

## Survey on Privacy Awareness: Results

### [Basic Information]

Survey name:	Survey on Privacy Awareness
Date Conducted :	Thursday January 14, 2016 - Sunday January 17, 2016
Target Area:	Japan
Target Group:	1236 Men and Women (103 men and 103 women each in the following age groups were studied: 10s, 20s, 30s, 40s, 50s, 60 and above)
Method:	An online survey was conducted by a third party firm

## Overall awareness on Privacy

Question 1 asked about their general awareness on privacy in general, regardless of being online or offline, while question 2 focused on their privacy concerns online to uncover any differences.

While those who answered “Very Much” or “Somewhat” concerned about their privacy combined was 72.3%, the same answers combined when the question was narrowed to just online privacy was 77.6%, higher than the general concern.

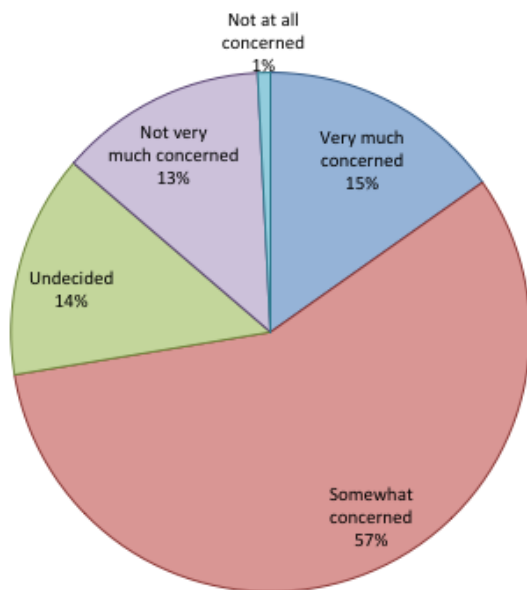
Q1	How much do you mind about your privacy (in general)?	N	%	
1	Very much	188	15.2	72.3%
2	Somewhat	706	57.1	
3	Undecided	172	13.9	
4	Not very much	160	12.9	13.7%
5	Not at all	10	0.8	
	Total	1,236	100.0	

(Responses mutually exclusive)

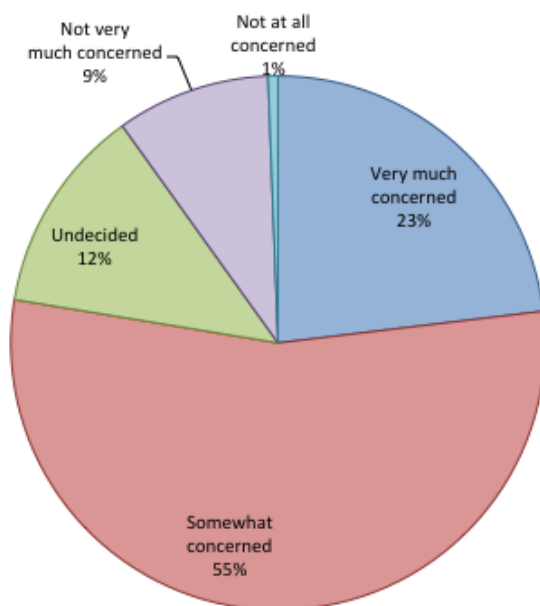
Q2	When browsing the Internet, how much do you mind about your privacy?	N	%	
1	Very much	285	23.1	77.6%
2	Somewhat	674	54.5	
3	Undecided	154	12.5	
4	Not very much	115	9.3	9.9%
5	Not at all	8	0.6	
	Total	1,236	100.0	

(Responses mutually exclusive)

### Q1. Everyday privacy



### Q2. Online privacy



## Privacy concerns in different situations

Question 3 asked about their privacy measures in different situations. In almost all cases, 40-50% of respondents answered they take some kind of privacy measures. However, in all questions there was another 30-40% who said "I care about my privacy but I usually don't take any measures."

For questions asking about their privacy measures when entering financial information or if they use virus

protection or not, nearly 60% of respondents answered either they are confident about their privacy measures, or they care about their privacy measures and they take some kind of measures. These numbers show that awareness and measures are rather high in Japan.

On the other hand, there were questions that gained a rather high number of “I don’t care” or “I don’t know” answers: 23.0% for privacy settings for social networking services, 20.7% for sharing a tablet or PC device with family and others, 16.5% for when installing Apps and signing up for new online services. Out of these results, the question that received the most “I don’t know” response was the question asking about privacy settings for social networking service at 12.2%.

From these results, we can say that though there is a high privacy awareness for areas such as entering financial information and using virus protection where its importance has been campaigned a lot, awareness for items such as privacy settings for online services and installation of apps are low due to the difficulty of imaging its consequences.



