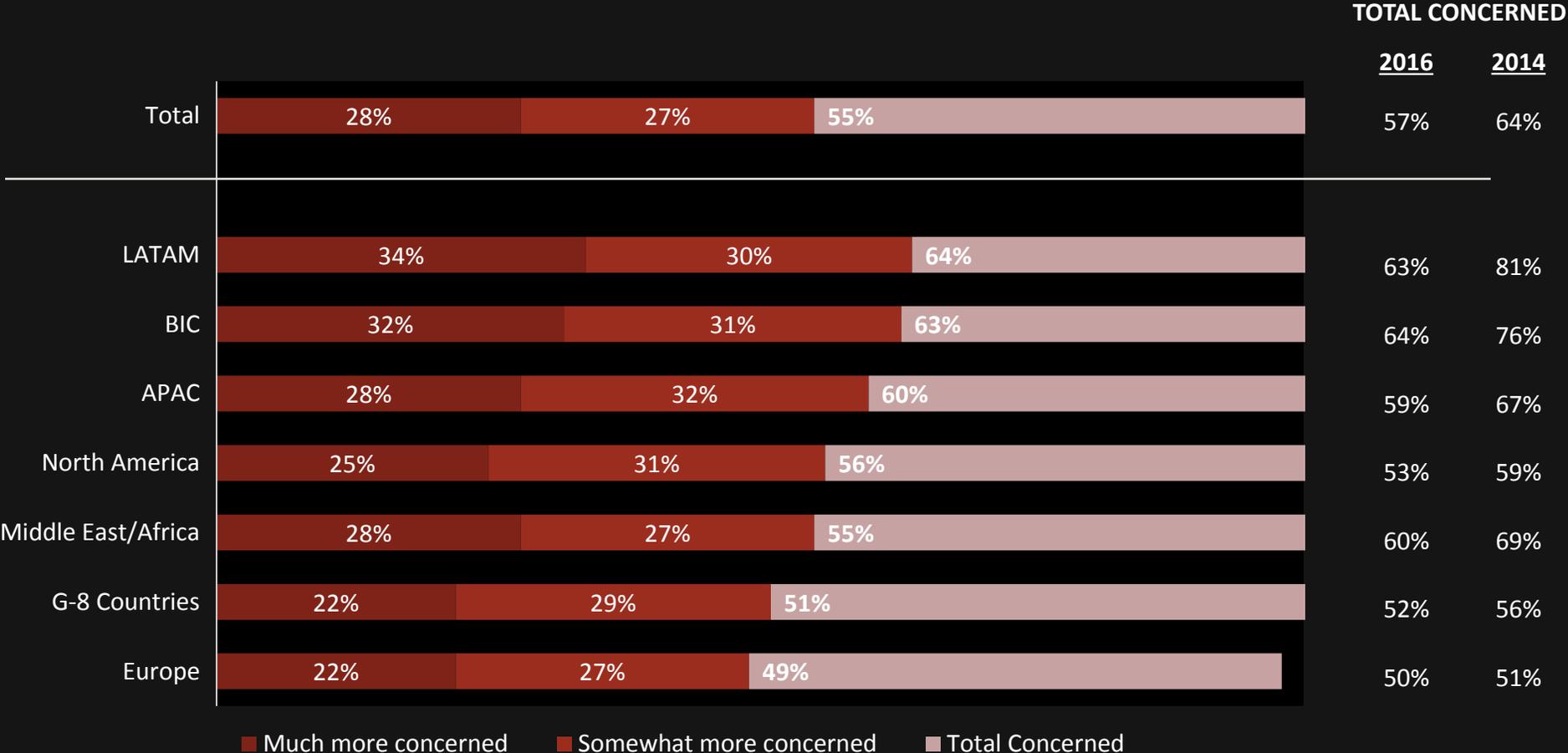# Methodology

- This survey was conducted by Ipsos on behalf of the Centre for International Governance Innovation ("CIGI") between December 23, 2016, and March 21, 2017.

- The survey was conducted in 24 economies—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong (China), India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, South Africa, South Korea, Sweden, Tunisia, Turkey and the United States—and involved 24,225 Internet users.

- Twenty of the countries utilized the Ipsos Internet panel system while Tunisia was conducted via CATI, and Kenya, Nigeria and Pakistan utilized face-to-face interviewing, given online constraints in these countries and the length

- 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 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 and face-to-face, the margin of error is +/-3.1, 19 times out of 20.

BIC = Brazil, India, China
APAC = Asia Pacific
LATAM = Latin America

PRIVACY & SECURITY

A majority of global citizens are more concerned about their online privacy compared to a year ago, led by those in LATAM and BIC. In most regions, the pace of growing concern is slowing year over year.

	Much more concerned	Somewhat more concerned	Total Concerned	TOTAL CONCERNED 2016	TOTAL CONCERNED 2014
Total	28%	27%	55%	57%	64%
LATAM	34%	30%	64%	63%	81%
BIC	32%	31%	63%	64%	76%
APAC	28%	32%	60%	59%	67%
North America	25%	31%	56%	53%	59%
Middle East/Africa	28%	27%	55%	60%	69%
G-8 Countries	22%	29%	51%	52%	56%
Europe	22%	27%	49%	50%	51%

■ Much more concerned   ■ Somewhat more concerned   ■ Total Concerned

Q1. How concerned are you about your online privacy compared to one year ago?(Select one)
Base: All Respondents Total 2014 (n=23,376); Total 2016 (n=24,143), Total 2016 (n=24,225)

Among those more concerned, cyber criminals and internet companies are increasingly the sources of concern, but governments are also driving the increase in concern (both one's own government and foreign governments), more so than last year.
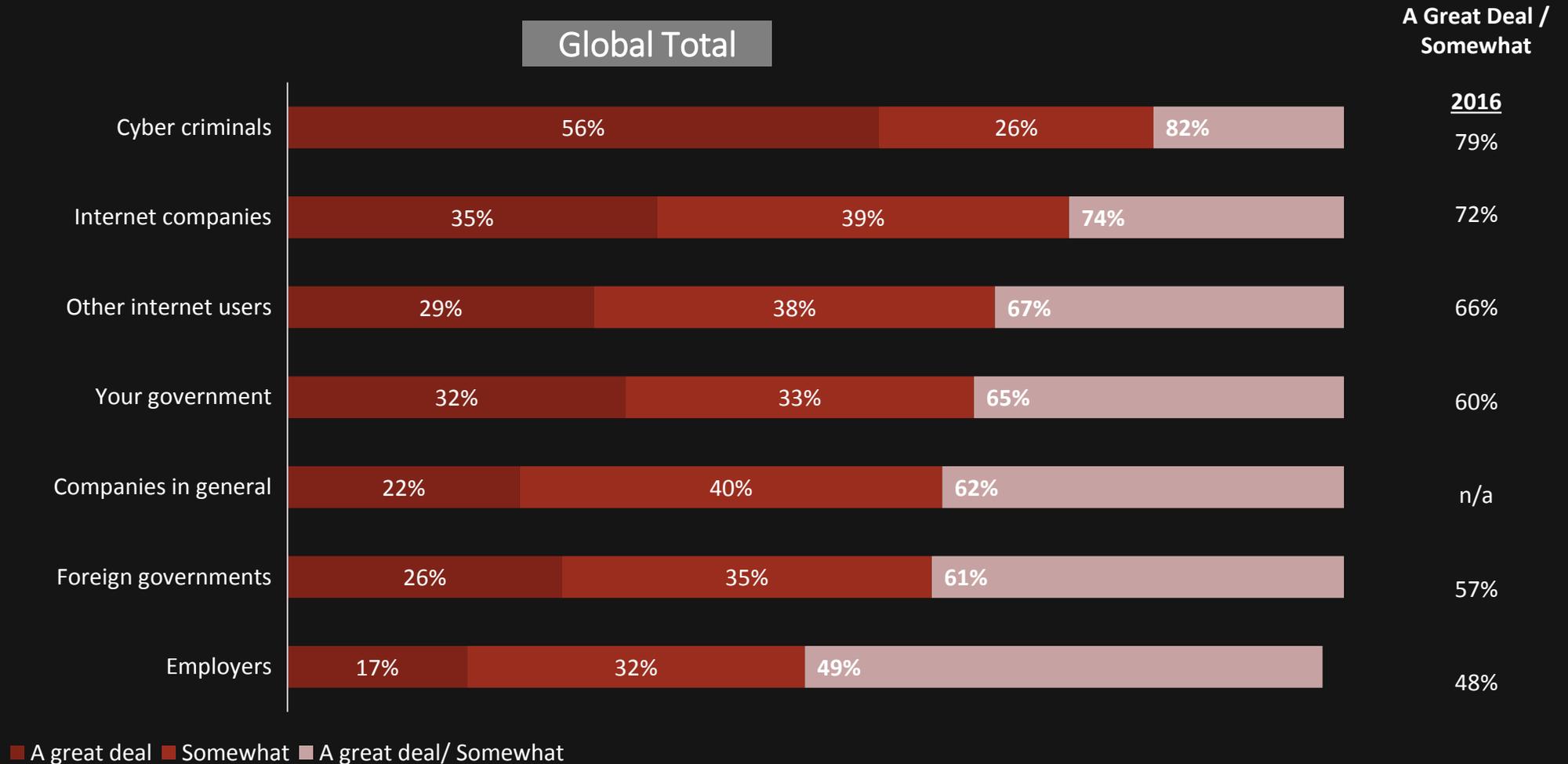
Global Total

	A great deal	Somewhat	A great deal/ Somewhat	A Great Deal / Somewhat 2016
Cyber criminals	56%	26%	82%	79%
Internet companies	35%	39%	74%	72%
Other internet users	29%	38%	67%	66%
Your government	32%	33%	65%	60%
Companies in general	22%	40%	62%	n/a
Foreign governments	26%	35%	61%	57%
Employers	17%	32%	49%	48%

■ A great deal ■ Somewhat ■ A great deal/ Somewhat

Q2. To what extent have the following sources contributed to your being more concerned than last year about your online privacy? Base: Much/ Somewhat More Concerned About Online Privacy 2016 (n=13,867); 2017 (n=12,926)

More (+5 points) say their own government is a contributing source of concern about their online privacy.

	A great deal	Somewhat	A great deal/Somewhat	A Great Deal/Somewhat 2016
Total	32%	33%	65%	
Poland	53%	29%	82%	60%
Mexico	49%	29%	78%	69%
United States	43%	35%	78%	73%
South Korea	40%	36%	76%	73%
Turkey	47%	27%	74%	73%
Nigeria	29%	44%	73%	79%
India	36%	36%	72%	42%
Pakistan	21%	46%	67%	72%
Brazil	39%	27%	66%	77%
Kenya	37%	29%	66%	60%
Japan	18%	47%	65%	56%
South Africa	35%	30%	65%	73%
Australia	26%	36%	62%	66%
France	26%	35%	61%	62%
Indonesia	23%	38%	61%	55%
Canada	26%	34%	60%	71%
Egypt	32%	28%	60%	59%
Hong Kong (China)	26%	31%	57%	50%
Great Britain	22%	34%	56%	58%
Germany	26%	28%	54%	61%
Tunisia	29%	22%	51%	59%
Italy	16%	32%	48%	29%
Sweden	19%	28%	47%	53%
China	0% 0%			43%
				34%

