



Technology Ireland and the World WIN World Survey

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REDC

WIN WORLD SURVEY

Technology – Main Findings



Attitudes toward privacy of digital information

- / Over 3 in 4 adults 18+ in Ireland are concerned about sharing their personal information digitally, putting Ireland higher than most other countries globally.
- / Just half are aware of what happens with their personal information after it is shared with a data collector, suggesting the need for more transparency in this area.

Willingness to share location data

- / In Ireland, 1 in 5 almost never share their location data, with 18-34 year olds clearly more open to sharing their data and Ireland in the middle of the pack versus other countries in this regard.
- / Navigation or map services/apps are the most used (77%) industry in which people are willing to share their location data, with social media (29%) and bike sharing (28%) at the lower end of the spectrum.

Trust in companies to adhere to personal data privacy

- / Amazon is out ahead of other companies (especially in Ireland) with regard to trust in adhering to data privacy. Almost half trust the brand, with Google closely following, but with other social media services such as Instagram, Facebook and Twitter witness trust levels almost half that.

Experience of online fraud/phishing/hacking

- / In Ireland, 46% of adults have been spammed by companies they've had no previous contact with, and 43% have experienced phishing.
- / Those in the Dublin region are especially prone to being spammed or having their bank account or credit card hacked or used fraudulently.

Attitudes Towards Privacy of Digital Information - Total

(Base: All Adults in Ireland: n=1,011)

