

**REDC**



# WIN World Survey *Technology*

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# WIN Technology Survey – Headlines Ireland



1

Just under 1 in 2 people in Ireland remain concerned about sharing personal information online.

2

By the close of 2020, and after nearly a year of the pandemic, concern over sharing personal information has however declined significantly.

3

This drop in concern is especially driven by 55+ ages, suggesting increased usage of digital communication during the pandemic may have been a factor in this decline.

4

We still see wariness with regard to data collectors and their privacy practices, with the Irish being more guarded than the average seen globally.

5

There is low level agreement sharing personal information is necessary nowadays, with women significantly less likely to agree with this.

6

Data collectors need to remain vigilant with regard to transparency of how personal information is used, with only 1 in 5 aware of how their information is used once it is shared.

01

What are Irish perceptions on personal information and data privacy?



# 46%

Are concerned  
about sharing  
personal data  
online

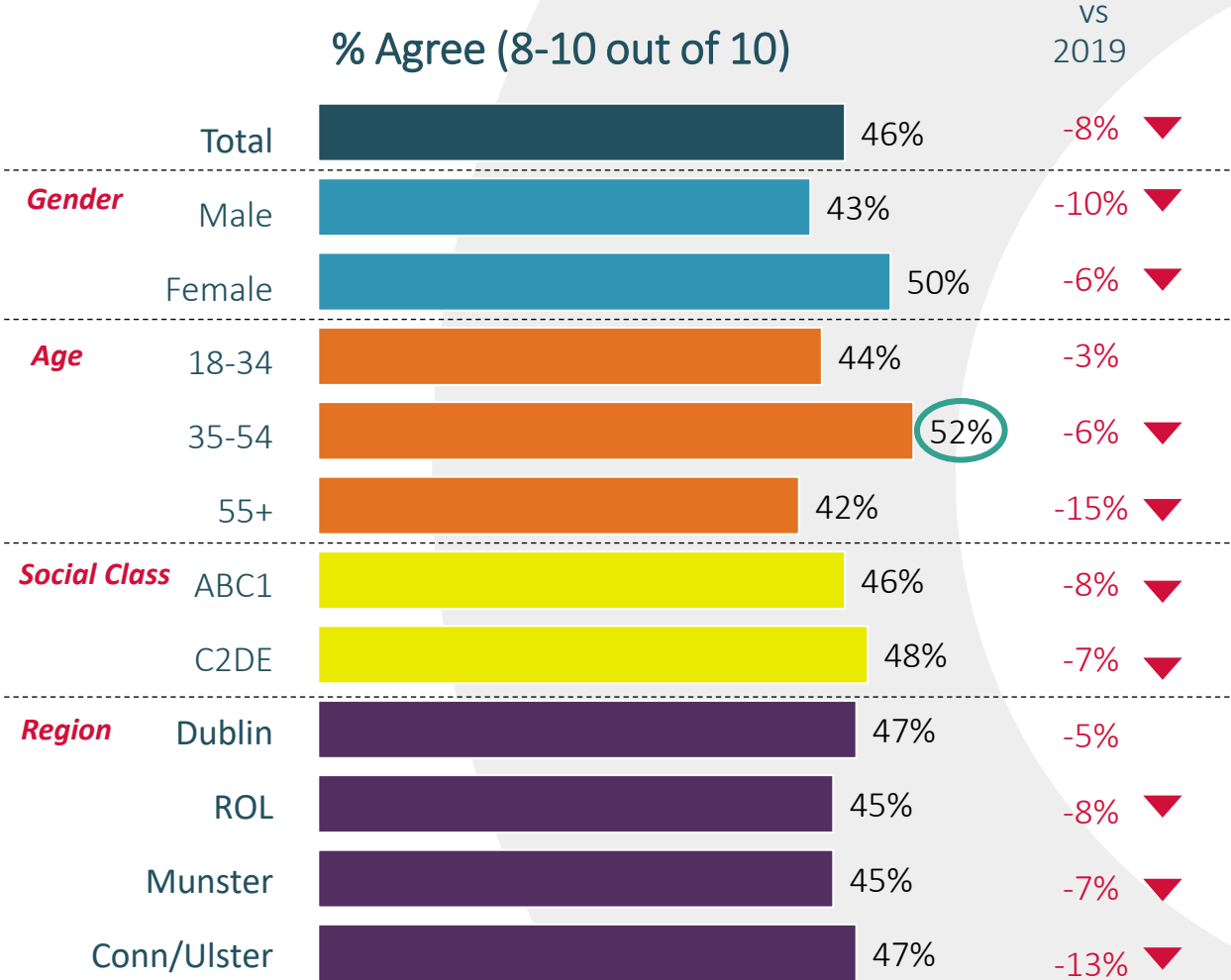
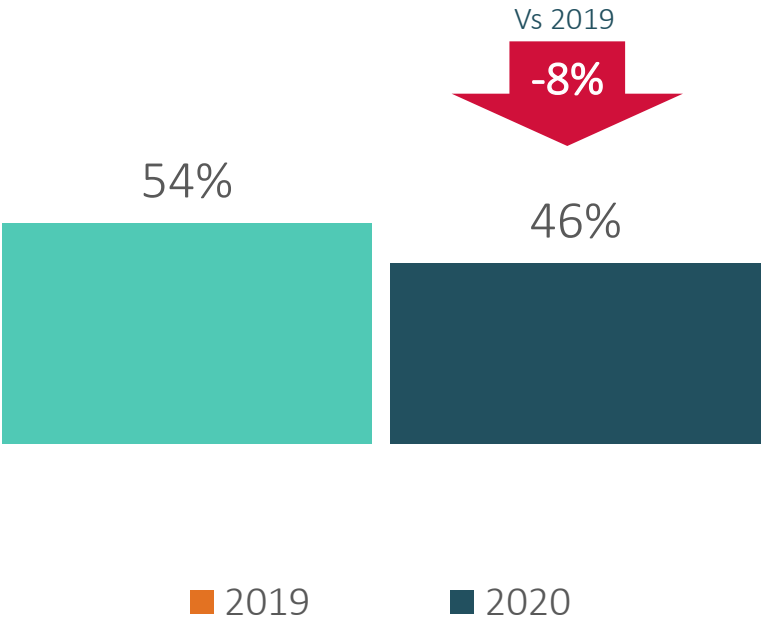


