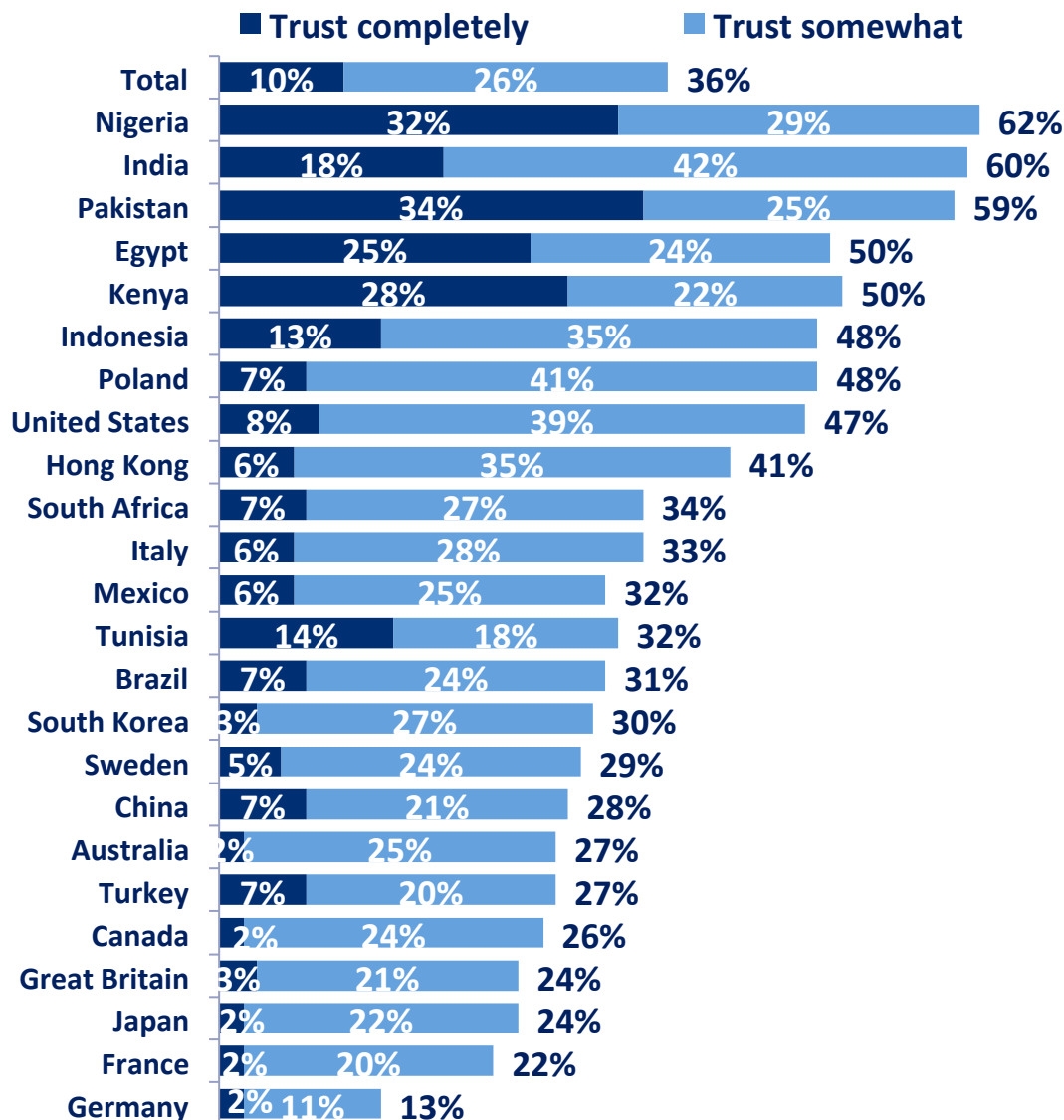| Region | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 12% | 36% | 49% |
| Middle East/Africa | 27% | 36% | 63% |
| BRIC | 13% | 42% | 55% |
| LATAM | 10% | 39% | 50% |
| APAC | 10% | 40% | 50% |
| Europe | 4% | 33% | 37% |
| North America | 3% | 30% | 33% |
| G-8 Countries | 3% | 28% | 31% |

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...

