EOS Survey

What's the value of data?
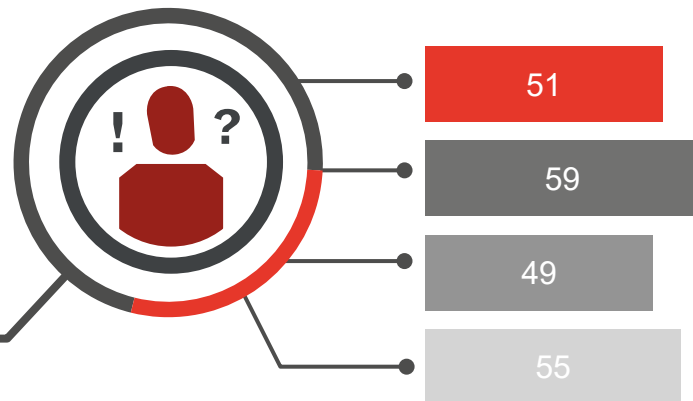
EOS Survey
What's the value of data?

1

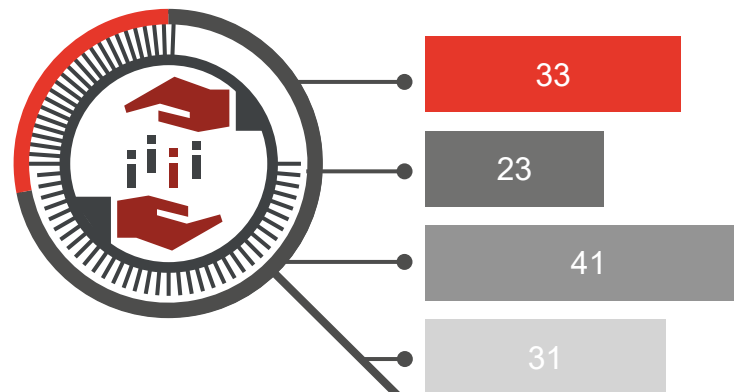**Trust ranking by country**

Little trust when it comes to disclosing data to companies
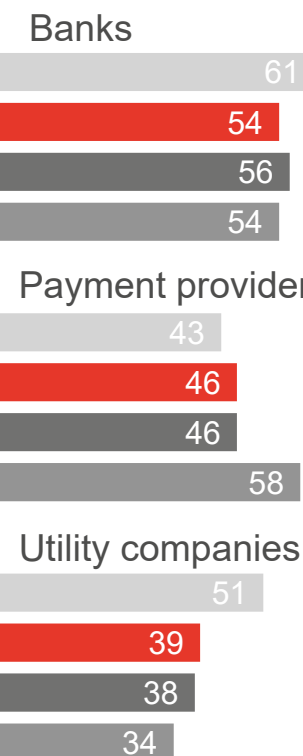## Regions and sectors compared. (Data in percent)

> **I am skeptical when it comes to sharing my data with companies.**

- 51
- 59
- 49
- 55

> **I trust companies to handle my digital data responsibly.**

- 33
- 23
- 41
- 31

Top 3 sectors compared:
Who do customers trust to handle their data?

