

A hand is shown from the left, with the index finger pointing towards the screen of a smartphone. The phone is held horizontally. The background is a solid, vibrant blue. The text 'Technology in today's world' is written in white, sans-serif font in the upper right quadrant. Below it, 'WWS 2020' is written in a smaller white font. In the bottom right corner, there is a logo consisting of a red dotted world map above the word 'WiN' in a bold, black, sans-serif font.


Technology in today's world

WWS 2020



COUNTRIES CAPTION

COUNTRY	ABBREVIATION	COUNTRY	ABBREVIATION
Argentina	AR	Indonesia	ID
Australia	AU	Japan	JP
Brazil	BR	South Korea	KR
Canada	CA	Lebanon	LB
Chile	CL	Mexico	MX
China	CN	Malaysia	MY
Germany	DE	Nigeria	NG
Denmark	DK	Peru	PE
Ecuador	EC	Philippines	PH
Spain	ES	Pakistan	PK
Finland	FI	Poland	PL
France	FR	Palestinian territory	PS
United Kingdom	GB	Paraguay	PY
Greece	GR	Sweden	SE
Hong Kong	HK	Slovenia	SI
Croacia	HR	Thailand	TH
Ireland	IE	Turkey	TR
India	IN	United States	US
Iran	IR	Vietnam	VN
Italy	IT	Southafrica	ZA



ATTITUDES TOWARDS PRIVACY OF DIGITAL INFORMATION

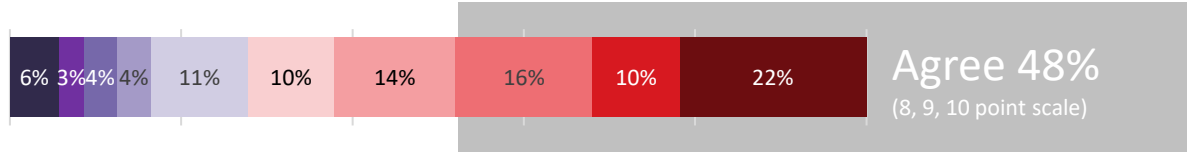
Summary of attitudes

% only people who have a smartphone

ATTITUDES TOWARDS PRIVACY OF DIGITAL INFORMATION

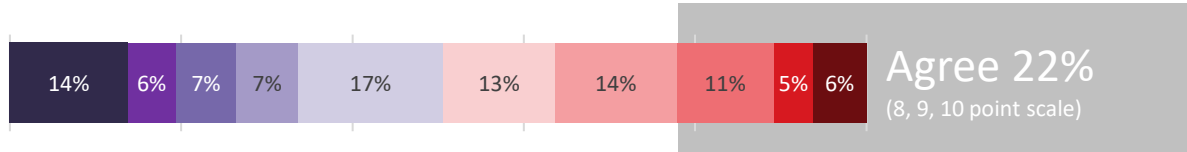
■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

I am concerned about sharing my personal information digitally



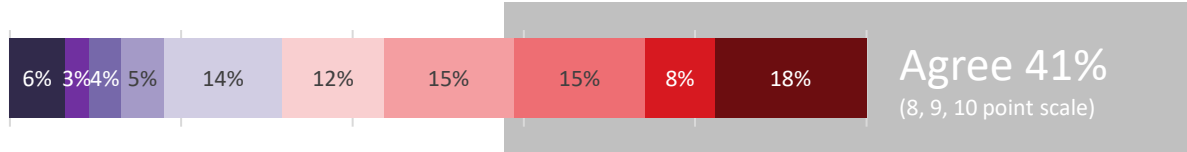
Source: WIN 2020. Base: 25,825 cases. How much you agree or disagree with each statement ?

Sharing personal information is vital and necessary in our digitalized and connected world



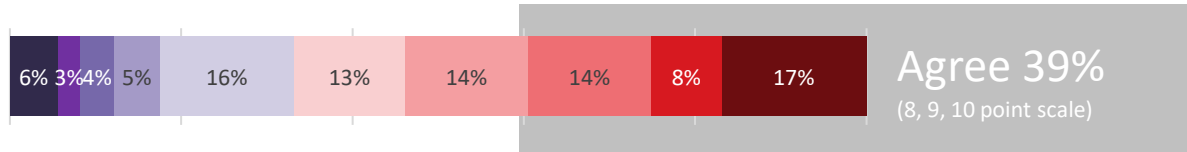
Source: WIN 2020. Base: 25,763 cases. How much you agree or disagree with each statement ?

My personal information is valuable for many different data collectors



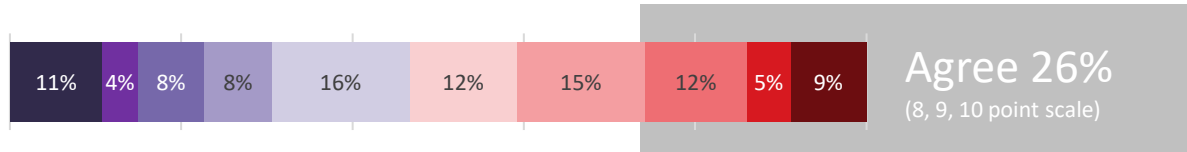
Source: WIN 2020. Base: 25,747 cases. How much you agree or disagree with each statement ?

I do not like the current privacy practices of most data collectors asking for my personal information



Source: WIN 2020. Base: 25,784 cases. How much you agree or disagree with each statement ?

I am aware what happens with my personal information after I shared it with a data collector



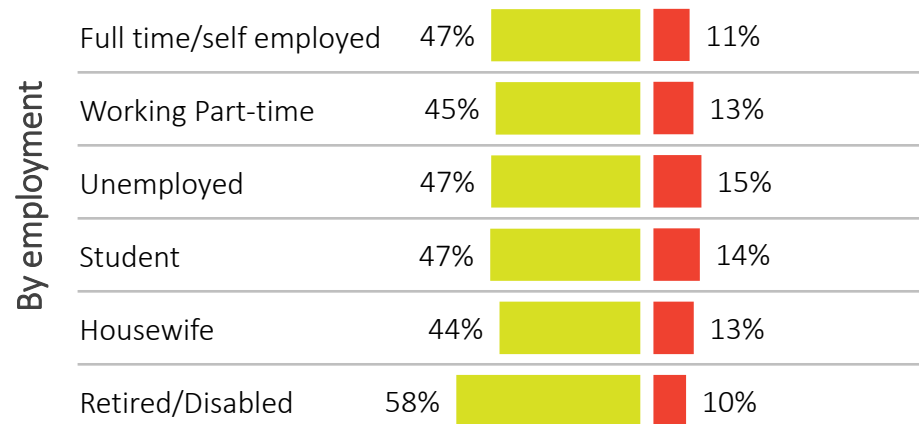
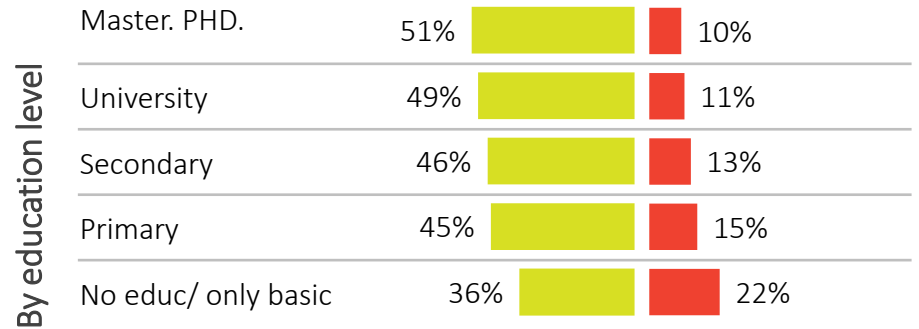
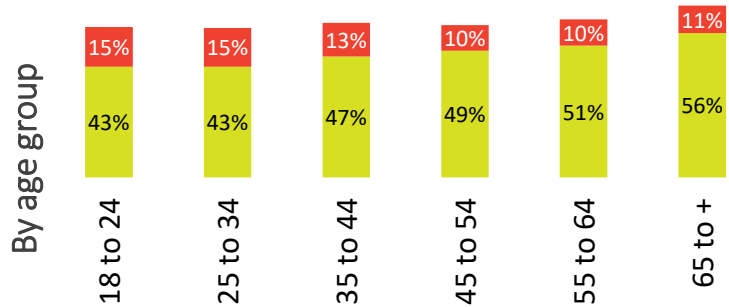
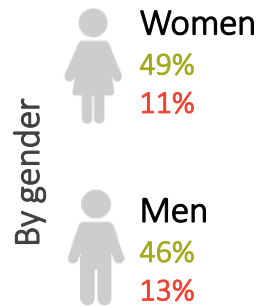
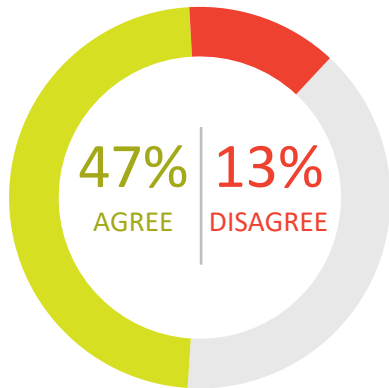
Source: WIN 2020. Base: 25,745 cases. How much you agree or disagree with each statement ?