# Concern over sharing information has declined significantly

Past year has seen decline in concern over digitally sharing personal information, which is especially driven by those aged 55+. Could this be due to increased digital comms as result of pandemic?



I am concerned about sharing my personal information digitally



( ) vs 2019  
 ○ Indicates significant difference vs. Total  
 ▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)

# 21%

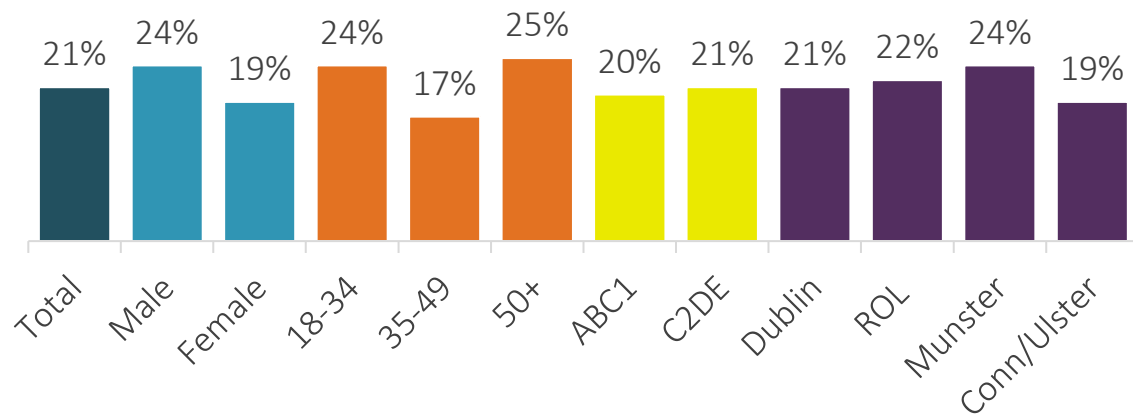
Are fine with the  
privacy practices  
of most data  
collectors