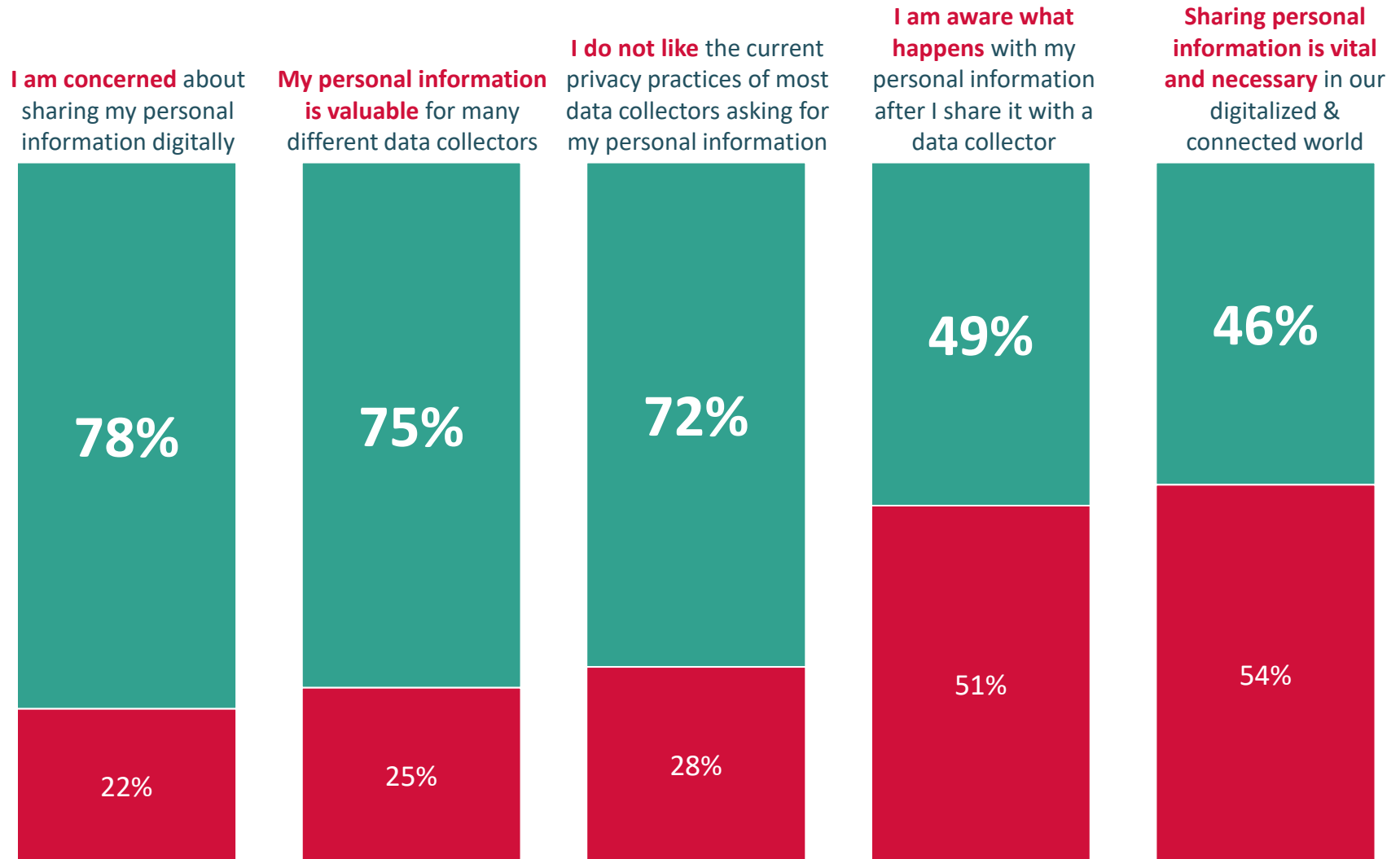
Showing levels of agreement

Level of agreement on
Scale 1-10

10 = Completely agree
1 = Do not agree at all

Agree
NET 6-10

Disagree
NET 1-5



In Ireland, over 7 in 10 adults aged 18+ are concerned about sharing their personal information digitally and feel their information is of value, and nearly half are not aware of what happens with their personal information after they share it with a data collector. This suggests the need for greater transparency with consumers.

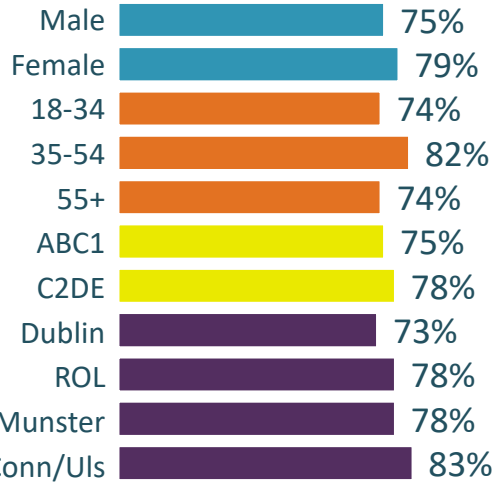
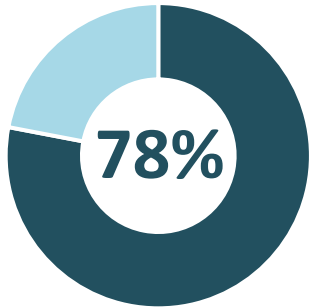
Attitudes Towards Privacy of Digital Information – Ireland

(Base: All Adults Ireland; n=1,011)

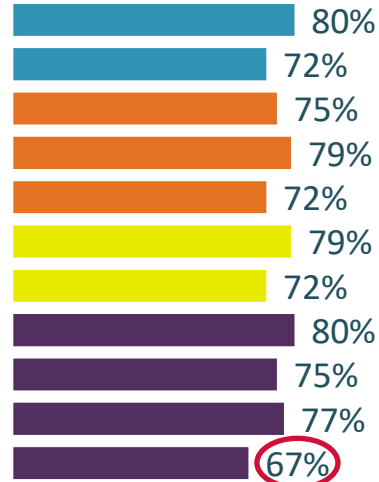
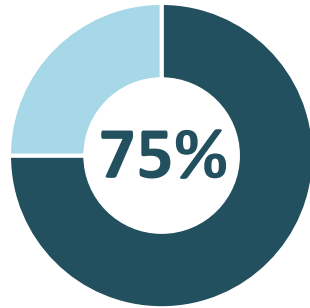
Showing those 6-10 level of agreement

○ Significantly higher/lower than national average

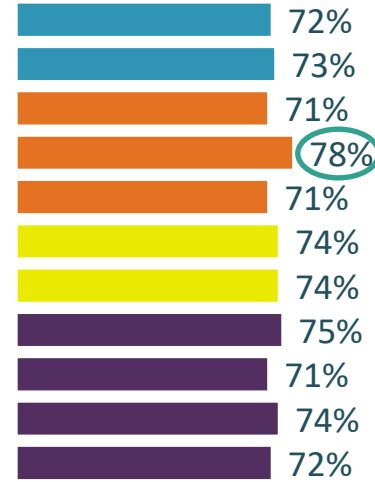
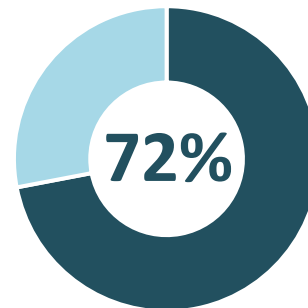
I am concerned about sharing my personal information digitally



