



# User Attitudes Towards Privacy Survey 2022

# Content

General Attitudes  
Towards Privacy

Use of  
Privacy Oriented Services

Attitudes Compared by  
Country

Hypothesis  
Testing

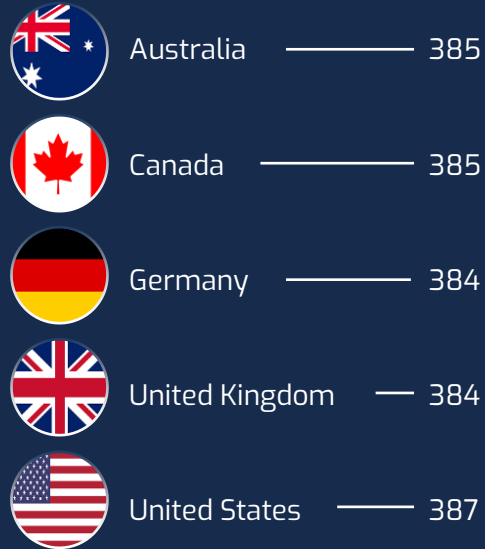
Significant Differences by  
Country, Age, Gender

TOP 3  
User Trends

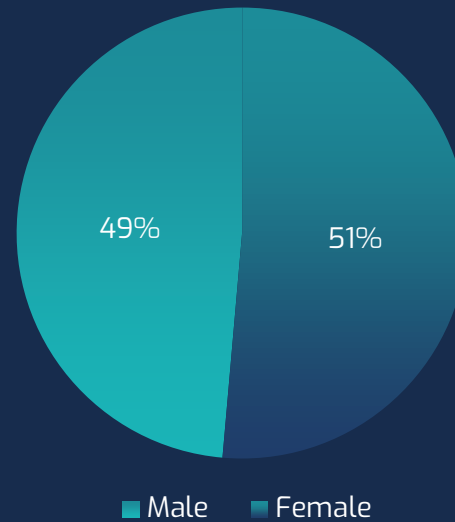
# Sample

**1925** Internet users

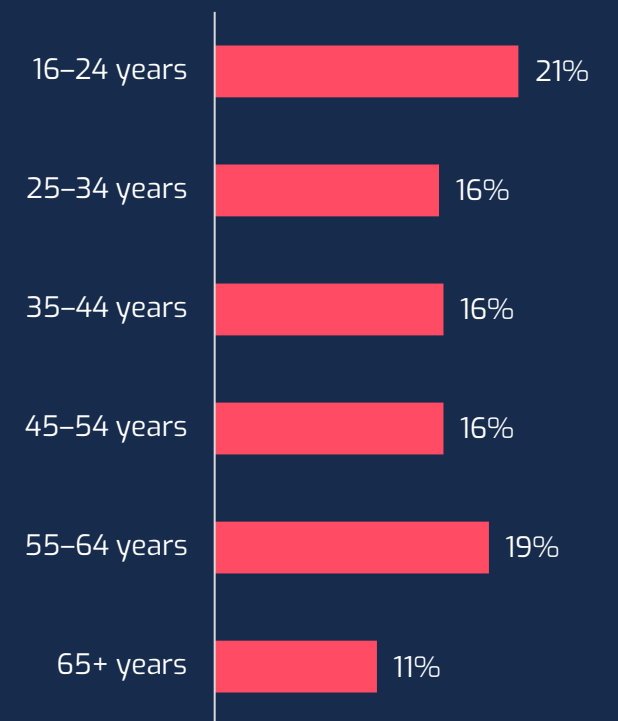
## Respondent count by country



## % of respondents by gender



## % of respondents by age

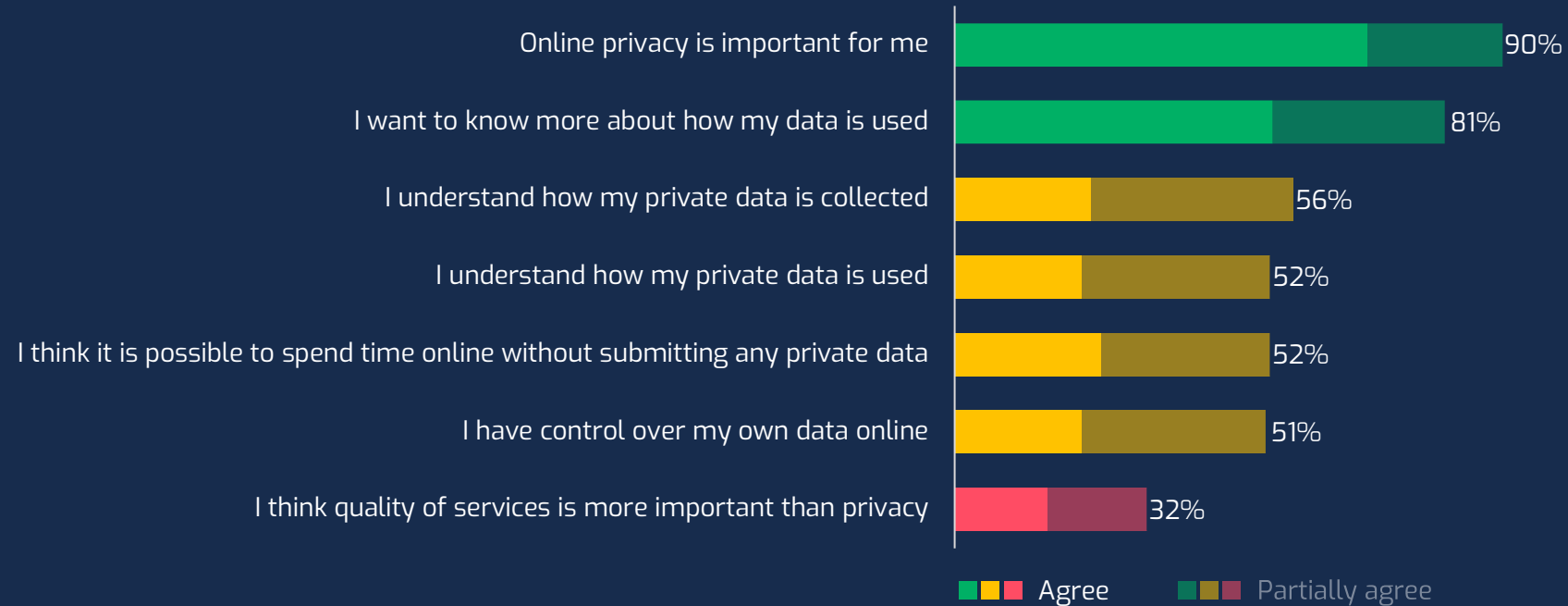


