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# **ACLU Edward Snowden Survey**

MILLENNIAL FINDINGS

March 2015

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This memo summarizes key findings from a recent omnibus survey among adults 18 and older in 10 countries, with a specific focus on Millennials (18 to 34 year olds).<sup>1</sup> The questions in the omnibus explored familiarity with Edward Snowden as well as attitudes about him and the impact of his actions.

## EXECUTIVE SUMMARY

- Majorities of Millennials in most countries surveyed have heard at least a little about Edward Snowden, with those in Germany having the greatest level of familiarity.
- In each country, a majority of Millennials familiar with Snowden have a positive opinion of him, with continental European countries having the most positive opinions.
- Regardless of their opinions of him, Millennials in each country say his actions will lead to more protection of privacy rights.
- Few Millennials think that Snowden's actions will hurt their own country's national security or have a negative impact on government openness on surveillance practices.
- Millennials aren't as sure about Snowden's impact on global efforts to prevent terrorism, but are more likely to say he's helped these efforts than hurt them.

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<sup>1</sup> KRC Research designed the questions for an omnibus survey that was administered by ORC International. The survey was conducted online among adults 18+ in ten countries: Australia, Britain, Canada, France, Germany, Italy, the Netherlands, New Zealand, Spain, and the U.S. The omnibus is conducted regularly among a demographically representative sample of approximately 1,000 adults 18 years of age and older in each country. Fieldwork was conducted between February 12 and 19, 2015. More details about the methodology are included in the Appendix.

## KEY FINDINGS

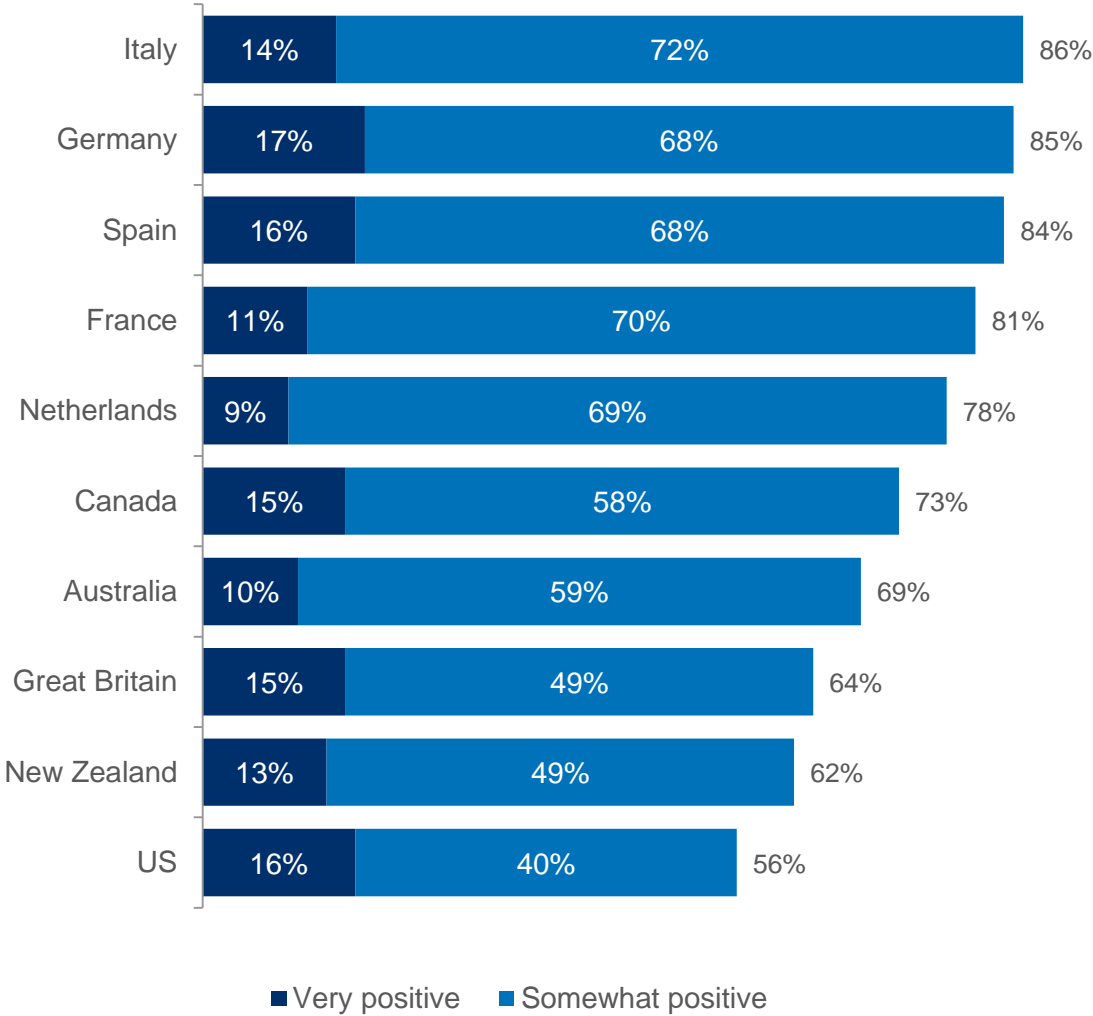
- Majorities of Millennials in most countries surveyed have heard at least a little about Edward Snowden.
  - Millennials in Germany (95%) are much more likely than their counterparts in the other nine countries to be familiar with Snowden.
  - Australians are the least likely to be familiar with Snowden—46% of Millennials and 43% of adults overall say they’ve heard at least a little about Snowden.
  - All other countries are in between these two—ranging from 57% to 71% familiarity.
  - Generally speaking, Millennials have similar levels of familiarity compared to adults overall in each country.

