

Microsoft Trustworthy Computing 2013 Privacy Survey Results

Research Methodology

WHO	HOW MANY	WHEN	HOW
<p>Technology Elites in the United States and Europe</p> <ul style="list-style-type: none"> • Own a Smartphone, tablet and/or computer • Self-identify as an influencer on technology • Self-identify as an early adopter of new technology • Reside in the US, Belgium, France, Germany or the UK 	<p>n=1,000 total</p> <p>n=500 per market</p> <p>MOE: $\pm 4.4\%$ within each market</p>	<p>Data collection occurred November 5-22, 2013</p>	<p>Online survey</p>

Key Findings

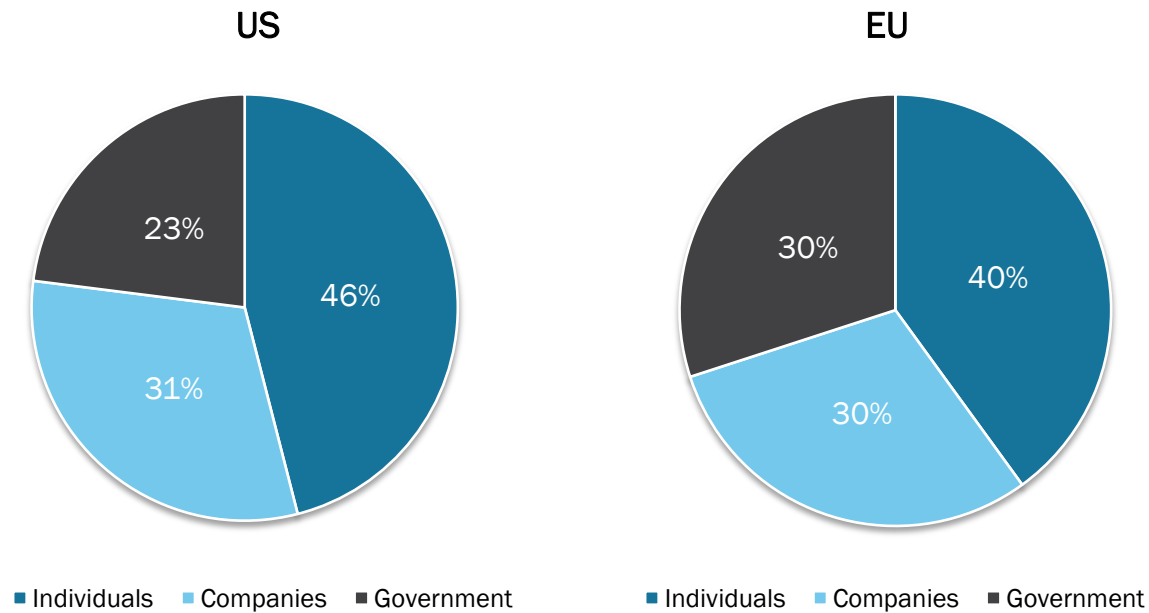
- **Protecting consumers' online privacy is a shared responsibility.**
 - Tech elites expect companies to shoulder about 30% of this responsibility.
 - They most want technology companies to deliver innovations that automatically protect individuals' privacy.
 - Europeans see a greater role for government than Americans.
- **Consumers believe they have limited control over how personal data is used.**
 - Tech elites estimate they have about 50% control over the way their information is used online, with Europeans feeling less in control than their American counterparts.
 - Americans are more willing to make privacy tradeoffs for routine online activities, e.g. shopping and banking, while Europeans place lower value on ease-of-use.
- **Although technology elites say they are interested to learn more about data collection, less than one quarter report reading entire privacy statements.**
 - Majorities in both the United States and Europe say they skim this information or simply accept the terms and conditions without reading the details.



FULL RESULTS

Online privacy is seen as a shared responsibility; in Europe, a greater role for government

Responsibility for Protecting Consumers' Online Privacy



Q7: How much responsibility should each of the following have for protecting your online privacy? For each one, please enter a number from 0 to 100.