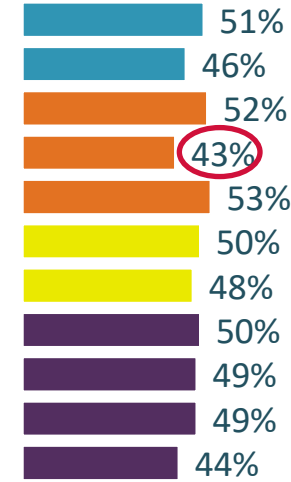
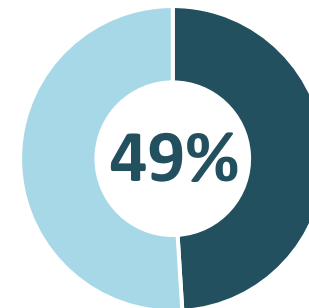
My personal information is valuable for many different data collectors



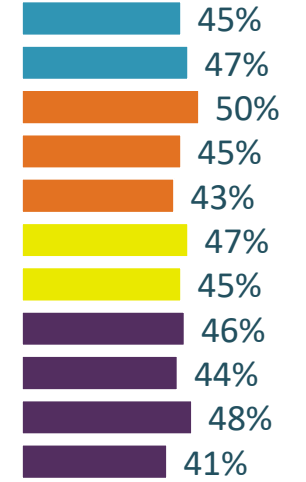
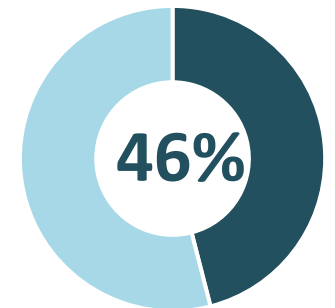
I do not like the current privacy practices of most data collectors asking for my personal information



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



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



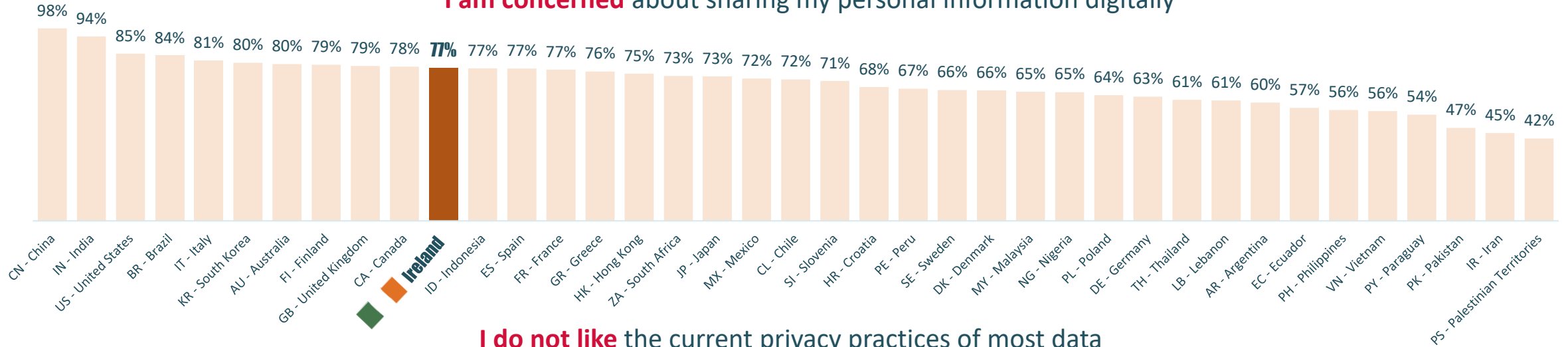
35-54 year olds are more likely to dislike current data privacy practices of data collectors, yet at the very same time are also less aware of what happens with that personal information after it is shared with a data collector.

Attitudes Towards Privacy of Digital Information x Country

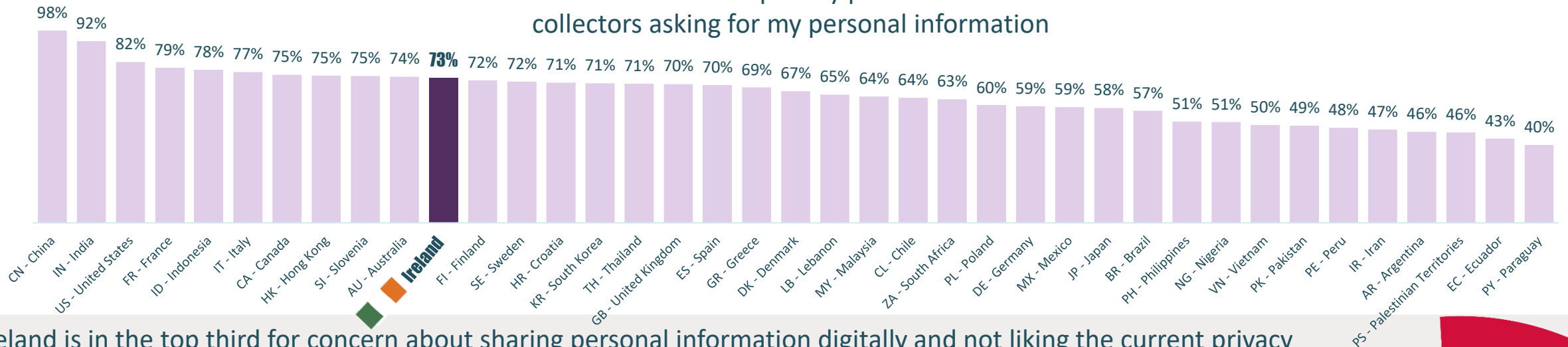
% 6-10 level of agreement

(Base: All adults across 39 countries worldwide; n = 26,166)

