

Weighing Consumer Trust in Facebook's Libra: Survey Report



SURVEY METHOD

When: Conducted June 2019

Who: 2,000 respondents age 18+ in the U.S. and UK (1,000 respondents in each country)

What: 1-question survey

How: Direct to consumers via Google Consumer Surveys

Why: In June 2019, Facebook announced that it would enter the cryptocurrency space with the launch Libra, a payment system that Facebook describes as a new global currency. Considering the social media company's ongoing issues with user privacy, Viber set out to uncover consumer reactions to the announcement of Libra.

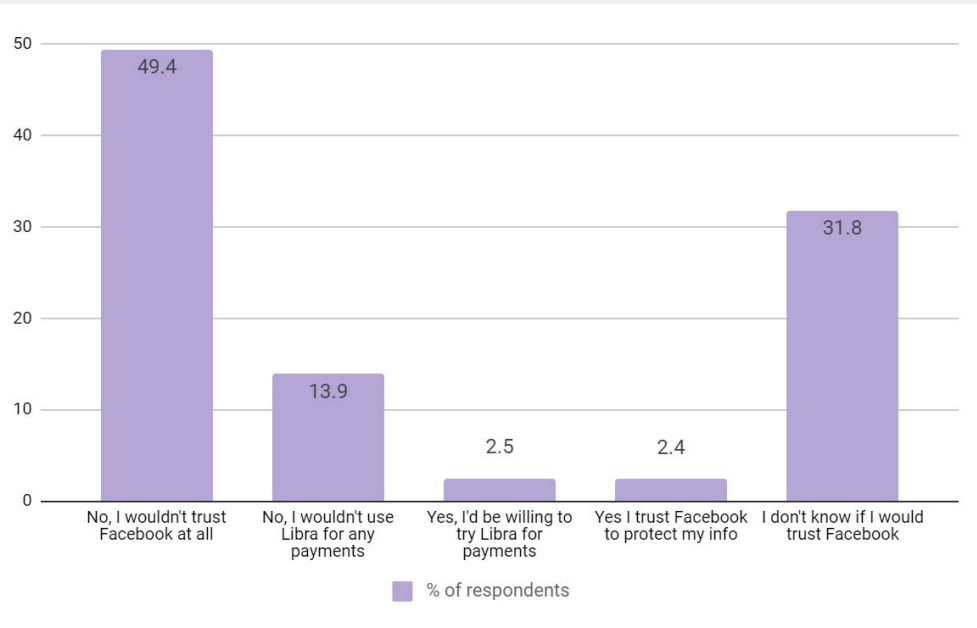
Methodology: Age groups are calculated by the following Gen Z (18-24 years old), Millennials (25-34 years old) and Baby Boomers (55 years and older).



SURVEY FINDINGS

U.S. Survey

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?