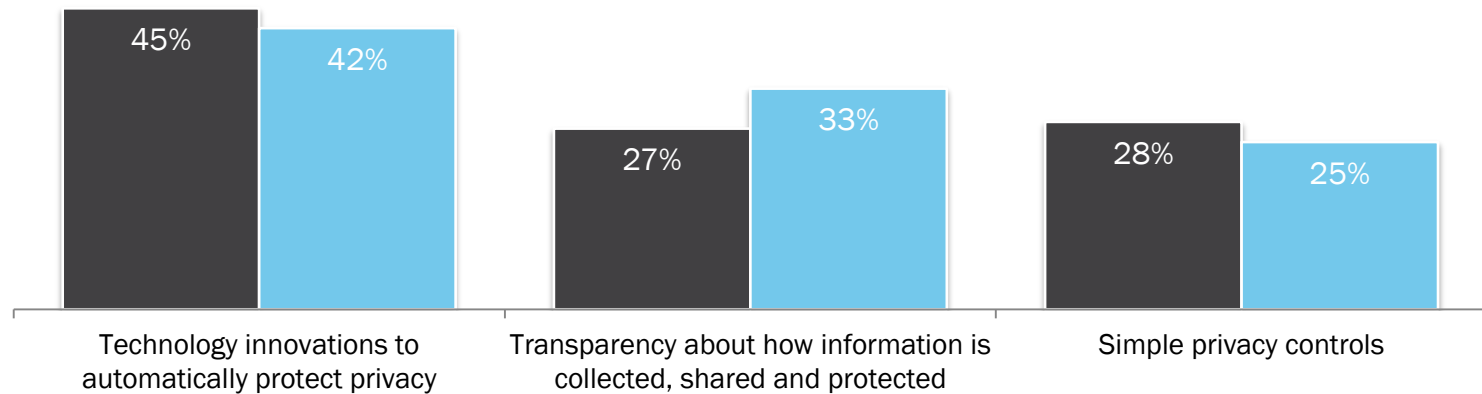
Tech elites are looking for automatic privacy protections