Data collected by **Cint**

# General Attitudes Towards Privacy

# Privacy is important

% of users who agree or partially agree with a statement



# Users are aware

% of users who agree or partially agree with a statement



# Users are worried

% of users who agree or partially agree with a statement

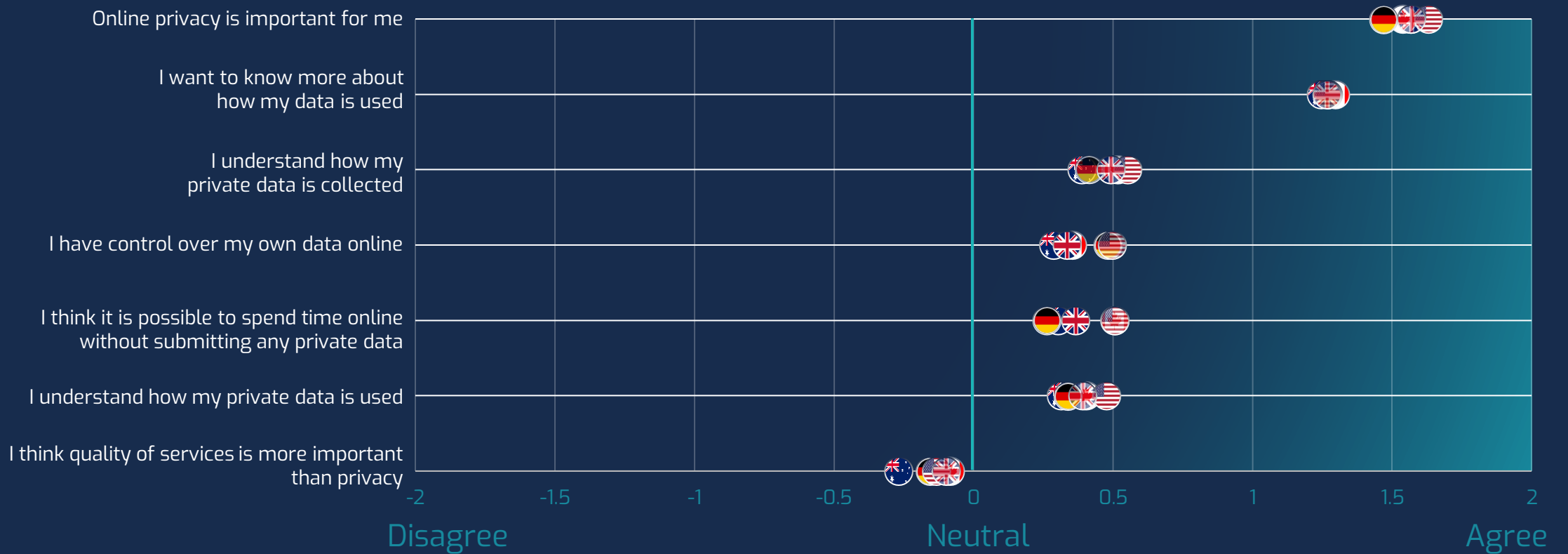


# Attitudes Compared by Country



# Privacy

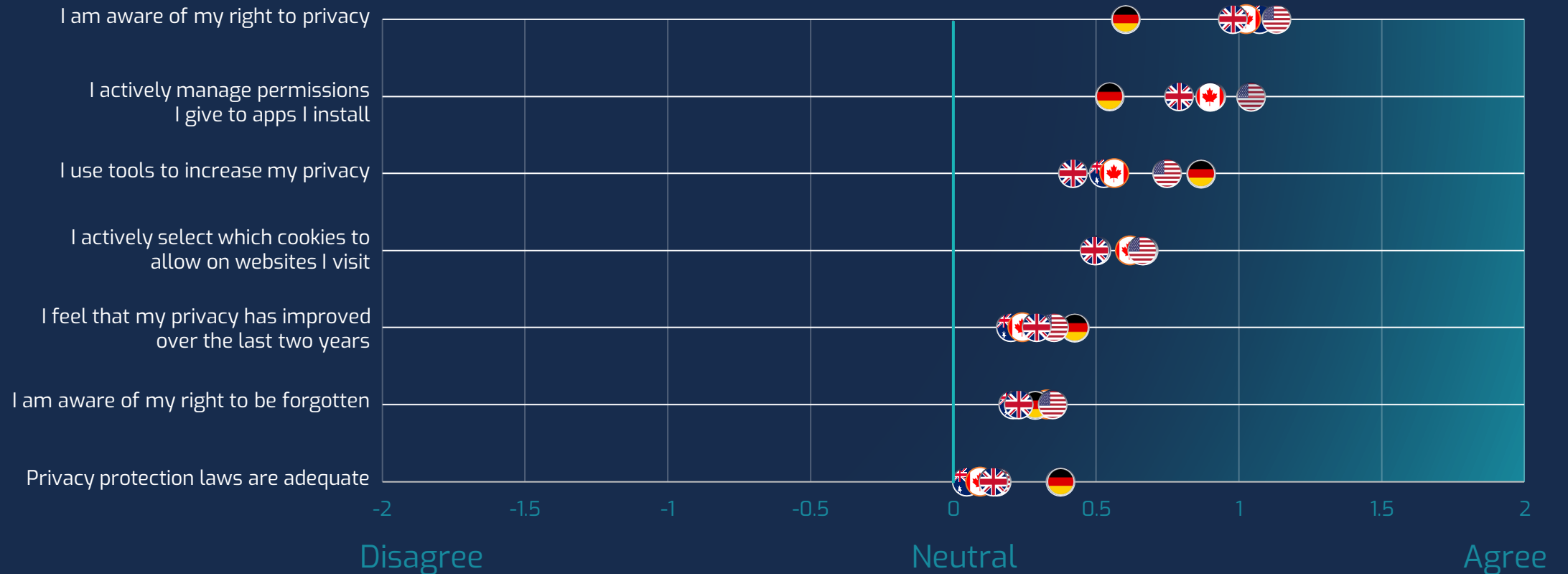
Americans and Canadians have greater belief in full privacy than Germans.



Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

# Rights and Tools

German users are less aware of privacy rights. However, they more rely on laws and are better equipped with privacy tools.

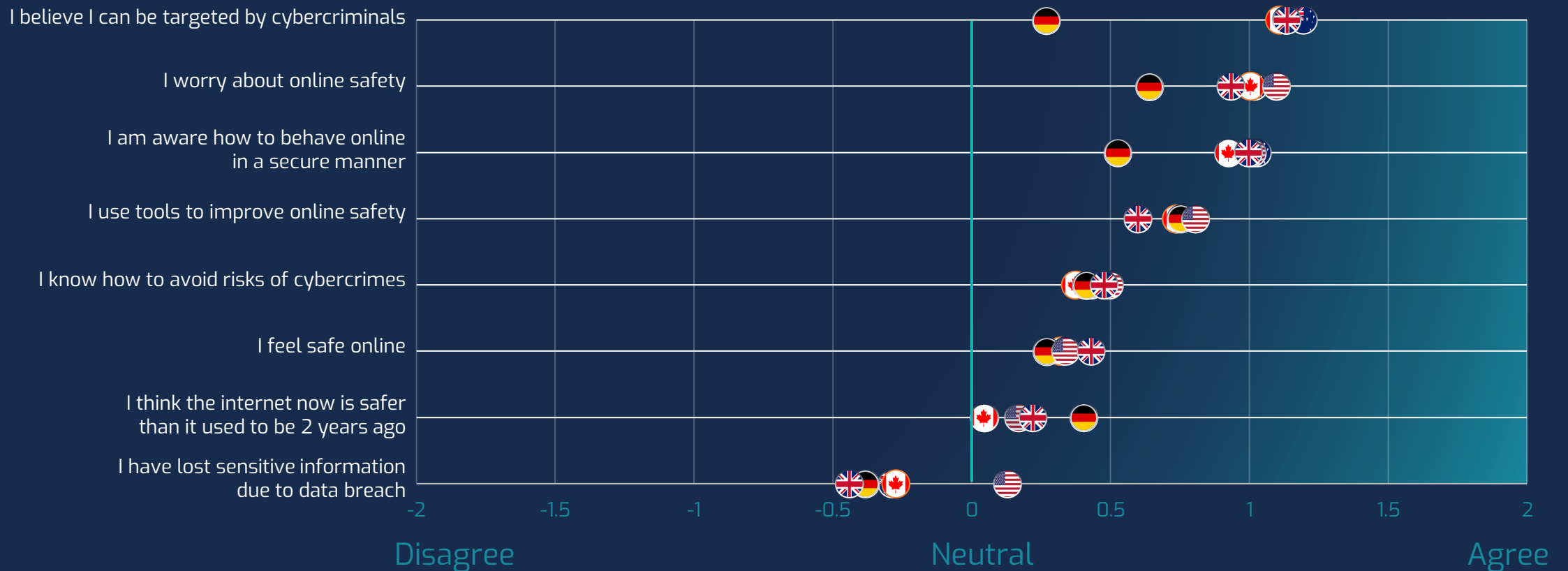


Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

# Safety

Germans don't feel targeted by cybercriminals, though they consider themselves to be less skilled in online safety.  
Americans experience more data breaches.

Users from United Kingdom are less likely to use tools to improve their online safety.