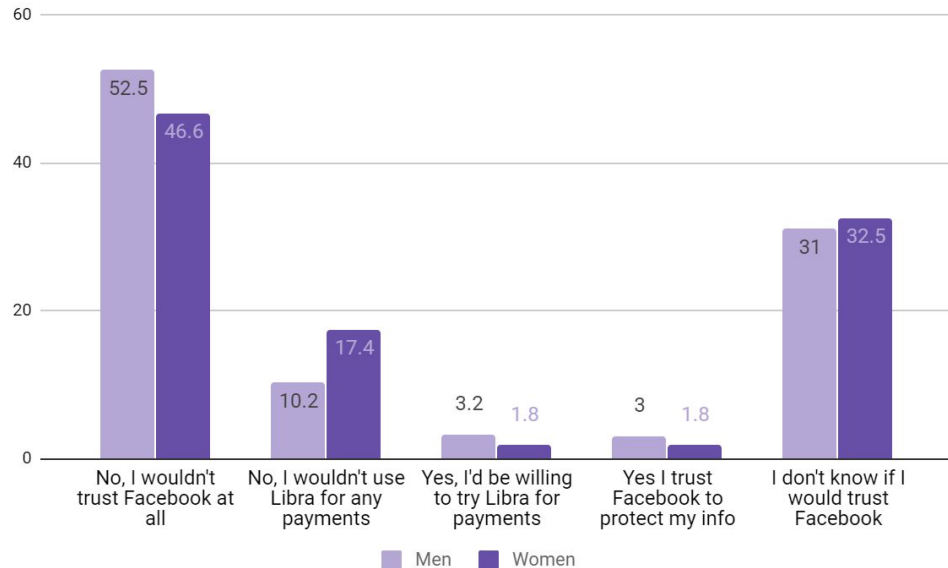


Americans Would Not Trust Facebook...At All

- When asked if they would trust Facebook to keep their information secure when using its new crypto payment service, Libra, nearly half of all Americans (49%) say they would not trust Facebook at all.
- Three in 10 Americans (32%) don't know if they would trust Facebook and 14% of Americans claim they would not use Libra for any payments.
- Barely 3% of Americans say they would be willing to try Libra for payments and another nearly 3% say they would trust Facebook to protect their information.

U.S. Survey: comparisons by gender

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?

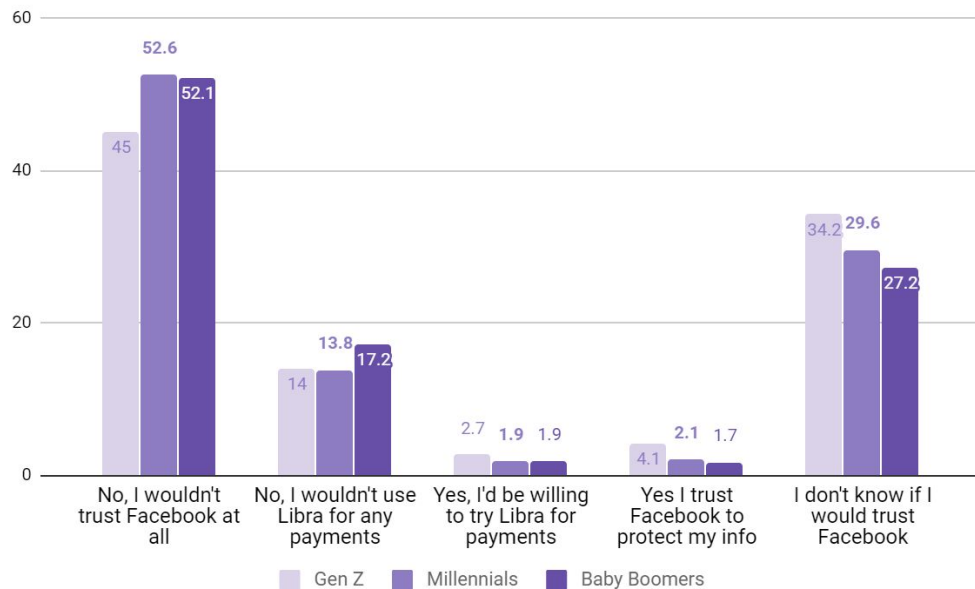


Men Are More Likely to Not Trust Facebook

- More than half of U.S. men (53%) and nearly half of U.S. women (47%) say they would not trust Facebook at all.
- Three in 10 U.S. men (31%) and one-third of women (33%) don't know if they would trust Facebook.
- Nearly one in five U.S. women (17%) and one in 10 U.S. men (10%) say they would not use Libra for any payments.
- Three percent of U.S. men and 2% of U.S. women would be willing to try Libra for payments.
- Another 3% of U.S. men and 2% of U.S. women say they trust Facebook to protect their info.

U.S. Survey: comparisons by age group

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?

