

Willingness to share personal data in exchange for benefits or rewards

Global GfK survey



January 2017

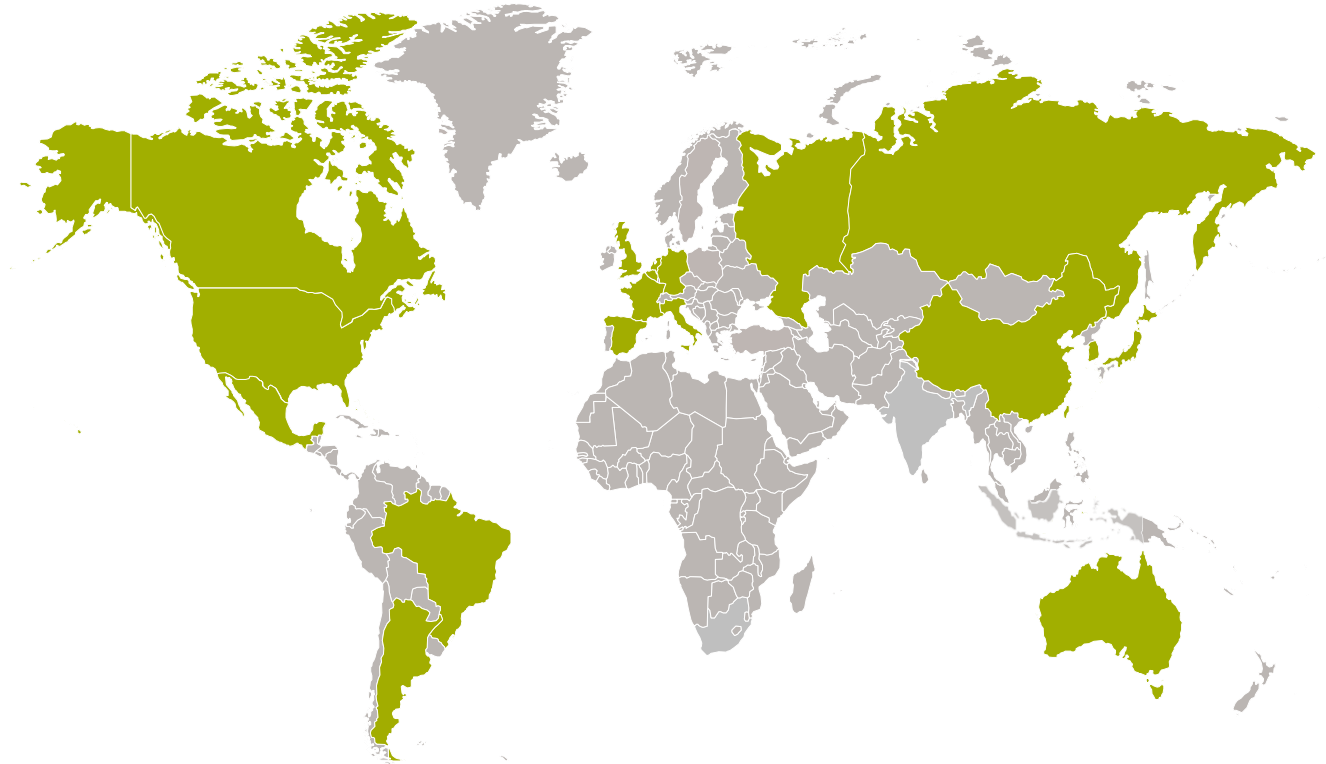
Global GfK survey: Willingness to share personal data in exchange for benefits or rewards



1 Methodology

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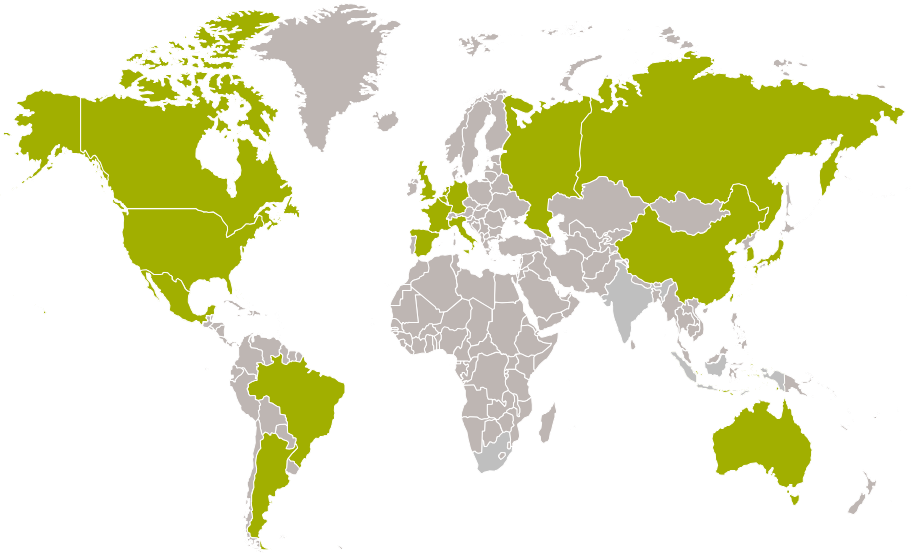
To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2016 more than 22,000 consumers (aged 15 and older) in 17 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

- Argentina (online/n=1007)
- Australia (online/n=1001)
- Belgium (online/n=1004)
- Brazil (online/n=1500)
- Canada (online/n=1002)
- China (online/n=1510)
- France (online/n=1501)
- Germany (online/n=1502)
- Italy (online/n=1503)
- Japan (online/n=1500)
- Mexico (online/n=1000)
- Netherlands (online/n=1003)
- Russia (online/n=1501)
- South Korea (online/n=1000)
- Spain (online/n=1500)
- UK (online/n=1501)
- USA (online/n=1536)



Question



Here are some general statements about attitudes towards technology and information needs. Please specify a number from 1 to 7 for each statement, where “1” means you don’t agree at all, and “7” means that you agree completely.

“I am willing to share my personal data (health, financial, driving records, energy use, etc.) in exchange for benefits or rewards like lower costs or personalized service”

Data used in this presentation represents top 2 boxes (agreement) and bottom 2 boxes (disagreement)

Global results



Highlights

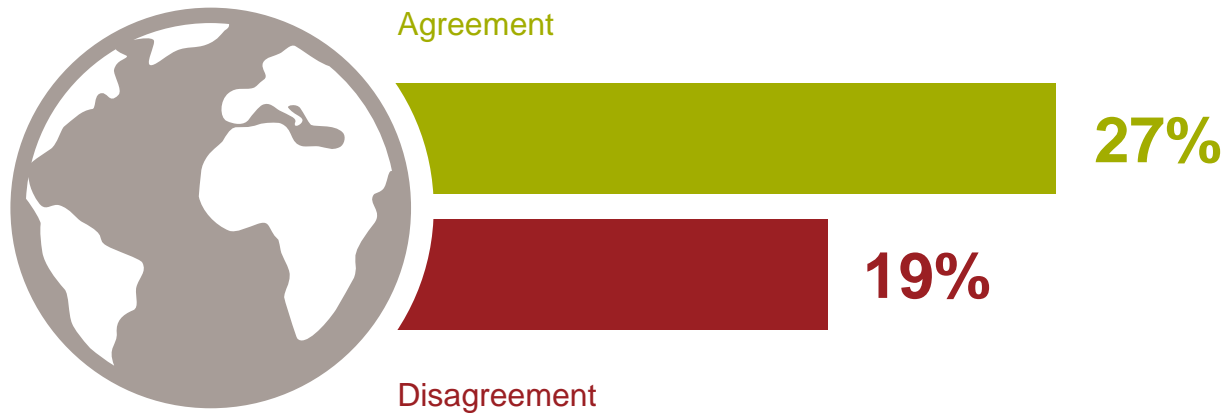
- Over a quarter (27 percent) of internet users across 17 countries strongly agree that they are willing to share their personal data in exchange for benefits or rewards like lower costs or personalized service
- This contrasts to 19 percent of internet users across 17 countries who are firmly unwilling to share their data
- Internet users aged 30-40 are most likely to share data for rewards
- China, Mexico and Russia lead for people willing to share data
- Germany, France and Brazil lead for people not willing to share data

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across 17 countries



Global



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

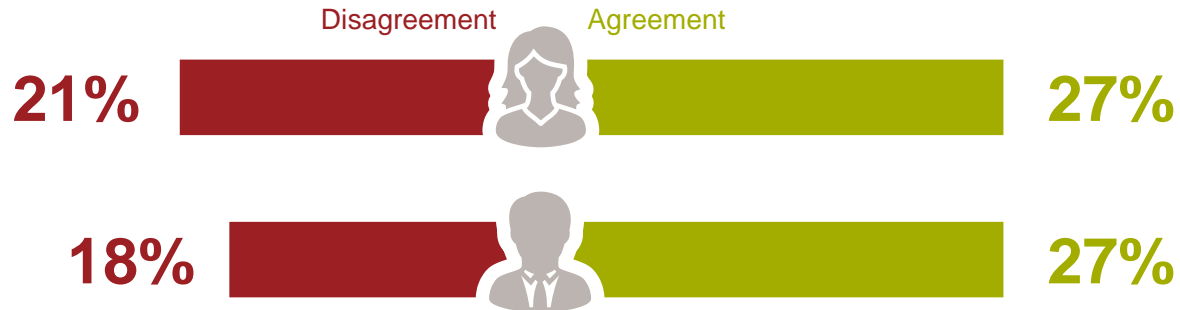
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across 17 countries



Global



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

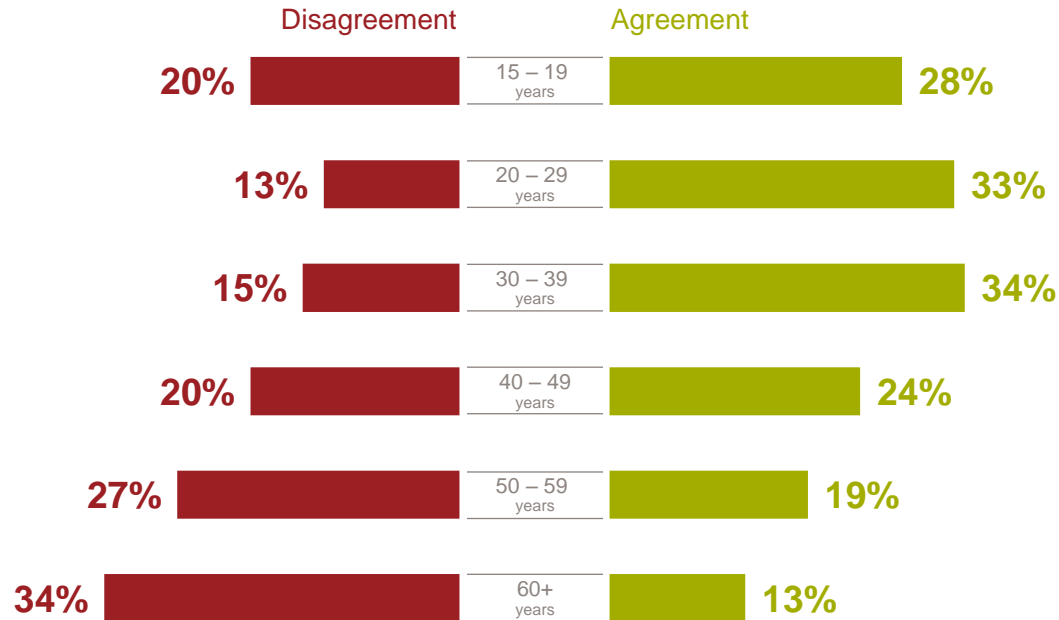
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across 17 countries