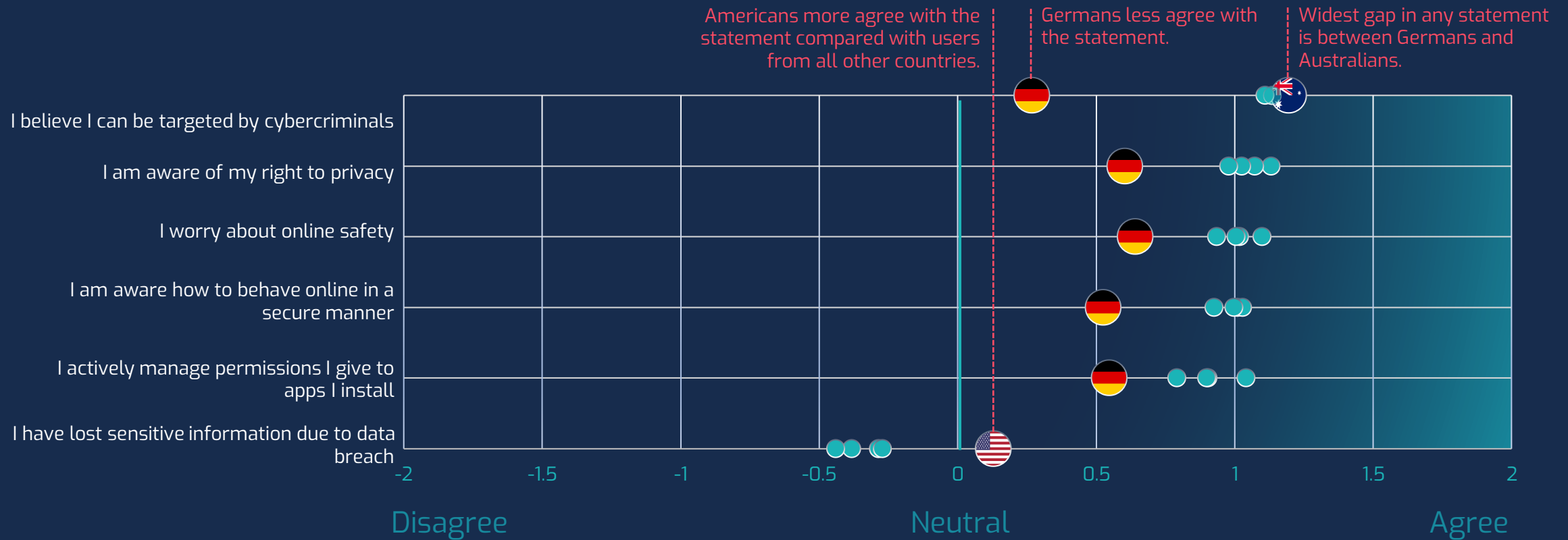


Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

# Significant Differences by Country, Age, Gender

# Germans stand out

Six statements with most statistically significant differences between countries.  
Germans and Americans stand out from the crowd.



Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

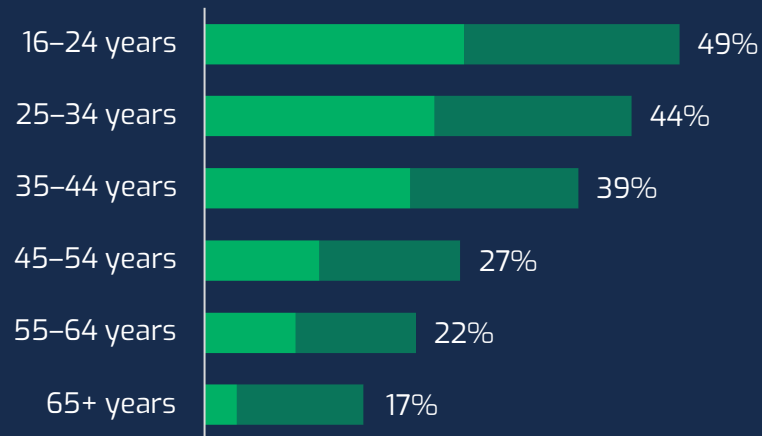
# Priorities change with age

Two statements most affected by age.

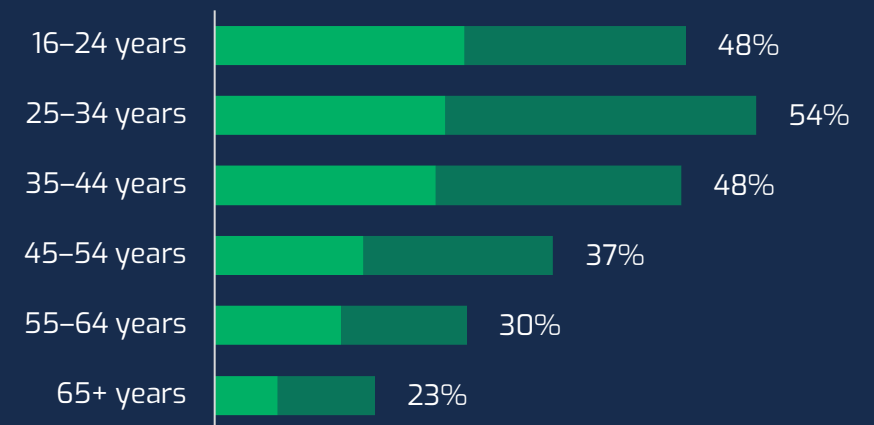
I think quality of services is more important than privacy

