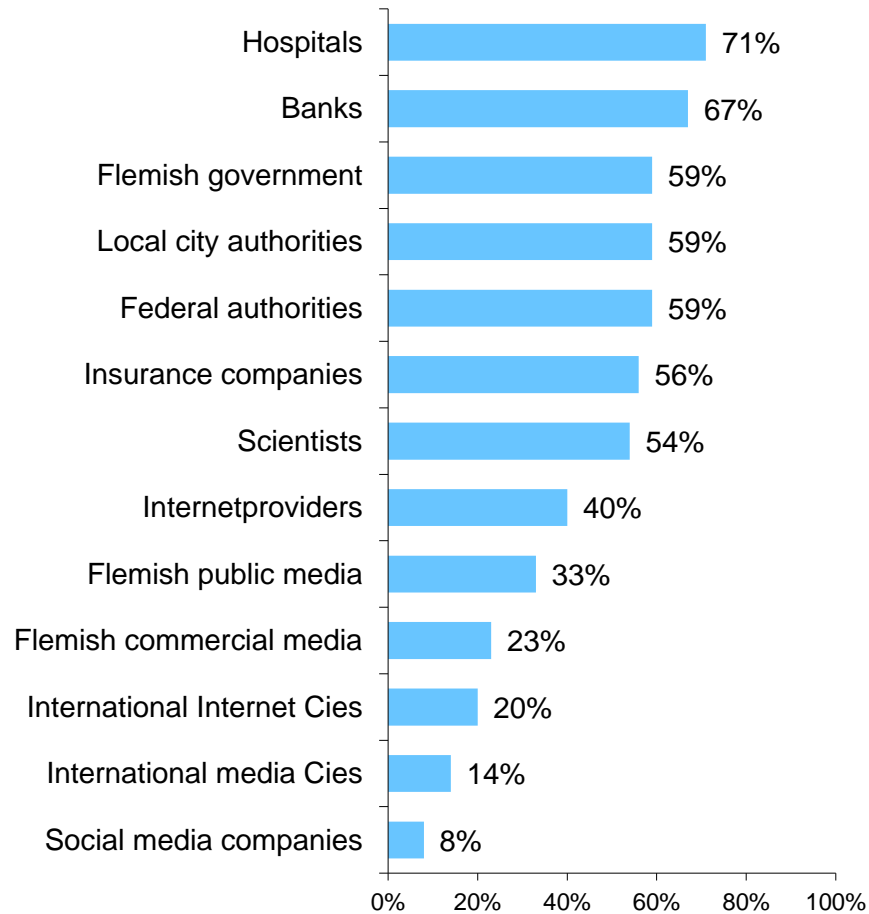


Personal data: media not trusted by most of Flemish consumers

Which company do you trust most when it comes to your personal data ?



Details by segment

	Age respondent					
	16-24	25-34	35-44	45-54	55-64	65+
Hospitals	86%	71%	67%	66%	68%	71%
Banks	80%	68%	61%	62%	69%	68%
Federal authorities	55%	54%	55%	60%	65%	64%
Local city authorities	58%	54%	55%	57%	61%	65%
Flemish government	56%	53%	53%	60%	63%	64%
Insurance companies	56%	57%	50%	51%	60%	60%
Scientists	64%	57%	54%	48%	49%	54%
Internetproviders	57%	36%	35%	36%	41%	39%
Flemish public media	41%	33%	28%	30%	31%	35%
Flemish commercial media	36%	22%	20%	17%	20%	23%
International Internet Cies	29%	17%	17%	18%	21%	20%
International media Cies	33%	19%	15%	11%	9%	5%
Social media companies	11%	9%	7%	8%	7%	9%