Global

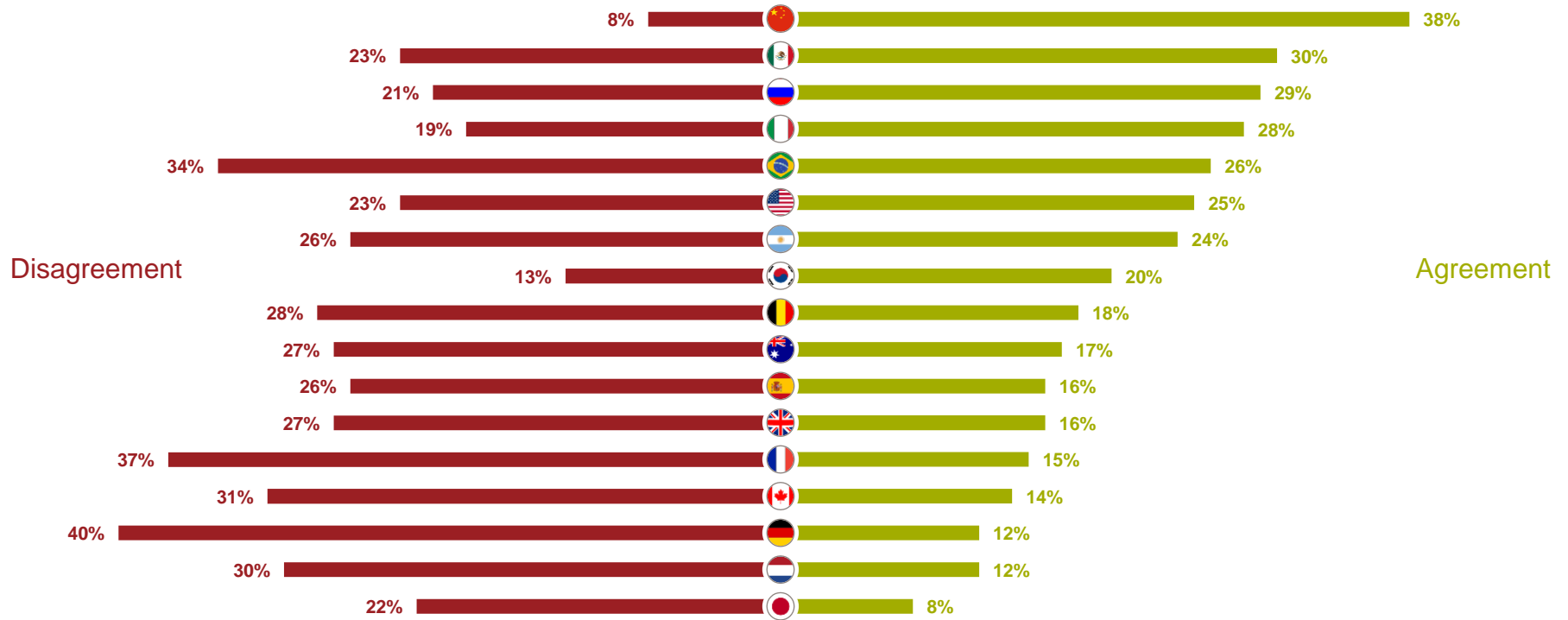


Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

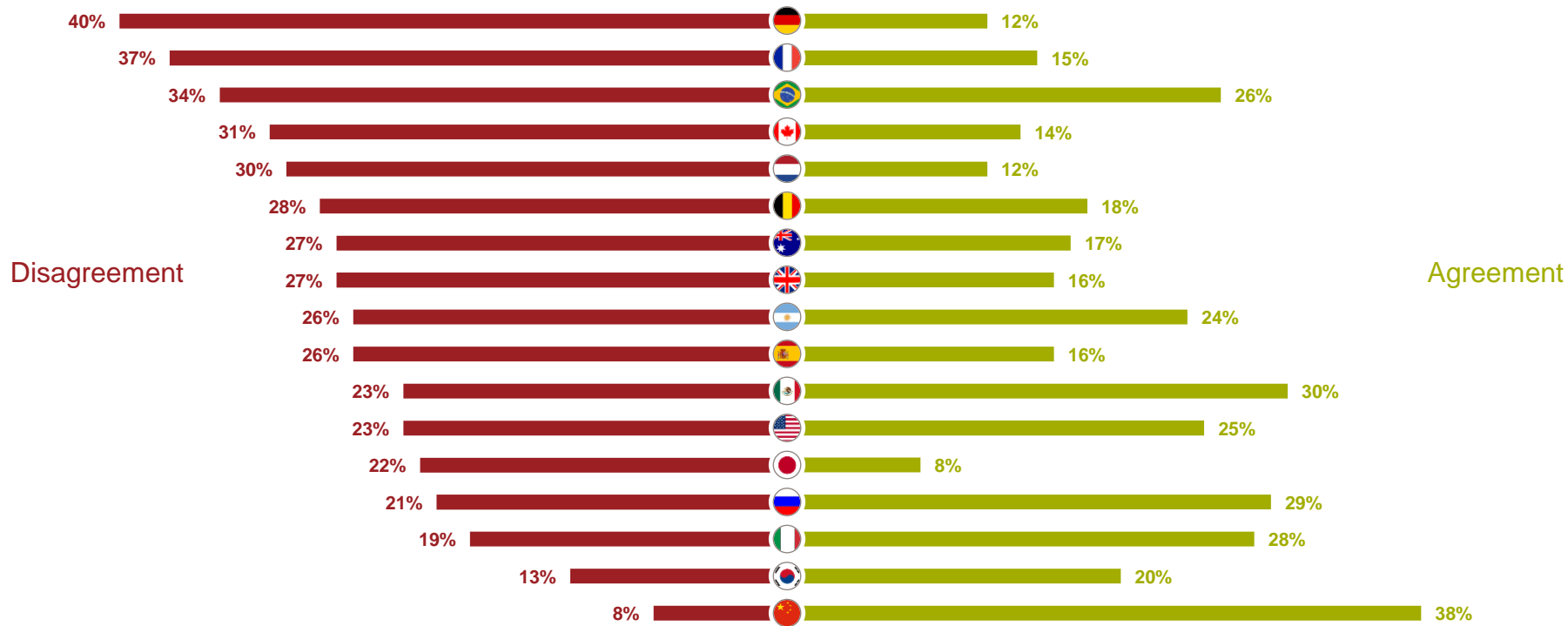
Country comparison ranked by highest agreement



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Country comparison ranked by highest disagreement



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Country results – Europe

Belgium

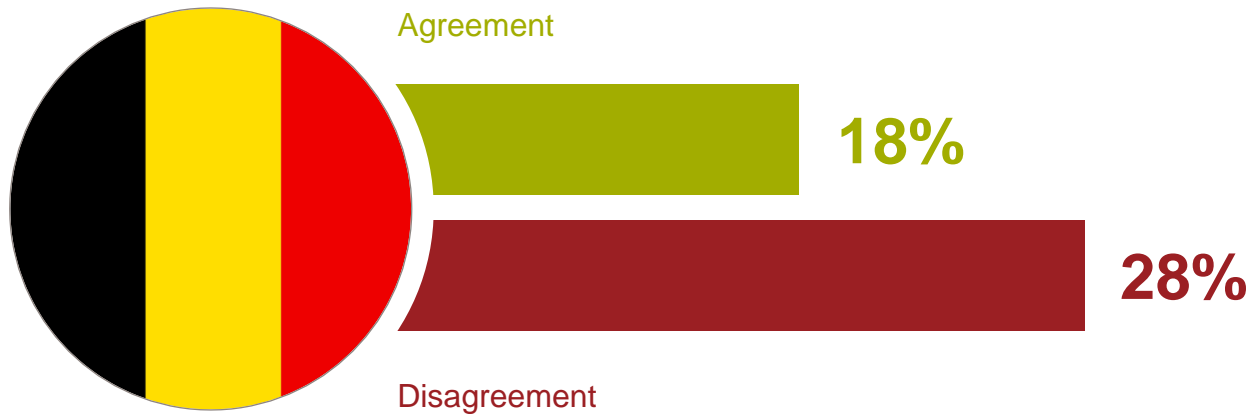


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Belgium



Belgium



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Belgium

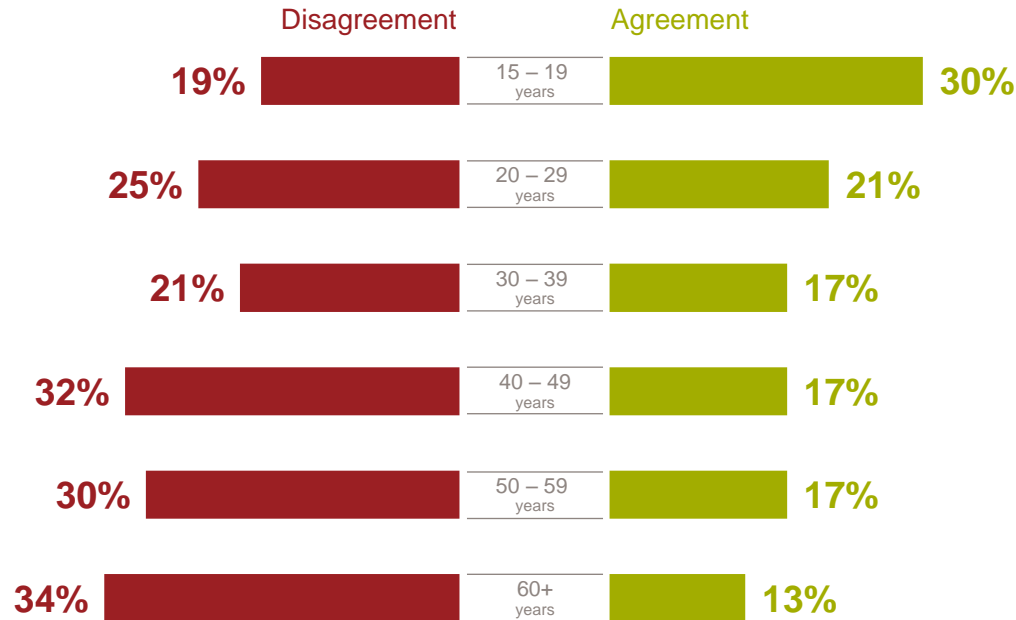


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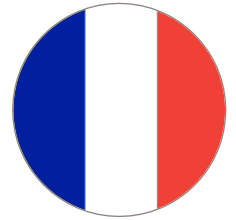
Average agreement and disagreement per age-group across Belgium



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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France

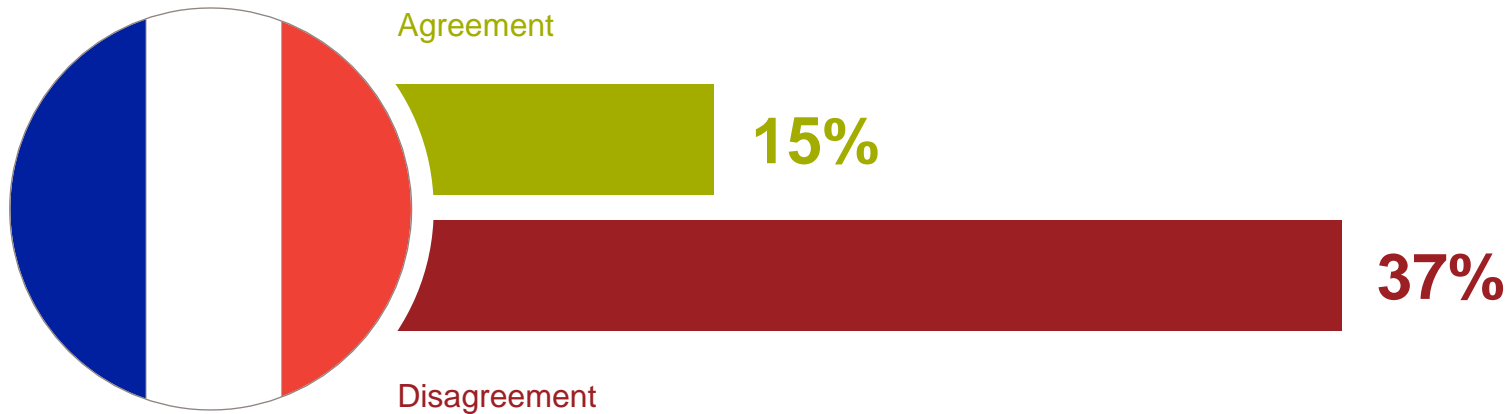


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across France



France

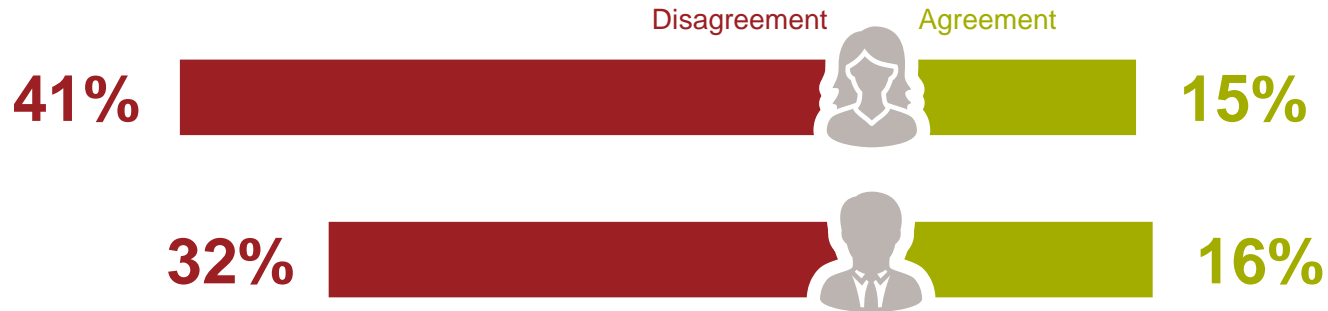


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Average agreement and disagreement per gender across France