■ A great deal   ■ Somewhat   ■ A great deal/Somewhat

*Not asked in China

Q2. To what extent have the following sources contributed to your being more concerned than last year about your online privacy? [Your Government] Base: Much/ Somewhat More Concerned About Online Privacy 2016 (n=13,867); 2017 (n=12,926)
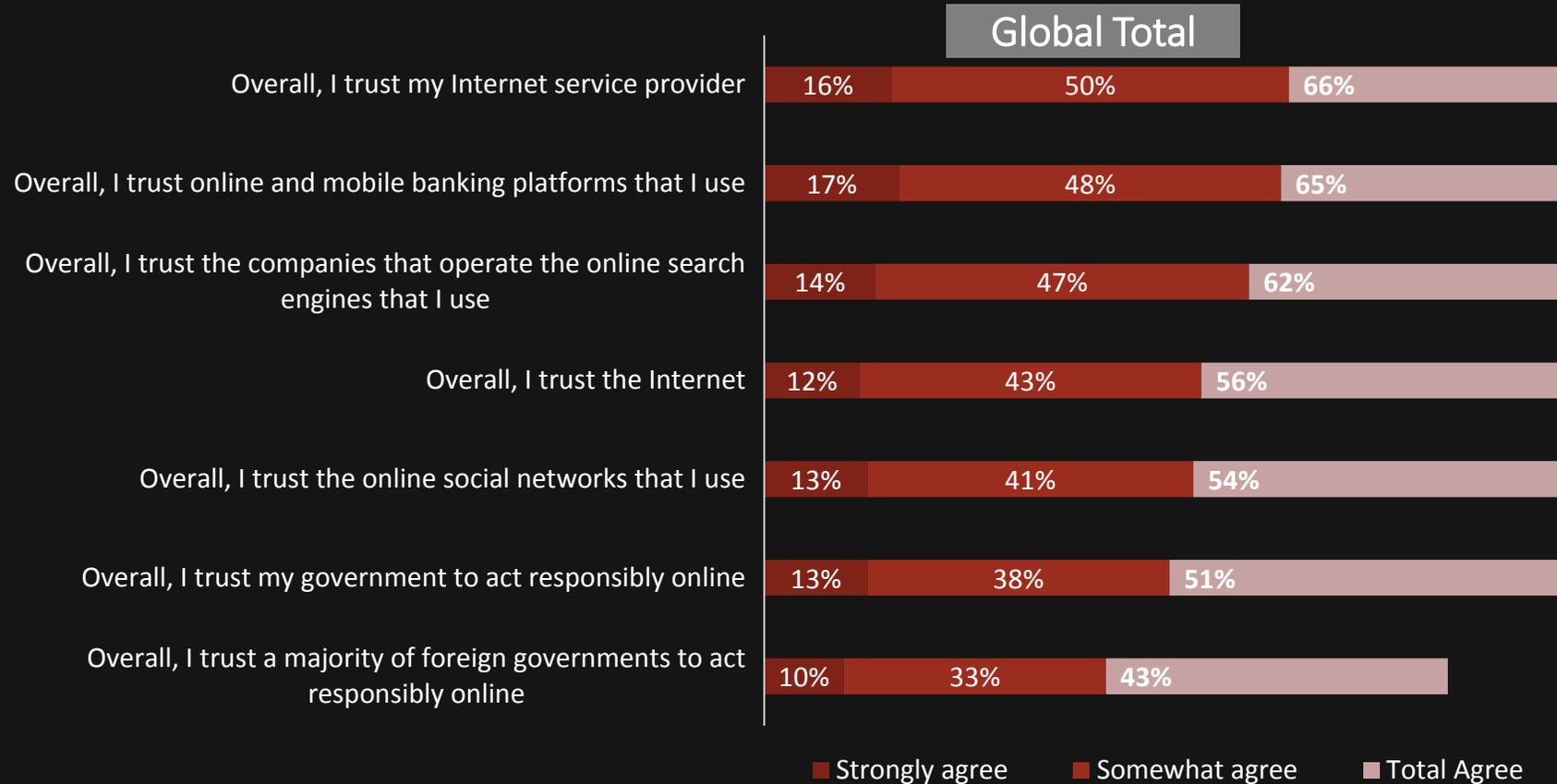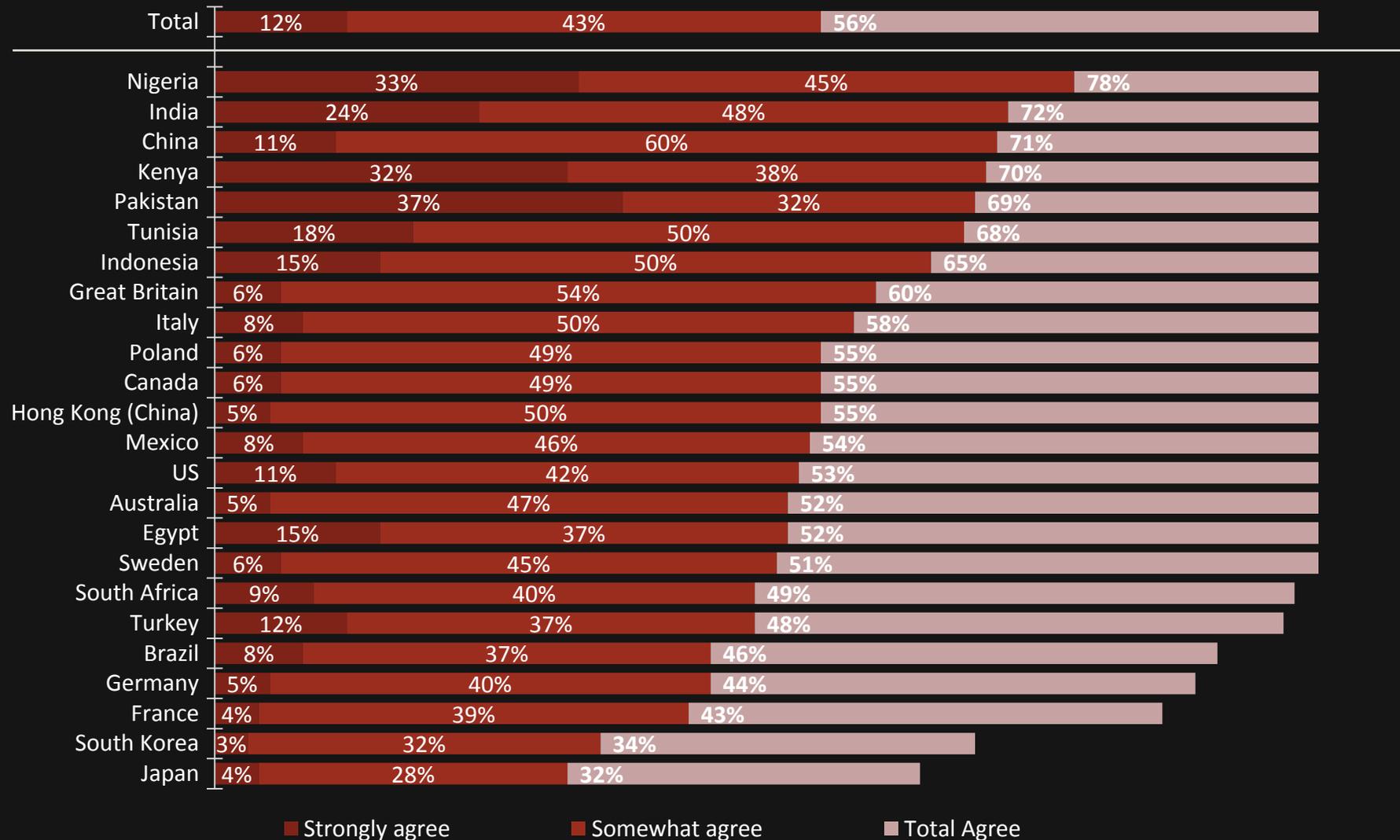
TRUST IN THE INTERNET

While a majority trusts their ISP, banking platforms and search engines, very few strongly agree that they do. Only half trust their government to act responsibly online, and a minority trusts most foreign governments to act responsibly online. .

Global Total

Statement	Strongly agree	Somewhat agree	Total Agree
Overall, I trust my Internet service provider	16%	50%	66%
Overall, I trust online and mobile banking platforms that I use	17%	48%	65%
Overall, I trust the companies that operate the online search engines that I use	14%	47%	62%
Overall, I trust the Internet	12%	43%	56%
Overall, I trust the online social networks that I use	13%	41%	54%
Overall, I trust my government to act responsibly online	13%	38%	51%
Overall, I trust a majority of foreign governments to act responsibly online	10%	33%	43%

■ Strongly agree   ■ Somewhat agree   ■ Total Agree

Q7. To what extent do you agree or disagree with the following statements...
Base: All Respondents Total (n=24,225)

Trust in the internet is lowest in many advanced economics, such as Japan, South Korea, France and Germany.

Country	Strongly agree	Somewhat agree	Total Agree
Total	12%	43%	56%
Nigeria	33%	45%	78%
India	24%	48%	72%
China	11%	60%	71%
Kenya	32%	38%	70%
Pakistan	37%	32%	69%
Tunisia	18%	50%	68%
Indonesia	15%	50%	65%
Great Britain	6%	54%	60%
Italy	8%	50%	58%
Poland	6%	49%	55%
Canada	6%	49%	55%
Hong Kong (China)	5%	50%	55%
Mexico	8%	46%	54%
US	11%	42%	53%
Australia	5%	47%	52%
Egypt	15%	37%	52%
Sweden	6%	45%	51%
South Africa	9%	40%	49%
Turkey	12%	37%	48%
Brazil	8%	37%	46%
Germany	5%	40%	44%
France	4%	39%	43%
South Korea	3%	32%	34%
Japan	4%	28%	32%

■ Strongly agree ■ Somewhat agree ■ Total Agree

Q7. To what extent do you agree or disagree with the following statements...
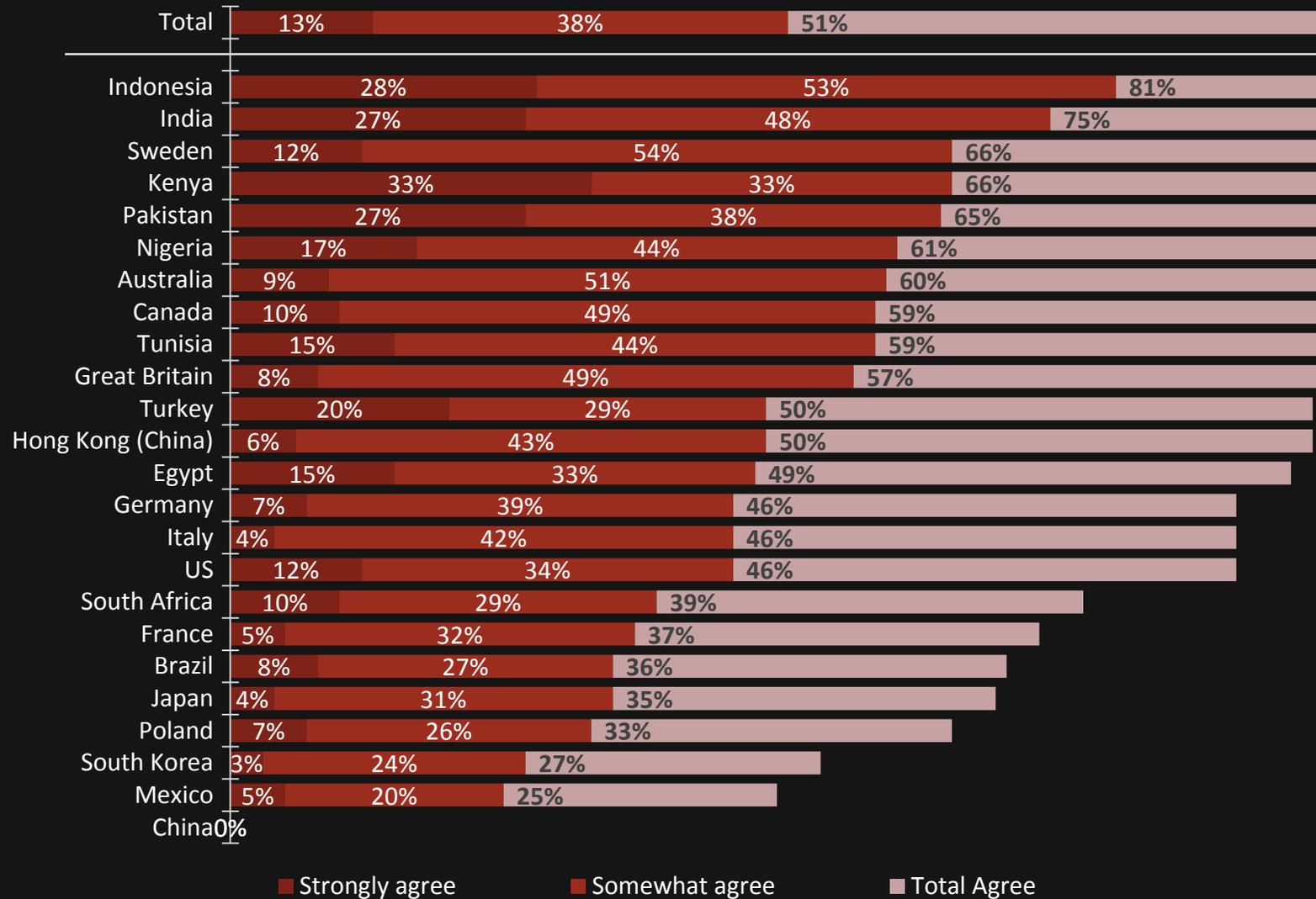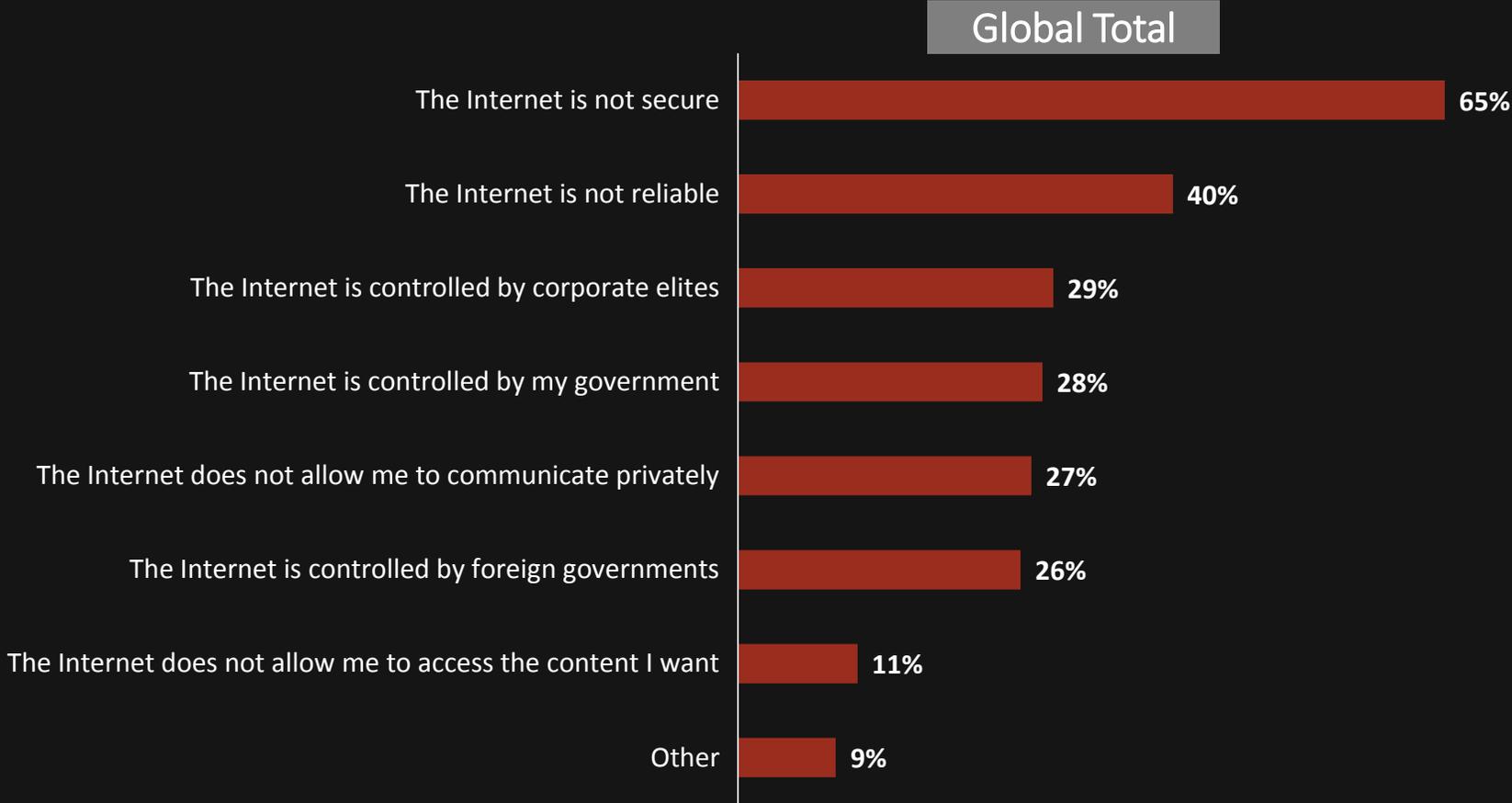Base: All Respondents Total (n=24,225)

