



# GfK SURVEY ON DATA PRIVACY AND TRUST

Data highlights

# Methodology

- 1,000 completed interviews in the U.S.
- 18+ years
- March 7<sup>th</sup> - 9<sup>th</sup>, 2014
  
- Findings sorted by Generations
  - Pre-Boomers (born pre-1946): age 69 years or older
  - Baby Boomers (born 1946 - 1964): age 50 to 68 years
  - Generation X (born 1965 - 1979): age 35 to 49 years
  - Generation Y (born 1980 - 1989): age 25 to 34 years
  - Generation Z (born 1990 - 1995): age 19 to 24 years

## Research focus

Privacy and security have become a concern for consumers nationwide. Amid recent data breach scandals in the US, this survey aims to understand how consumers view and manage their personal data.

### **The survey looks at a number of key issues, including:**

- How generations behave online and measurements they take to protect their own data
- The generational gap between Millennials and Boomers on their level of concern toward their personal data
- How recent data breaches have impacted Millennials, the new Generation Z and Baby Boomers and their consumer tendencies
- Who should lead policy changes

Consumers  
are increasingly  
concerned  
about their data



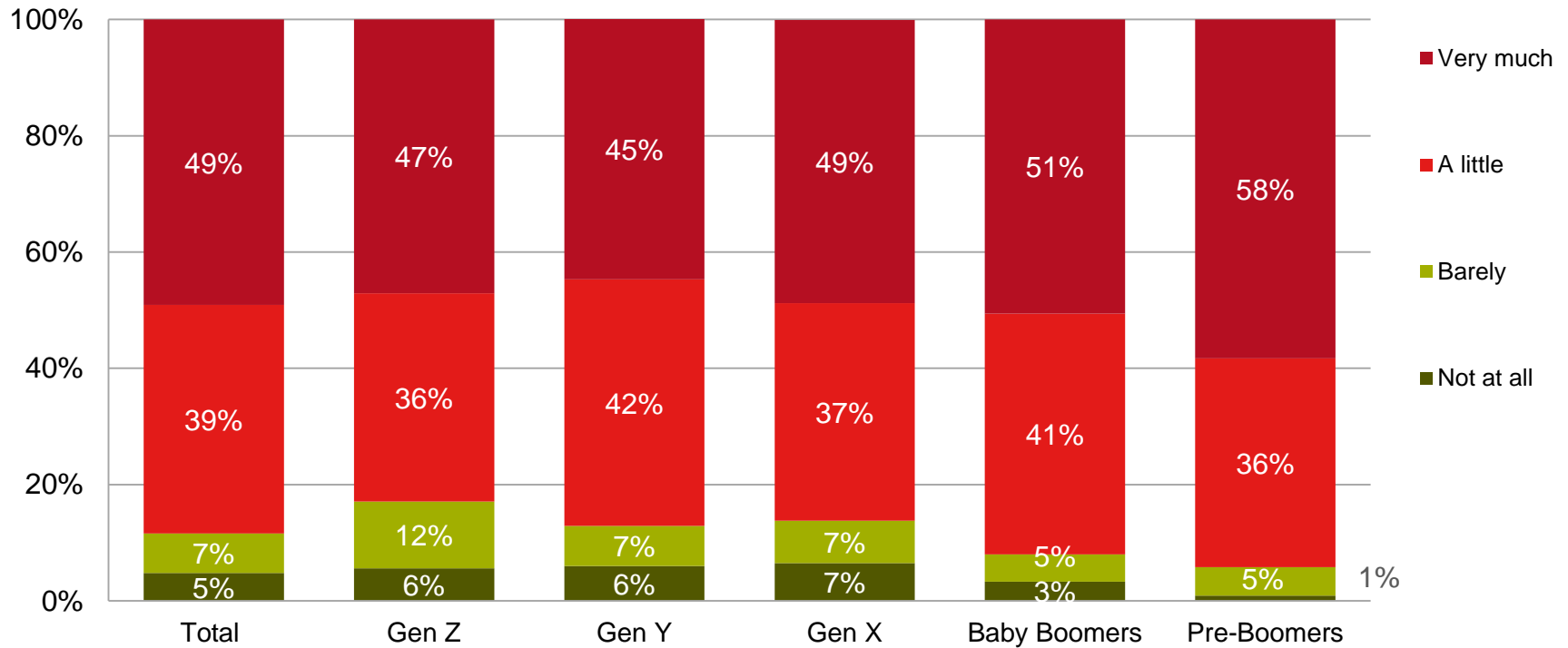
**59%**  
saying that concern  
has risen in the last  
12 months

# The protection of personal data is a concern across all generations



Overall, 88 percent of respondents are somewhat to very concerned about the protection of their personal data, and this trend spans all generations.

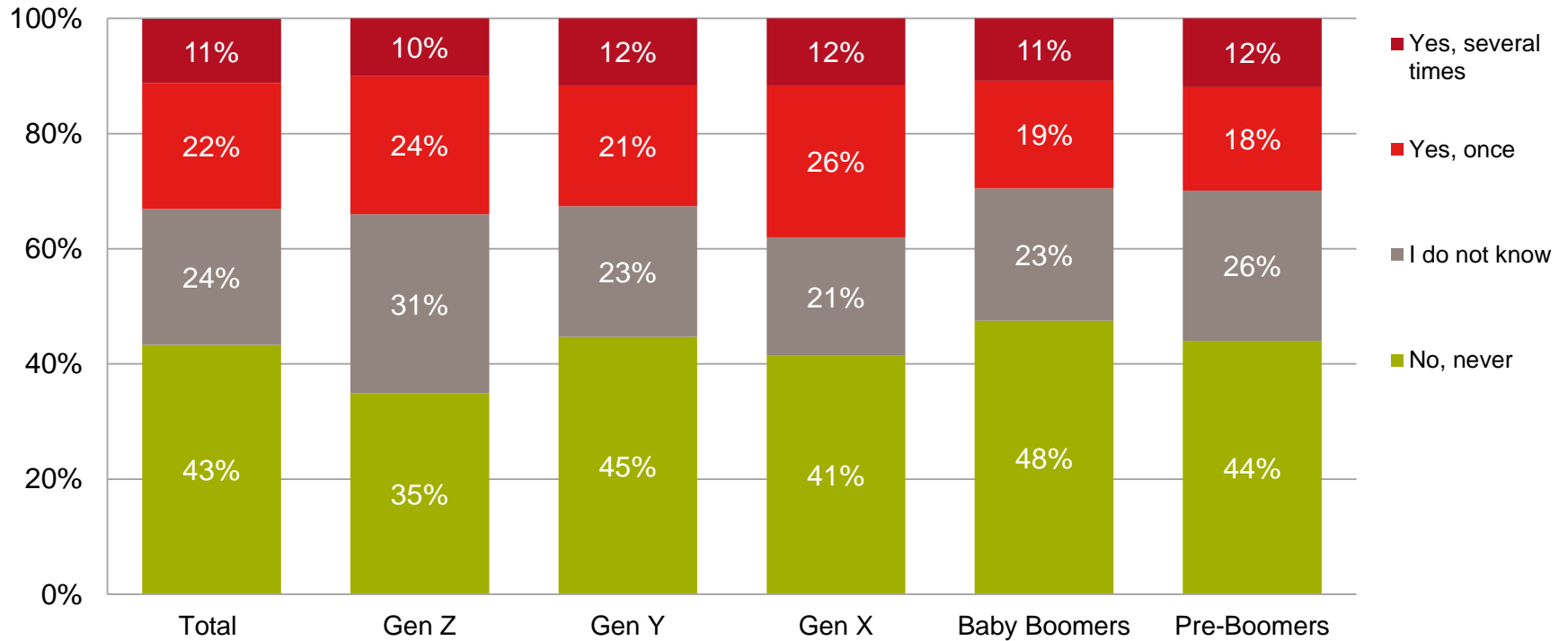
## Are you concerned about the protection of your personal data?



# The impact is personal

One-third of the respondents have been affected, at least once, by the misuse of personal data in the past year.

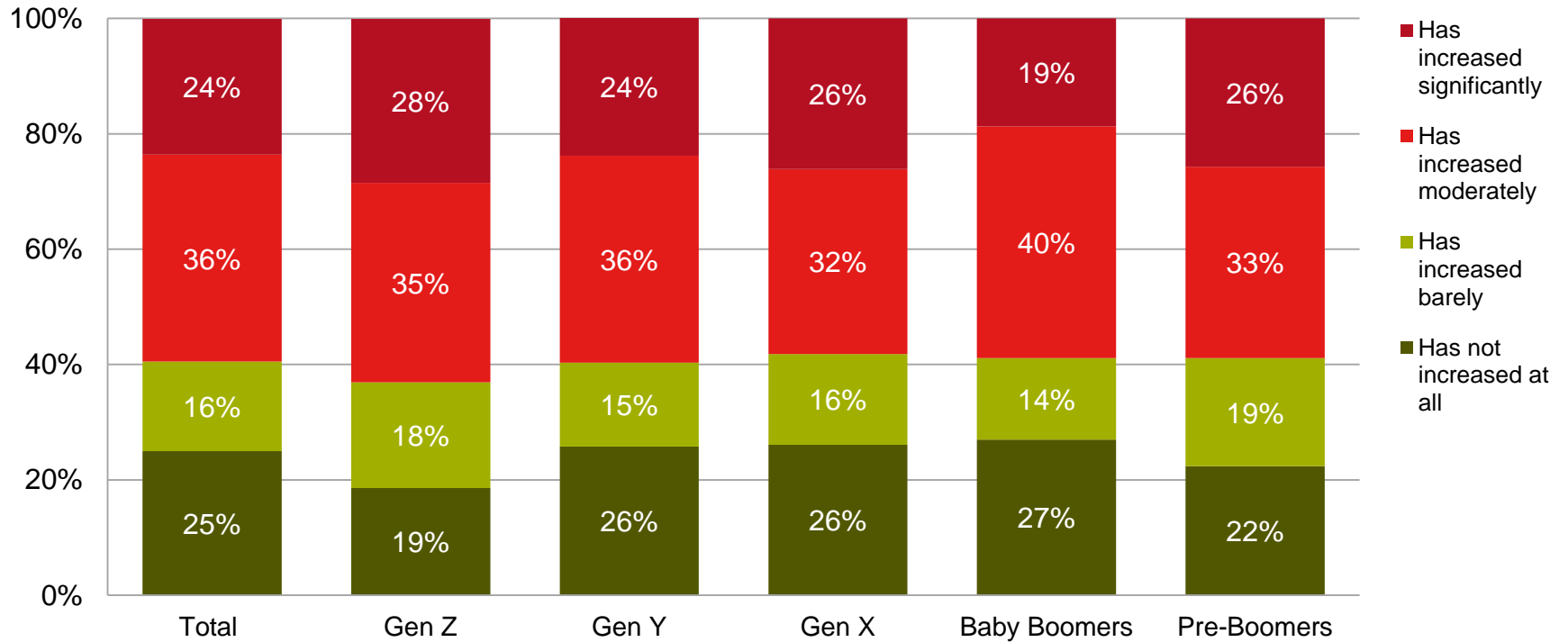
Have you ever been personally affected by the misuse of personal data?