Attitudes towards privacy of digital information

% only people who have a smartphone

I AM CONCERNED ABOUT SHARING MY PERSONAL INFORMATION DIGITALLY

■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)



Source: WIN 2020. Base: 25,825 cases
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

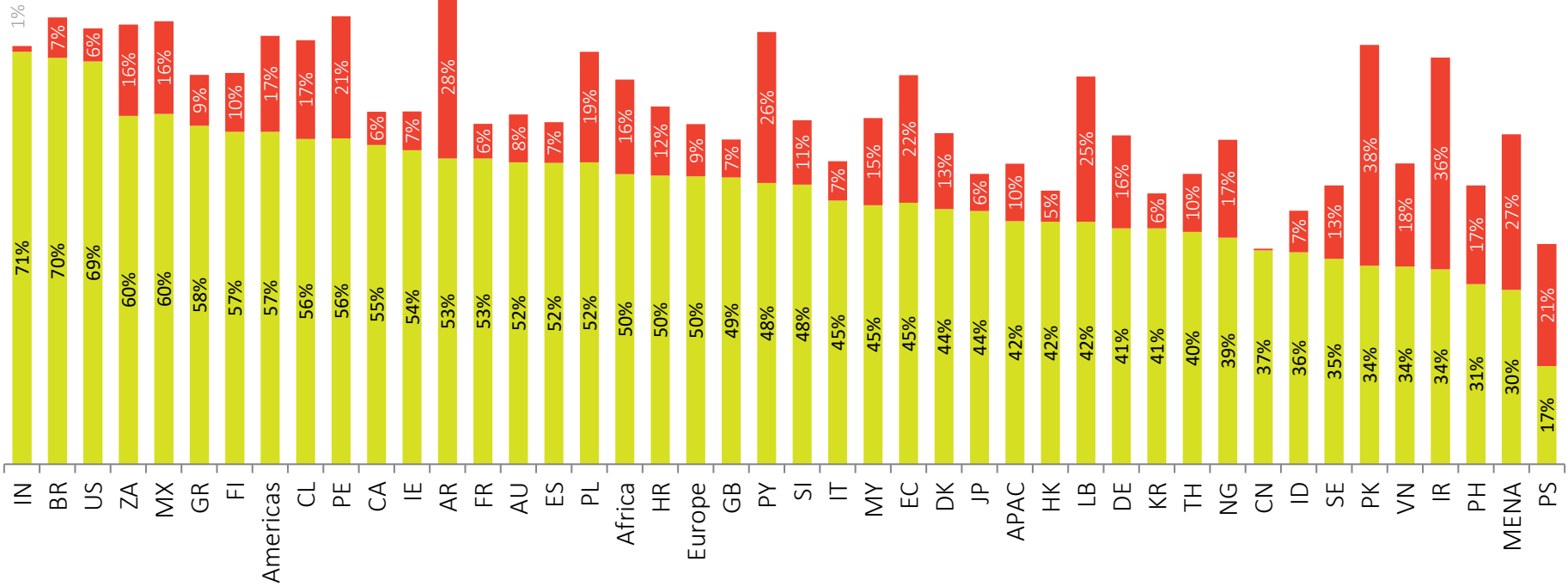
I AM CONCERNED ABOUT SHARING MY PERSONAL INFORMATION DIGITALLY

TTB

Completely agree

BTB

Do not agree at all



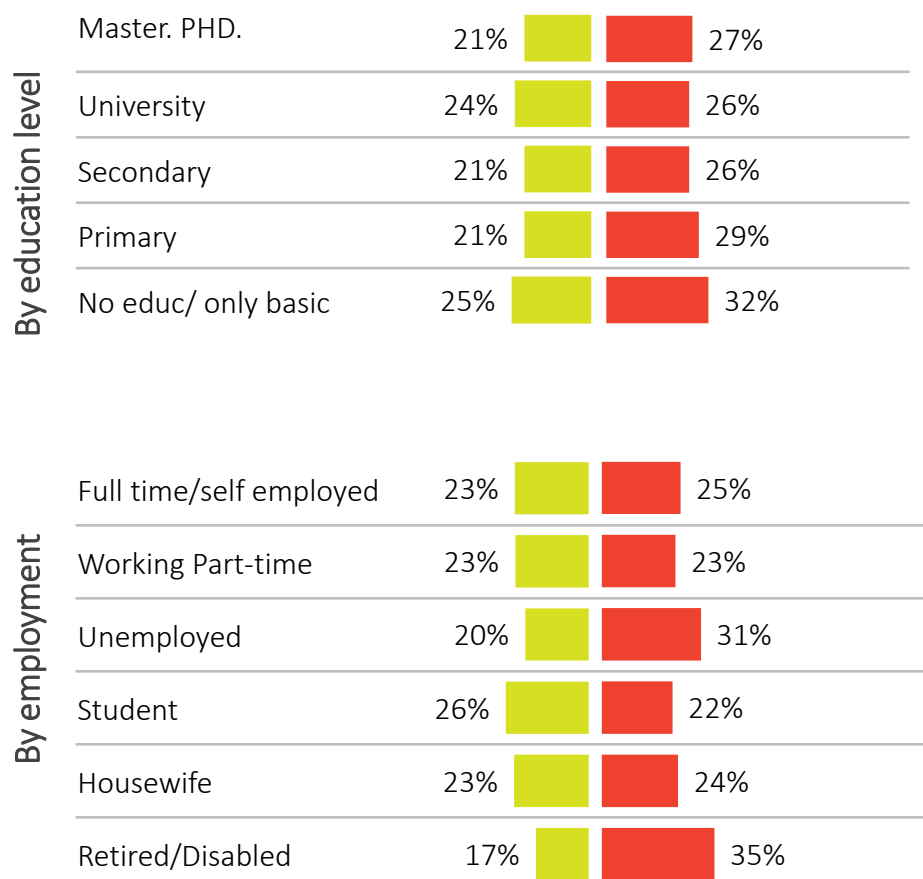
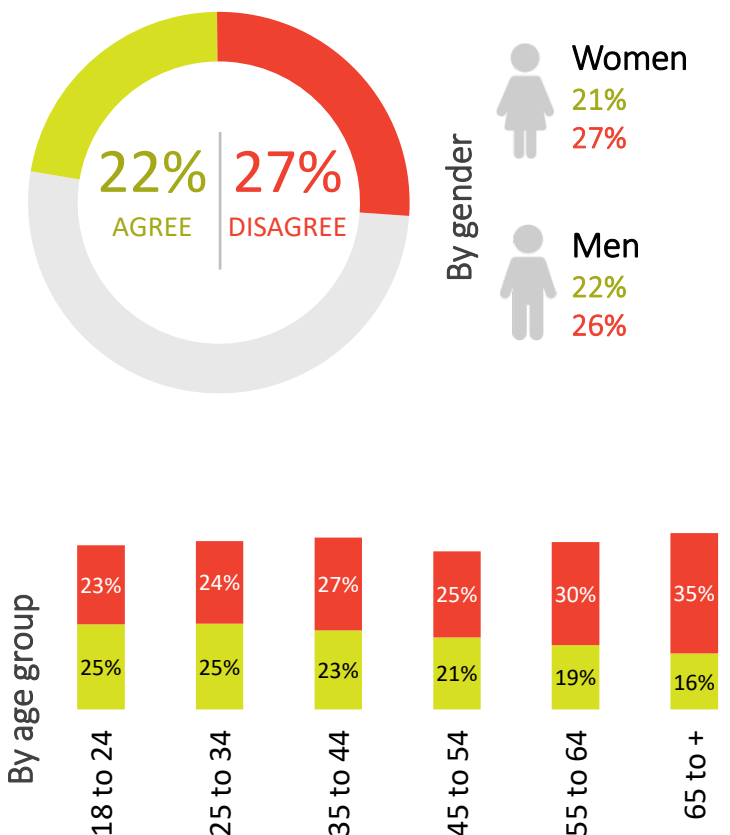
Source: WIN 2020. Base: 25,825 cases
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