Trust in one's own government to act responsibly online varies greatly, with Indonesia and India leading the pack, Mexico and South Korea lagging.

Country	Strongly agree	Somewhat agree	Total Agree
Total	13%	38%	51%
Indonesia	28%	53%	81%
India	27%	48%	75%
Sweden	12%	54%	66%
Kenya	33%	33%	66%
Pakistan	27%	38%	65%
Nigeria	17%	44%	61%
Australia	9%	51%	60%
Canada	10%	49%	59%
Tunisia	15%	44%	59%
Great Britain	8%	49%	57%
Turkey	20%	29%	50%
Hong Kong (China)	6%	43%	50%
Egypt	15%	33%	49%
Germany	7%	39%	46%
Italy	4%	42%	46%
US	12%	34%	46%
South Africa	10%	29%	39%
France	5%	32%	37%
Brazil	8%	27%	36%
Japan	4%	31%	35%
Poland	7%	26%	33%
South Korea	3%	24%	27%
Mexico	5%	20%	25%
China	0%		

■ Strongly agree ■ Somewhat agree ■ Total Agree

Q7. To what extent do you agree or disagree with the following statements...
Base: All Respondents Total (n=24,225)

Among those who distrust the internet, the leading reason is that they believe it is not secure, followed by the belief that it isn't reliable.
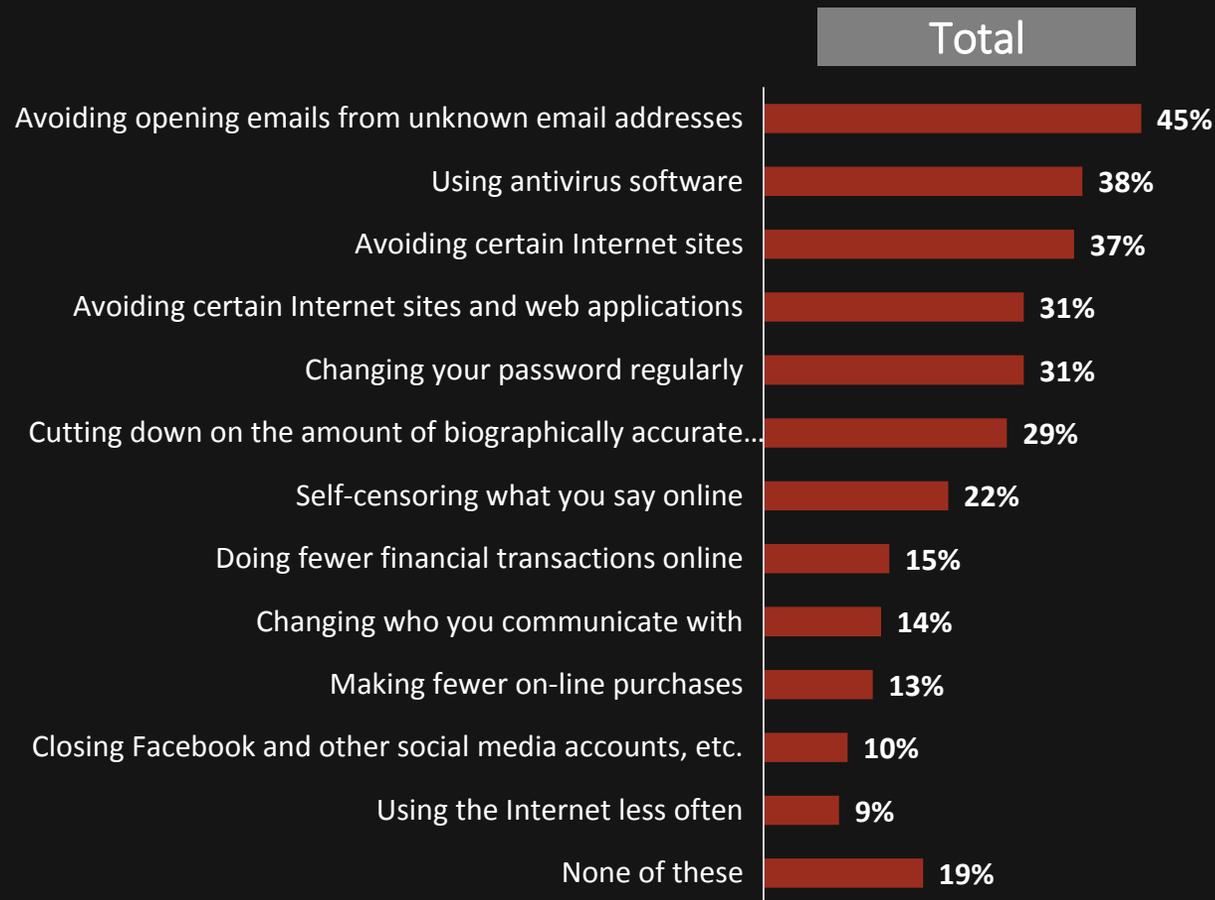
	Global Total
The Internet is not secure	65%
The Internet is not reliable	40%
The Internet is controlled by corporate elites	29%
The Internet is controlled by my government	28%
The Internet does not allow me to communicate privately	27%
The Internet is controlled by foreign governments	26%
The Internet does not allow me to access the content I want	11%
Other	9%

- Q7a. Why do you disagree that you trust the Internet? (Select all that apply) Base: Those Who Distrust Internet (n=10,319)

Among those who distrust the internet, they are using the internet differently by disclosing less personal information online, taking greater care to secure their device, and using the internet more selectively.

Global Total

Category	Percentage
Disclose less personal information online	49%
Take greater care to secure your device	40%
Use the Internet more selectively	40%
Self-censor what you say online	29%
Limit the type of online applications you use	26%
Limit the number of online applications you use	23%
Use more encryption	20%
Limit how much you use online applications	20%
Make fewer online purchases	19%
Use more false personal information online	14%
Use the Internet less often	12%
Use technological tools (e.g. VPN or Tor)	11%
Other	3%
None of the above	14%

- Q7b. How has your lack of trust in the Internet caused you to use the Internet differently? (Select all that apply)
- Base: Those Who Distrust Internet (n=10,168)

ONLINE CHANGES IN BEHAVIOUR

Global citizens are most often avoiding opening emails from unknown sources, using antivirus software and avoiding certain internet sites. One in ten is making fewer online purchases. Just two in ten aren't taking any precautions.

Total

Category	Total
Avoiding opening emails from unknown email addresses	45%
Using antivirus software	38%
Avoiding certain Internet sites	37%
Avoiding certain Internet sites and web applications	31%
Changing your password regularly	31%
Cutting down on the amount of biographically accurate…	29%
Self-censoring what you say online	22%
Doing fewer financial transactions online	15%
Changing who you communicate with	14%
Making fewer on-line purchases	13%
Closing Facebook and other social media accounts, etc.	10%
Using the Internet less often	9%
None of these	19%

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 2014 (n=23,376); Total 2016 (n=24,143); Total 2017 (n=24,225)

Behaviour changes are most pronounced in LATAM.

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents	24141	2000	2000	6000	7000	7000	3000	4023
Avoiding opening emails from unknown email addresses	45%	45%	52%	46%	45%	43%	40%	42%
Using antivirus software	38%	35%	50%	35%	40%	32%	45%	39%
Avoiding certain Internet sites	37%	36%	54%	34%	31%	31%	38%	41%
Changing your password regularly	31%	30%	40%	28%	35%	27%	35%	33%
Avoiding certain web applications	31%	28%	42%	26%	27%	22%	34%	33%
Cutting down on the amount of biographically accurate information you divulge online	29%	25%	37%	28%	30%	23%	28%	27%
Self-censoring what you say online	22%	23%	22%	14%	22%	17%	21%	23%
Doing fewer financial transactions online	15%	12%	23%	10%	16%	10%	20%	17%
Changing who you communicate with	14%	13%	15%	8%	13%	8%	16%	14%
Making fewer on-line purchases	13%	12%	18%	9%	12%	9%	16%	18%
Closing Facebook and other social media accounts, etc.	10%	12%	10%	7%	9%	8%	12%	11%
Using the Internet less often	9%	7%	10%	4%	6%	4%	11%	10%
None of these	19%	25%	9%	24%	16%	28%	9%	18%

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 2017 (n=24,225)

Other changes in online behavior include avoiding clicking on unknown links, using more privacy settings, and updating their software more regularly. But some are becoming more active online, such as using it more for entertainment, business, and making more online purchases.
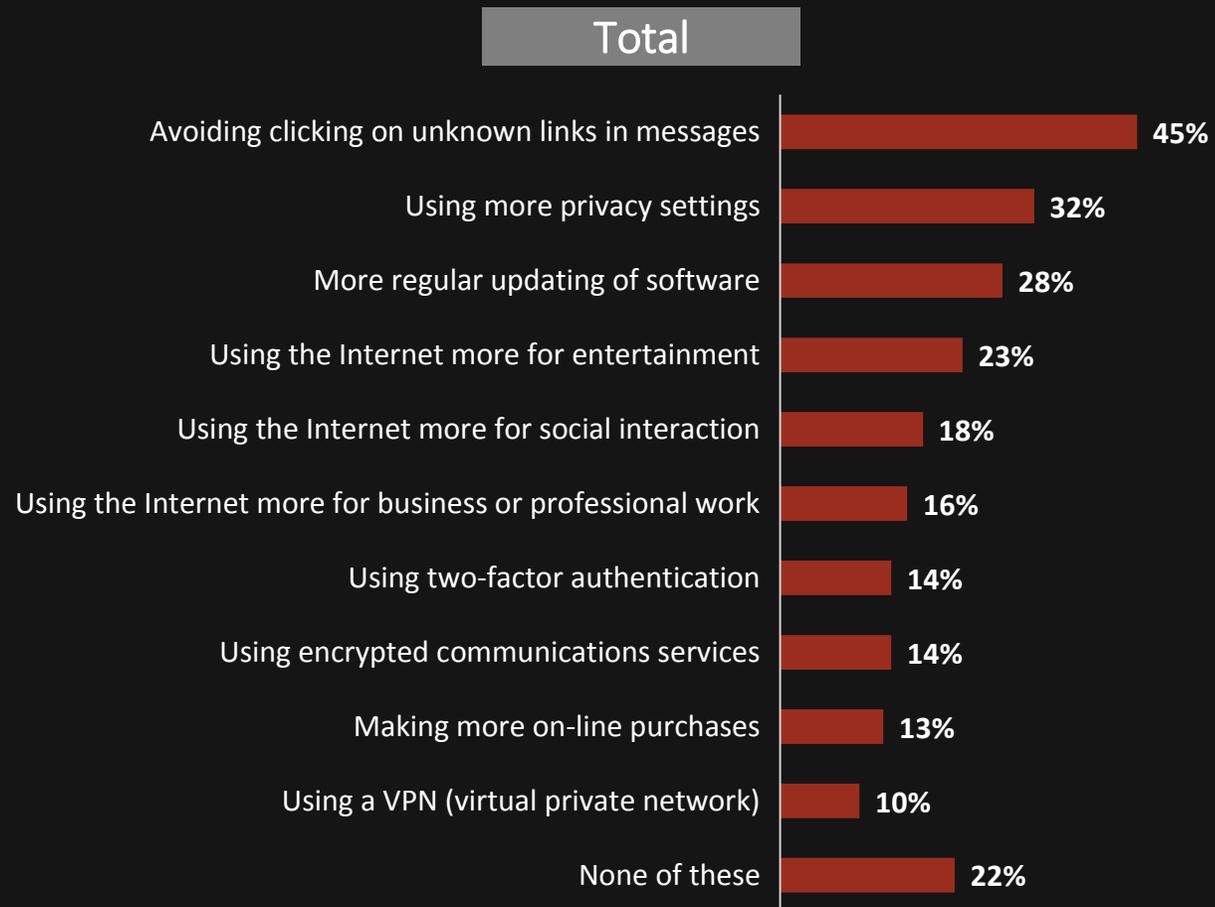
Total

