



Future Report
INSIGHT STORY

KEY FINDINGS & TAKEAWAYS

Millennials are the first generation to grow up surrounded by mobile technology and social media. They live in the moment and have been described as unattached, connected, free and idealistic. They also do their business in a time where personal data is currency. So, what are their views on integrity and privacy online? In this year's edition of Future Report we find that Millennials in Sweden, Spain and France do care about their online privacy and that they do worry about integrity online.

Millennials digital lifestyle includes a higher number of friends on social media profiles, they share their location with friends and family, but are less likely to share their location with businesses and employers. They are also more likely to delete social media profiles entirely. Millennials are known to have little trust in companies and brands. They don't trust companies like Facebook, even though they interact with them and share personal information with them.

In the wake of the unexpected outcome of Brexit and the presidential election in USA, a discussion about social media, fake news and the use of psychographic data came to be a very debated issue. Combined with the upcoming GDPR regulation digital habits related to data security is even more important to understand.

Our study shows that a majority of the Millennials in Sweden, France and Spain are worried about the fact that the traces you leave on social media are used to send direct messages in order to influence elections.

Most Millennials in these countries also do mind that companies know where you are when you are surfing and what sites you have visited.

The Millennials are aware that the personal data they provide has a value. A majority in all three countries claim they worry about what the government and companies knows about them.

Overall, Millennials are careful about the digital traces they leave. This is confirmed when we ask if they have changed the settings on their smartphone in order to protect their personal integrity. Many claim to have done so. And when it comes to adblockers, the vast majority of Millennials in Sweden, France and Spain say they use them.

ABOUT THE SURVEY

1 

The survey was conducted by Inizio on behalf of Schibsted. The target audience is people born between 1983 and 2001 in Sweden, France and Spain.

The field period is:

Sweden: 15 August - 28 August 2017

Spain and France: 28 August 2017 - 2 September 2017

2 

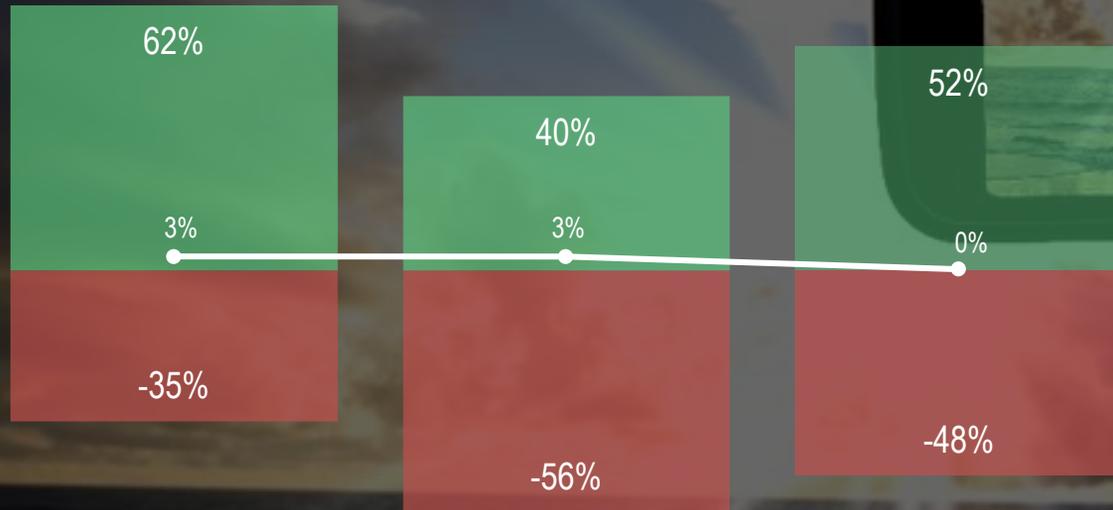
The study is based on data gathered from **1200 survey responses** via nationally representative online panels.

3 

The survey was conducted as a web survey and it includes 400 interviews in each country (Sweden, France and Spain). The sample is pre-stratified by age, gender and region.

PERSONAL INTEGRITY ONLINE

- Very or somewhat secure
- Very or somewhat insecure
- Unsure, don't know



Spain



France



Sweden

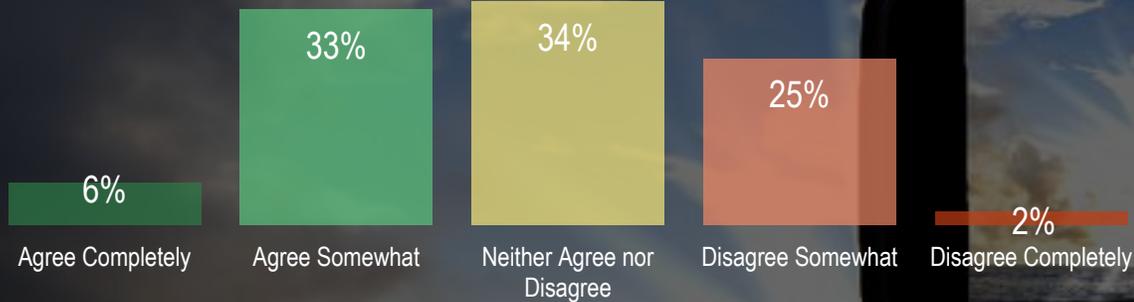
Comments

- In the graph on the left we see that the majority (56%) of millennials in France feel insecure regarding their personal integrity online. This percentage is slightly lower in Sweden (48%) and Spain (35%).
- *Question: Personal integrity can be described as your own right to control who can access your private information on the Internet. There is a discussion about how much information we are willing to share on the Internet in exchange for receiving information that is adapted to us as a user. Overall, how secure or insecure do you feel on the Internet regarding your personal integrity?*