# There is room to improve perception of privacy practices across all demographic groups

**% Agree**

I am fine with the privacy practices of most data collectors asking for my personal information





# 22%

Think sharing  
personal  
information is  
necessary  
nowadays





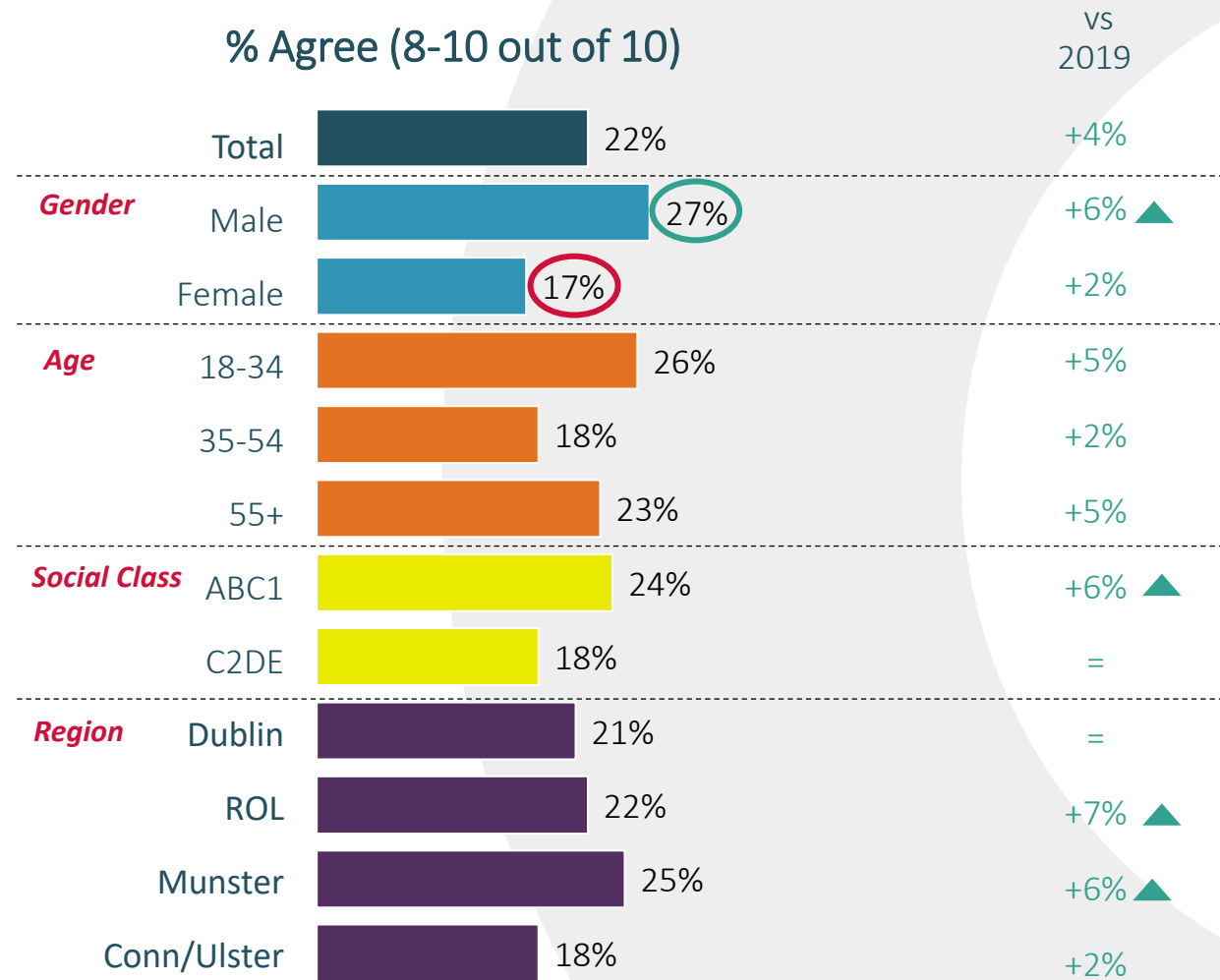
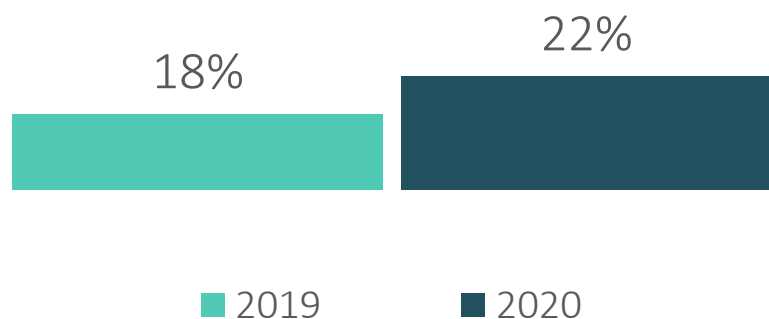
# Doubt remains over the necessity of sharing personal information