# Concerns are increasing

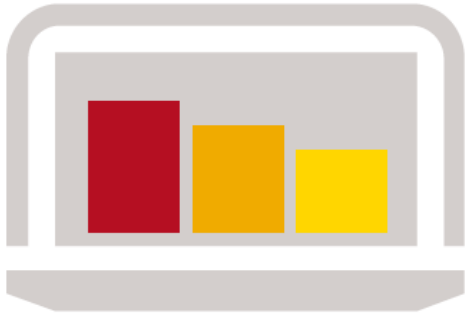
The public debate about data privacy has had a strong impact, with 60% saying their concern has risen in the last 12 months.

**In the last twelve months has your concern about the protection of your personal data changed?**



Consumers  
are taking  
steps to  
address  
their  
concerns

with nearly half avoiding at least  
one type of online service/platform



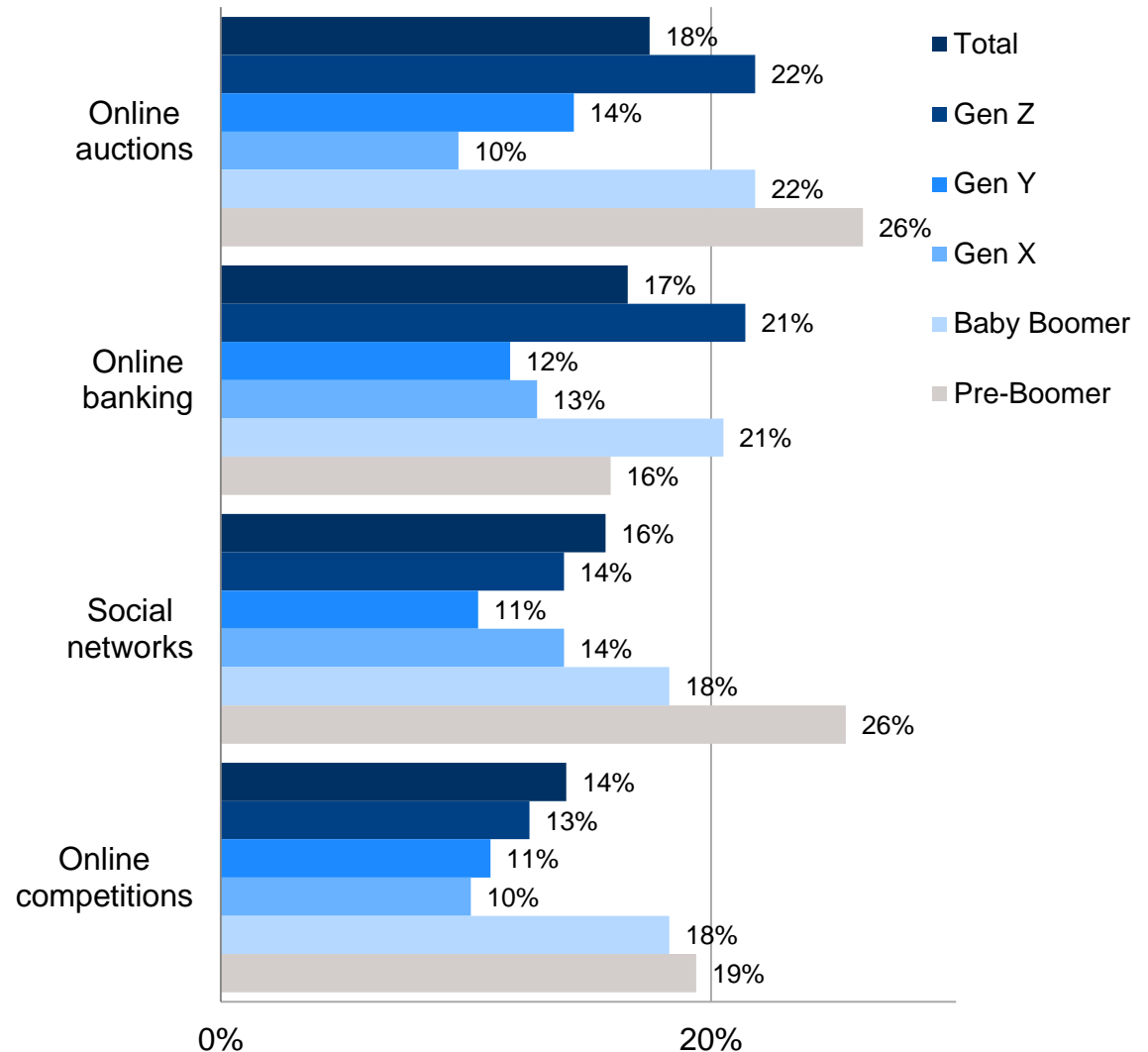


# Do you avoid any of the following online services / activities for reasons of data protection?



Baby Boomers and Pre-Boomers are more protective of their online activities when compared to younger generations.

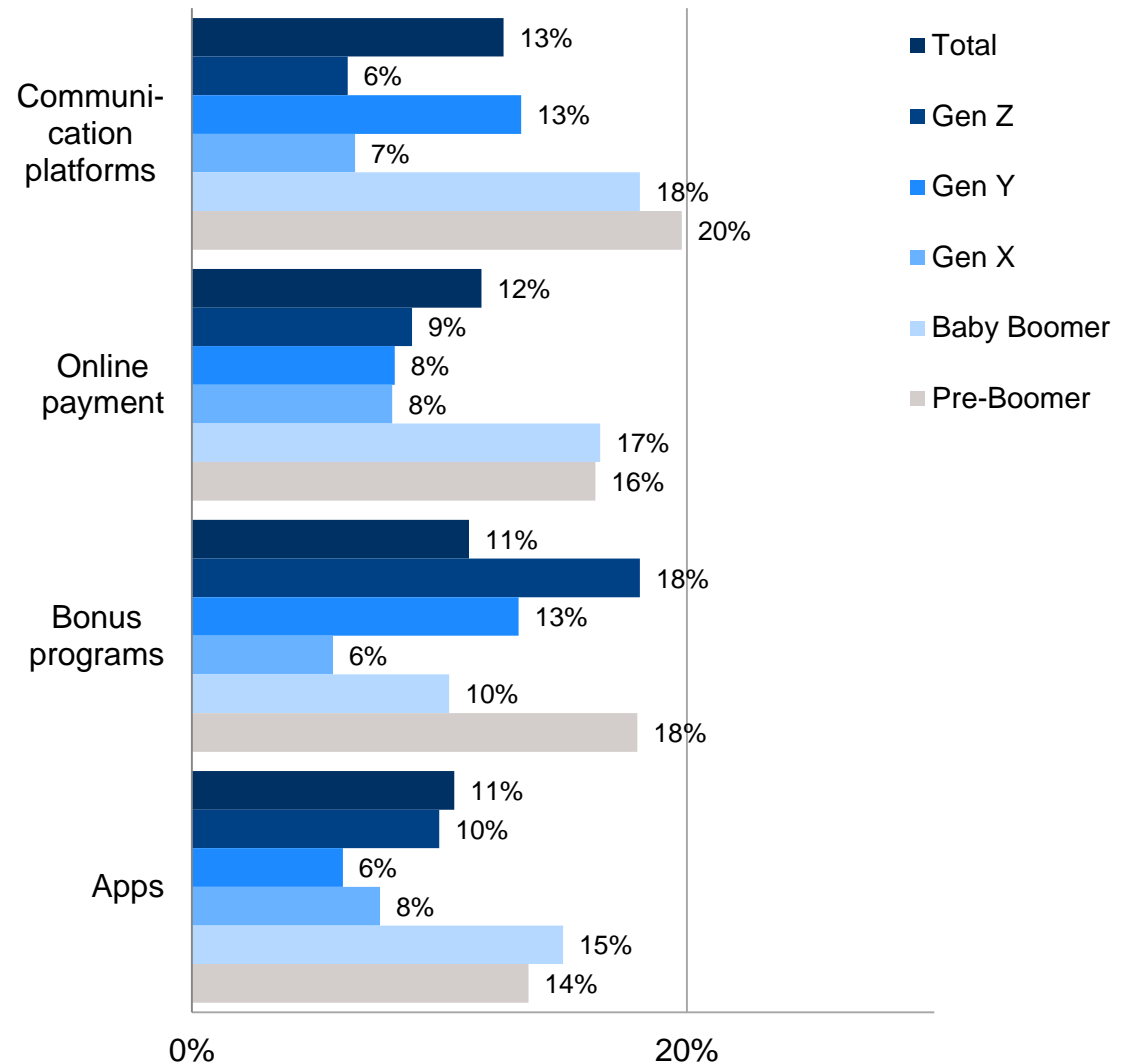
Similar to Baby Boomers, Generation Z seems to be more concerned about online banking, when compared to Generations Y and X.