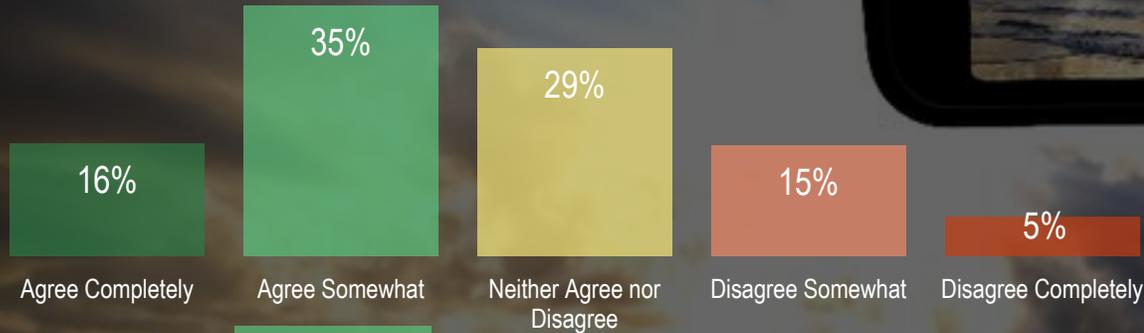
DATA IN RETURN FOR BETTER PRODUCTS OR SERVICES?



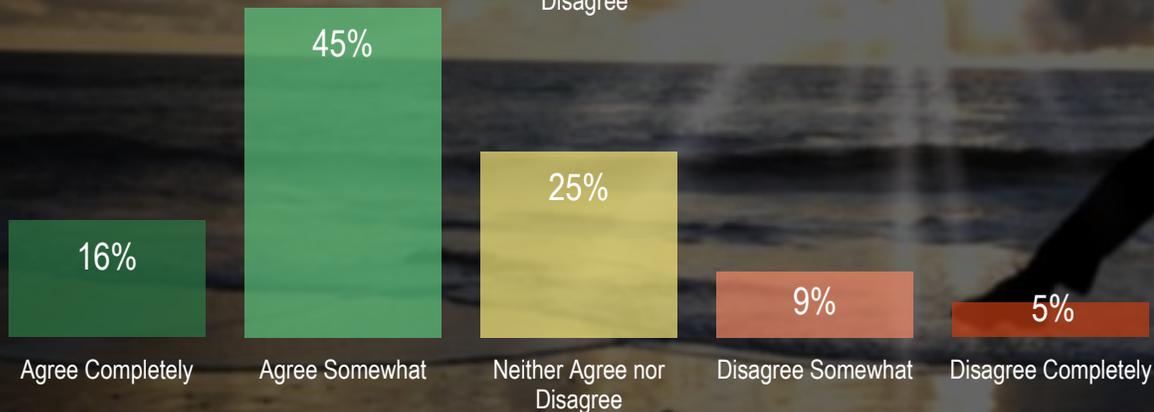
Sweden



France



Spain



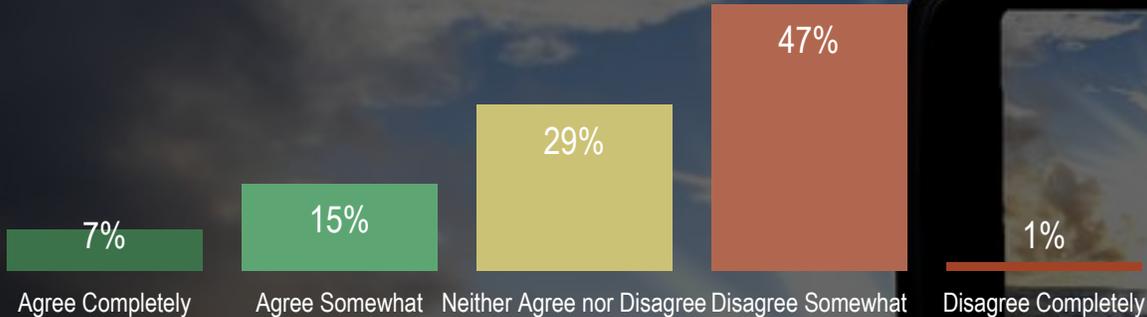
Comments:

- *Despite the previous figures that show that more than half of the millennials in France feel insecure regarding their integrity online, 51% are still willing to share information about themselves on internet in return for better products and services. In Spain this percentage is 10% higher compared to France and in Sweden considerably lower with only 39% of millennials.*
- *Question: We continue with some statements about personal privacy on the Internet. To what extent do you agree or disagree with the following statements:*
 - *I'm willing to share information about myself on the Internet if it gives me better products and services*