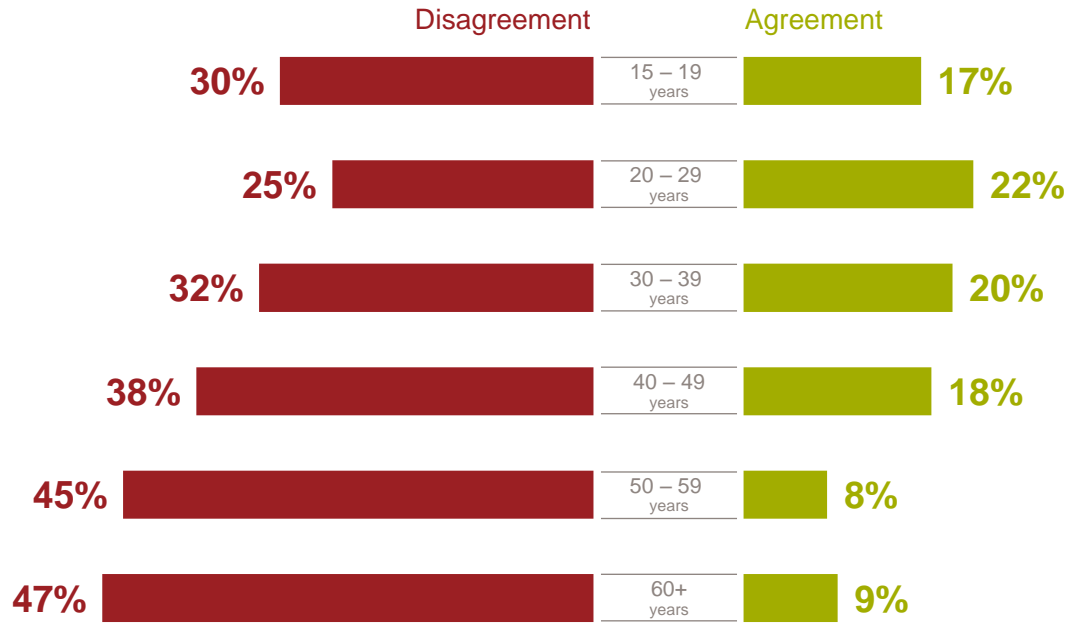


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across France



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Germany

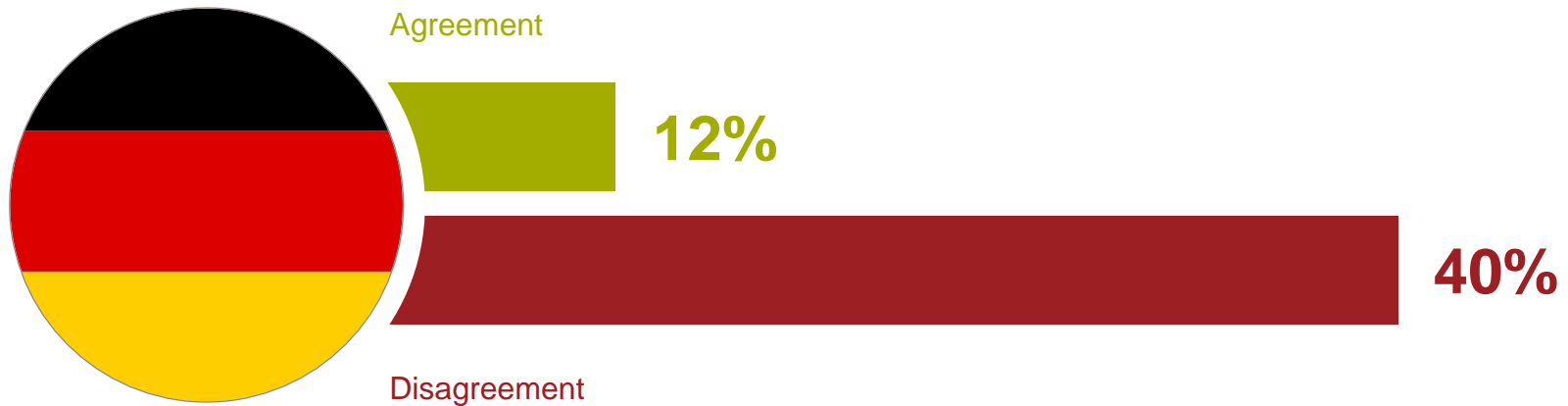


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Germany



Germany

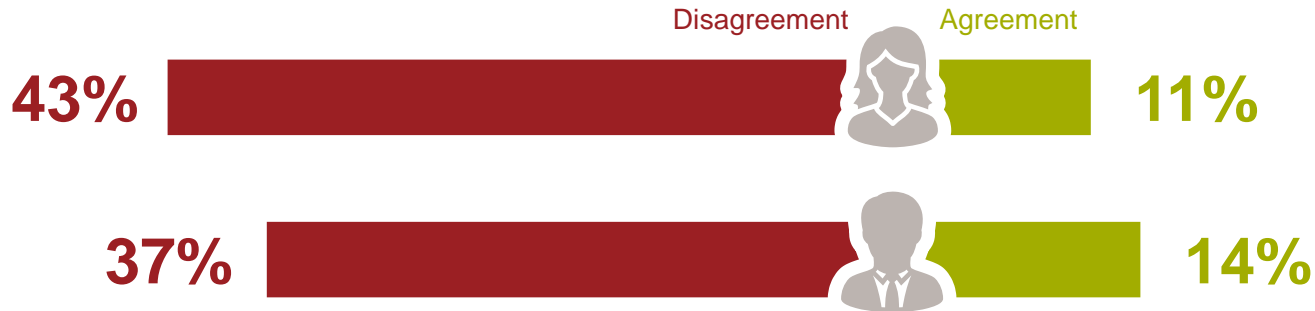


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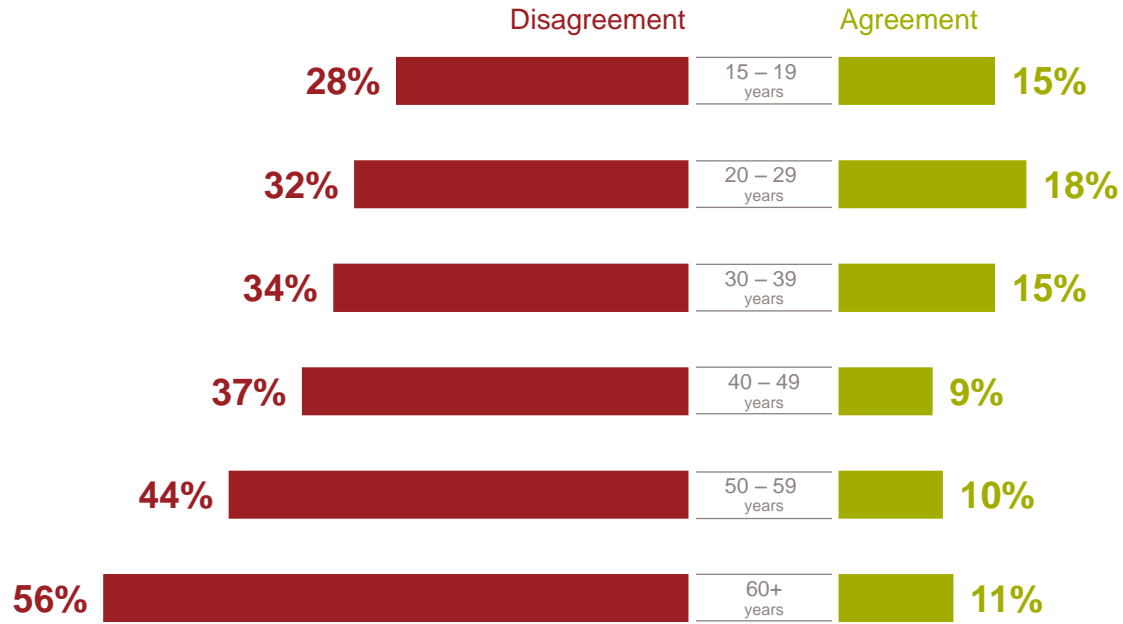
Average agreement and disagreement per gender across Germany



