Consumer trust i apps

Population survey
Conducted on behalf of
The Norwegian
Consumer Council

by Norstat – June 2015

Selection and method

Background and purpose

In connection with the ongoing work of the Consumer Council with digital services and privacy, we examined to what extent consumers are downloading apps for smart phones and tablets. We also have some questions for mapping the confidence about downloading apps.

Target
A nationally representative sample (internet population) 18 years +.

Selection
The survey was conducted in Norstat respondent panel, consisting of approximately 83,000 Norwegians who have access to the Internet. Members of the panel are primarily recruited via nationally representative telephone surveys. The committee will be selected randomly and proportionally in relation to the individual countries partly population figures and quoted on gender and county. The results are weighted by gender, age and geography according to government statistics.

Method / fieldwork period
Data collection was carried out as web interview in week 22 to 23 in 2015.

Number of interviews
It was conducted 1005 interview. Respondents who do not have smartphone or tablet (4%) is removed from the data base, remaining 960 interviews.

Summary

- It is very variable how many apps are downloaded, but most smarttelefon- and tablet users (8 out of 10) have downloaded more than one app during the past year.

- The tendency seems to be that younger respondents downloading more apps than older respondents. 3 out of 10 over 60 years have not downloaded any apps at all. Nearly half (47%) under age 45 have downloaded 10 or more apps over the past year.

- Over half of respondents said that they repeatedly have refrained from downloading or adopting apps to avoid giving out personal information. The percentage is highest (60-62%) aged 30-49 years. Among those who have little confidence in apps handling personal information, almost three quarters answers that they repeatedly have failed to download or use apps.

- 1 out of 4 who have not downloaded any apps claim to one (4%) or more (19%) times, have refrained to do this to protect their privacy. We also see further that the percentage who have repeatedly refraind to download / take use applications increases with the number of applications they have actually downloaded.

- Total: 2 out of 5 have little or no confidence that the apps they use do handle personal information in a satisfactory manner, while over half (54%) of those who have repeatedly refrained to download / use apps expresses lack of confidence.

- 9 out of 10 do not think it's okay that their personal information is used for purposes other than the app to work. Among those who have repeatedly refrained to download / use apps, 96% expressing a negative attitude towards the use of personal information in this way.