I have lost sensitive information due to data breach

% of users who agree or partially agree with a statement



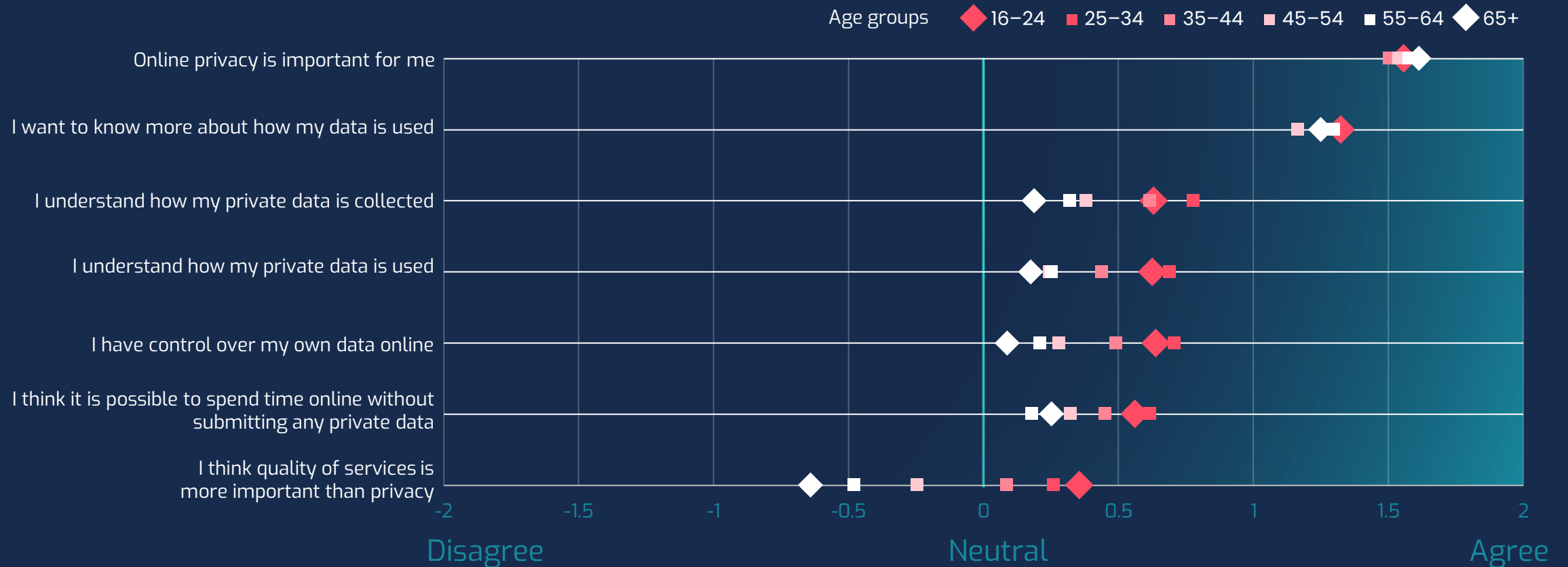
% of users who agree or partially agree with a statement



■ Agree ■ Partially agree

# Privacy by age

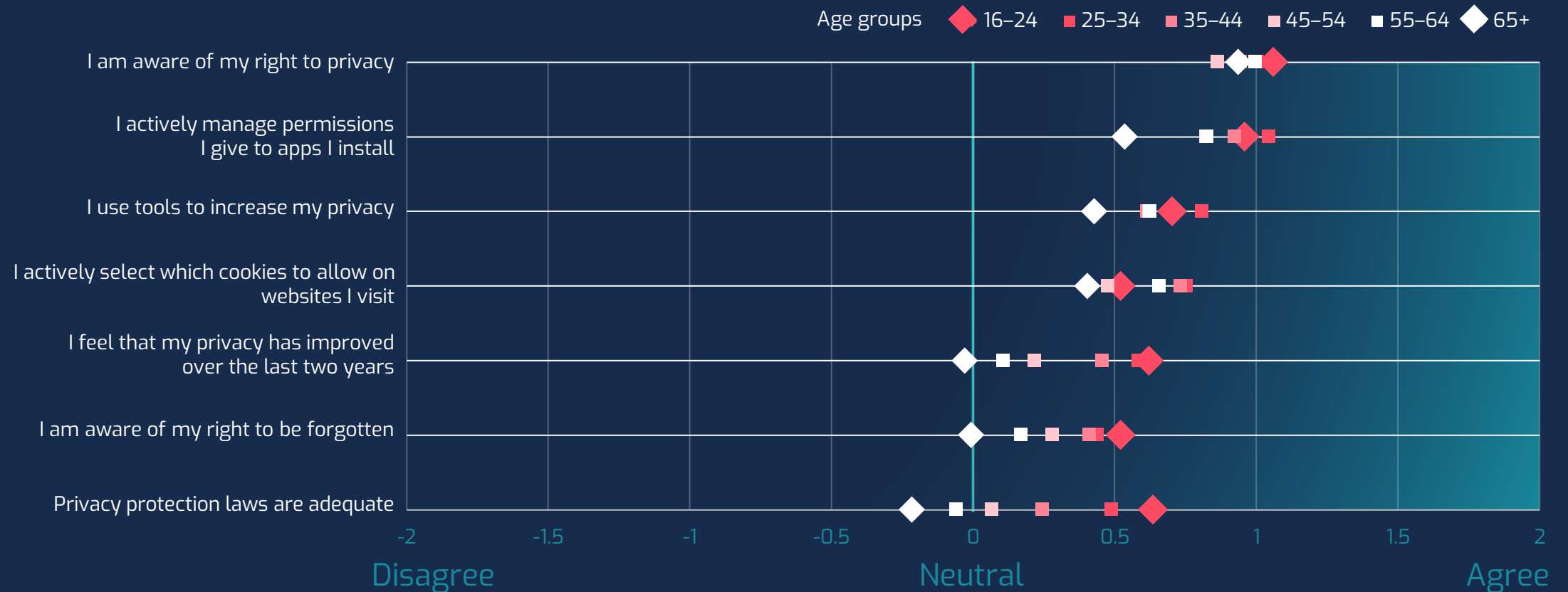
Younger users are more informed and more confident in their ability to control privacy.



Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

# Rights and tools by age

Younger users rely on privacy protection laws and notice privacy improvements more often. Older users are aware of rights to privacy, yet they know less about the right to be forgotten.

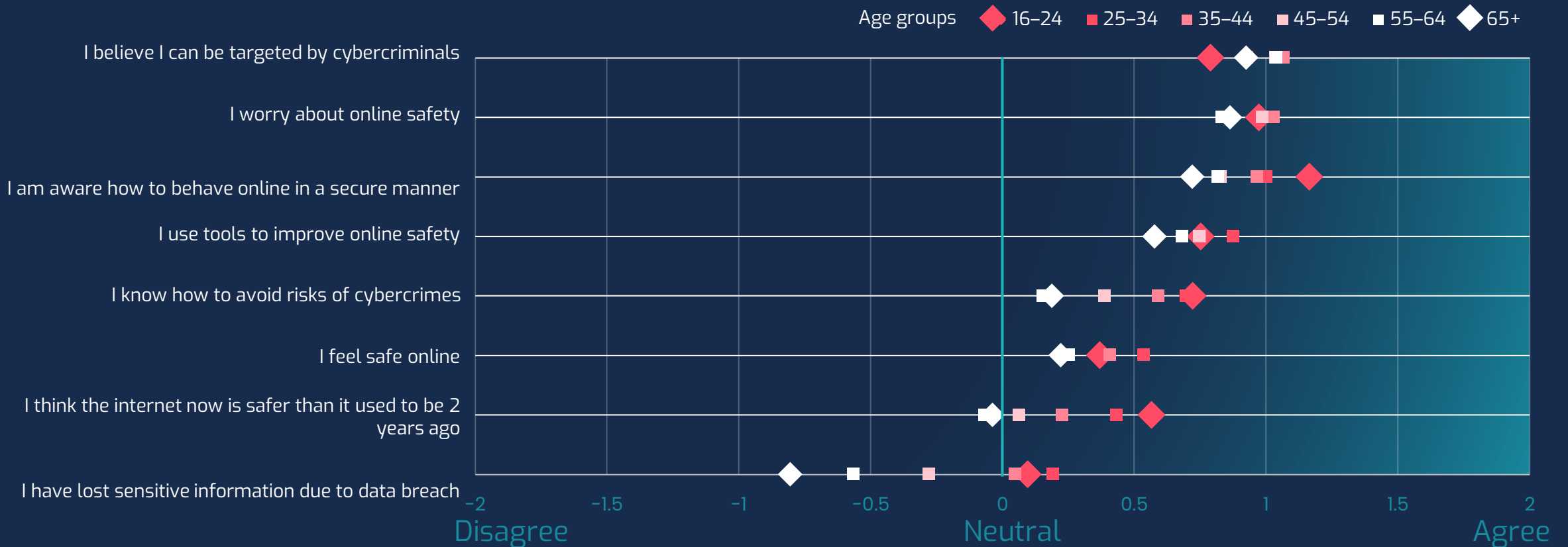


Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.



# Safety by age

Younger users experience more data breaches, but it doesn't make them worried about online safety significantly more than older users.



Average of answers on a scale of -2 to 2, where -2 is disagree and 2 is agree.

