

디지털 보안·신기술 관련 인식

WWS(WIN World Survey) 다국가 조사

디지털 개인정보/건강정보/금융정보/위치정보 공유 우려감 | 개인정보 활용 내역 인지 정도 |
인공지능(AI) 기술 이해 정도 | 소셜 네트워크 위력 | 데이터 오용 경험

세계 조사 개요

2023년 12월~2024년 2월 39개국 성인 33,866명 전화/온라인/면접조사(주제별 참여국 상이)

한국 조사 개요

- 조사기간: 2024년 1월 24~30일
- 표본추출: **사회연구패널***에서 성·연령·지역별 층화 추출
(한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널)
- 응답방식: 모바일조사(조사대상자에게 문자메시지 발송, 자기기입식 웹조사)
- 조사대상: 전국 만 19~79세 1,029명
- 표본오차: $\pm 3.1\%$ 포인트(95% 신뢰수준)
- 문자 발송 대비 응답 완료율: 33.4%(총 3,078명 중 1,029명)
- 의뢰처: 한국갤럽-WIN 자체 조사

갤럽리포트 → [G20241128](#)



한국 응답자 특성표

한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사	조사완료		가중값 적용		가중값 배율 (B/A)	표본오차 95% 신뢰수준
	사례수 (명)(A)	비율	사례수 (명)(B)	비율		
전체	1,029	100%	1,029	100%	1.00	±3.1%P
성별 남성	490	48%	518	50%	1.06	±4.4%P
여성	539	52%	511	50%	0.95	±4.2%P
연령별 19~29세	156	15%	162	16%	1.04	±7.8%P
30대	143	14%	167	16%	1.17	±8.2%P
40대	185	18%	196	19%	1.06	±7.2%P
50대	211	21%	213	21%	1.01	±6.7%P
60~79세	334	32%	290	28%	0.87	±5.4%P
지역별 서울	202	20%	194	19%	0.96	±6.9%P
인천/경기	313	30%	333	32%	1.06	±5.5%P
대전/세종/충청	121	12%	109	11%	0.90	±8.9%P
광주/전라	104	10%	98	9%	0.94	±9.6%P
대구/경북	96	9%	98	10%	1.02	±10.0%P
부산/울산/경남	150	15%	154	15%	1.02	±8.0%P
강원/제주	43	4%	44	4%	1.01	±14.9%P

- 사회연구패널: 한국갤럽이 무선전화 RDD 방식으로 구축·운영하는 확률 기반 조사패널
- 패널참여성향가중x인구비례가중 적용(2023년 12월 행정안전부 주민등록인구 기준)
- 표본오차는 조사완료 사례수 기준. 한국갤럽 www.gallup.co.kr

한국 응답자 특성표 2024년 1월 24~30일 사회연구패널 조사	조사완료 사례수 (명)	주민등록인구 기준 가중값 적용 결과					
		가중적용 사례수	연령 분포				
			19~29세	30대	40대	50대	60~79세
전체	1,029	1,029	16%	16%	19%	21%	28%
성별 남성	490	518	16%	17%	19%	21%	27%
여성	539	511	16%	15%	19%	21%	29%
지역별 서울	202	194	18%	18%	18%	19%	26%
인천/경기	313	333	16%	17%	20%	21%	25%
대전/세종/충청	121	109	16%	16%	19%	21%	28%
광주/전라	104	98	16%	13%	18%	22%	32%
대구/경북	96	98	15%	14%	18%	22%	32%
부산/울산/경남	150	154	14%	14%	19%	21%	31%
강원/제주	43	44	-	-	-	-	-
직업별 농/임/어업	28	35	-	-	-	-	-
자영업	116	115	-	12%	22%	26%	40%
기능노무/서비스	162	176	8%	10%	17%	33%	31%
사무/관리	370	362	18%	29%	28%	19%	6%
전업주부	147	136	1%	4%	17%	22%	55%
학생	62	65	91%	7%	1%	-	-
무직/은퇴/기타	144	139	14%	13%	8%	10%	55%
주관적 상/중상	209	195	19%	17%	21%	21%	22%
생활 중	442	430	17%	18%	19%	17%	30%
수준별 중하	312	325	13%	14%	20%	26%	27%
하	60	72	11%	19%	15%	18%	37%
교육 고졸 이하	265	306	5%	6%	11%	25%	53%
수준별 대재 이상	760	718	20%	21%	23%	19%	18%
성향별 보수	316	320	10%	15%	15%	19%	41%
중도	400	415	18%	17%	21%	20%	24%
진보	299	272	17%	16%	21%	26%	20%
혼인 미혼/비혼	289	315	48%	29%	14%	6%	2%
상태별 기혼	642	610	1%	12%	23%	27%	36%
이혼/별거/사별	96	102	2%	4%	9%	24%	60%

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

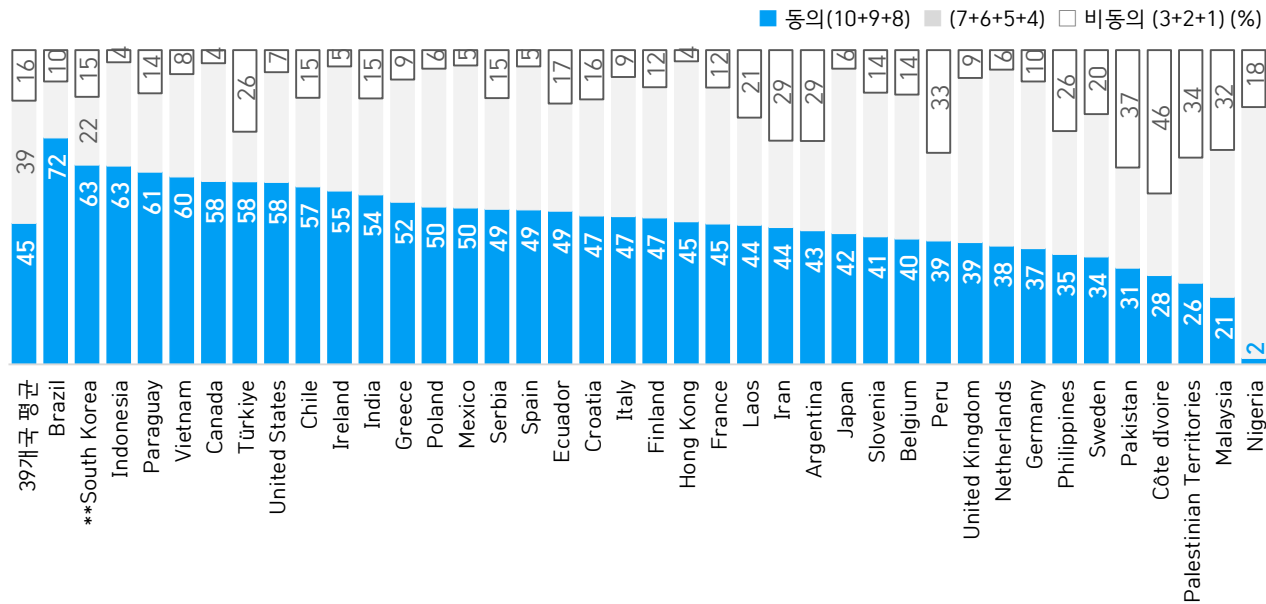
● 디지털 보안·신기술 관련 인식 요약: 39개국 평균 vs 한국

2023년 12월~2024년 2월 WIN World Survey 39개국 평균	전혀 동의하지 않는다										전적으로 동의한다		동의 계 (8~10)	비동의 계 (1~3)
	1	2	3	4	5	6	7	8	9	10				
내 개인정보가 디지털로 공유되는 것을 우려한다	8%	3%	5%	6%	11%	10%	12%	14%	9%	22%	45%	16%		
내 건강정보가 공유되는 것을 우려한다	10%	5%	7%	8%	14%	11%	11%	12%	7%	16%	34%	21%		
내 금융정보가 공유되는 것을 우려한다	8%	3%	5%	6%	11%	9%	10%	13%	10%	25%	48%	16%		
내 위치정보가 공유되는 것을 우려한다	9%	4%	6%	7%	13%	10%	11%	13%	8%	19%	40%	19%		
내 개인정보가 데이터 수집자에게 공유된 후 어떻게 활용되는지 알고 있다	11%	7%	8%	8%	14%	11%	11%	11%	6%	13%	30%	25%		
나는 인공지능(AI) 기술을 잘 이해하고 있다	11%	6%	8%	10%	16%	13%	12%	10%	5%	9%	24%	26%		
소셜 네트워크가 우리의 삶을 압도하고 있다	6%	3%	5%	5%	11%	9%	12%	15%	10%	25%	50%	14%		
2024년 1월 24~30일 한국 만 19~79세 조사	전혀 동의하지 않는다										전적으로 동의한다		동의 계 (8~10)	비동의 계 (1~3)
1	2	3	4	5	6	7	8	9	10					
내 개인정보가 디지털로 공유되는 것을 우려한다	8%	3%	4%	2%	9%	4%	7%	12%	8%	44%	63%	15%		
내 건강정보가 공유되는 것을 우려한다	9%	3%	5%	5%	15%	9%	9%	11%	5%	29%	45%	17%		
내 금융정보가 공유되는 것을 우려한다	11%	1%	4%	3%	7%	4%	7%	9%	8%	47%	63%	15%		
내 위치정보가 공유되는 것을 우려한다	9%	3%	5%	4%	13%	6%	9%	10%	7%	34%	51%	17%		
내 개인정보가 데이터 수집자에게 공유된 후 어떻게 활용되는지 알고 있다	20%	8%	12%	7%	13%	8%	9%	7%	3%	13%	23%	41%		
나는 인공지능(AI) 기술을 잘 이해하고 있다	8%	4%	10%	11%	21%	12%	13%	11%	3%	8%	21%	22%		
소셜 네트워크가 우리의 삶을 압도하고 있다	3%	2%	4%	4%	9%	6%	14%	18%	9%	29%	57%	9%		

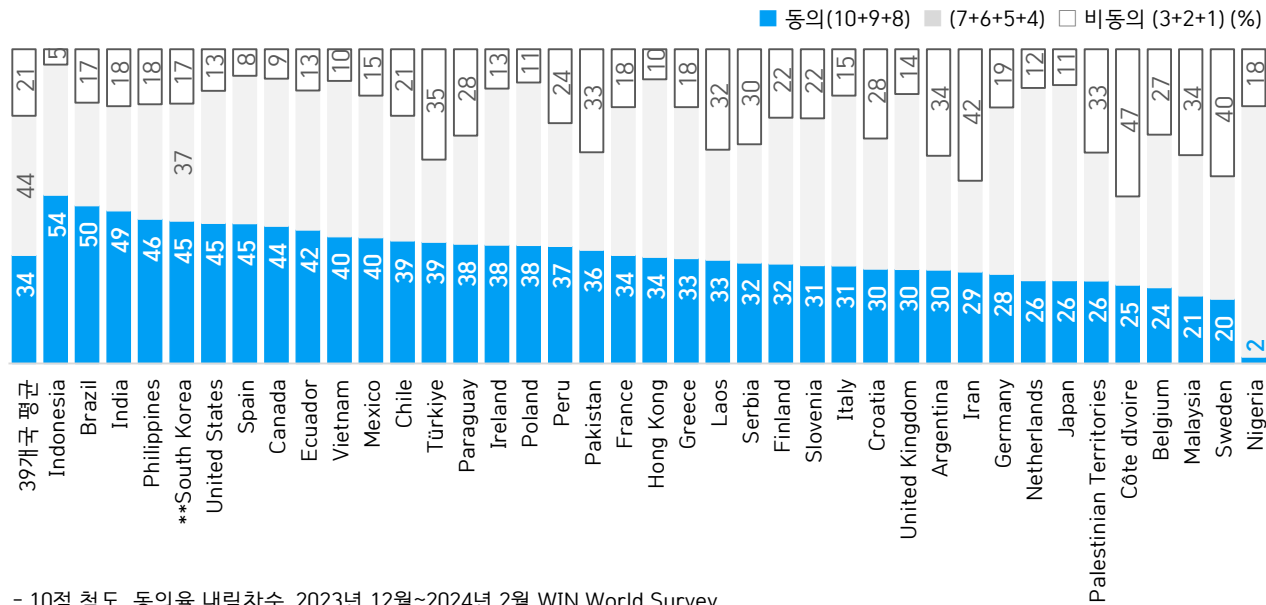
- 소수점 아래 반올림 때문에 백분율 합계는 ±1 차이 발생 가능하며, 이는 오류가 아님

- WIN World Survey 2024. 한국갤럽 www.gallup.co.kr

● 디지털 보안·신기술 관련 인식 [1/7] '내 개인정보가 디지털로 공유되는 것을 우려한다': 국가별



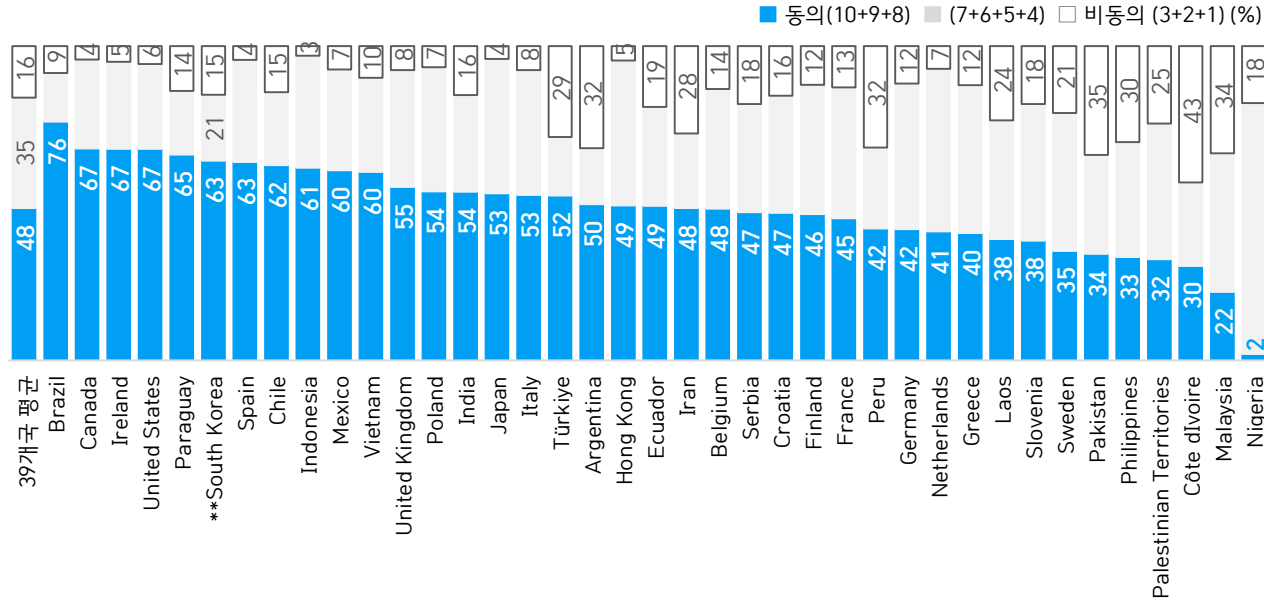
● 디지털 보안·신기술 관련 인식 [2/7] '내 건강정보가 공유되는 것을 우려한다': 국가별



