The 2012 Global Internet User Survey focused on issues such as how users accessed the Internet, what applications they used, how they managed their personal information online, the Internet’s relationship to human rights, and the effect of government regulation on the Internet. Key findings from this year’s survey cover a broad range of topics, summarized below.

**Internet Usage**
A look at the behavior of Internet users

- **Access the Internet daily**: 96%
- **Indicate they use social media**: 90%
- **Factors that would increase usage**:
  - 73% say cheaper internet service
  - 69% say more relevant content
  - 66% say faster speeds

**Attitudes Towards The Internet**
A look at how Internet users feel about the Internet

- **Essential for knowledge**: 98%
- **Positive role in society**: 80%
- **Access to any information**: 75%

**Economic & Societal Issues**
A look at issues the Internet could help improve

- **Solving global problems**:
  - Human trafficking
  - Material health
  - Care mortality
  - Internet piracy

**Improving Global Processes**
An even higher percentage of respondents agreed that the Internet would improve global processes such as the following:

- **Global trade and economic relationships**: 65%
- **Human rights**: 60%
- **Academic science and technology**: 58%
- **Global communication**: 55%

**Human Rights**
A look at how the Internet relates to human rights

- **A tool for expression**: 89%
  - Agreed or agreed strongly that Internet access allows freedom of expression on all subjects.
- **A human right**: 83%
  - Agreed or agreed strongly that access to the Internet should be considered a basic human right.
- **Political awareness**: 60%
  - Agreed or agreed strongly that Internet access has contributed significantly to civil activism and political awareness in their country.

**Internet Censorship**
A look at how Internet users feel about censorship

- ** Agree**: 30%
  - Agreed strongly that censorship done in his/her country is for the greater good.
- ** Agree**: 66%
  - Agreed that governments in countries with Internet censorship are responsible to prevent terrorism and protect the Internet from being censored.
- ** Agree**: 70%
  - Agreed or agreed strongly that more government internet censorship would result in the Internet not controlled or monitored from content they can access on the Internet.
- ** Agree**: 66%
  - Agreed or agreed strongly that increasing government control over the growth of the Internet and/or its ability to influence and entertain.

**Online Privacy And Identity**
A look at aspects of personal data online

- **Restrict location sharing**: 84%
- **Always read privacy policies**: 80%
- **Do not always read privacy policies**: 20%
- **Sometimes provide incorrect personal data**: 50%
- **Have personal data misused**: 19%