

Shopper Privacy: Their Concerns

When it comes to privacy, 55% of shoppers are very concerned with protecting their privacy. (Females with children are more concerned than other demographics.) Only 18% of shoppers are not very / not at all concerned about protecting their privacy while shopping.

SO WHAT TRIGGERS THESE CONCERNS AMONG SHOPPERS:

INFO TOO PERSONAL	36%	Sharing of personal info, sharing credit card info, people seeing my PIN
SECURITY SAFETY	15%	Hackers, id theft and fraud
STORE STAFF	8%	Retailers tracking purchases, staff misusing info
DON'T KNOW	20%	

Has it always been this way?

Not for the 40% of shoppers who tell us that they feel their privacy is more threatened today than in the past. This is most true among our older Evolving Shopper Segment (age 45 – 60), where 46% of shoppers feel more threatened than in the past. (Our Formative Shopper group (age 18 – 29) were least likely to feel threatened with privacy concerns, at only 34%.) —•

WAYPOINT

Shoppers feel more exposed; allaying their fears going forward should be a marketer priority.