Avoiding clicking on unknown links in messages	45%
Using more privacy settings	32%
More regular updating of software	28%
Using the Internet more for entertainment	23%
Using the Internet more for social interaction	18%
Using the Internet more for business or professional work	16%
Using two-factor authentication	14%
Using encrypted communications services	14%
Making more on-line purchases	13%
Using a VPN (virtual private network)	10%
None of these	22%

Q4. How else have you changed your behavior? (Please select all that apply.)
Base: All Respondents Total 2017 (n=24,225)

LATAM, BIC and Middle/East African residents appear most likely to be changing their behaviour.

	Total	North America	LATAM	Europe	APAC	G-8 Countries	BIC	Middle East/Africa
		A	B	C	D	E	F	G
Base: All Respondents	*24141*	*2000*	*2000*	*6000*	*7000*	*7000*	*3000*	*4023*
Avoiding clicking on unknown links in messages	45%	48%	58%	45%	44%	41%	46%	45%
Using more privacy settings	32%	31%	41%	25%	35%	24%	41%	36%
More regular updating of software	28%	24%	31%	25%	27%	22%	29%	30%
Using the Internet more for entertainment	23%	18%	28%	15%	18%	14%	26%	31%
Using the Internet more for social interaction	18%	11%	19%	9%	15%	8%	22%	25%
Using the Internet more for business or professional work	16%	9%	21%	7%	17%	6%	22%	22%
Using two-factor authentication	14%	12%	14%	9%	22%	9%	18%	13%
Using encrypted communications services	14%	7%	18%	9%	18%	7%	21%	14%
Making more on-line purchases	13%	14%	11%	12%	16%	12%	23%	9%
Using a VPN (virtual private network)	10%	6%	14%	7%	11%	5%	12%	13%
None of these	22%	26%	11%	29%	19%	33%	11%	17%

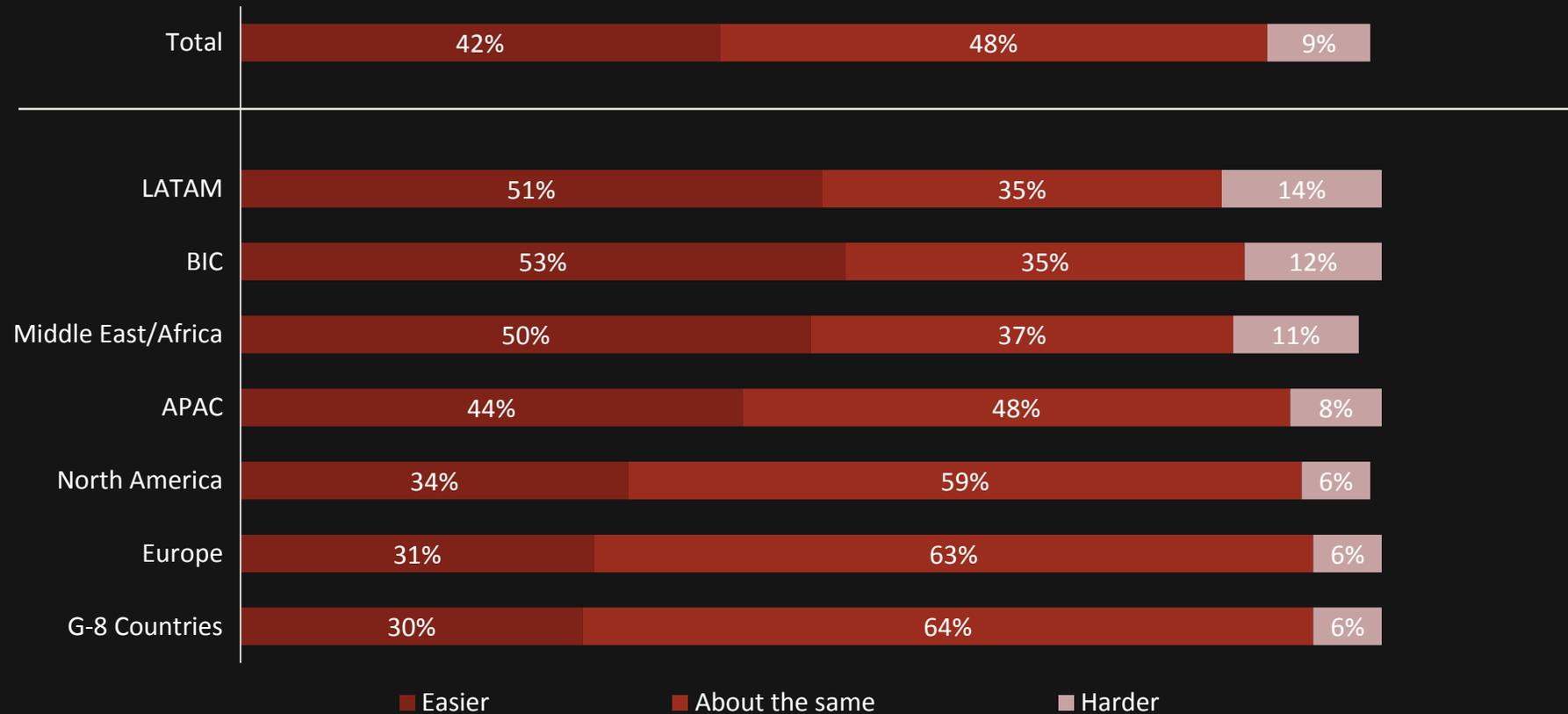Q4. How else have you changed your behavior? (Please select all that apply.)
Base: All Respondents Total 2017 (n=24,225)

ONLINE SHOPPING BEHAVIOUR

More say it is getting easier (42%), not harder (9%), to buy goods and services online. Similar trends are found when it comes to accessing websites in a quick manner, relying on sites to be online and working, and various other issues of access.

Global Total

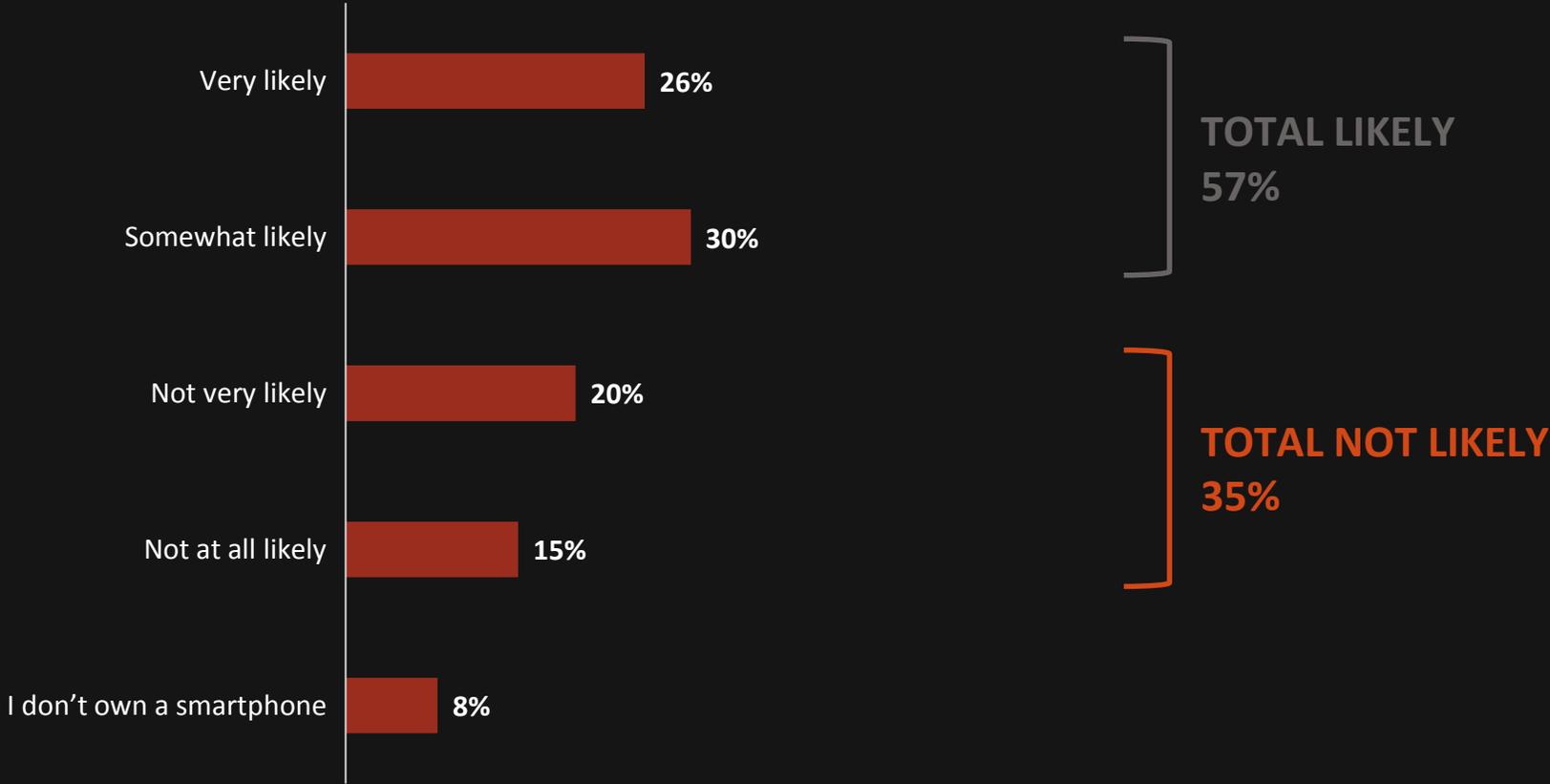|	Easier	Same	Harder	2016 Easier
Buying goods and services online	42%	48%	9%	-
Find the content you seek	41%	49%	10%	46%
Access websites in a quick manner	40%	50%	10%	45%
Keep software up to date	38%	52%	10%	-
Access local content and web sites	35%	56%	9%	42%
Rely on your favourite website to be online and working	33%	56%	11%	39%
Count on reliable mobile Internet service	32%	54%	14%	38%
Sending or receiving emails to or from foreign addresses	29%	59%	11%	35%
Access foreign content and web sites	28%	57%	14%	36%
Use encrypted communications	27%	60%	13%	-
Surf the internet with the knowledge that content is not being censored	25%	56%	19%	29%
Use voice over IP (VoIP)	25%	62%	13%	-

■ Easier   ■ Same   ■ Harder

Q5. Compared to one year ago, would you say that it is easier or harder to do the following things on the internet:
Base: All Respondents Total (n=23,291)

Those in LATAM, BIC and the Middle East and Africa are most likely to say it is becoming easier to buy goods and services online.