**CIGI** | **Ipsos**

| | ■ Trust completely | ■ Trust somewhat | **TOTAL TRUST** |

| Country | Trust completely | Trust somewhat | TOTAL TRUST |
|---|---|---|---|
| Total | 13% | 34% | 47% |
| India | 34% | 43% | 77% |
| Tunisia | 37% | 33% | 70% |
| Indonesia | 22% | 45% | 67% |
| China | 16% | 49% | 65% |
| Pakistan | 23% | 40% | 63% |
| Kenya | 39% | 23% | 62% |
| Egypt | 31% | 30% | 61% |
| Sweden | 10% | 46% | 56% |
| Nigeria | 22% | 29% | 52% |
| Poland | 7% | 43% | 50% |
| Hong Kong | 6% | 43% | 49% |
| Turkey | 19% | 25% | 44% |
| Australia | 4% | 39% | 43% |
| Canada | 5% | 38% | 43% |
| Brazil | 9% | 32% | 42% |
| Germany | 3% | 31% | 34% |
| Great Britain | 4% | 30% | 34% |
| Japan | 3% | 32% | 34% |
| Mexico | 7% | 27% | 34% |
| United States | 6% | 28% | 34% |
| France | 3% | 29% | 31% |
| Italy | 4% | 26% | 29% |
| South Korea | 4% | 25% | 29% |
| South Africa | 7% | 21% | 28% |

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

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

CIGI | Ipsos

**■ Trust completely**    **■ Trust somewhat**    **TOTAL TRUST**

| Region | Trust completely | Trust somewhat | TOTAL TRUST |
|---|---|---|---|
| Total | 13% | 34% | 47% |
| BRIC | 20% | 41% | 61% |
| Middle East/Africa | 24% | 29% | 53% |
| APAC | 13% | 39% | 52% |
| Europe | 5% | 34% | 39% |
| LATAM | 8% | 30% | 38% |
| North America | 5% | 33% | 38% |
| G-8 Countries | 4% | 30% | 34% |

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)