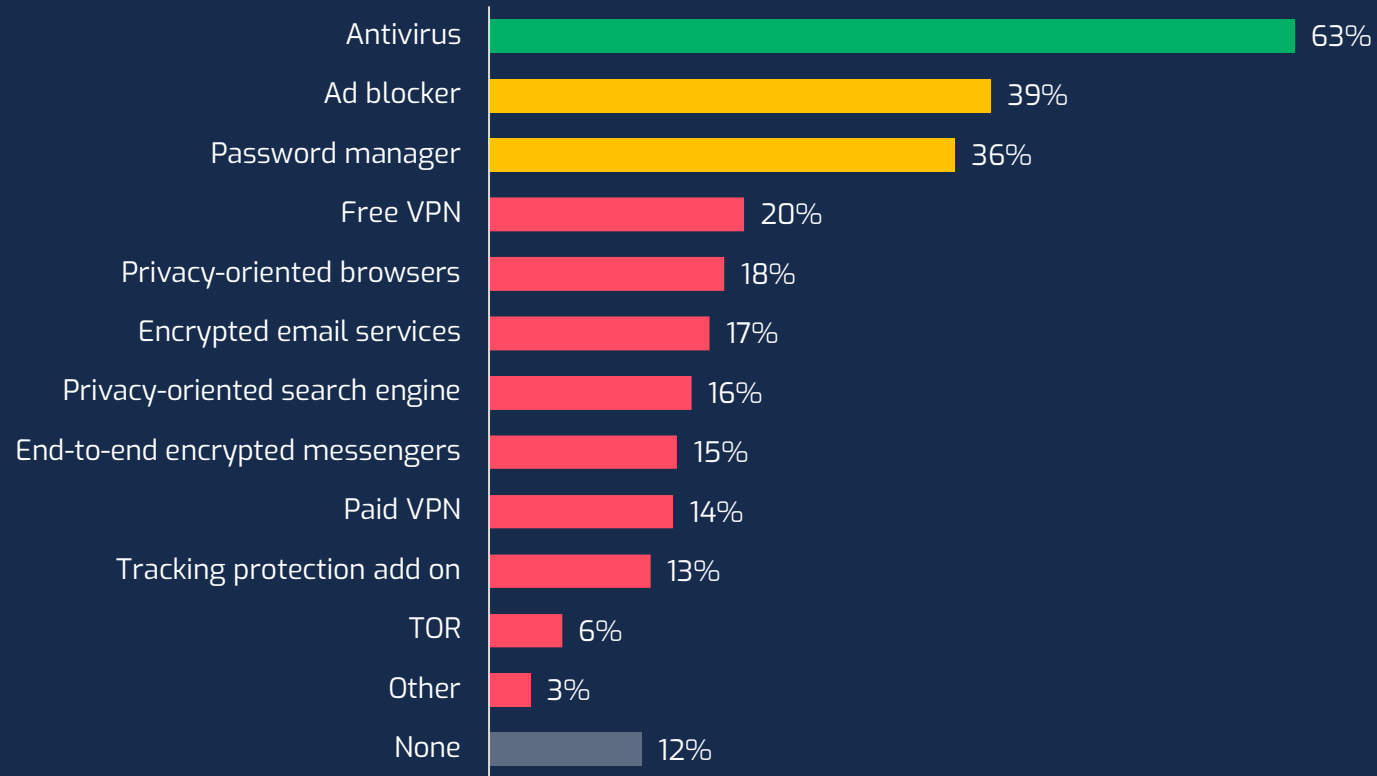
# Gender doesn't play a role

Overall test does not show statistically significant differences (in attitudes towards privacy) across male and female samples.

# Use of Privacy Oriented Services

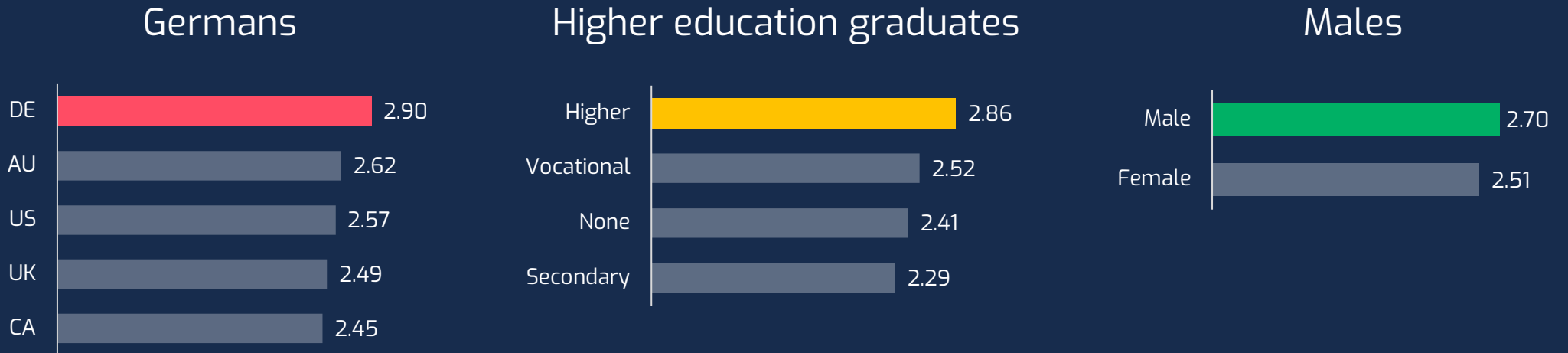
# Services

% of respondents who use specific services



# More equipped

Respondent groups who use significantly more privacy oriented services  
(by average number of services checked)



Kruskal-Wallis Test.

# Hypothesis Testing

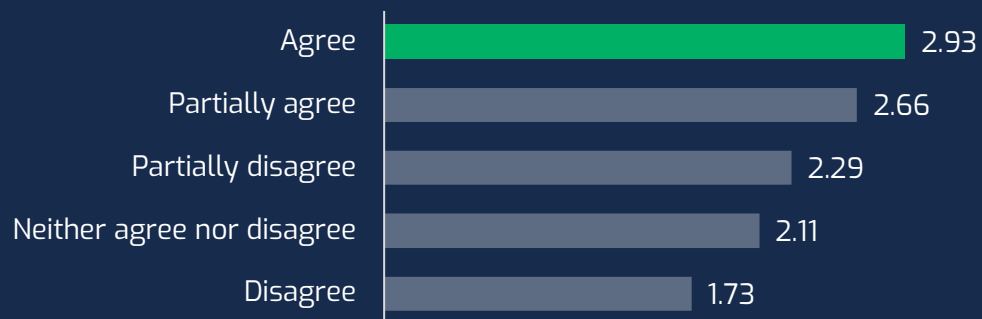
# Hypothesis #1: Respondents with better awareness of privacy rights use more privacy services / tools.

## Retained

Respondents who agree with the statement "I am aware of my right to privacy" use more privacy services (average number of services checked in questionnaire is 2.93, while other respondents checked significantly less). None of other groups are significantly different from each other, only the "Agree" group stands out.

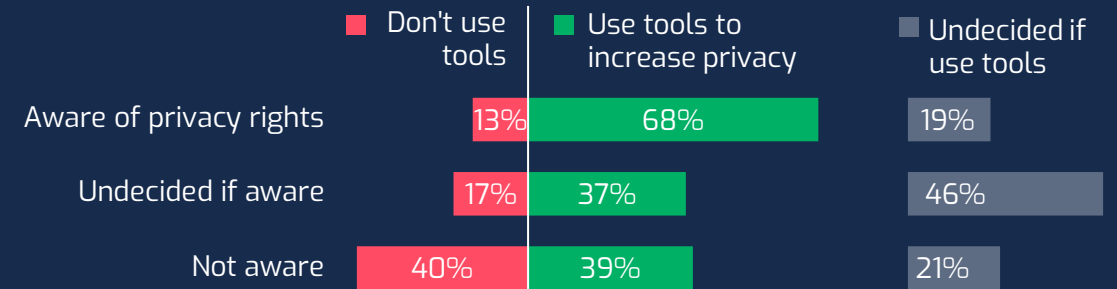
Kruskal-Wallis Test, Significance values have been adjusted by the Bonferroni correction for multiple tests.