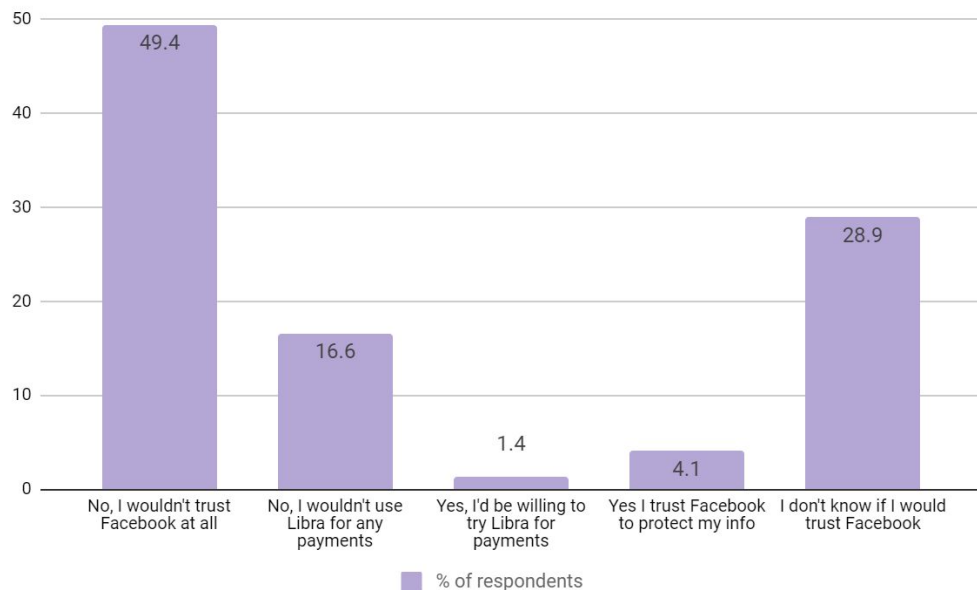


More Than Half of Millennials and Baby Boomers Would Not Trust Facebook at all

- More than half of U.S. Millennials (53%) and Baby Boomers (52%) admit they would not trust Facebook at all, compared to 45% of Gen Zs who said the same.
- An equal amount of Gen Zs (14%) and Millennials (14%) say they wouldn't use Libra for any payments, compared to 17% of Baby Boomers who said the same.
- Gen Zs (34%) are the most unsure if they would trust Facebook, compared to Millennials (30%) and Baby Boomers (28%)
- Gen Zs (3%) are the most likely to say they would be willing to try Libra for payments, compared to 2% of Millennials and Baby Boomers who said the same.
- Gen Zs (4%) are also the most likely to say they trust Facebook to protect their information, compared to 2% of Millennials and Baby Boomers who said the same.

UK Survey

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?