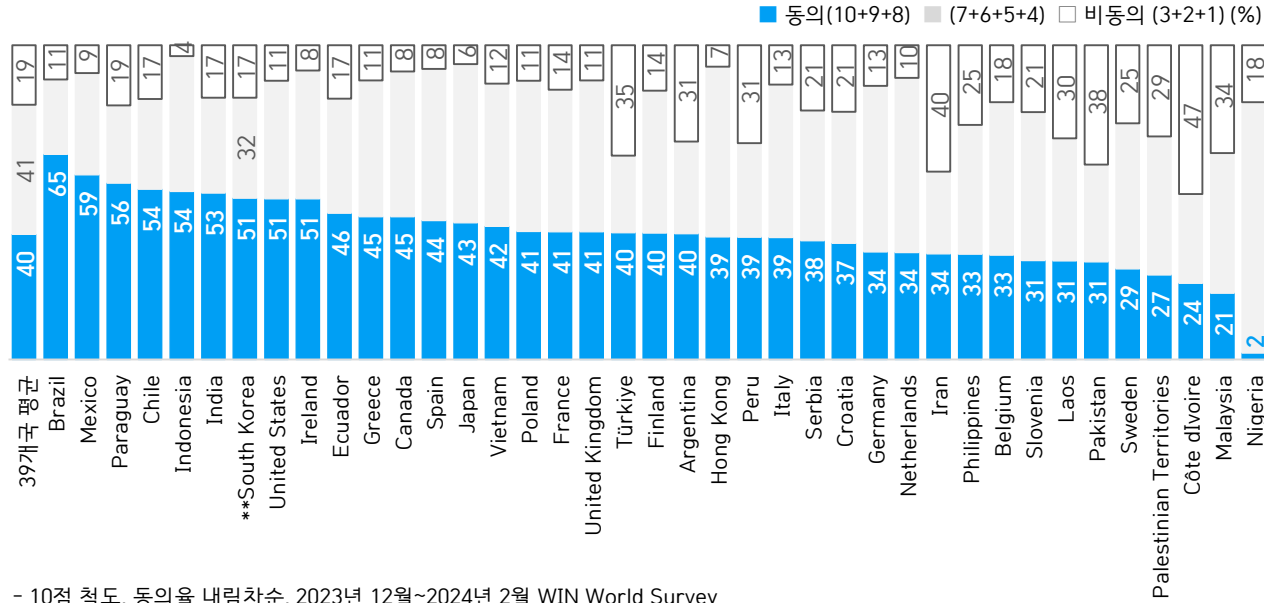
- 10점 척도. 동의의 순 내림차순. 2023년 12월~2024년 2월 WIN World Survey

- 한국은 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 디지털 보안·신기술 관련 인식 [3/7] '내 금융정보가 공유되는 것을 우려한다': 국가별



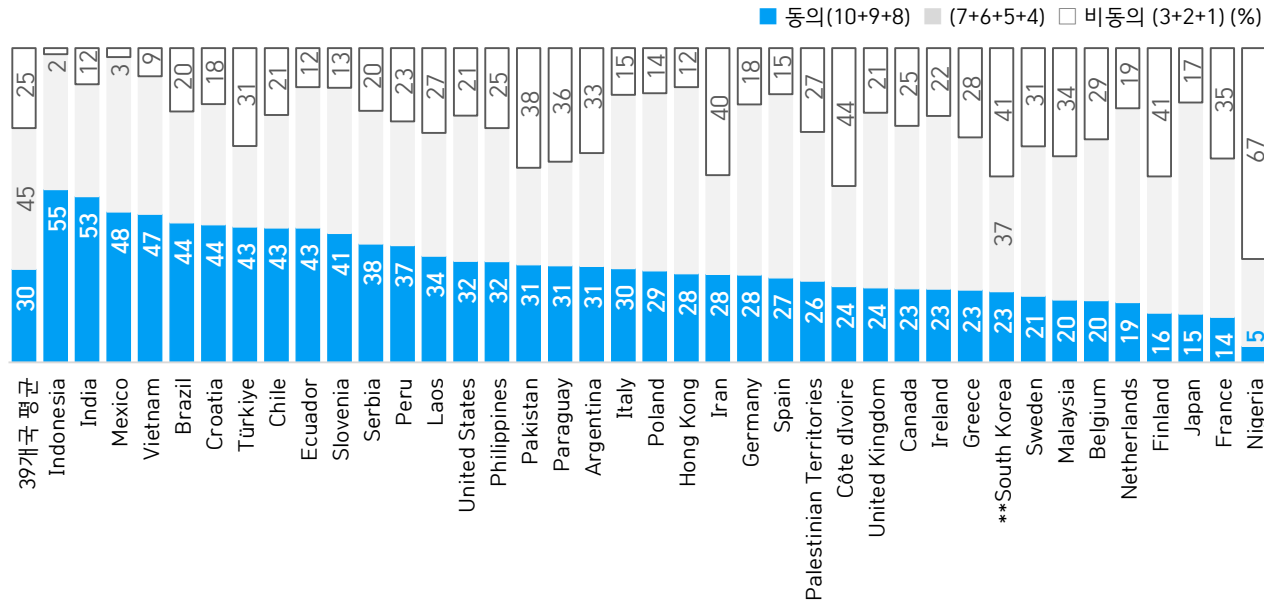
● 디지털 보안·신기술 관련 인식 [4/7] '내 위치정보가 공유되는 것을 우려한다': 국가별



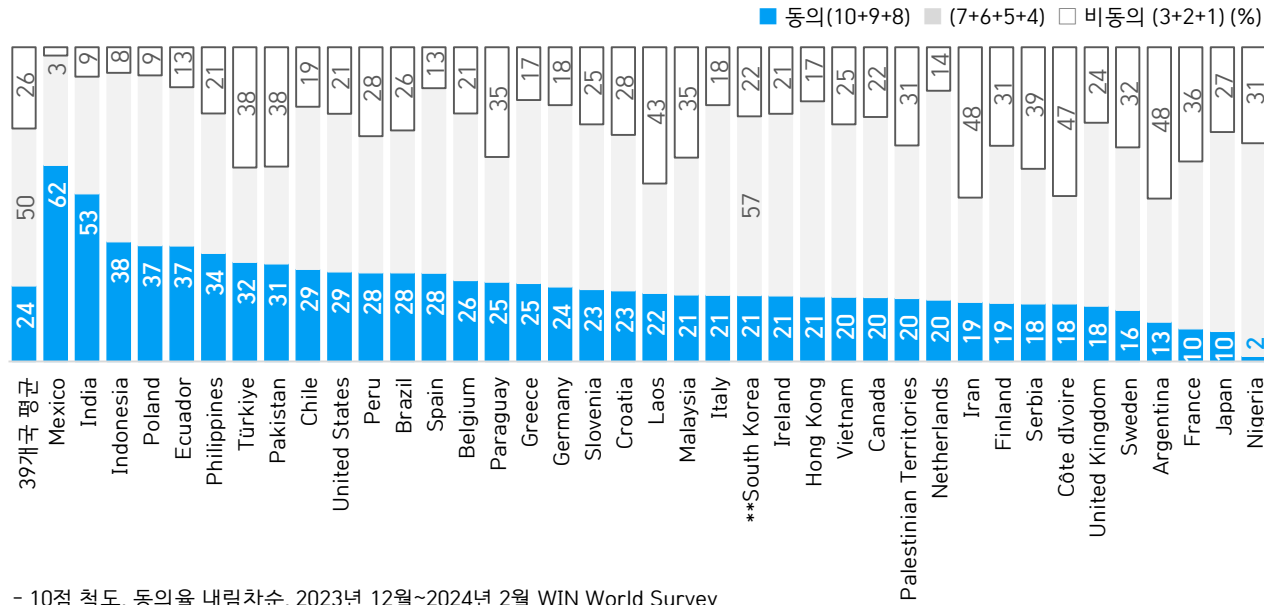
- 10점 척도. 동의율 내림차순. 2023년 12월~2024년 2월 WIN World Survey

- 한국은 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 디지털 보안·신기술 관련 인식 [5/7] '내 개인정보가 데이터 수집자에게 공유된 후 어떻게 활용되는지 안다': 국가별



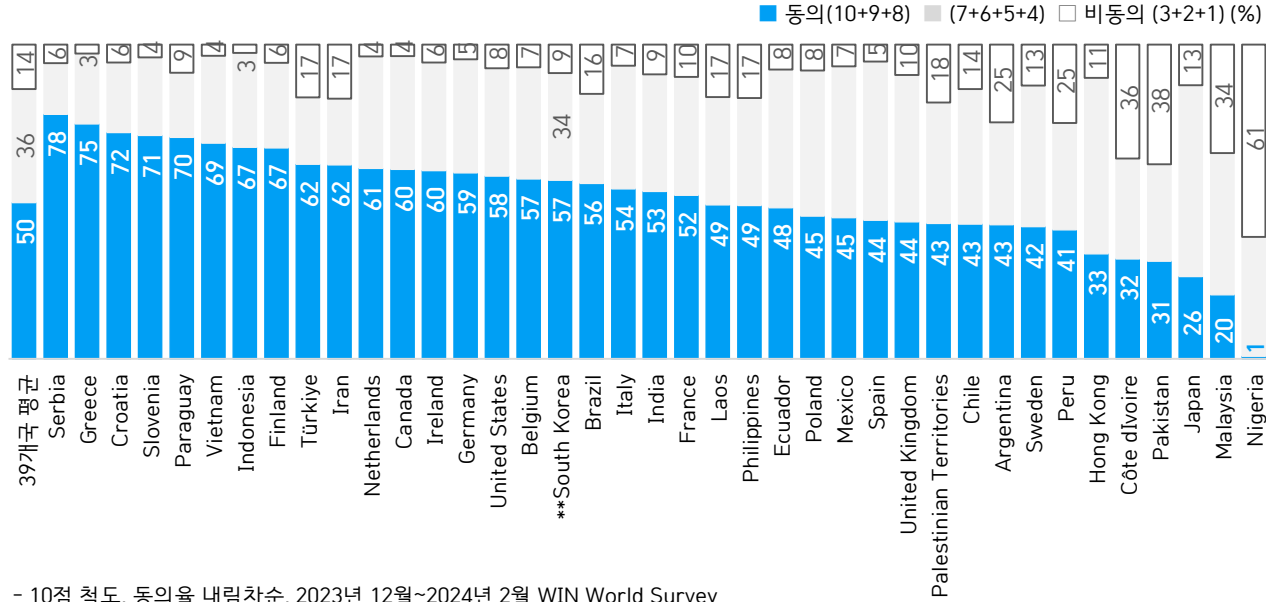
● 디지털 보안·신기술 관련 인식 [6/7] '나는 인공지능(AI) 기술을 잘 이해하고 있다': 국가별



- 10점 척도, 동의율 내림차순. 2023년 12월~2024년 2월 WIN World Survey

- 한국은 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

● 디지털 보안·신기술 관련 인식 [7/7] '소셜 네트워크가 우리의 삶을 압도하고 있다' : 국가별



- 10점 척도. 동의율 내림차순. 2023년 12월~2024년 2월 WIN World Survey

- 한국은 2024년 1월 24~30일 전국 만 19~79세 1,029명 사회연구패널 모바일조사. 한국갤럽 www.gallup.co.kr

질문) 디지털 정보 보안에 관한 다음 각 문장에 얼마나 동의하는지
 '전혀 동의하지 않는다' 1부터 '전적으로 동의한다' 10 사이의 점수로 답해 주십시오. (10점 척도)

2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[1/7] 내 개인정보가 디지털로 공유되는 것을 우려한다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	8%	3%	4%	2%	9%	4%	7%	12%	8%	44%	63%	15%
성별	남성	518	9%	3%	5%	1%	10%	4%	8%	12%	7%	41%	61%	16%
	여성	511	8%	3%	3%	2%	8%	4%	6%	12%	8%	47%	66%	14%
연령별	19~29세	162	4%	4%	5%	1%	7%	10%	13%	13%	9%	33%	56%	13%
	30대	167	2%	1%	4%	2%	4%	3%	7%	13%	8%	57%	78%	6%
	40대	196	6%	0%	2%	0%	6%	2%	8%	11%	10%	55%	76%	8%
	50대	213	9%	4%	1%	1%	8%	1%	6%	14%	8%	48%	70%	14%
	60~79세	290	16%	4%	7%	3%	14%	5%	5%	9%	5%	32%	46%	26%
성/ 연령별	남성 19~29세	83	7%	4%	7%		6%	11%	12%	10%	9%	33%	52%	18%
	남성 30대	88	4%	1%	5%	3%	7%	5%	9%	13%	8%	45%	66%	11%
	남성 40대	100	4%		3%	1%	7%	1%	10%	13%	9%	51%	74%	7%
	남성 50대	106	9%	6%	1%		7%		6%	16%	9%	47%	71%	16%
	남성 60~79세	140	16%	2%	7%	1%	17%	5%	6%	10%	3%	32%	45%	25%
	여성 19~29세	79	1%	3%	3%	2%	8%	10%	14%	16%	9%	33%	59%	7%
	여성 30대	78			2%	1%	1%		5%	14%	7%	70%	91%	2%
	여성 40대	97	9%	1%			4%	2%	6%	9%	10%	59%	78%	10%
	여성 50대	107	9%	2%	1%	2%	9%	2%	6%	13%	7%	50%	70%	12%
	여성 60~79세	150	15%	5%	7%	5%	12%	5%	4%	9%	7%	32%	48%	28%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	10%	2%	5%	1%	13%	4%	5%	5%	7%	48%	60%	17%
	기능노무/서비스	176	12%	4%	3%	4%	8%	2%	7%	8%	7%	44%	60%	19%
	사무/관리	362	4%	1%	3%	1%	5%	4%	9%	18%	9%	46%	73%	7%
	전업주부	136	12%	4%	4%	2%	11%	6%	4%	9%	6%	44%	58%	19%
	학생	65	9%		7%		10%		12%	15%	12%	36%	63%	16%
	무직/은퇴/기타	139	12%	5%	5%	1%	10%	6%	8%	10%	5%	38%	53%	22%
지역별	서울	194	10%	2%	5%	1%	7%	5%	9%	11%	11%	40%	62%	17%
	인천/경기	333	10%	3%	3%	1%	8%	4%	8%	13%	5%	44%	63%	17%
	대전/세종/충청	109	7%	1%	4%	1%	5%	7%	7%	14%	1%	53%	68%	12%
	광주/전라	98	7%	4%	4%	2%	12%	5%	7%	10%	12%	38%	61%	14%
	대구/경북	98	6%	2%	7%	4%	9%	1%	7%	13%	9%	42%	64%	15%
	부산/울산/경남	154	6%	4%	2%	3%	9%	3%	7%	10%	11%	45%	65%	12%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

