Global Internet User Survey 2012 Key Findings

www.internetsociety.org/survey

The 2012 Global Internet User Survey focused on issues such as of 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 or Internet users

96% ACCESS THE INTERNET DAILY

Internet users nearly universally indicated they accessed the Internet at least once a day.

90% INDICATE THEY USE SOCIAL MEDIA

A majority of users access social media sites, 60% access them on a daily basis.

FACTORS THAT WOULD INCREASE USAGE
Connection Speed — 73%
Reliability — 69%
Affordability — 68%

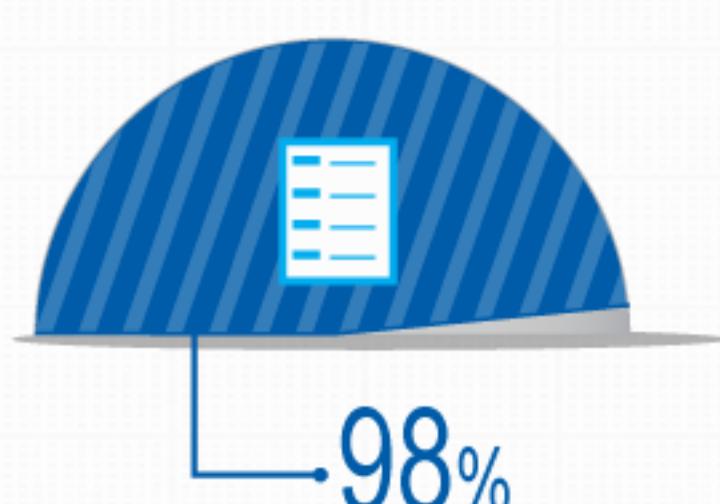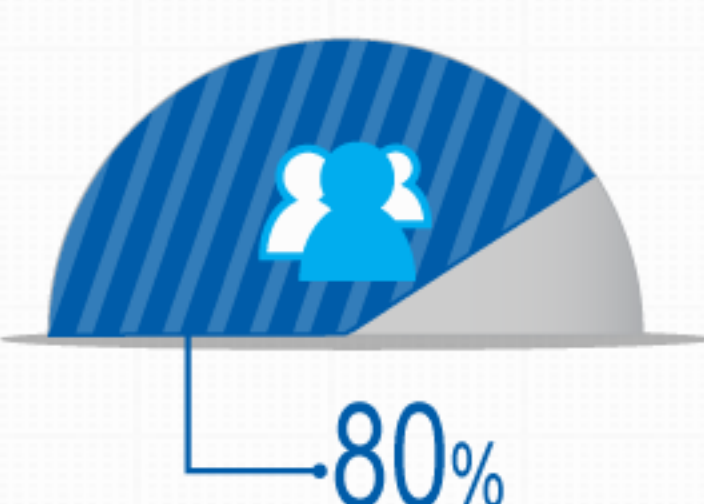## Attitudes Towards The Internet
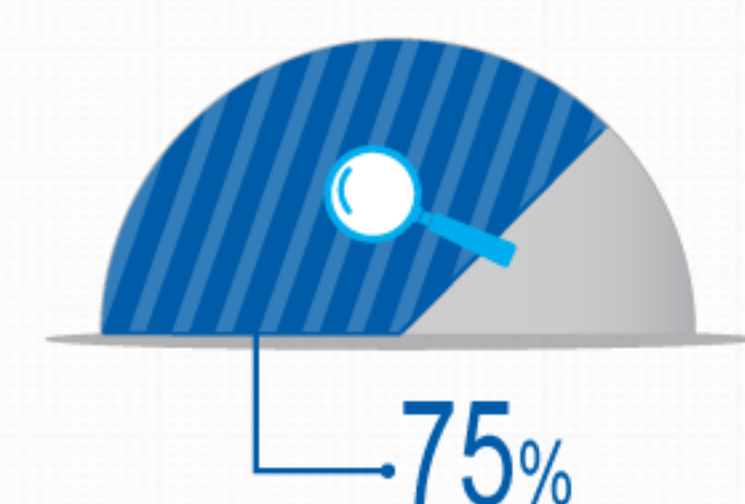A look at how Internet users feel about the Internet

