



## Gen Z trusts social media more than governments – and shares data for AI at twice the rate of Boomers

*New research from Usercentrics reveals a generational reset in digital trust, privacy, and data sharing*

**Munich, October 7, 2025** – Gen Z's trust in social media companies now rivals their trust in government institutions, according to a new study from European privacy tech leader Usercentrics.

Based on a survey of 10,000 consumers across Europe and North America, the findings reveal a striking generational divide:

- **38% of Gen Z** say they trust social media platforms with their data. By contrast, just **37%** trust government institutions, the lowest level among all generations. For Boomers, it's the opposite: **71%** trust government institutions, and only **4%** trust social media.
- Gen Z are **more than twice as likely as Boomers** to share personal data for AI training (**21% vs. 11%**).
- Yet **46% of all consumers** across generations now click "accept all" on cookie pop-ups less often than they did three years ago.

### Convenience vs. Caution

For younger consumers, data sharing is increasingly seen as a practical trade-off. **41% of Gen Z** say online convenience outweighs data privacy concerns, compared to just **29% of Boomers**. And while **74% of Boomers** feel like they have become "the product" for online services, only **51% of Gen Z** agree.

But this openness comes with boundaries. Transparency, strong security guarantees, and clear explanations of how data will be used remain the top three drivers of digital trust for all generations.

*"Gen Z is more willing than any other generation to share their data but they're not naïve about it," said Adelina Peltea, CMO at Usercentrics. "They're making active choices about who to trust and when to share, and that creates a new responsibility for brands. If you win their trust, you can win their loyalty – but only if you lead with transparency from the very first click."*



## What Counts as 'Private' is Changing

The report also highlights shifting definitions of "sensitive" personal data:

- Boomers prioritise "hard data" such as phone numbers, login credentials, and health records.
- Gen Z places more emphasis on protecting gender identity, shopping cart content, and AI assistant history.

These differences point to a more nuanced privacy landscape where a one-size-fits-all approach no longer works.

## AI: The Trust Test

Artificial intelligence is accelerating the need for clear, ethical data practices. While Gen Z is the most open to sharing data for AI, **57% of all consumers** remain uncomfortable with their data being used to train AI models – and **49% trust AI less than they trust humans** with their personal data.

*"This is a pivotal moment for brands," said Adelina Peltea, CMO at Usercentrics. "The next wave of digital engagement will be built on consented data. The brands that win will be the ones that make privacy understandable, valuable, and part of the user experience – not a legal afterthought."*

For the full report and insights, read: [Winning Gen Z: A Marketer's Guide to Digital Trust](#)

## Methodology

The study is based on research by Sapio Research, commissioned by Usercentrics, of 10,000 consumers who use the internet more than once a month, across Europe: 2,500 each in the US & Germany, 2,000 in the UK, 1,000 each in Spain, Italy and the Netherlands. Surveys were carried out by Sapio Research in May 2025.

## About Usercentrics

Usercentrics is a global market leader in solutions for data privacy and activation of consented data. Our technology solutions enable customers to manage user consent for websites, apps and CTV. Helping clients achieve privacy compliance, Usercentrics is active in 195 countries on more than 2.3 million websites and apps. We have over 5,400 partners and handle more than 7 billion monthly user consents. Learn more on [usercentrics.com](https://usercentrics.com)

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