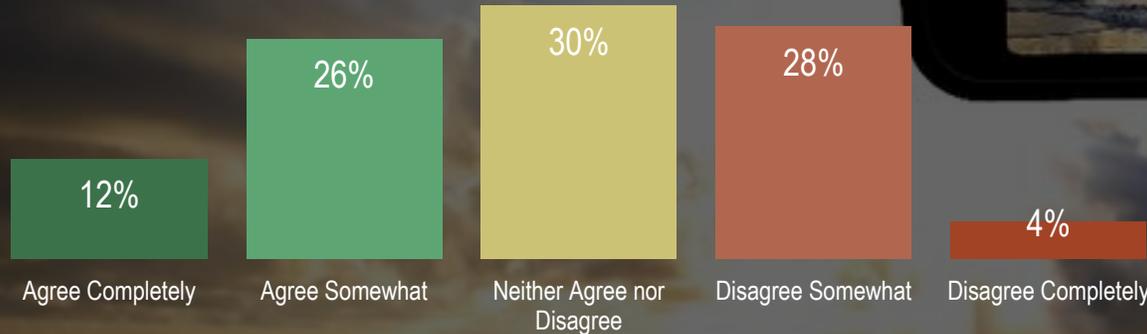
SHARING DATA ON LOCATION



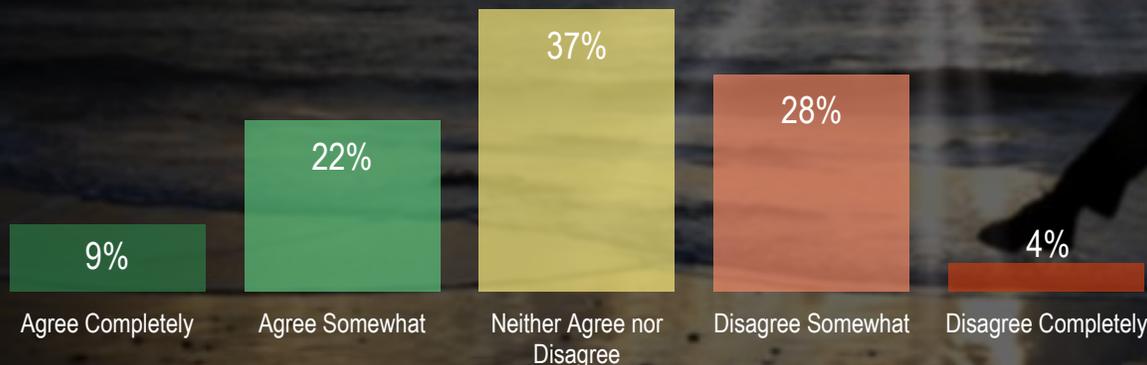
Sweden



France



Spain



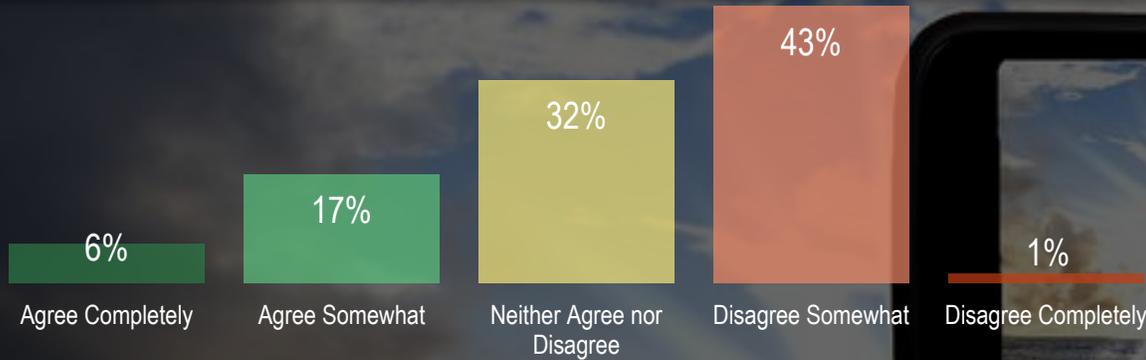
Comments

- *When we ask millennials if they care about companies knowing their location when they are online and surfing, we see that in Spain and France 32% do mind while in Sweden the concern over privacy continues to be higher with 48% of millennials in Sweden who state to care about the fact that companies can access their location when they are online.*
- *Question: We continue with some statements about personal privacy on the Internet. To what extent do you agree or disagree with the following statements:*
 - *I do not care so much that companies know where I am when I'm online and surfing.*

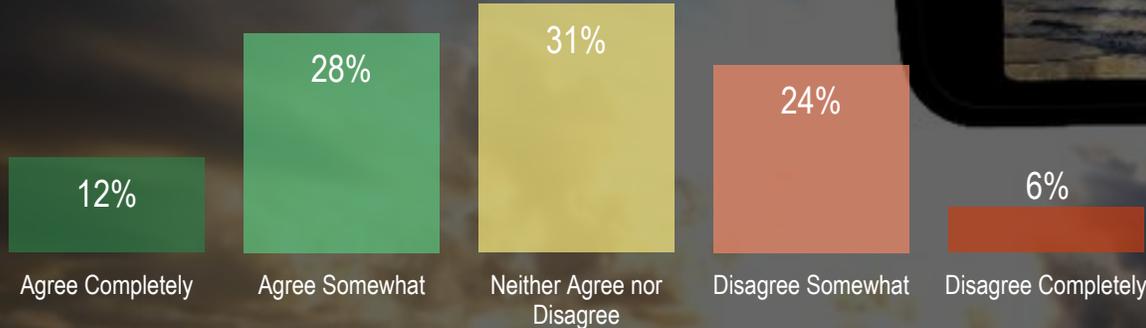
MILLENNIALS DO WORRY ABOUT PRIVACY ONLINE



