

# 2022 Consumer Digital Trust Index

Exploring Consumer Trust in a Digital World

In partnership with



#2022TrustIndex

## A Lack of Consumer Trust Across Industries



### Digital trust varies across industries

The most trusted industries

Financial Sector	42%
Healthcare	37%
Consumer Technology	32%

The least trusted industries

Media and Entertainment	12%
Governments	14%
Social Media	18%

Respondents were asked, "To what degree do you trust each of these industries when it comes to the security of the of digital services they offer and your personal information?"

## Distinct Differences in the Level of Trust Based on Location, Culture or Regulation



### Digital trust varies across the world

The most trusting nations

Brazil	95%
Mexico	92%
UAE	91%

The least trusting nations

France	20%
UK	20%
Australia	20%
Germany	23%

Respondents were asked, "To what extent do you trust the online digital services, like shopping, social media, travel, etc. when it comes to the security of your personal data?"

## The impact of data breaches is being felt by global consumers



**33%** of consumers globally have already become victims of a data breach



**82%** of data breach victims saw a negative impact on their lives



**11%** of companies took up to 6 months or a year (5%) to inform the consumer about a data breach

## Actions speak louder than words

**54%**



of consumers believe that companies should be forced into mandatory data protection controls like encryption and two-factor authentication following a data breach

**21%**



of consumers stopped using the company who suffered a data breach, of whom 42% requested they delete their information

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