I am concerned about sharing my personal information digitally



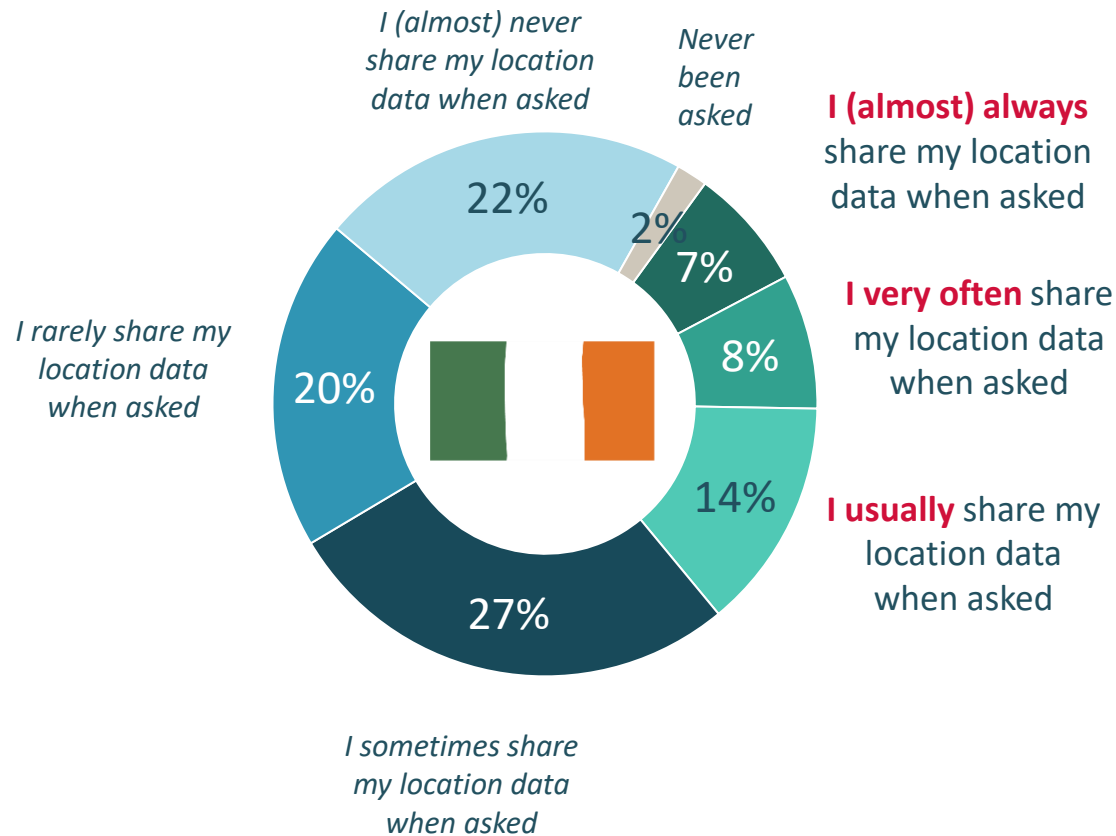
I do not like the current privacy practices of most data collectors asking for my personal information