Banks
- 61
- 54
- 56
- 54

Payment providers
- 43
- 46
- 46
- 58

Utility companies
- 51
- 39
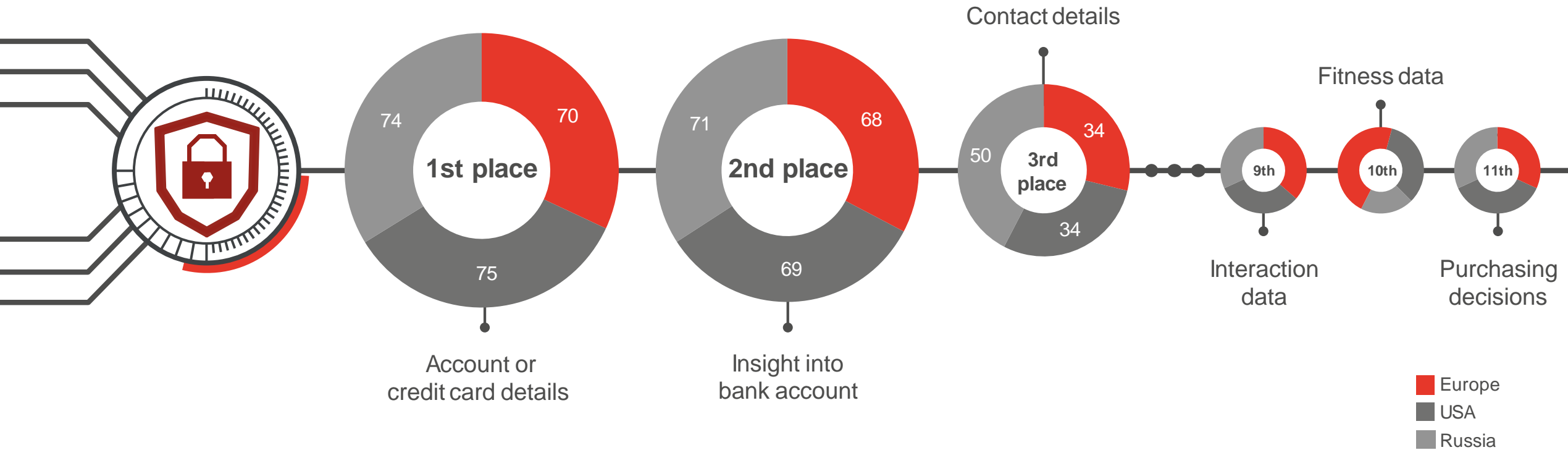- 38
- 34

- Europe
- USA
- Russia
- Switzerland

2 Consumers' views on sensitivity of data

Finances are taboo
Which data do consumers regard as the most sensitive?
Europe, USA and Russia compared. (Data in percent)

Contact details

Fitness data

1st place
74
70
75

2nd place
71
68
69

3rd place
50
34
34

9th

10th

11th

Account or
credit card details

Insight into
bank account

Interaction
data

Purchasing
decisions

■ Europe
■ USA
■ Russia

Finances are taboo
Which data are most sensitive for Swiss consumers?
(Data in percent)

1st place — 75
Insight into bank account

2nd place — 73
Account or credit card details

3rd place — 32
Income information

9th — 6
Purchasing decisions

10th — 5
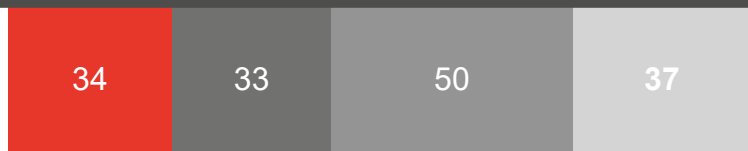Interaction data

11th — 5
Fitness data

Switzerland
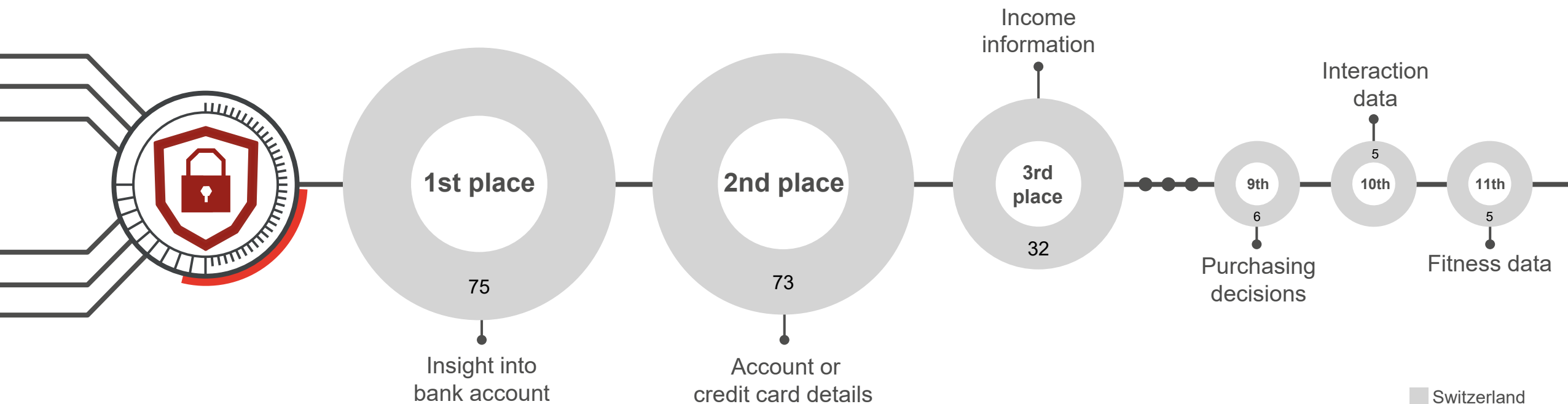
3 Data for compensation

Data for cash and discounts

Europe and USA: One in three would offer their own data. (Data in percent)

> I am willing to sell at least one item of personal information to a trustworthy company.*

82	75	90	86

> I am prepared to share my data with companies if I receive compensation for it.