SHARING PERSONAL INFORMATION IS VITAL AND NECESSARY IN OUR DIGITALIZED AND CONNECTED WORLD

■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)



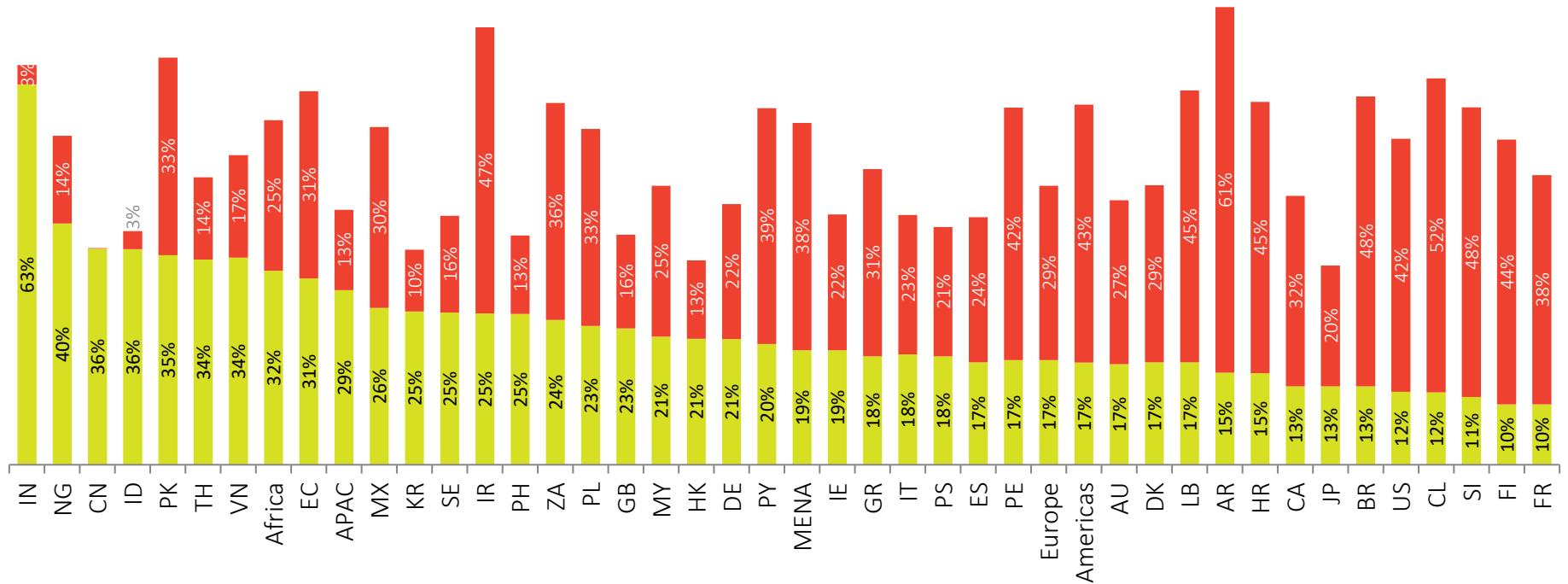
Source: WIN 2020. Base: 25,763 cases
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

SHARING PERSONAL INFORMATION IS VITAL AND NECESSARY IN OUR DIGITALIZED AND CONNECTED WORLD

TTB Completely agree **BTB** Do not agree at all



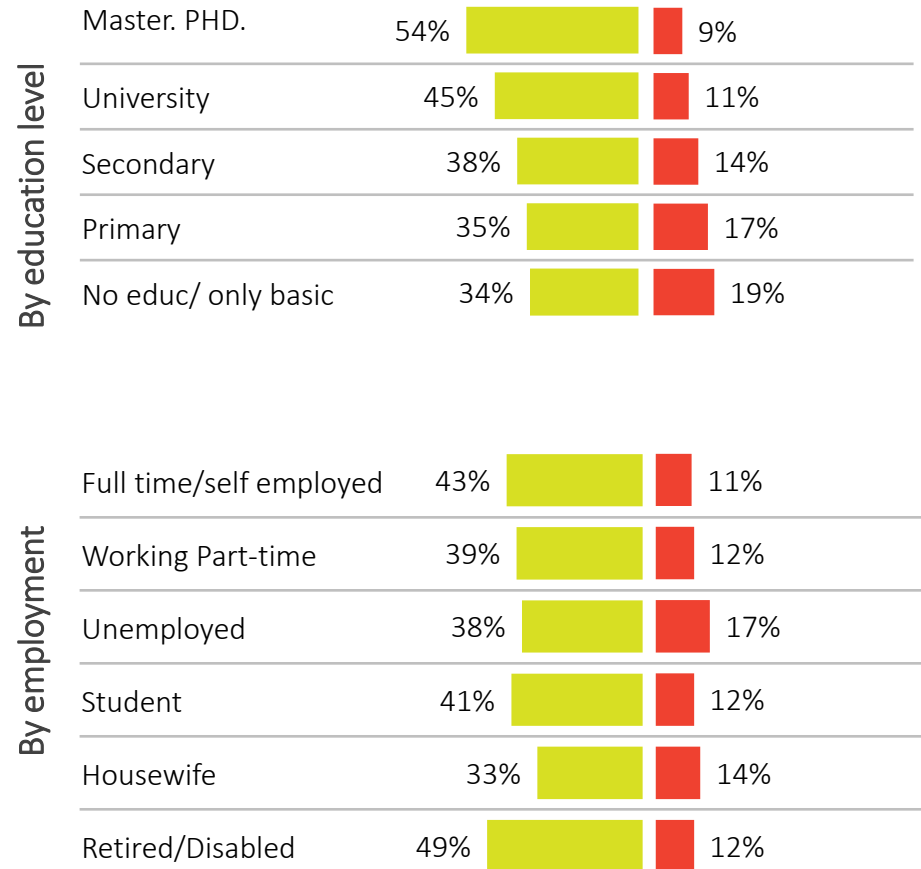
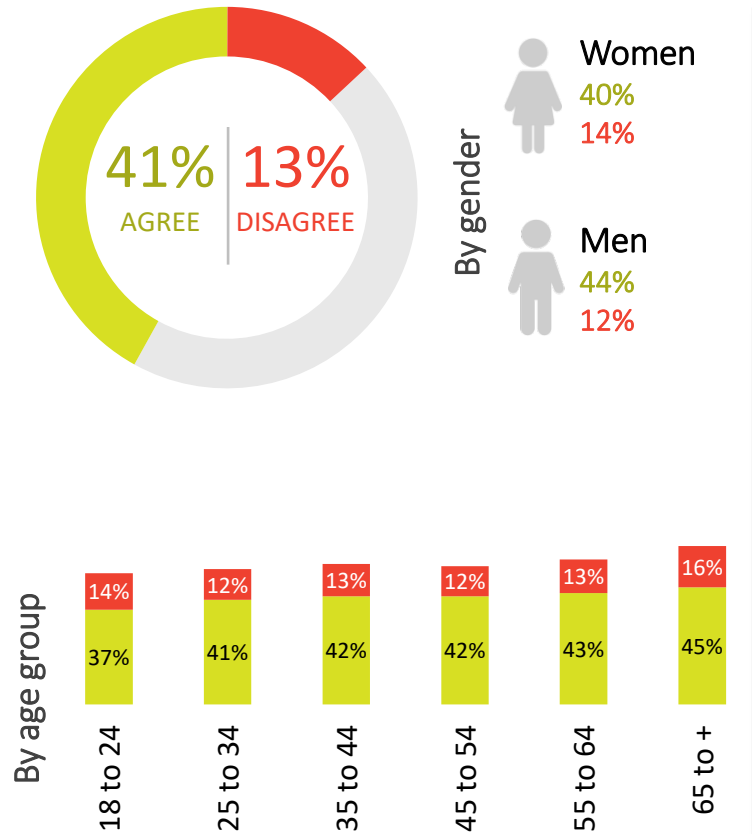
Source: WIN 2020. Base: 25,763 cases
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