- 50사례 미만은 수치 제시하지 않음. 한국갤럽 www.gallup.co.kr

2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[2/7] 내 건강정보가 공유되는 것을 우려한다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	9%	3%	5%	5%	15%	9%	9%	11%	5%	29%	45%	17%
성별	남성	518	12%	3%	6%	4%	17%	8%	8%	11%	5%	27%	42%	21%
	여성	511	6%	2%	5%	5%	12%	11%	9%	11%	6%	32%	49%	14%
연령별	19~29세	162	7%	2%	10%	11%	13%	15%	8%	11%	5%	20%	35%	18%
	30대	167	6%	1%	4%	5%	12%	7%	8%	15%	7%	36%	58%	11%
	40대	196	7%	1%	2%	2%	13%	8%	8%	10%	6%	43%	58%	10%
	50대	213	7%	3%	3%	2%	14%	11%	9%	13%	5%	34%	52%	13%
	60~79세	290	17%	4%	8%	5%	19%	8%	9%	7%	4%	19%	30%	29%
성/ 연령별	남성 19~29세	83	11%	3%	8%	13%	15%	10%	5%	6%	5%	23%	35%	22%
	남성 30대	88	8%	2%	7%	5%	20%	8%	4%	12%	4%	30%	47%	17%
	남성 40대	100	7%	3%	3%	2%	18%	7%	5%	11%	5%	38%	54%	13%
	남성 50대	106	9%	3%	3%	2%	11%	9%	11%	15%	5%	32%	52%	15%
	남성 60~79세	140	22%	4%	8%	2%	20%	6%	11%	8%	4%	15%	27%	33%
	여성 19~29세	79	3%		11%	8%	10%	20%	12%	15%	4%	16%	36%	14%
	여성 30대	78	2%	1%	1%	6%	2%	5%	12%	18%	10%	41%	69%	5%
	여성 40대	97	7%			2%	9%	9%	11%	9%	6%	48%	63%	7%
	여성 50대	107	4%	3%	3%	3%	16%	13%	7%	10%	6%	35%	51%	10%
	여성 60~79세	150	11%	5%	8%	7%	17%	9%	8%	7%	4%	23%	34%	25%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	12%	2%	6%	0%	20%	1%	12%	10%	4%	32%	47%	20%
	기능노무/서비스	176	11%	4%	4%	5%	16%	9%	11%	8%	2%	30%	40%	19%
	사무/관리	362	5%	1%	4%	5%	11%	10%	10%	16%	7%	31%	54%	11%
	전업주부	136	7%	2%	7%	6%	15%	13%	6%	6%	6%	33%	44%	15%
	학생	65	9%	1%	11%	10%	14%	10%	6%	9%	7%	22%	38%	21%
	무직/은퇴/기타	139	17%	4%	5%	5%	15%	10%	5%	8%	6%	24%	38%	27%
지역별	서울	194	11%	2%	5%	5%	12%	12%	9%	13%	4%	28%	45%	18%
	인천/경기	333	8%	2%	7%	3%	17%	9%	8%	9%	6%	31%	46%	17%
	대전/세종/충청	109	7%	4%	6%	5%	9%	15%	6%	10%	6%	31%	47%	18%
	광주/전라	98	10%	5%	8%	6%	17%	6%	5%	9%	8%	27%	44%	23%
	대구/경북	98	10%	2%	6%	9%	18%	2%	7%	15%	2%	29%	46%	18%
	부산/울산/경남	154	11%	1%	3%	7%	13%	8%	13%	10%	5%	30%	45%	15%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[3/7] 내 금융정보가 공유되는 것을 우려한다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	11%	1%	4%	3%	7%	4%	7%	9%	8%	47%	63%	15%
성별	남성	518	11%	1%	5%	3%	7%	5%	7%	10%	8%	43%	61%	17%
	여성	511	10%	1%	3%	3%	7%	4%	7%	7%	8%	51%	66%	14%
연령별	19~29세	162	7%		6%	3%	7%	9%	15%	11%	7%	35%	53%	13%
	30대	167	4%		3%	1%	4%	1%	8%	12%	7%	60%	79%	7%
	40대	196	7%	1%	1%	2%	4%	3%	4%	10%	8%	60%	78%	9%
	50대	213	9%	1%	5%	3%	8%	3%	6%	7%	11%	48%	66%	14%
	60~79세	290	20%	2%	4%	4%	11%	4%	5%	6%	6%	37%	49%	27%
성/ 연령별	남성 19~29세	83	13%		6%	4%	9%	10%	9%	10%	5%	33%	48%	19%
	남성 30대	88	7%		6%	2%	5%	2%	9%	13%	6%	51%	70%	13%
	남성 40대	100	4%	2%	2%	2%	5%	6%	4%	13%	7%	56%	76%	8%
	남성 50대	106	11%	1%	6%	2%	7%		11%	8%	14%	41%	63%	17%
	남성 60~79세	140	18%	2%	5%	4%	9%	6%	6%	7%	6%	37%	51%	25%
	여성 19~29세	79	1%		6%	2%	4%	8%	22%	11%	9%	37%	57%	7%
	여성 30대	78					3%	1%	6%	12%	7%	71%	90%	0%
	여성 40대	97	11%			1%	4%	1%	4%	6%	10%	63%	79%	11%
	여성 50대	107	7%	1%	4%	5%	8%	6%	1%	6%	8%	55%	68%	12%
	여성 60~79세	150	23%	3%	2%	3%	14%	3%	4%	4%	7%	36%	48%	29%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	11%	2%	5%	0%	7%	2%	5%	7%	4%	56%	68%	18%
	기능노무/서비스	176	14%	1%	5%	4%	9%	3%	5%	5%	7%	47%	60%	20%
	사무/관리	362	5%	0%	3%	3%	5%	3%	7%	14%	10%	50%	74%	8%
	전업주부	136	14%	2%	2%	2%	11%	4%	6%	3%	6%	50%	58%	18%
	학생	65	11%		5%	3%	5%	9%	14%	8%	14%	32%	54%	15%
	무직/은퇴/기타	139	14%	2%	6%	2%	10%	5%	7%	7%	7%	39%	53%	22%
지역별	서울	194	12%	2%	6%	2%	4%	3%	7%	10%	9%	45%	65%	20%
	인천/경기	333	11%	1%	4%	2%	8%	3%	8%	8%	9%	46%	63%	16%
	대전/세종/충청	109	9%		4%	4%	7%	8%	8%	10%	6%	44%	60%	13%
	광주/전라	98	10%	2%	2%	4%	10%	8%	3%	7%	11%	42%	60%	14%
	대구/경북	98	13%	1%	4%	4%	5%	6%	4%	10%	5%	47%	62%	18%
	부산/울산/경남	154	8%	1%	3%	4%	7%	2%	6%	7%	7%	54%	68%	12%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[4/7] 내 위치정보가 공유되는 것을 우려한다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	9%	3%	5%	4%	13%	6%	9%	10%	7%	34%	51%	17%
성별	남성	518	9%	4%	6%	5%	14%	5%	10%	11%	6%	30%	47%	19%
	여성	511	8%	2%	4%	2%	13%	7%	9%	9%	7%	39%	55%	14%
연령별	19~29세	162	6%	1%	3%	6%	13%	12%	9%	14%	7%	30%	51%	10%
	30대	167	3%	1%	5%	3%	8%	5%	13%	8%	9%	44%	61%	10%
	40대	196	8%	3%	4%	2%	10%	3%	12%	9%	7%	41%	57%	15%
	50대	213	7%	3%	3%	3%	13%	4%	10%	13%	5%	38%	56%	14%
	60~79세	290	16%	5%	7%	4%	19%	6%	5%	8%	6%	24%	38%	28%
성/ 연령별	남성 19~29세	83	11%		6%	6%	15%	12%	3%	12%	5%	30%	48%	16%
	남성 30대	88	5%	2%	8%	4%	14%	2%	16%	7%	9%	33%	49%	15%
	남성 40대	100	5%	5%	8%	5%	15%	3%	15%	9%	5%	32%	46%	18%
	남성 50대	106	6%	5%	4%	4%	7%	3%	11%	18%	7%	34%	59%	15%
	남성 60~79세	140	17%	6%	5%	6%	16%	7%	5%	10%	4%	24%	38%	28%
	여성 19~29세	79	1%	1%	1%	6%	10%	12%	15%	16%	9%	29%	54%	3%
	여성 30대	78	1%		3%	2%	1%	8%	10%	9%	9%	57%	75%	4%
	여성 40대	97	10%	1%	1%		6%	4%	8%	9%	10%	50%	69%	12%
	여성 50대	107	8%	2%	3%	2%	18%	5%	9%	9%	3%	42%	53%	12%
	여성 60~79세	150	15%	4%	9%	2%	21%	6%	5%	7%	7%	24%	38%	28%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	13%	2%	5%	2%	16%	3%	7%	6%	4%	41%	51%	20%
	기능노무/서비스	176	9%	3%	4%	6%	15%	6%	8%	11%	6%	32%	49%	16%
	사무/관리	362	4%	3%	4%	4%	10%	6%	14%	12%	8%	35%	56%	11%
	전업주부	136	12%	1%	7%	1%	14%	5%	10%	5%	7%	37%	49%	21%
	학생	65	9%		5%	4%	14%	14%	2%	10%	9%	35%	53%	14%
	무직/은퇴/기타	139	12%	4%	7%	3%	19%	5%	5%	12%	4%	29%	46%	23%
지역별	서울	194	12%	3%	5%	2%	7%	7%	12%	15%	5%	33%	53%	20%
	인천/경기	333	9%	2%	4%	4%	20%	6%	10%	9%	6%	31%	45%	15%
	대전/세종/충청	109	8%	5%	5%	5%	6%	8%	9%	11%	2%	41%	53%	18%
	광주/전라	98	6%	5%	7%	4%	11%	3%	6%	10%	15%	33%	58%	18%
	대구/경북	98	7%	3%	8%	3%	13%	9%	5%	8%	13%	33%	53%	18%
	부산/울산/경남	154	7%	2%	5%	3%	12%	6%	9%	9%	5%	43%	57%	14%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[5/7] 나는 내 개인정보가 데이터 수집자에게 공유된 후 어떻게 활용되는지 알고 있다 (예: 서비스 제공업체, 광고주, 소매상, 보험회사, 공공기관 등)										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	20%	8%	12%	7%	13%	8%	9%	7%	3%	13%	23%	41%
성별	남성	518	21%	9%	13%	5%	11%	8%	11%	6%	3%	13%	22%	43%
	여성	511	20%	8%	11%	8%	15%	9%	6%	7%	4%	12%	23%	39%
연령별	19~29세	162	10%	10%	18%	9%	15%	11%	11%	7%	3%	6%	16%	39%
	30대	167	16%	11%	14%	12%	8%	12%	14%	4%	2%	9%	14%	41%
	40대	196	21%	9%	14%	5%	12%	6%	9%	5%	4%	14%	23%	44%
	50대	213	28%	7%	8%	3%	13%	6%	7%	9%	2%	17%	28%	42%
	60~79세	290	22%	7%	9%	6%	16%	7%	6%	8%	4%	15%	27%	38%
성/ 연령별	남성 19~29세	83	8%	8%	18%	6%	18%	12%	10%	7%	5%	8%	20%	34%
	남성 30대	88	15%	10%	17%	7%	6%	12%	21%	3%	1%	9%	13%	42%
	남성 40대	100	24%	13%	13%	4%	6%	3%	15%	5%	3%	15%	22%	50%
	남성 50대	106	28%	10%	7%	3%	9%	5%	6%	9%	1%	22%	32%	45%
	남성 60~79세	140	23%	5%	11%	7%	15%	8%	7%	7%	4%	11%	22%	40%
	여성 19~29세	79	13%	12%	19%	12%	12%	10%	11%	6%	1%	3%	11%	44%
	여성 30대	78	17%	12%	11%	17%	10%	11%	6%	6%	3%	8%	17%	40%
	여성 40대	97	19%	4%	14%	6%	18%	10%	4%	5%	6%	13%	25%	37%
	여성 50대	107	27%	4%	9%	4%	17%	8%	8%	9%	3%	12%	24%	40%
	여성 60~79세	150	21%	8%	7%	5%	17%	7%	4%	8%	4%	19%	31%	37%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	22%	7%	7%	6%	11%	6%	9%	10%	3%	19%	32%	36%
	기능노무/서비스	176	28%	9%	12%	4%	12%	8%	6%	6%	2%	14%	22%	48%
	사무/관리	362	17%	11%	14%	8%	12%	10%	10%	7%	3%	8%	18%	42%
	전업주부	136	22%	7%	11%	4%	17%	7%	5%	6%	4%	17%	27%	40%
	학생	65	12%	8%	16%	7%	15%	12%	15%	5%	4%	7%	16%	35%
	무직/은퇴/기타	139	20%	7%	8%	5%	14%	6%	10%	7%	5%	17%	29%	35%
지역별	서울	194	18%	8%	15%	7%	9%	7%	12%	7%	2%	15%	24%	41%
	인천/경기	333	22%	10%	12%	5%	13%	8%	8%	6%	4%	13%	23%	44%
	대전/세종/충청	109	20%	6%	9%	7%	19%	11%	5%	7%	2%	14%	22%	35%
	광주/전라	98	22%	11%	15%	5%	10%	12%	8%	7%	4%	6%	17%	48%
	대구/경북	98	21%	12%	5%	6%	18%	6%	10%	8%	1%	13%	21%	38%
	부산/울산/경남	154	19%	4%	14%	8%	14%	6%	9%	7%	5%	14%	26%	37%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[6/7] 나는 인공지능(AI) 기술을 잘 이해하고 있다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다							전적으로 동의한다				
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	8%	4%	10%	11%	21%	12%	13%	11%	3%	8%	21%	22%
성별	남성	518	8%	4%	11%	9%	22%	9%	13%	11%	3%	10%	24%	23%
	여성	511	7%	5%	9%	12%	20%	15%	13%	10%	3%	5%	18%	21%
연령별	19~29세	162	5%	3%	10%	10%	14%	20%	20%	8%	2%	8%	18%	18%
	30대	167	3%	1%	6%	7%	23%	12%	23%	16%	1%	9%	26%	9%
	40대	196	6%	2%	11%	17%	20%	14%	11%	11%	4%	5%	20%	19%
	50대	213	7%	8%	11%	10%	20%	10%	11%	13%	3%	6%	22%	26%
	60~79세	290	13%	7%	11%	9%	27%	8%	6%	7%	4%	10%	20%	30%
성/ 연령별	남성 19~29세	83	10%	3%	9%	7%	14%	19%	18%	8%	1%	12%	21%	21%
	남성 30대	88	2%		9%	1%	31%	11%	21%	11%	2%	12%	25%	11%
	남성 40대	100	8%	3%	15%	14%	20%	7%	11%	13%	4%	5%	22%	25%
	남성 50대	106	7%	8%	11%	13%	19%	3%	12%	17%	3%	8%	28%	26%
	남성 60~79세	140	13%	4%	12%	8%	27%	6%	9%	6%	4%	12%	22%	29%
	여성 19~29세	79	1%	2%	12%	14%	14%	20%	22%	9%	3%	3%	15%	16%
	여성 30대	78	3%	2%	3%	14%	14%	12%	25%	21%	1%	5%	27%	7%
	여성 40대	97	4%	1%	8%	20%	19%	21%	11%	8%	3%	5%	17%	13%
	여성 50대	107	8%	7%	11%	7%	21%	16%	11%	10%	2%	4%	17%	27%
	여성 60~79세	150	12%	10%	9%	9%	28%	10%	4%	7%	3%	8%	18%	31%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	7%	4%	13%	5%	18%	6%	13%	19%	5%	11%	35%	23%
	기능노무/서비스	176	11%	8%	11%	10%	25%	11%	10%	7%	1%	6%	13%	30%
	사무/관리	362	3%	2%	9%	14%	17%	14%	18%	14%	4%	5%	23%	15%
	전업주부	136	11%	7%	8%	9%	31%	12%	10%	6%	2%	5%	14%	25%
	학생	65	5%	3%	11%	11%	13%	21%	20%	4%		13%	17%	19%
	무직/은퇴/기타	139	13%	5%	11%	10%	23%	11%	5%	7%	4%	12%	23%	29%
지역별	서울	194	8%	2%	10%	11%	22%	15%	12%	12%	3%	6%	20%	20%
	인천/경기	333	9%	4%	11%	10%	19%	11%	16%	11%	2%	6%	20%	24%
	대전/세종/충청	109	10%	5%	15%	7%	19%	16%	9%	12%	1%	6%	19%	29%
	광주/전라	98	6%	5%	9%	14%	17%	9%	21%	9%	3%	9%	21%	19%
	대구/경북	98	6%	10%	8%	10%	27%	7%	11%	7%	4%	9%	21%	24%
	부산/울산/경남	154	6%	4%	6%	11%	23%	13%	9%	10%	4%	14%	27%	17%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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2024년 1월 24~30일 한국 만 19~79세 조사		사례수 (명)	[7/7] 소셜 네트워크가 우리의 삶을 압도하고 있다										동의 계 (8~10)	비동의 계 (1~3)
			전혀 동의하지 않는다					전적으로 동의한다						
			1	2	3	4	5	6	7	8	9	10		
전체		1,029	3%	2%	4%	4%	9%	6%	14%	18%	9%	29%	57%	9%
성별	남성	518	4%	2%	5%	5%	10%	7%	13%	18%	8%	28%	54%	11%
	여성	511	2%	2%	3%	4%	8%	6%	15%	18%	11%	31%	59%	7%
연령별	19~29세	162	1%		4%	4%	5%	3%	13%	20%	8%	42%	71%	5%
	30대	167	4%		3%	0%	3%	6%	21%	17%	11%	35%	63%	7%
	40대	196	2%		5%	6%	6%	6%	13%	21%	12%	29%	62%	7%
	50대	213	1%	3%	2%	4%	13%	8%	12%	18%	10%	28%	56%	7%
	60~79세	290	6%	4%	5%	7%	15%	8%	12%	15%	7%	20%	43%	16%
성/ 연령별	남성 19~29세	83	2%		5%	4%	7%	2%	9%	17%	7%	48%	71%	7%
	남성 30대	88	6%		5%	1%	5%	7%	17%	16%	8%	35%	59%	12%
	남성 40대	100	2%		7%	7%	6%	8%	11%	20%	13%	27%	60%	9%
	남성 50대	106	2%	3%	3%	6%	14%	5%	15%	19%	11%	21%	50%	9%
	남성 60~79세	140	8%	5%	5%	5%	15%	9%	13%	17%	4%	19%	40%	18%
	여성 19~29세	79			3%	4%	4%	3%	17%	23%	10%	37%	70%	3%
	여성 30대	78	1%				1%	6%	25%	19%	13%	35%	67%	1%
	여성 40대	97	2%		4%	5%	6%	4%	16%	22%	12%	31%	65%	6%
	여성 50대	107		3%	1%	2%	11%	11%	10%	18%	9%	36%	62%	4%
	여성 60~79세	150	5%	3%	5%	8%	15%	7%	12%	13%	10%	21%	44%	14%
직업별	농/임/어업	35	-	-	-	-	-	-	-	-	-	-	-	-
	자영업	115	5%	5%	6%	4%	11%	6%	9%	19%	8%	28%	54%	16%
	기능노무/서비스	176	3%	3%	7%	6%	13%	6%	17%	11%	5%	30%	45%	13%
	사무/관리	362	1%	0%	3%	4%	4%	8%	17%	21%	13%	30%	64%	4%
	전업주부	136	2%	2%	4%	7%	16%	7%	13%	18%	8%	23%	50%	8%
	학생	65	3%		2%		3%	2%	12%	23%	8%	47%	78%	5%
	무직/은퇴/기타	139	11%	3%	3%	4%	10%	4%	11%	16%	7%	31%	55%	17%
지역별	서울	194	5%	2%	1%	5%	5%	7%	12%	24%	9%	29%	63%	9%
	인천/경기	333	3%	2%	6%	5%	10%	5%	15%	17%	8%	29%	53%	11%
	대전/세종/충청	109	6%	1%	2%	0%	12%	9%	11%	21%	12%	26%	58%	9%
	광주/전라	98	1%	1%	5%	10%	11%	7%	11%	14%	11%	30%	55%	6%
	대구/경북	98	1%	1%	6%	3%	10%	6%	22%	19%	9%	23%	52%	8%
	부산/울산/경남	154	3%	1%	2%	3%	8%	8%	12%	14%	11%	39%	63%	6%
	강원/제주	44	-	-	-	-	-	-	-	-	-	-	-	-