Region	Easier	About the same	Harder
Total	42%	48%	9%
LATAM	51%	35%	14%
BIC	53%	35%	12%
Middle East/Africa	50%	37%	11%
APAC	44%	48%	8%
North America	34%	59%	6%
Europe	31%	63%	6%
G-8 Countries	30%	64%	6%

■ Easier   ■ About the same   ■ Harder

Q5. Compared to one year ago, would you say that it is easier or harder to do the following things on the internet: [Buying goods and services online] Base: All Respondents Total (n=23,291)
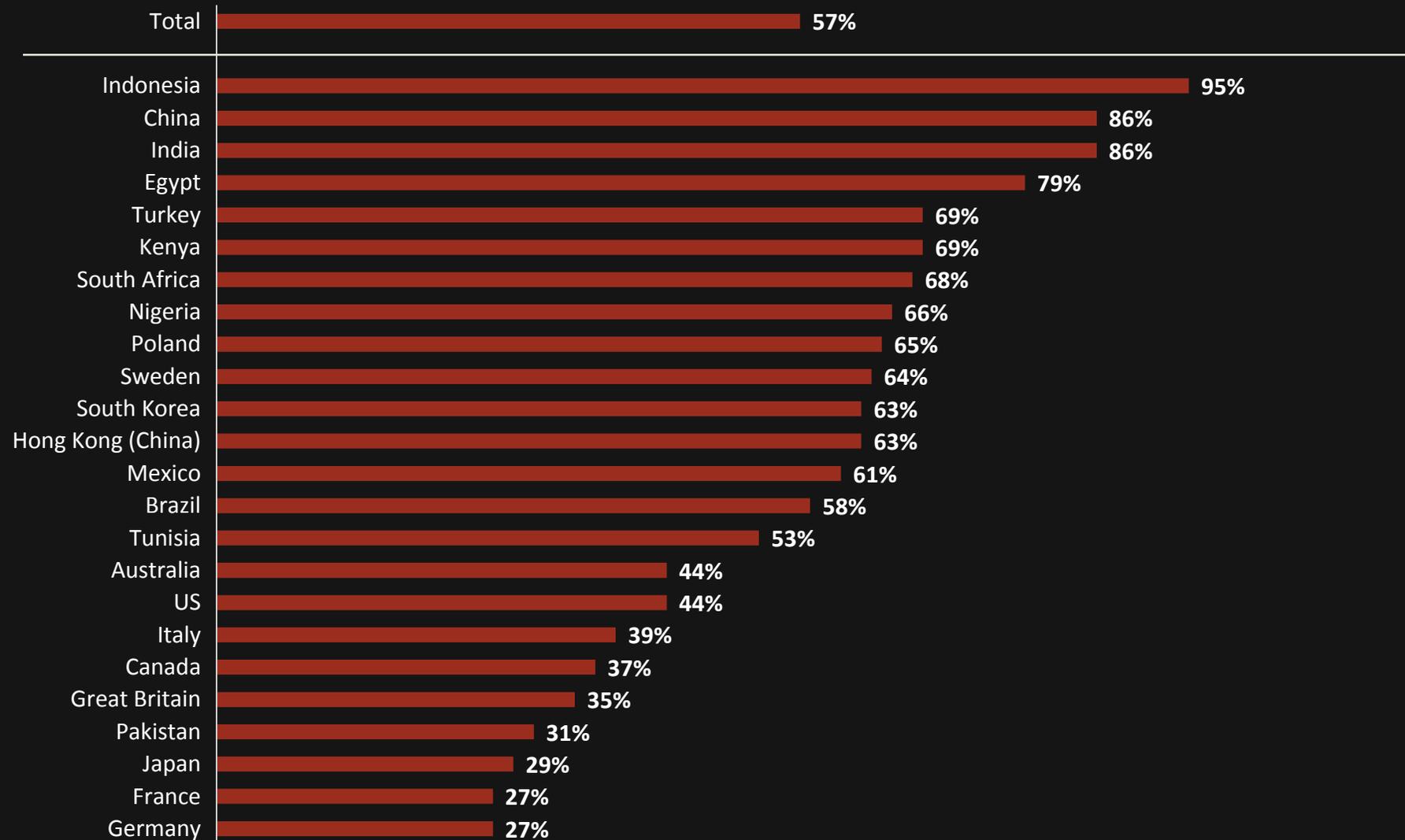
Six in ten (57%) global residents are likely to use mobile payment systems on their smartphone in the next year. Just 8% of internet users don't own a smartphone users say they don't own a smartphone.

Very likely — 26%
Somewhat likely — 30%

TOTAL LIKELY
57%

Not very likely — 20%
Not at all likely — 15%

TOTAL NOT LIKELY
35%

I don't own a smartphone — 8%

Q14. How likely are you to use mobile payment systems on your smartphone in the next year?
Base: All Respondents Total 2017 (n=24,225)

Propensity to use online payment systems on mobile phones varies greatly by country, with most G-8 countries near the bottom of the list, and emerging economies near the top. ○

% likely to use mobile payments

Country	%
Total	57%
Indonesia	95%
China	86%
India	86%
Egypt	79%
Turkey	69%
Kenya	69%
South Africa	68%
Nigeria	66%
Poland	65%
Sweden	64%
South Korea	63%
Hong Kong (China)	63%
Mexico	61%
Brazil	58%
Tunisia	53%
Australia	44%
US	44%
Italy	39%
Canada	37%
Great Britain	35%
Pakistan	31%
Japan	29%
France	27%
Germany	27%

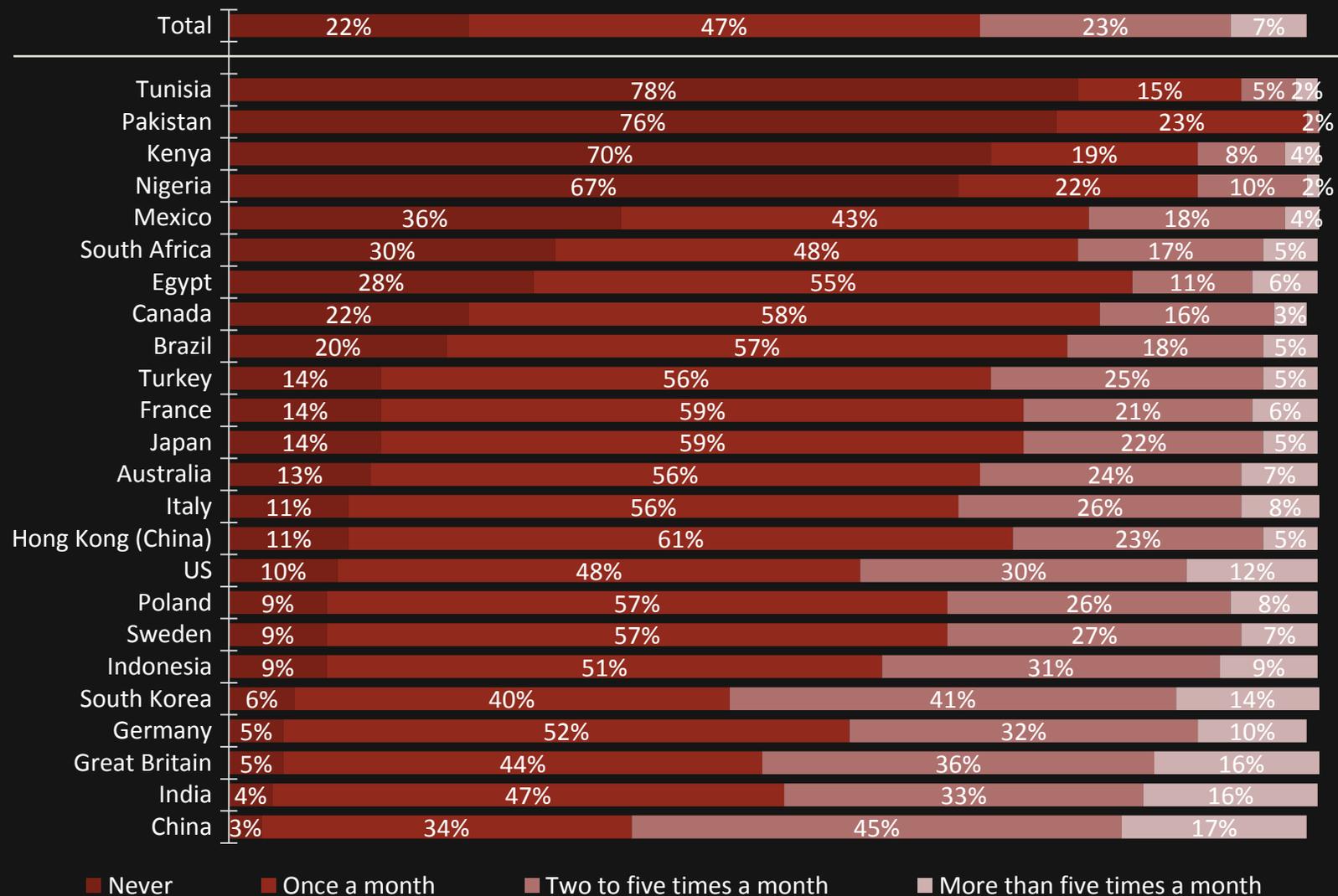Q14. How likely are you to use mobile payment systems on your smartphone in the next year?
Base: All Respondents Total 2017 (n=24,225)

Only 22% of online global citizens say they never buy goods or services online.

Never — 22%

Once a month — 47%

Two to five times a month — 23%
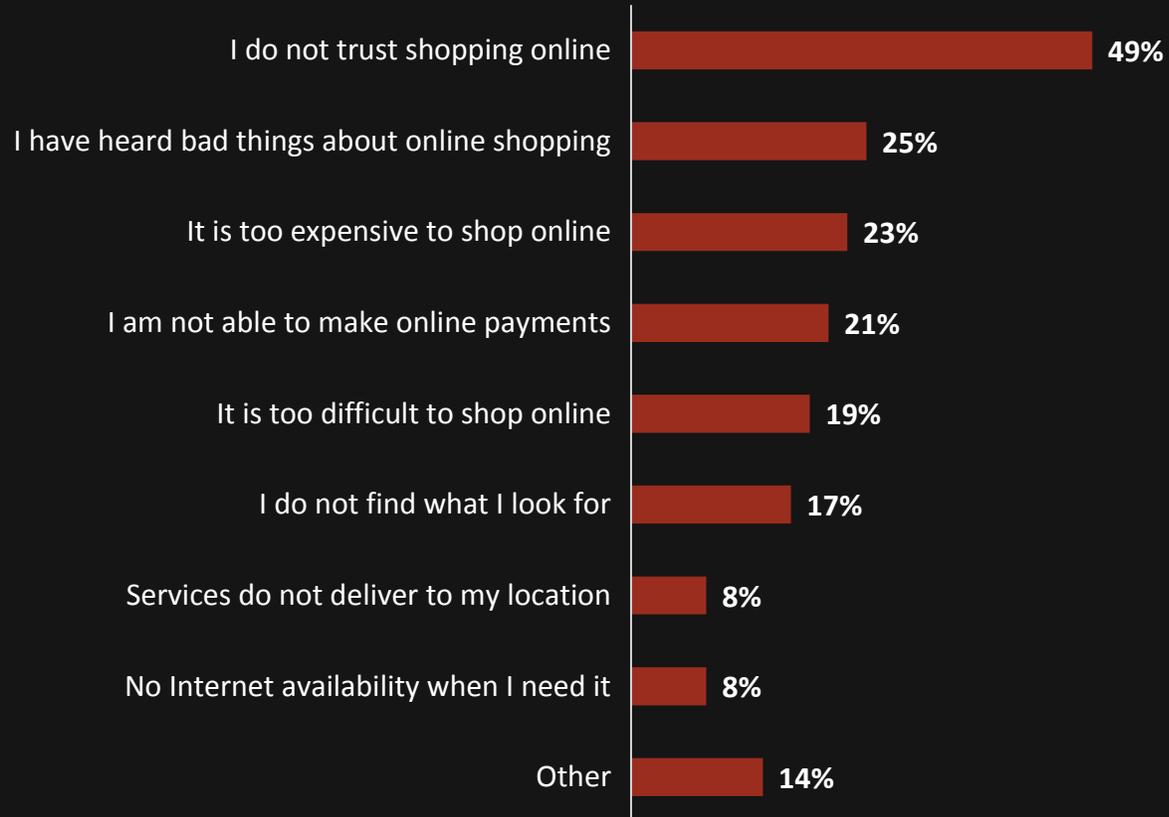
More than five times a month — 7%
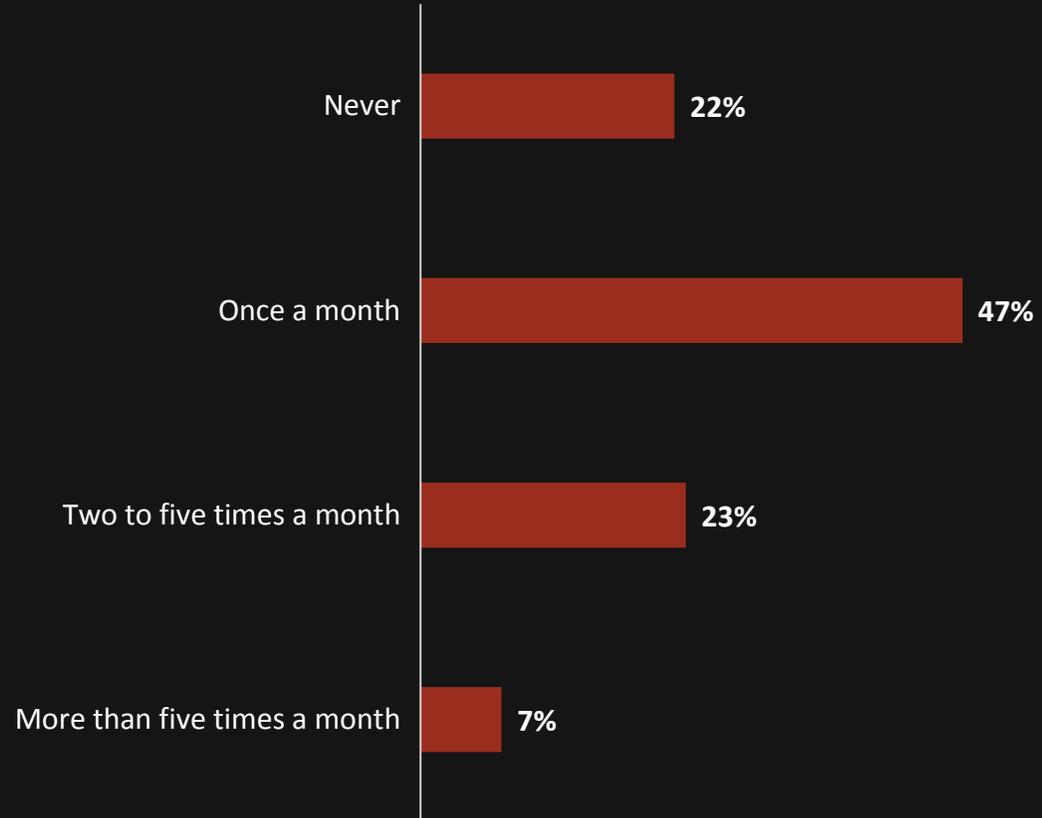
Q15. How frequently do you buy goods or service online?
Base: All Respondents (23,291)

Two of the highest growth economies – China and India – are among the most frequent online purchasers.