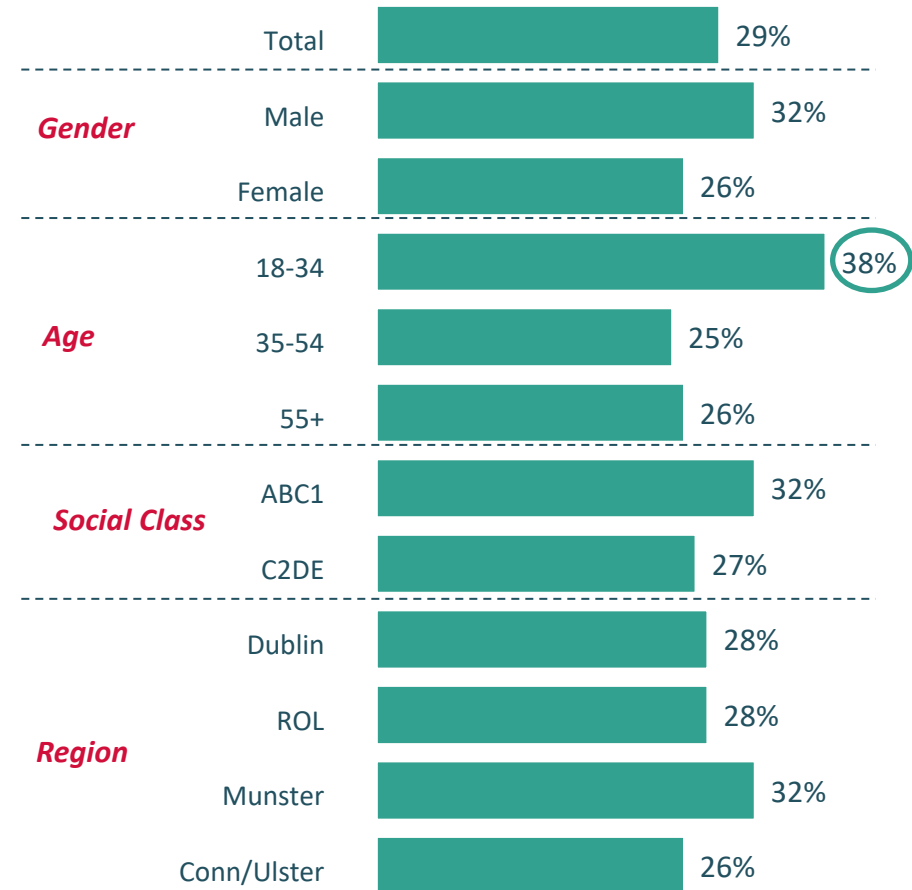
Ireland is in the top third for concern about sharing personal information digitally and not liking the current privacy practices of most data collectors asking for personal information. The Chinese are most concerned about sharing personal information digitally and have the strongest dislike for current privacy practices of data collectors..

Willingness to Share Location Data

(Base: All Adults Ireland; n=1,011)



% Usually, very often, or almost always share my location data when asked

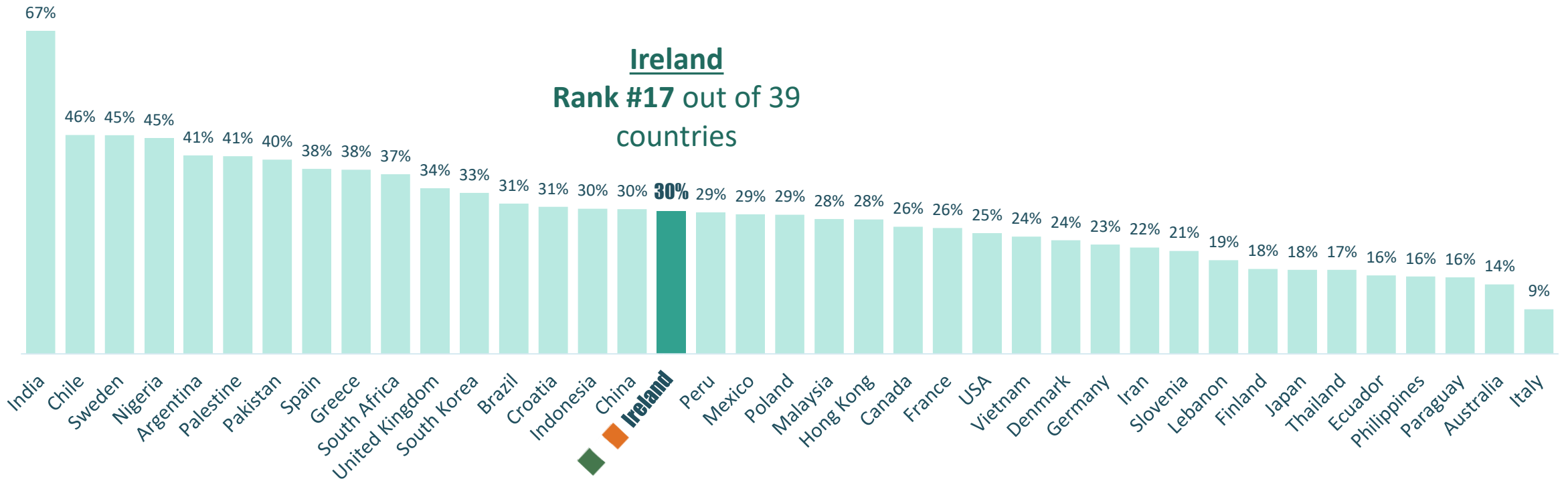


Amongst the Irish population, just under 4 in 5 will at least rarely share their location data when asked, while 1 in 5 almost never share their location data, with 18-34's more likely to share their location data when asked.