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Germany



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Italy

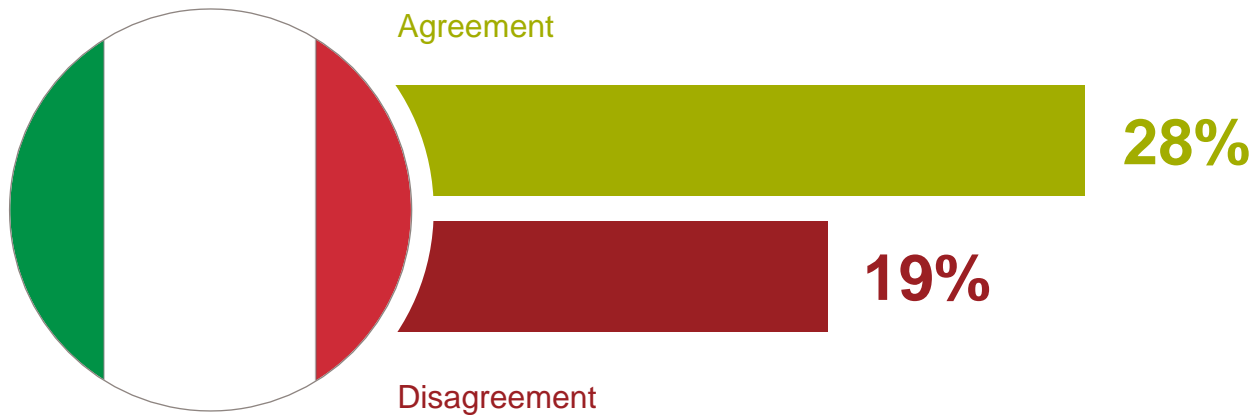


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Italy



Italy

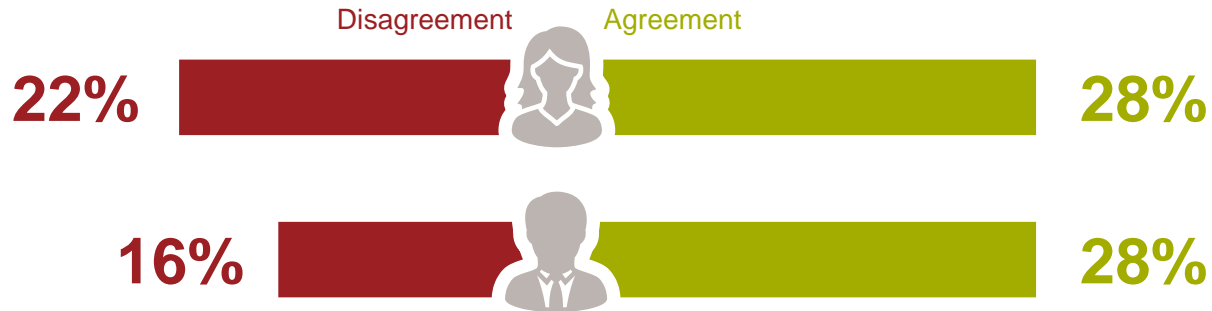


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Italy

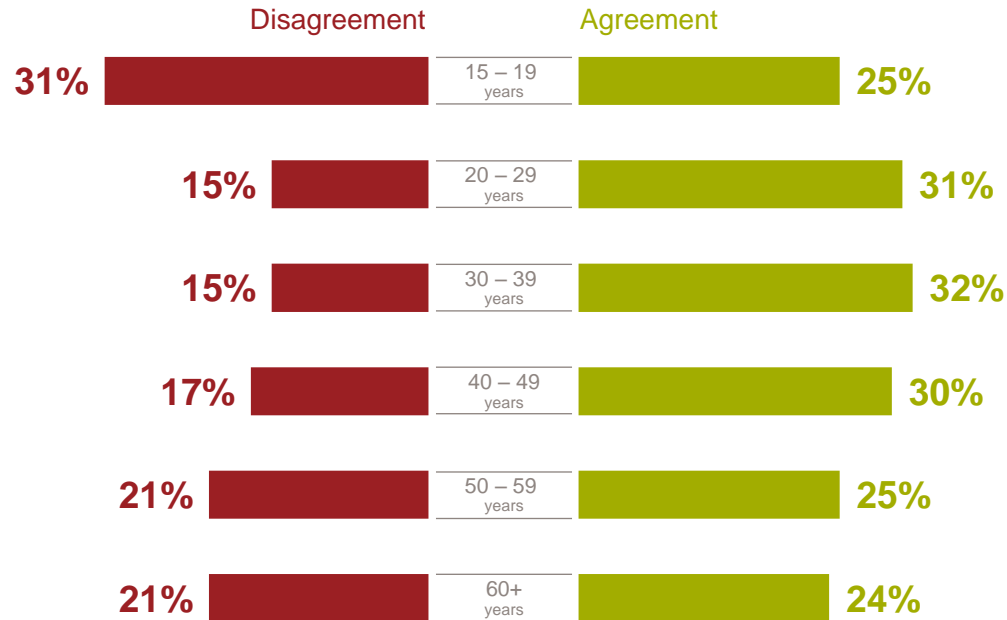


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Italy



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Netherlands

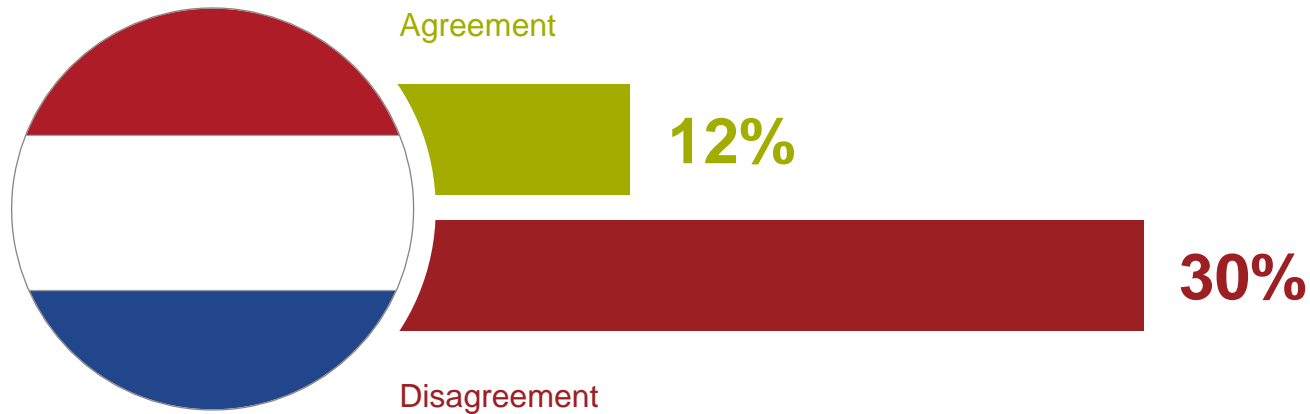


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across the Netherlands



Netherlands

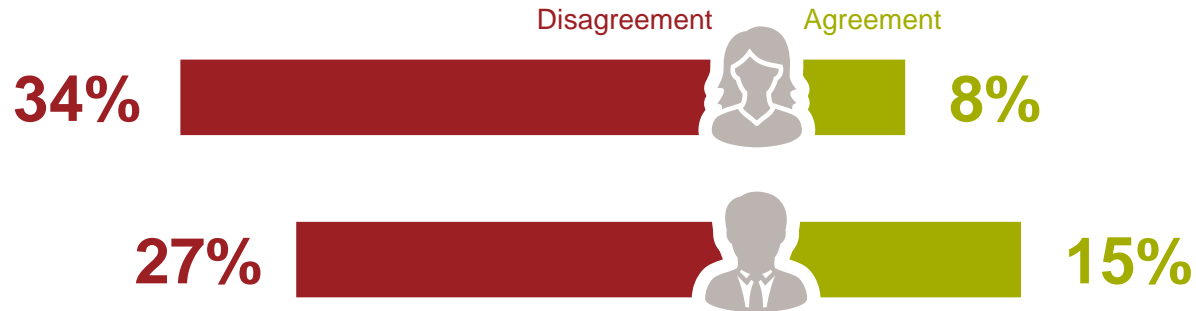


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across the Netherlands

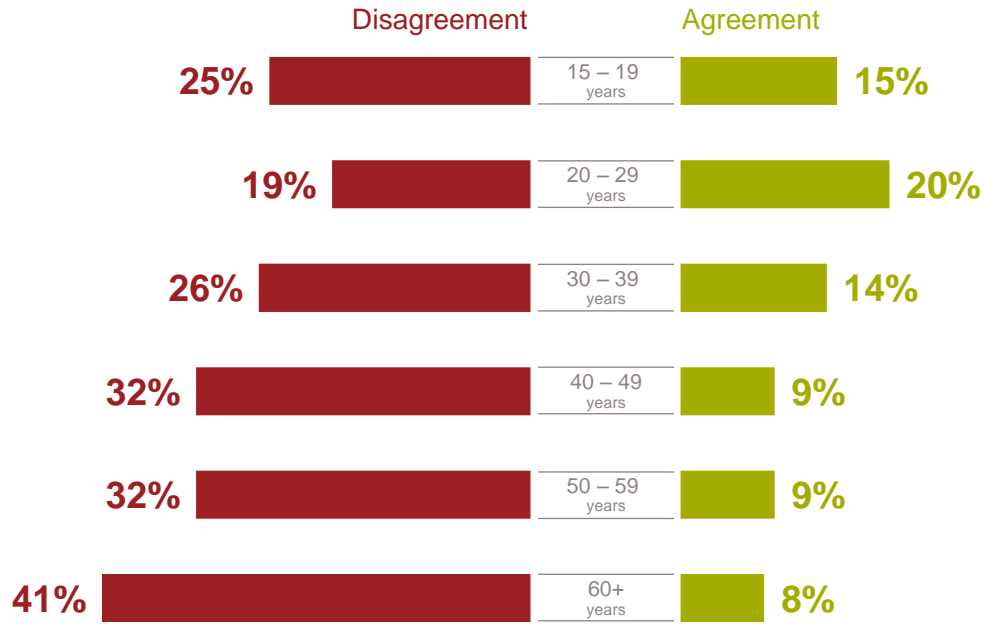


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across the Netherlands



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Russia



Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Russia



Russia

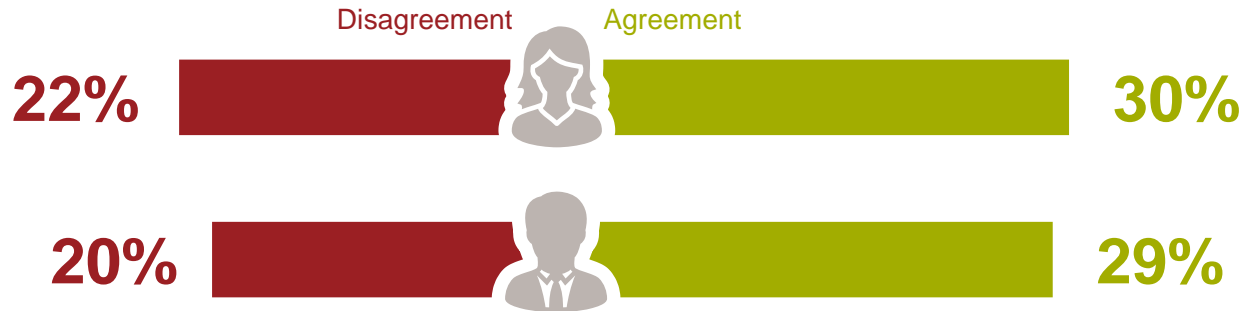


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Russia

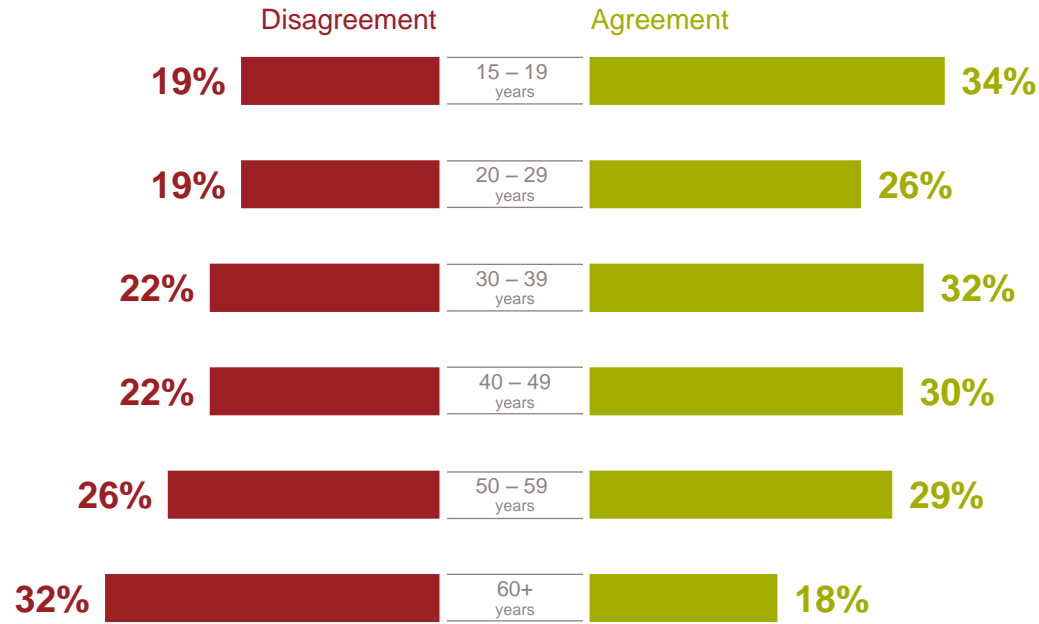


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Russia



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Spain