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● 데이터 오용 경험: 국가별

2023년 12월 ~2024년 2월 WIN World Survey	데이터 오용 경험 (복수응답)					모두 경험한 적 없음
	이메일 해킹	금융정보 도용/ 부정사용	정보요구 사기메일 등 피싱	개인신상 명세 유출	출처불명 스팸메일 수신	
39개국 평균	13%	12%	34%	13%	43%	36%
Argentina	12%	8%	32%	10%	47%	37%
Belgium	17%	17%	47%	12%	54%	18%
Brazil	8%	14%	36%	11%	63%	25%
Canada	16%	27%	61%	20%	60%	17%
Côte d'Ivoire	11%	5%	2%	2%	2%	82%
Chile	13%	16%	39%	18%	55%	24%
Germany	16%	10%	54%	11%	60%	20%
Ecuador	13%	10%	20%	8%	27%	49%
Spain	8%	10%	33%	11%	42%	39%
Finland	2%	5%	42%	6%	74%	19%
France	23%	24%	57%	11%	72%	13%
United Kingdom	11%	19%	37%	11%	38%	34%
Greece	14%	12%	63%	14%	68%	12%
Hong Kong	16%	22%	32%	21%	33%	33%
Croatia	14%	8%	52%	13%	57%	24%
Indonesia	1%	2%	3%	2%	5%	92%
Ireland	13%	22%	64%	14%	55%	19%
India	10%	8%	30%	17%	33%	38%
Iran	3%	10%	10%	2%	11%	72%
Italy	17%	14%	48%	9%	60%	22%
Japan	3%	11%	16%	15%	47%	36%
**South Korea	28%	5%	44%	45%	54%	14%
Laos	12%	5%	8%	4%	25%	64%
Mexico	22%	24%	42%	16%	66%	14%
Malaysia	16%	19%	42%	28%	50%	23%
Nigeria	40%	36%	21%	27%	2%	15%
Netherlands	7%	7%	53%	14%	62%	22%
Peru	12%	8%	18%	11%	22%	53%
Philippines	15%	2%	10%	5%	8%	71%
Pakistan	3%	2%	3%	2%	8%	85%
Poland	9%	5%	35%	9%	47%	37%
Palestinian Territories	20%	6%	11%	8%	10%	62%
Paraguay	11%	6%	22%	13%	41%	42%
Serbia	13%	4%	49%	9%	56%	27%
Sweden	12%	13%	42%	11%	56%	27%
Slovenia	9%	11%	56%	5%	70%	18%
Türkiye	10%	11%	14%	14%	34%	53%
United States	20%	34%	55%	27%	55%	23%
Vietnam	10%	3%	13%	30%	71%	24%

- 국가명 순. 한국은 2024년 1월 24~39일 조사. 한국갤럽 www.gallup.co.kr

질문) 귀하는 다음과 같은 일을 경험하신 적이 있습니까? 해당 항목을 모두 선택해 주십시오.

- 이메일 해킹 / 은행계좌나 신용카드 도용, 부정 사용

/ 피싱 (은행계좌 같은 개인정보를 요구하는 사기 메일 등) / 개인 신상 명세 유출

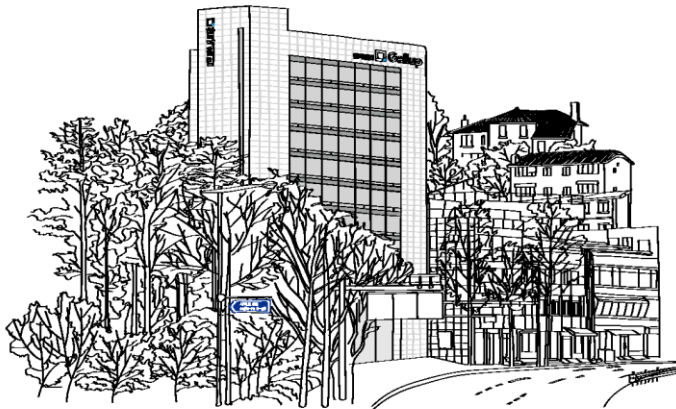
/ 과거 접촉한 적 없는 회사로부터의 스팸 메일 수신

2024년 1월 24~30일 한국 만 19~79세 조사	사례수 (명)	데이터 오용 경험 (복수응답)					모두 경험한 적 없음
		이메일 해킹	금융정보 도용/ 부정사용	정보요구 사기메일 등 피싱	개인신상 명세 유출	출처불명 스팸메일 수신	
전체	1,029	28%	5%	44%	45%	54%	14%
성별							
남성	518	30%	5%	46%	46%	55%	12%
여성	511	26%	5%	41%	43%	53%	16%
연령별							
19~29세	162	36%	5%	52%	30%	55%	15%
30대	167	50%	2%	51%	57%	69%	6%
40대	196	35%	7%	42%	51%	58%	7%
50대	213	23%	6%	42%	48%	50%	14%
60~79세	290	8%	3%	38%	39%	45%	22%
성/연령별							
남성 19~29세	83	38%	5%	49%	26%	58%	16%
남성 30대	88	50%	3%	46%	54%	72%	8%
남성 40대	100	39%	5%	43%	56%	58%	4%
남성 50대	106	25%	8%	55%	54%	52%	6%
남성 60~79세	140	9%	2%	40%	40%	44%	23%
여성 19~29세	79	35%	5%	55%	35%	51%	15%
여성 30대	78	50%	2%	57%	60%	66%	4%
여성 40대	97	31%	9%	41%	45%	58%	11%
여성 50대	107	21%	5%	28%	43%	47%	23%
여성 60~79세	150	8%	4%	36%	38%	47%	20%
직업별							
농/임/어업	35	-	-	-	-	-	-
자영업	115	29%	6%	54%	56%	53%	13%
기능노무/서비스	176	19%	6%	34%	45%	48%	14%
사무/관리	362	38%	3%	48%	50%	65%	7%
전업주부	136	16%	5%	40%	32%	44%	25%
학생	65	46%	3%	43%	36%	58%	15%
무직/은퇴/기타	139	15%	4%	42%	39%	46%	16%
지역별							
서울	194	32%	4%	50%	41%	61%	14%
인천/경기	333	32%	5%	45%	43%	52%	12%
대전/세종/충청	109	25%	6%	45%	54%	44%	11%
광주/전라	98	19%	7%	37%	43%	55%	14%
대구/경북	98	28%	3%	41%	46%	50%	16%
부산/울산/경남	154	22%	4%	41%	48%	60%	16%
강원/제주	44	-	-	-	-	-	-

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“조사는 결코 화려하거나 스스로 빛나는
업(業)이 아니다. 사회의 명암, 좌우 대립,
빈부 문제, 정보 격차, 과거와 미래 등을
두루 살펴 매 순간 어느 한쪽으로 치우치지
않도록 스스로 경계하며 꾸준히 공부하고
탐구하는 일이다. 때로는 관행과 시류에
맞서야 하고, 때로는 비난과 질시를 묵묵히
견뎌야 한다. 어렵지만 누군가는 반드시
해야 할 일, 힘들지만 그만큼 보람된 일이다.”

조사인의 길, 박무익



한국갤럽조사연구소는 1974년 6월 박무익 회장이 설립한
한국 최초의 법인 형태 조사 전문 회사입니다.

1970년대부터 사회 주요 현안 자체 조사 결과를 발표해 왔으며,
우리 국민의 71%가 한국갤럽을 알고 있습니다.

—
한국갤럽 홈페이지 갤러리포스트 게시판을 통해 공개한 자료는
모두 한국갤럽의 자산이므로 상업적 용도의 재판매를 금지합니다.

·
기사, 논문, SNS 공유 등 재판매 이외 용도로는
누구나, 무료로, 자유롭게 인용하실 수 있습니다.

·
인용하실 때는 반드시 출처를 밝혀 주십시오.
가능하면 조사 기간, 방법, 표본크기 등 개요까지 함께 표시하실 것을 권장합니다.

·
저희는 소수점 아래 수치를 제시하지 않는 것을 원칙으로 하고 있으니,
인용하실 때도 그에 따라 주실 것을 당부합니다.

—
한국갤럽 조사에 관심 가져주셔서 고맙습니다.

- 매주 새로운 조사 결과를 전합니다: [이메일 뉴스레터 구독 신청](#) | [카카오톡채널 추가](#)
- 문의: 전화 02-3702-2100(대표)/2571/2621/2622 또는 [홈페이지 Q&A](#)
- 주소: (본관) 03167 서울시 종로구 사직로 70, (신관) 03042 서울시 종로구 자하문로 70

—
이 문서에는 네이버 나눔글꼴과 한글과컴퓨터 함초롬체를 썼습니다.

WIN Technology Report

Understanding Digital Concerns

(DATE of publication)

The Worldwide Independent Network of MR (WIN), the world's leading independent association in market research and polling, today reveals findings from the Annual WIN World Survey on data collection, misuse and AI.

The WIN annual survey explores the views and beliefs of 33,866 people in 39 countries across the globe.

Concerns over the data shared online

As digital connectivity becomes increasingly integrated into daily life, concerns about privacy and data security are on the rise. The survey reveals that 45% of respondents are worried about sharing personal information online, while half of those surveyed believe that social networks have become overwhelming. These statistics underscore a significant global unease with the digital footprint we leave behind.

Countries such as Brazil, South Korea, and Indonesia exhibit the highest levels of concern regarding digital privacy. Conversely, Malaysia, Palestine, and the Ivory Coast report the lowest levels of concern.

Awareness of Data Handling Practices

The survey also uncovers varying levels of awareness regarding what happens to personal data once it is shared. Globally, the understanding of data handling practices remains relatively low, with notable regional differences. In Africa, only 16% of respondents feel they know what happens to their data, while awareness is slightly higher in Europe at 25%. The MENA region and APAC countries report awareness levels of 31% and 33%, respectively. The Americas show the highest confidence, with 36% of respondents expressing an understanding of data practices.

On a national scale, Nigeria shows the highest level of misunderstanding, with 67% of participants expressing confusion and only 5% claiming to understand the fate of their personal data. In contrast, Indonesia demonstrates the highest level of understanding, with 55% of respondents confident in their knowledge of data handling.

AI Understanding Varies by Age

The level of understanding of AI is fairly low across the globe. The countries with higher levels of understanding are the Americas and APAC at 28%, followed by Europe and the MENA region at 22% and lastly Africa at 11%.

Understanding of artificial intelligence appears to decline with age, showing a negative correlation between age and confidence in AI knowledge. Among 18–24-year-olds, 30% of respondents report having a good understanding of AI. However, this confidence gradually decreases with each successive age group: 28% for those aged 25-34, 26% for 35-44, 22% for 45-54, and 21% for 55-64. The lowest level of confidence is found among those aged 65 and older, with only 16% feeling they have a good understanding of AI.

Globally Overwhelmed by Social Media

Half of the people globally surveyed believe that social networks overwhelm their lives, with notable differences based on gender and education level. Women are more likely to feel this way, with 52% agreeing, compared to 48% of men. The sentiment is also stronger among those with higher education: 54% of respondents with a university degree and 51% of those with a master's or PhD agree that social networks have an overwhelming impact on their lives. Meanwhile, those with no education (41%) or lower levels such as primary (44%) or secondary (49%) report lower levels of concern.

Europe and the MENA region are the most overwhelmed with 57% of people feeling that way, followed by 51% in the Americas, 45% in APAC and 18% in Africa.

Richard Colwell, President of WIN International Association, states “These findings highlight the diverse perspectives and concerns that are shaping our relationship with technology in 2024. As we navigate this digital landscape, understanding these global sentiments is crucial for fostering a more informed and secure online environment.”

-ENDS-

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E-mail: coordinator@winmr.com

Technology

WWS 2024



WIN

Worldwide
Independent Network
Of Market Research



WIN

Worldwide
Independent Network
Of Market Research



PRIVACY OF DIGITAL INFORMATION

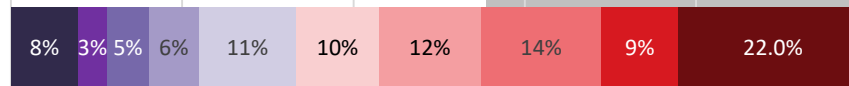
Summary of attitudes

% within total population

PRIVACY OF DIGITAL INFORMATION

■ Do not agree at all - 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Completely agree

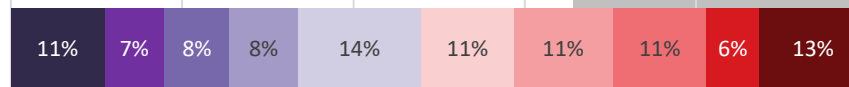
I am concerned about sharing my personal information digitally



Agree 45%
(8, 9, 10 point scale)

WIN 2021: 48%

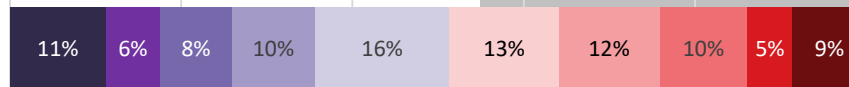
I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)



Agree 30%
(8, 9, 10 point scale)

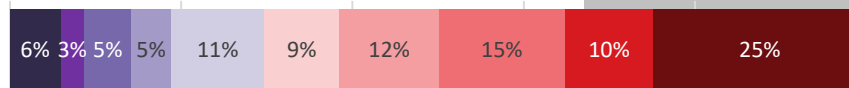
WIN 2021: 33%

I have a good understanding of artificial intelligence



Agree 24%
(8, 9, 10 point scale)

Social networks overwhelm our life



Agree 50%
(8, 9, 10 point scale)

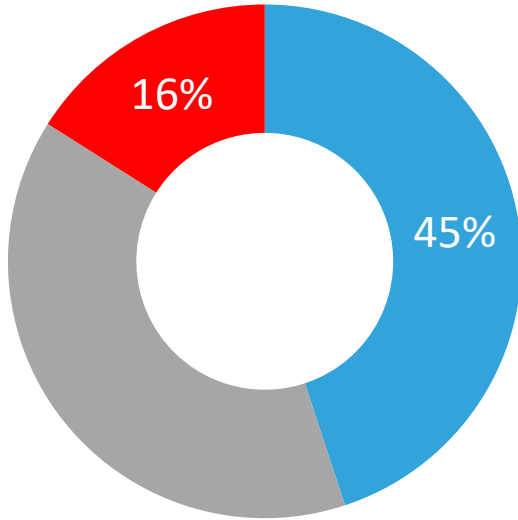
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements

Privacy of digital information - Concerned about sharing personal information digitally

% within total population

Total - 2024



Year	TTB (45%)	BTB (13%)
2022	45%	13%
2021	48%	15%
2020	45%	15%

TTB Completely agree (8,9,10 scale)

BTB Disagree (1,2,3 scale)

