Privacy, Measurably, Isn’t Dead
Started in 2015
60 questions about privacy and technology
In ten years, will you have more, less, or the same amount of privacy that you have today?
In ten years, will you have **more, less, or the same amount of privacy** that you have today?

- More privacy: 49%
- The same amount: 18%
- Less privacy: 33%
Five more things we know about privacy
People say privacy is important
People say privacy is important

89% of our respondents across all countries say privacy is extremely or very important
Designing surveys

Self-report
Our participants chose their answers from the selections we provided

Order and framing effects
We asked people to answer dozens of privacy related questions all at once
People have negative experiences online

- Been insulted or treated unkindly: 19%
- Had someone make hateful comments: 16%
- Been stalked: 7%
- Had an account hacked by someone I know: 6%
- Been harassed or bullied for a sustained period: 5%
- Had someone post private photos of me to embarrass me: 5%
- Had someone I know use spyware to monitor my activities: 4%
Regional differences matter
Regional differences matter

Privacy in 10 years

<table>
<thead>
<tr>
<th>Region</th>
<th>More privacy</th>
<th>The same amount</th>
<th>Less privacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>49%</td>
<td>33%</td>
<td>20%</td>
</tr>
<tr>
<td>US</td>
<td>13%</td>
<td>75%</td>
<td>12%</td>
</tr>
<tr>
<td>Ireland</td>
<td>22%</td>
<td>63%</td>
<td>15%</td>
</tr>
<tr>
<td>France</td>
<td>24%</td>
<td>53%</td>
<td>23%</td>
</tr>
<tr>
<td>Thailand</td>
<td>49%</td>
<td>34%</td>
<td>17%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>69%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>China</td>
<td>68%</td>
<td>17%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Regional differences matter

Importance of privacy

- **Global**
  - Extremely important: 64%
  - Very important: 25%

- **Germany**
  - Extremely important: 51%
  - Very important: 32%

- **South Korea**
  - Extremely important: 55%
  - Very important: 29%

- **Turkey**
  - Extremely important: 64%
  - Very important: 26%

- **Germany**
  - Extremely important: 64%
  - Very important: 28%

- **Brazil**
  - Extremely important: 75%
  - Very important: 18%

- **Indonesia**
  - Extremely important: 77%
  - Very important: 17%
Multi-national surveys

Translation
Survey items were originally written in English, and some nuance may be lost in translation.

Generalizability
Our panels, our weighting, and the difference between countries make direct comparisons complicated.
To examine specific data related to a specific investigation

- Yes: 60%
- No: 40%
To examine specific data related to a specific investigation

- Yes: 60%
- No: 40%

To monitor specific individuals suspected of potential wrongdoing

- Yes: 62%
- No: 38%
People can navigate differences in data collection and use

- To examine specific data related to a specific investigation: 60% Yes, 40% No
- To monitor specific individuals suspected of potential wrongdoing: 62% Yes, 38% No
- To monitor all individuals including those not suspected of wrongdoing: 17% Yes, 83% No
Is privacy possible?
Is privacy possible?

Unlike how important privacy was, we see mixed feelings about if achieving privacy is possible.

Global:
- Extremely possible: 13%
- Very possible: 23%
- Moderately possible: 35%
- Slightly possible: 20%
- Not at all possible: 9%
Many believe they will have more privacy in 10 years.

People believe privacy is important.

Though many have had negative experiences online.

Regional differences matter.

People can navigate varied data collection and use.

Varied opinions on how possible it is to have privacy.
We need to study privacy views and help people meet their privacy needs

- More deep, foundational research
- Privacy research that respects culture and society
Invest in protections and solutions

Privacy needs to feel important and feel possible
We need to shift the narrative

Many maintain hope and we must provide alternate, more optimistic visions of privacy