Technology Companies' Roles in Privacy Protection

Shown: % Ranked Most Helpful

■ US

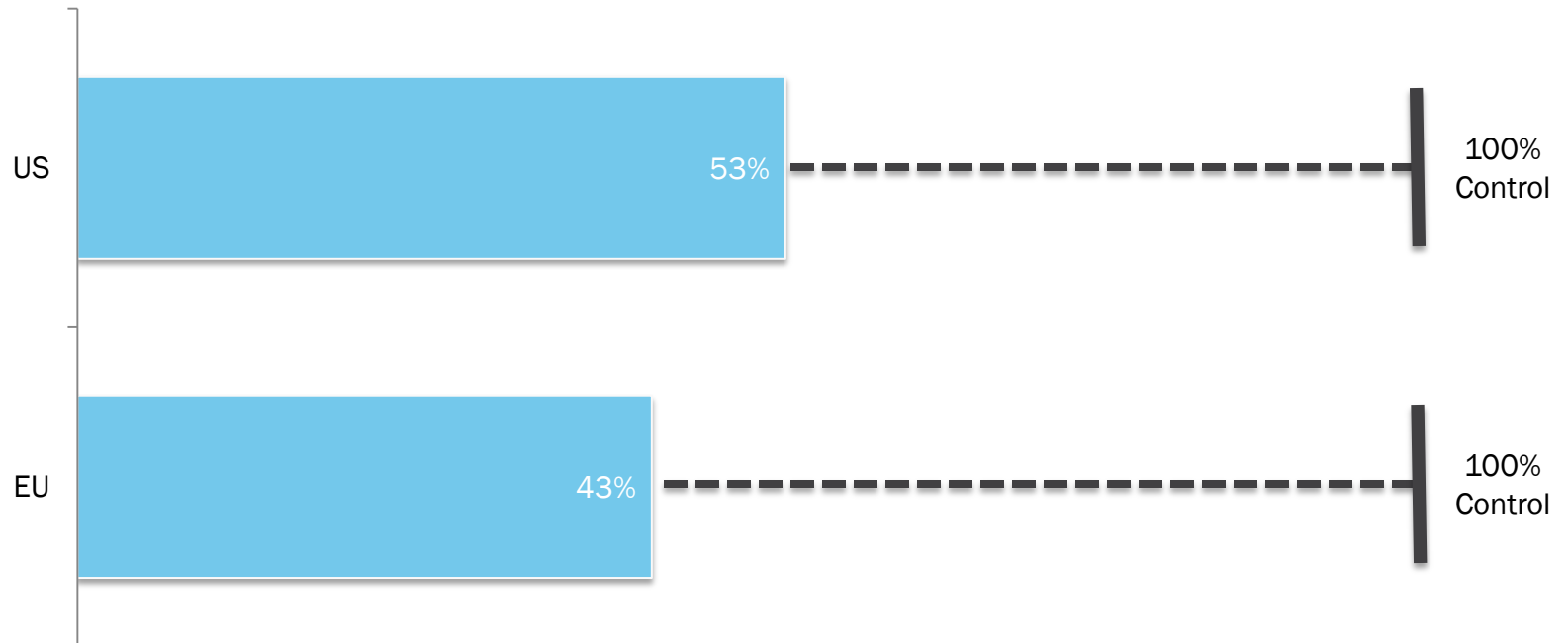
■ EU



Q12: There are many ways technology companies could help protect your privacy. What do you think is the best way? Please rank the following.

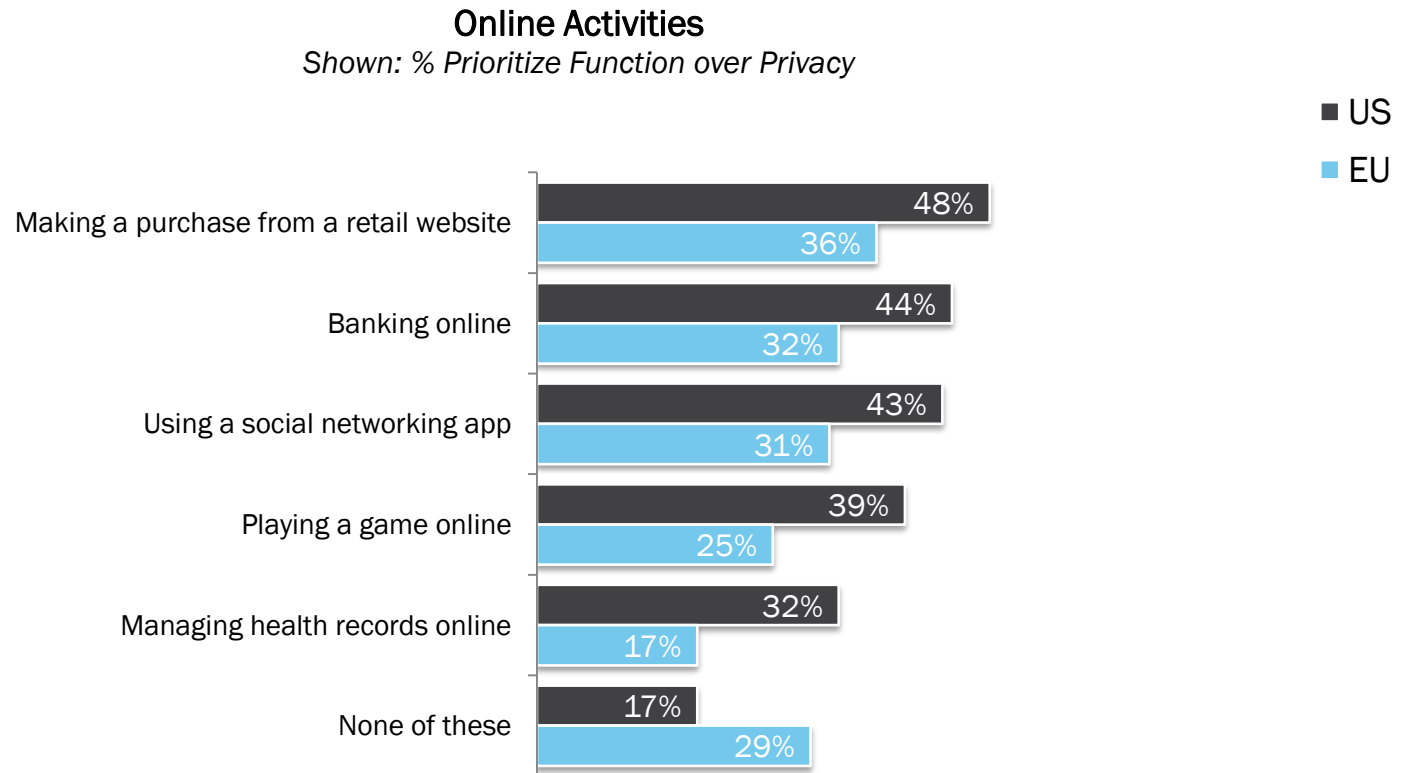
Technology elites – especially in the EU – feel they have limited control over how their data is used

