

Social users don't trust Facebook

Article

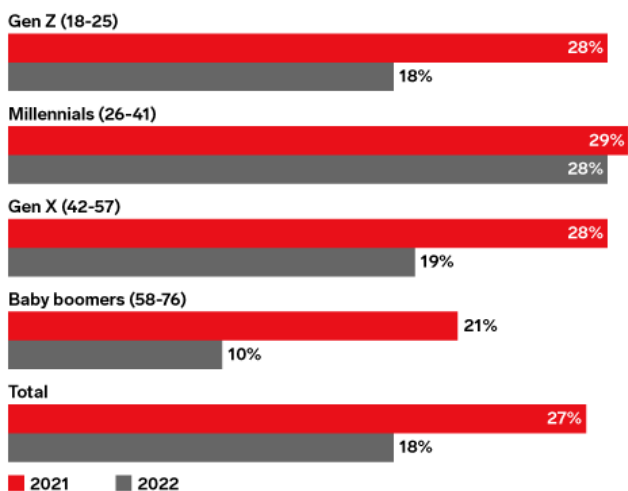


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Just **18%** of US social media users are confident that Facebook protects their privacy and data, down from **27%** last year. Confidence is particularly low among the oldest and youngest users surveyed, at **10%** within the baby boomer generation and **18%** within Gen Z.

US Social Media Users Who Feel That Facebook Protects Their Privacy/Data, by Generation, 2021 & 2022

% of respondents in each group



Note: among respondents who used the platform in the past 12 months and agree/strongly agree, based on a 7-level agreement, to the statement, "I am confident that this social platform protects my privacy and data"

Source: Insider Intelligence, "US Digital Trust Benchmark 2022," Sep 2022

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Beyond the chart: Trust declined across social apps this year, but Facebook was by far the least trusted among the nine major platforms in our [2022 Digital Trust Benchmark](#) study. Meta's flagship app will lose monthly US users for the first time this year, per our forecast. Building trust is vital to keep those who remain.

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Methodology: Insider Intelligence surveyed 2,225 social media users in the US between May 20 and June 9, 2022, to gauge how perceptions of digital trustworthiness differ between nine of the largest social platforms: Facebook, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter, and YouTube. The respondents were selected to align with the US population on the criteria of age (among ages 18–76), gender, household income, and race. The survey was fielded by a third-party sample provider. Data has a margin of error of ± 2.1 percentage points at the 95% confidence interval.

