



Weighing Consumer Privacy Concerns in 2020: Survey Report

 **Rakuten Viber**

SURVEY METHOD

- When: Conducted January 2020
- Who: 1,000 respondents age 18+ in the U.S.
- What: 1-question survey
- How: Direct to consumers via Google Consumer Surveys
- Why: To collect consumer perceptions around privacy concerns in 2020 in light of Data Privacy Day (Jan. 28)

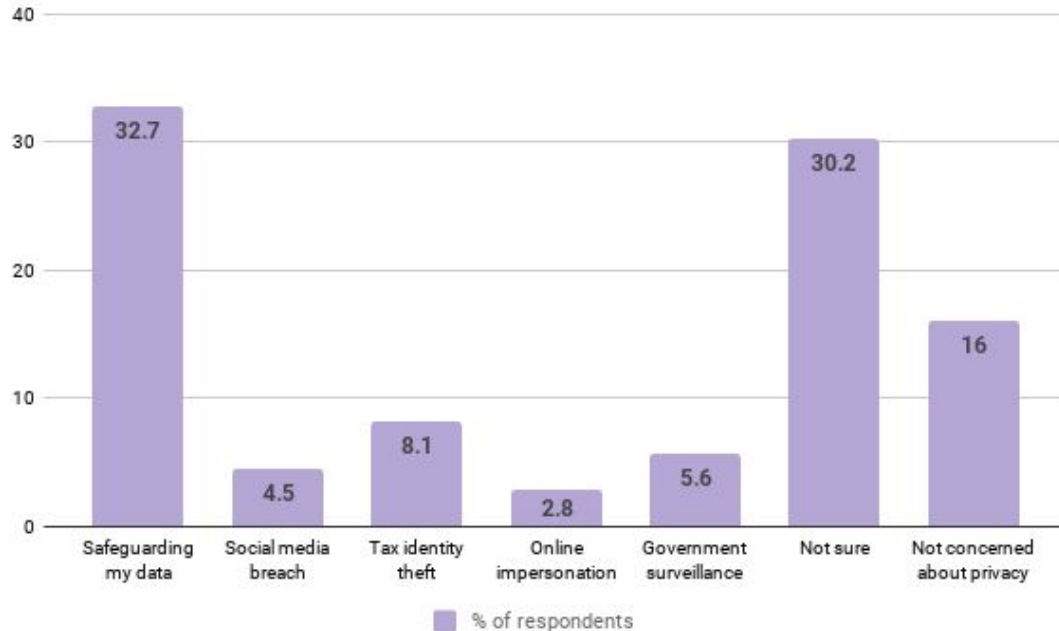
Methodology: Age groups are calculated by the following Gen Z (18-24 years old), Millennials (25-34 years old) and Baby Boomers (55 years and older).



SURVEY FINDINGS

Survey Findings

Which of the following is your biggest privacy concern this year?