MY PERSONAL INFORMATION IS VALUABLE FOR MANY DIFFERENT DATA COLLECTORS

■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)



Source: WIN 2020. Base: 25,747 cases
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

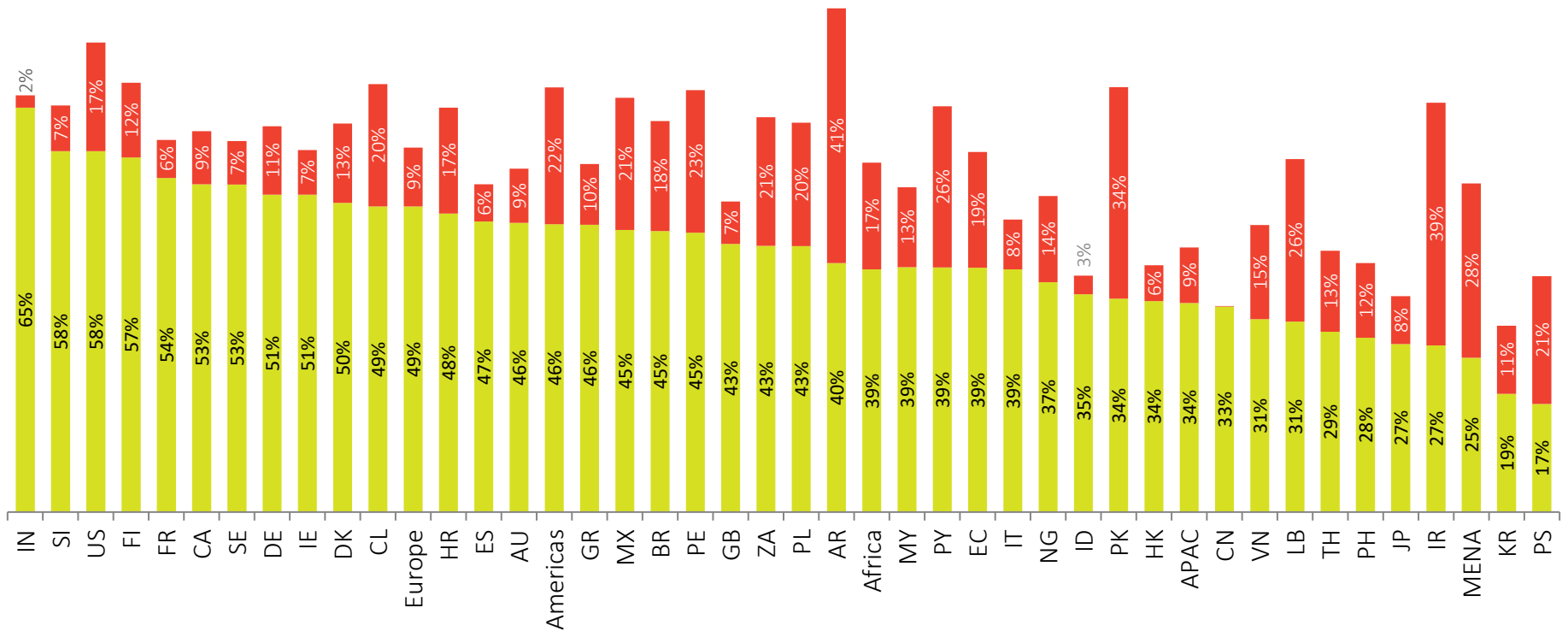
MY PERSONAL INFORMATION IS VALUABLE FOR MANY DIFFERENT DATA COLLECTORS

TTB

Completely agree

BTB

Do not agree at all



Source: WIN 2020. Base: 25,747 cases

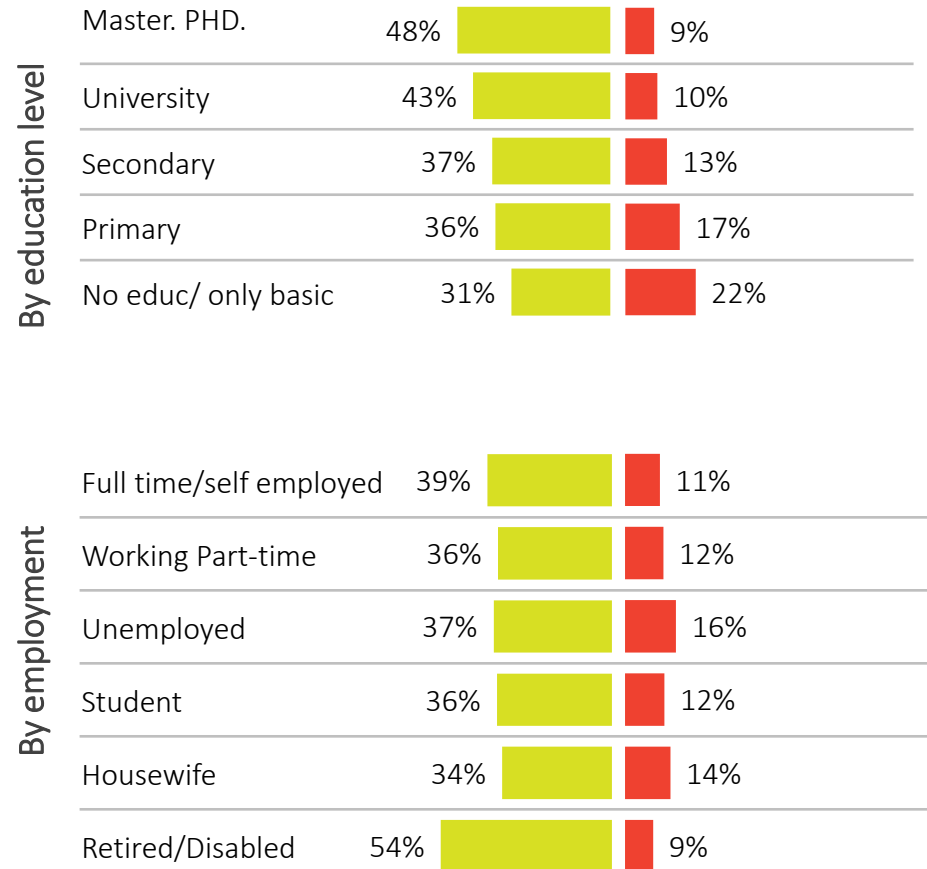