By gender - 2024

Women

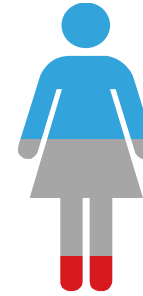
48%

14%

2022: 47%

2021: 50%

2020: 47%



Men

42%

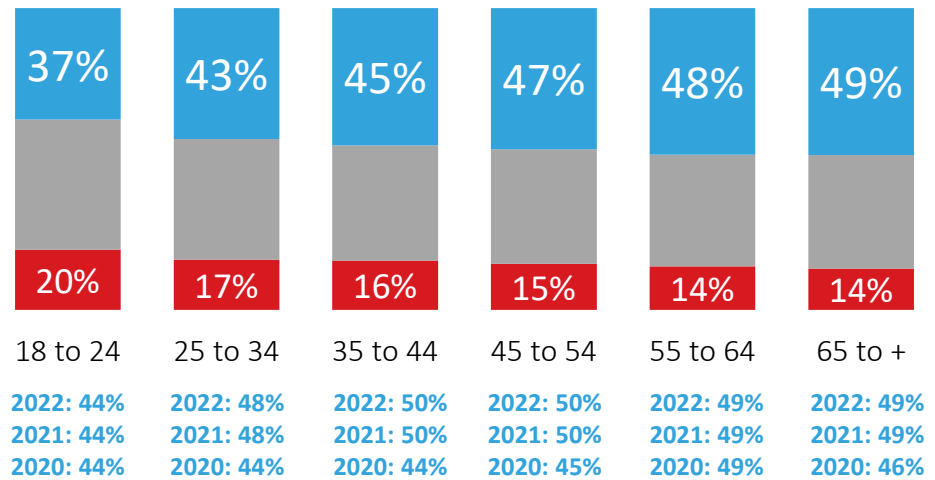
18%

2022: 44%

2021: 47%

2020: 43%

By age group - 2024



18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to +

2022: 44%
2021: 44%
2020: 44%

2022: 48%
2021: 48%
2020: 44%

2022: 50%
2021: 50%
2020: 44%

2022: 50%
2021: 50%
2020: 45%

2022: 49%
2021: 49%
2020: 49%

2022: 49%
2021: 49%
2020: 46%

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

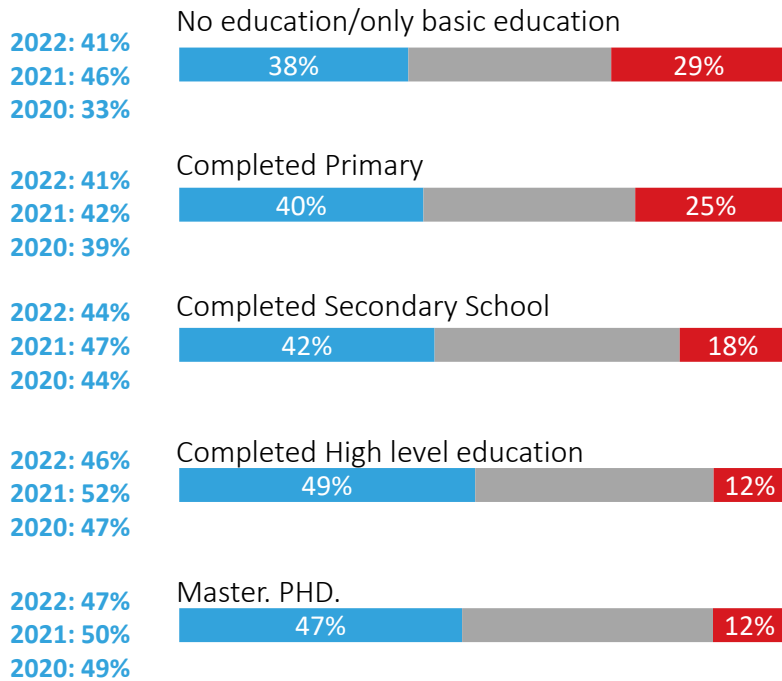
Q11. Please indicate how much you agree or disagree with the following statements:
"I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

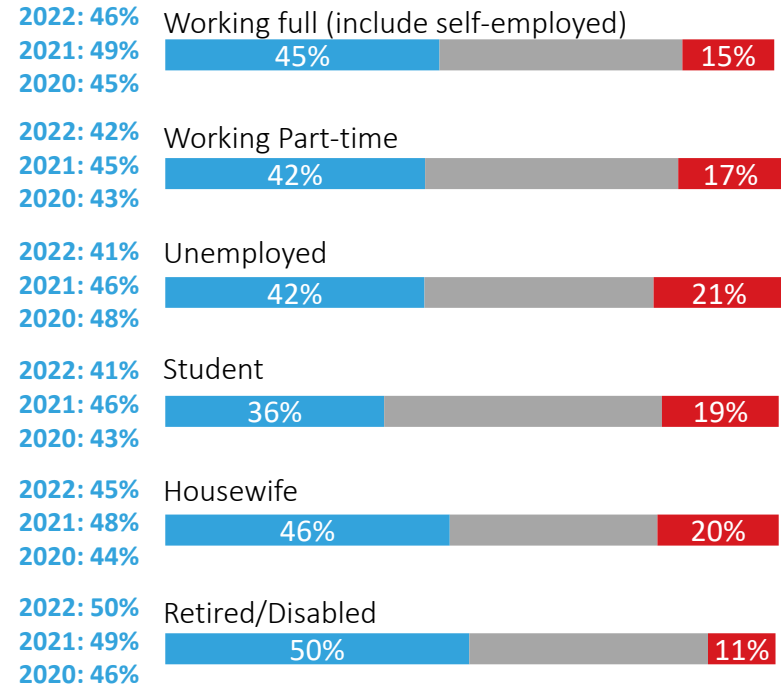
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

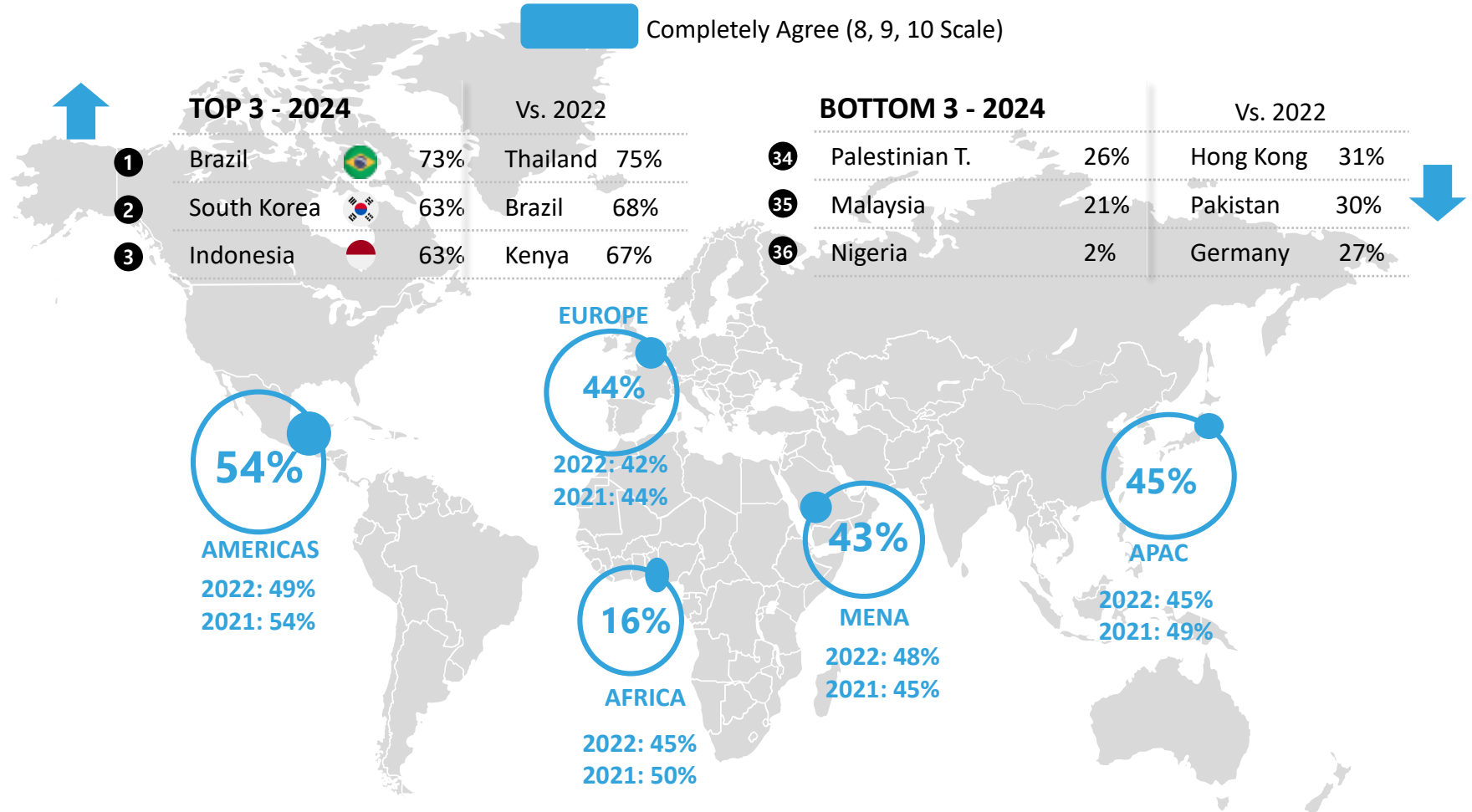
Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

P11. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population - Completely agree



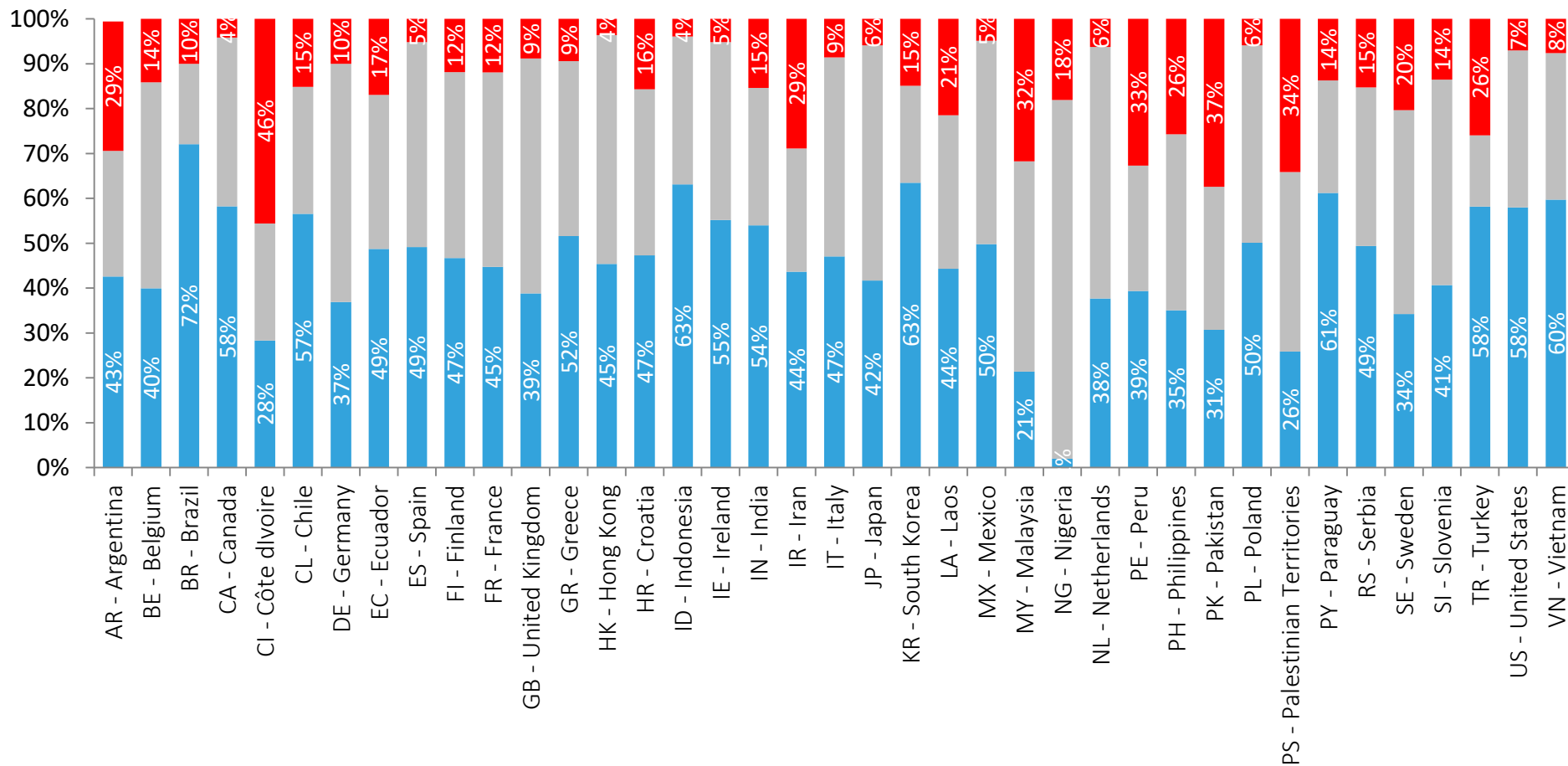
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population

TTB Completely agree (8,9,10 scale) BTB Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "I am concerned about sharing my personal information digitally"

Privacy of digital information - Concerned about sharing personal information digitally

% within total population - Completely agree (8, 9, 10 scale)

	2020	2021	2022	2024	
GLOBAL AVERAGE	45%	48%	45%	45%	↓
BR – Brazil	72%	72%	68%	72%	=
KR - South Korea	No data	No data	No data	63%	↑
Indonesia	No data	No data	No data	63%	
PY - Paraguay	34%	32%	44%	61%	↑
VN - Vietnam	46%	56%	65%	60%	↓
CA – Canada	51%	47%	43%	58%	↑
TR – Turkey	No data	61%	60%	58%	↓
US - United States	61%	58%	51%	58%	=
CL – Chile	61%	57%	49%	57%	↑
IE – Ireland	46%	54%	52%	55%	↓
IN – India	71%	51%	54%	54%	↓
GR – Greece	No data	50%	44%	52%	↑
PL – Poland	49%	45%	49%	50%	↓
MX - Mexico	59%	47%	48%	50%	↓
RS - Serbia	40%	45%	36%	49%	↑
ES – Spain	51%	52%	48%	49%	↓
EC - Ecuador	41%	49%	40%	49%	↑
HR – Croatia	43%	44%	45%	47%	↓
IT – Italy	43%	40%	35%	47%	↑

	2020	2021	2022	2024	
FI – Finland	52%	47%	51%	47%	↓
HK - Hong Kong	39%	38%	31%	45%	↑
FR – France	44%	46%	43%	45%	↓
IR - Iran	No data	No data	No data	44%	
AR – Argentina	46%	46%	43%	43%	↓
JP – Japan	38%	40%	35%	42%	↑
SI – Slovenia	36%	39%	42%	41%	↓
BE - Belgium	No data	No data	No data	40%	
PE - Peru	46%	60%	46%	39%	↓
GB - United Kingdom	39%	42%	42%	39%	↓
NL - Netherlands	No data	No data	32%	38%	↑
DE – Germany	30%	29%	27%	37%	↑
PH - Philippines	50%	47%	39%	35%	↓
SE - Sweden	No data	No data	No data	34%	
PK – Pakistan	30%	44%	30%	31%	↑
CI – Ivory Coast	No data	No data	37%	28%	
Palestinian T.	No data	No data	No data	26%	
MY – Malaysia	57%	34%	56%	21%	↓
NG – Nigeria	28%	43%	39%	2%	↓

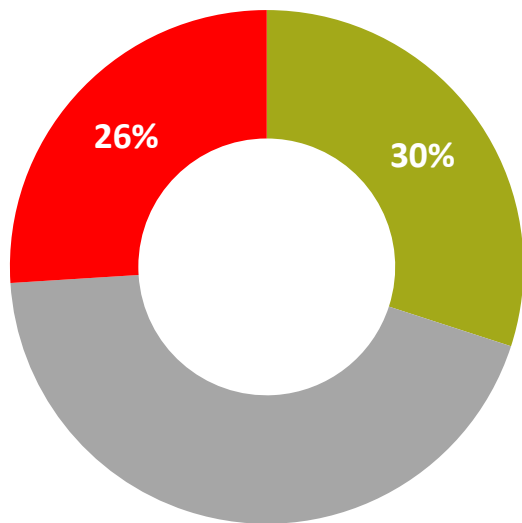
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “I am concerned about sharing my personal information digitally”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population