**I am aware of my right to privacy** by average number of services.



In a group of respondents who agree or partially agree with the statement "I am aware of my right to privacy" there are 68% of users who agree or partially agree with the statement "I use tools to increase my privacy". While in a group of respondents who disagree or partially disagree with the statement "I am aware of my right to privacy" there are 29% less respondents who agree or partially agree with "I use tools to increase my privacy".

There is a significant and moderate correlation between these two variables.



# Summary of hypothesis #1 testing

**Respondents with better awareness of privacy rights  
use more privacy oriented services.**

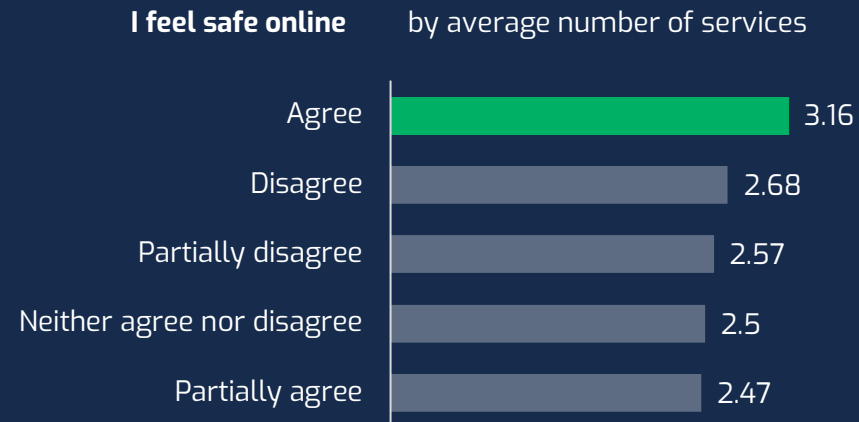


# Hypothesis #2: Respondents who feel safe online use less privacy services / tools.

## Rejected

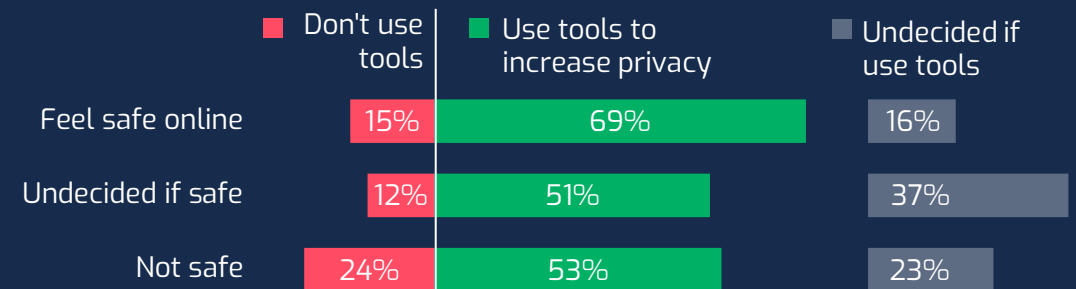
Respondents who agree with the statement "I am safe online" use more privacy services (average number of services checked in questionnaire is 3.16, while other respondents checked significantly less). No other group is significantly different, only the "Agree" group.

Kruskal-Wallis Test, Significance values have been adjusted by the Bonferroni correction for multiple tests.



In a group of users who agree or partially agree with the statement "I feel safe online" there are 69% of respondents who agree or partially agree with the statement "I use tools to increase my privacy". While in a group of respondents who disagree or partially disagree with the statement "I feel safe online" there are 16% less respondents who agree or partially agree with "I use tools to increase my privacy".

There is a significant but weak correlation between these two variables. Feeling of being safe correlates with knowing how to avoid risks of cybercrime and relying on adequacy of privacy protection laws.



# Summary of hypothesis #2 testing

**Respondents who feel safe online use more  
privacy oriented tools.**

# TOP 3 User Trends

# 1# Calling for transparency

Privacy of user data goes with transparency and trust because most users **want to know more** about how their data is used. Currently, only half of users claim to understand how their private data is used.

81%



users agree or partially agree with the statement  
**"I want to know more about how my data is used"**.

52%



users agree or partially agree with the statement  
**"I understand how my private data is used"**.

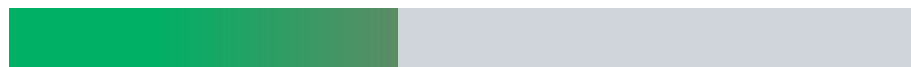
Most users say that they are **aware of privacy rights**. Despite feeling knowledgeable about their privacy rights, most users **don't know** about the right to be forgotten. This awareness gap increases with age.

72%



users agree or partially agree with the statement  
**"I am aware of my right to privacy"**.

43%



users agree or partially agree with the statement  
**"I am aware of my right to be forgotten"**.

2# Aware but  
unclear

# 3# Feeling a threat

Most users **worry about online safety** and believe they can be targeted by **cybercriminals**. At the same time, many claim that they know how to behave online in a secure manner and only 62% use tools to improve their safety online.

Germans stand out as being less worried and using more privacy oriented services.

70%



users agree or partially agree with the statement  
"I worry about online safety".

71%



users agree or partially agree with the statement  
"I am aware how to behave online in a secure manner".