Although there is an increase since last year in those who agree that sharing personal information is necessary, agreement remains low, with this especially the case amongst women.



Sharing personal information is necessary nowadays



( ) vs 2019

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)

2019 statement wording: Sharing personal information is vital and necessary in our digitalized and connected world

# 21%

Are aware of what happens with personal information after sharing with data collector

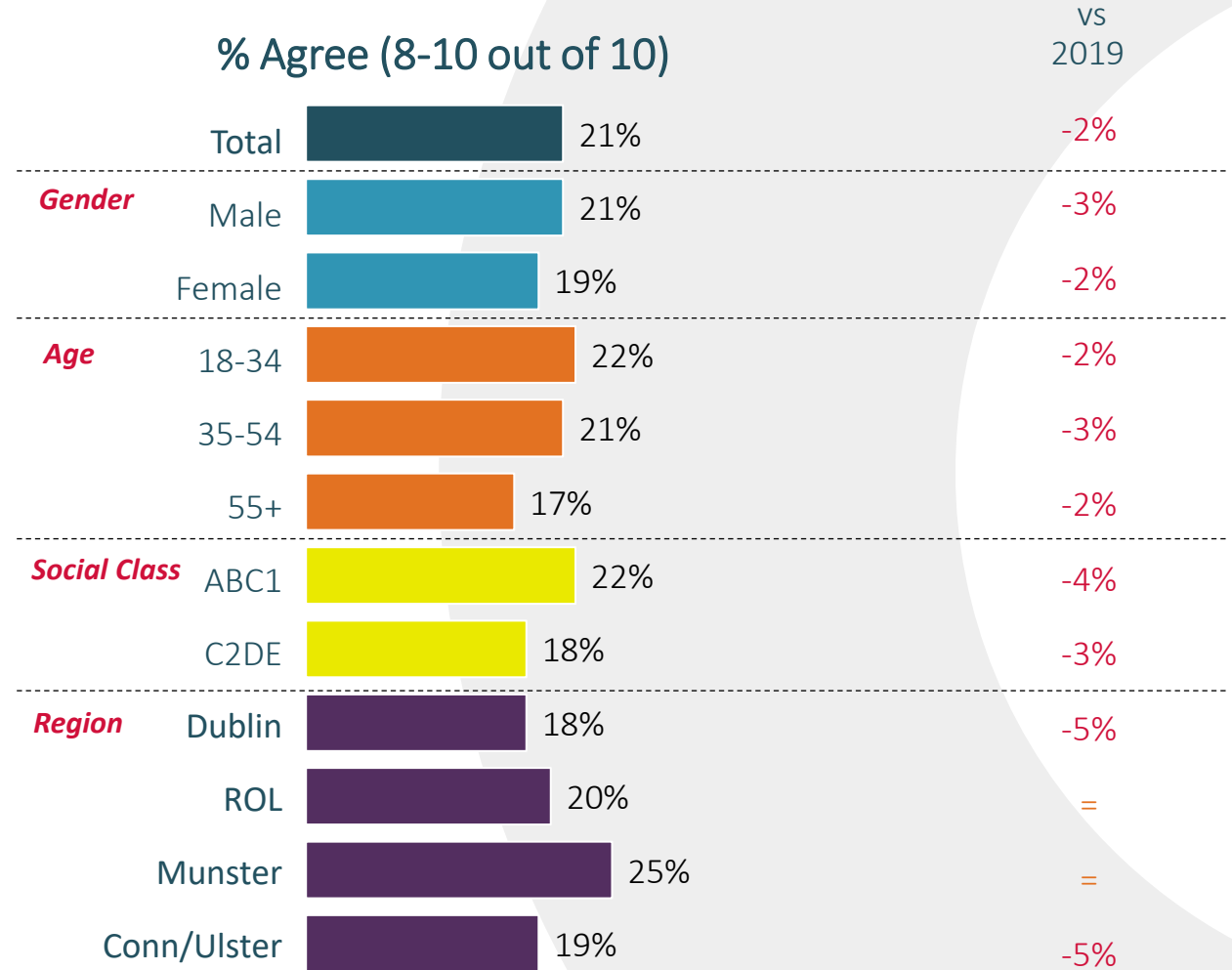
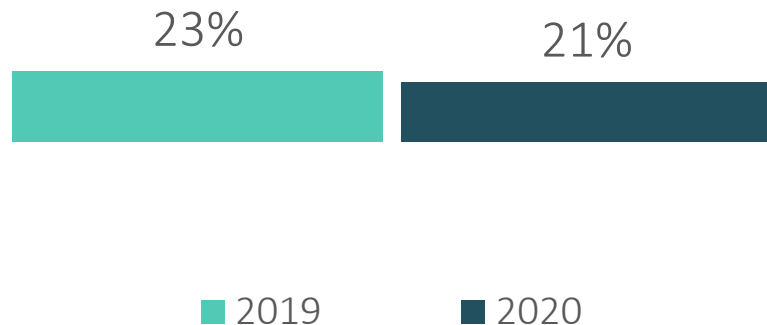


