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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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)
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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21% Agreement
27% Disagreement

18% Agreement
27% Disagreement
Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement per age-group across 17 countries

**Global**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Disagreement</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 19 yrs</td>
<td>20%</td>
<td>28%</td>
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<td>20 – 29 yrs</td>
<td>13%</td>
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</tr>
<tr>
<td>60+ yrs</td>
<td>34%</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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Willingness to share personal data in exchange for benefits or rewards
Country comparison ranked by highest agreement

Disagreement
- 37% Brazil
- 31% France
- 40% Germany
- 30% Italy
- 27% Spain
- 26% Japan
- 28% Australia
- 13% Italy

Agreement
- 38% France
- 30% Germany
- 29% Japan
- 28% Spain
- 26% Italy
- 25% Australia
- 18% Brazil
- 8% China
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

Average agreement and disagreement across Belgium

Belgium

Agreement

Disagreement

18%

28%

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Agreement</th>
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<tr>
<td>Belgium</td>
<td>21%</td>
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Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement per age-group across Belgium

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

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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Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement per gender across France

France

Agreement

Disagreement

41% 15%

32% 16%

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

**Germany**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Agreement</th>
<th>Disagreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>14%</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>11%</td>
<td>37%</td>
</tr>
</tbody>
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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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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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28% Disagreement 15 – 19 years 15%
32% Disagreement 20 – 29 years 18%
34% Disagreement 30 – 39 years 15%
37% Disagreement 40 – 49 years 9%
44% Disagreement 50 – 59 years 10%
56% Disagreement 60+ years 11%

Germany
Italy
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement 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
Average 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
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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29
Netherlands
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement 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
Average 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
Average agreement and disagreement per age-group across the Netherlands

**Netherlands**

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<td>32%</td>
<td>9%</td>
</tr>
<tr>
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<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>60+ years</td>
<td>41%</td>
<td>8%</td>
</tr>
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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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Russia
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement across Russia

Russia

Agreement

Disagreement

29%

21%

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 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
Average agreement and disagreement per age-group across Russia

<table>
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<tr>
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Spain
Willingness to share personal data in exchange for benefits or rewards

Average agreement and disagreement across Spain

Spain

Agreement: 16%
Disagreement: 26%

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 Spain

Spain

<table>
<thead>
<tr>
<th>Gender</th>
<th>Agreement</th>
<th>Disagreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15%</td>
<td>27%</td>
</tr>
<tr>
<td>Female</td>
<td>17%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement per age-group across Spain

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Disagreement (%)</th>
<th>Agreement (%)</th>
</tr>
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<tbody>
<tr>
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<td>15%</td>
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<td>60+ years</td>
<td>32%</td>
<td>12%</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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United Kingdom
Willingness to share personal data in exchange for benefits or rewards
Average 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
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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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Agreement</th>
<th>Disagreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Females</td>
<td>14%</td>
<td>19%</td>
</tr>
</tbody>
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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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Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement per age-group across the UK

<table>
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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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Country results – North America
Canada
Willingness to share personal data in exchange for benefits or rewards
Average 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
Willingness to share personal data in exchange for benefits or rewards
Average 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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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

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 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
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
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement across Argentina

Argentina

Agreement: 24%
Disagreement: 26%

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 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
Average agreement and disagreement per age-group across Argentina

Argentina

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

Brazil

Agreement

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

Brazil

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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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Mexico
Willingness to share personal data in exchange for benefits or rewards
Average 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
Average agreement and disagreement per gender 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
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

Agreement: 17%
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
Average 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
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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Willingness to share personal data in exchange for benefits or rewards
Average 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
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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
Willingness to share personal data in exchange for benefits or rewards
Average agreement and disagreement per age-group across China

China

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Agreement</th>
<th>Disagreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 – 19 years</td>
<td>35%</td>
<td>12%</td>
</tr>
<tr>
<td>20 – 29 years</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>30 – 39 years</td>
<td>42%</td>
<td>8%</td>
</tr>
<tr>
<td>40 – 49 years</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>50 – 59 years</td>
<td>38%</td>
<td>11%</td>
</tr>
<tr>
<td>60+ years</td>
<td>24%</td>
<td>16%</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

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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
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Willingness to share personal data in exchange for benefits or rewards
Average 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
Average agreement and disagreement per age-group across Japan

<table>
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<th>Age-Group</th>
<th>Disagreement</th>
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</tr>
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<tbody>
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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
Average agreement and disagreement 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
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

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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