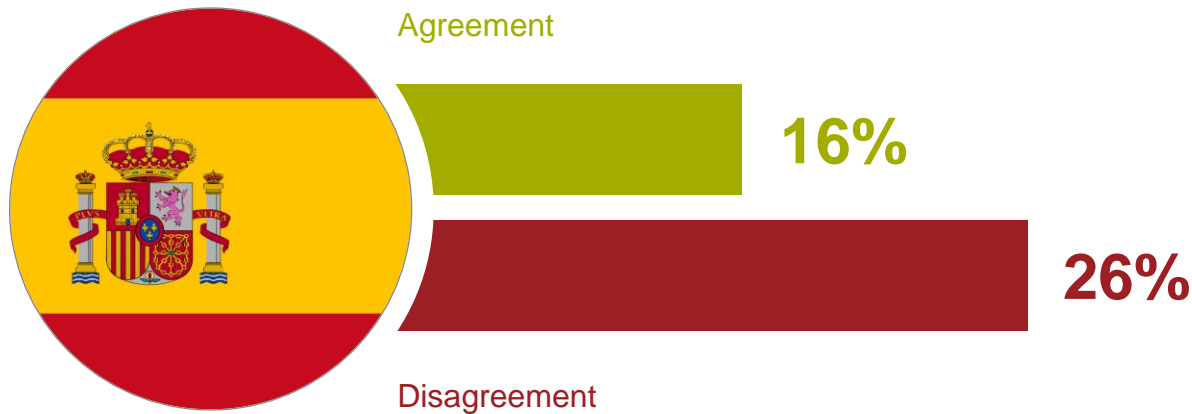


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Spain



Spain

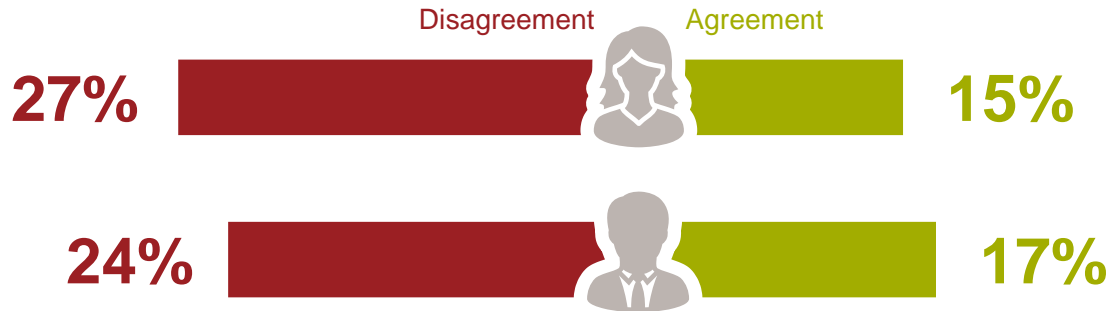


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Spain

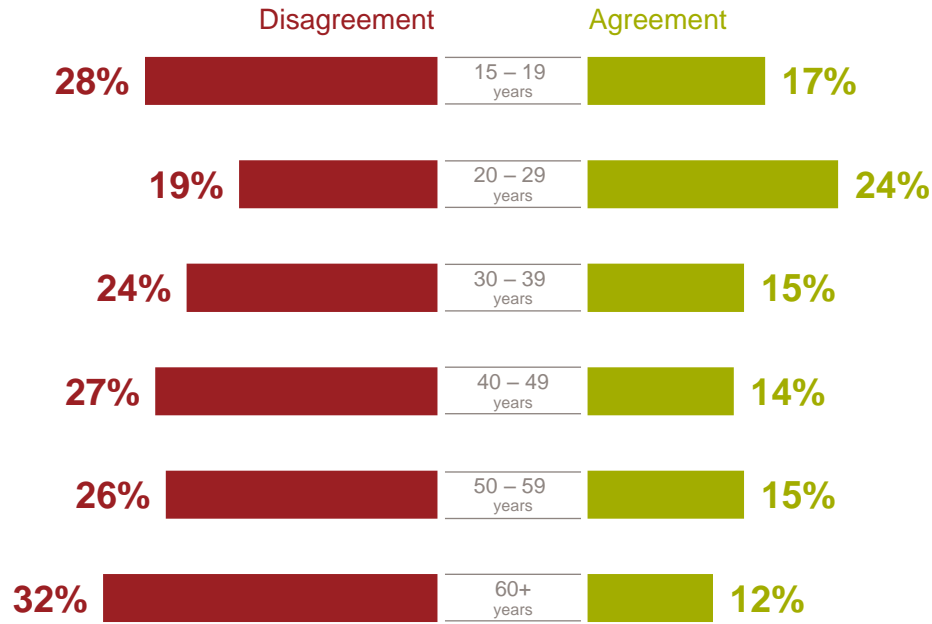


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Spain



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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United Kingdom

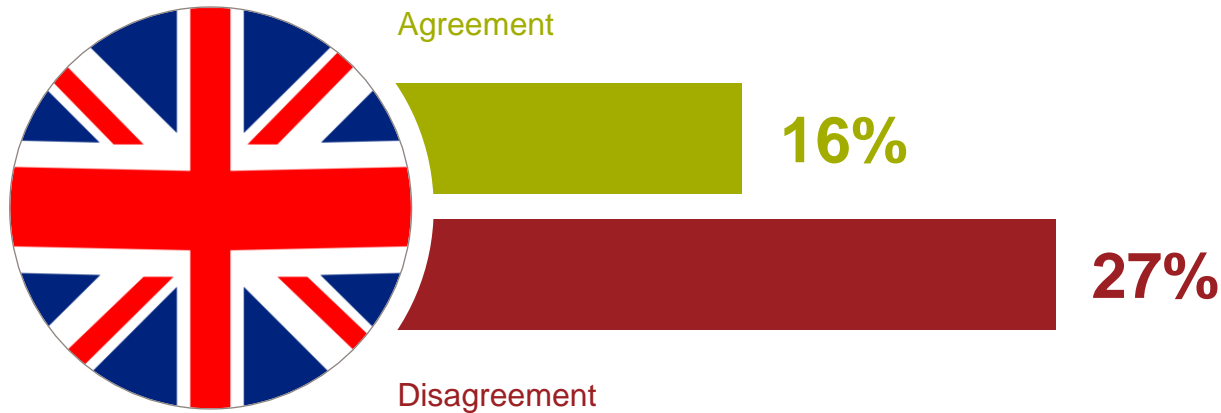


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across the UK



United Kingdom



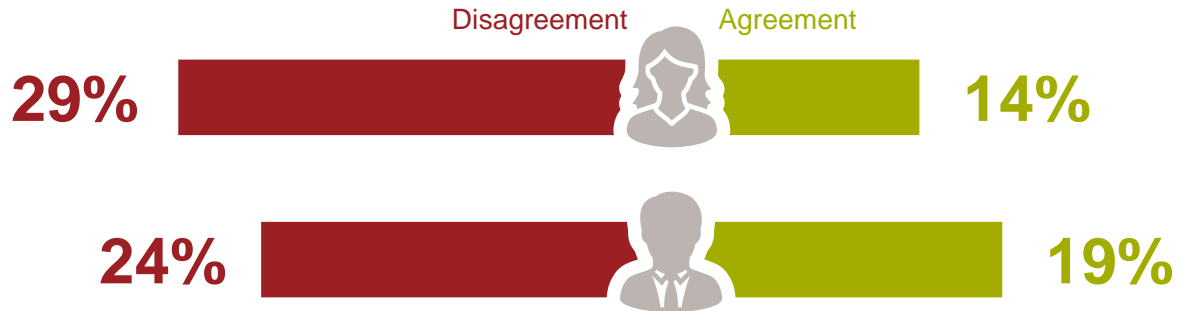
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across the UK



United Kingdom



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

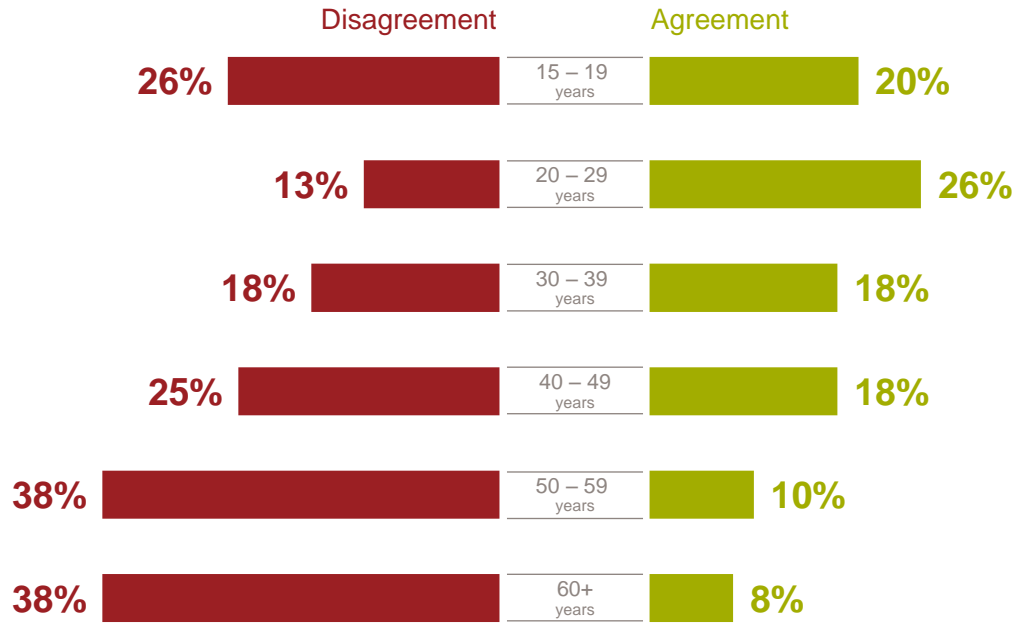
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across the UK



United Kingdom



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – North America

Canada

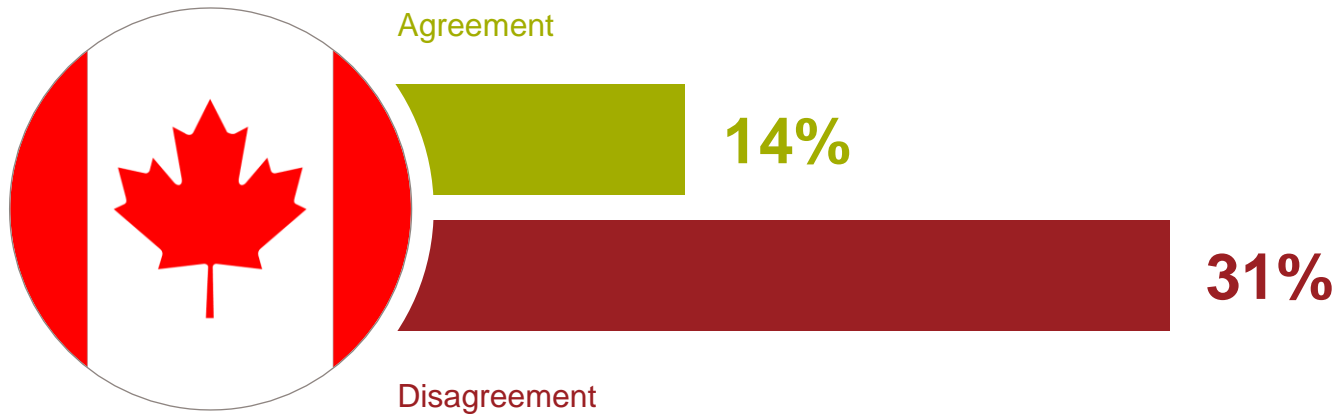


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Canada



Canada

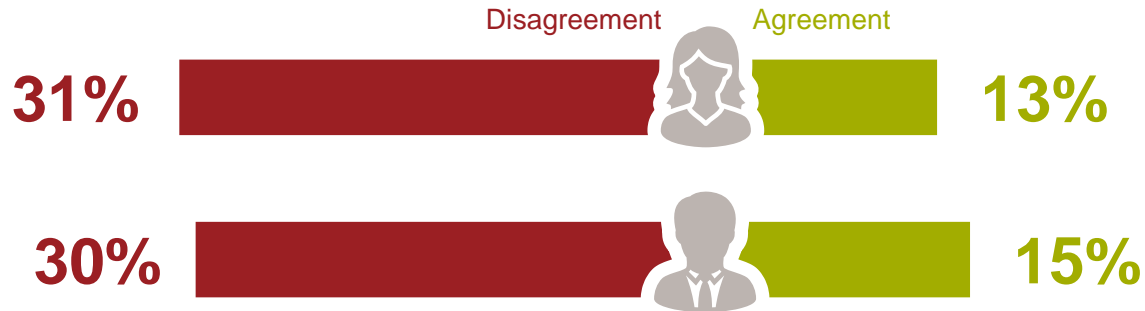


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Willingness to share personal data in exchange for benefits or rewards