	Never	Once a month	Two to five times a month	More than five times a month
Total	22%	47%	23%	7%
Tunisia	78%		15%	5% 2%
Pakistan	76%		23%	2%
Kenya	70%		19%	8% 4%
Nigeria	67%		22%	10% 2%
Mexico	36%	43%	18%	4%
South Africa	30%	48%	17%	5%
Egypt	28%	55%	11%	6%
Canada	22%	58%	16%	3%
Brazil	20%	57%	18%	5%
Turkey	14%	56%	25%	5%
France	14%	59%	21%	6%
Japan	14%	59%	22%	5%
Australia	13%	56%	24%	7%
Italy	11%	56%	26%	8%
Hong Kong (China)	11%	61%	23%	5%
US	10%	48%	30%	12%
Poland	9%	57%	26%	8%
Sweden	9%	57%	27%	7%
Indonesia	9%	51%	31%	9%
South Korea	6%	40%	41%	14%
Germany	5%	52%	32%	10%
Great Britain	5%	44%	36%	16%
India	4%	47%	33%	16%
China	3%	34%	45%	17%

■ Never ■ Once a month ■ Two to five times a month ■ More than five times a month
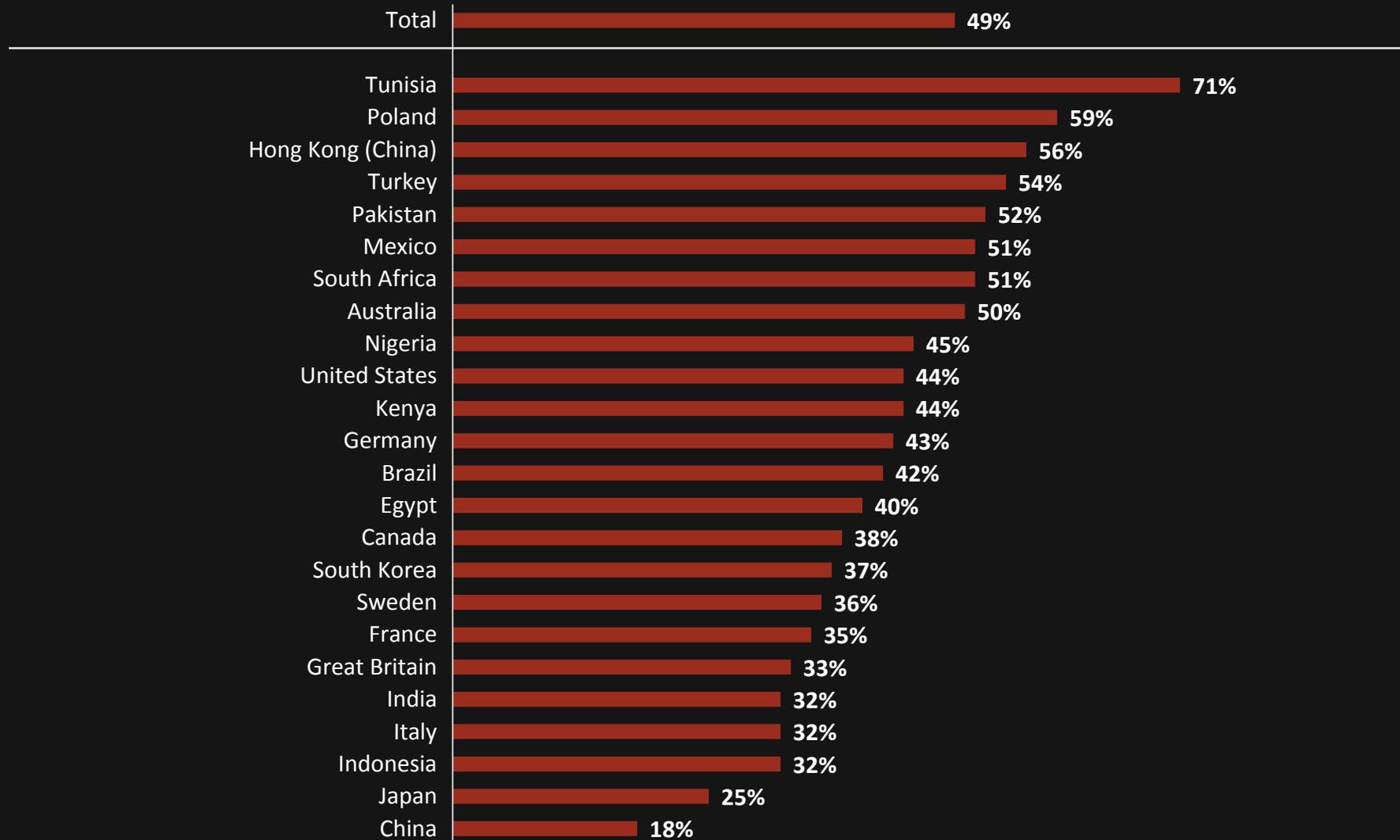
Q15. How frequently do you buy goods or service online?
Base: All Respondents (23,291)

Among those who never shop online, the key reason they do not is a lack of trust.

Reason	Percentage
I do not trust shopping online	49%
I have heard bad things about online shopping	25%
It is too expensive to shop online	23%
I am not able to make online payments	21%
It is too difficult to shop online	19%
I do not find what I look for	17%
Services do not deliver to my location	8%
No Internet availability when I need it	8%
Other	14%

Q16. Why do you not purchase goods or service online?
Base: Never Buy Goods or Services Online (n=4,565)

Lack of trust appears to be a bigger roadblock for Middle East, African and LATAM countries.

Country	Percentage
Total	49%
Tunisia	71%
Poland	59%
Hong Kong (China)	56%
Turkey	54%
Pakistan	52%
Mexico	51%
South Africa	51%
Australia	50%
Nigeria	45%
United States	44%
Kenya	44%
Germany	43%
Brazil	42%
Egypt	40%
Canada	38%
South Korea	37%
Sweden	36%
France	35%
Great Britain	33%
India	32%
Italy	32%
Indonesia	32%
Japan	25%
China	18%

Q16. Why do you not purchase goods or service online?
Base: Never Buy Goods or Services Online (n=4,565)

Among those who shop online, saving time, convenience, ease of use, flexibility of prices, a wide range of choices, and the ability to buy items they can't get elsewhere drive this behaviour.
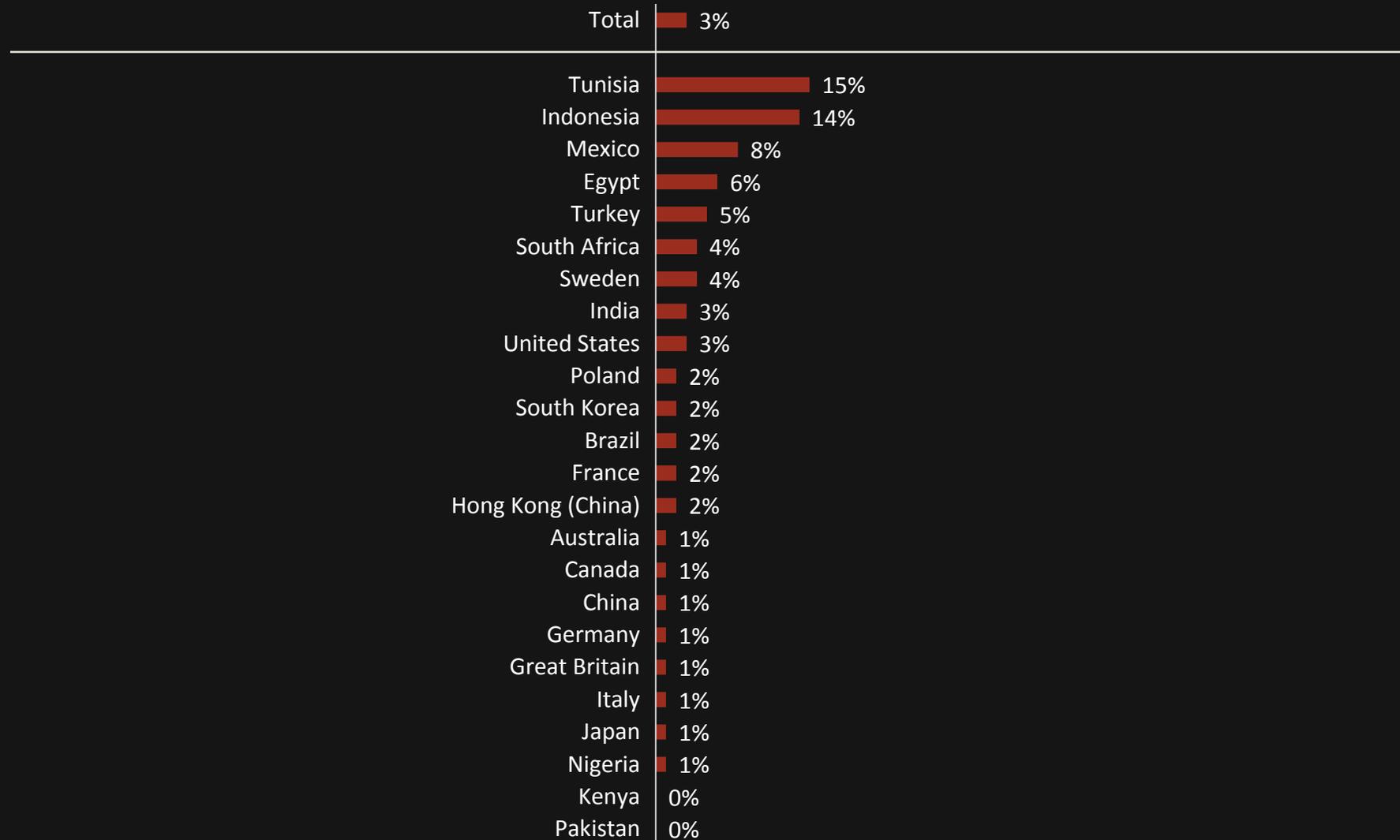

Category	Percentage
Saves time	59%
Convenient and flexible	51%
Easy to use	49%
Flexibility of prices	49%
Wide range of choices	47%
Able to purchase items you cannot buy elsewhere	45%
Fun doing shopping on the web	23%
Security	10%
Other	3%

Q17. Why do you shop online?
Base: Buy Goods or Services Online At Least Once Month (n=18,551)

Among those who shop online, credit cards and electronic payments like PayPal are the preferred means of paying for those goods and services. Just 3% prefer cryptocurrencies as a method of payment.