Total - 2024



Year	TTB	BTB
2022	45%	10%
2021	33%	24%
2020	27%	27%

TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

By gender - 2024

Women

30%

25%

2022: 34%

2021: 32%

2020: 26%



Men

29%

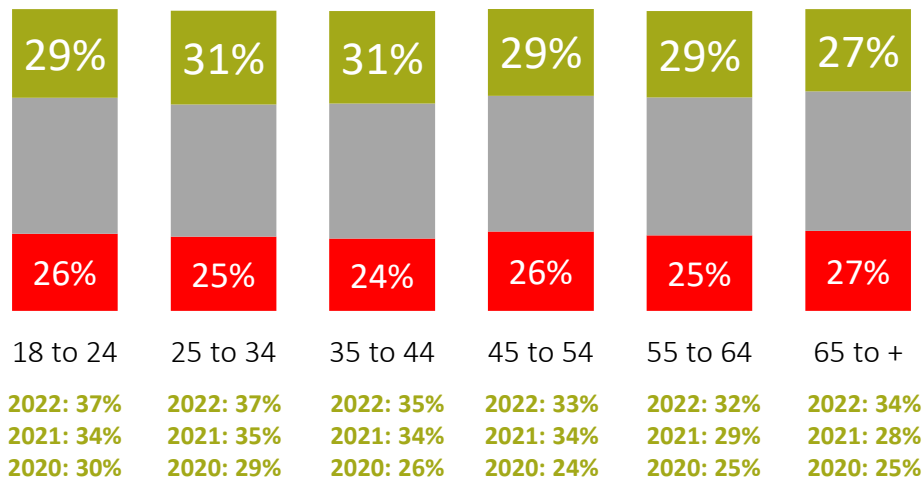
26%

2022: 35%

2021: 33%

2020: 28%

By age group - 2024



18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to +

2022: 37%

2021: 34%

2020: 30%

2022: 37%

2021: 35%

2020: 29%

2022: 35%

2021: 34%

2020: 26%

2022: 33%

2021: 34%

2020: 24%

2022: 32%

2021: 29%

2020: 25%

2022: 34%

2021: 28%

2020: 25%

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:

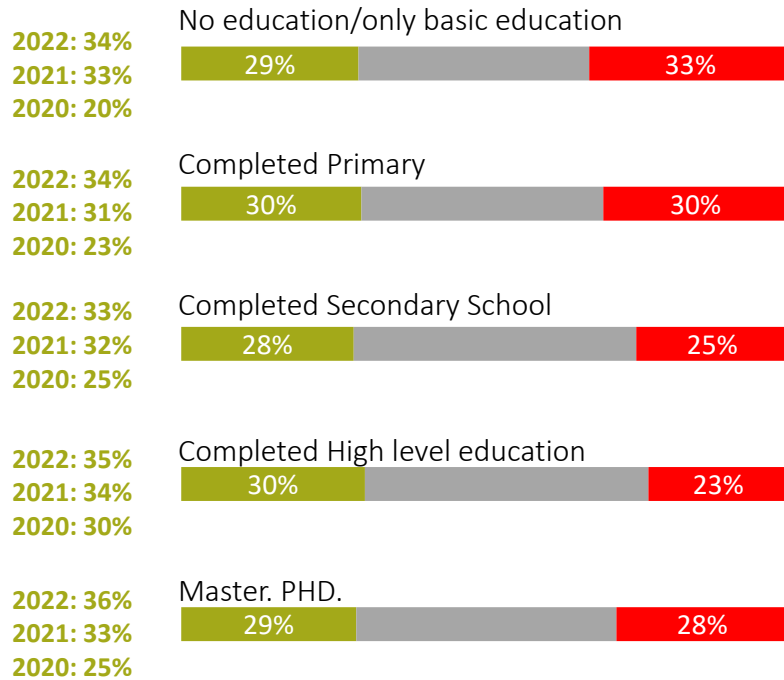
“I am aware what happens with my personal information after I shared it with a data collector (e.g. service providers, advertisers, retailers, insurers, municipalities, etc.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

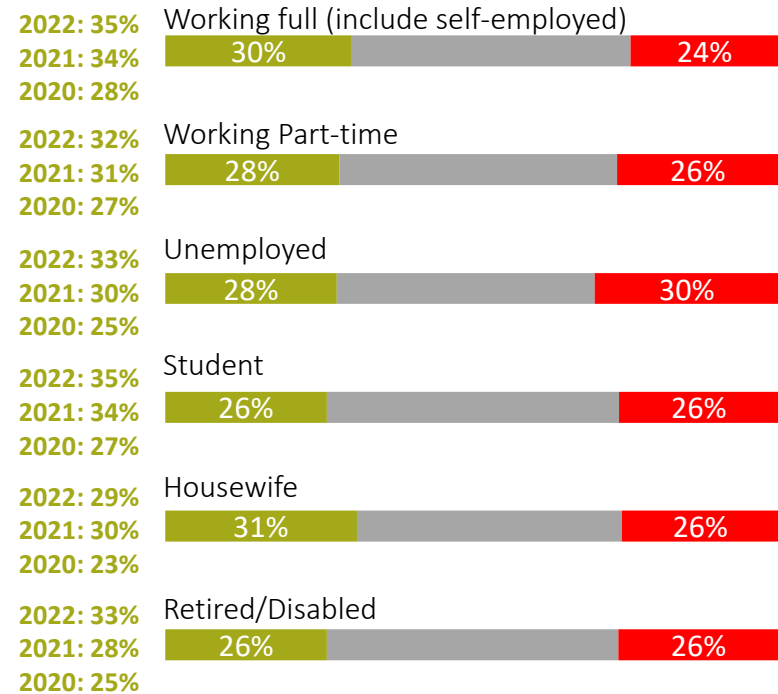
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

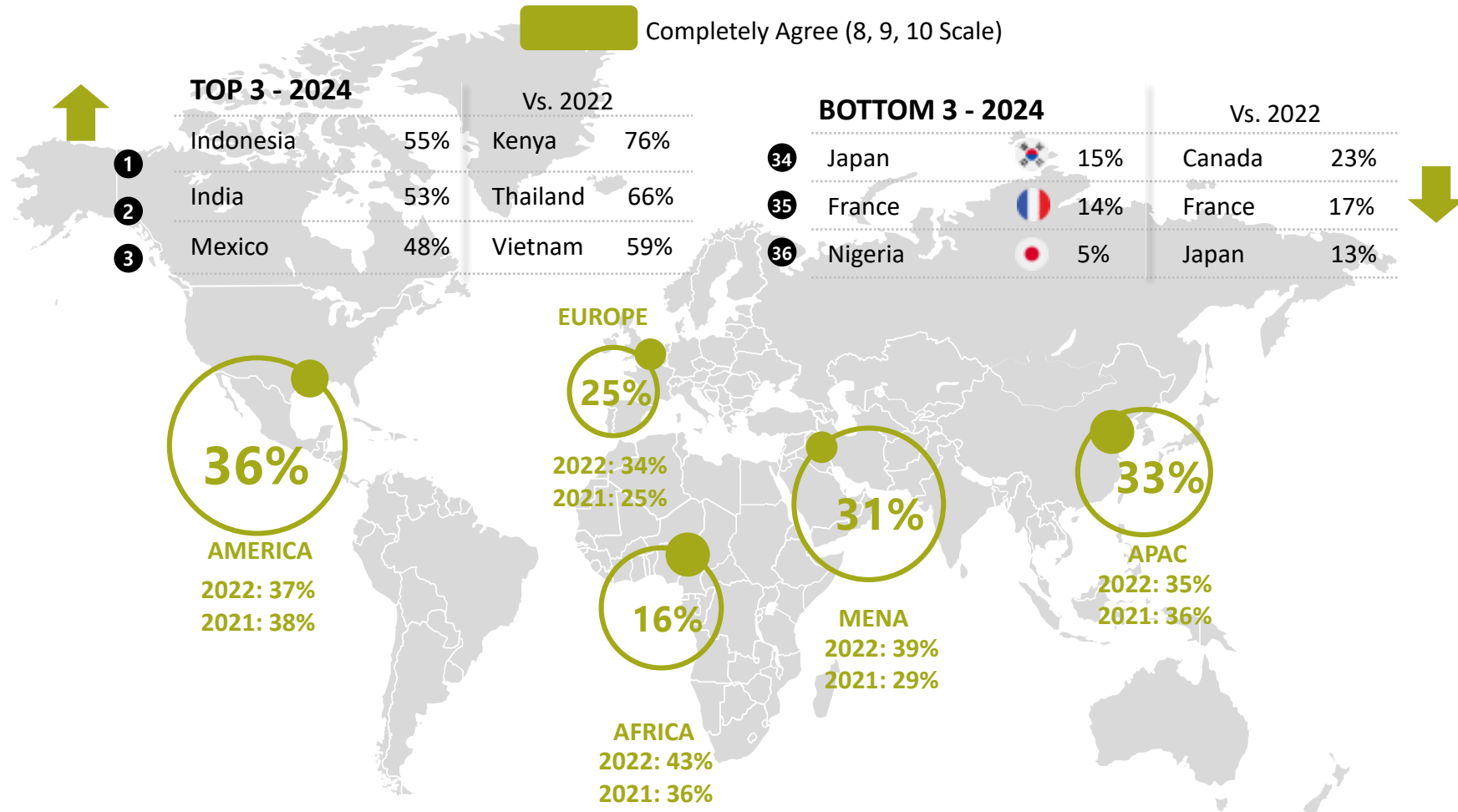
Q11. Please indicate how much you agree or disagree with the following statements:

“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.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population - Completely agree

Completely Agree (8, 9, 10 Scale)



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

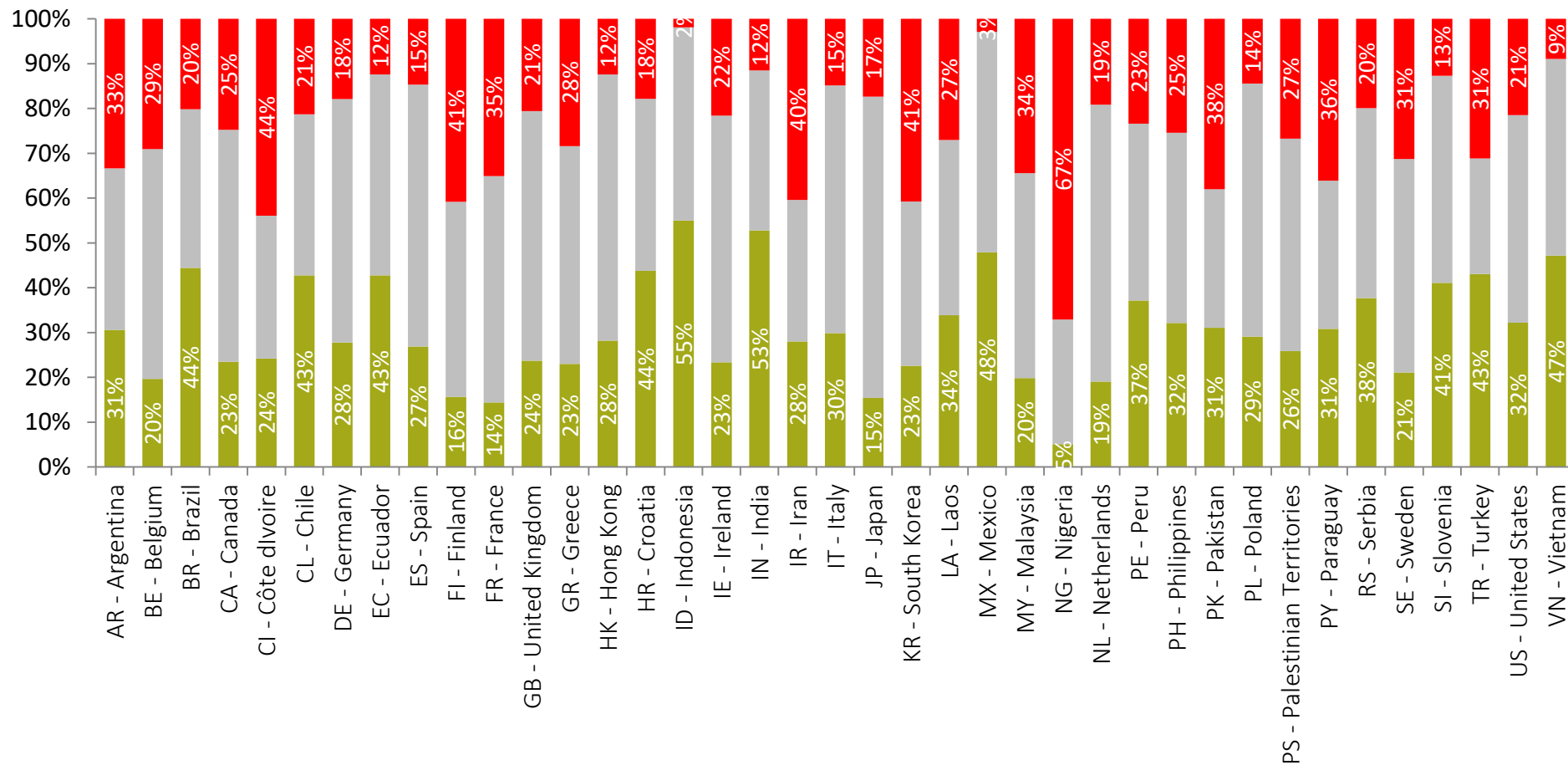
Q11. Please indicate how much you agree or disagree with the following statements:

“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.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population

TTB Completely agree (8,9,10 scale) **BTB** Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:

“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.)”

Privacy of digital information – I am aware what happens with my personal information after I shared with a data collector

% within total population - Completely agree (8, 9, 10 scale)

	2020	2021	2022	2024
GLOBAL AVERAGE	27%	33%	35%	30%
ID - Indonesia	No data	No data	No data	55.00%
IN – India	70%	51%	57%	52.80%
MX - Mexico	28%	32%	47%	47.88%
VN - Vietnam	38%	47%	59%	47.17%
BR – Brazil	38%	49%	41%	44.45%
HR – Croatia	36%	36%	48%	43.77%
TR – Turkey	No data	0.33	48%	43.05%
CL – Chile	35%	43%	50%	42.77%
EC - Ecuador	40%	35%	37%	42.73%
SI – Slovenia	36%	40%	48%	41.07%
RS - Serbia	0.3	36%	44%	37.70%
PE - Peru	26%	49%	35%	37.14%
LA - Laos	No data	No data	No data	33.87%
US - United States	23%	33%	32%	32.20%
PH - Philippines	45%	45%	36%	32.12%
PK – Pakistan	19%	35%	27%	31.05%
PY - Paraguay	26%	37%	35%	30.80%
AR – Argentina	30%	34%	35%	30.55%
IT – Italy	32%	30%	44%	29.88%

	2020	2021	2022	2024
PL – Poland	12%	26%	29%	29.09%
HK - Hong Kong	26%	20%	26%	28.20%
IR - Iran	No data	No data	No data	28.04%
DE – Germany	24%	22%	30%	27.80%
ES – Spain	28%	33%	36%	26.87%
PS – Palestinian T.	No data	No data	No data	25.88%
CI – Ivory Coast	No data	No data	0.39	24.17%
GB - United Kingdom	14%	23%	25%	23.71%
CA – Canada	19%	18%	23%	23.45%
IE – Ireland	21%	26%	29%	23.37%
GR – Greece	No data	0.25	24%	23.00%
KR - South Korea	No data	No data	No data	22.56%
SE - Sweden	No data	No data	No data	21.08%
MY – Malaysia	33%	29%	48%	19.85%
BE - Belgium	No data	No data	No data	19.67%
NL - Netherlands	No data	No data	0.29	19.06%
FI – Finland	11%	9%	20%	15.68%
JP – Japan	12%	16%	13%	15.39%
FR – France	14%	16%	17%	14.42%
NG – Nigeria	27%	33%	29%	5.10%

Source: WIN 2022. Base: 33866. The percentages of Dk / Nr have not been plotted.

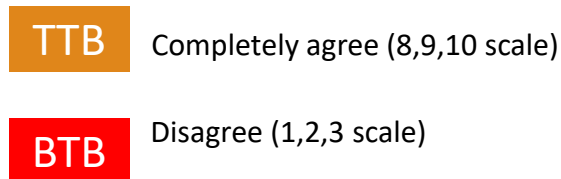
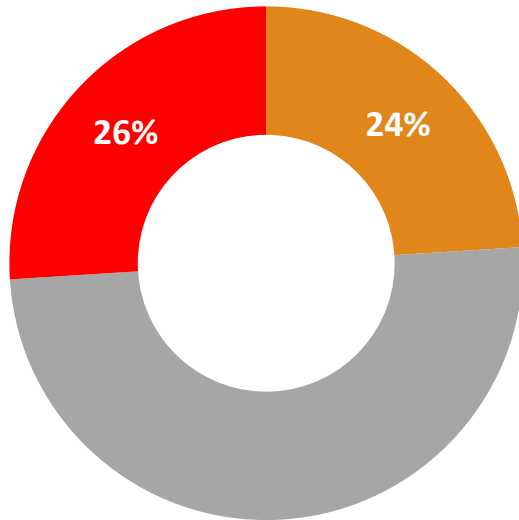
Q11. Please indicate how much you agree or disagree with the following statements:

“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.)”

