

April 2012

## **G2 REPORT REVEALS INTERNET USERS DEMAND RESPECT FOR THEIR PRIVACY**

### **Half of people who have privacy fears don't shop online UK shoppers have the highest expectations on brands to look after their data**

Almost two-thirds (64 per cent) of over 6,500 respondents across Europe believe that respect for their privacy, personal space and information is the most important demand when interacting with brands online, a new report has revealed.

According to the new G2 eCulturesEUROPE Report<sup>1</sup>, privacy protection ranked first in a list of consumer demands, including handling complaints (54 per cent), helping to find the best price (48 per cent) and rewarding consumers (46 per cent).

When it comes to expectations of brands, almost three-quarters revealed they expect the companies they interact with online to handle their personal data responsibly, but only one-in-three (34 per cent) actually trust brands to do so. Yet in reality, 92 per cent of the World's Top 100 Brands<sup>2</sup> has a privacy policy in place, but evidently are not doing enough to promote this to their consumers and reassure them that they take their privacy policies seriously.

The report further revealed that those respondents most concerned about online privacy buy less online. While nearly half of all respondents generally browse and research brands, products and services online, fewer than half of those who have privacy concerns go on to complete the sales transaction online, opting instead to purchase in a traditional store.

For instance, the Travel category, a large majority (65%) feel comfortable browsing and choosing online, nearly 40 per cent of the privacy-concerned drop out before making a purchase – a dropout rate 13 per cent higher than seen among those less concerned. This behavior, present in every category, adds up to millions in deferred or even lost sales that could be solved, or at least improved, through transparent and believable communications of the protection policies already in place. In fact, only one out of three respondents believe they have enough information and adequate control over their personal data.

The UK (77 per cent), Germany (73 per cent) and France (71 per cent) have the highest expectations on brands to handle their data responsibly, whilst Russia (62 per cent) had the least. Yet in a reversal, consumers in UK (52 per cent), France (51 per cent) and Germany (43 per cent) were found to be the least privacy concerned, with Romanians (65 per cent) and Russians (65 per cent) being the most worried about their online data security.

Pietro Leone, CEO, G2 EMEA, commented:

“Europe's consumers are sending a clear message to brands that do business online – respect for their privacy, personal space and information is of utmost importance. Our findings suggest that these concerns run so deep, it is affecting how open consumers are to buying online which can add up to millions in lost sales.

“Consumers expect brands to protect their data and have their privacy at the forefront of their business. Worryingly, too many brands are failing to recognise this as important, and are not

---

<sup>1</sup> The e-culturesEurope Report was conducted in September 2011 and polled 6.572 consumers in six countries (UK, Spain, France, Germany, Romania and Russia).

<sup>2</sup> Source: Best Global Brands 2011, Interbrand, a leading global brand consultancy, October 2011

doing enough to resolve consumers' lack of trust when they shop online. However, our analysis also shows that due to this expectation of brands to handle personal data responsibly, consumers are open for brands to increase communication and engagement about their privacy policy. An opportunity brands must take, not just for customer loyalty, but also for their bottom-line.”

ENDS

## Notes to editors

### Methodology

The e-culturesEurope Report was conducted in September 2011 and polled 6.572 consumers in six countries (UK, Spain, France, Germany, Romania and Russia) chosen to cover the range of internet penetration across Europe). In each market, the sample is representative of the internet-user population, and thus skews slightly older in UK and Germany and slightly younger in Romania and Russia. The study is fielded via online panels, using G2's proprietary online research tool ENGAGE, and has a maximum margin of error of  $\pm 2.5\%$ .

\*Figure worked out from the EU population of 857 million x four (average number of hours EU respondents spent online) and rounded to the nearest billion

### About G2

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand Commitment<sup>SM</sup>. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision Journey<sup>SM</sup>, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit [www.g2.com/emea](http://www.g2.com/emea)

### For more information:

Jessica Bayat | G2 EMEA  
T: +44 (0) 7824 694469 | E: [Jessica.Bayat@g2.com](mailto:Jessica.Bayat@g2.com)

Orsolya Ivanyi: | G2 EMEA |  
T: +44 (0) 20 3353 7297 E: [Orsolya.Ivanyi@g2.com](mailto:Orsolya.Ivanyi@g2.com)

Rhiannon Hardy or Angelina Hunt | Eulogy  
T: +44 (0) 20 7927 9999 | E: [Rhiannon@eulogy.co.uk](mailto:Rhiannon@eulogy.co.uk), or [Angelina@eulogy.co.uk](mailto:Angelina@eulogy.co.uk)