# Do you avoid any of the following online services / activities for reasons of data protection?



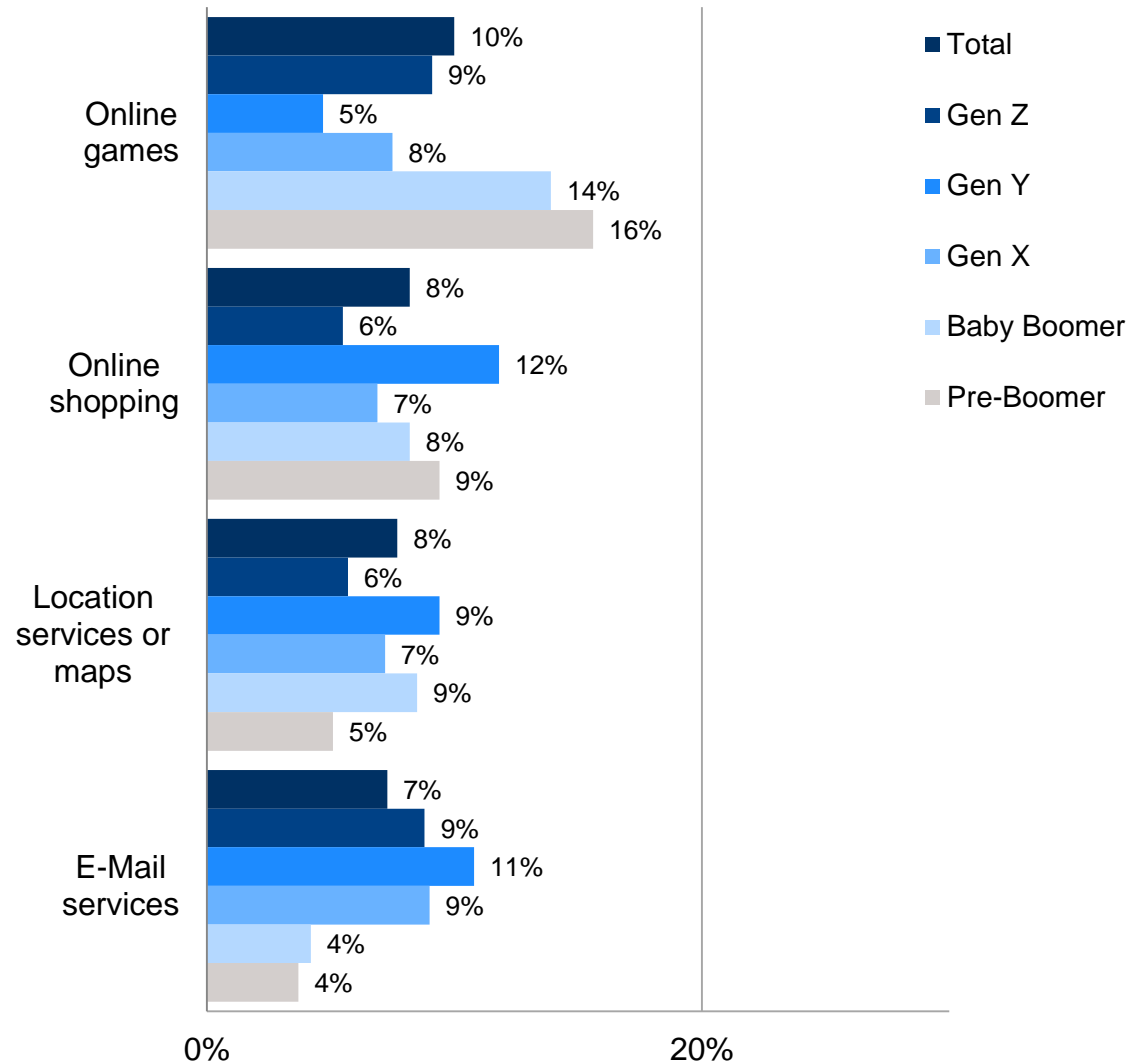
Consumers as a whole are avoiding some services, with older generations being the most cautious and Generations X and Y being the least concerned.



# Do you avoid any of the following online services / activities for reasons of data protection?



Overall, consumers are least concerned about online shopping, location services and e-mail services. Older generations are the least trusting of online games.

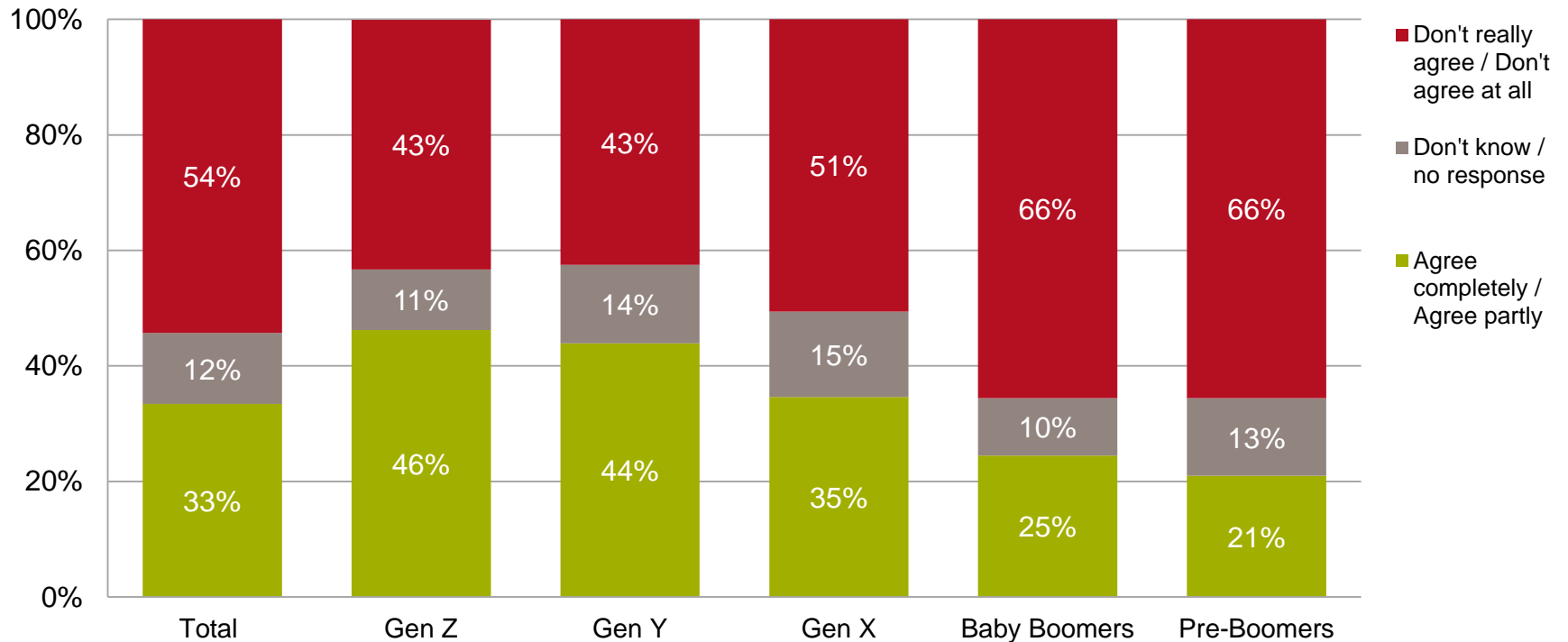


# Over half of consumers believe the US government is not doing enough to protect their data



Two-thirds (66%) of older generations think the US government is not doing enough to protect their data. Generations Z and Y are slightly more satisfied with the government role on data protection, but distrust is still high.

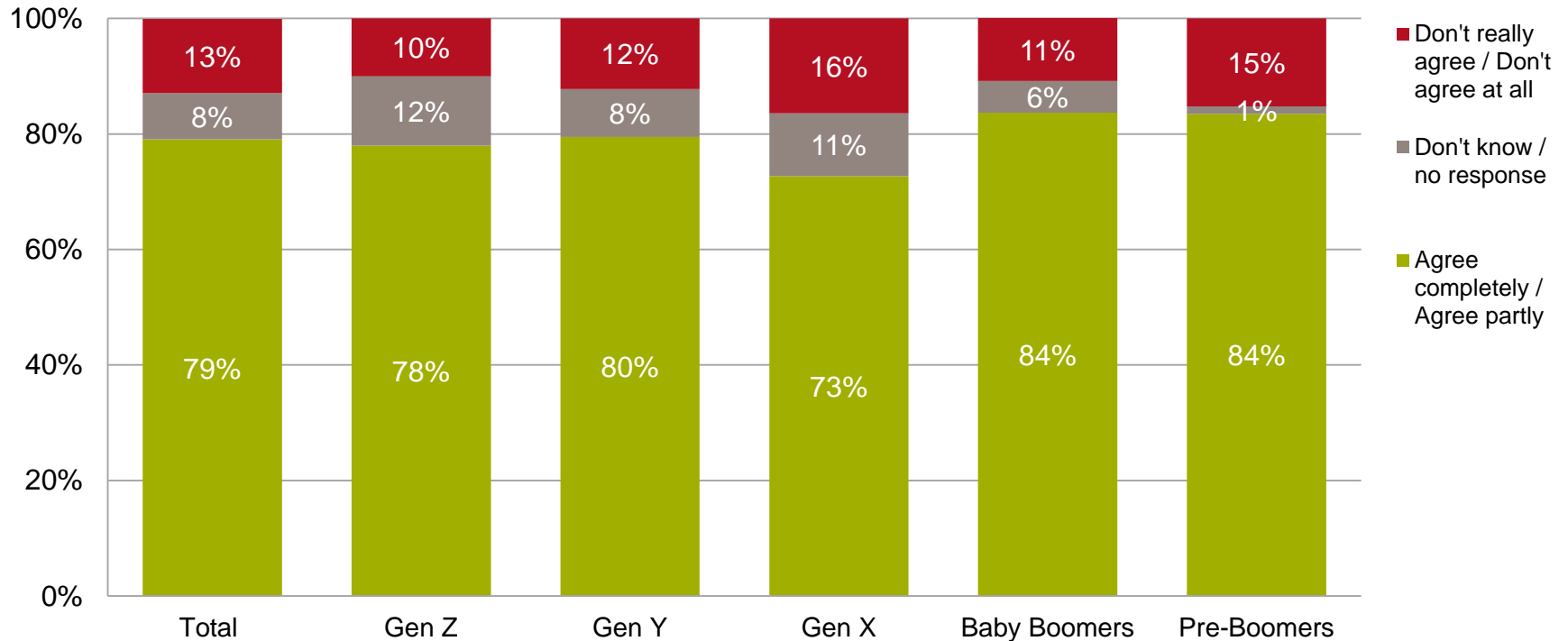
## Agreement with the statement: The US government is doing enough to protect the data of its citizens



# Consumers call for stricter regulations

Overall, almost 80 percent of respondents feel that there should be more regulations, preventing organizations from repurposing personal data to third parties. This is a concern across generations.

**Agreement with the statement: I feel that there should be more regulations preventing organizations from repurposing personal data to third parties**



---

Who should lead policy changes?

---

# Consumers are seeking change through a number of channels

They specifically want top industries to change their practices.  
Half of consumers interviewed also want more regulations on repurposing data.