34	33	50	37

- Europe
- USA
- Russia
- Switzerland

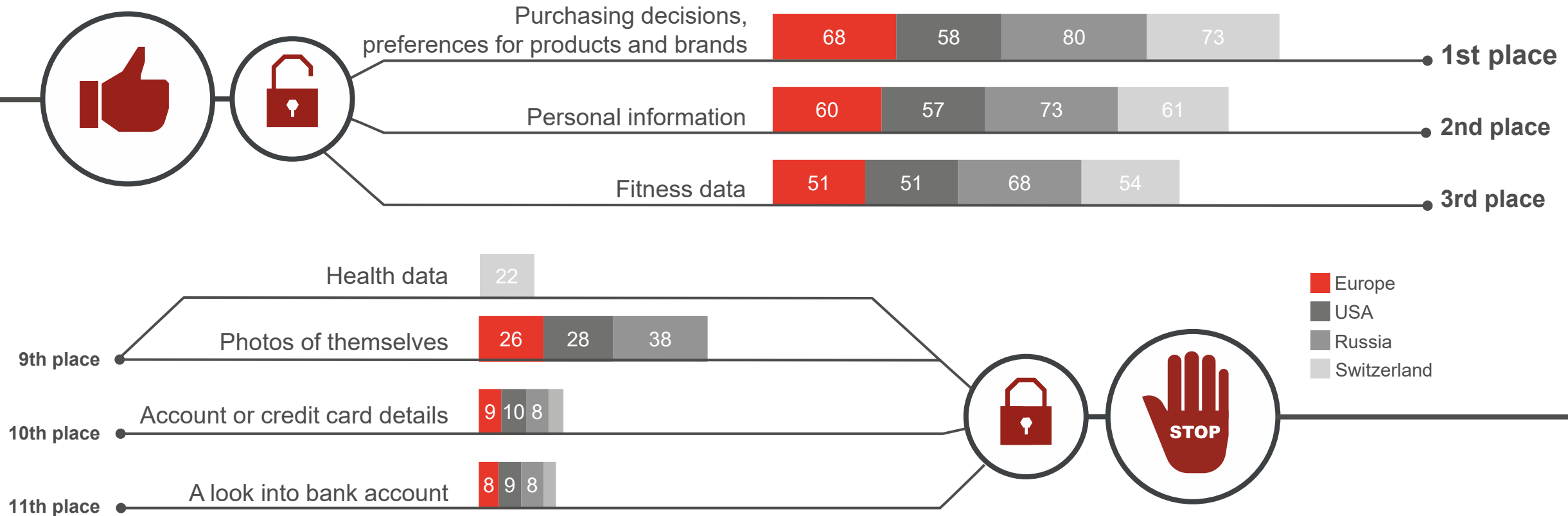*If the individual trusts the company to adhere to data privacy regulations.

4

Which data are consumers willing to sell?

Willing to disclose personal information, but not bank account details
Consumers would disclose this data for compensation.*

(Data in percent)