Payment method	Percentage
Credit cards	42%
Electronic payment (PayPal if available)	39%
Debit cards	28%
Cash on delivery	23%
Bank transfers	20%
Gift cards or vouchers	15%
Mobile payment	14%
Cryptocurrencies (Bitcoin)	3%
Other	3%

Q18. What is your preferred way of paying for goods and services bought online?
Base: Buy Goods or Services Online At Least Once Month (n=18,551)
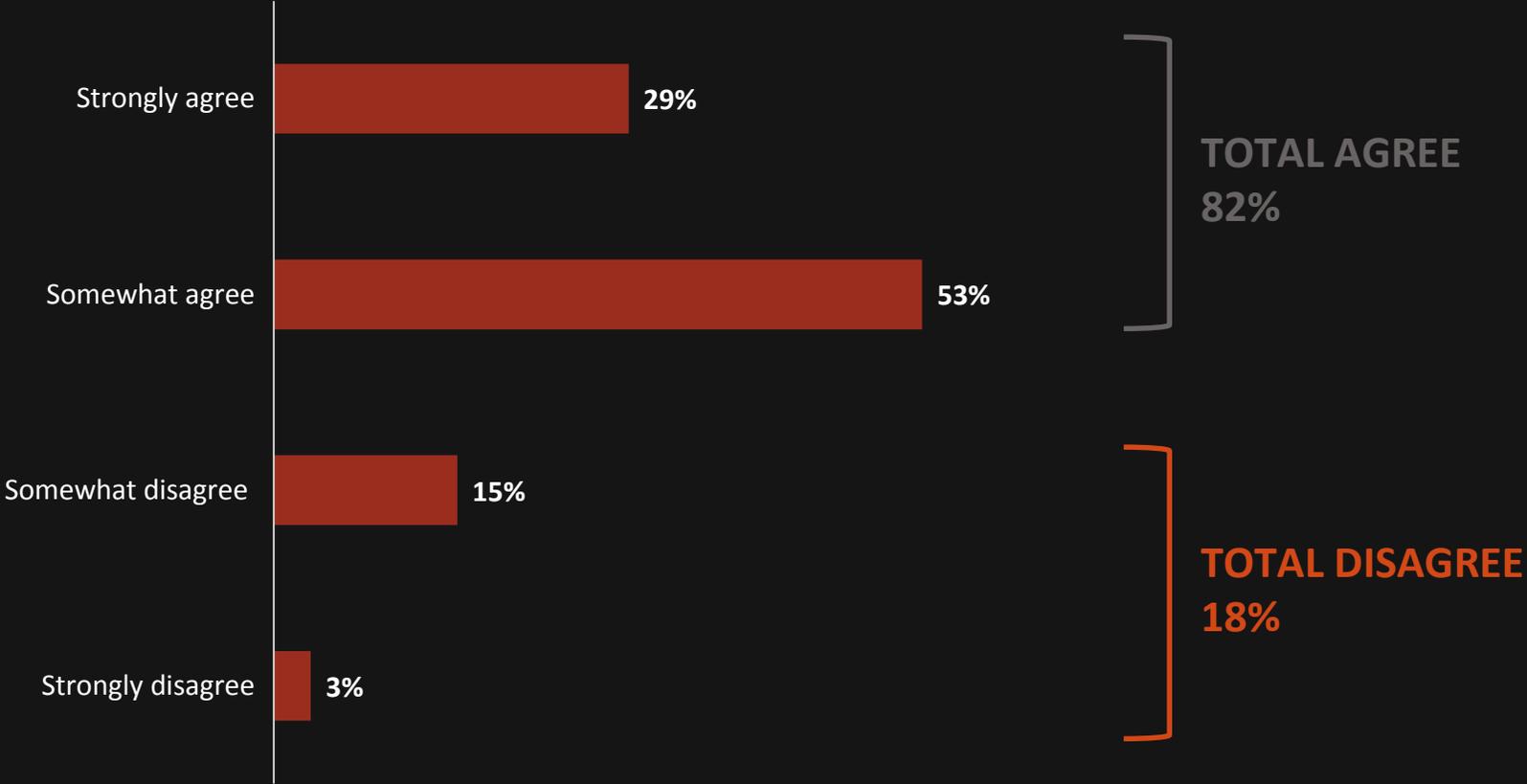
Those in Tunisia, Indonesia and Mexico are the most likely online shoppers to prefer paying with cryptocurrencies such as Bitcoin.

Country	%
Total	3%
Tunisia	15%
Indonesia	14%
Mexico	8%
Egypt	6%
Turkey	5%
South Africa	4%
Sweden	4%
India	3%
United States	3%
Poland	2%
South Korea	2%
Brazil	2%
France	2%
Hong Kong (China)	2%
Australia	1%
Canada	1%
China	1%
Germany	1%
Great Britain	1%
Italy	1%
Japan	1%
Nigeria	1%
Kenya	0%
Pakistan	0%

Q18. What is your preferred way of paying for goods and services bought online? [Cryptocurrencies (Bitcoin)]
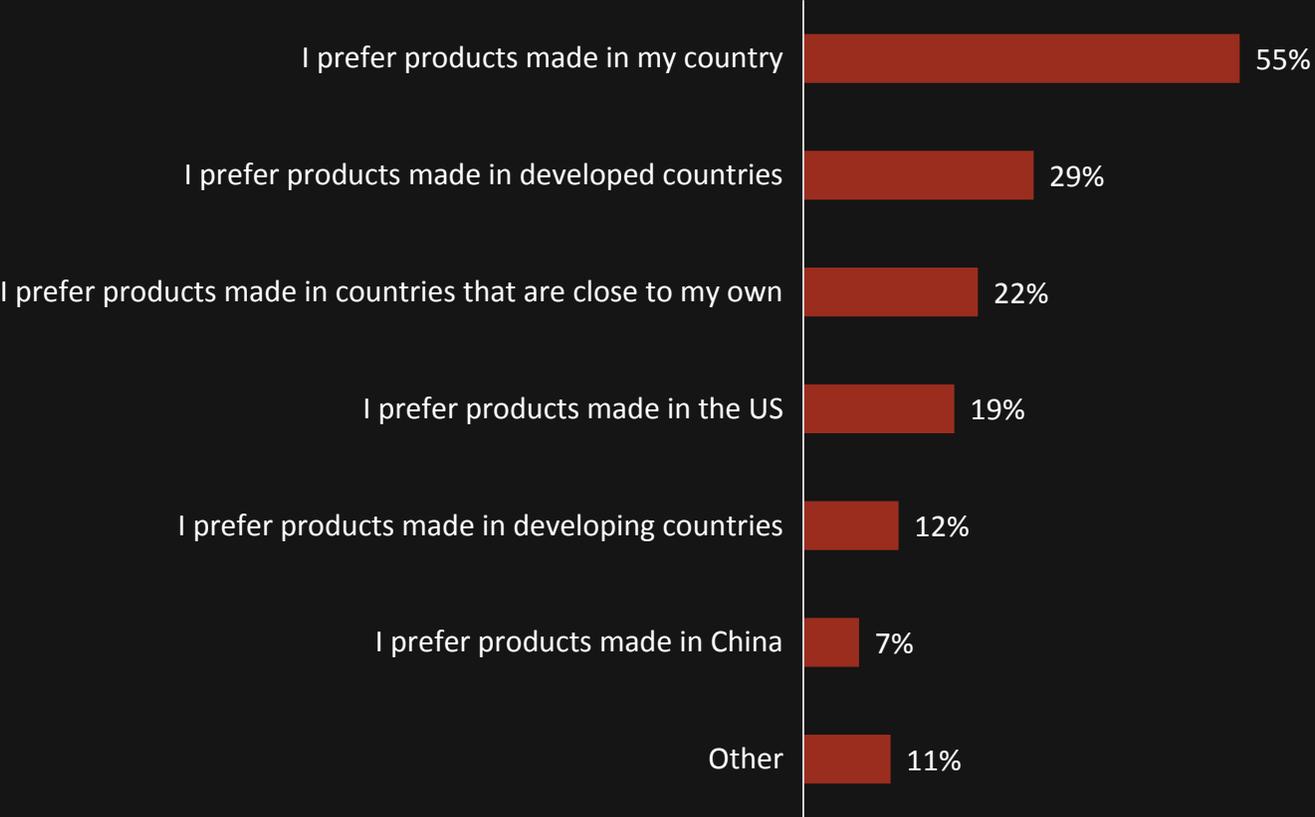Base: Buy Goods or Services Online At Least Once Month (n=18,551)

Most consumers agree that the origin of the good or service affects what they buy

Strongly agree	29%
Somewhat agree	53%

**TOTAL AGREE
82%**

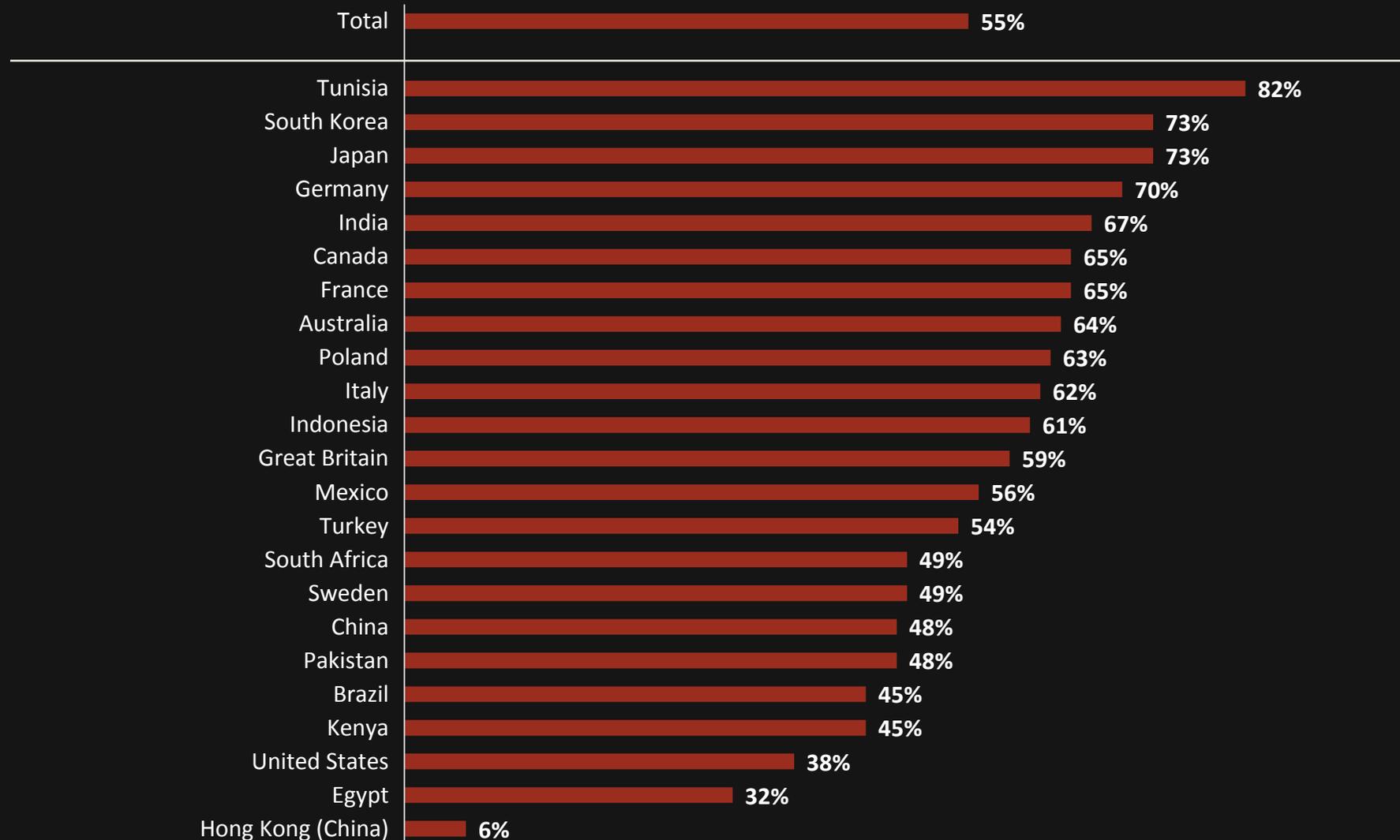|	
Somewhat disagree	15%
Strongly disagree	3%

**TOTAL DISAGREE
18%**

Q20. Do you agree or disagree that when shopping online, where the good or service is made affects what you buy?
Base: Buy Goods or Services Online at Least Once Month (n=18,551)

Among those who say the origin affects what they buy, the primary reason is that they prefer products made in their own country. in their own country.