ESSENTIAL FOR KNOWLEDGE — 98%

POSITIVE ROLE IN SOCIETY — 80%

ACCESS TO ANY INFORMATION — 75%

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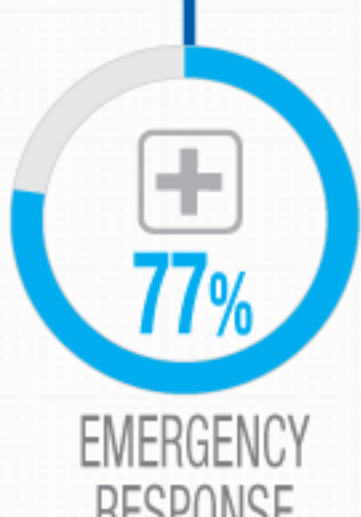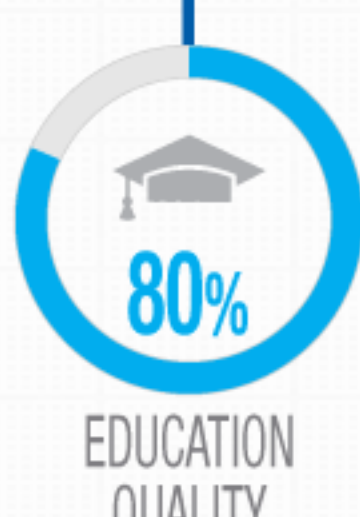A look at issues the Internet could help improve

SOLVING GLOBAL PROBLEMS

Nearly two-thirds of respondents agreed that the Internet would play a significant role in solving global problems such as the following:

- 69% HUMAN TRAFFICKING
- 65% MATERNAL HEALTH
- 63% CHILD MORTALITY
- 61% POVERTY AND HUNGER

IMPROVING GLOBAL PROCESSES

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

- 81% GLOBAL TRADE AND ECONOMIC RELATIONSHIPS
- 80% EDUCATION QUALITY
- 77% EMERGENCY RESPONSE

IMPROVING GLOBAL INITIATIVES

A majority of respondents felt strongly that the Internet plays a significant role in making improvements to initiatives such as:

- 66% AVAILABILITY OF GOODS AND SERVICES
- 65% INTERNATIONAL ENTREPRENEURSHIP
- 61% ADVANCING SCIENCE AND TECHNOLOGY

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

A TOOL FOR EXPRESSION

89% AGREE

agreed or agreed strongly that Internet access allows freedom of expression on all subjects.

A HUMAN RIGHT

83% AGREE

agreed or agreed strongly that access to the Internet should be considered a basic human right.

POLITICAL AWARENESS

60% AGREE

agreed or agreed strongly that Internet access has contributed significantly to civil action and political awareness in their country.

Internet Censorship
A look at how Internet users feel about censorship

30% Agreed strongly that censorship does in fact exists on the Internet at this time.

66% Agreed that governments in countries with no Internet censorship have a responsibility to prevent censorship in countries where the Internet is being censored.

70% Agreed or agreed strongly that more government involvement would make the Internet too controlled or would limit content they can access on the Internet.

66% Agreed or agreed strongly that increased government control would inhibit the growth of the Internet and/or stifle innovation and invention.

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

A vast majority of respondents reported that they have at some time restricted the access of websites and/or apps to their location data.

84% RESTRICT LOCATION DATA SHARING

More than 80% of users do not always read privacy policies, citing various reasons.

80% DO NOT ALWAYS READ PRIVACY POLICIES

Half of respondents give incorrect personal data when creating an account at least some of time.

50% SOMETIMES PROVIDE INCORRECT PERSONAL DATA

Some respondents are aware of circumstances where their personal data was used in a way that they did not expect.

19% HAVE HAD PERSONAL DATA MISUSED

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