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

2. Global results

3. Country results

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.

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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)
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
Agreement and disagreement across 17 countries

Global

Agreement 27%
Disagreement 19%

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
Agreement and disagreement per gender across 17 countries

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
Agreement and disagreement per age-group across 17 countries

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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15 – 19 years
Disagreement 20% Agreement 28%
20 – 29 years
Disagreement 13% Agreement 33%
30 – 39 years
Disagreement 15% Agreement 34%
40 – 49 years
Disagreement 20% Agreement 24%
50 – 59 years
Disagreement 27% Agreement 19%
60+ years
Disagreement 34% Agreement 13%
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

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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

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Country results – Europe
Belgium
Willingness to share personal data in exchange for benefits or rewards

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
Agreement and disagreement per gender 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
Agreement and disagreement per age-group across Belgium

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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
France
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across France

France

Agreement: 15%
Disagreement: 37%

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
Agreement and disagreement per gender across France

France

41% Agreement
32% Disagreement
15% Disagreement
16% 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 Agreement and disagreement per age-group across France

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<tr>
<td>40 – 49 years</td>
<td>38%</td>
<td>18%</td>
</tr>
<tr>
<td>50 – 59 years</td>
<td>45%</td>
<td>8%</td>
</tr>
<tr>
<td>60+ years</td>
<td>47%</td>
<td>9%</td>
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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
Agreement and disagreement across Germany

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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender across Germany

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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across Germany

Willingness to share personal data in exchange for benefits or rewards

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<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>50 – 59 years</td>
<td>44%</td>
<td>10%</td>
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<tr>
<td>60+ years</td>
<td>56%</td>
<td>11%</td>
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Italy
Willingness to share personal data in exchange for benefits or rewards

Agreement and disagreement across Italy

**Italy**

- Agreement: 28%
- Disagreement: 19%

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
Agreement and disagreement per gender across Italy

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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Willingness to share personal data in exchange for benefits or rewards

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
Agreement and disagreement across the Netherlands

Netherlands

Agreement: 12%
Disagreement: 30%

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
Agreement and disagreement per gender across the Netherlands

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

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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across the Netherlands

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<td>41%</td>
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Russia
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement 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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender across Russia

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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Willingness to share personal data in exchange for benefits or rewards
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
Agreement and disagreement across Spain

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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender across Spain

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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across Spain

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
Agreement and disagreement across the UK

United Kingdom

Agreement: 16%
Disagreement: 27%

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
Agreement and disagreement per gender across the UK

United Kingdom

Agreement

Disagreement

29% 14%

24% 19%

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
Agreement and disagreement per age-group across the UK

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Canada
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across Canada

Canada

Agreement

14%

Disagreement

31%

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

Agreement and disagreement per gender across Canada

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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31% 13%
30% 15%
## Willingness to share personal data in exchange for benefits or rewards

**Agreement and disagreement per age-group across Canada**

### Canada

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<td>44%</td>
<td>6%</td>
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Willingness to share personal data in exchange for benefits or rewards across the USA

USA

Agreement: 25%
Disagreement: 23%

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
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
Agreement and disagreement per age-group across the USA

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Country results – Latin America
Argentina
Willingness to share personal data in exchange for benefits or rewards
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

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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender across Argentina

Argentina

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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across Argentina

Argentina

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Brazil
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across Brazil

Brazil

Willingness to share personal data in exchange for benefits or rewards

Agreement: 26%
Disagreement: 34%

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

Agreement and disagreement per gender across Brazil

Brazil

37% Disagreement 26% Agreement

30% Disagreement 26% 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

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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across Brazil

Brazil

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Mexico
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across Mexico

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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Willingness to share personal data in exchange for benefits or rewards
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
Agreement and disagreement per age-group across Mexico

Mexico

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Country results – Asia-Pacific
Australia
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across Australia

**Australia**

- **Agreement**: 17%
- **Disagreement**: 27%

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Willingness to share personal data in exchange for benefits or rewards

Agreement and disagreement per gender 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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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across Australia

Australia

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<td>27%</td>
<td>12%</td>
</tr>
<tr>
<td>50 – 59 years</td>
<td>39%</td>
<td>11%</td>
</tr>
<tr>
<td>60+ years</td>
<td>40%</td>
<td>10%</td>
</tr>
</tbody>
</table>

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
© GfK 2017 | Willingness to share personal data in exchange for benefits or rewards
China
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement across China

China

Agreement: 38%
Disagreement: 8%

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
Agreement and disagreement per gender 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
Agreement and disagreement per age-group across China

Willingness to share personal data in exchange for benefits or rewards

**Agreement and Disagreement per Age-Group Across China**

**Disagreement**
- 12% 15 – 19 years
- 7% 20 – 29 years
- 8% 30 – 39 years
- 7% 40 – 49 years
- 11% 50 – 59 years
- 16% 60+ years

**Agreement**
- 35% 15 – 19 years
- 38% 20 – 29 years
- 42% 30 – 39 years
- 34% 40 – 49 years
- 38% 50 – 59 years
- 24% 60+ years

*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*
Japan
Willingness to share personal data in exchange for benefits or rewards
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

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Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender 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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Willingness to share personal data in exchange for benefits or rewards

Agreement and disagreement per age-group across Japan

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Disagreement</th>
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</tr>
</thead>
<tbody>
<tr>
<td>15 – 19 years</td>
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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
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
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per gender across 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
Willingness to share personal data in exchange for benefits or rewards
Agreement and disagreement per age-group across South Korea

South Korea

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<td>15%</td>
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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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