I prefer products made in my country	55%
I prefer products made in developed countries	29%
I prefer products made in countries that are close to my own	22%
I prefer products made in the US	19%
I prefer products made in developing countries	12%
I prefer products made in China	7%
Other	11%

Q21. Why does the origin of where the good or service is made affect what you buy?
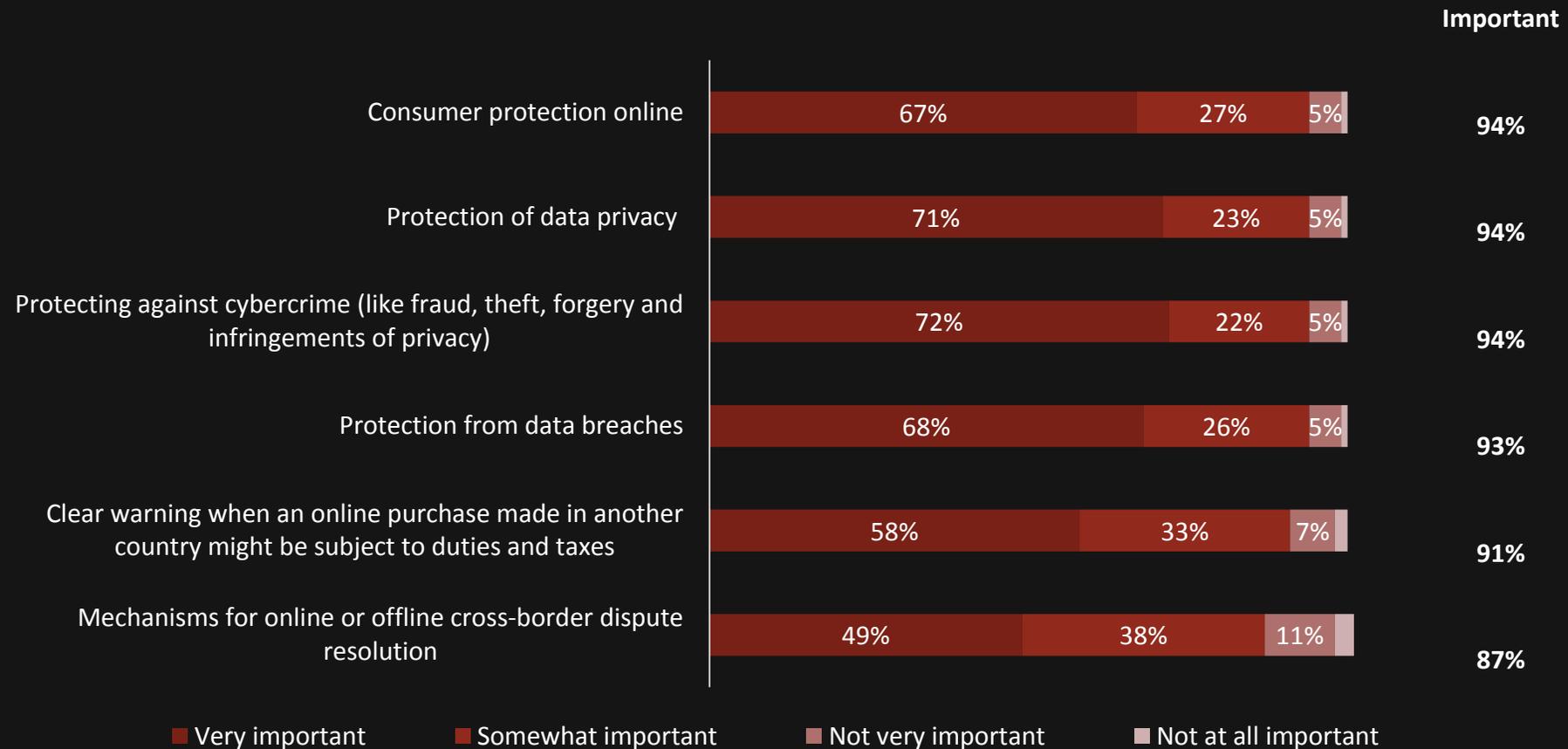Base: Those who say origin of goods/services impacts decision (n=14,896)

Those in Tunisia, South Korea, Japan and Germany are most likely to prefer goods and services that are from their own country. Those in Hong Kong (China) and Egypt don't feel the same way.

Country	Percentage
Total	55%
Tunisia	82%
South Korea	73%
Japan	73%
Germany	70%
India	67%
Canada	65%
France	65%
Australia	64%
Poland	63%
Italy	62%
Indonesia	61%
Great Britain	59%
Mexico	56%
Turkey	54%
South Africa	49%
Sweden	49%
China	48%
Pakistan	48%
Brazil	45%
Kenya	45%
United States	38%
Egypt	32%
Hong Kong (China)	6%

Q21. Why does the origin of where the good or service is made affect what you buy? [I prefer products made in my country]
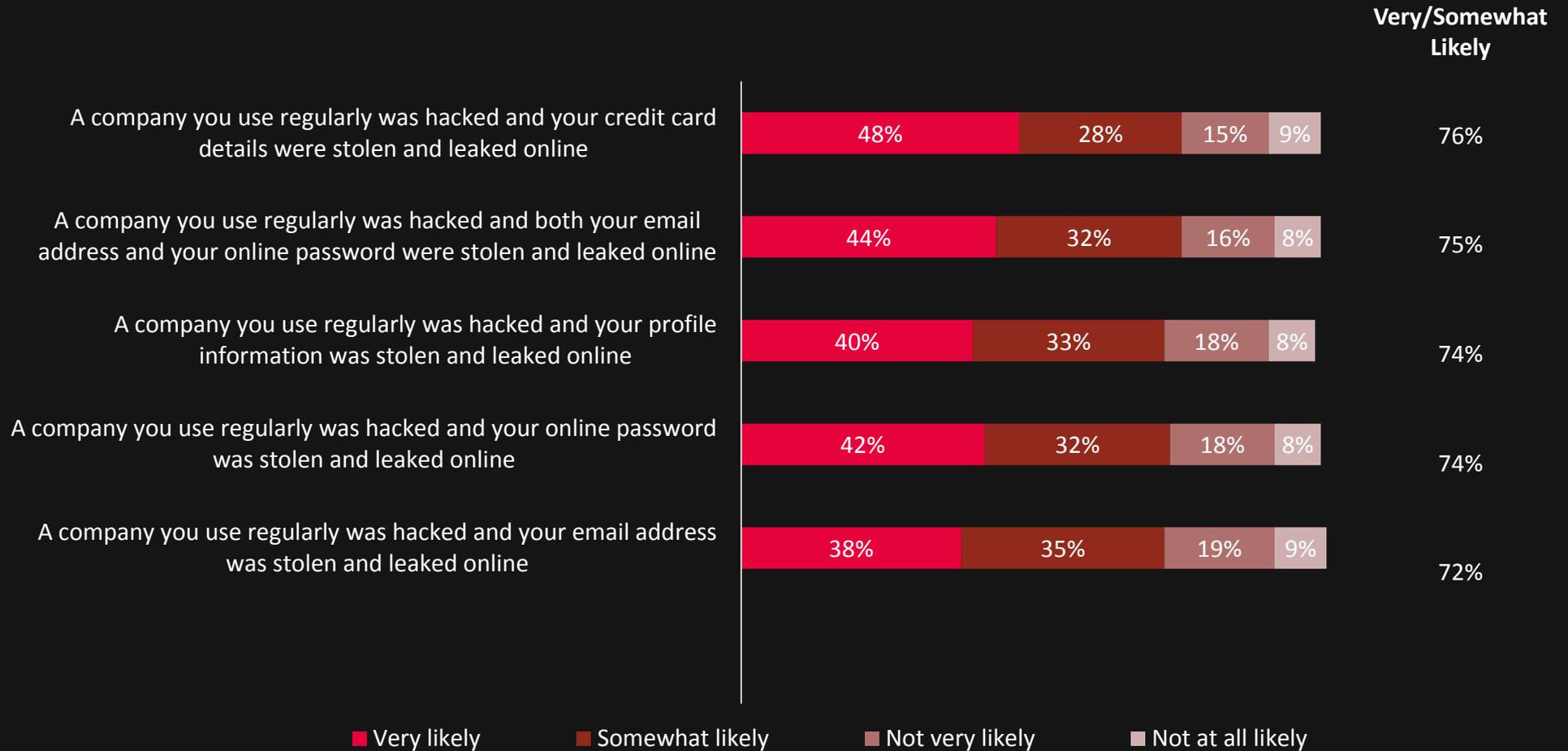Base: Those who say origin of goods/services impacts decision (n=14,896)

ONLINE SHOPPING REGULATION & SECURITY

Consumers deem every type of protection mechanism as being important, with at least half saying each is very important.

Important

	Very important	Somewhat important	Not very important	
Consumer protection online	67%	27%	5%	**94%**
Protection of data privacy	71%	23%	5%	**94%**
Protecting against cybercrime (like fraud, theft, forgery and infringements of privacy)	72%	22%	5%	**94%**
Protection from data breaches	68%	26%	5%	**93%**
Clear warning when an online purchase made in another country might be subject to duties and taxes	58%	33%	7%	**91%**
Mechanisms for online or offline cross-border dispute resolution	49%	38%	11%	**87%**

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important

Q19. How important are the following regulations or protections in determining whether you will engage in online shopping?
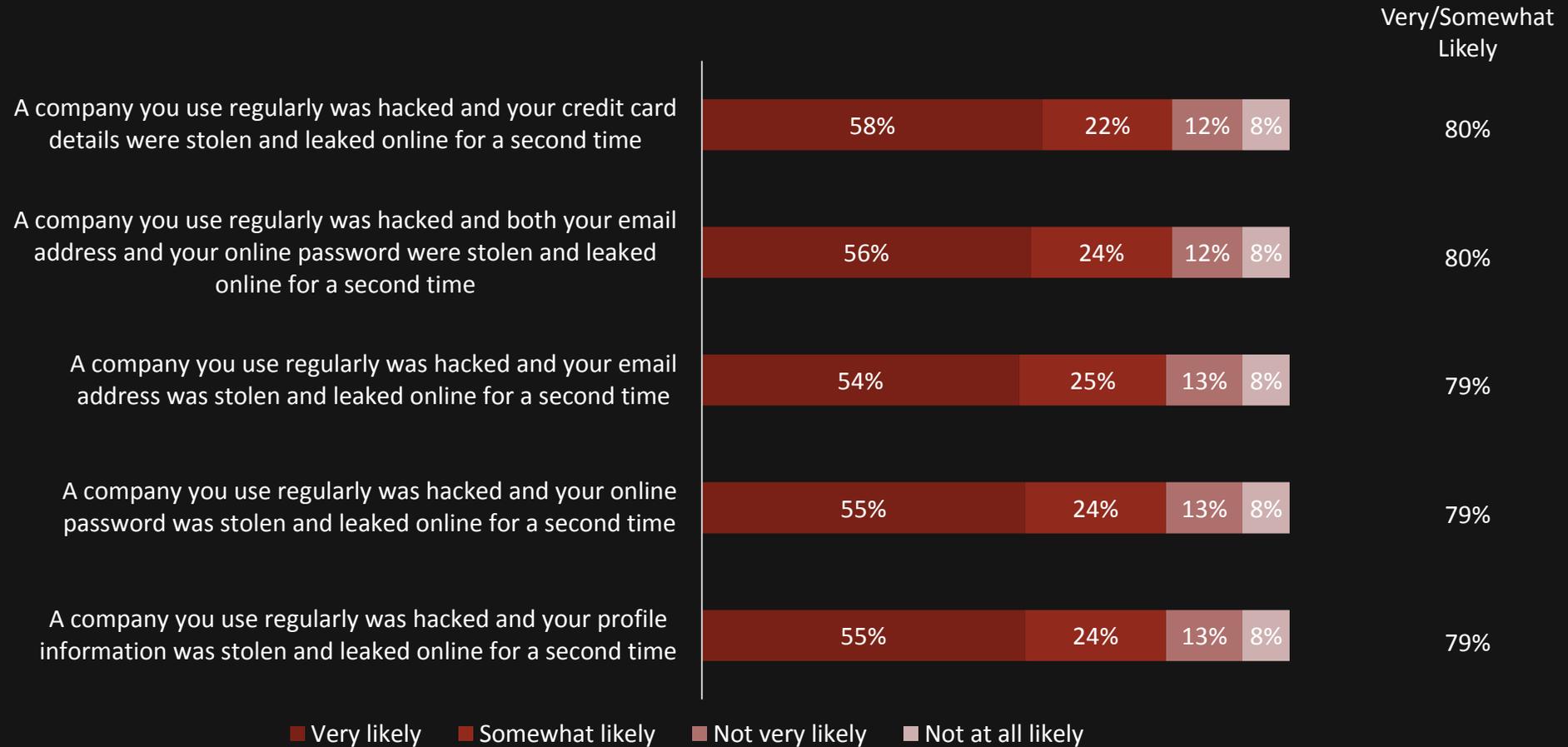Base: Buy Goods or Services Online At Least Once Month (n=18,551)

Most say they would be likely to stop using an online service as a result of a data breach, regardless of what information was lost, but only a minority is "very likely" to do so.

Very/Somewhat Likely

A company you use regularly was hacked and your credit card details were stolen and leaked online

| 48% | 28% | 15% | 9% | 76% |

A company you use regularly was hacked and both your email address and your online password were stolen and leaked online

| 44% | 32% | 16% | 8% | 75% |

A company you use regularly was hacked and your profile information was stolen and leaked online

| 40% | 33% | 18% | 8% | 74% |

A company you use regularly was hacked and your online password was stolen and leaked online

| 42% | 32% | 18% | 8% | 74% |

A company you use regularly was hacked and your email address was stolen and leaked online

| 38% | 35% | 19% | 9% | 72% |

■ Very likely   ■ Somewhat likely   ■ Not very likely   ■ Not at all likely

Q27. If the following happened, how likely would you be to stop using the online service as a result?
Base: All Respondents (n=24,225)

While only slightly more say they'd be very/somewhat likely to stop using the service after a second data breach, the intensity has strengthened with a majority saying they're "very likely" to stop using the service after a second breach.

Somewhat likely

Very/Somewhat Likely

A company you use regularly was hacked and your credit card details were stolen and leaked online for a second time
58% | 22% | 12% | 8%
80%

A company you use regularly was hacked and both your email address and your online password were stolen and leaked online for a second time
56% | 24% | 12% | 8%
80%

A company you use regularly was hacked and your email address was stolen and leaked online for a second time
54% | 25% | 13% | 8%
79%

A company you use regularly was hacked and your online password was stolen and leaked online for a second time
55% | 24% | 13% | 8%
79%

A company you use regularly was hacked and your profile information was stolen and leaked online for a second time
55% | 24% | 13% | 8%
79%

■ Very likely   ■ Somewhat likely   ■ Not very likely   ■ Not at all likely

Q28. And If the following happened for a second time, how likely would you be to stop using the online service as a result?
Base: All Respondents (n=24,225)

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