# There is a need for more transparency from data collectors



We see slight decline in awareness of what happens with personal information after its shared with data collectors, which remains at a low level and begs for more transparency from data collectors.

I am aware of what happens with their personal information after sharing with data collectors



( ) vs 2019

○ Indicates significant difference vs. Total

▲ ▼ Indicates significant difference vs. 2019

(Base: All Adults Ireland n=1,001)

# 02

Where does Ireland stand globally in its views of personal information and privacy?



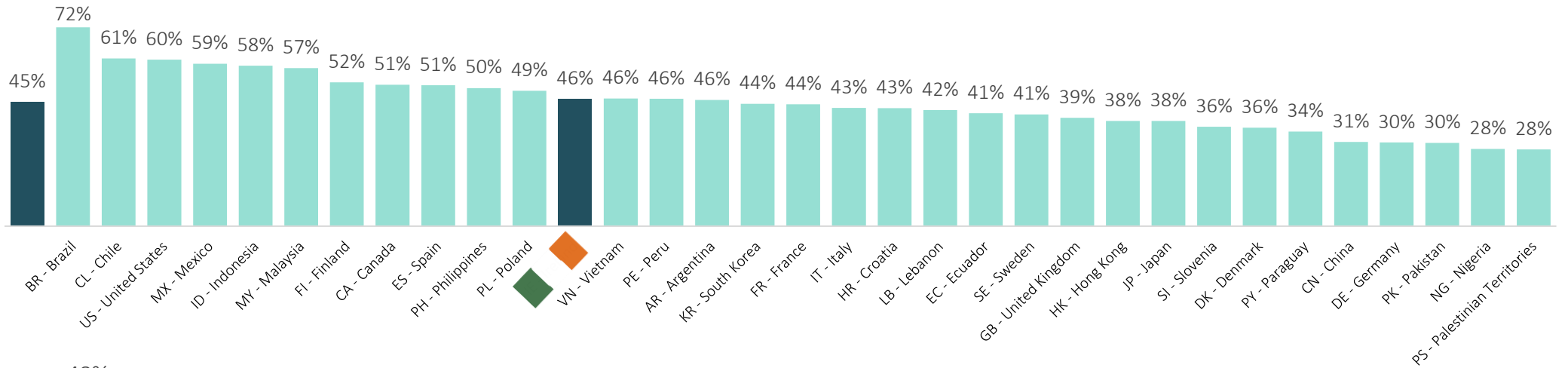
# Ireland relatively on par for global average with sharing PI



