

Eight in Ten (79%) Global Citizens Concerned their Personal Information is Bought or Sold Online

Half (49%) Aware That Companies Often Sell Their Personal Data to Other Companies or Government



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Eight in Ten (79%) Global Citizens Concerned their Personal Information is Bought or Sold Online

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Toronto, ON – Eight in ten (79%) global citizens ‘agree’ (40% strongly/39% somewhat) that they’re concerned that their information may be bought or sold online, according to a new Ipsos poll commissioned by the Centre for International Governance Innovation (CIGI).

Concern is highest in Indonesia (90%), followed by China (87%), South Africa (87%), Great Britain (86%), Turkey (86%), South Korea (85%), Mexico (85%), Poland (84%), Hong Kong (84%), Australia (83%), France (83%), United States (82%), Kenya (82%), Nigeria (81%), India (80%), Canada (80%), Brazil (77%), Italy (76%), Tunisia (75%), Egypt (75%), Germany (72%), Japan (72%), Pakistan (66%) and Sweden (62%).

The poll entitled the *2016 CIGI-Ipsos Global Survey on Internet Security and Trust*, was carried out across 24 countries, and explored attitudes towards the purchase and sale of personal data online by private companies as well as the overall level of concern regarding the connectivity of multiple devices to the internet.

While most express concern over their information being bought or sold, just 49% of global citizens are aware that companies that provide free online services often sell personal data to governments and other companies, highlighting a lack of awareness and understanding of what is actually happening to their personal information online. Residents of France (76%) are most aware that companies do this, followed by those in South Korea (68%), Great Britain (66%), Poland (64%), Italy (63%), United States (63%), Sweden (62%), Germany (62%), Australia (59%), Canada (58%), China (57%), Hong Kong (57%), India (53%), South Africa (52%), Turkey (48%), Indonesia (43%), Japan (39%), Egypt (39%), Mexico (37%), Nigeria (36%), Kenya (34%), Brazil (34%), Tunisia (33%) and Pakistan (29%).



These are some of the findings of an Ipsos poll for CIGI in field between November 20 and January 7, 2016. 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 24,143 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 is calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For those surveys conducted by CATI, the margin of error accuracy is +/- 3.1. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For full tabular results, please visit:

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