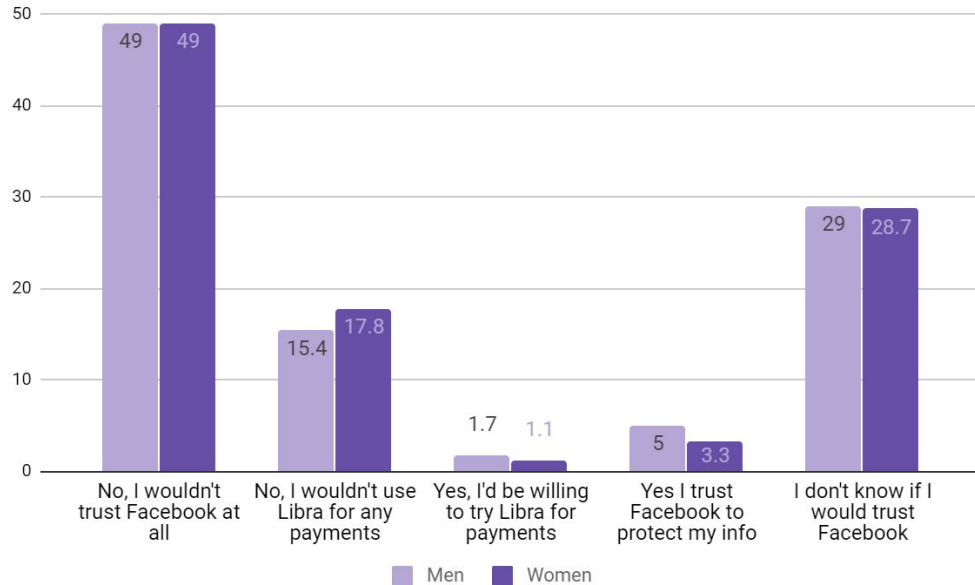


Brits Would Not Trust Facebook...At All

- When asked if they would trust Facebook to keep their information secure when using its new crypto payment service, Libra, nearly half of all Brits (49%) say they would not trust Facebook at all.
- Nearly three in 10 Brits (29%) don't know if they would trust Facebook and 17% admit they would not use Libra for any payments.
- One percent of Brits say they would be willing to try Libra for payments and another 4% say they would trust Facebook to protect their information.

UK Survey: comparisons by gender

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?

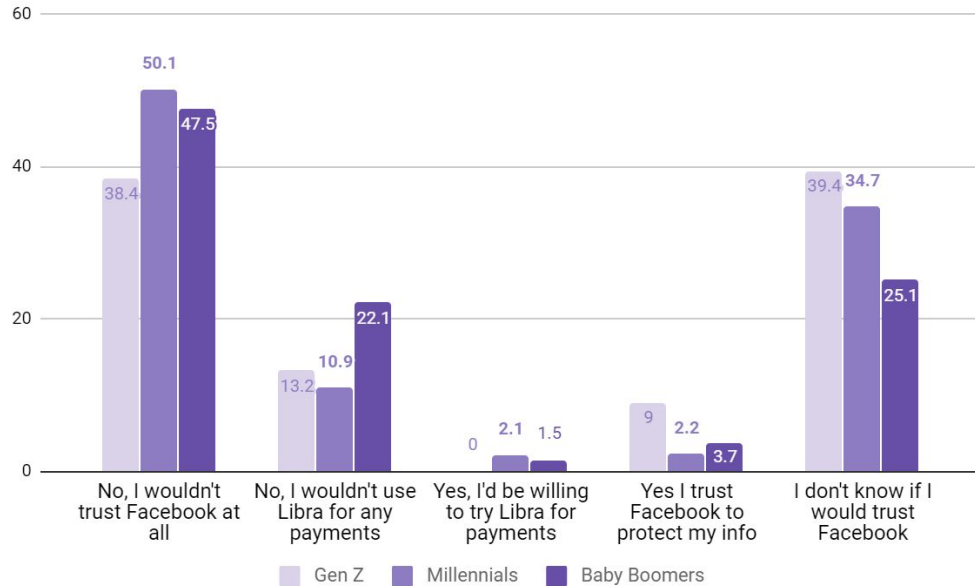


Men and Women Equally Agree, Say They Would Not Trust Facebook

- Nearly half of all UK men and women (49%) say they would not trust Facebook at all.
- Another 29% of UK men and women don't know if they would trust Facebook.
- UK women (18%) are slightly more likely than UK men (15%) to say they would not use Libra for any payments.
- Just 2% of UK men and one percent of UK women say they would be willing to try Libra for payments.
- 5% of UK men and just 3% of UK women say they trust Facebook to protect their info.

UK Survey: comparisons by age group

Would you trust Facebook to keep your information secure when using its new crypto payment service, Libra?



UK Gen Zs Would Not Be Willing to Try Libra for Payments

- While 2% of UK Millennials and Baby Boomers admit they would be willing to try Libra for payments, 0% of Gen Zs agreed.
- On the contrary, Gen Zs (9%) are the most likely to say they trust Facebook to protect their information, compared to 2% of Millennials and 4% of Baby Boomers who said the same.
- UK Millennials (50%) admit they wouldn't trust Facebook at all, compared to 48% of Baby Boomers and 38% of Gen Zs who said the same.

Thank you.

For inquiries or executive commentary,
contact:

U.S. Data: viber@shiftcomm.com

UK Data: viber@madano.com