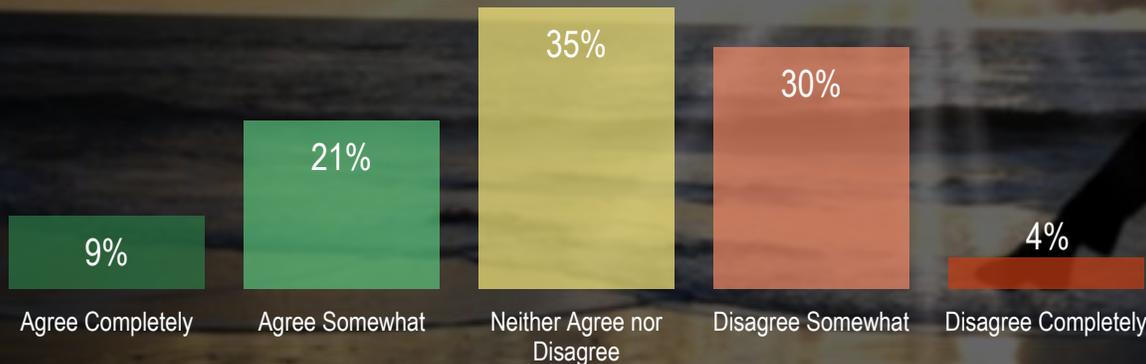
Sweden



France



Spain



Comments

- Millennials do care about what data companies and governments have about them. However in all three countries, also we see that almost 1/3 of millennials are indifferent to what companies and governments know about them.
- Question: We continue with some statements about personal privacy on the Internet. To what extent do you agree or disagree with the following statements:
 - People worry too much about privacy online. I do not care so much about what governments and companies know about me.

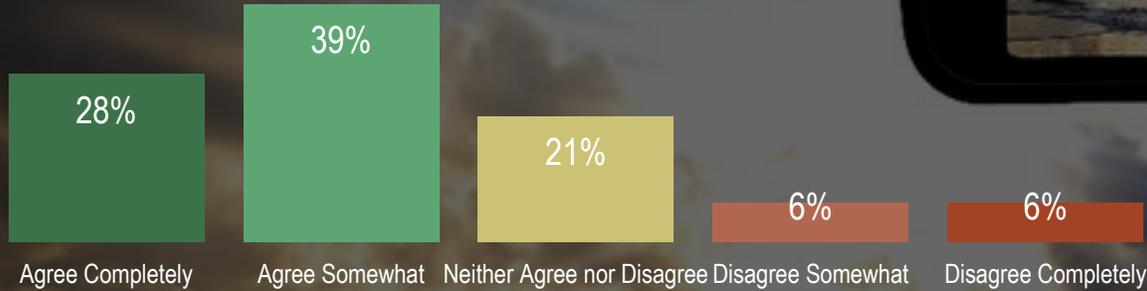
INFORMATION THAT INFLUENCES POLITICAL VIEWS



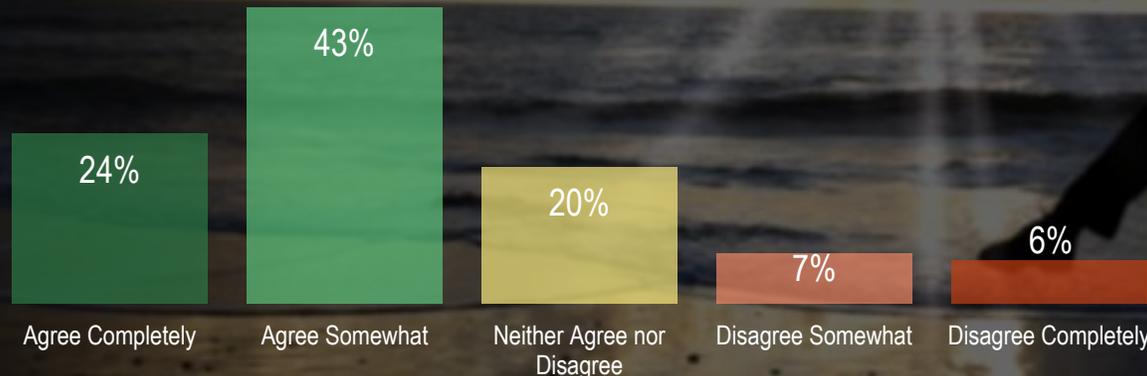
Sweden



France



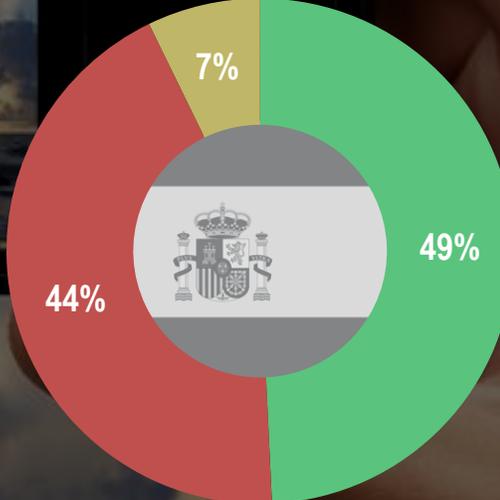
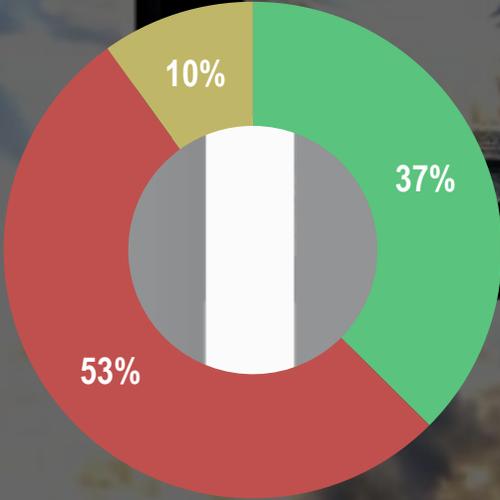
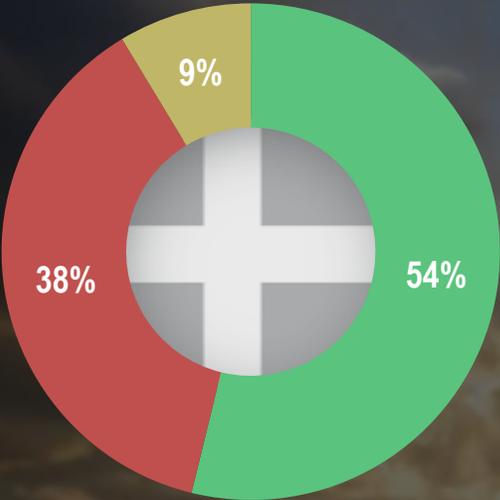
Spain



