



## Member Communication

15 December 2014

# Global concern about personal data misuse is very high. Is this a threat or an opportunity for our industry?

### Global key findings

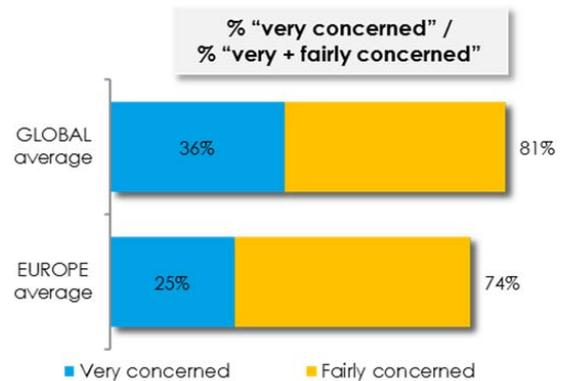
A new global report from the Global Research Business Network on attitudes to trust and personal data has revealed that **more than one-third of adults are very concerned** that their personal data might be misused; with concern especially high amongst females aged 18-54.

For every one person who has high a level of **trust in the market research industry** to protect and appropriately use personal data, there are three who have a very low level of trust in our industry to do so. This result means that trust in the market research industry on an average level compared to the 16 other types of organisations included in the survey.

Trust in the market research industry on this issue is clearly better than trust in media companies in general and in social media companies in particular, but amongst younger adults, in particular in APAC, the gap is not so large.

[Please click here](#) to view the global, regional and country findings.

### Concern with how personal data is collected and used



### Key findings for Asia Pacific

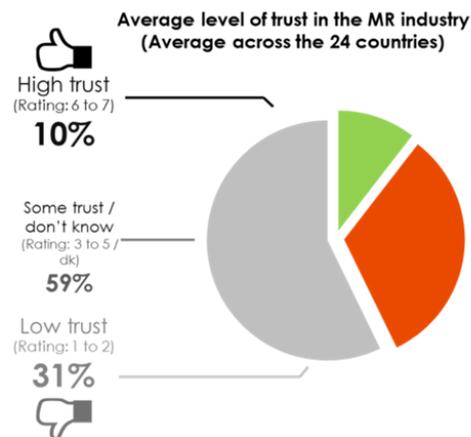
#### Familiarity and concern about the issue

Around half of adults in the APAC region are not familiar with how their personal data is collected and used, whilst as many as four-in-ten are very concerned about the issue.

Both proportions are slightly above the global average.

Unfamiliarity is relatively higher amongst females, especially those over 35, and concern is particularly high amongst 35-54 year old females.

Trust in organisations not to misuse personal data On average, people in the APAC region show more trust in different organisations than people in Europe or the Americas, especially with respect to the national intelligence services.





ASIA  
PACIFIC  
RESEARCH  
COMMITTEE



### **The conclusions for our industry?**

The GRBN believes that this survey is a **call-to-action for our industry**. We believe that we should leverage the issue of personal data to help build trust with the general public, on whom our industry so heavily relies. To do that, both as an industry and as individual companies, we need to have **systems and procedures** in place to protect people's data. We need to be **transparent in our dealings** with both the general public and clients and we need to **communicate proactively**.

We believe our industry has an opportunity, but that the window will not remain open forever, We believe that the time to act is now.

### **Finding out more**

[Please click here](#) to visit the GRBN website view the results, as well as here more on our conclusions from the survey.

The GRBN is proud to have teamed up with Dapresy to create a infographic dashboard showing the global highlights from the survey and as well as allowing you to interact with the data. From the portal you can also access the flipbook reports and download the pdf reports for off-line viewing.

### **About the research**

The fieldwork for the survey was done on-line and conducted by Research Now, with support from OnDevice in Mongolia and Thailand. In total 23707 interviews have been conducted between February and August 2014, covering the following countries:

APAC: Australia, China, Japan, Malaysia, Mongolia, New Zealand, Singapore, South Korea, Thailand, Taiwan  
EUROPE; Finland, France, Germany, Ireland, Italy, the Netherlands, Spain, Sweden, the United Kingdom  
AMERICAS; Argentina, Brazil, Canada, Mexico, the United States

### **About The Global Research Business Network**

The Global Research Business Network is a not-for-profit organization founded by the APRC, ARIA and EFAMRO. The GRBN connects 38 national market, social and opinion research associations and over 3500 research businesses on five continents. More than US\$25 billion (€18.8 billion) in annual research revenues (turnover) are generated by these businesses.

GRBN's mission is to promote and advance the business of research by developing and supporting strong autonomous national research associations. More information on the Global Research Business Network is available at [www.grbn.org](http://www.grbn.org).