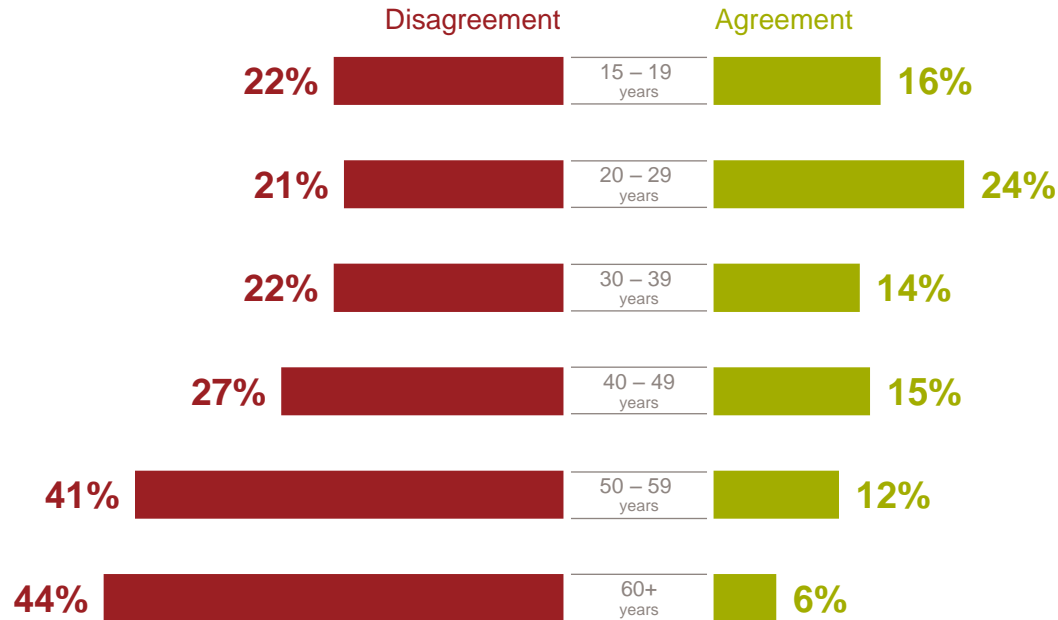
Average agreement and disagreement per gender across Canada



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Canada



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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USA

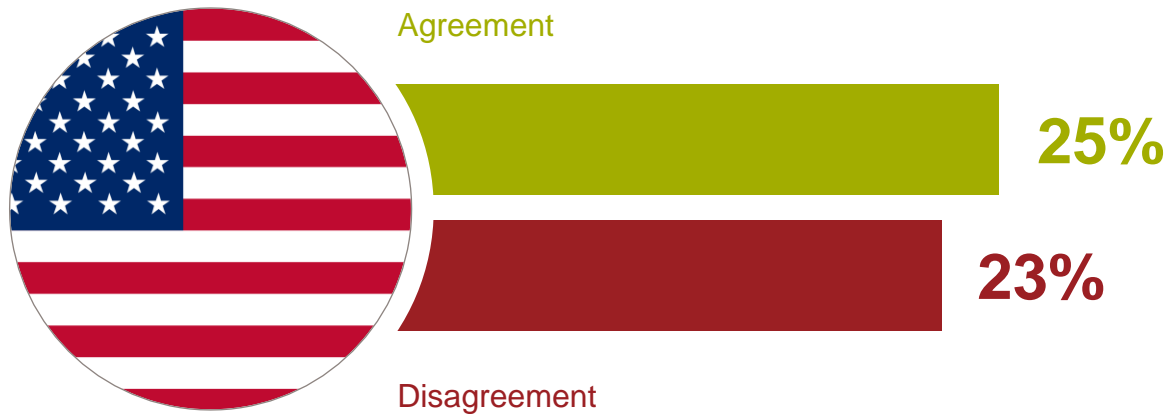


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across the USA



USA

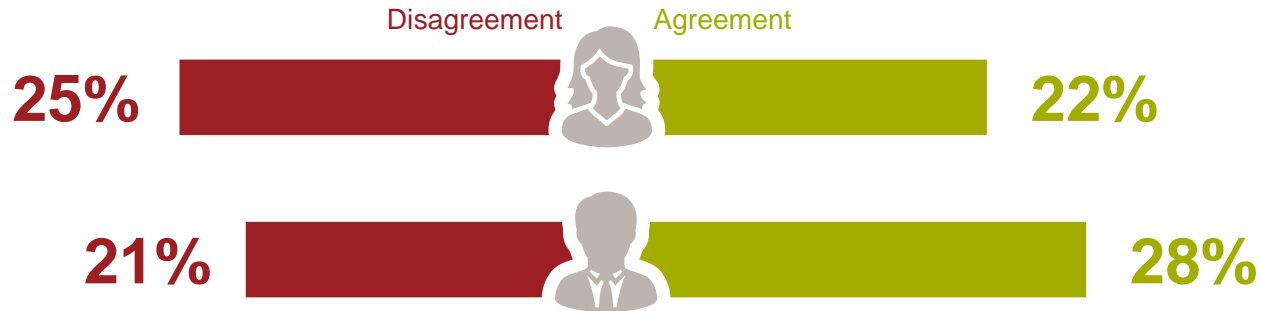


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across the USA

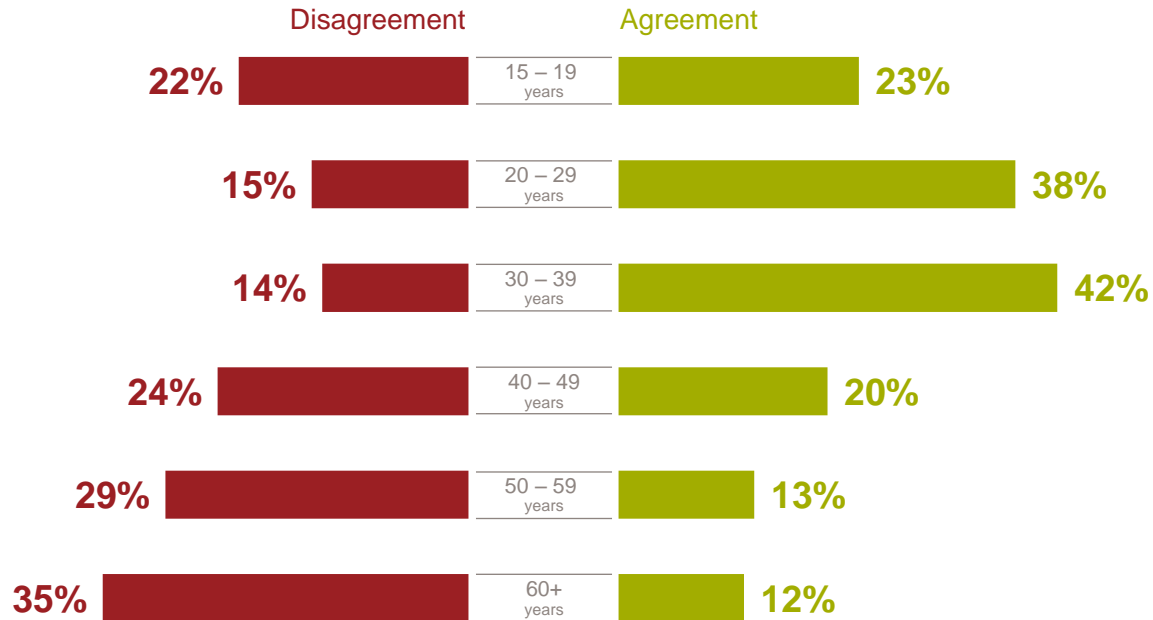


Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across the USA



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – Latin America

Argentina

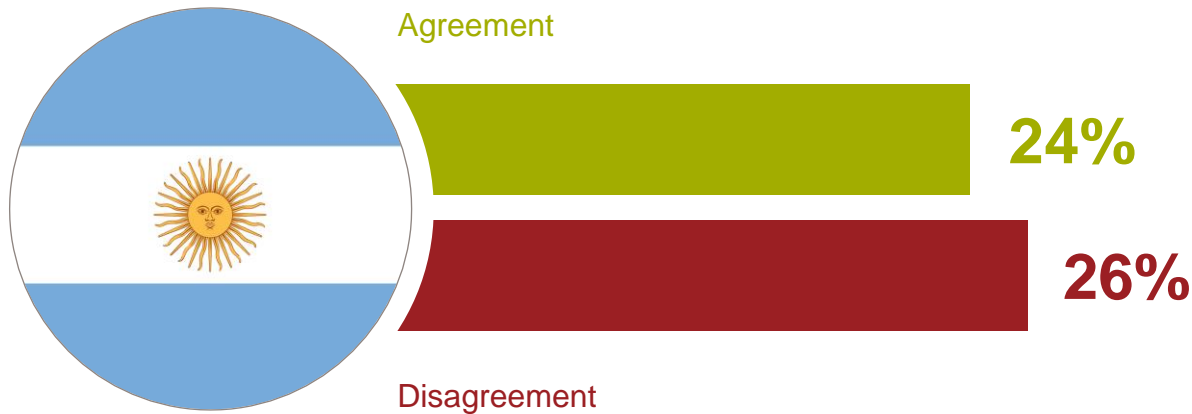


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Argentina



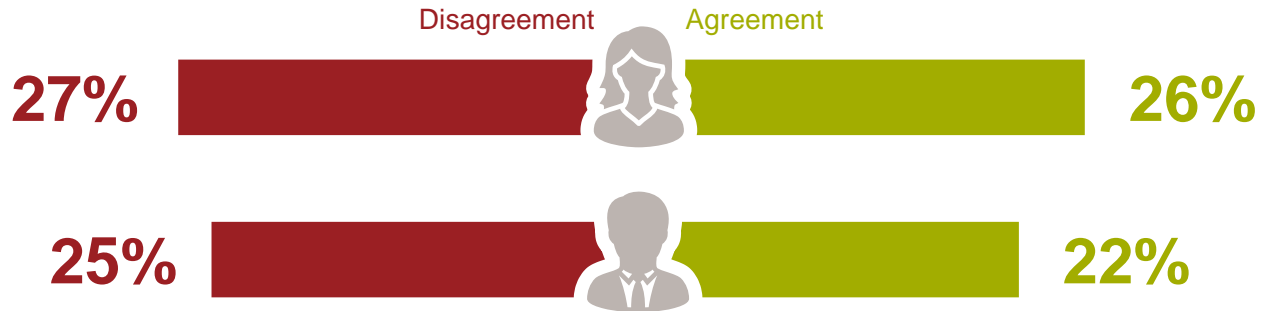
Argentina



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

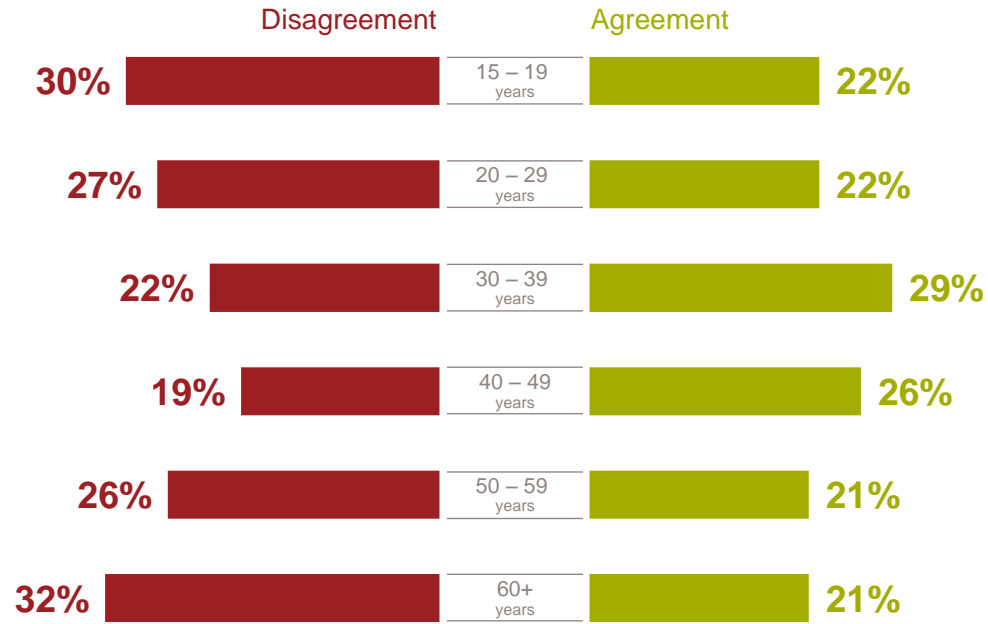
Average agreement and disagreement per gender across Argentina



