

Sharing Personal Information Digitally: Almost Half of the Global Population is Concerned

WIN International, the world's leading association in market research and polling, has published the Annual WIN World Survey (WWS - 2020) exploring the views and beliefs of 26,433 individuals among citizens from 34 countries across the globe about the privacy of digital information.

Sharing personal information digitally

Overall, 45% of the global population is concerned about sharing their personal information digitally, a percentage that decreases only by two points compared to last year. Among women, the percentage decreases from 49% to 47%, and among men from 46% to 43%.

More than half of people in the American continent (54%) feel concerned about sharing their information digitally. The share of concerned people in other areas of the world remains significant: in APAC region 45% are concerned about sharing personal information digitally, and in Europe 43%. Interestingly, the Africa region experienced a very significant drop of 22 points compared to last year (from 50% to 28%).

Two of the countries with the highest levels of concerns are in Latin America: people in Brazil (72%) and Chile (61%) are concerned the most about sharing their information digitally, while Pakistan (30%), Nigeria and the Palestinian Territories (28% each) are the countries with the lowest levels of concern.

Necessity of sharing personal information

On a global level, the perception of how necessary it is to share personal information nowadays is consistent compared to last year (22%), while 30% of respondents do not consider it necessary, + 3% points compared to 2019.

When looking closely at different employment categories, 20% among students consider that sharing personal information is necessary, falling 6 points compared to 2019. The African continent suffered a drop of 8% compared to last year (from 32% to 24%), while Europeans seem to believe it is necessary to share personal data slightly more compared to the previous measurement (17% to 19%).

South Korea (10%), Peru (9%) and France (8%) are the countries where people agree the least with the importance of sharing personal information. Interestingly, in Nigeria, the need to share personal information dropped considerably (from 40% in 2019, to 24% in 2020).

Fine with the privacy practices of most data collectors asking for my personal information

Almost a third of the surveyed population disagrees with the privacy practices of most data collectors, and people aged 55 and over are those who express their disagreement the most.

When looking at differences between countries, the data about Argentina stand out: almost half of Argentinians (48%) are not fine with the privacy practices of most data collectors asking for personal information.

What happens with personal information after it is shared with a data collector?

Even though people seem to have strong opinions on whether it is necessary to share personal information online, it is different to truly understand what happens after it is shared with data collectors. When asked about it, 27% of the population admit knowing what happens with their data, but another 27% doesn't know how it will be used or where. People who are less aware about how data collectors use their data are 3% more than last year.

In particular, 30% of people in APAC mentioned they know what happens with their personal data after it is shared, +3% points compared to 2019. On the other hand, results in Africa show a decrease of 2 points (from 29% to 27%).

Japan (12%), Finland (11%) and South Korea (4%) show the lowest results, meaning that a vast majority declares that they don't know what happens with their data after they share it.

Vilma Scarpino, President of WIN International Association, said:

“The WIN World Survey highlights important trend and attitudes towards the usage of personal information in the digital world. A significant share of the population is concerned about the privacy of their data, and less people compared to last year find it necessary to share them online. However, what stands out the most is that almost a third of the global population is not aware about the use that data collectors make of their personal information. It becomes clear how transparency could play an important role in improving people's awareness first, but also trust and confidence. Once costumers are more informed, they could also become increasingly more loyal.”

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NOTES FOR EDITORS**Methodology:**

The survey was conducted in 34 countries using CAWI / online survey methods.

Sample Size and Mode of Field Work:

A total of 26,433 people were interviewed. See below for sample details. The fieldwork was conducted during October 21st and December 15th, 2020. The margin of error for the survey is between 4.4 and 2.5 at 95% confidence level.

The global average has been computed according to the covered adult population of the surveyed countries.

About WIN:

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailor-made global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: among others, researched themes are gender equality and young people, communication and media research, and brand studies.

Methodology Sheet

	Country	Company Name	Methodology	Sample	Coverage	2020 Field Dates
1	ARGENTINA	Voices!	CAWI	1016	Nationwide	Nov. 5-19
2	BRAZIL	Market Analysis Brasil	CAWI	1120	Nationwide	Nov. 13-20
3	CANADA	Legér 360	ONLINE	1000	Nationwide	Nov. 4-14
4	CHILE	ACTIVIA RESEARCH	CAWI PANEL	1000	Nationwide	Nov.6-11
5	CHINA	WisdomAsia Marketing & Research Consulting	ONLINE	1000	Nationwide	Nov. 10-16
6	CROAZIA	MEDIANA FIDES	CAWI	520	Nationwide	Nov. 11-12
7	DENMARK	DMA Research A/S	ONLINE	500	Nationwide	Nov. 1-15
8	ECUADOR	CEDATOS	CATI	700	Quito-Guayaquil	Nov. 1-15
9	FINLAND	TALOUSTUTKIMUS Oy	CAWI	651	Nationwide	Nov. 18-20
10	FRANCE	BVA	CAWI	1000	Nationwide	Dec. 8-12
11	GERMANY	Produkt + Markt	ONLINE	1000	Nationwide	Oct. 21-28
12	HONG KONG	CSG	CAWI ONLINE	509	Nationwide	Nov. 18-23
13	INDIA	DataPrompt International Pvt. Ltd.	CAWI	500	Nationwide	Nov. 30 - Dec. 4
14	INDONESIA	DEKA Insight Indonesia	ONLINE	1000	Nationwide	Nov. 14-25
15	Republic of IRELAND	REDC	ONLINE	1001	Nationwide	Nov. 5-10
16	ITALY	BVA Doxa	CAWI	1000	Nationwide	Oct. 26-29
17	JAPAN	NIPPON RESEARCH CENTER, LTD.	CAWI	1137	Nationwide	Nov. 6-9
18	LEBANON	REACH SAL	CATI	500	Nationwide	Nov. 5-19
19	MALAYSIA	Compass Insights Sdn. Bhd.	CAWI	500	Nationwide	Nov. 1-16
20	MEXICO	BRAIN RESEARCH	ONLINE	500	Nationwide	Nov. 13-23
21	NIGERIA	Market Trends International	F2F	1000	Nationwide	Nov. 16-30
22	PAKISTAN	Gallup Pakistan	CATI	1103	Nationwide	Nov. 5-15

23	PARAGUAY	ICA Consultoria Estratègica	CATI	500	Nationwide	Dec. 2-15
24	PALESTINIAN TERRITORIES	PCPO Palestinian Centre for Public Opinion	F2F	1498	WestBank Incl. Jerusalem-Gaza Strip	Dec. 02-23
25	PERU	Datum Internacional	CAWI panel	1210	Nationwide	Nov. 2-5
26	PHILIPPINES	PSRC (Philippines Survey & Research Center inc.)	CAWI and CATI	1000	Nationwide	Dec 5-15
27	POLAND	Mareco Polska	CAWI	587	Nationwide	Oct. 28-31
28	Republic of KOREA	Gallup Korea	F2F	1500	Nationwide	Nov. 7-29
29	SERBIA	MEDIANA ADRIA	CAWI	500	Nationwide	Nov. 12-16
30	SLOVENIA	MEDIANA	CAWI	798	Nationwide	Nov. 11-12
31	SPAIN	Istituto DYM	CAWI	1006	Nationwide	Oct. 22-23
32	UK	ORB INTERNATIONAL	ONLINE	1000	Nationwide	Dec. 11-13
33	USA	SSRS	WEB	800	Nationwide	Nov. 11-18
34	VIETNAM	Indocina Research Vietnam	TAPI	600	Ha Noi and Ho Chi Minh City	Oct. 31- Nov. 12