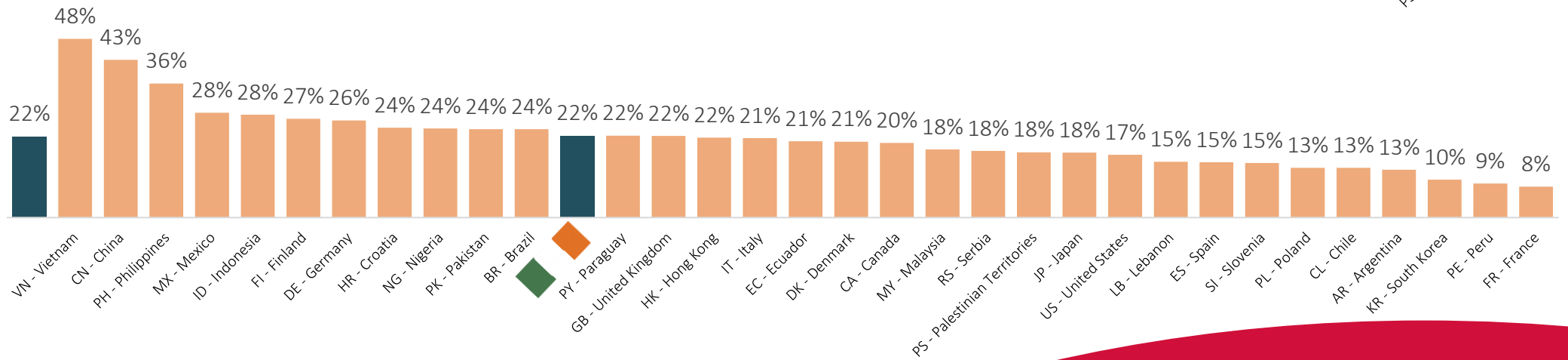
With concern over sharing personal information, Ireland is only slightly ahead of the global average for this, and is on par for the global average with thinking that sharing personal information is necessary nowadays.

## Attitudes Towards Privacy of Digital Information x Country

I am concerned about sharing my personal information online



I think that sharing personal information is necessary nowadays



(Q.10)