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Argentina



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Brazil

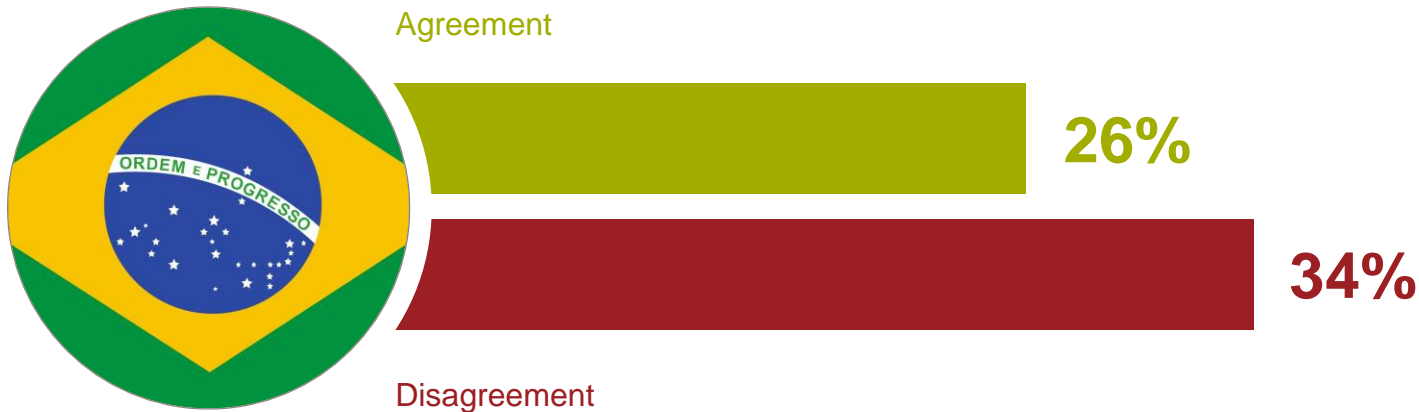


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Brazil



Brazil



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Brazil

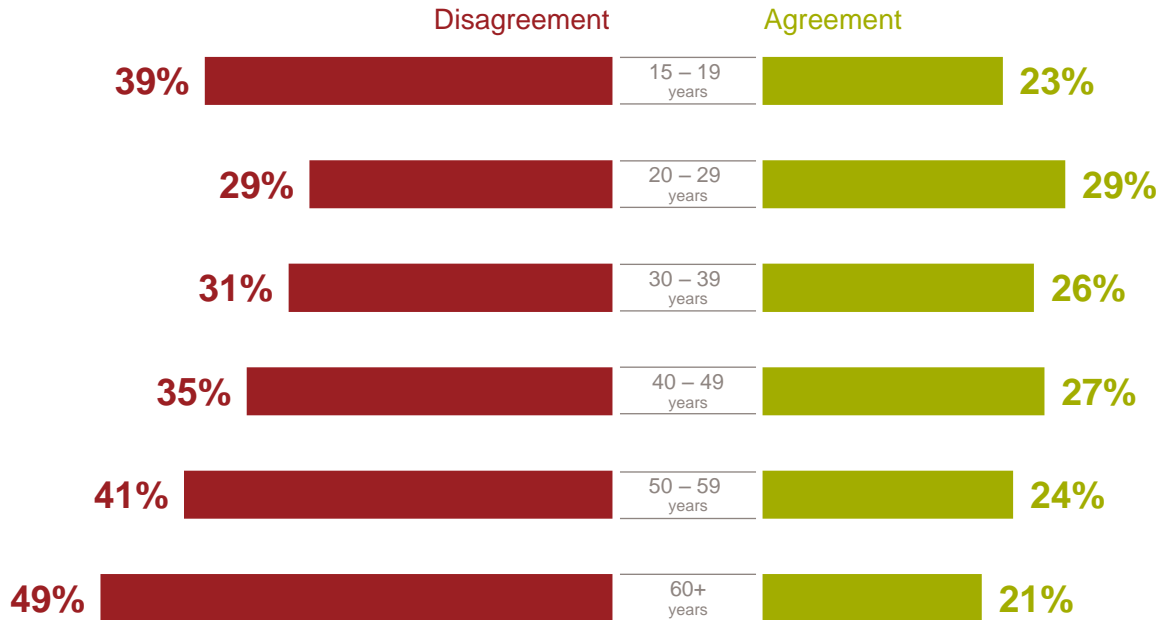


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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Brazil



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Mexico



Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Mexico



Mexico

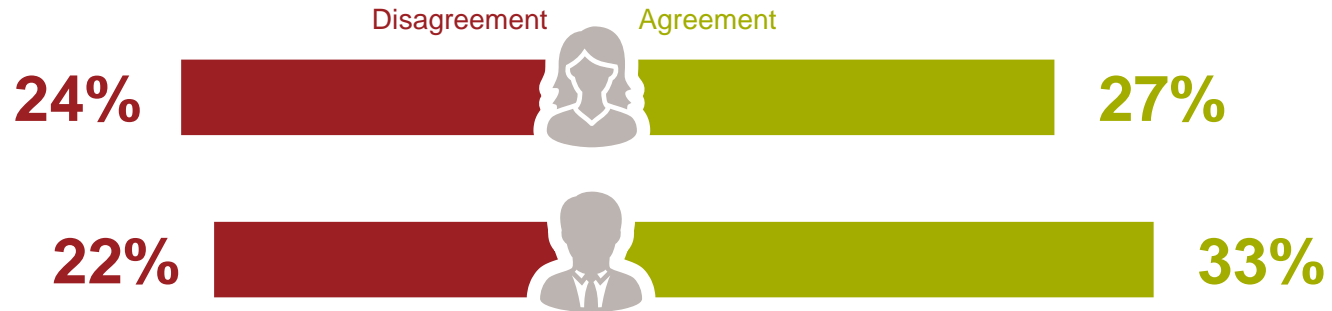


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Willingness to share personal data in exchange for benefits or rewards

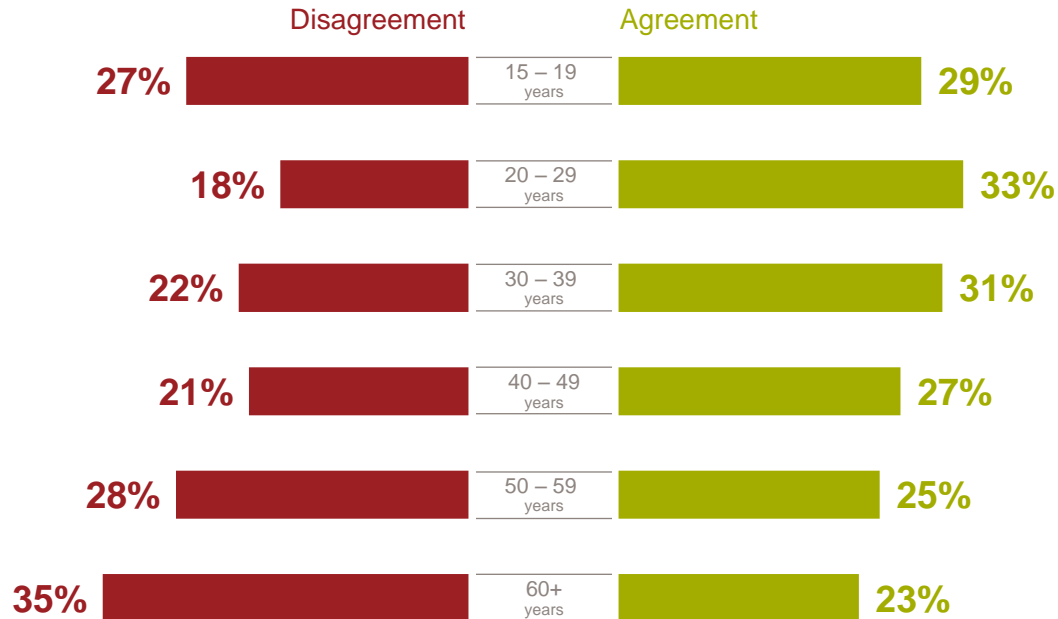
Average agreement and disagreement per gender across Mexico



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Mexico



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Country results – Asia-Pacific

Australia

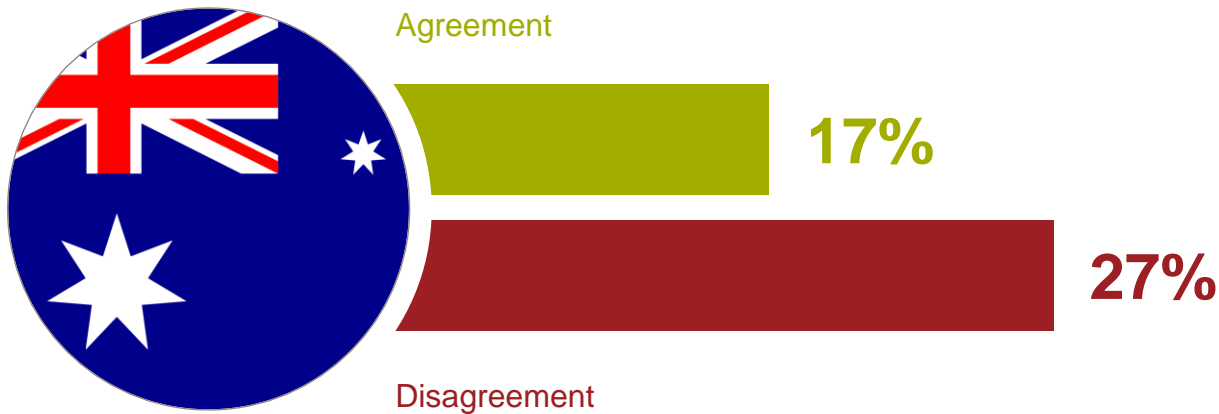


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Australia



Australia



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Australia



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

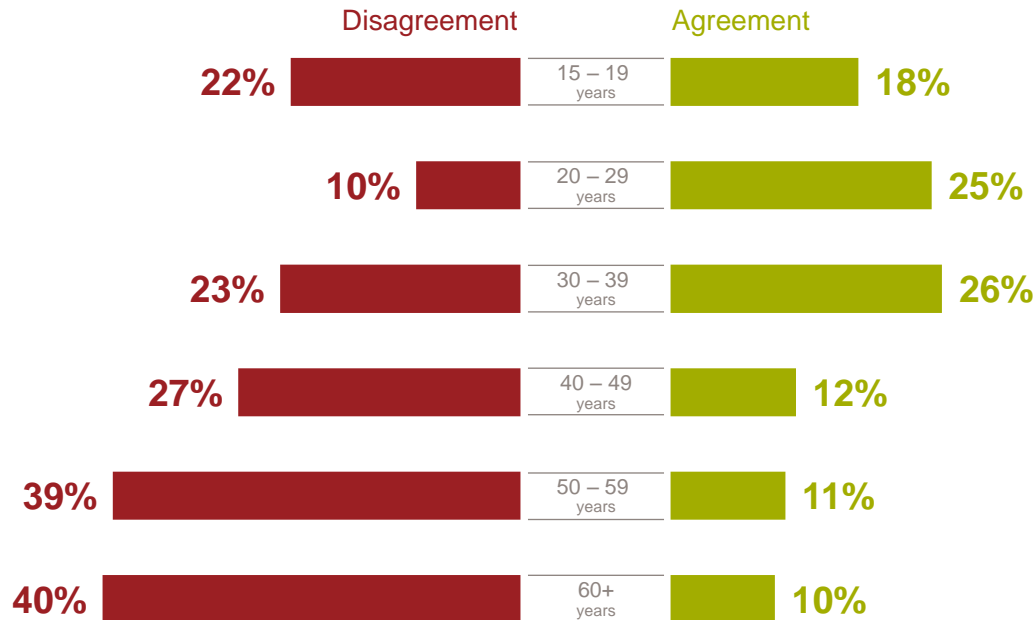
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Australia



Australia



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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China

