



Key Findings from Global Research on Online Privacy Among Gen-Z and Millennials

Introduction

Snap is committed to prioritizing the privacy and safety of our community. As part of this ongoing focus, we recently commissioned research with young people to better understand how privacy influences online behavior among Gen-Z and Millennials across 11 international markets, including Australia, Canada, France, Germany, Netherlands, Norway, Saudi Arabia, Sweden, UAE, UK, and USA.

Today, as we mark Global Privacy Day, we are releasing our findings and are also launching new in-app tools and resources informed by them to help strengthen the privacy of Snapchatters and prevent account hacking. In the coming months, Snap will continue expanding our privacy efforts with additional in-app improvements and educational resources for our community.

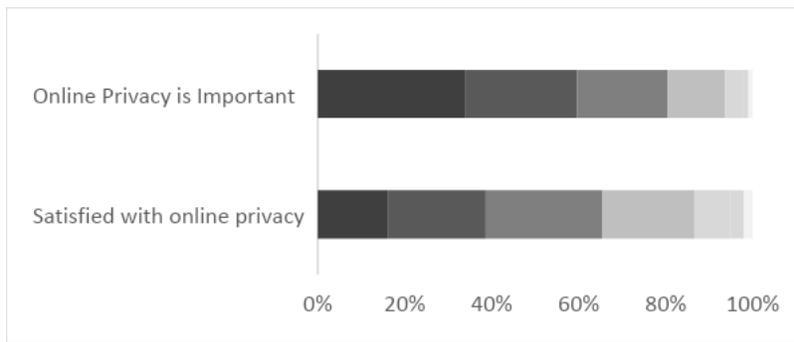
Methodology

This research was commissioned by Snap and executed by KR & I. Interviews were conducted between July 23 - August 26, 2021 among a sample of 13,519 daily social/communication app users aged 13-40 in 11 international markets including (Australia, Canada, France, Germany, Netherlands, Norway, Saudi Arabia, Sweden, UAE, UK, and USA). Quotas were used to ensure minimum representation of 200 13-17-year-olds, 500 daily Snapchat users, and 500 non-Snapchat users (never use Snapchat, but use other social and communication apps) in every market. Recruitment in each market was balanced to be nationally representative. Data were not reweighted prior to analyses, which included group comparisons, exploratory factor analysis (EFA), segmentation, and correlational analysis. The results in this report refer to the total international sample and separate reports will be released for individual markets. Parental consent was required for minors between the ages of 13-17 before participation in the survey.

Key Global Findings

1. Gen Z and Millennials care deeply about online privacy.

- 80% of respondents consider privacy in general to be important and 81% consider online privacy important. However, only 65% of respondents are satisfied with their online privacy.
- Daily Snapchat users are more satisfied with their online privacy (70%) than non-Snapchat users (60%).



On a 7-pt scale, 81% of users consider online privacy important (Top 3 Box, darkest shades of grey); 65% of users are satisfied with their online privacy (Top 3 Box; darkest shades of grey).

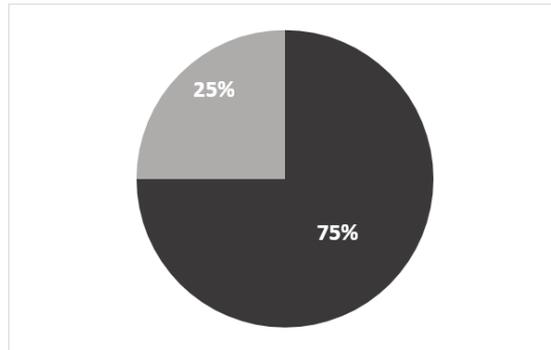
2. Beyond security, privacy on social/communication apps also offer young people three distinct benefits making them comfortable with: 1) Relaxation; 2) Understanding & Expressing themselves; and 3) Avoiding Social Judgment.

- Almost 70% say that privacy makes them feel more comfortable understanding and expressing themselves.
- 61% say that privacy protects them from feelings of social judgment, like protecting themselves from what other people think and say.
- 75% of users think it's important that the social apps they use care about and protect their privacy.
- 59% of users say privacy and data security concerns impact their willingness to share on social/communication apps.

Top Four Privacy Benefits for Relaxation, Understanding & Expressing the Self, and Avoiding Social Judgment Among Social App Users		
Relaxation	Relax and unwind	68%
	Get a break from other people	64%
	Consume what I want	62%
	Prepare for future social interactions	58%
Understanding & Expressing Self	Think and reflect	64%
	Try out new things	63%
	Express my thoughts freely	62%
	Consider who I want to be	62%
Avoiding Social Judgment	Protect myself from what other people think and say	61%
	Recover from bad social experiences	56%
	Hide the parts of myself I don't like from others	55%
	Do things that I don't normally do	54%

3. Young people want the platforms they engage with to both care about and protect their online privacy. These privacy concerns also impact their online behavior.

- 75% of respondents think it's important that the social apps they use care about and protect their privacy.
- 59% of respondents say privacy and data security concerns impact their willingness to share on social/communication apps.
- Millennial respondents (aged 35-40) were more likely to say that privacy concerns impact their willingness to share on social/communication apps (65%) than Gen Z respondents (55%).



75% of users think the apps they engage with should care about and protect their privacy.

4. For privacy issues, respondents are most concerned about what happens to the content they create and share, and how their information is used.

- 28% of respondents are concerned about other people being able to share their posts or information without their knowledge or consent; 27% of respondents are concerned about their in-app activity being tracked; and 26% of users are concerned about being asked to share personal information in order to open an account.
- Gen Z respondents (13-24) care more about ‘Other people being able to share their posts or information without their knowledge or consent.’
- Millennial respondents (25-40) care more about ‘Knowing that their in-app activity is being tracked.’

Biggest Privacy Concerns Among Social/Communication App Users	
Other people being able to share my posts/information without my knowledge or consent	28%
Knowing that my activity in the app is being tracked	27%
Being asked to share personal information to open an account	26%
Receiving spam messages	24%
Getting trolled or bullied by others who use the app/website	22%
Seeing fake news or suspicious content	22%
Knowing that my posts and/or messages are stored permanently	22%
The broader public being able to see what I say and do	20%
Privacy settings being hard to find and/or difficult to use	18%

The company's privacy policy being difficult to understand	18%
Seeing personalized ads	15%

5. The features that increase trust in online platforms depend more on enhancing respondents' control over what they share and who can see their activity than on privacy policies.

- 'The ability to delete content' (29%) and 'The ability to block specific people' (28%) are the features most likely to increase users' sense of trust and security in social/communication apps.
- 'The ability to hide content from specific people' (22%), 'The ability to go incognito' (22%), and 'Receiving an alert if someone takes a screenshot or records a message' (22%) were the next most likely to increase users' trust.
- Nearly 1/4 (23%) of all respondents rarely or never read privacy policies; most read privacy policies some of the time (52%).

Features Most Likely to Increase User Trust/Security in Apps	
The ability to delete content	29%
The ability to block specific people	28%
The ability to hide content from specific people	22%
The ability to go incognito/private	22%
Receiving an alert if someone screenshots or records my posts or messages	22%