

Consumers Don't Mind Giving Away Some Personal Data, if the Price Is Right

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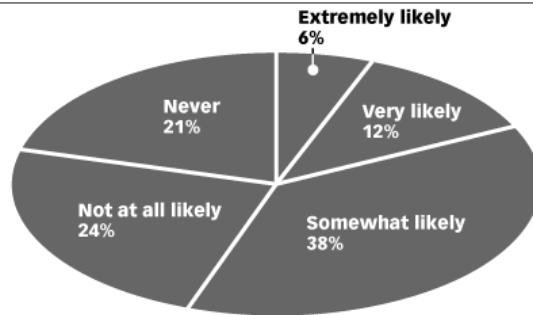
Rimma Kats

As privacy concerns continue to rise, you'd think consumers would be dubious about sharing their data. But according to a number of surveys on the topic, that's not necessarily the case—especially if they get some value out of it.

More than half of US consumers surveyed in June 2019 by [RIS News](#) said they'd let a retailer digitally identify them in-store—through location-based technology—in exchange for special promotions and offers.

How Likely Are US Consumers to Allow a Retailer to Digitally Identify Them In-Store for Special Promotions and Offers?

% of respondents, June 2019



Note: ages 15-74; numbers may not add up to 100% due to rounding
Source: RIS News, "2019 Shopper Megatrends Study: The Power of Making Retail Personal," Aug 7, 2019

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"Consumers appear more knowledgeable and skeptical about sharing location data, but they haven't changed their behavior yet," said Yory Wurmser, eMarketer principal analyst and author of our "[Location Intelligence 2019](#)" report.

"Many consumers are willing to share their location data with marketers in exchange for some type of value," he said. "Others may want to reduce data sharing but don't know how. Regardless, it's likely that consumers will demand more control over their data in the future."

In a poll of US internet users by [Ipsos](#) and [World Economic Forum](#) from November 2018, the largest share of respondents said they'd be comfortable sharing their personal data if brands were clear about what they planned to do with it. But nearly as many said they'd be happy to trade that information for compensation, such as a discount or reward.

When Are US Internet Users Comfortable Sharing Personal Information With Brands/Companies?

% of respondents, Nov 2018

When they are clear about what they will do with that information

69%

When they promise not to share it or not to sell it to other parties

66%

When they offer you some kind of compensation for your information (discount, reward, etc.)

66%

When you have a lot of experience with them

63%

When they have never been subject to any breach, leak or fraudulent usage of data

59%

*Note: ages 18-64 who are "much" or "somewhat more" comfortable
Source: Ipsos and World Economic Forum, "Global Citizens & Data Privacy,"
Jan 25, 2019*

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Additionally, nearly two-thirds of internet users in the US and Western Europe said they would be interested in sharing their location data in exchange for discounts, according to an April 2018 study from [Forrester Consulting](#) and [Loqate](#).

And for many consumers, [a discount of just 10% makes for a worthwhile incentive](#).

Roughly seven in 10 internet users surveyed by [Blis](#) last year said that if Amazon offered them a discount, they would share their buying habits from a competitor, such as Target.

Nearly 60% said that a 10% to 30% discount would sway them, while another 41% would be influenced only by discounts of 40% or more.