*Percent heard, read or seen a great deal, some or a little about Edward Snowden (ranked by familiarity among Millennials)*

|               | Millennials | Adults 18+ |
|---------------|-------------|------------|
| Germany       | 95          | 95         |
| Netherlands   | 71          | 76         |
| Spain         | 68          | 62         |
| Great Britain | 65          | 60         |
| Italy         | 65          | 55         |
| Canada        | 62          | 63         |
| US            | 60          | 64         |
| New Zealand   | 58          | 63         |
| France        | 57          | 51         |
| Australia     | 46          | 43         |

- Across countries, majorities of Millennials familiar with Snowden have positive opinions of him.
  - Millennials in continental Europe (Italy, Germany, Spain, France and The Netherlands) are most favorable with about 8 in 10 (78%-86%) having positive opinions.
  - A majority (56%) of US Millennials also have a positive opinion of Snowden—but not quite as high as their European counterparts.

*Positive opinions of Snowden among Millennials who have heard, read, seen at least a little about him*



- In most countries few Millennials think that Snowden’s actions will hurt their national security, with those in Germany being the most likely to believe Snowden’s actions will help.
  - A majority of German Millennials (58%) say his actions did more to help than hurt (16%) while a quarter (26%) isn’t sure.
  - American Millennials are divided—close to equal numbers say his actions helped (29%), hurt (36%) or aren’t sure (34%).

*Percent of Millennials rating impact of Snowden’s actions on own country’s national security (ranked by percent “more to help”)*

|                      | More to help | More to hurt | Not sure |
|----------------------|--------------|--------------|----------|
| <b>Germany</b>       | 58           | 16           | 26       |
| <b>Spain</b>         | 46           | 13           | 41       |
| <b>France</b>        | 43           | 17           | 40       |
| <b>Italy</b>         | 42           | 16           | 43       |
| <b>Netherlands</b>   | 37           | 18           | 45       |
| <b>Canada</b>        | 34           | 20           | 45       |
| <b>US</b>            | 29           | 36           | 34       |
| <b>Great Britain</b> | 27           | 24           | 49       |
| <b>New Zealand</b>   | 25           | 24           | 51       |
| <b>Australia</b>     | 21           | 25           | 54       |

- While many aren't sure what impact Snowden had on global efforts to fight terrorism, they're more likely to say he's helped these efforts than hurt them.
  - Millennials in France, Spain and Germany were the most likely (+40%) to say he's helped efforts to fight global terrorism.
  - The US, again, was split—42% aren't sure, 36% say it did more to hurt and 22% say it did more to help.