Personal Control over Online Data Use
Shown: % on 0-100 Scale



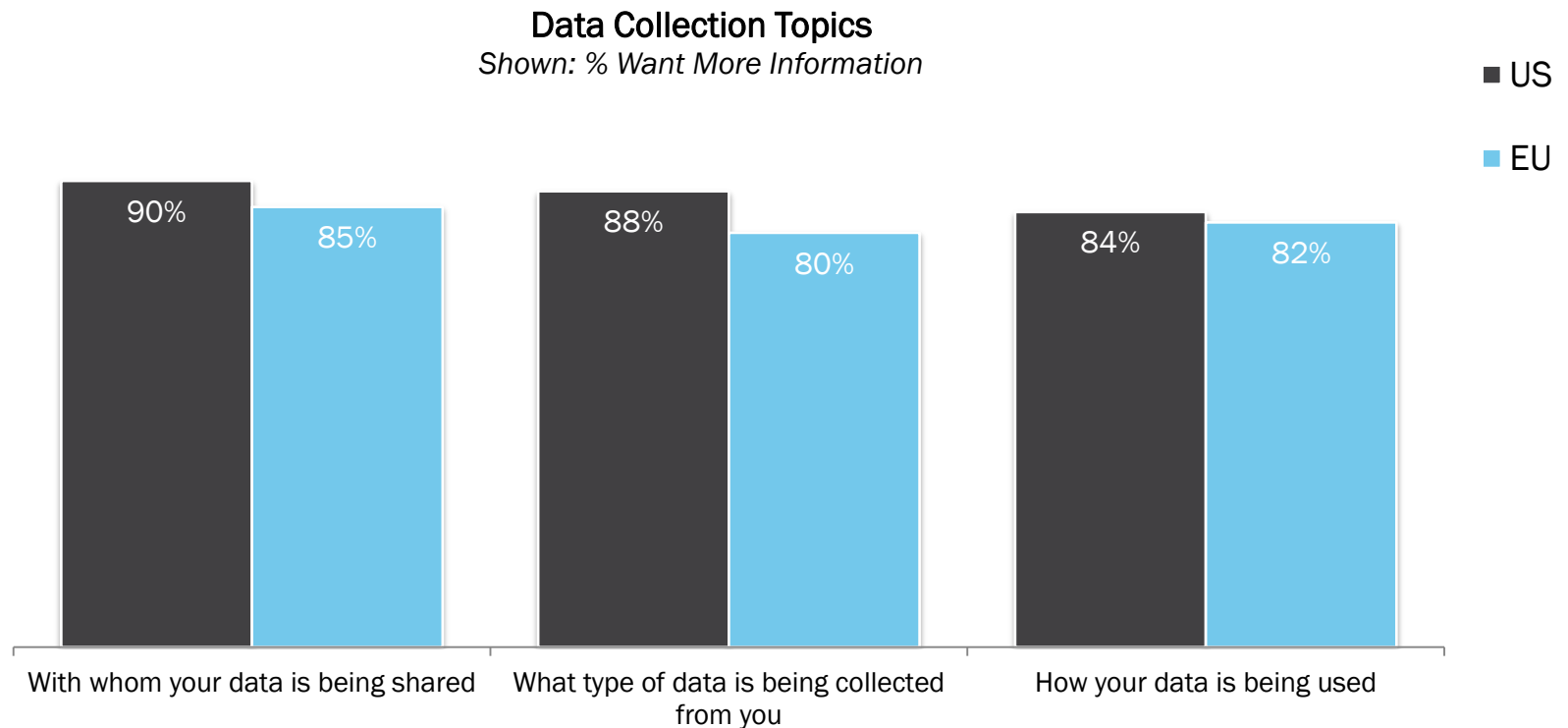
Q9: To what extent do you believe that you, personally, can control how your information is used online?

Americans are more inclined to trade privacy for ease-of-use with routine online activities



Q11: Are there certain activities you engage in online for which you might prioritize function and ease-of-use over privacy? Please select all that apply.