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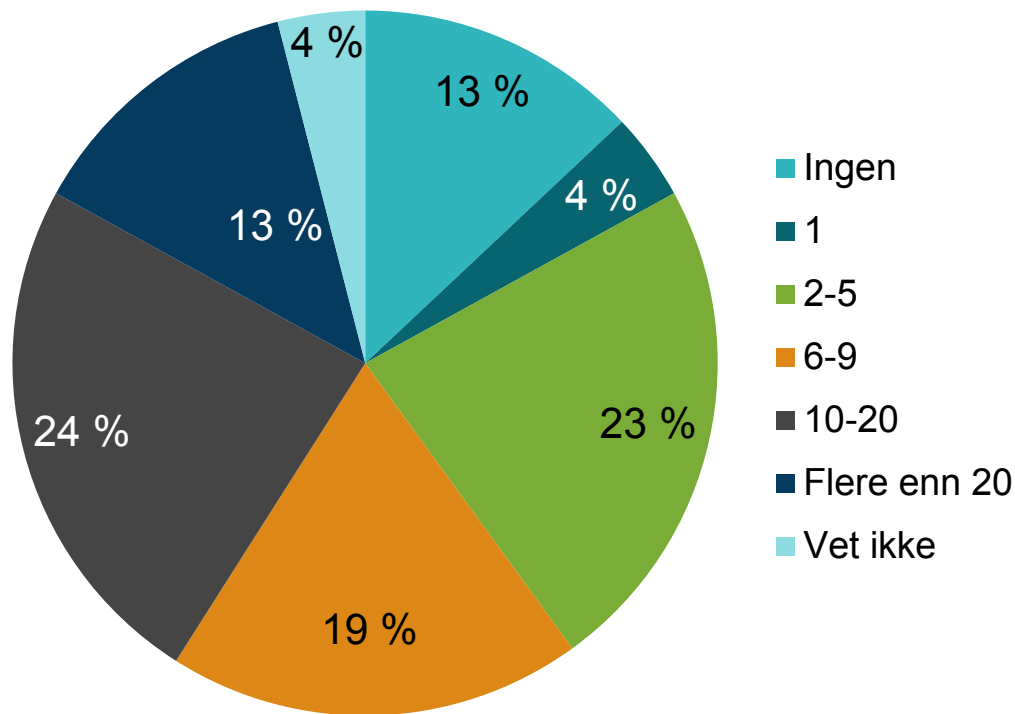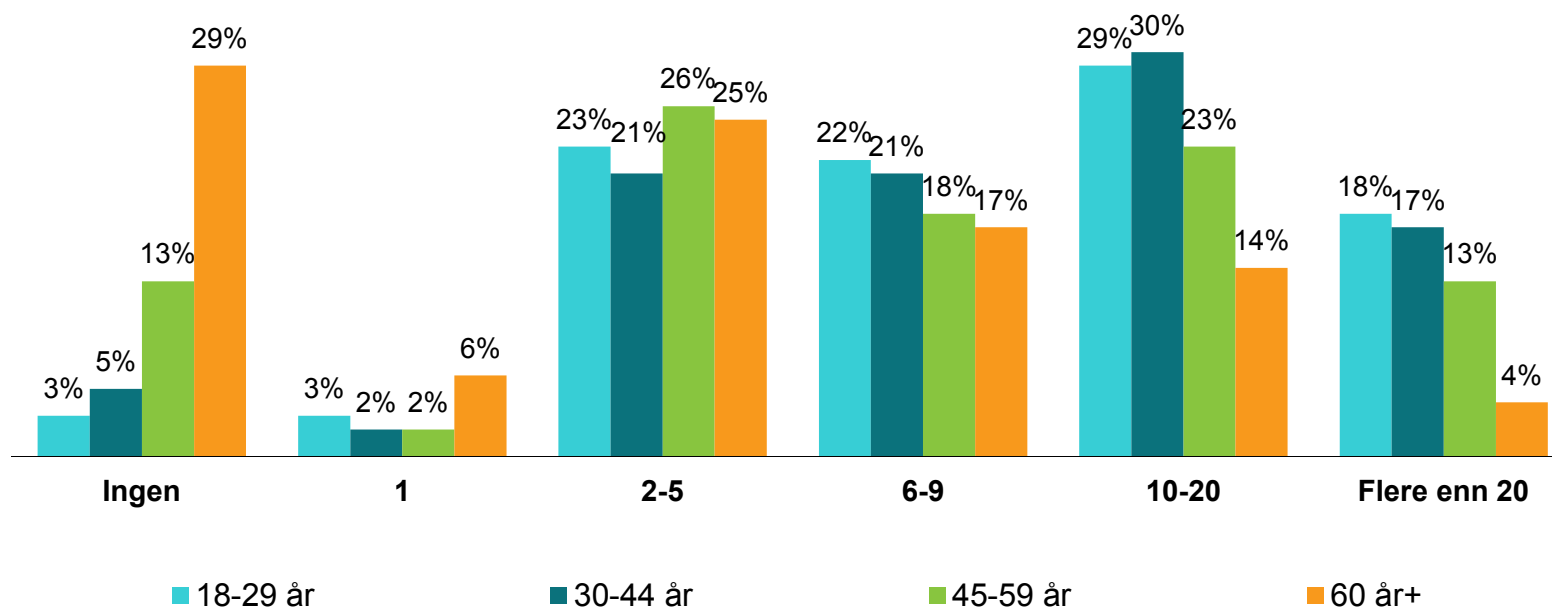Approximately how many apps you have downloaded to your phone or tablet over the past year?

