

January 31, 2022

Privacy and safety are top priorities for Americans when assessing app platforms. This is particularly true for people intending to purchase a new phone in the next year. Privacy and safety are primary concerns for consumers, and trust is foundational to their decision-making.

Privacy and Security are Top Priorities in an App Platform

- ▶ Over 90% of Americans say that protecting their privacy is a “top” or “very important” priority in an app store that offers apps for downloads. Only 6% say privacy is “somewhat important,” “not too important,” or “not important at all.”
- ▶ Safety is also a critical priority, with 87% saying that making sure the apps offered are safe is a “top” or “very important” priority.
- ▶ These measures are even higher among people in the market for a new phone, at 96% for privacy and 89% for safety. These far outpace other priorities in an app store.



Impact Research conducted n=800 mixed-mode interviews with registered voters between January 18-20, 2022. Data were collected by live telephone interviewers on mobile and landline, and through SMS text-to-web interviewing. Respondents were selected at random, and data were weighted by age, gender, race, geography, and education to ensure a representative sample. Expected margin of sampling error is ±3.5% at the 95% confidence level and higher for subgroups.