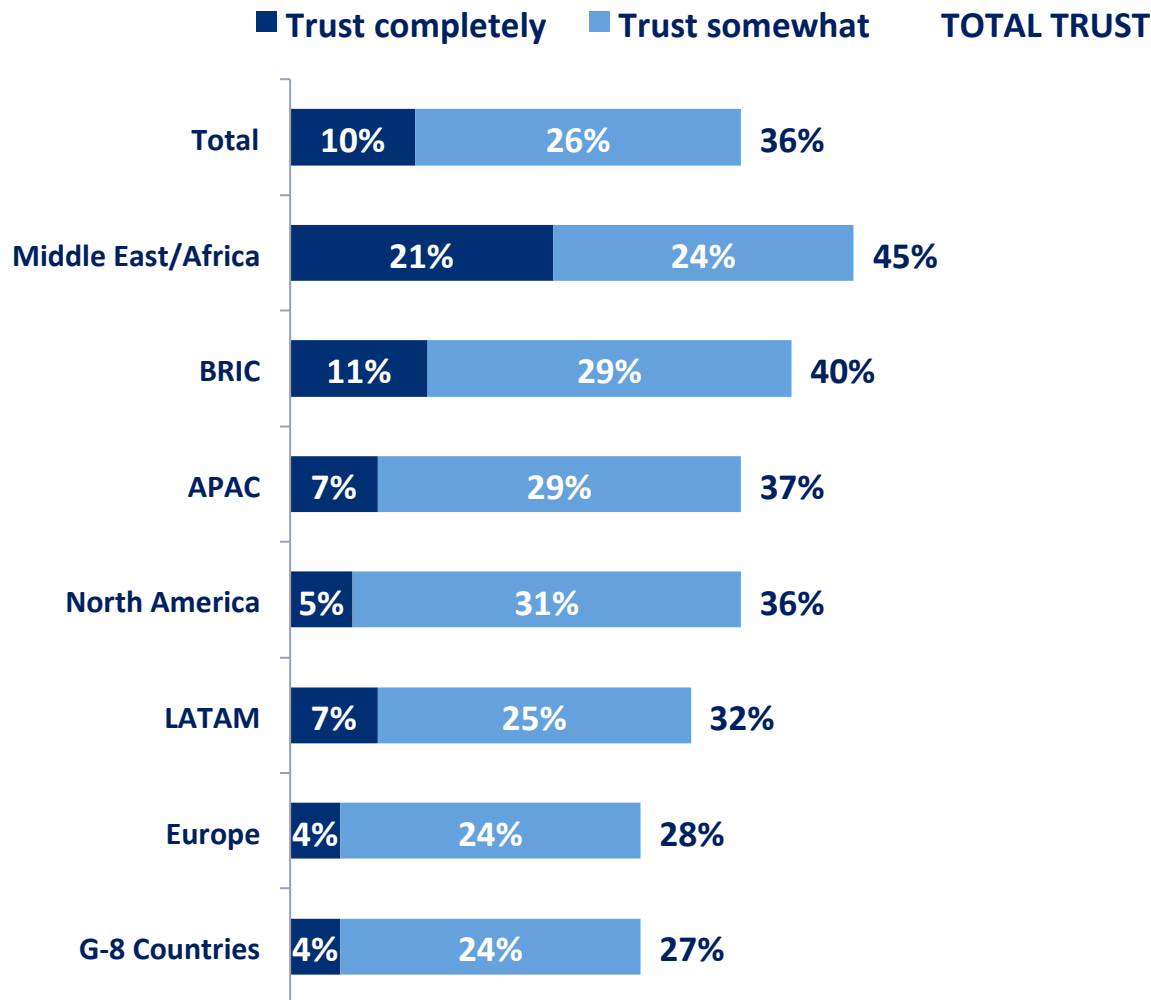# Just over one third (36%) would trust the United States...

**■ Trust completely**  **■ Trust somewhat**    **TOTAL TRUST**

| Country | Trust completely | Trust somewhat | Total Trust |
|---|---|---|---|
| Total | 10% | 26% | 36% |
| Nigeria | 32% | 29% | 62% |
| India | 18% | 42% | 60% |
| Pakistan | 34% | 25% | 59% |
| Egypt | 25% | 24% | 50% |
| Kenya | 28% | 22% | 50% |
| Indonesia | 13% | 35% | 48% |
| Poland | 7% | 41% | 48% |
| United States | 8% | 39% | 47% |
| Hong Kong | 6% | 35% | 41% |
| South Africa | 7% | 27% | 34% |
| Italy | 6% | 28% | 33% |
| Mexico | 6% | 25% | 32% |
| Tunisia | 14% | 18% | 32% |
| Brazil | 7% | 24% | 31% |
| South Korea | 3% | 27% | 30% |
| Sweden | 5% | 24% | 29% |
| China | 7% | 21% | 28% |
| Australia | 2% | 25% | 27% |
| Turkey | 7% | 20% | 27% |
| Canada | 2% | 24% | 26% |
| Great Britain | 3% | 21% | 24% |
| Japan | 2% | 22% | 24% |
| France | 2% | 20% | 22% |
| Germany | 2% | 11% | 13% |

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…

**■ Trust completely   ■ Trust somewhat   TOTAL TRUST**

| Region | Trust completely | Trust somewhat | TOTAL TRUST |
|---|---|---|---|
| Total | 10% | 26% | 36% |
| Middle East/Africa | 21% | 24% | 45% |
| BRIC | 11% | 29% | 40% |
| APAC | 7% | 29% | 37% |
| North America | 5% | 31% | 36% |
| LATAM | 7% | 25% | 32% |
| Europe | 4% | 24% | 28% |
| G-8 Countries | 4% | 24% | 27% |

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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