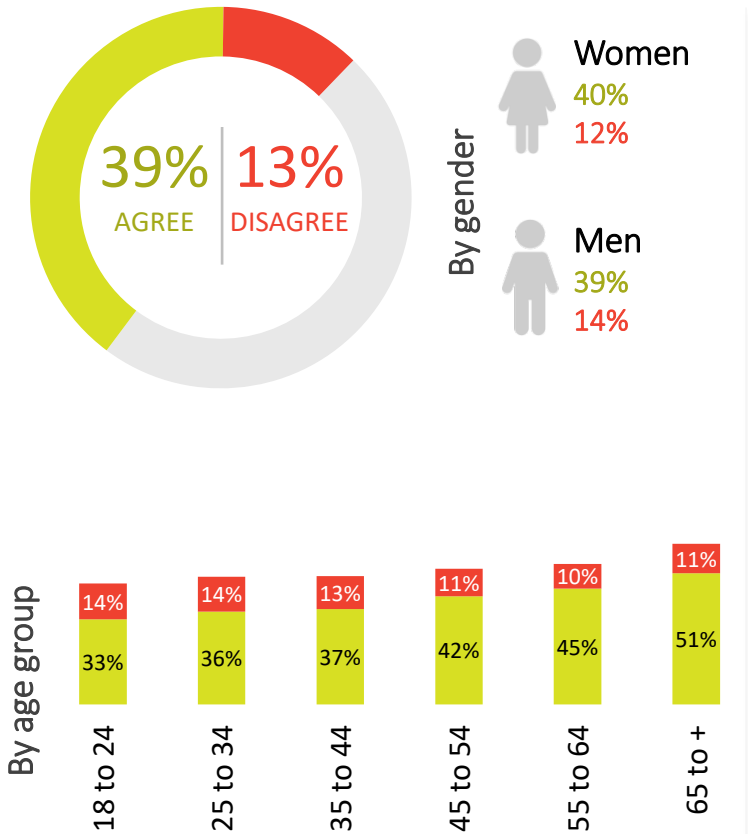
How much do you agree or disagree with each statement?

Attitudes towards privacy of digital information

% only people who have a smartphone

I DO NOT LIKE THE CURRENT PRIVACY PRACTICES OF MOST DATA COLLECTORS ASKING FOR MY PERSONAL INFORMATION

■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)



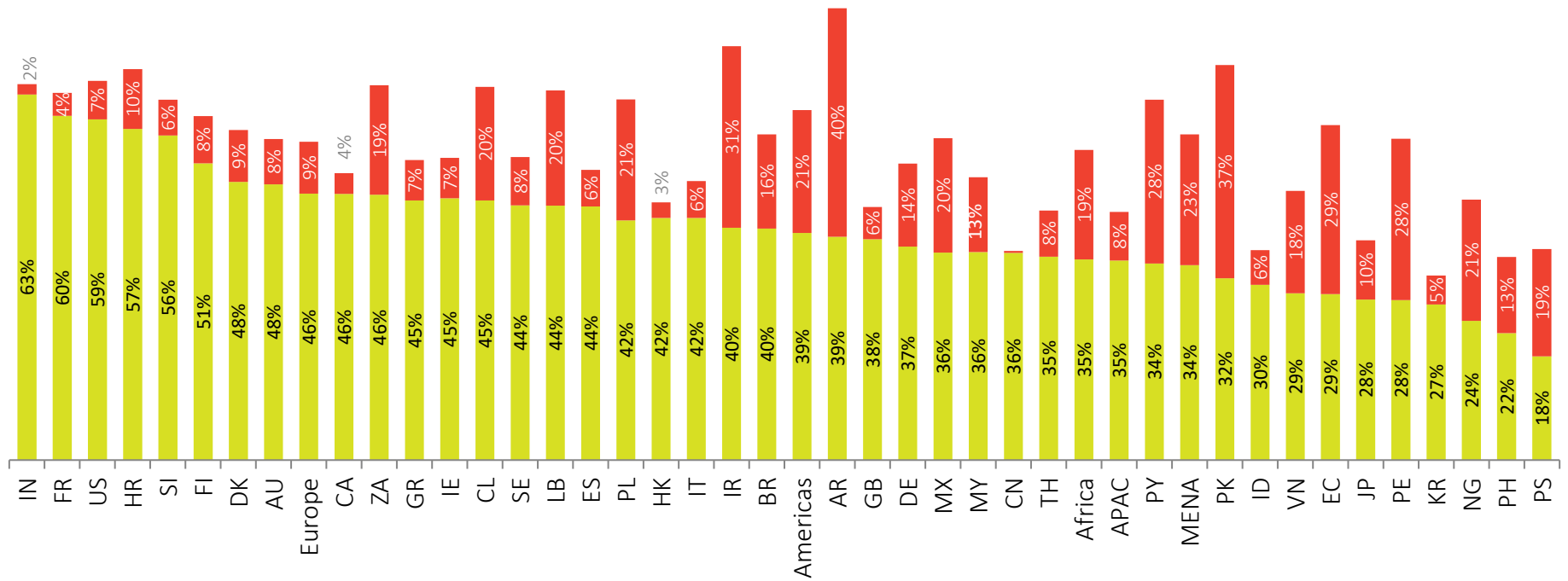
Source: WIN 2020. Base: 25,784 cases
How much do you agree or disagree with each statement ?