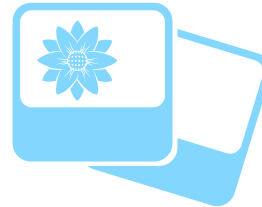
**56%**

Social  
Networks



**56%**

Credit Card  
Companies



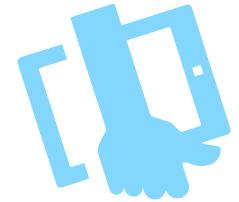
**54%**

Marketers and  
Advertisers



**53%**

Authorities



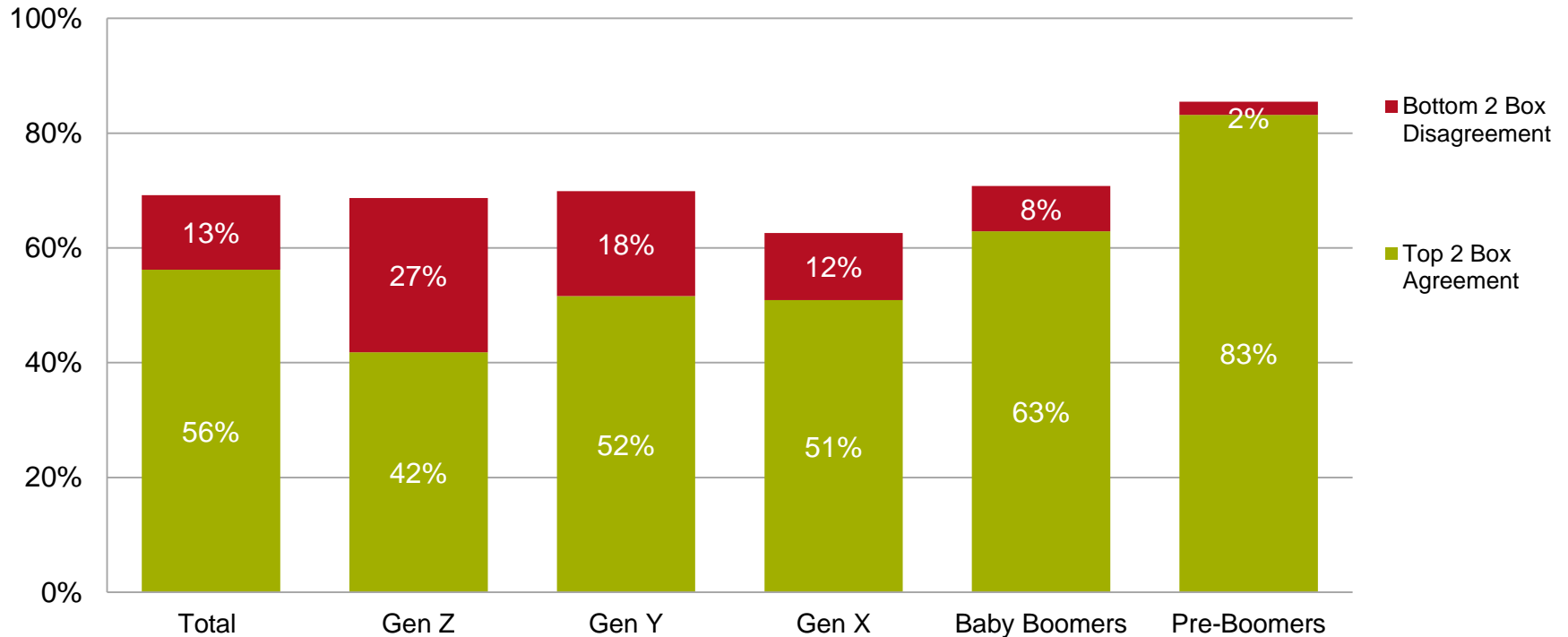
**53%**

Online Search  
Engines

# Social networks need improved policies

Baby Boomers and Pre-Boomers agree that online social networks need to change their policies and activities when it comes to data privacy and use of personal data. Generation Z is the least concerned about how social networks handle their private data.

**Agreement with the statement: Online social networks need to change their policies and activities when it comes to data privacy and use of personal data**



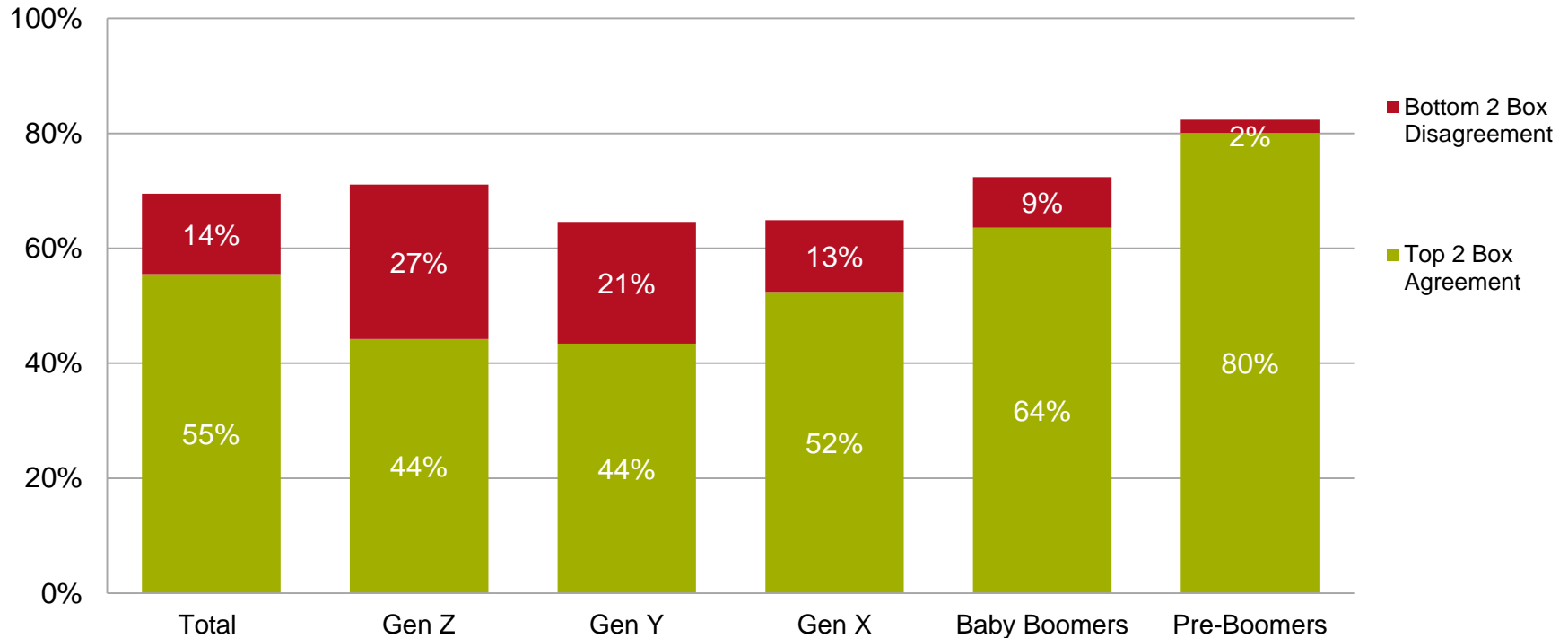


# Over half of all consumers demand policy changes by credit card companies related to data privacy and use of personal data



Younger generations seem to be less concerned about credit card companies' practices. Older generations call for improved policies.

**Agreement with the statement: Credit card companies need to change their policies and activities when it comes to data privacy and use of personal data**

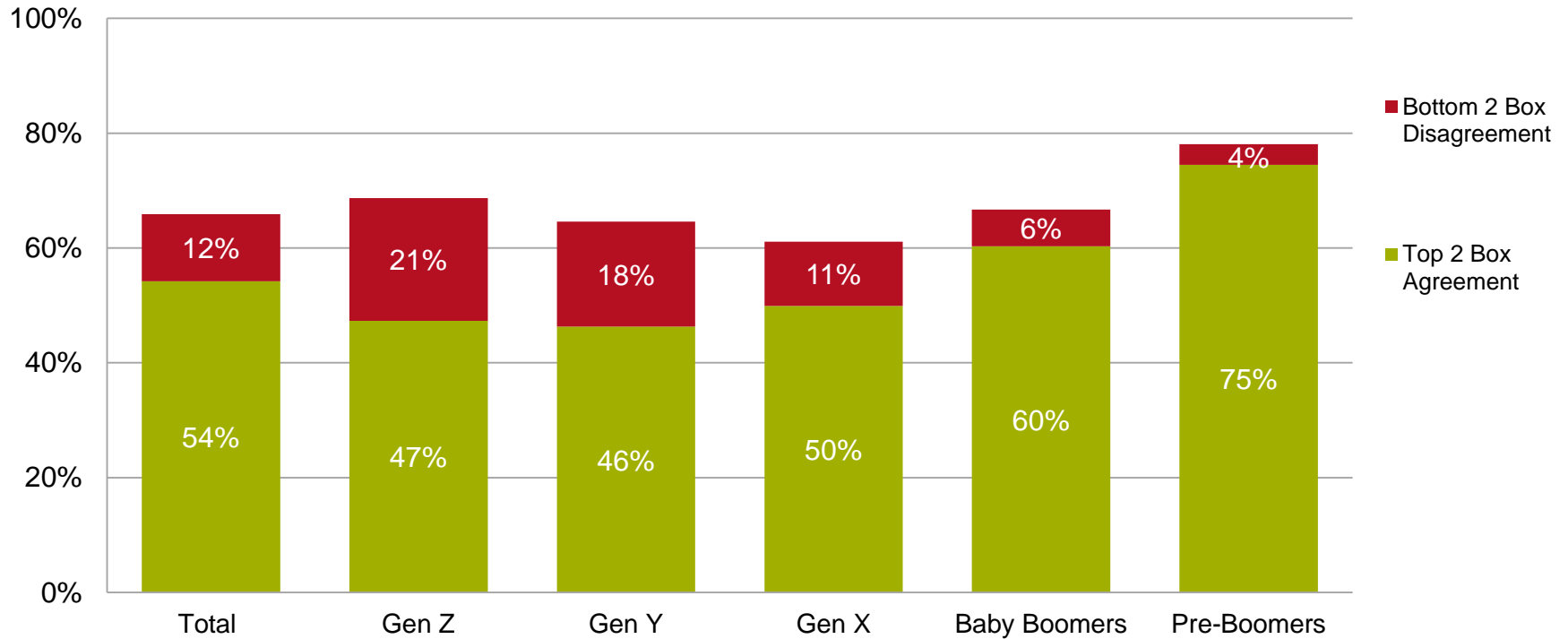


# Marketers and advertisers face challenges around their policies and activities related to data privacy and use of personal data



Over half of respondents want change, and the concern grows with age.

