

## Willingness to share information

Percent of survey participants who would in most cases share (vs. not share) information of that type (columns) with a person from that group (rows).

85	89	84	90	85	87	92	84	79	76	88	83	73	87	81	74	75	59	45	55	79	R1
83	87	81	85	82	82	91	80	76	75	77	73	76	88	85	76	67	68	35	15	74	R2
63	58	66	65	50	52	47	53	50	41	45	44	43	32	37	31	21	18	18	7	42	R3
43	40	38	46	34	27	11	28	30	23	36	25	17	8	30	13	6	4	8	2	23	R4
62	56	43	24	17	21	53	21	20	15	13	8	10	32	10	19	4	17	6	3	23	R5
41	38	42	37	34	25	14	24	27	19	15	20	23	8	15	10	8	10	10	6	21	R6
32	26	34	32	33	21	6	20	23	20	10	24	27	3	8	7	14	10	8	12	18	R7
42	42	27	19	24	21	16	20	17	24	8	12	18	15	7	16	6	13	9	3	18	R8
56	55	52	50	45	42	41	41	40	36	36	36	36	34	34	31	25	25	17	13	37	Mean
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15	T16	T17	T18	T19	T20	Mean	

## Age differences

Percentage point difference between answers of people 25 or below vs. people 40 and above. Values are positive where young people are more open with the information.

-13	-7	-13	-6	-8	-6	-4	-6	-8	18	-3	-6	12	-20	-11	-1	-3	11	-6	21	-3	R1
-11	-13	-23	-18	-15	-16	-13	-12	0	6	-9	-12	-1	-13	-17	-4	-17	6	-14	5	-9	R2
19	20	-16	5	15	5	23	15	4	20	9	-7	25	7	5	20	10	12	-3	8	10	R3
26	27	14	24	9	30	17	32	32	20	14	20	18	7	11	14	6	3	6	3	17	R4
16	14	3	15	17	7	9	20	11	20	7	9	9	5	9	5	6	6	0	3	10	R5
25	24	17	21	12	14	22	17	10	15	1	7	18	10	11	13	5	3	6	9	13	R6
14	16	14	21	4	10	10	14	16	19	8	15	9	3	6	9	2	0	7	9	10	R7
12	8	15	19	10	18	20	13	4	18	4	13	14	15	2	22	5	5	3	5	11	R8
11	11	1	10	5	8	10	12	9	17	4	5	13	2	2	10	2	6	0	8	7	Mean
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15	T16	T17	T18	T19	T20	Mean	

## Gender differences

Percentage point difference between answers by men and women. Values are positive where women are more open with the information.

11	-4	10	7	11	11	5	11	1	12	2	7	3	7	16	9	5	9	16	-7	7	R1
13	-2	11	11	15	10	4	13	4	8	9	15	6	8	12	12	8	3	6	0	8	R2
8	-7	8	12	6	28	5	9	4	15	-1	5	-5	-4	10	-5	9	-1	1	-3	5	R3
8	0	9	27	19	17	-8	8	10	11	14	12	-5	-7	20	-7	-1	-1	3	-1	6	R4
7	-3	2	8	9	6	9	1	0	4	1	-4	0	4	-5	-6	-3	-1	-3	0	1	R5
-1	-1	6	0	9	1	-6	0	-5	7	2	0	-7	-3	-2	-9	1	-7	-6	-6	-1	R6
7	0	6	9	15	6	-7	0	3	9	-9	11	-2	-1	0	-10	5	-2	-1	-6	2	R7
11	6	11	11	17	8	-7	0	3	16	-1	0	2	-2	3	-8	1	-3	2	-1	4	R8
8	-1	8	11	13	11	-1	5	3	10	2	6	-1	1	7	-3	3	0	2	-3	4	Mean
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15	T16	T17	T18	T19	T20	Mean	

## Groups of people requesting information

- R0: A close friend
- R1: A family member
- R2: In a casual discussion with an acquaintance
- R3: In a public profile on an online social network (e.g. Facebook, QQ)
- R4: A potential employer before the first interview
- R5: In a casual discussion with a stranger you met in person
- R6: A stranger online, when both are using nicknames (pseudonyms)
- R7: A company collecting customer data

## Types of information

- T1: Your employment status (e.g. student, unemployed, employed as title, retired)
- T2: Your date of birth (and thus age)
- T3: Positive opinions about a person (in their absence)
- T4: A recent event which made you feel happy
- T5: Your religious views and practices (or lack thereof)
- T6: A list of activities you often did in the past month (e.g. went shopping, visited library, worked)
- T7: Your mobile phone number
- T8: A list of places you visited frequently during the past month
- T9: Your current activity at any given time (e.g. drinking coffee, waiting for the bus)
- T10: The last ten shops you shopped in and the things you bought
- T11: A picture showing you and friends at a spare time social gathering
- T12: A recent event which made you feel angry or sad
- T13: Your political opinions, such as how you voted in the last election
- T14: The location (address) of your home
- T15: A picture showing you and relatives at a social family gathering
- T16: Your current location at any given time (as an address or a dot on a map)
- T17: Negative opinions about a person (in their absence)
- T18: Your total income last year
- T19: Your online browsing history for the past week (websites you have visited)
- T20: A memorable sexual experience with a partner

# The World Privacy Survey

<http://worldprivacy.info>

## About the project

The World Privacy Survey is a research project that measures global differences in attitude towards privacy and personal integrity. It identifies how people's nationality, age, income, community size, internet usage and other factors affect what personal information people are willing to share, as well as with whom they are willing to share it.

This survey not only shows that privacy means different things to different people, but also what those differences are. All collected information is freely available through the website above, so that website developers and service designers everywhere can use it to better understand how people want their personal details to be treated.

## Country differences

Pair wise Euclidian distance between the answer vectors representing countries. Values are high when answers differ greatly between countries.

	AR	CA	GB	HK	IN	PT	SE	SI	US
AR	0	23	20	25	21	17	30	20	15
CA	23	0	23	25	23	25	30	24	19
GB	20	23	0	25	28	24	25	22	19
HK	25	25	25	0	27	26	26	25	20
IN	21	23	28	27	0	22	35	26	16
PT	17	25	24	26	22	0	32	22	19
SE	30	30	25	26	35	32	0	27	27
SI	20	24	22	25	26	22	27	0	20
US	15	19	19	20	16	19	27	20	0

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