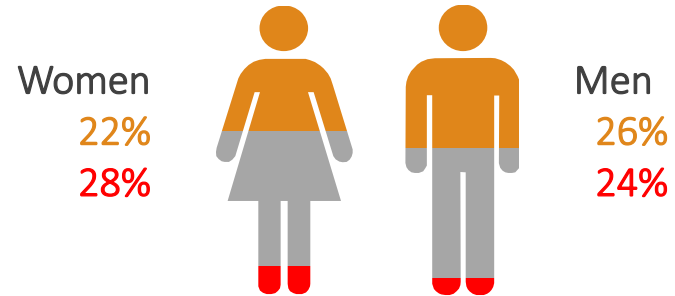
Privacy of digital information – I have a good understanding of artificial intelligence

% within total population

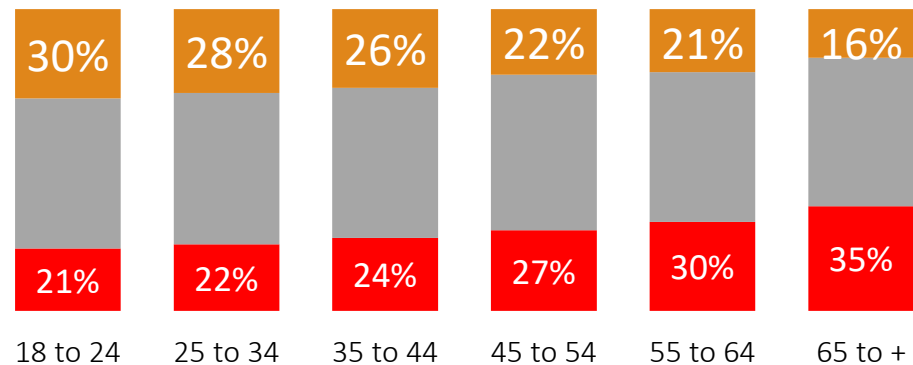
Total - 2024



By gender - 2024



By age group - 2024



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

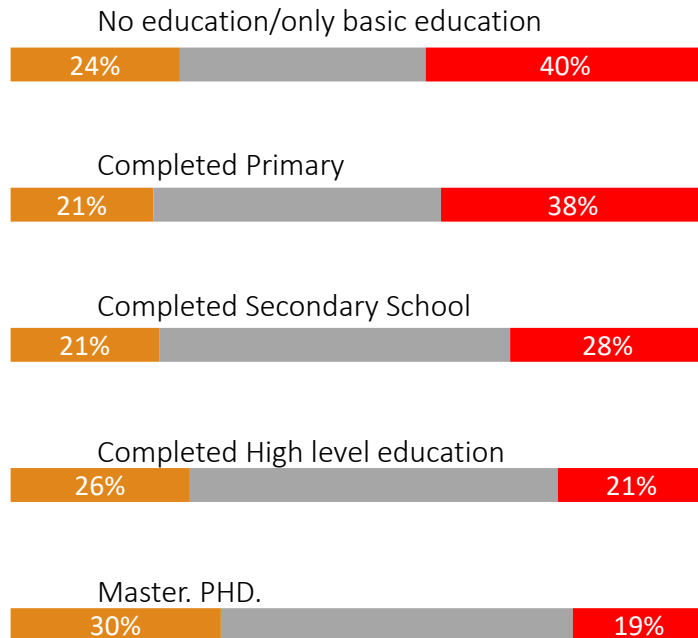
Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life ”

Privacy of digital information – I have a good understanding of artificial intelligence

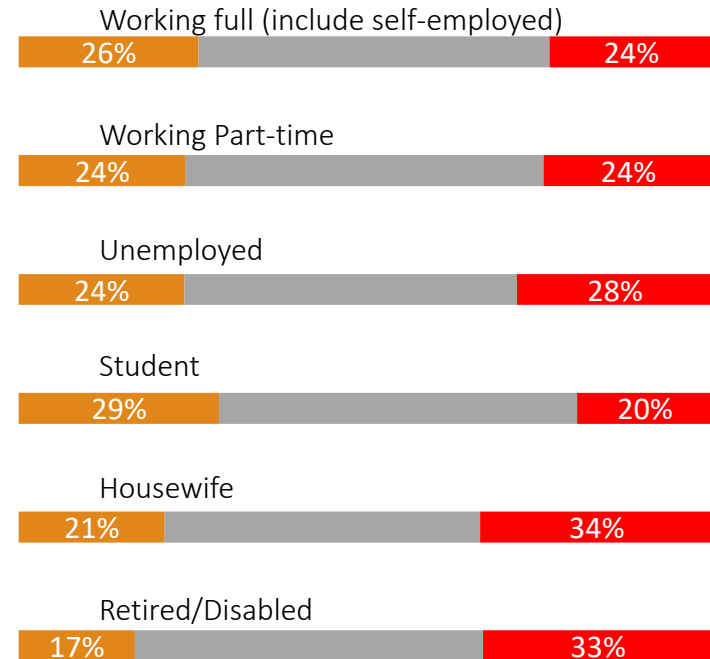
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

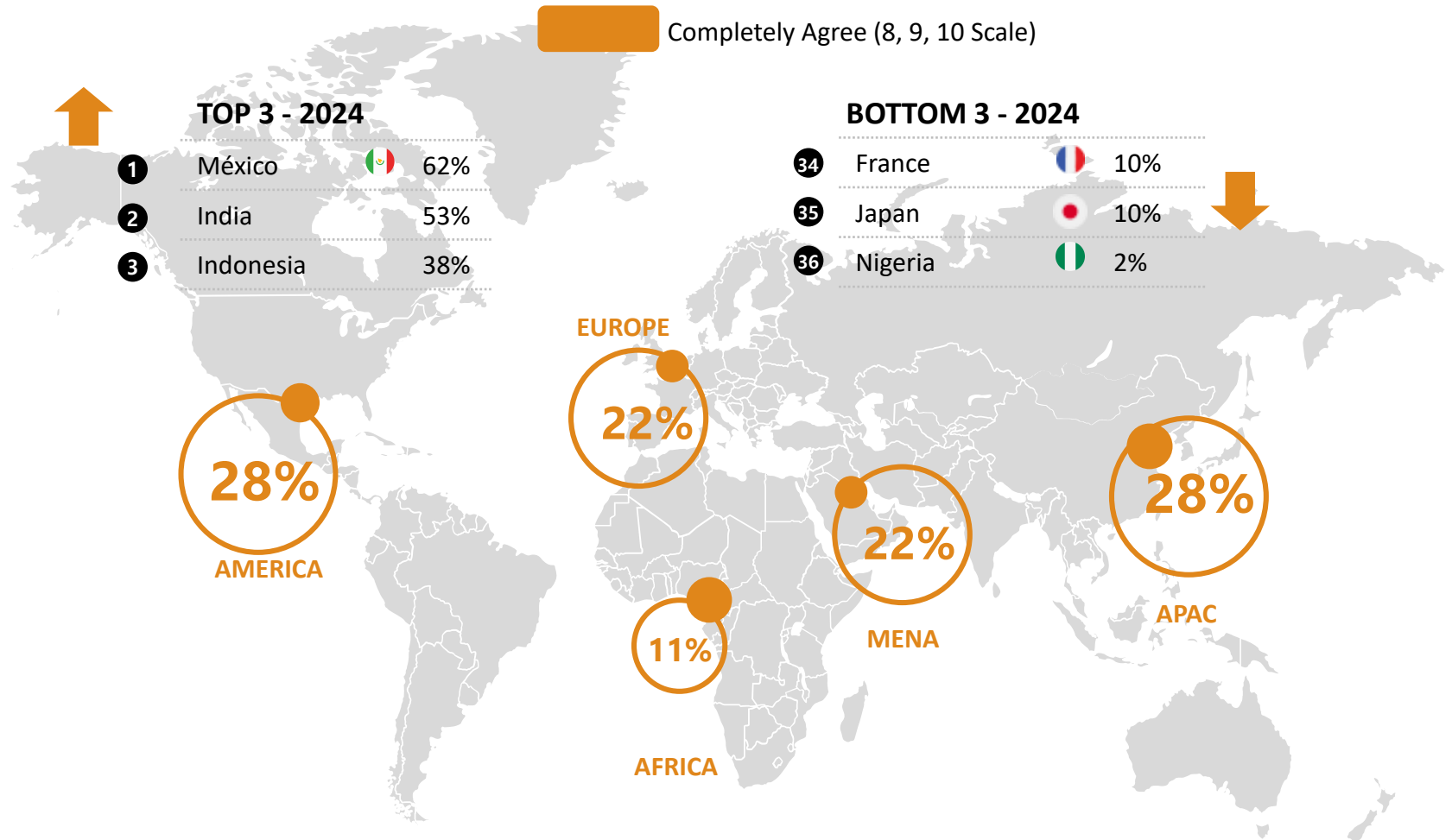
Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life ”

Privacy of digital information – I have a good understanding of artificial intelligence

% within total population



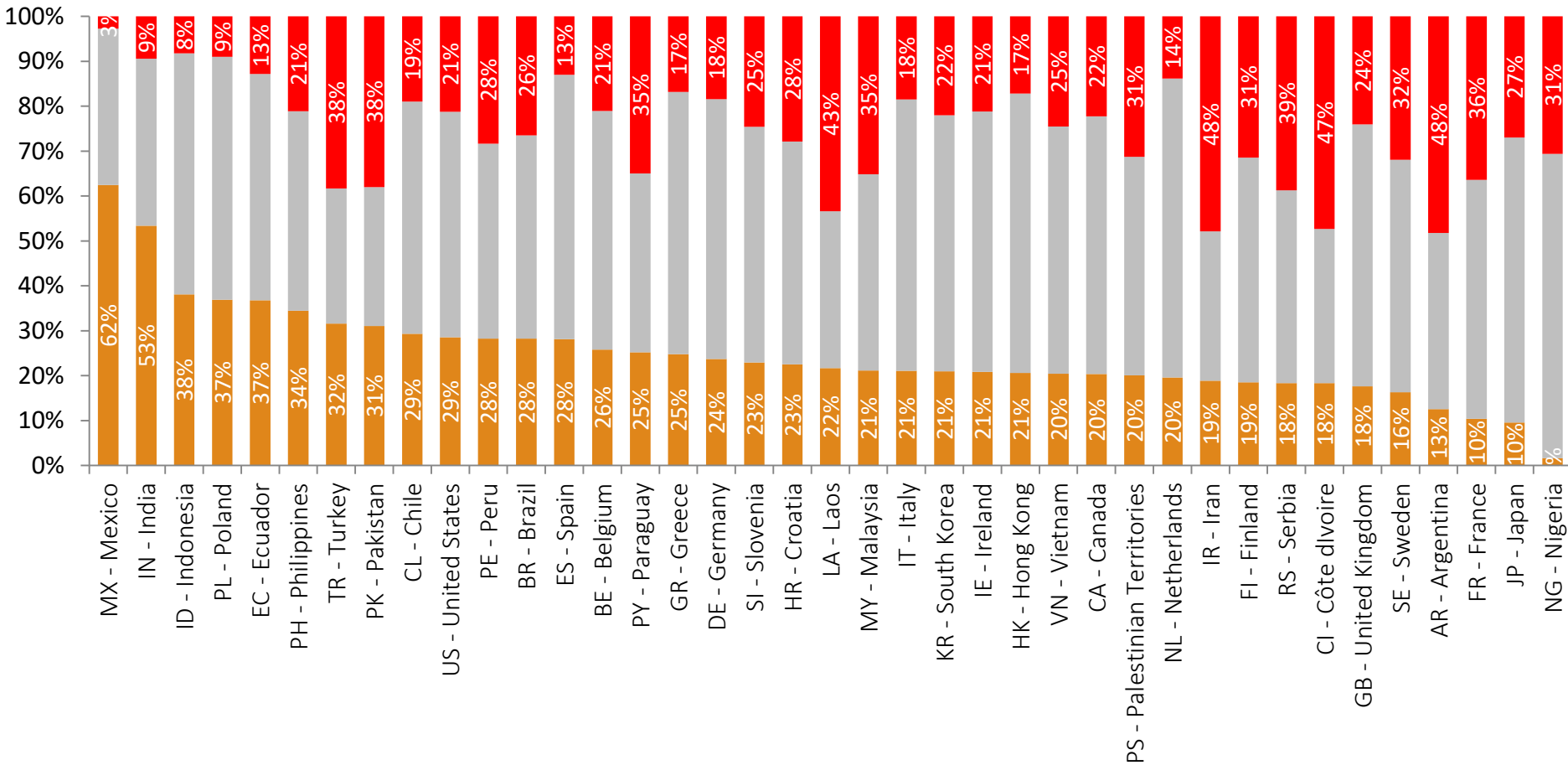
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life ”

Privacy of digital information – I have a good understanding of artificial intelligence

% within total population

TTB Completely agree (8,9,10 scale) **BTB** Disagree (1,2,3 scale)



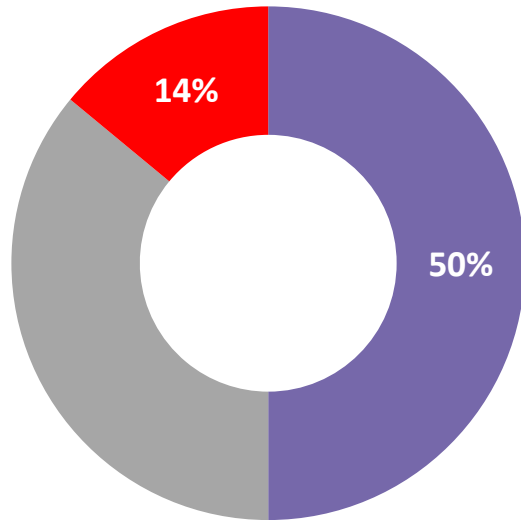
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 “New technologies allow me to organize better my everyday life ”

Privacy of digital information – Social networks overwhelm our life

% within total population

Total - 2024



TTB

Completely agree (8,9,10 scale)

BTB

Disagree (1,2,3 scale)

By gender - 2024

Women

52%

13%



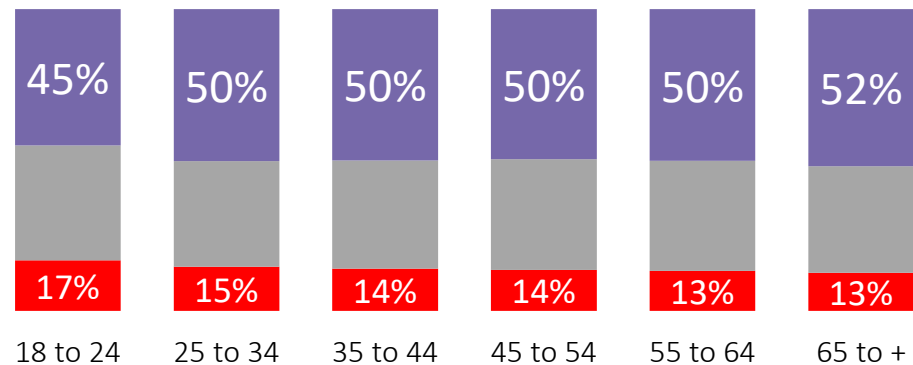
Men

48%

16%



By age group - 2024



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

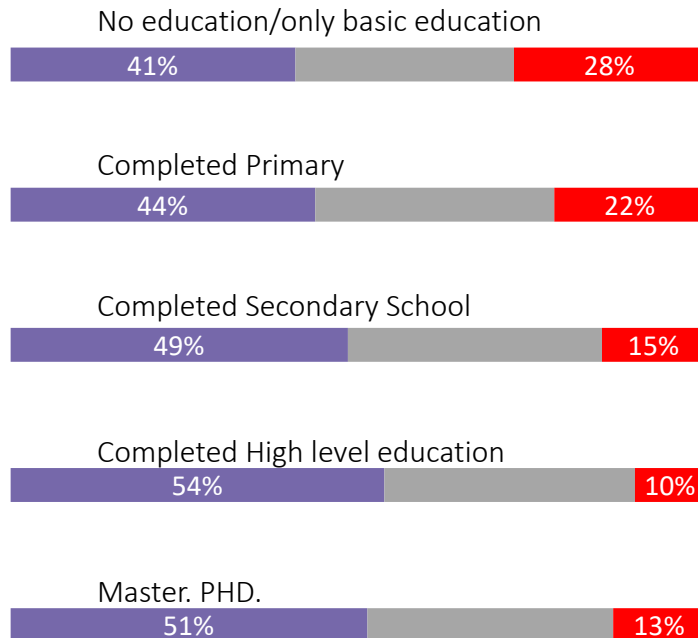
Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"