*Percent of Millennials rating impact of Snowden's actions on global efforts to prevent terrorism (ranked by percent "more to help")*

|                      | More to help | More to hurt | Not sure |
|----------------------|--------------|--------------|----------|
| <b>France</b>        | 42           | 15           | 42       |
| <b>Spain</b>         | 41           | 16           | 42       |
| <b>Germany</b>       | 40           | 20           | 40       |
| <b>Netherlands</b>   | 36           | 14           | 50       |
| <b>Italy</b>         | 35           | 22           | 43       |
| <b>Canada</b>        | 34           | 17           | 49       |
| <b>Great Britain</b> | 27           | 23           | 50       |
| <b>Australia</b>     | 24           | 20           | 55       |
| <b>New Zealand</b>   | 23           | 20           | 57       |
| <b>US</b>            | 22           | 36           | 42       |

- Millennials say Snowden’s actions will lead to more protection of privacy rights.
  - Over half in Germany, Italy, Spain and the Netherlands (54%-59%) say it will lead to more protection, while about 4 in 10 in other countries say the same.
  - However a sizable proportion aren’t sure of the effect on privacy rights—about half in Australia (47%) say they aren’t sure while about 4 in 10 in Canada, France, New Zealand and the US feel the same way.

*Percent of Millennials rating impact of Snowden’s actions on protection of privacy rights (ranked by percent saying “will lead to more protection”)*

|                      | Will lead to more protection | Will lead to less protection | Not sure |
|----------------------|------------------------------|------------------------------|----------|
| <b>Germany</b>       | 59                           | 17                           | 24       |
| <b>Italy</b>         | 57                           | 14                           | 30       |
| <b>Spain</b>         | 54                           | 17                           | 28       |
| <b>Netherlands</b>   | 54                           | 12                           | 34       |
| <b>Canada</b>        | 44                           | 16                           | 40       |
| <b>Great Britain</b> | 43                           | 20                           | 37       |
| <b>France</b>        | 41                           | 19                           | 40       |
| <b>New Zealand</b>   | 40                           | 20                           | 40       |
| <b>US</b>            | 40                           | 24                           | 35       |
| <b>Australia</b>     | 37                           | 15                           | 47       |

- Millennials in Spain, Italy, France and Canada are more likely to say Snowden’s actions will lead to more government openness on surveillance practices.
  - Those in other countries are more likely to say it will lead to less openness, but many are still undecided—about a third in most other countries and about half in Australia (46%) say they’re not sure.

*Percent of Millennials rating impact of Snowden’s actions on openness of surveillance practices of governments around the world (ranked by percent saying “will lead to more openness”)*

|                      | Will lead to more openness | Will lead to less openness | Not sure |
|----------------------|----------------------------|----------------------------|----------|
| <b>Spain</b>         | 44                         | 26                         | 29       |
| <b>Italy</b>         | 42                         | 25                         | 32       |
| <b>France</b>        | 35                         | 28                         | 36       |
| <b>Canada</b>        | 34                         | 27                         | 39       |
| <b>Netherlands</b>   | 31                         | 33                         | 36       |
| <b>US</b>            | 25                         | 39                         | 36       |
| <b>Great Britain</b> | 24                         | 38                         | 38       |
| <b>Germany</b>       | 22                         | 52                         | 27       |
| <b>New Zealand</b>   | 20                         | 41                         | 39       |
| <b>Australia</b>     | 16                         | 38                         | 46       |



## APPENDIX

The below outlines the number of interviews conducted in each country, as well as language and field dates for each.

|                    | Number of interviews (Adults 18+) | Number of interviews (Adults 18-34) | Language | Field dates (2015) |
|--------------------|-----------------------------------|-------------------------------------|----------|--------------------|
| <b>Australia</b>   | 1,006                             | 268                                 | English  | Feb. 17-19         |
| <b>Britain</b>     | 1,060                             | 402                                 | English  | Feb. 17-19         |
| <b>Canada</b>      | 1,021                             | 355                                 | English  | Feb. 17-19         |
| <b>France</b>      | 1,084                             | 332                                 | French   | Feb. 17-19         |
| <b>Germany</b>     | 1,005                             | 275                                 | German   | Feb. 17-19         |
| <b>Italy</b>       | 1,001                             | 311                                 | Italian  | Feb. 17-19         |
| <b>Netherlands</b> | 1,016                             | 380                                 | Dutch    | Feb. 17-19         |
| <b>New Zealand</b> | 1,002                             | 482                                 | English  | Feb. 17-19         |
| <b>Spain</b>       | 1,000                             | 331                                 | Spanish  | Feb. 17-19         |
| <b>US</b>          | 1,032                             | 331                                 | English  | Feb. 12-15         |