**Agreement with the statement: Marketers and advertisers need to change their policies and activities when it comes to data privacy and use of personal data**

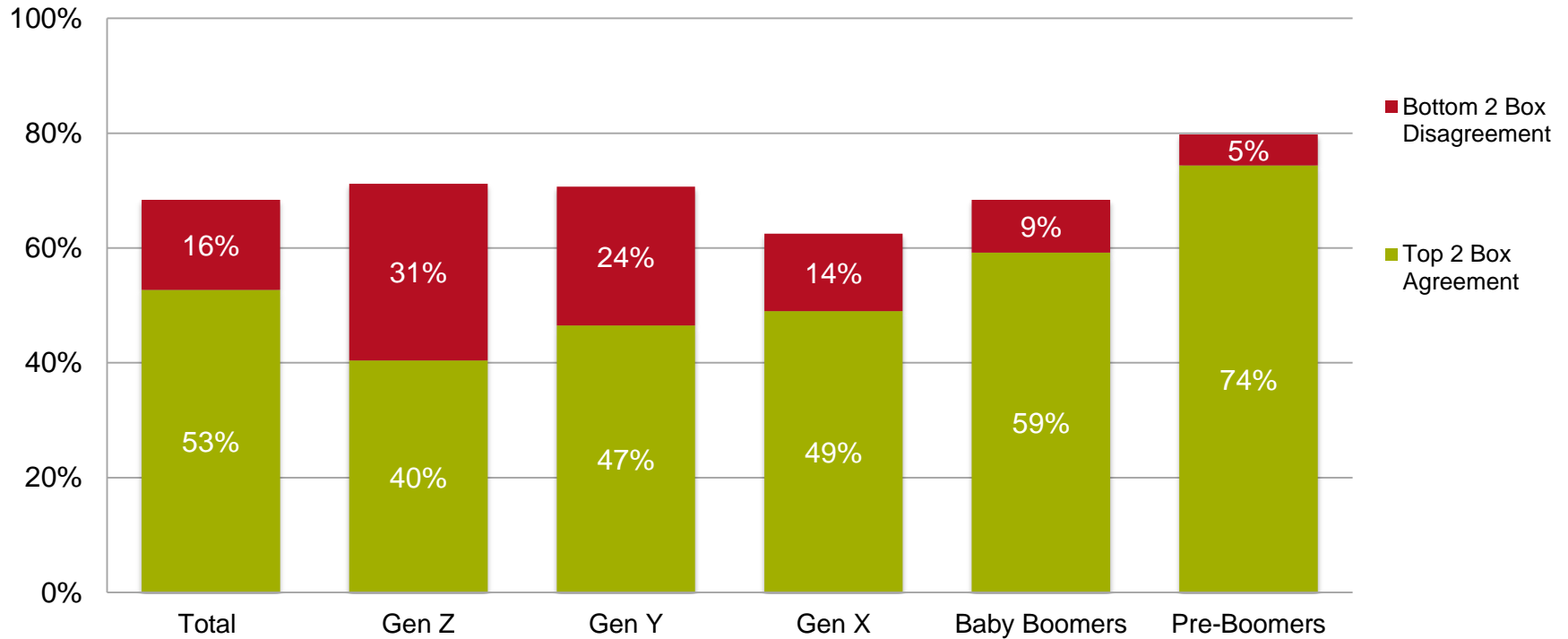


# Authorities (e.g. government agencies) need to change their policies and activities when it comes to data privacy and use of personal data



Three-quarters of Pre-Boomers want policies and activities changed by authoritative groups.

Agreement with the statement: Authorities (e.g. government agencies) need to change their policies and activities when it comes to data privacy and use of personal data

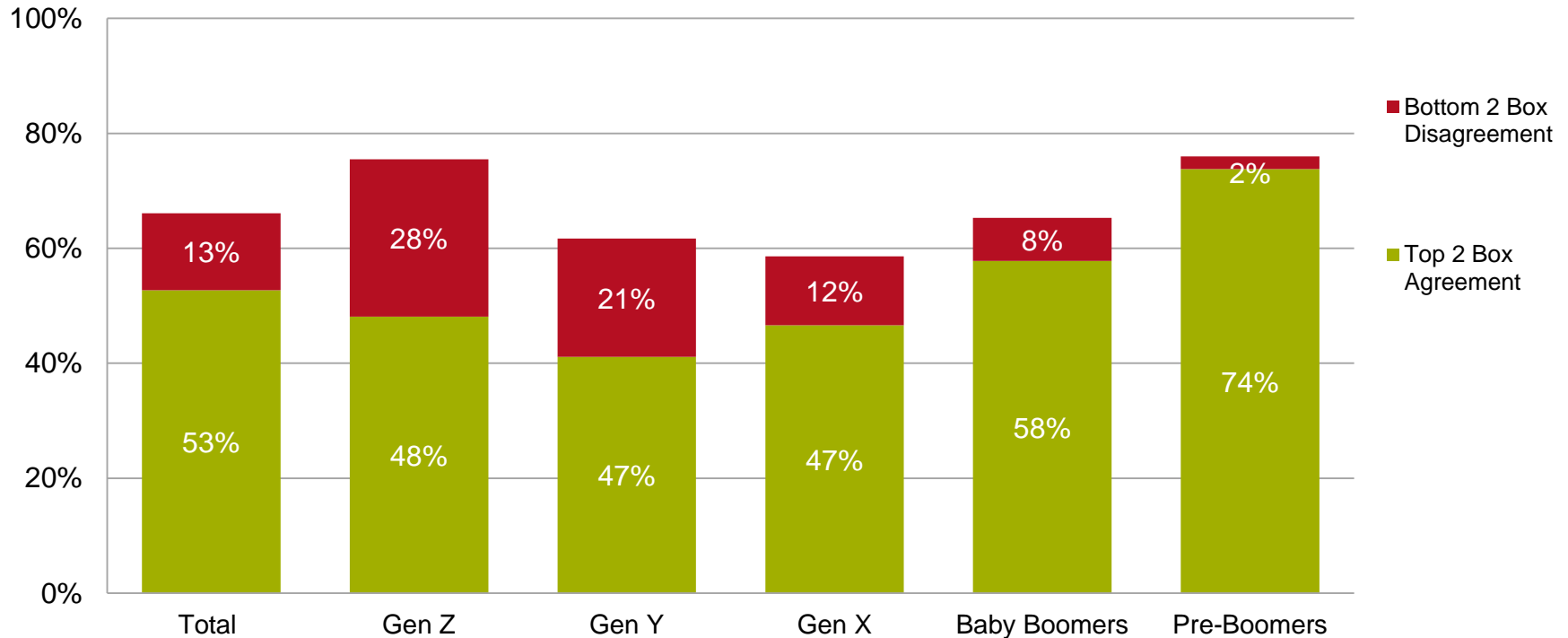


# Online search engines need to change their policies and activities around data privacy and use of personal data



Trends around online search engines are similar to credit card companies, government organizations, social networks, and marketers & advertisers.

**Agreement with the statement: Online search engines need to change their policies and activities when it comes to data privacy and use of personal data**

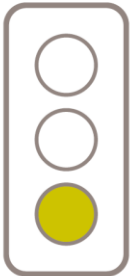


Consumers' trust is not shared equally with all organizations



E-commerce and online payment platforms, healthcare providers, and banks score well.

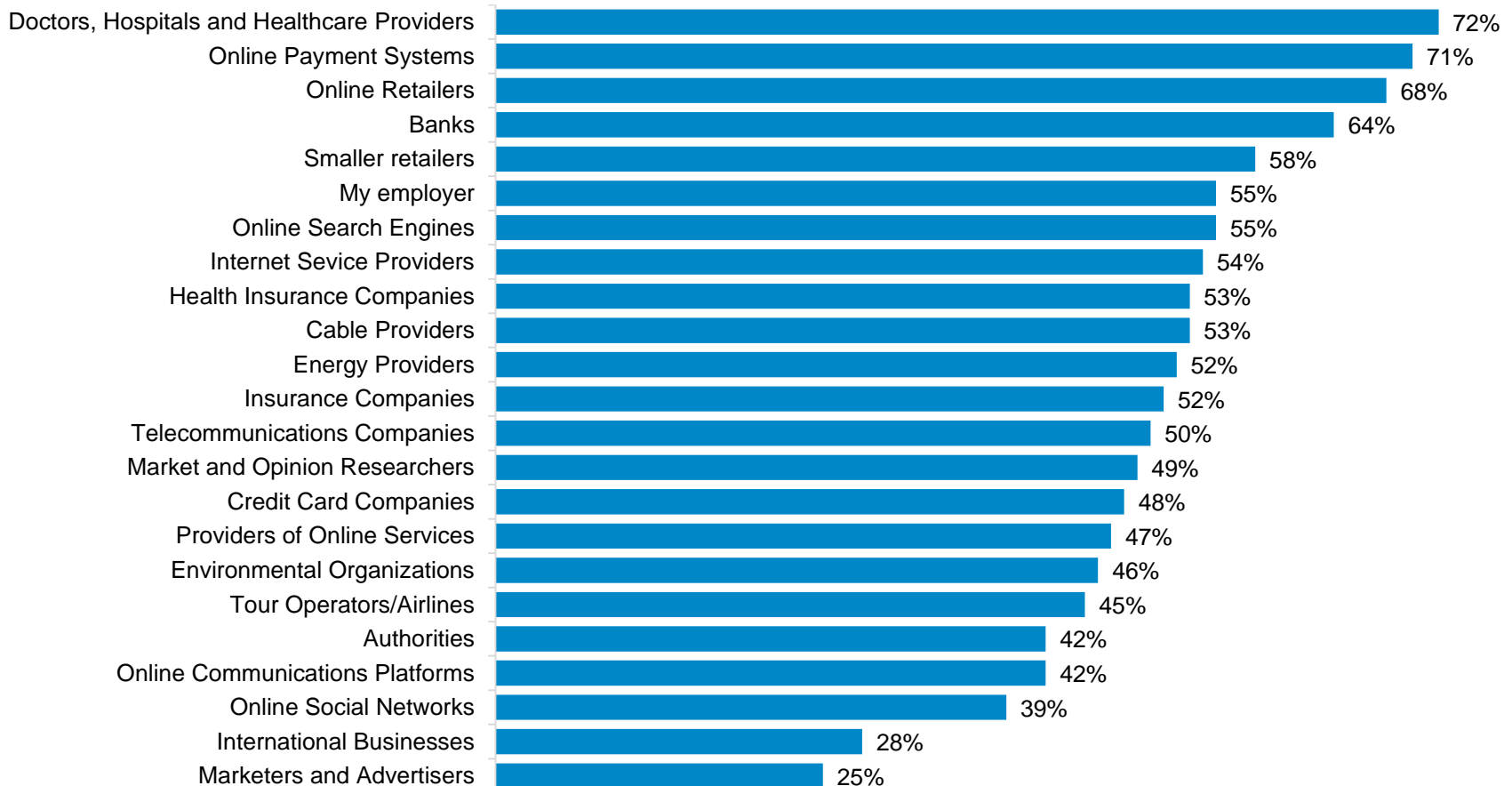
- E-COMMERCE PLATFORMS
- ONLINE PAYMENT PLATFORMS
- HEALTHCARE PROVIDERS
- BANKS



# Consumers' trust is not shared equally across all organizations

Marketers and advertisers, international businesses, and social networks are the least trusted with personal data.