Attitudes towards privacy of digital information

% only people who have a smartphone

I DO NOT LIKE THE CURRENT PRIVACY PRACTICES OF MOST DATA COLLECTORS ASKING FOR MY PERSONAL INFORMATION

TTB Completely agree **BTB** Do not agree at all



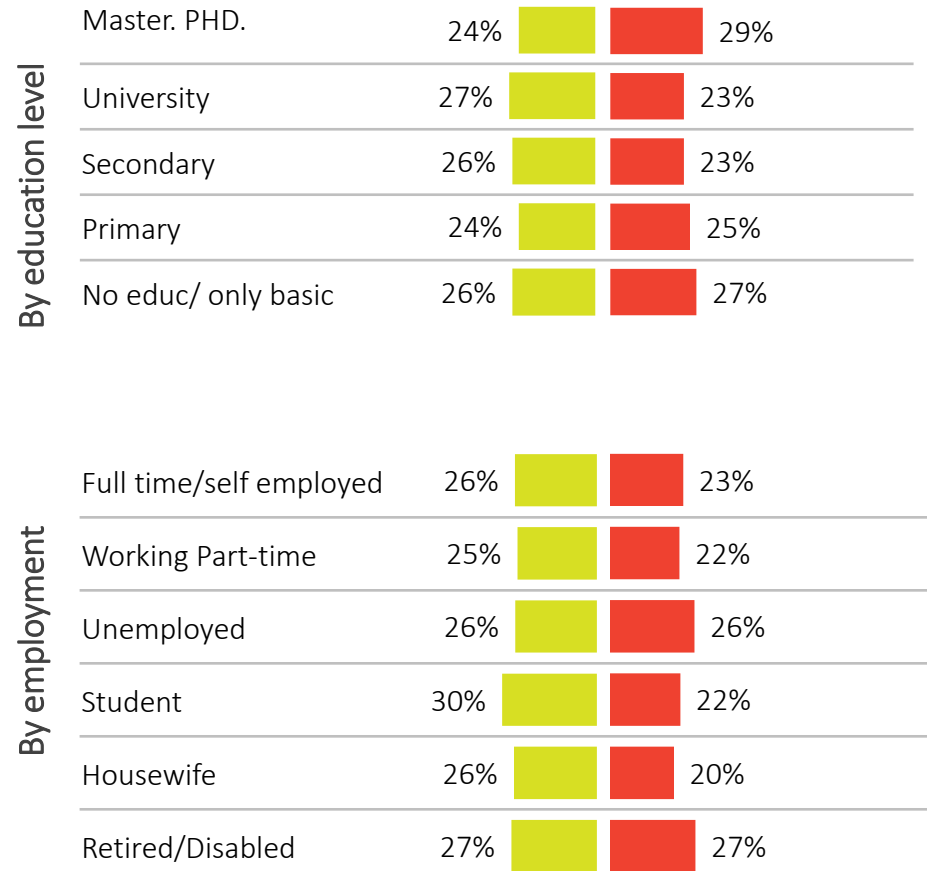
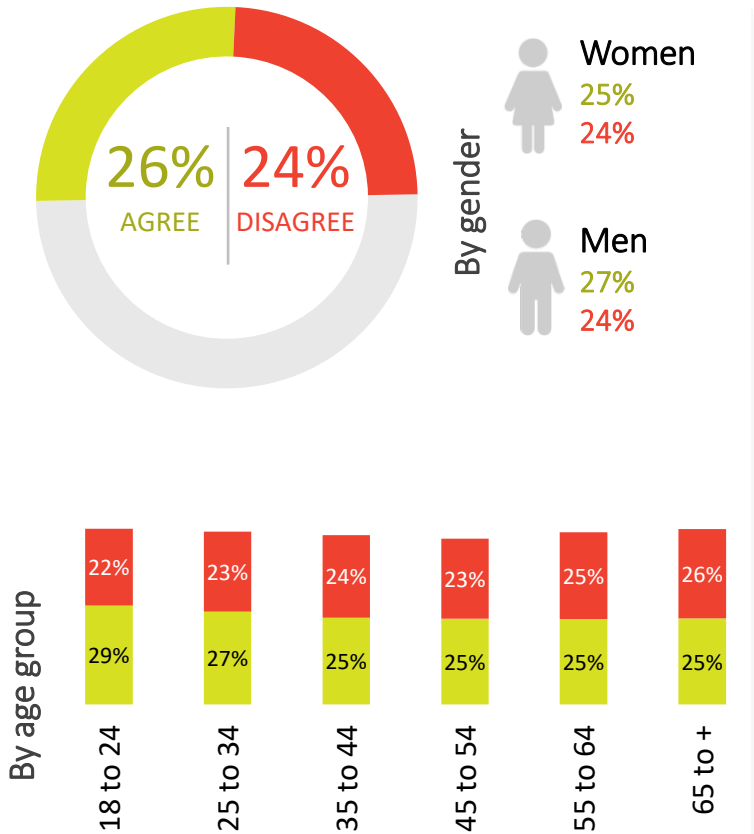
Source: WIN 2020. Base: 25,784 cases
How much do you agree or disagree with each statement ?

Attitudes towards privacy of digital information

% only people who have a smartphone

I AM AWARE WHAT HAPPENS WITH MY PERSONAL INFORMATION AFTER I SHARED IT WITH A DATA COLLECTOR

■ Completely agree (8,9,10 scale)
 ■ Do not agree at all (1,2,3 scale)



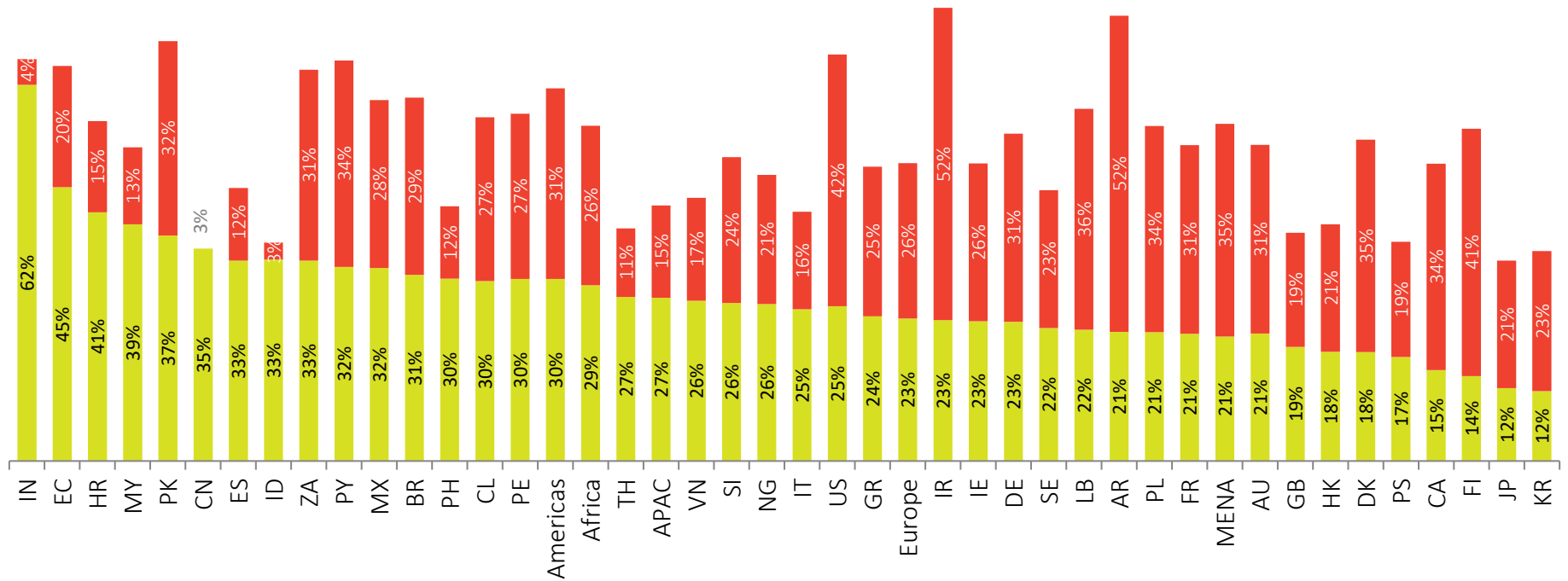
Source: WIN 2020. Base: 25,745 cases
How much do you agree or disagree with each statement ?

Attitudes towards privacy of digital information

% only people who have a smartphone

I AM AWARE WHAT HAPPENS WITH MY PERSONAL INFORMATION AFTER I SHARED IT WITH A DATA COLLECTOR

TTB Completely agree **BTB** Do not agree at all



Source: WIN 2020. Base: 25,745 cases
How much do you agree or disagree with each statement ?