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

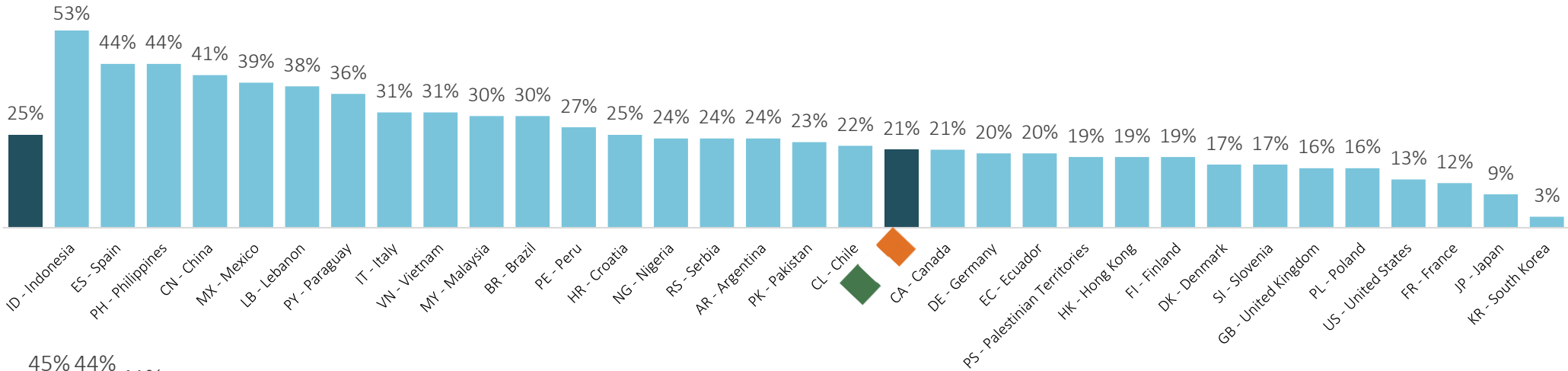
# Irish less likely than world to be ok with collector privacy practices



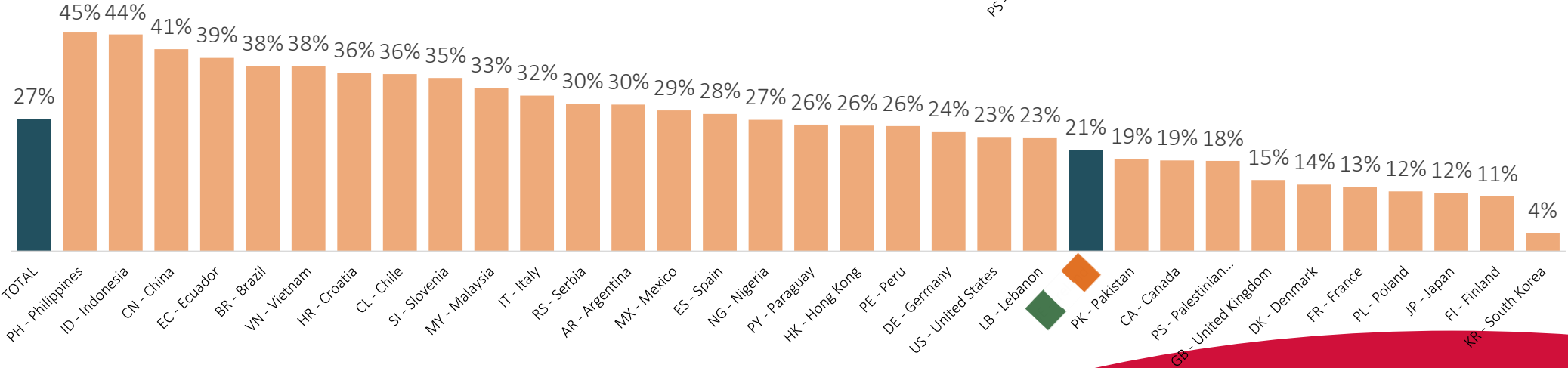
We see lower than average agreement that the Irish are fine with privacy practices of data collectors, and are much less aware of what happens with their personal information after sharing it.

Attitudes Towards Privacy of Digital Information x Country

I am fine with the privacy practices of most data collectors



I am aware of what happens with personal information after sharing with the data collector



(Q.10)

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

# Sample and Methodology



## 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 29,252 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. 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 – Technology



5. Please indicate how much you agree or disagree with the following statements using the following scale where 1 is 'Do not agree at all' and 10 is 'Completely agree':

(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	SPSS-Q6_1
Sharing personal information is necessary nowadays	1	2	3	4	5	6	7	8	9	10	SPSS-Q6_2
I'm fine with the 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	SPSS-Q6_3
I am aware of what happens with my personal information after I share it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities etc.)	1	2	3	4	5	6	7	8	9	10	SPSS-Q6_4



# 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.

RED C Research are the Irish members of the WIN network

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.

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