**Hospitals and healthcare providers, online payment systems, and retailers are the most trusted:**

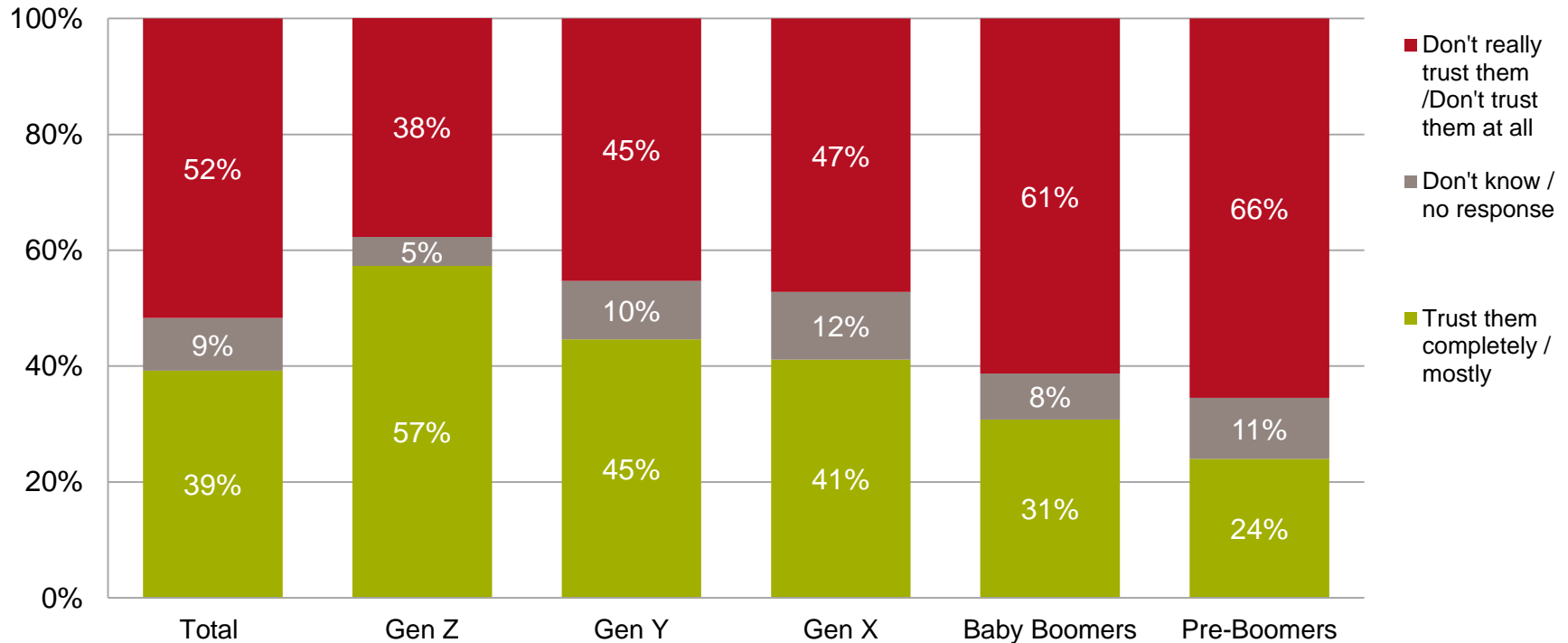


% of respondents which trust completely / trust mostly

# Trust in online social networks varies by age

There is a significant gap between older and younger generations on trust in online social networks. Pre-Boomers and Boomers have distrust levels above 60 percent, while almost 60 percent of Generation Z trusts them completely.

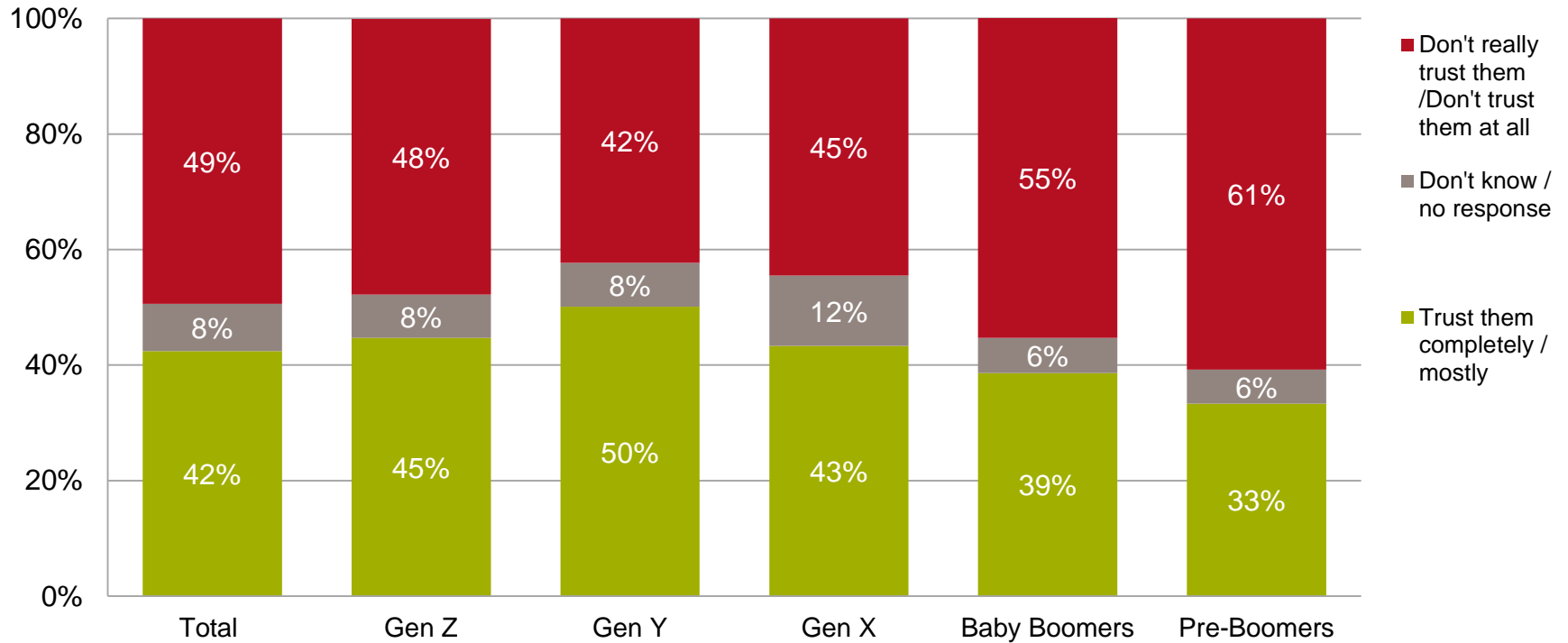
How much do you trust online social networks with regard to how your personal data is handled?



# One size fits all: Trust in authorities (e.g. governmental agencies)

Levels of distrust in government authorities to properly handle personal data are highest among Boomers and Pre-Boomers.

How much do you trust authorities with regard to how your personal data is handled?

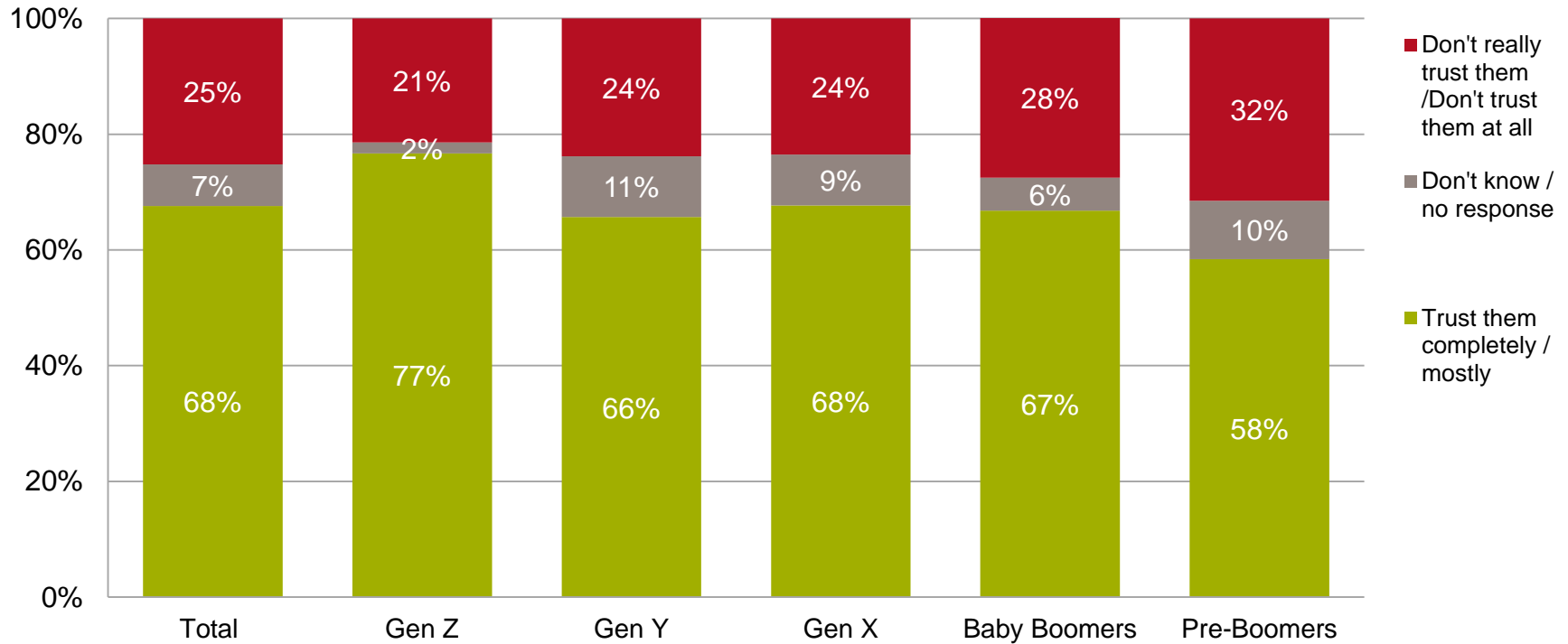




# Trust in online retailers

Even though the latest data breach scandals pose a threat to large brands, trust in retailers is still higher than for governments and social media. There is a clear gap between Generation Z and Pre-Boomers when it comes to trust in online retailers.