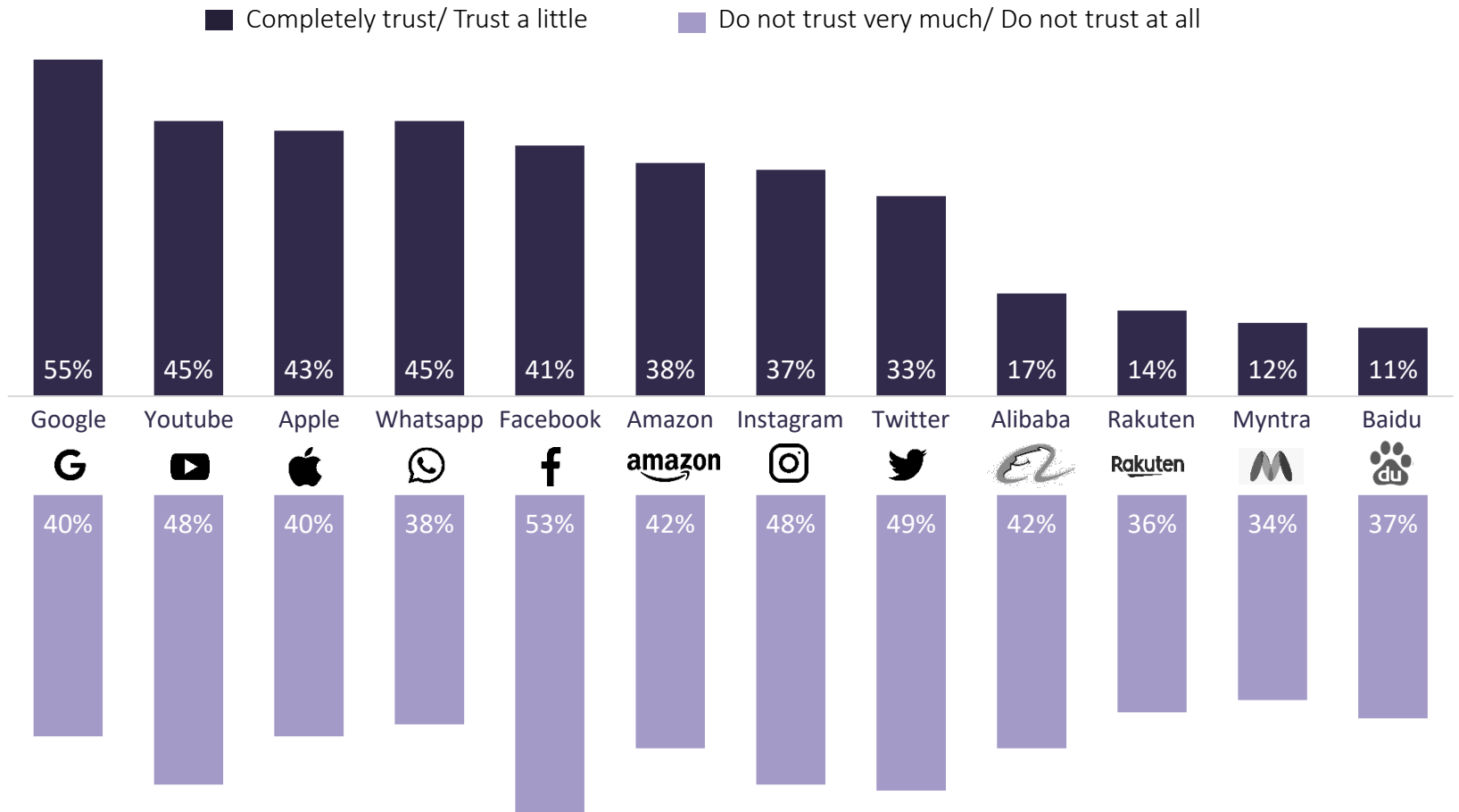
TRUST IN DATA COLLECTORS

Companies which manage
personal private data

Trust in Data Collector – Evaluation of companies

% only people who have a smartphone

HOW MUCH DO YOU TRUST THE FOLLOWING COMPANIES TO KEEP YOUR PERSONAL DATA PRIVATE?



Source: WIN 2020. For Amazon, Apple, Facebook, Google, Youtube, Twitter, Whatapp, Instagram, AliBaba. Base: 25,864 cases

For Myntra, Rakuten, Baidu. Base: 25,440

How much do you trust the following companies to keep your personal data private?

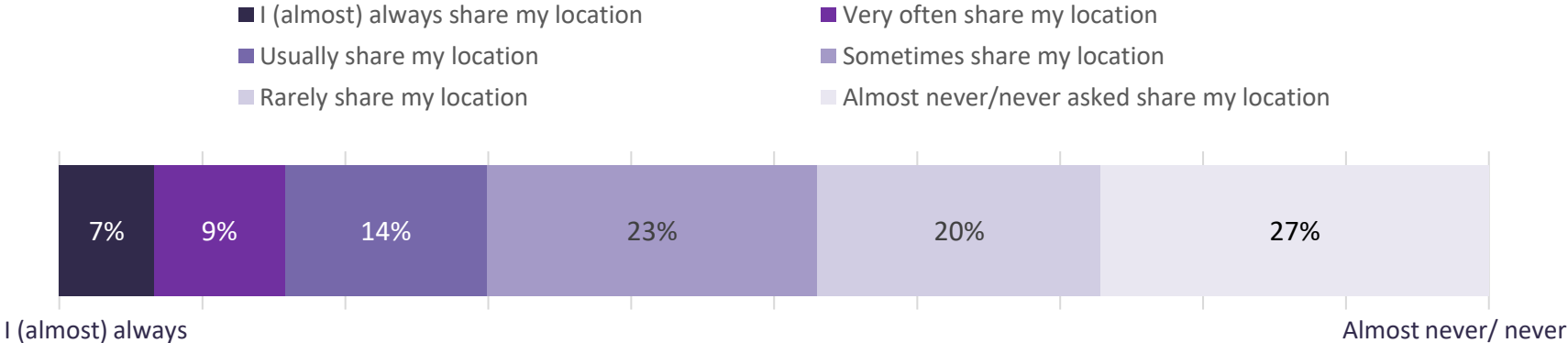


SHARING LOCATION DATA

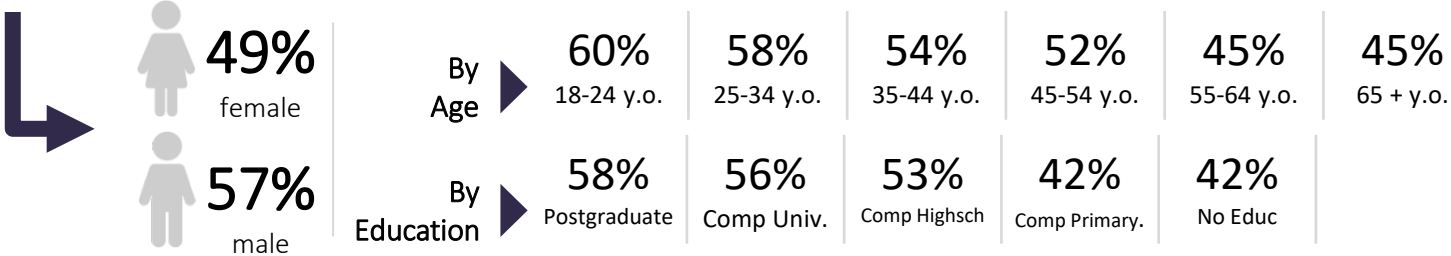
Sharing location data

% only people who have a smartphone

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OVERALL WILLINGNESS TO SHARE YOUR LOCATION DATA?



Shares 53%
(1, 2, 3, 4 point scale)



Source: WIN. Base2020: 25,864 cases, Which of the following best describes your overall willingness to share your location data?

*Total 2020 includes: AR, AU, BR, CA, CL, CN, DE, DK, EC, ES, FI, FR, GB, GR, HK, HR, ID, IE, IN, IR, IT, JP, KR, LB, MX, MY, NG, PE, PH, PK, PL, PS, PY, SE, SI, TH, US, VN, ZA

Sharing location data

% only people who have a smartphone

HOW MUCH DOES THE INDUSTRY OF THE DATA COLLECTOR AFFECT YOUR WILLINGNESS TO SHARE YOUR LOCATION DATA? (Likely + Very likely to share)

Navigation/Maps (Base 25,749)



67%

Taxi / Ride Hailing (Base 25,748)



53%

Telecommunication providers (Base 25,821)



51%

Public transportation (Base 25,728)



47%

Online retailers (Base 25,670)



45%

Social Media (Base 25,806)



41%

Market Research (Base 25,702)



40%

Phone video service (Base 25,767)



38%

Fitness/Health (Base 25,608)



37%

Car sharing (Base 24,697)



37%

Bike Sharing (Base 24,782)



35%

Streaming services (Base 25,603)



34%

Source: WIN. Base2020: as detailed in each case, how much does the industry of the data collector affect your willingness to share your location data?