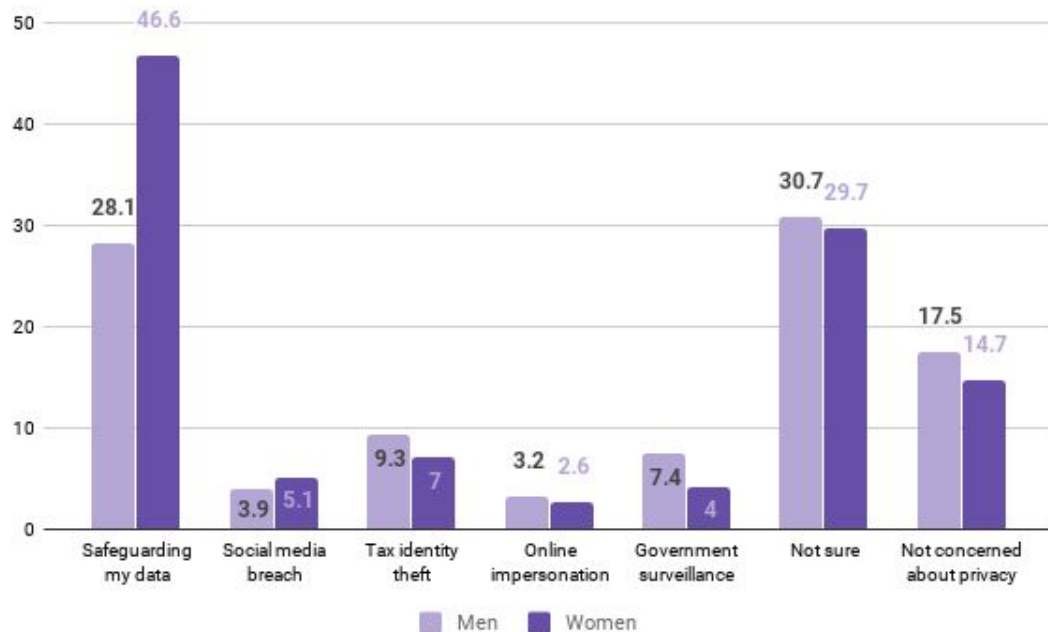


Consumers Biggest Privacy Concern is Safeguarding Their Data

- When asked what is their biggest privacy concern this year, one-third of consumers (33%) said safeguarding their data
- Three in 10 consumers (30%) are not sure what their biggest privacy concern is, and nearly one in 5 (16%) said they are not concerned about their privacy
- Consumers are more worried about tax identity theft (8%) than government surveillance (6%), a social media breach (5%) and online impersonation (3%)

Survey Findings: comparisons by gender

Which of the following is your biggest privacy concern this year?

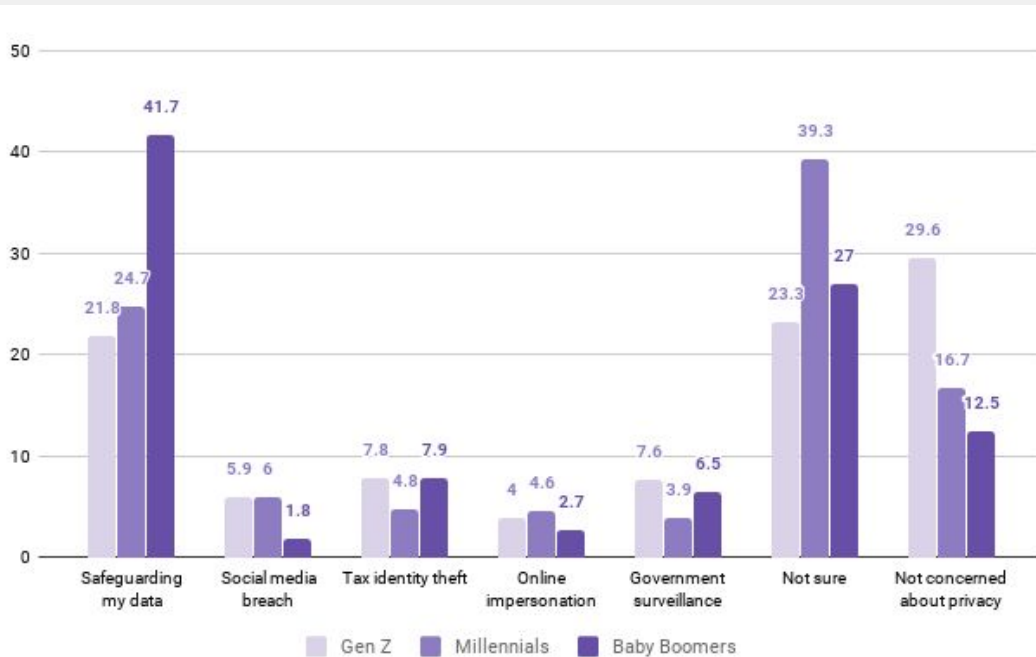


Women Are More Concerned About Safeguarding Their Data Than Men

- Nearly half of women (47%) and nearly three in 10 men (28%) say their biggest privacy concern this year is safeguarding their data
- When asked what their biggest privacy concern this year is, more men (18%) said they are not concerned about privacy than women (15%)
- Men (7%) are more concerned about government surveillance than women (4%)
- Men (9%) are more concerned about tax identity theft than women (7%)

Survey Findings: comparisons by age group

Which of the following is your biggest privacy concern this year?



Gen Zs Are The Least Concerned About Privacy and Safeguarding Their Data This Year

- Baby Boomers (42%) are most concerned about safeguarding their data this year, compared to Millennials (25%) and Gen Zs (22%)
- Three in 10 (30%) Gen Zs are not concerned about privacy this year, compared to Millennials (17%) and Baby Boomers (13%) who said the same
- Gen Zs (8%) are the most concerned about government surveillance this year, compared to Millennials (4%) and Baby Boomers (7%) who said the same
- Baby Boomers (8%) and Gen Zs (8%) are more concerned about tax identity theft this year than Millennials (5%)
- Millennials (39%) are most likely to be unsure about what is their biggest privacy concern this year, compared to Baby Boomers (27%) and Gen Zs (23%) who said the same



Thank you.

For inquiries or executive commentary,
contact:

viber@shiftcomm.com