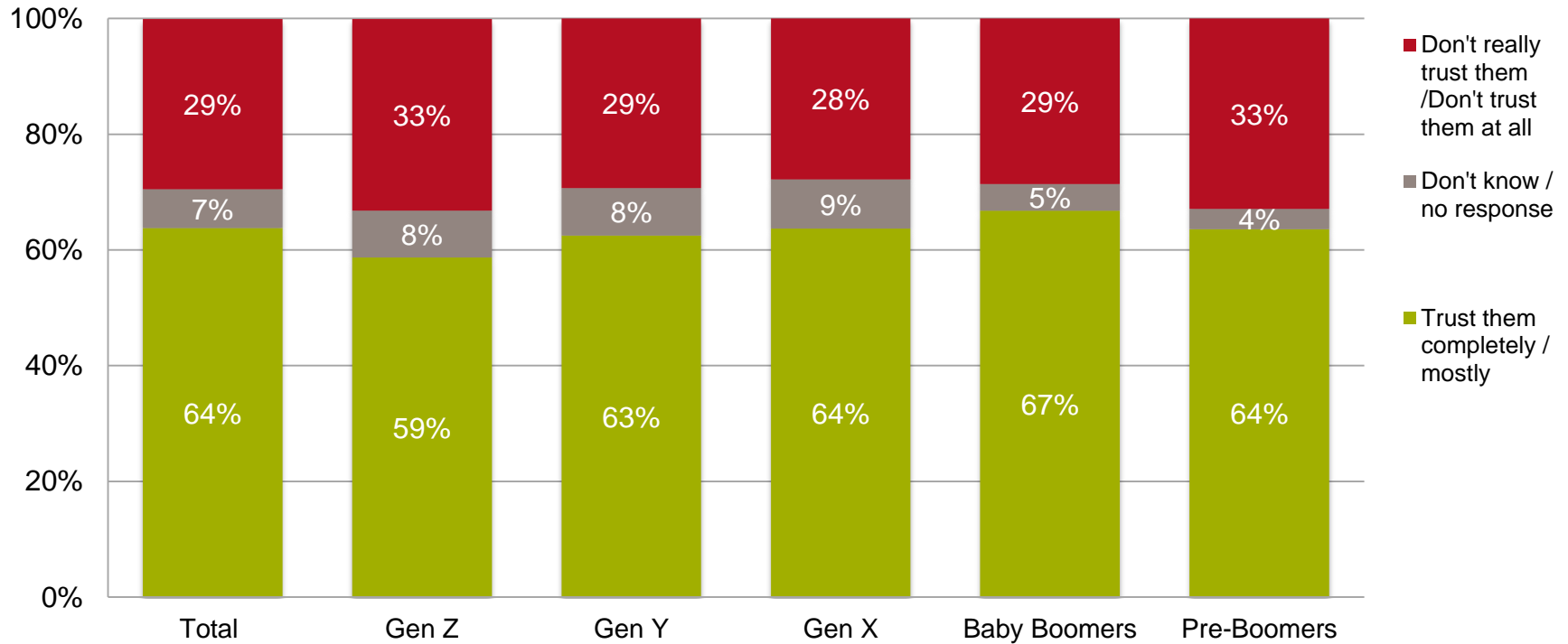
How much do you trust online retailers with regard to how your personal data is handled?



# Trust in banks

A majority of people have trust in banks when it comes to the use of personal data; Generation Z and Pre-Boomers show the lowest level of confidence.

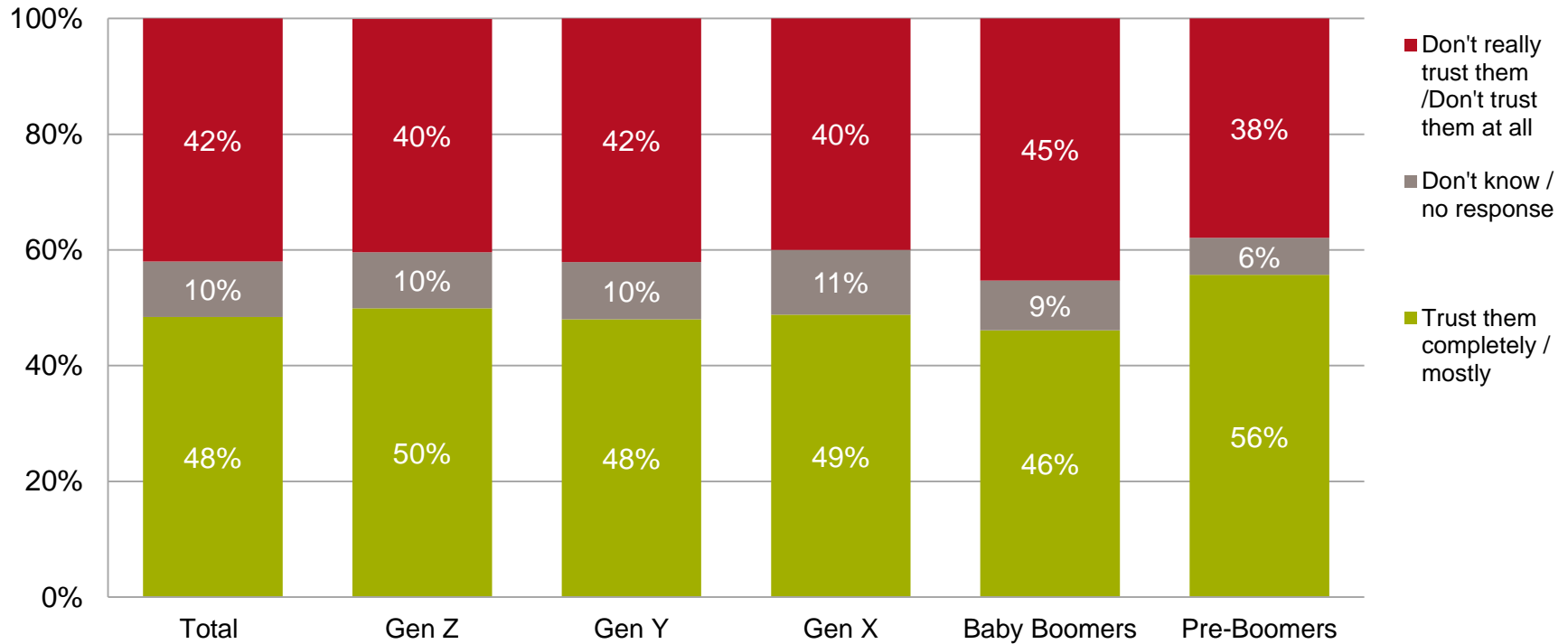
How much do you trust banks with regard to how your personal data is handled?



# Trust in credit card companies

Compared to banks, credit card companies score significantly lower in the level of trust; Baby Boomers especially have concerns.

How much do you trust credit card companies with regard to how your personal data is handled?



---

# How data privacy concerns affect marketing and the advertising industry

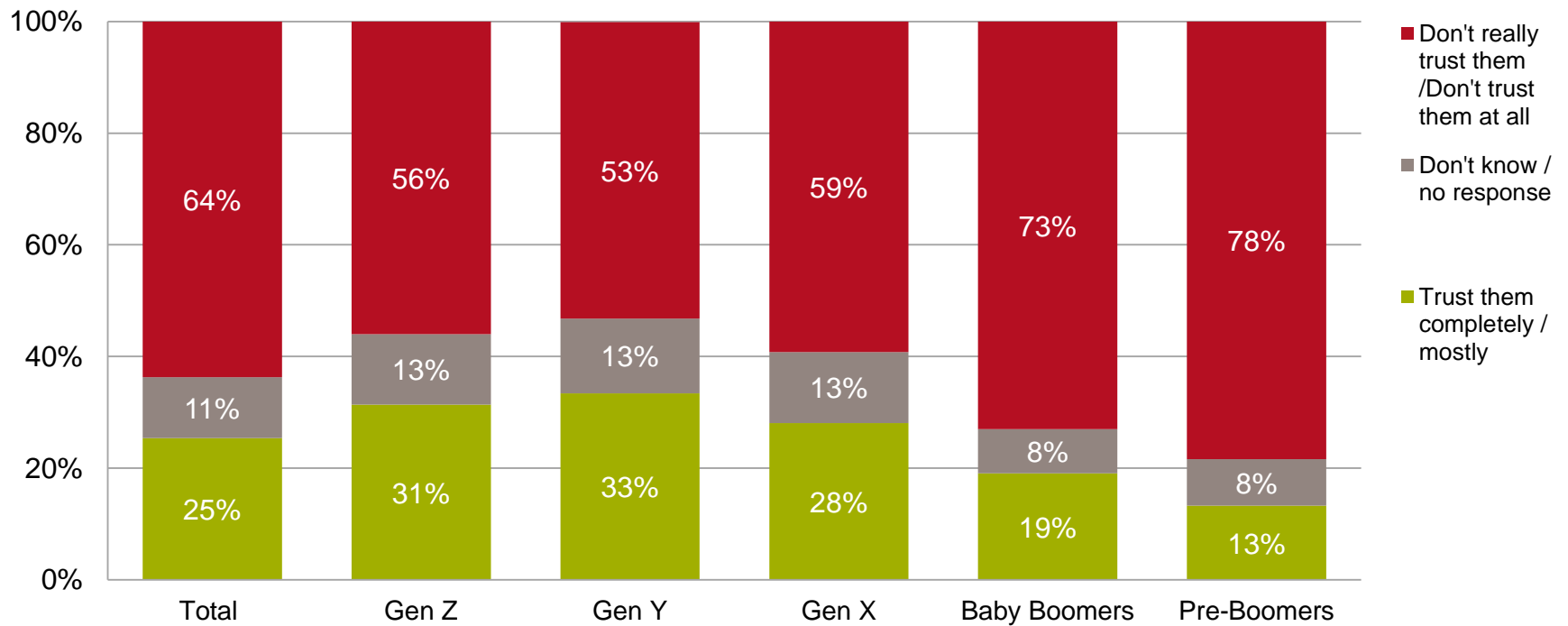
---

# High distrust in marketers and advertisers related to use of personal data



Seven out of 10 Baby Boomers, and 8 out of 10 Pre-Boomers, distrust marketers and advertisers with their data.