Privacy of digital information – Social networks overwhelm our life

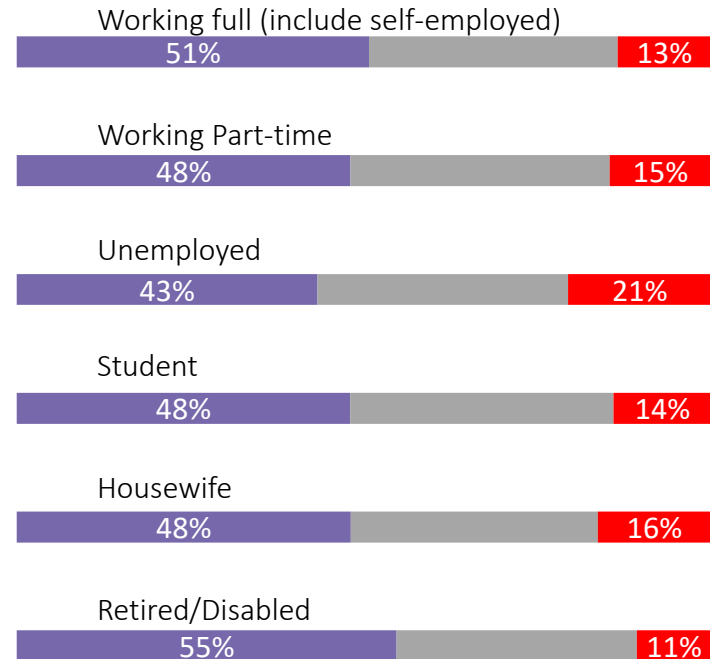
% within total population



By education level - 2024



By employment - 2024



TTB

Completely agree (8,9,10 scale)

BTB

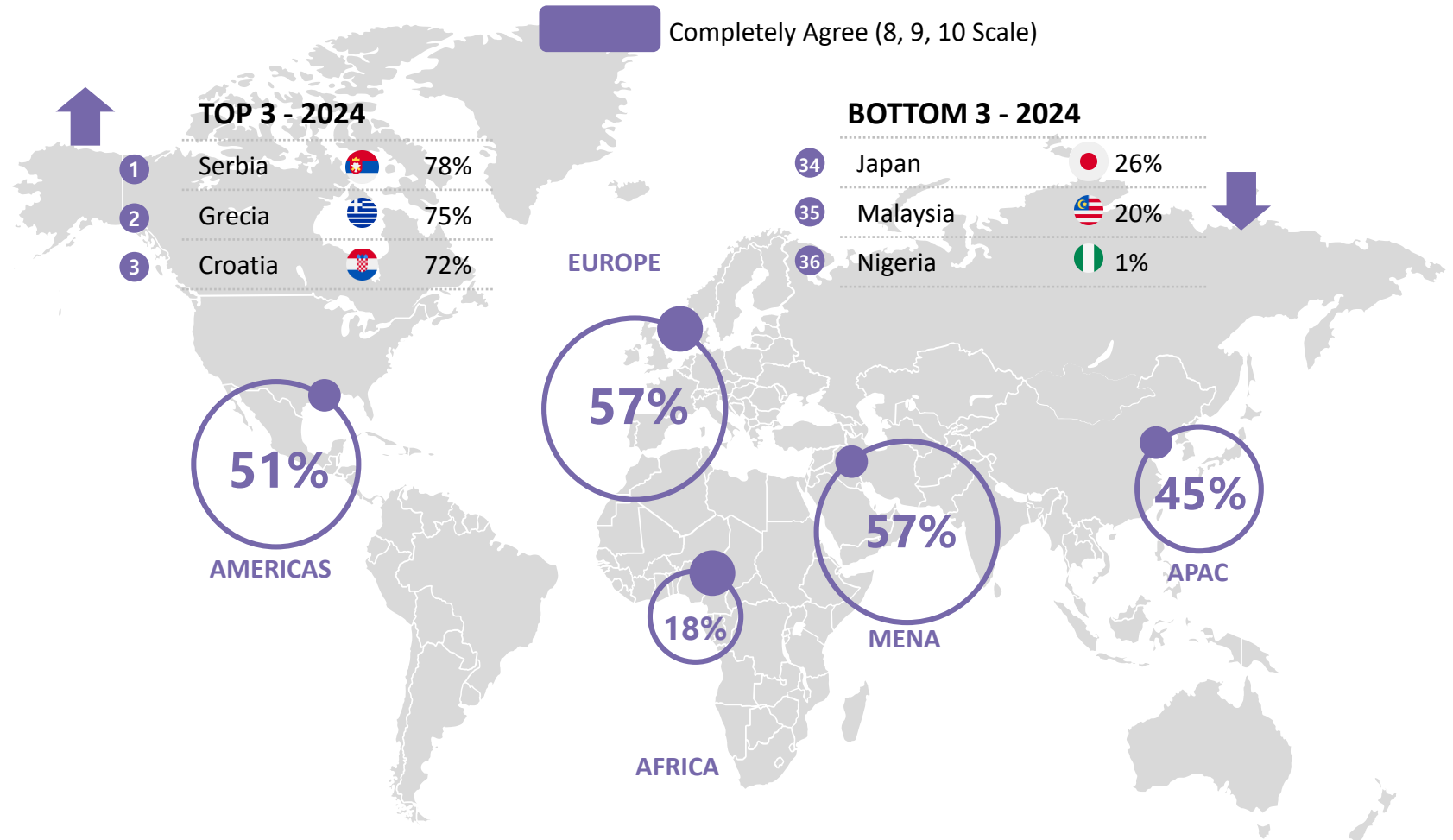
Disagree (1,2,3 scale)

Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"

Privacy of digital information – Social networks overwhelm our life

% within total population



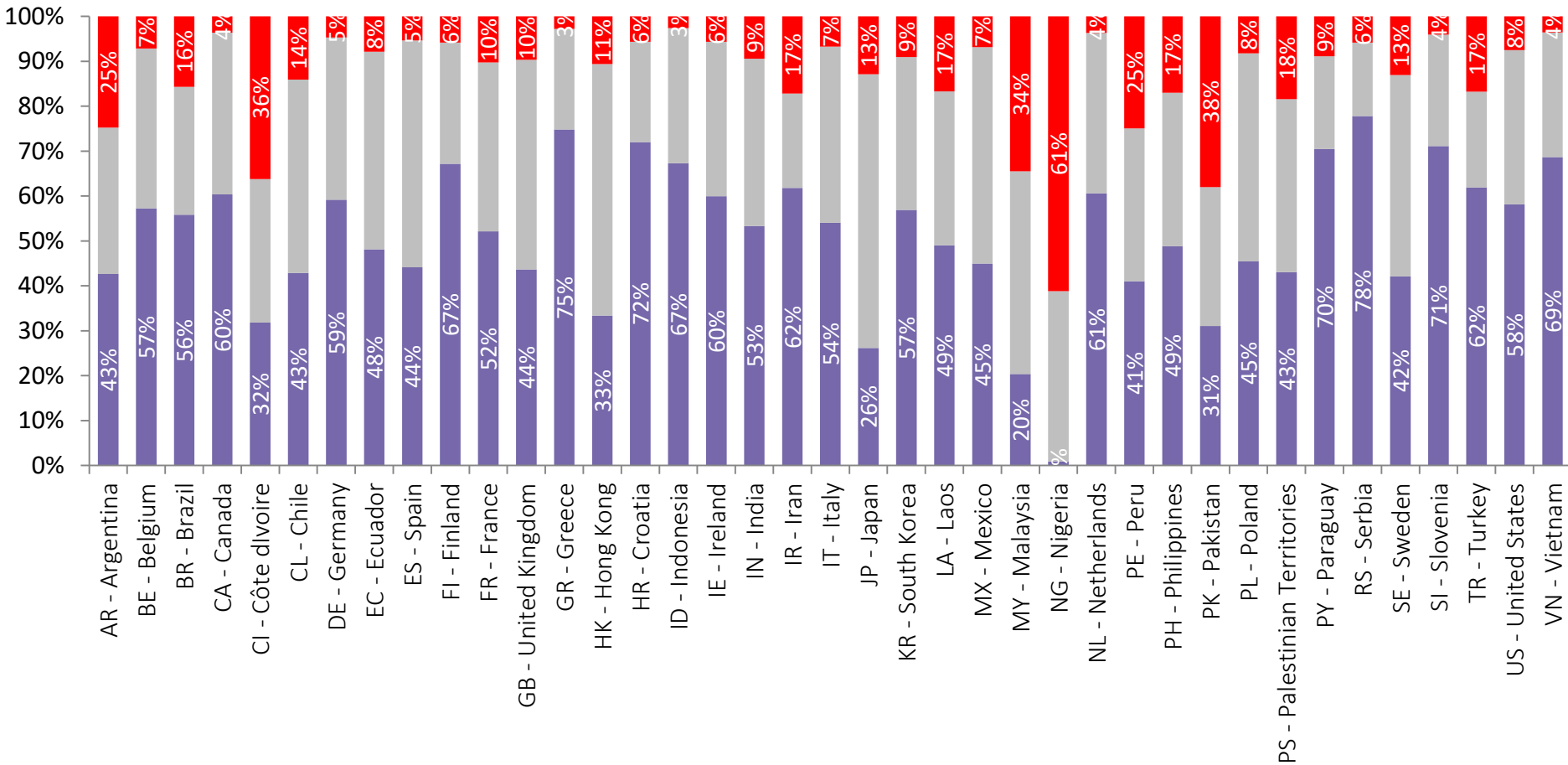
Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
“Social networks overwhelm our life”

Privacy of digital information – Social networks overwhelm our life

% within total population

TTB Completely agree (8,9,10 scale) BTB Disagree (1,2,3 scale)



Source: WIN 2024. Base: 33866. The percentages of Dk / Nr have not been plotted.

Q11. Please indicate how much you agree or disagree with the following statements:
 "Social networks overwhelm our life"



DATA MISUSE

Data misuse - Experiences

% within total population

HAVE YOU EXPERIENCED ANY OF THE FOLLOWING

Data misuse



43%
Spamming

2022: 44%
2021: 41%



34%
Phishing

2021: 31%
2021: 31%

Aggressive misuse



13%
Personal data leak

2021: 12%
2021: 12%



12%
Financial hack

2021: 11%
2021: 11%



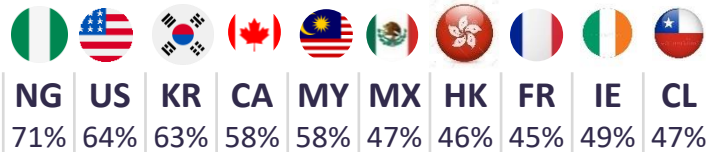
13%
Email hacked

2021: 11%
2021: 11%

Aggressive misuse
experienced

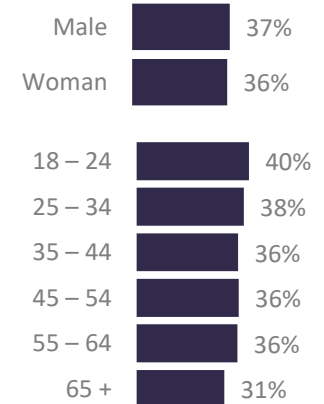
38% 2022: 36%
2021: 34%

Ranked by country (top 10)



36%
None

2022: 37%
2021: 40%



Source: WIN 2024. Base (multiple answers): 33866. The percentages of Dk / Nr have not been plotted.

Q12. Have you experienced any of the following... (read the items)

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
1	Argentina	Voices Research & Consultancy	CAWI	1035	NATIONAL	1-6 December 2023
2	Belgium	IRB Europe	CAWI	500	NATIONAL	26-31 January 2024
3	Brazil	Market Analysis Brazil	CAWI	1000	NATIONAL	9-24 January 2024
4	Canada	LEGER	CAWI	1000	NATIONAL	3-14 January 2024
5	Chile	Activa Research	CAWI	1094	NATIONAL	January 2024
6	Croatia	Institute for market and media research, Mediana Fides	CAWI	585	NATIONAL	23-29 January 2024
7	Ecuador	Centro de Estudios Y Datos - CEDATOS	CAPI	505	NATIONAL	28 Jan – 3 Feb 2024
8	Finland	Taloustutkimus Oy	Online Panel	1128	NATIONAL	13-18 December 2023
9	France	BVA	CAWI	1000	NATIONAL	17-19 January 2024
10	Germany	Produkt+Markt	CAWI	1000	NATIONAL	22 Dec 2023- 22 Jan 2024
11	Greece	Alternative Research Solutions	CAWI	500	NATIONAL	10-15 January 2024
12	Hong Kong	Consumer Search Group (CSG)	Online Panel	500	TERRITORY WIDE	1-6 December 2023
13	India	DataPrompt International Pvt. Ltd.	CAWI	1000	NATIONAL	19 Dec 2023 - 25 Jan 2024
14	Indonesia	DEKA	Face to Face	1000	NATIONAL	5-26 December 2023
15	Iran	EMRC	CATI	1000	URBAN	18-31 December 2023
16	Republic of Ireland	RED C Research & Marketing Ltd	CAWI	1002	NATIONAL	5-10 January 2024
17	Italy	BVA Doxa	CAWI	1000	NATIONAL	17-19 January 2024
18	Ivory Coast	EMC	CAPI	1200	NATIONAL	9-28 January 2024
19	Lao PDR	Indochina Research (LAOS) Ltd	CATI	500	4 KEY REGIONS	15 Dec 2023- 8 Jan 2024
20	Japan	Nippon Research Center, LTD.	CAWI	1118	NATIONAL	9-16 January 2024

METHODOLOGY

Total of 33 866 surveys worldwide

Dates: Dec. 1st 2023 to Feb. 4th 2024

	Country	Company Name	Methodology	Sample	Coverage	2023-2024 Fieldwork Dates
21	Malaysia	Central Force International	Online	1000	NATIONAL	7-13 December 2023
22	Mexico	Brand Investigation S.A.de C.V	Online	500	NATIONAL	11-20 December 2023
23	Nigeria	Market Trends International	CATI	1000	NATIONAL	15 Dec 2023- 24 Jan 2024
24	Pakistan	Gallup Pakistan	CATI	1000	NATIONAL	3-17 January 2024
25	Palestine	Palestinian Center for Public Opinion	TAPI	483	NATIONAL	26 Sep - 5 Oct 2023
26	Paraguay	ICA Consultoría Estratégica	CATI	480	NATIONAL	18 Dec 2023 – 11 Jan 2024
27	Peru	Datum Internacional	P2P	1210	NATIONAL	6-9 January 2024
28	Philippines	Philippine Survey and Research Center, Inc. (PSRC)	F2F CAPI	1000	NATIONAL	12-27 January 2024
29	Poland	Mareco Polska	CAWI	1080	NATIONAL	2-5 January 2024
30	Republic of Korea	Gallup Korea	CAWI	1029	NATIONAL	24-30 January 2024
31	Serbia	Institute for market and media research, Mediana Adria	CAWI	501	NATIONAL	23-29 January 2024
32	Slovenia	Institute for market and media research, Mediana	CAWI	700	NATIONAL	23-27 January 2024
33	Spain	Instituto DYM	CAWI	1011	NATIONAL	13-15 December 2023
34	Sweden	DEMOSKOP AB	CAWI	1068	NATIONAL	4 Dec 2023 – 31 Jan 2024
35	The Netherlands	Motivaction International B.V.	CAWI	1005	NATIONAL	2-5 February 2024
36	Türkiye	Barem	CATI	523	NATIONAL	26-30 January 2024
37	United Kingdom	ORB International	CAWI	1000	NATIONAL	
38	USA	LEGER	CAWI	1007	NATIONAL	3-14 January 2024
39	Vietnam	Indochina Research (Vietnam) Ltd	CAPI	600	Hanoi, Ho Chi Minh city, Danang urban population	29 Dec 2023 – 18 Jan 2024