*Total 2020 includes: AR, AU, BR, CA, CL, CN, DE, DK, EC, ES, FI, FR, GB, GR, HK, HR, ID, IE, IN, IR, IT, JP, KR, LB, MX, MY, NG, PE, PH, PK, PL, PS, PY, SE, SI, TH, US, VN, ZA

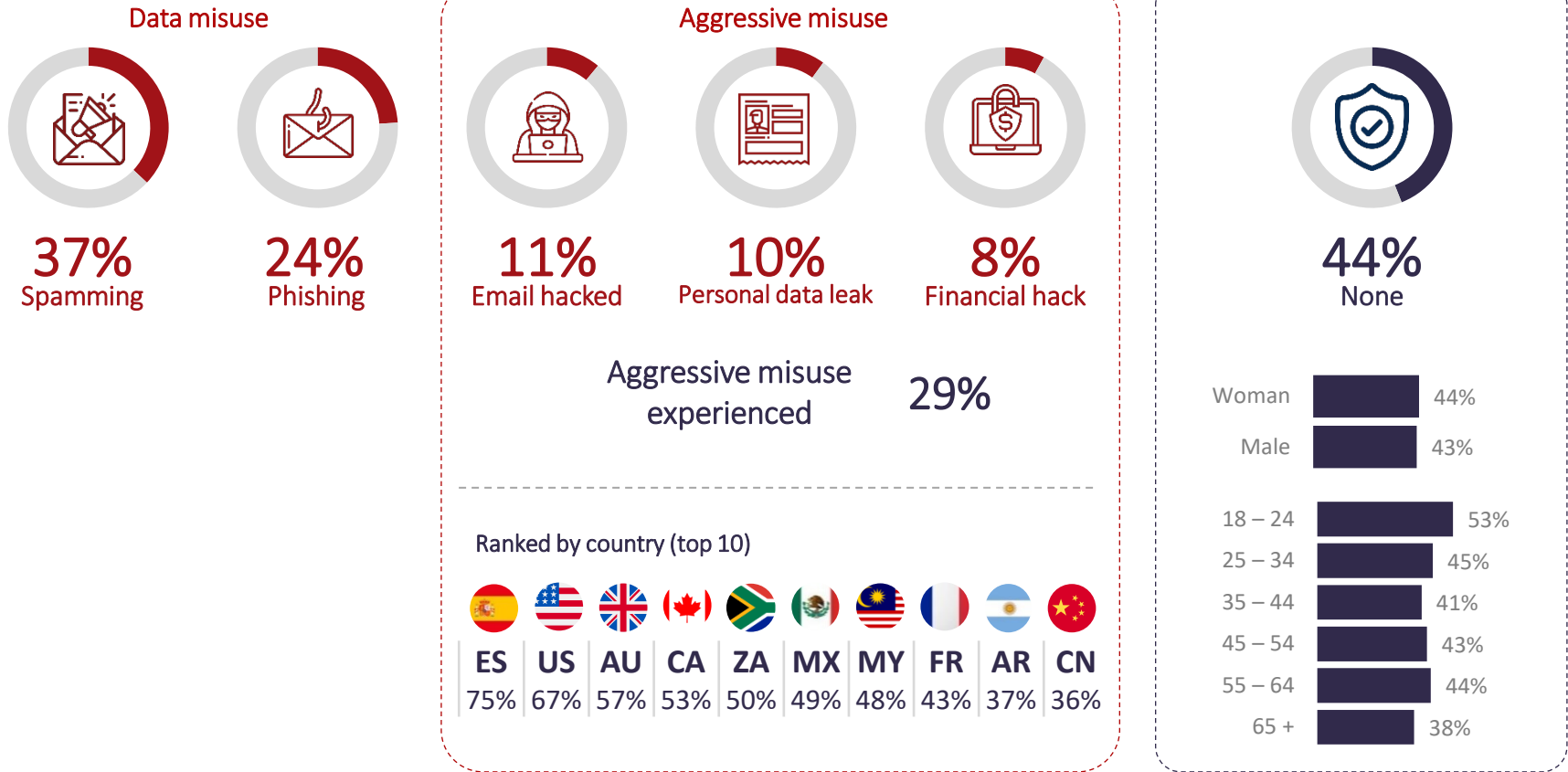


DATA MISUSE

Data Misuse - Experiences

% only people who have a smartphone

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING IN THE LAST 2 TO 3 YEARS?



Source: WIN. Base2020: 26,426 cases

Have you experienced any of the following in the last 2 to 3 years?

*Total 2020 includes: AR, AU, BR, CA, CL, CN, DE, DK, EC, ES, FI, FR, GR, HK, HR, IE, IN, IR, IT, JP, KR, LB, MX, MY, NG, PE, PH, PK, PL, PS, PY, SE, SI, TH, US, VN, ZA

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
ARGENTINA	Voices! Research & Consultancy	519	8 MAIN CITIES
AUSTRALIA	Bastion Latitude	1000	NATIONAL
BRAZIL	Market Analysis	560	NATIONAL
CANADA	Leger 360	500	NATIONAL
CHILE	Activa Research	1000	NATIONAL
CHINA	Wisdom Asia	1000	URBAN
CROATIA	Mediana	501	NATIONAL
DENMARK	DMA Research A/S	500	NATIONAL
ECUADOR	CEDATOS	600	NATIONAL TWO CITIES
FINLAND	Taloustutkimus Oy	1000	NATIONAL EXCEPT ALAND ISLANDS
FRANCE	BVA	1000	NATIONAL
GERMANY	Produkt + Markt	1000	NATIONAL
GREECE	Alternative Research Solutions	500	NATIONAL
HONG KONG	CSG (Consumer Search Group)	537	NATIONAL
INDIA	DataPrompt International	500	NATIONAL
INDONESIA	Deka International	1032	5 MAIN CITIES
IRAN	EMRC	700	URBAN
IRELAND	RED C Research and Marketing Ltd	1011	NATIONAL
ITALY	BVA DOXA	1000	NATIONAL
JAPAN	NRC (Nippon Research Center)	1000	NATIONAL
LEBANON	REACH SAL	500	NATIONAL
MALAYSIA	Compass Insights	502	URBAN PENINSULAR

METHODOLOGY

COUNTRY	COMPANY	SAMPLE SIZE	COVERAGE
MEXICO	Brand Investigation S.A de C.V (Brain)	500	URBAN
NIGERIA	MARKET TRENDS GROUP	1000	NATIONAL
PALESTINE	PCPO Palestinian Centre for Public Opinion	120	NATIONAL
PAKISTAN	Gallup Pakistan	1000	NATIONAL
PARAGUAY	ICA Consultoría Estratégica	500	NATIONAL
PERU	DATUM Internacional	1000	NATIONAL
PHILIPPINES	PSRC (Philippines Survey & Research Center Inc.)	1000	NATIONAL
POLAND	MARECO POLSKA	500	NATIONAL
SLOVENIA	Mediana	511	NATIONAL
SOUTH AFRICA	Freshly Ground Insights (FGI)	744	NATIONAL
SOUTH KOREA	Gallup Korea	1500	NATIONAL
SPAIN	Instituto DYM	1017	NATIONAL
SWEDEN	Origo Group	500	NATIONAL
THAILAND	Infosearch co.ltd	600	NATIONAL
TURKEY	Barem	601	NATIONAL
UK	ORB International (Opinion Research Business)	1000	NATIONAL
USA	SSRS	509	NATIONAL
VIETNAM	Indochina Research	501	TWO PROVINCES

Total of 29, 575 interviews worldwide

Field dates: October 2019 to December 2019