Comments

- From this survey we see that millennials in Spain (67%) are the ones that worry the most about the effect of the information they provide on social media and how it can be used to influence political views. France presents a similar trend with 65% of millennials. In Sweden, millennials tend to worry slightly less than millennials in France and Spain.
- Question: We continue with some statements about personal privacy on the Internet. To what extent do you agree or disagree with the following statements:
 - I am worried that the information I provide on social media can be used to direct messages and thus influence political views.

ACTION UPON PERSONAL PRIVACY

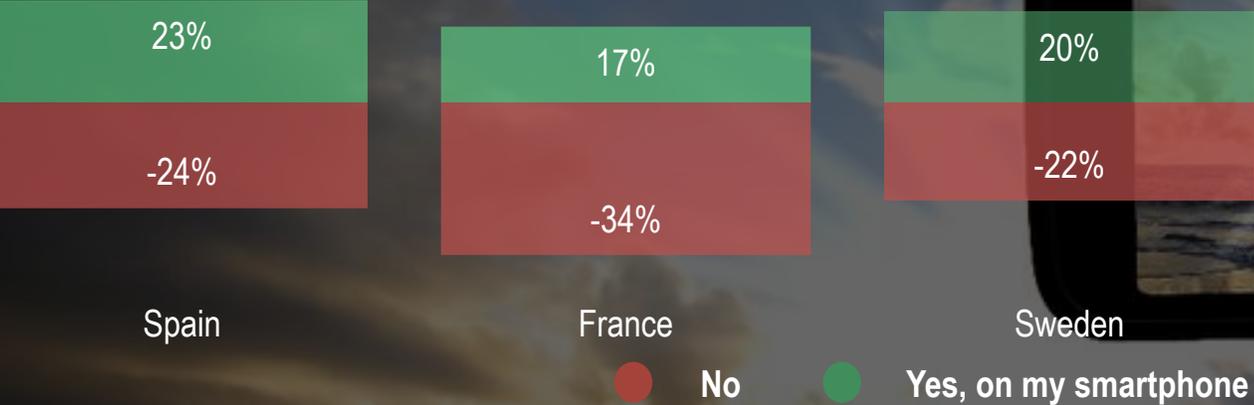


● No ● Yes ● Unsure, don't know

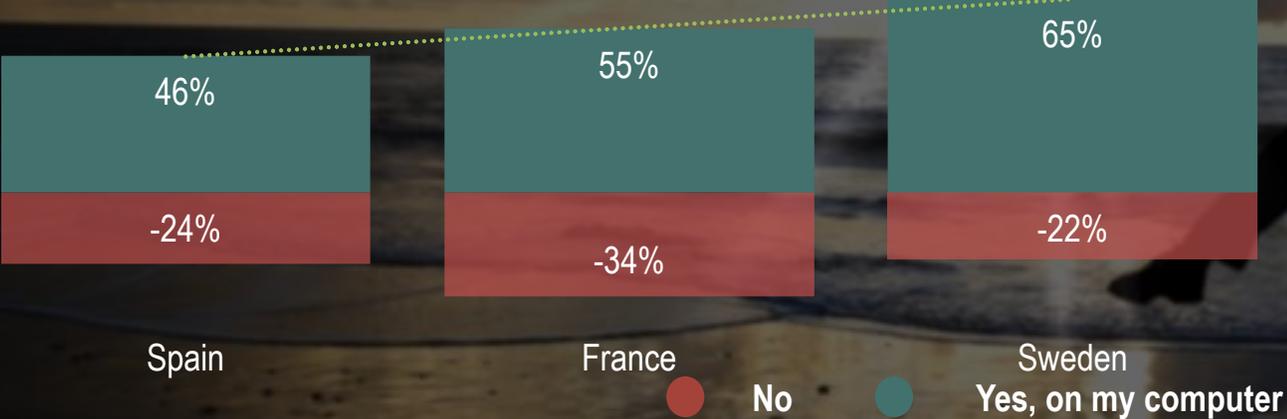
• Question: Have you changed the settings on your smartphone in the past 12 months to increase your personal privacy?