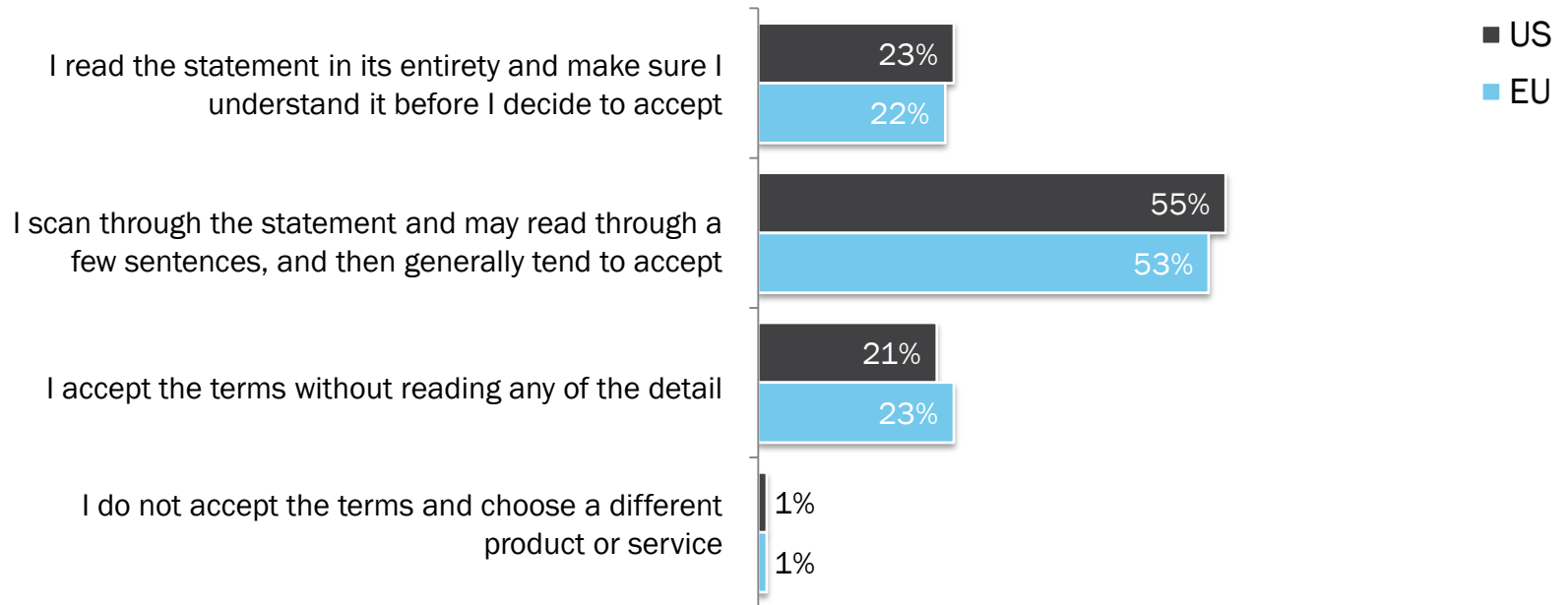
Technology elites say they want more details on how personal data is collected and used



Q10: Which of the following would you like to be more informed about? Please select all that apply.

Less than a quarter say they read privacy statements in full

Terms of Privacy Behavior



Q8: When prompted to accept the terms of a privacy statement before using a new technology product or service, which of the following best describes how you proceed?



DEMOGRAPHICS

Demographics

Category	Subcategory	US	EU
Country	US	100%	-
	Belgium	-	23%
	France	-	26%
	Germany	-	26%
	UK	-	26%
Gender	Male	49%	51%
	Female	51%	49%
Age	18-24	10%	12%
	25-34	22%	28%
	35-44	21%	23%
	45-54	22%	17%
	55-64	14%	13%
	65+	11%	8%

Category	Subcategory	US	EU
Device Ownership	Basic mobile phone	16%	20%
	Smartphone	88%	85%
	Tablet or e-reader	65%	64%
	Desktop or laptop computer	94%	93%
Influencer Scale	7	23%	29%
	8	36%	33%
	9	20%	17%
	10	21%	20%
Earlier Adopter Scale	7	34%	36%
	8	31%	34%
	9	18%	16%
	10	16%	14%