Purchasing decisions, preferences for products and brands

Europe	USA	Russia	Switzerland
68	58	80	73

1st place

Personal information

60	57	73	61

2nd place

Fitness data

51	51	68	54

3rd place

Health data

22

Photos of themselves

26	28	38

9th place

Account or credit card details

9	10	8

10th place

A look into bank account

8	9	8

11th place

STOP

- ■ Europe
- ■ USA
- ■ Russia
- ■ Switzerland

*If the individual trusts the company to adhere to data privacy regulations.
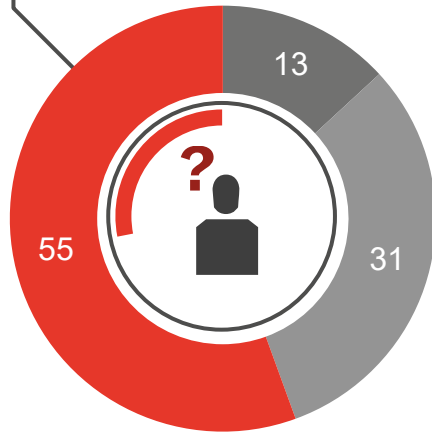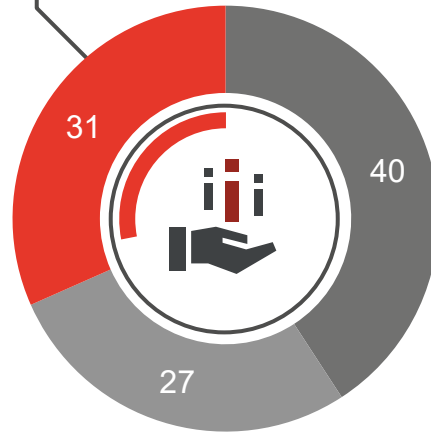
5

Swiss and digital trust

Considerable skepticism about the handling of data
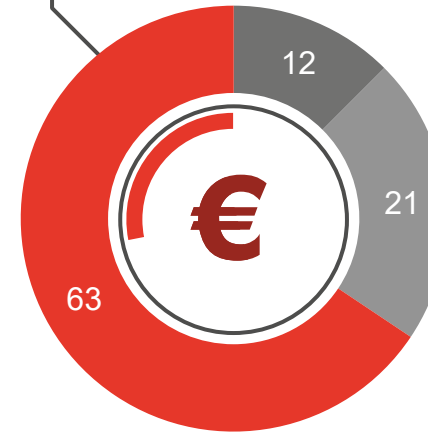## Swiss have little digital trust in companies. (Data in percent)

Legend:
- Yes (red)
- Undecided (light gray)
- No (dark gray)

Chart 1: I am very skeptical when it comes to sharing my data with companies.
- 55 (Yes)
- 13 (No)
- 31 (Undecided)

Chart 2: Do companies handle my data in a trustworthy manner?
- 31 (Yes)
- 40 (No)
- 27 (Undecided)

Chart 3: Should companies pay their customers for their data?
- 63 (Yes)
- 12 (No)
- 21 (Undecided)
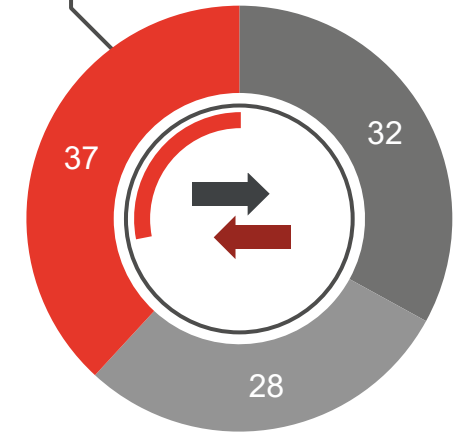
Chart 4: Are you willing to share your data if you are compensated for it?
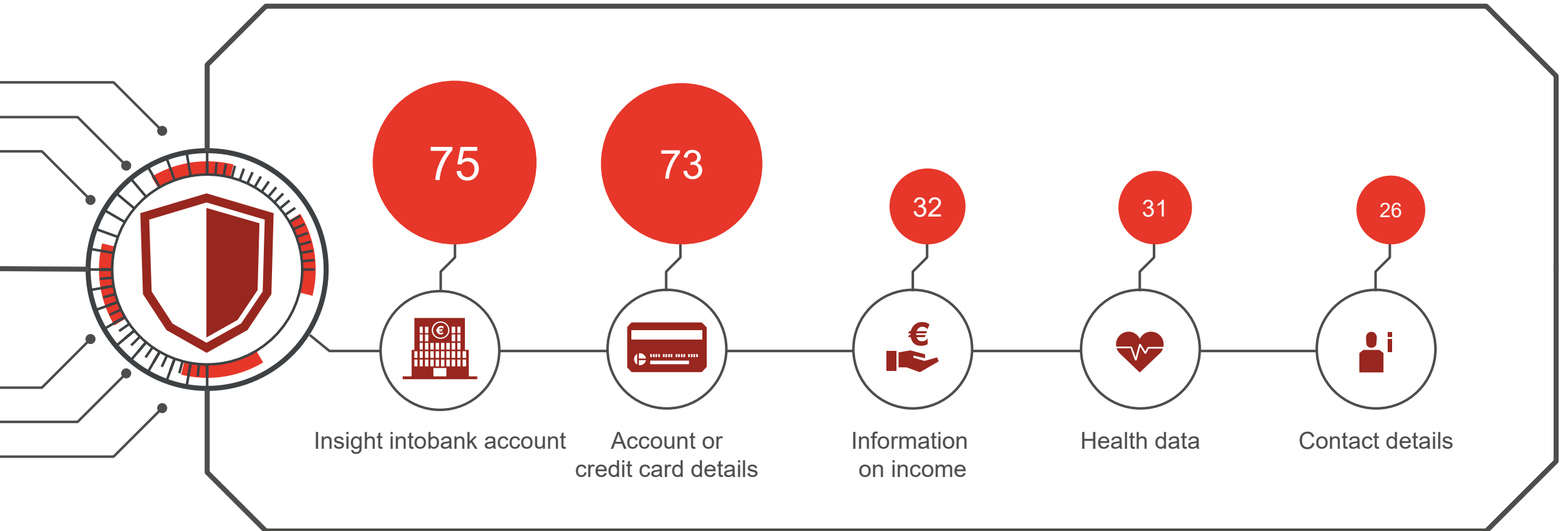- 37 (Yes)
- 32 (No)
- 28 (Undecided)