Willingness to Share Location Data x Country

(Base: All adults across 39 countries worldwide; n = 26,215)

Usually, very often, or almost always share my location data when asked



Ireland ranks near just above the middle of the pack for how often it shares its location data when asked, with India significantly out ahead of any other nation and Italy sharing the least.

Type of Industry Affecting Willingness to Share Location - Ireland

(Base: All Adults Ireland; n=1,011)

% those willing to share location data with a certain industry



Navigation or map services/ apps (e.g. Google Maps, MapFactor)

77%

Telecommunication providers / carriers (e.g. Verizon, Vodafone)

53%

Taxi / Ride hailing companies (e.g. Taxify, MyTaxi, Uber, Lyft)

52%

Online retailers (e.g. Amazon, Ebay,)

49%

Public transportation companies

49%

Market research companies

40%

Fitness and health services/apps (e.g. Strava, Fitbit)

38%

Movies/ streaming services/apps (e.g. Netflix, Showbox, Maxdome)

34%

Phone and video services/apps (e.g. Skype, Spark, FaceTime)

33%

Car sharing companies (e.g. DriveNow, Car2Go)

31%

Social media (e.g. Facebook, Instagram)

29%

Bike sharing companies (e.g. Mobike, oBike, Spotcycle)

28%

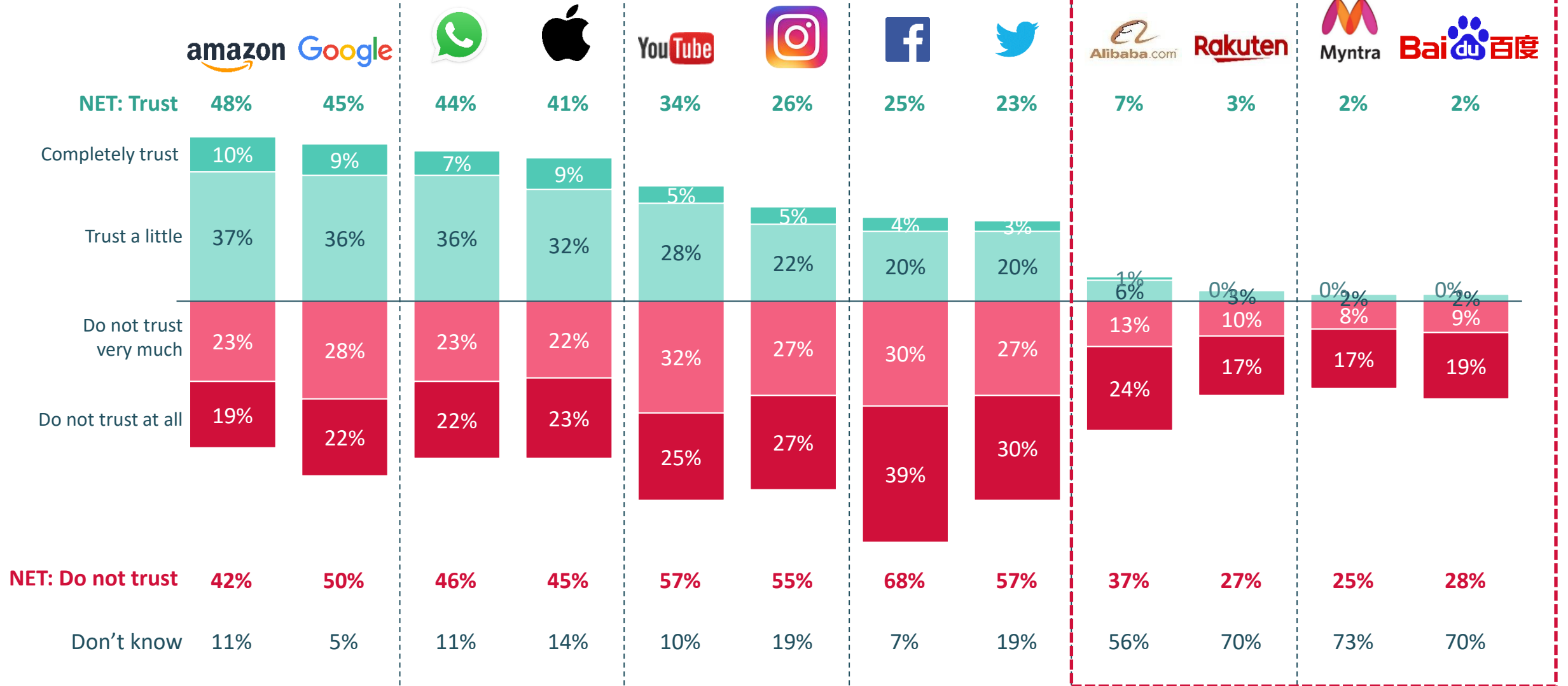
Almost 4 in 5 are likely to share location information with navigation or map services/apps, leaving this industry in the strongest position, while there is least willingness to share location data with social media and bike sharing companies.