- 4 %
- 13 %
- 4 %
- 23 %
- 19 %
- 24 %
- 13 %

Legend:
- Ingen
- 1
- 2-5
- 6-9
- 10-20
- Flere enn 20
- Vet ikke

Foto: Colourbox.com

The tendency seems to be that younger downloading more apps than older, and 3 of 10 aged 60 years + have not downloaded any apps at all
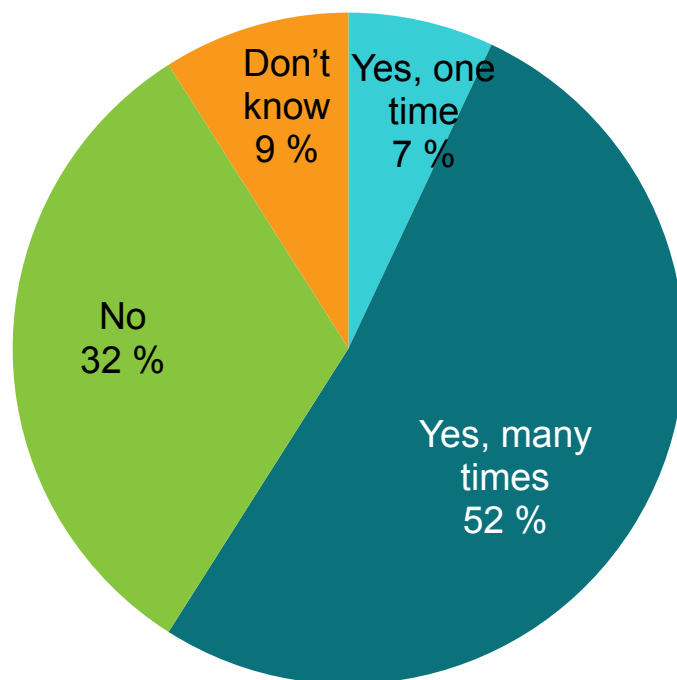
Approximately how many apps you have downloaded to your phone or tablet over the past year?

	Ingen	1	2-5	6-9	10-20	Flere enn 20
18-29 år	3%	3%	23%	22%	29%	18%
30-44 år	5%	2%	21%	21%	30%	17%
45-59 år	13%	2%	26%	18%	23%	13%
60 år+	29%	6%	25%	17%	14%	4%

■ 18-29 år   ■ 30-44 år   ■ 45-59 år   ■ 60 år+

Base: 960 interviews . Filter: Have smartphone or tablet

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Over half of respondents said that they repeatedly have failed to download or refrained from adopting apps to avoid giving out personal information

Have you failed to download or use applications , because application requires information you did not want to give away (such as access to your contacts list or where you are)?
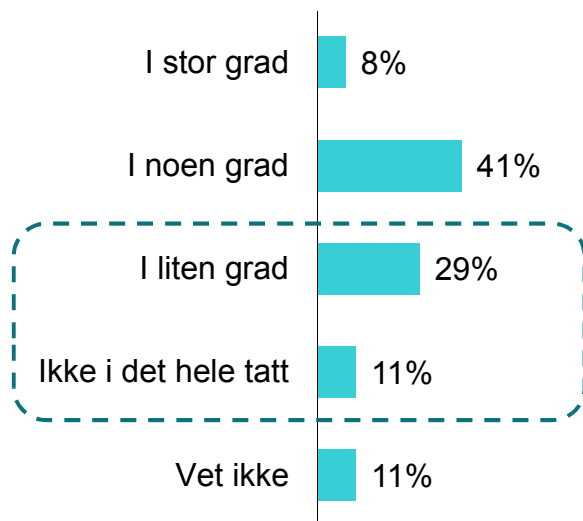

Don't know 9 %

Yes, one time 7 %

No 32 %

Yes, many times 52 %

Foto: Colourbox.com

Base: 960 interviews . Filter: Have smartphone or tablet .

2 of 5 have little or no confidence that the apps they use handle personal information in a secure manner .

9 out of 10 do not think it 's okay that their personal information used for purposes other than the app to work.

To what extent do you have confidence that the apps you use handles your personal information in a satisfactory manner?

Category	Percentage
I stor grad	8%
I noen grad	41%
I liten grad	29%
Ikke i det hele tatt	11%
Vet ikke	11%

Do you think it 's okay that your personal information (such as access to your contacts list or where you are) used for purposes other than the app to work?

Don't know 6 %
Yes 3 %
No 91 %

Base: 960 interviews . Filter: Have smartphone or tablet .