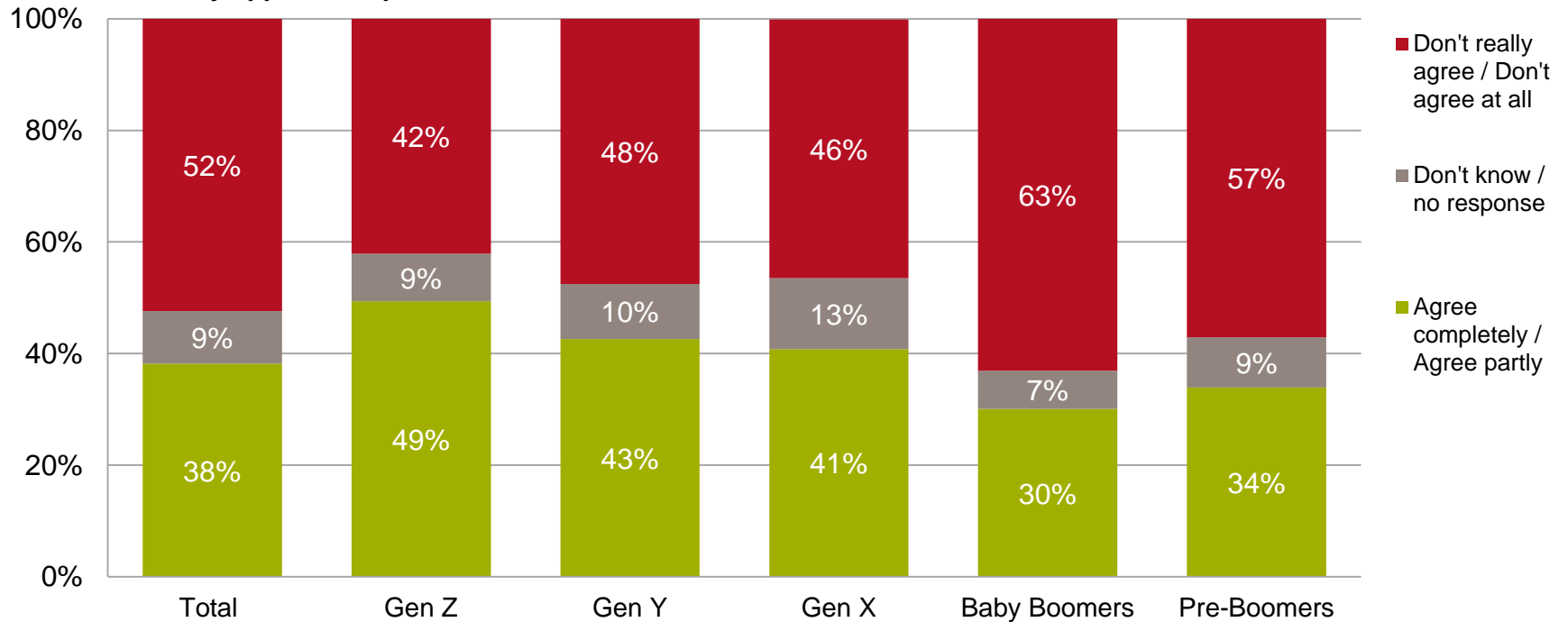
How much do you trust marketers and advertisers with regard to how your personal data is handled?



# Privacy invasion vs. public security

Younger generations are more in agreement with having their communications data tracked without approval, in order to promote a safer environment. Overall, more than half of the respondents do not agree with such practices. Baby Boomers are the most concerned.

**Agreement with the statement: I accept that my communications data (e.g. phone, online) can be recorded without my approval to prevent crime**

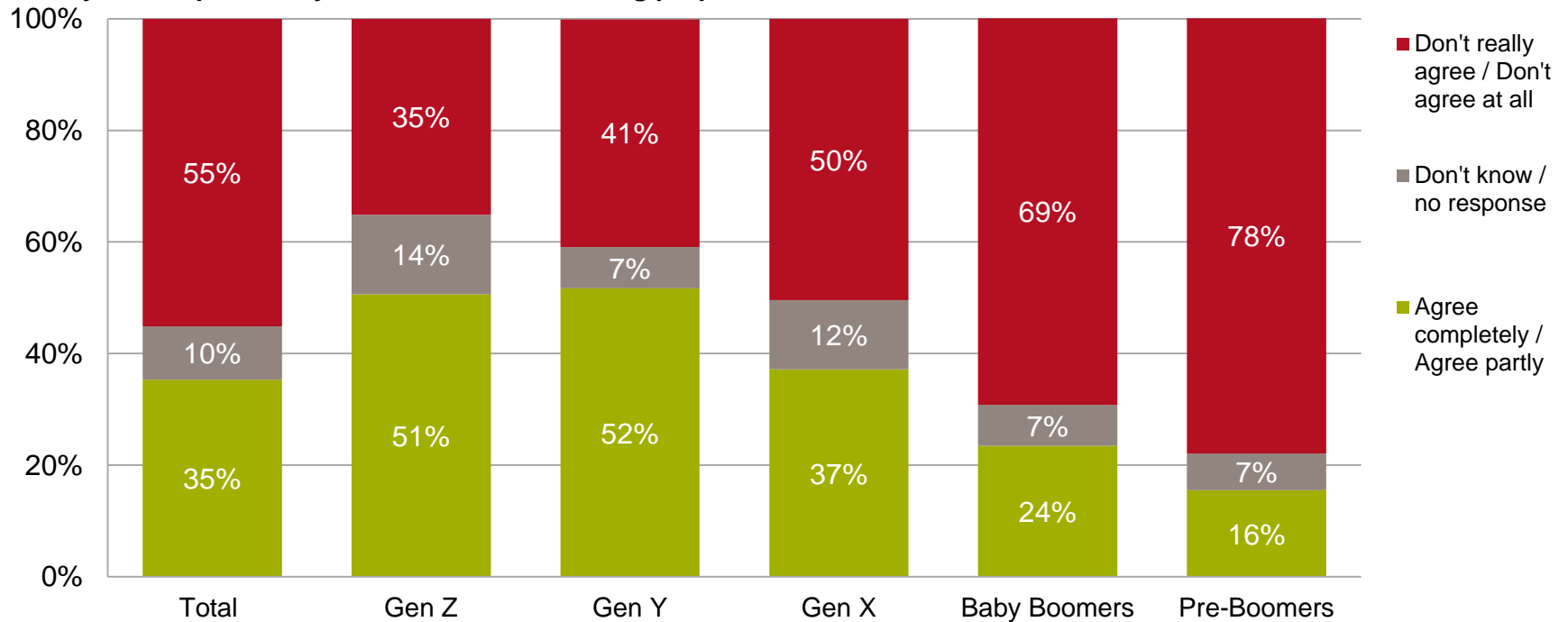


# Generational concerns about swapping free services for their data for advertising



Younger generations are less concerned with the use of their personal data if they have access to free online services, while Baby Boomers and Pre-Boomers are largely opposed.

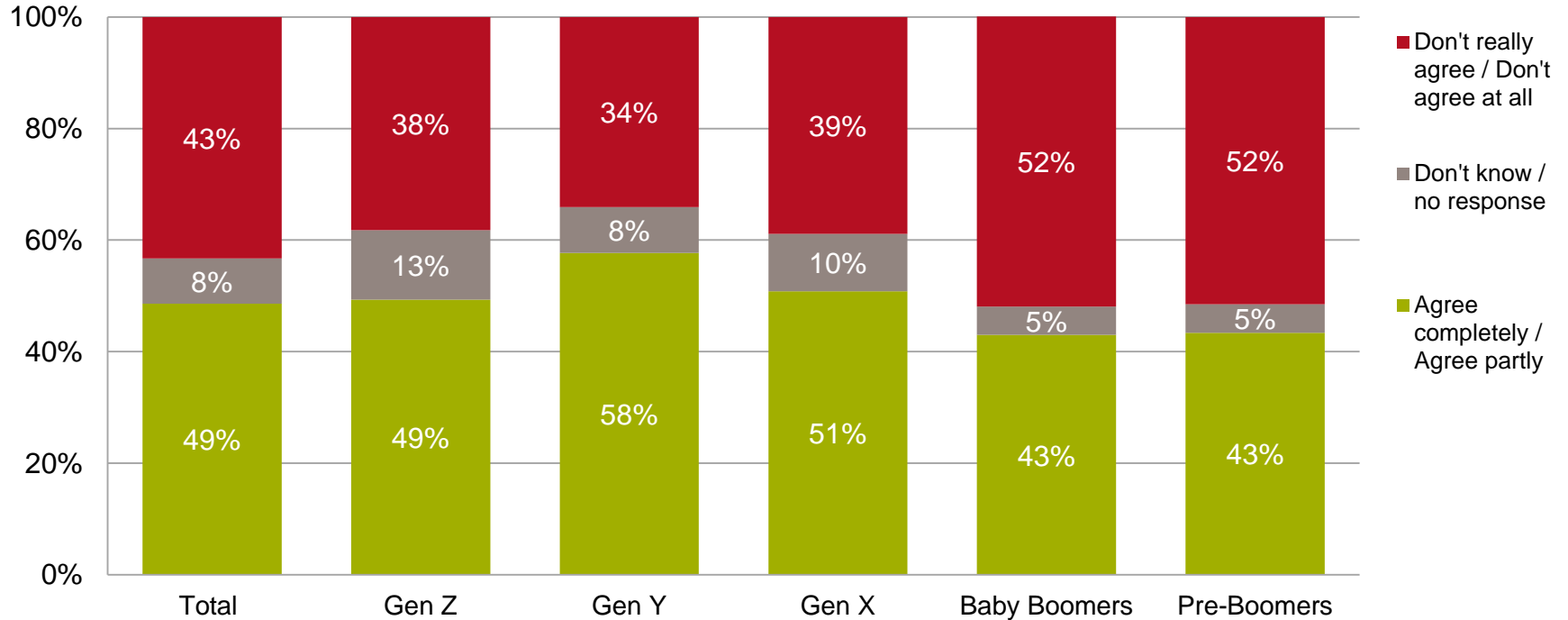
**Agreement with the statement: I use free services online and on smartphones / tablets and don't mind if my data is potentially also used for advertising purposes**



# Half of all consumers see the benefit of tailored advertising

Generation Y is particularly appreciative of customized services that match their interests.

**Agreement with the statement: Advertising that is tailored to my needs is helpful because I can find the right products and services more quickly**





# CONTACT

David Stanton

[david.stanton@gfk.com](mailto:david.stanton@gfk.com)

(908) 875-9844