(Q.12)

Adherence to Personal Data Privacy by Companies - Levels of Trust

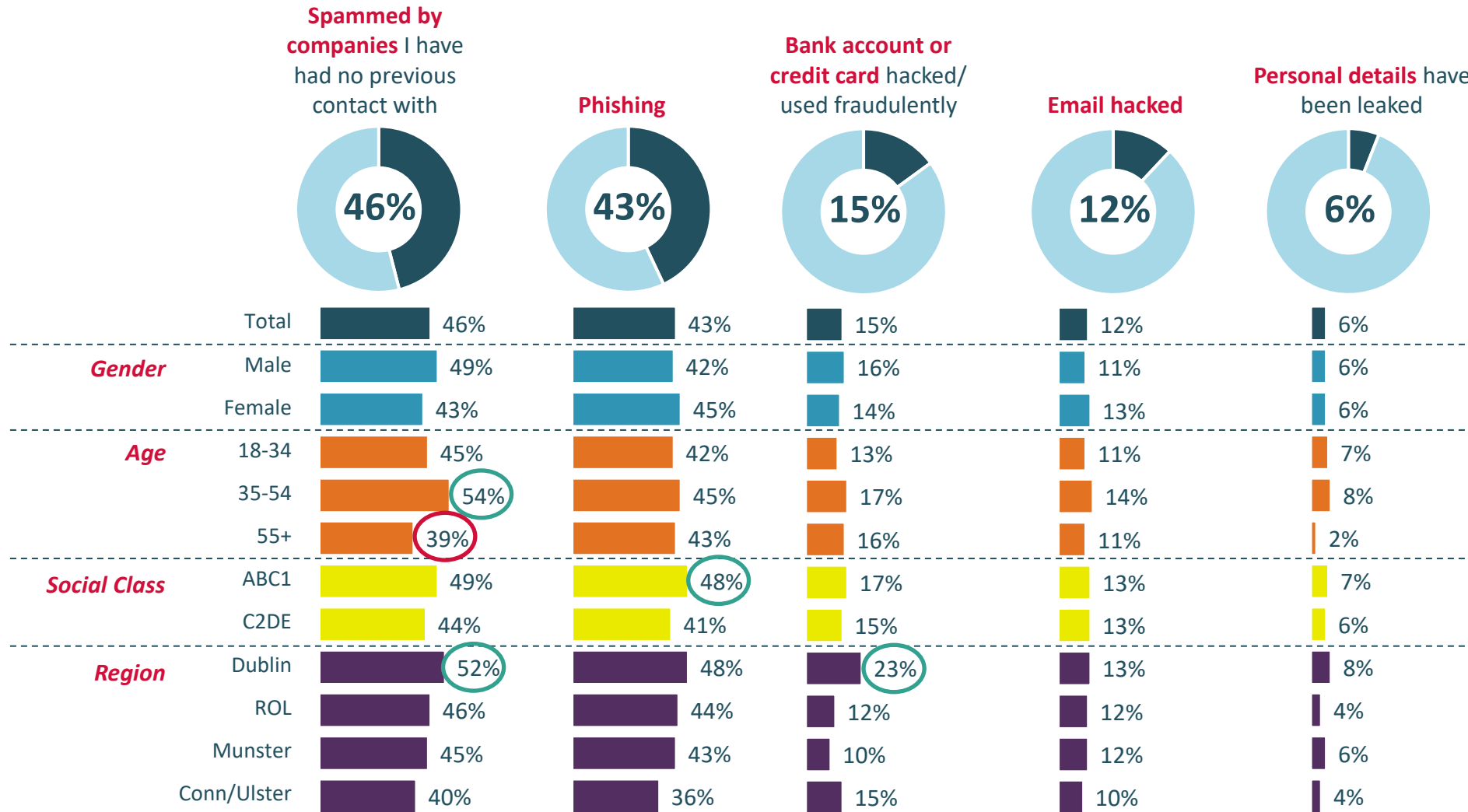
(Base: All Adults Ireland; n=1,011)



Almost 1 in 2 trust Amazon to keep their personal data safe, followed closely by Google and Whatsapp (despite Whatsapp being owned by Facebook). Lower usage and less familiarity with brands such as Alibaba and Rakuten result in less trust among people.