6
Swiss and data sensitivity

No information about bank account
For Swiss this is the most sensitive data. (Data in percent)

75 Insight intobank account

73 Account or credit card details

32 Information on income

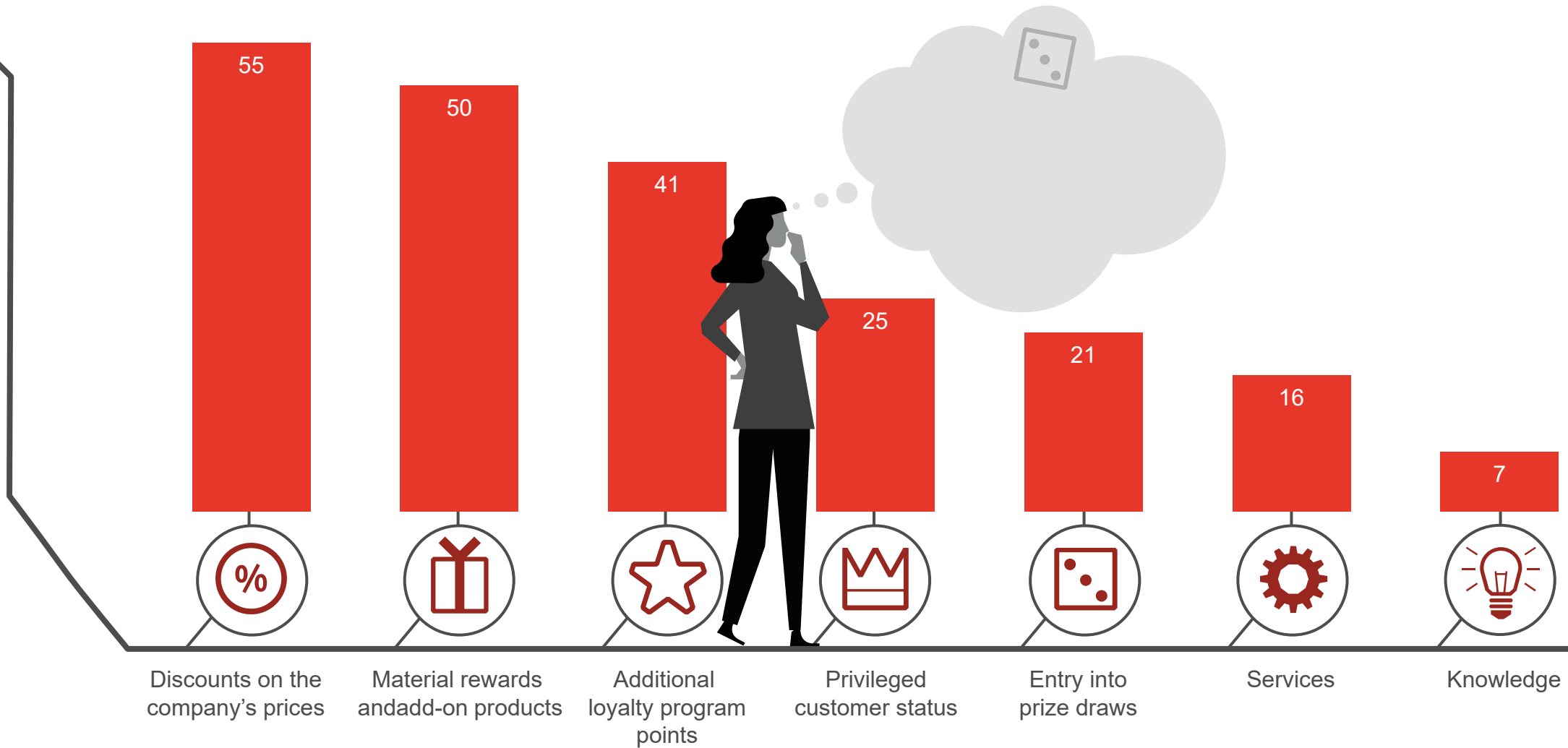**31** Health data

26 Contact details

7

Preferred compensation

Discounts are appealing, services are less attractive

What Swiss consumers want for their data. (Data in percent)

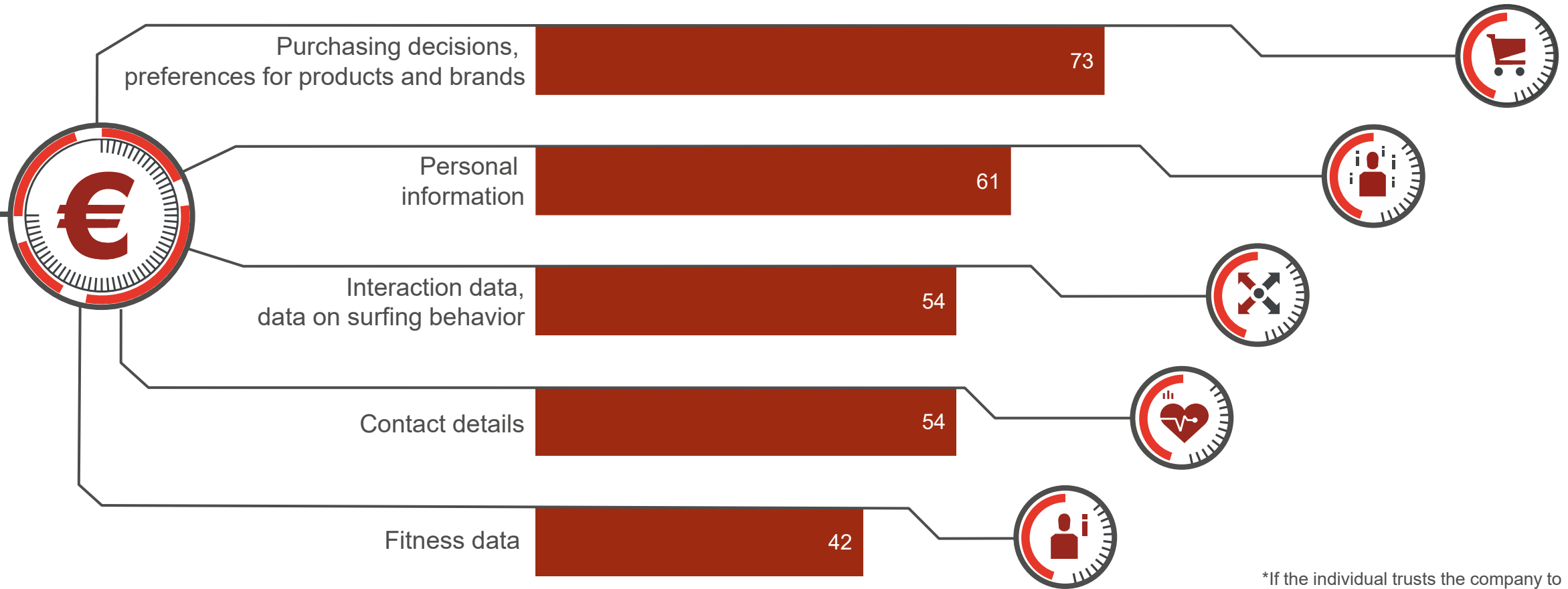| 55	50	41	25	21	16	7
Discounts on the company's prices	Material rewards andadd-on products	Additional loyalty program points	Privileged customer status	Entry into prize draws	Services	Knowledge

8

Swiss consumers would sell this data

Swiss potentially agreeable
Data that would flow freely for money.* (Data in percent)

Purchasing decisions, preferences for products and brands — 73

Personal information — 61

Interaction data, data on surfing behavior — 54

Contact details — 54

Fitness data — 42

*If the individual trusts the company to adhere to data privacy regulations.