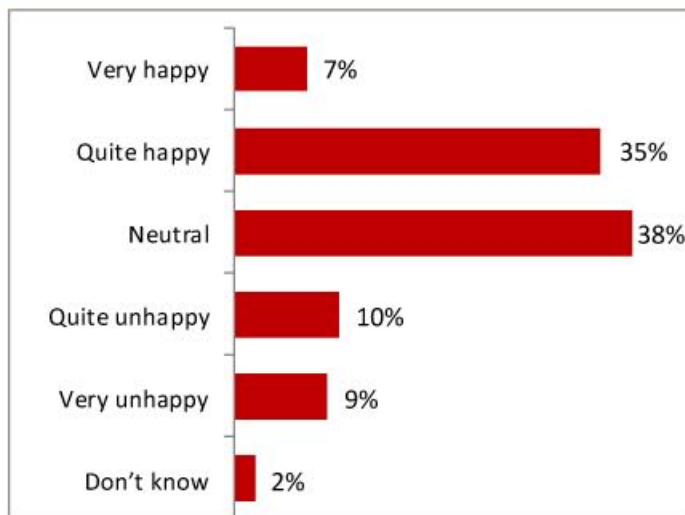


# Retail Week Poll - Personal data in retail (November 2013)

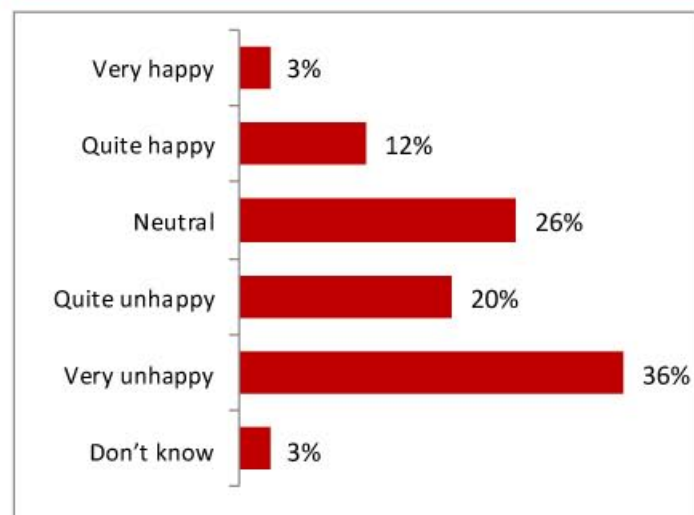


1. To what extent are you happy in general to share personal data with retailers in return for rewards such as money-off vouchers and special offers?



The most well received of all four methods of using personal data, 4 in 10 consumers are happy sharing personal data with retailers in return for money off-vouchers and special offers. Younger consumers are happier with the idea of sharing personal data in return for rewards (51% aged 18-34). Similarly, men and those living in London are more likely to be happy about sharing personal data for rewards (45% and 52% respectively)

2. To what extent would you be happy for retailers to use your mobile phone data, such as location information, to try and encourage you to shop with them?



Over half of consumers (56%) are unhappy with the prospect of retailers using mobile phone data to target their custom. Again younger consumers are more open to the idea (28% of under 35s would be happy with retailers using their phone data) whilst very few over 45s would be happy with this happening (9%). Londoners are also more likely to be happy with this idea (31%)