ADBLOCKERS ARE COMMON AMONG MILLENNIALS

ADBLOCKER ON SMARTPHONE



ADBLOCKER ON COMPUTER

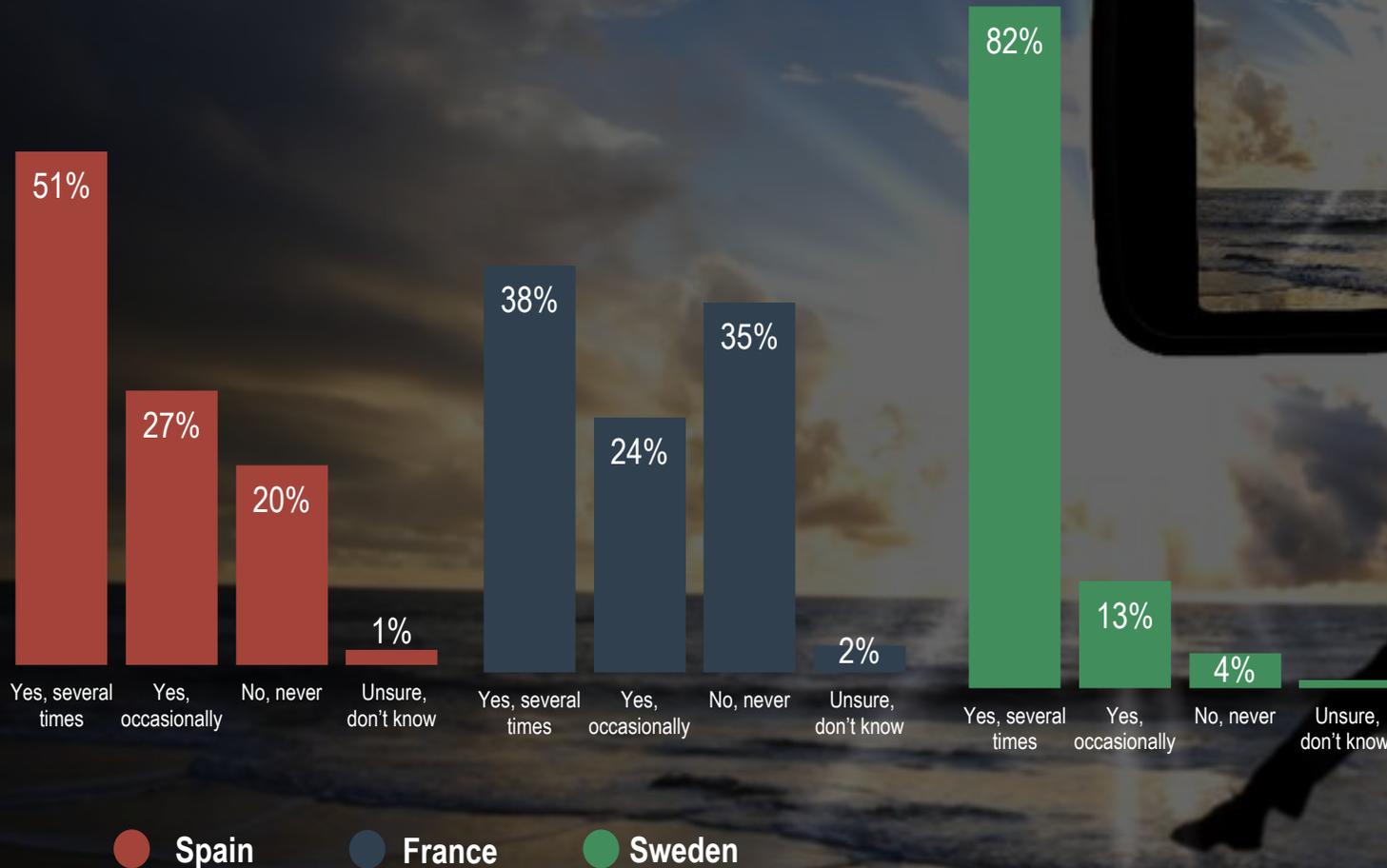


Comments

The use of adblocker among millennials is more common on computers than on smartphones. Among the studied countries Sweden (65%) ranks first when it comes to the use of adblockers on computers. In Spain this percentage is slightly lower (46%) but when it comes to the use of adblocker on smartphones, Spain ranks first place with 23%.

- *Question: Do you use adblockers or not?*

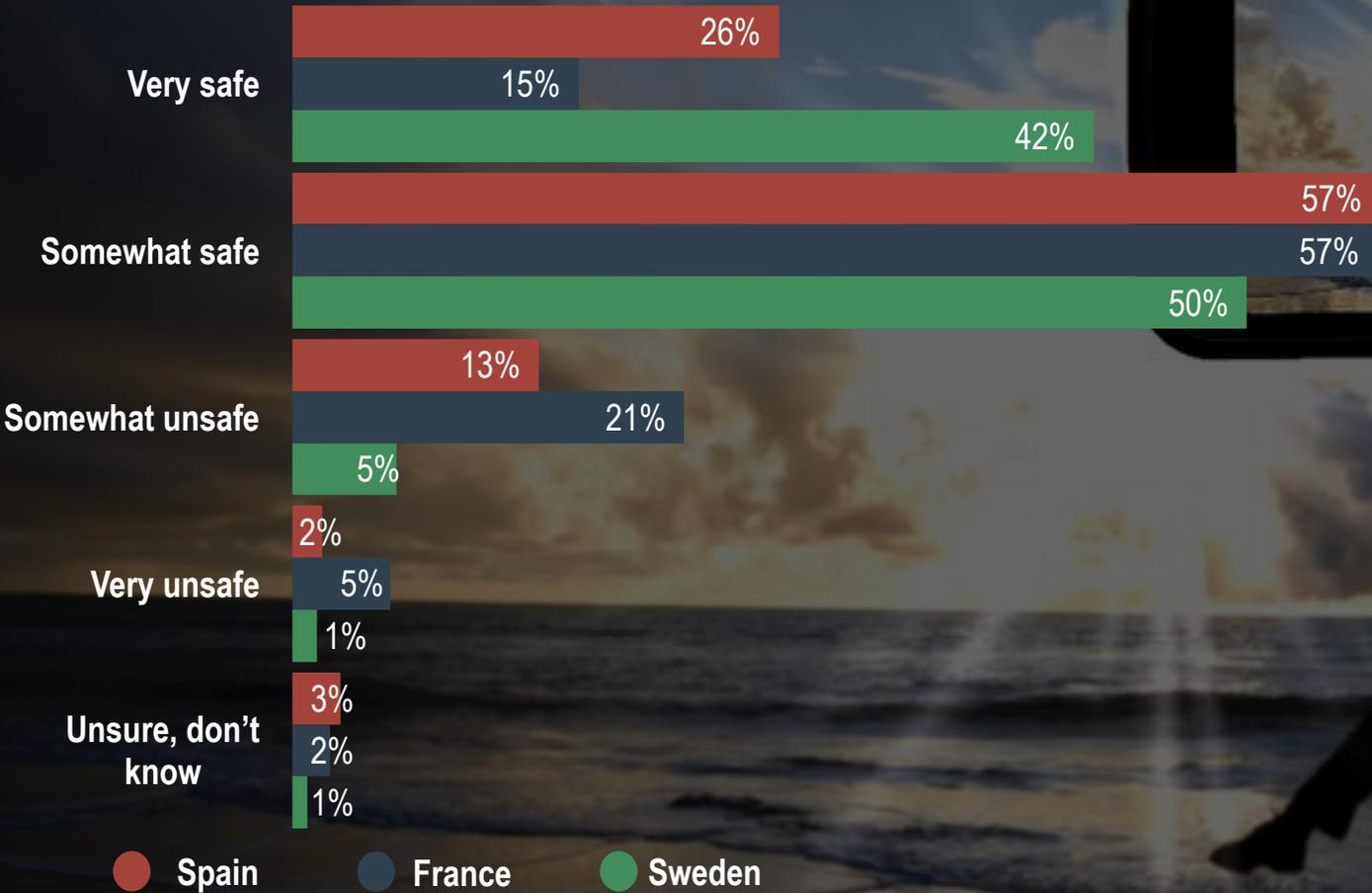
MOBILE PAYEMENT IS CONSIDERABLY HIGHER IN SWEDEN