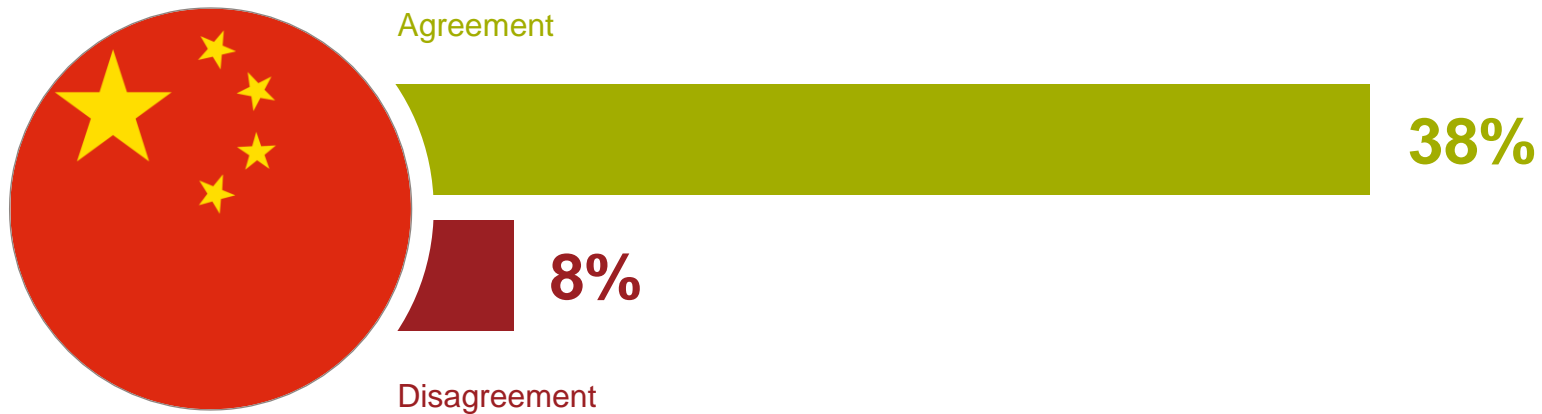


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across China



China



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across China

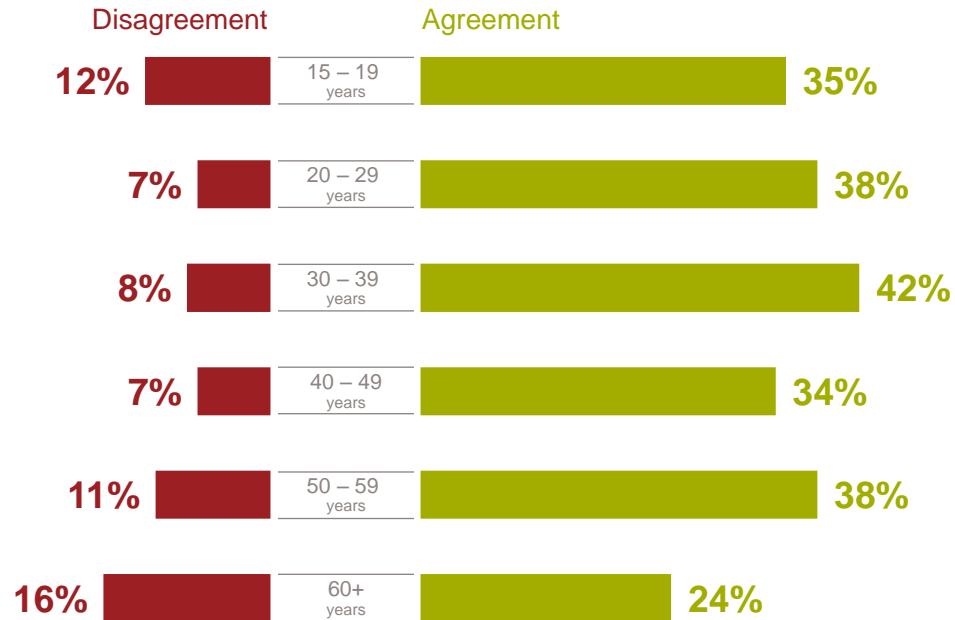


Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across China



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Japan

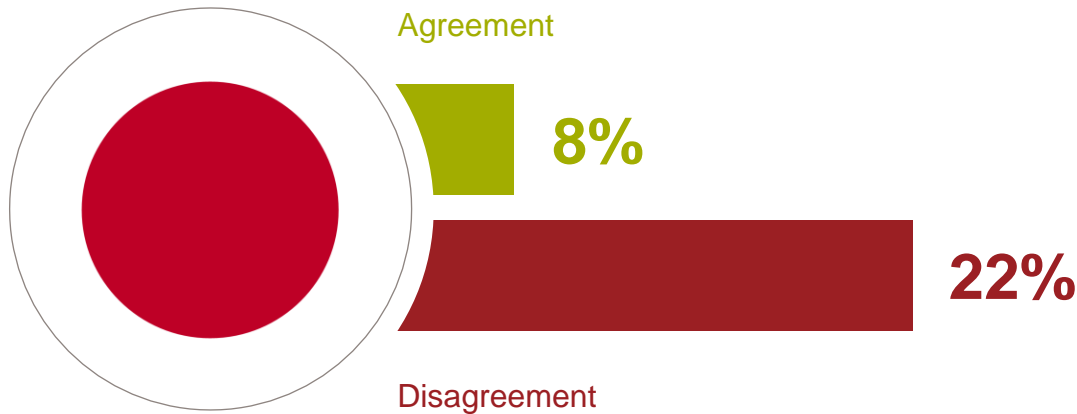


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Japan



Japan



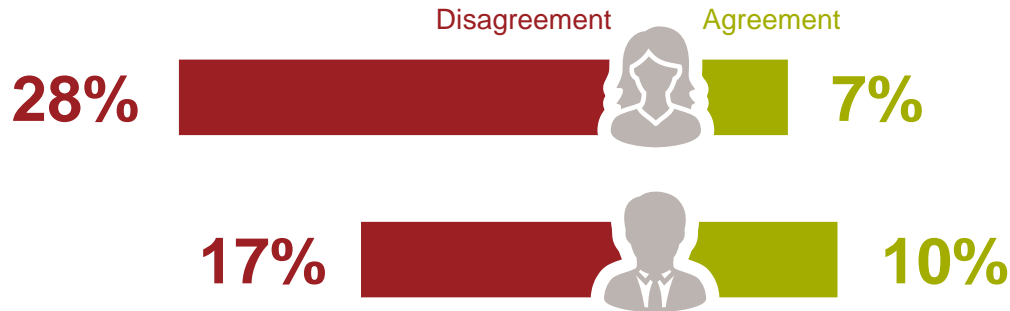
Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across Japan



 Japan

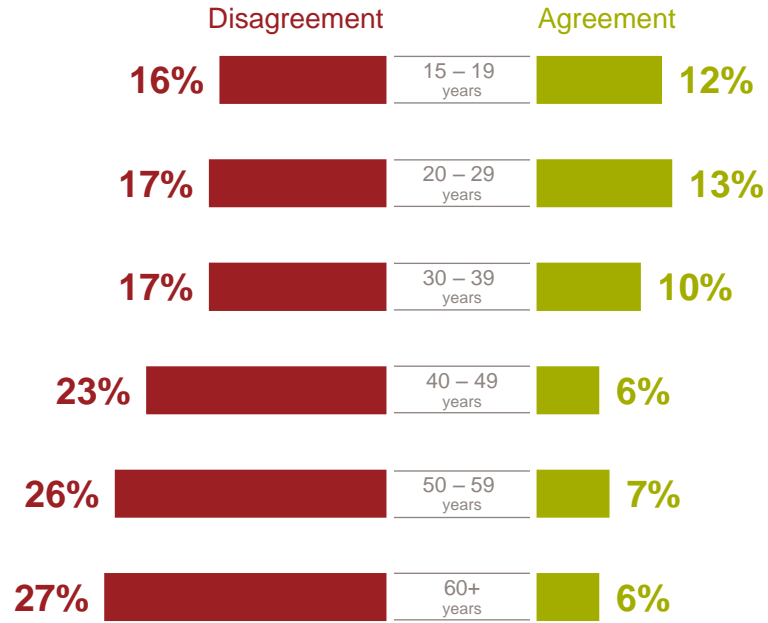


Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across Japan



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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South Korea

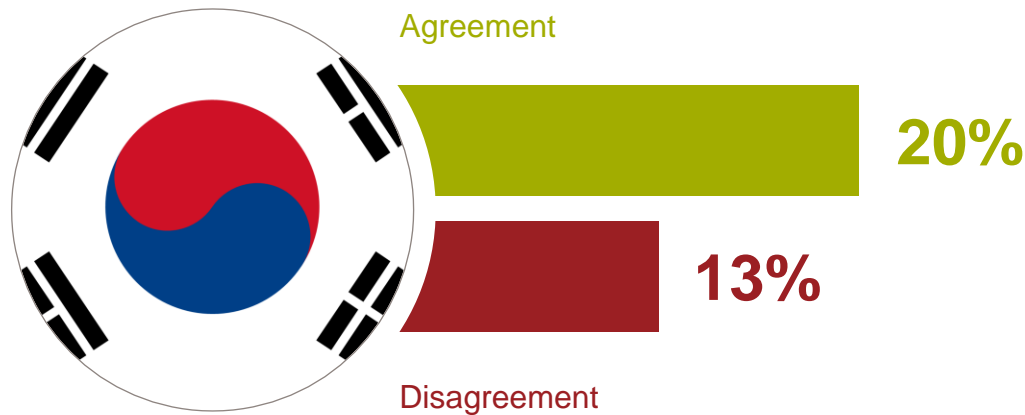


Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across South Korea



South Korea



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

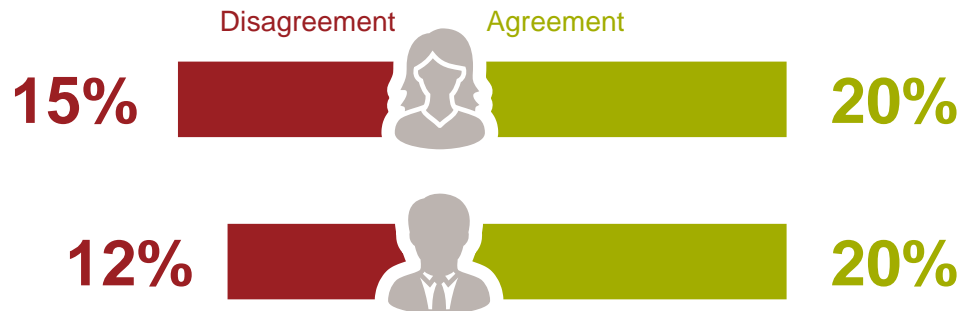
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per gender across South Korea



South Korea



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

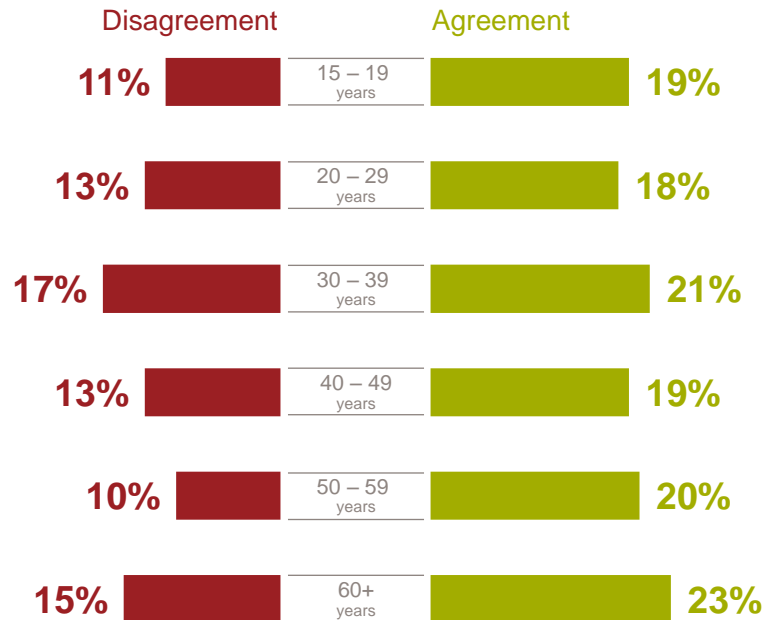
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Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across South Korea



South Korea



Source: GfK survey among 22,000 Internet users (ages 15+) in 17 countries – top 2 boxes (agreement)/bottom 2 boxes (disagreement) out of 7-point scale – rounded

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