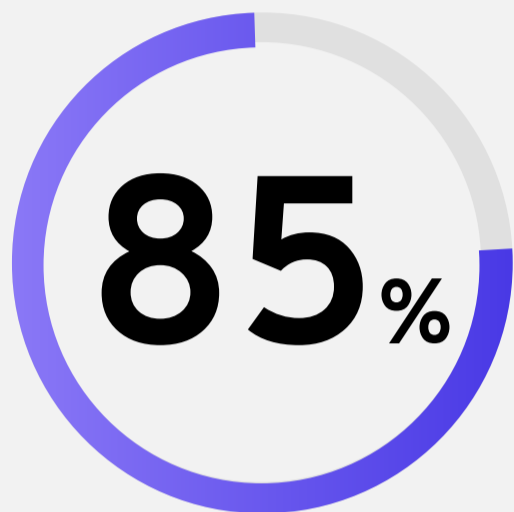


New research on data privacy

concerns and consumer trust

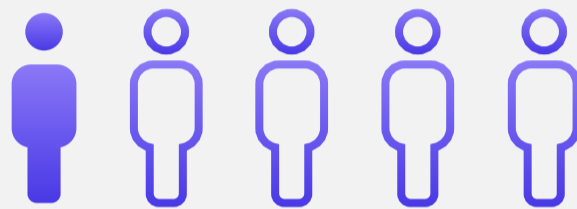
Measure surveyed over 1,200 individuals 18+ across the Measure community in August 2020
50% Female 50% Male | US 36%, UK, 41% and CA 23%



are worried about their privacy online

Nearly

1 in 5



(19%) are **very worried** about their online privacy

54%

are more concerned about their online privacy today than they were a year ago



The result

of increased privacy concerns on consumer participation

79%

delete their online history occasionally or more often

42%

have provided inaccurate information about themselves occasionally or more often

35%

will provide **limited information** when completing a survey



32% will refuse to participate in a survey due to lack of trust

Here's how much people trust...

- Social Media **26%**
- The Internet **31%**
- Market Reserach **35%**
- A Neighbour **46%**
- Their own Mom **83%**

MEASURE

info@measureprotocol.com