Comments:

- Millennials in Sweden use their smartphone considerably more than in France or Spain to pay for products or services.
- The percentage of millennials who have never used their smartphone to pay for products or services is considerably higher in France (35%) and Spain (20%) compared to Sweden that presents a value of only 4%.
- *Question: Have you ever used your smartphone to pay for any product or service?*

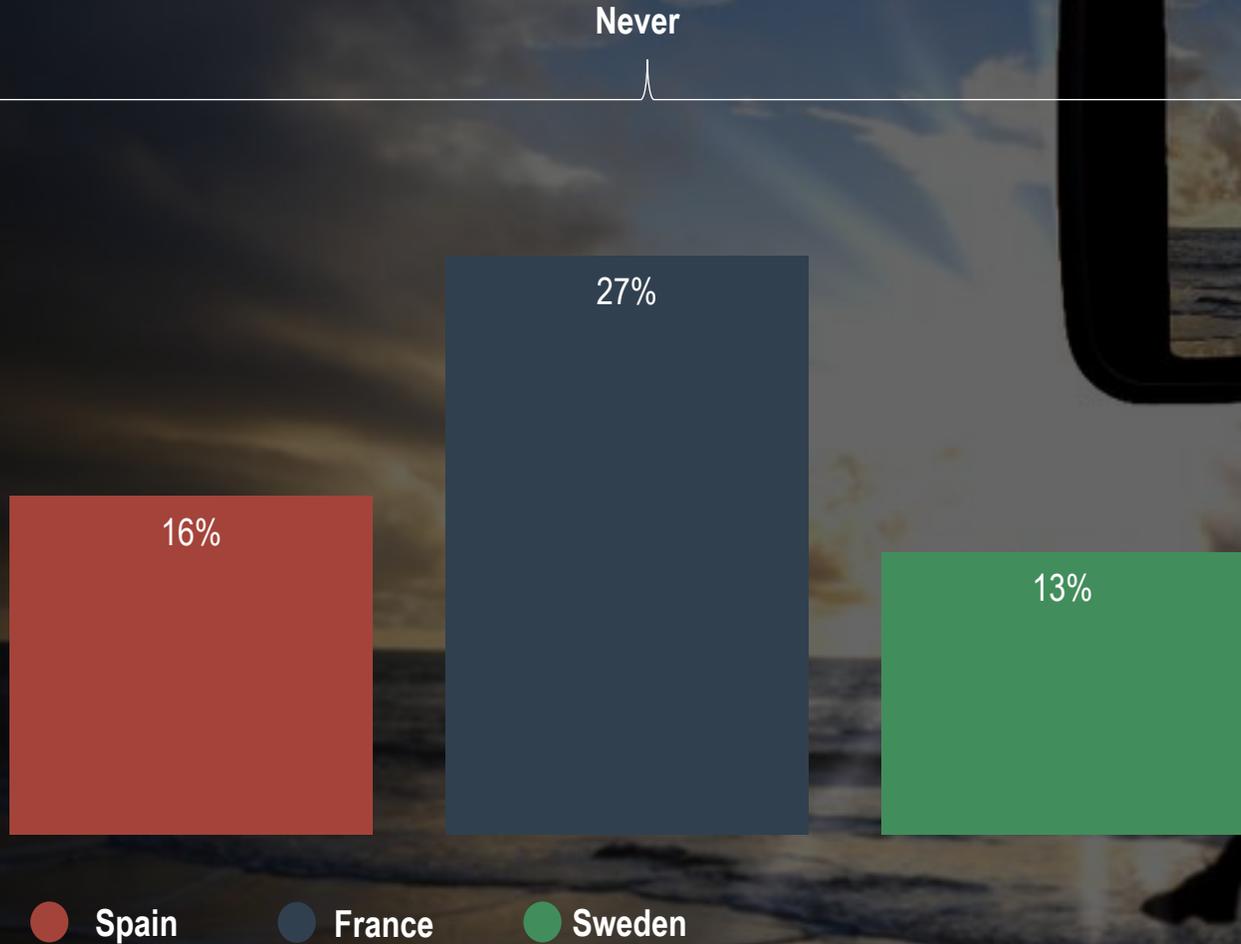
FEELING OF SAFETY



Comments

- The percentage of millennials that feel unsafe when paying with their smartphones is higher in France compared to Spain and Sweden.
 - In Sweden 92% of millennials feel very or somewhat safe when paying using their smartphones. France (72%) and Spain (83%). The fact that Sweden has BankID* could explain why Swedes feel more secure.
- *BankID is the leading electronic identification in Sweden with 6,5 million active users.*
- *Question: Overall, do you feel safe or unsafe when paying with your smartphone?*