Q3	In the following situations, how much do you mind about your privacy?	Total	I am confident about my privacy measures	I care about my privacy so I take some measures	I care about my privacy but I usually don't take any measures	I don't care about my privacy	I don't know
1	When handling documents with your personal information such as your name and address	1,236 100.0	39 3.2%	574 46.4%	504 40.8%	93 7.5%	26 2.1%
2	When handling pictures with the faces of you and your family in it	1,236 100.0	79 6.4%	571 46.2%	465 37.6%	85 6.9%	36 2.9%
3	When entering credit card or cash card information online (is the site encrypted or not, etc.)	1,236 100.0	112 9.1%	612 49.5%	432 35.0%	40 3.2%	40 3.2%
4	When sharing a PC or tablet device with family and others:	1,236 100.0	64 5.2%	453 36.7%	463 37.5%	184 14.9%	72 5.8%
5	Virus protection for PCs and smartphones (Anti-virus software, using the newest version of browsers, etc.)	1,236 100.0	102 8.3%	640 51.8%	369 29.9%	76 6.1%	49 4.0%
6	When installing apps or signing up for a new online service (reading privacy terms, etc.)	1,236 100.0	54 4.4%	468 37.9%	510 41.3%	125 10.1%	79 6.4%
7	Privacy settings for social services (Facebook, Twitter, etc.)	1,236 100.0	91 7.4%	485 39.2%	376 30.4%	133 10.8%	151 12.2%
8	Properly managing passwords for online services.	1,236 100.0	79 6.4%	517 41.8%	497 40.2%	87 7.0%	56 4.5%

## Penetration and use of private browsing



Questions 4 and 5 asked about the private browsing mode that is available in most browsers. We first asked if they knew about the private browsing feature, and then out of those who knew about it, we asked if they actually used it.

The result: only 23.1% said they knew about the feature, with leaves 76.9% of the population who don't know about private browsing.

Out of those who know about the private browsing feature, only 68.5 % (15.9% of all respondents) said they actually use the feature.

Q4	Do you know about the "private browsing mode" (otherwise known as "InPrivate browsing" or "InCognito mode" ) feature on your browser where you can use the internet without saving any browsing history?		N	%
1	Yes		286	23.1
2	No		950	76.9
Total			1236	100.0

(Responses mutually exclusive)

Q5	For those who answered "Yes" to the previous question: Have you ever used the "private browsing mode" (otherwise known as "InPrivate browsing" or "InCognito mode" ) feature?		N	%
1	Yes		196	68.5
2	No		90	31.5
Total			286	100.0

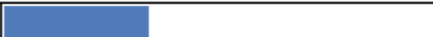

(Responses mutually exclusive)

## Online tracking: awareness and measures



For Questions 6 and 7, we had respondents read a sentence describing online tracking, and then asked them about their awareness and measures.

Only 33.9% of respondents knew about online tracking, which makes 66.1% unaware. Of those who knew of online tracking, only 22.2% of them have used a "Tracking Protection" feature, leaving 77.8% of people who have never used tracking protection.

“Most major websites track their visitors' behavior and then sell or provide that information to other companies. This information can be used to show ads, products or services specifically targeted to you.”

Q6	Did you know about online tracking?		N	%
1	Yes		419	33.9
2	No		817	66.1
Total			1236	100.0

(Responses mutually exclusive)


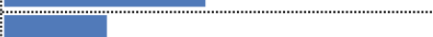
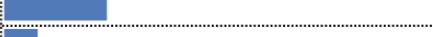


Q7	For those who answered "Yes" to the previous question: Have you ever used a "tracking protection" feature?		N	%
1	Yes		93	22.2
2	No		326	77.8
Total			419	100.0

(Responses mutually exclusive)




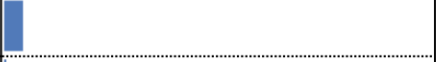

## Controlling tracking and your online privacy

Based on answers from previous questions, Question 8 and 9 asked all respondents whether if they had situations where they feel uncomfortable being tracked, and if they were interested in having a way to control their online privacy.

70.9% either said they don't want websites to be tracking them at all or they have times that they feel uncomfortable being tracked. 72.4% also said they are interested in having ways to control their own privacy. Those who answered that they aren't interested was 5.1%.

Q8	Are there times you feel uncomfortable being tracked online (such as when searching about an disease you have that you don't want people to know)?		N	%
1	I don't want websites to be tracking me at all		581	47.0
2	Yes, sometimes.		296	23.9
3	I don't care if websites track me.		97	7.8
4	If my Internet experience enhances, then go ahead.		27	2.2
5	I don't know.		235	19.0
Total			1236	100.0

(Responses mutually exclusive)

Q9	How much are you interested about having control over your own privacy when using the Internet?	N	%
1	Very much 	265	21.4
2	A bit 	652	52.8
3	Undecided 	255	20.6
4	Not so much 	56	4.5
5	Not at all 	8	0.6
	Total	1236	100.0

(Responses mutually exclusive)