

Data privacy: what the consumer really thinks 2015

It is crucial that brand strategists, futurologists and government regulators keep up to date with fast changing attitudes to privacy and, importantly, begin to recognise that attitudes are not uniform or static. That's why the DMA and Acxiom commissioned a new study to track consumer attitudes to privacy.

The study shows a considerable change in attitudes since 2012, with significant increases overall in those willing to share data and a significant decrease in fundamentalists opposed to sharing data.

Trust remains the critical factor in willingness to share data. Brands that succeed in the information age will be the brands that put earning and keeping trust at the heart of their customer proposition.

To view the full report, please click here: <http://dma.org.uk/article/data-privacy-2015-what-the-consumer-really-thinks>

Consumer attitudes



Trust is the most important consideration for consumers



39%

trust the organisation



The clear favourite is how trustworthy the brand or organisation is, or is perceived to be, with almost four times the first choices of any other response.

Who do consumers trust?

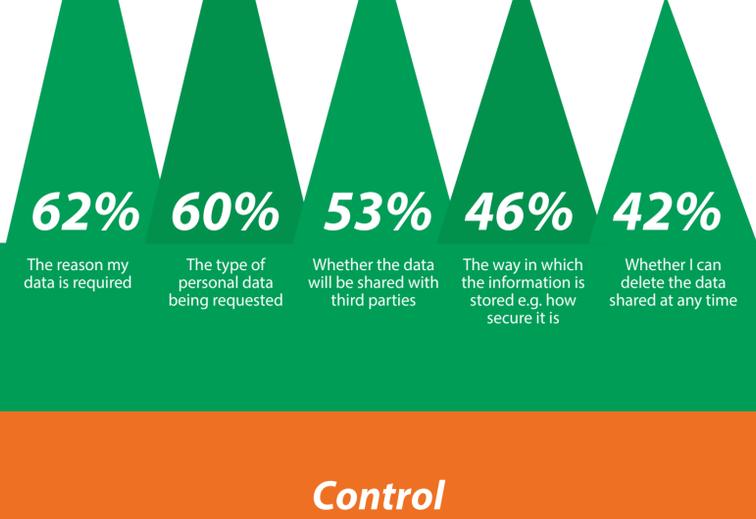


Social networking sites like Facebook fare poorly, despite tight regulation.



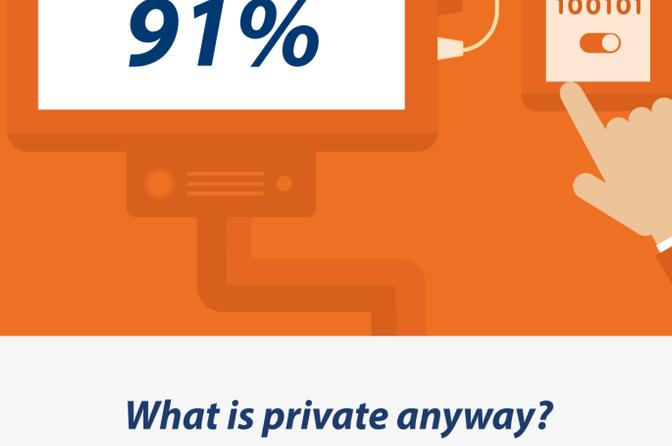
Why share information?

What makes a person decide to share data? The best reason is the why – why do you want it?



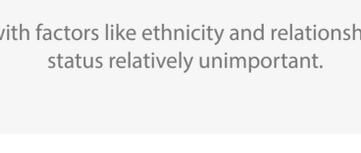
Control

Consumers want control.



What is private anyway?

Consumers believe their most personal information to be their finances and medical history.



with factors like ethnicity and relationship status relatively unimportant.

Conclusion

The more transparent the business is, the more likely consumers will be to share, and the more trust you can build.

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Methodology

In May 2015 the Future Foundation conducted, on behalf of DMA and in partnership with Acxiom, an online survey of 1,000 respondents exploring public attitudes towards privacy in the UK. Unless referenced, all data included in this report is taken from this survey.

For this research, the Future Foundation set interlocking nationally representative quotas on age and gender and had independent quotas for region and social grade. This ensured the sample was representative of the UK population and did not require corrective weighting.

The analysis of the data and the segmentation of findings was conducted in-house by the quantitative analysis team of the Future Foundation.

This DMA report was funded by Acxiom. While both parties participated in the purpose, goals and planning of this research, the research itself and interpretation of the results were carried out entirely independently by

About Acxiom

Acxiom is an enterprise data, analytics and software as a service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. For more information about Acxiom, visit Acxiom.com.

About Future Foundation

The Future Foundation is a leading international consumer futures business. Our core expertise is based on identifying and forecasting social and consumer trends and determining the extent of their impacts on markets, services, brands and products. Since our launch in 1996, we have worked to meet the strategic needs of businesses through the application of insight. We identify, measure and examine trends, attitudes and behaviours through the rigorous analysis of quantitative and qualitative research. Our robust programme of research provides businesses with the grounding and confidence to anticipate the likely impact of the evolving consumer environment and identify new market and revenue opportunities.

www.futurefoundation.net

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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