Experience of Online Fraud/Phishing/Hacking

(Base: All Adults Ireland; n=1,011)



Within the Irish population, spamming by a company with which people have had no previous contact is the most commonly experienced, with Nearly 1 in 2 claim to have encountered this, and is closely followed by phishing. However, 3 in 10 have said to never have experienced any online fraud.

Sample and Methodology

Notes for Editors

Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 29,875 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2019 – December 2019. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

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

Questionnaire – World Health Index

10. Below are some statements that other people have made about their attitudes towards privacy of digital information (*sharing their personal information with others such as web browsing information, search history, location data etc*). Please indicate how much you agree or disagree with each statement using the following scale. (SHOW CARD. ROTETE ORDER OF STATEMENTS) (2019)

	Do not agree at all									Completely agree	
I am concerned about sharing my personal information digitally	1	2	3	4	5	6	7	8	9	10	Col: 42
Sharing personal information is vital and necessary in our digitalized and connected world	1	2	3	4	5	6	7	8	9	10	Col: 43
My personal information is valuable for many different data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)	1	2	3	4	5	6	7	8	9	10	Col: 44
I do not like the current privacy practices of most data collectors (e.g. service providers, advertisers, retailers, insurers, municipalities etc.) asking for my personal information	1	2	3	4	5	6	7	8	9	10	Col: 45
I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)	1	2	3	4	5	6	7	8	9	10	Col: 46

11. Now we would like to talk about situations when a **data collector** (*company, organisation or service provider that collects data through your smartphone, tablet, laptop or other device*) asks you to share your location data. Which of the following best describes your overall willingness to share your location data? (SHOW CARD. ONE ANSWER) (2019) Col: 47

1. I (almost) always share my location data when asked
2. I very often share my location data when asked
3. I usually share my location data when asked
4. I sometimes share my location data when asked
5. I rarely share my location data when asked
6. I (almost) never share my location data when asked
7. I have never been asked

12. Thinking about the different data collectors asking you to share your location data with them, how much does the industry of the data collector affect your willingness to share your location data? (SHOW CARD. ROTATE LIST) (2019)

	Very likely to share	Likely to share	Not very likely to share	Not at all likely to share	
Navigation or map services/apps (e.g. Google Maps, MapFactor)	1	2	3	4	Col: 48
Online retailers (e.g. Amazon, Ebay)	1	2	3	4	Col: 49
Telecommunication providers /carriers (e.g. Verizon, Vodafone)	1	2	3	4	Col: 50
Public transportation companies	1	2	3	4	Col: 51
Car sharing companies (e.g. DriveNow, Car2Go)	1	2	3	4	Col: 52
Taxi / Ride hailing companies (e.g. Taxify , MyTaxi , Uber , Lyft)	1	2	3	4	Col: 53
Bike sharing companies (e.g. Mobike , oBike , Spotcycle)	1	2	3	4	Col: 54
Market research companies	1	2	3	4	Col: 55
Social media (e.g. Facebook, Instagram)	1	2	3	4	Col: 56
Phone and video services/apps (e.g. Skype, Spark, FaceTime)	1	2	3	4	Col: 57
Fitness and health services/apps (e.g. Strava , Fitbit)	1	2	3	4	Col: 58
Movies/ streaming services/apps (e.g. Netflix, Showbox , Maxdome)	1	2	3	4	Col: 59

13. How much do you trust the following companies to keep your personal data private? (SHOW CARD. ROTATE LIST) (2019)

	Completely trust	Trust a little	Do not trust very much	Do not trust at all	Do not know	
Amazon	1	2	3	4	9	Col: 60
Apple	1	2	3	4	9	Col: 61
Facebook	1	2	3	4	9	Col: 62
Google	1	2	3	4	9	Col: 63
YouTube	1	2	3	4	9	Col: 64
Twitter	1	2	3	4	9	Col: 65
Myatra	1	2	3	4	9	Col: 66
Whatsapp	1	2	3	4	9	Col: 67
Instagram	1	2	3	4	9	Col: 68
Rakuten	1	2	3	4	9	Col: 69
Alibaba	1	2	3	4	9	Col: 70
Baidu	1	2	3	4	9	Col: 71

14. Have you experienced any of the following in the last 2 to 3 years? (SHOW CARD. SELECT ALL THAT APPLY) (2019) Col: 72-76

1. Email hacked
2. Bank account or credit card hacked/ used fraudulently
3. Phishing i.e. received fraudulent emails requesting personal information such as bank account details
4. Personal details have been leaked
5. Spammed by companies I have had no previous contact with
6. None of these

About the WIN Survey

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About the WIN Survey

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: tailormade 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: Third World issues, advertising and media research as well as retail, economics, and corporate research.

**THANK
YOU**

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