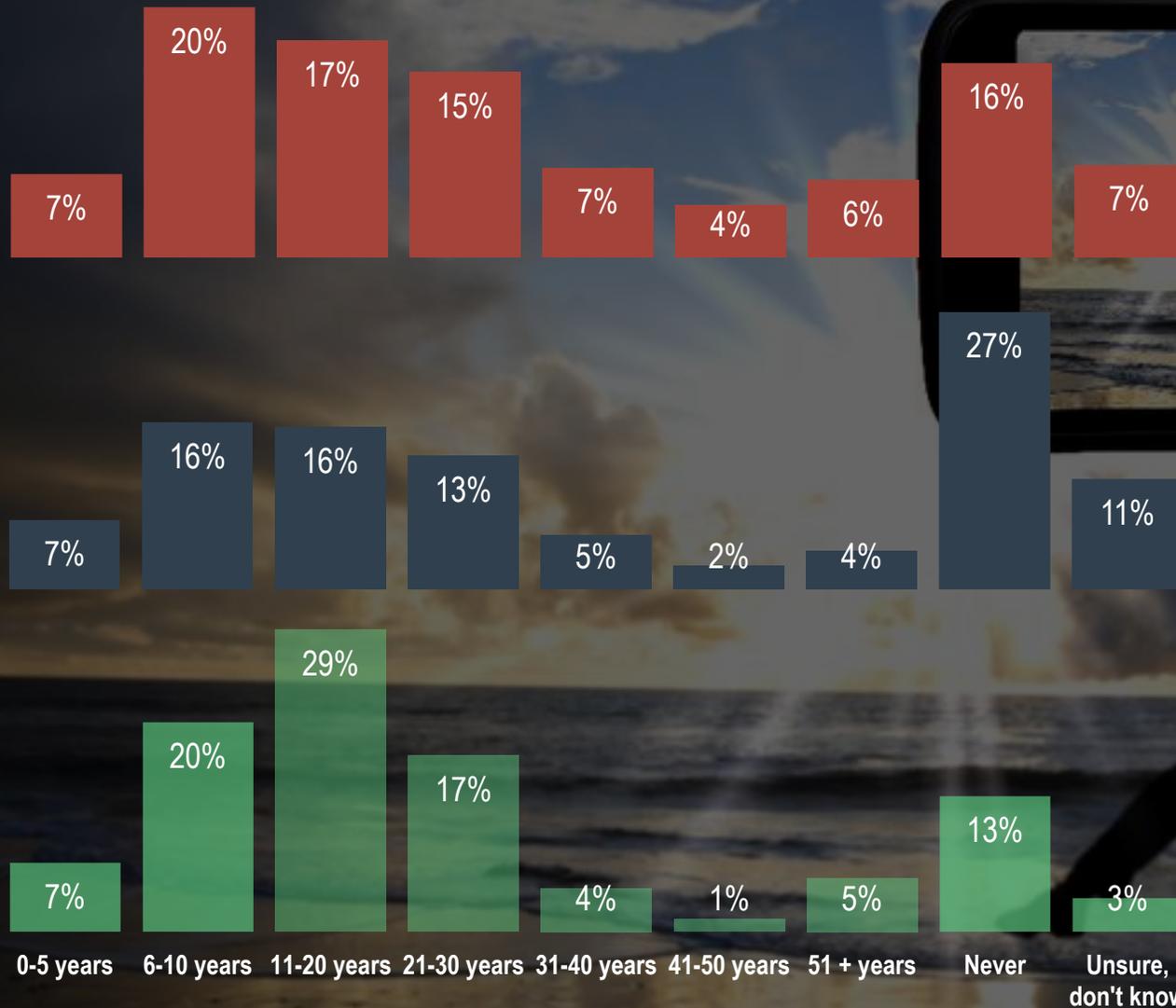
WHEN WILL CASH DISAPPEAR?



Comments

- The amount of millennials that think that cash will never disappear is highest in France with 27%. While Spain and Sweden reflect lower levels, 16% and 13% respectively.
- *Question: It is sometimes discussed how long cash will remain in our country. What do you think? When do you think we will stop using cash in Sweden/Spain/France?*

THE VAST MAJORITY THINK THAT CASH WILL DISAPPEAR IN LESS THAN 30 YEARS



Comments

- This study shows that 27% of millennials in Spain and Sweden think that cash will disappear in less than 10 years. France presents a slightly lower value with 23%.
- If we look at the amount of millennials that think that cash will disappear in less than 30 years, the differences between countries differs considerably:
 - Sweden: 73%
 - France: 52%
 - Spain: 59%
- Question: It is sometimes discussed how long cash will remain in our country. What do you think? When do you think we will stop using cash in Sweden/Spain/France?