DCN Consumer Online Data Collection Survey

April 2020
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Objective

• To provide DCN members with a better understanding of consumer expectations, awareness and general understanding of how their data is being collected online. The research offers insight into how consumer expectation does (or does not) align with current website/app data practices and outside vendors’ reusage of the data.

Methodology

• An online survey was conducted by Engine Insights among a demographically representative U.S. sample of 1,004 adults, 18 years of age and older. This survey was available online February 28 -March 1, 2020.
Key Findings

Consumer expectations
• Consumers expect their data will be used by the app/website to protect, improve and personalize their experience.
• In sharp contrast, consumers do not expect outside vendors to collect data about them for reuse or sale.

Awareness of online data collection
• Only half of all consumers are aware that they can choose not to participate in online data collection.

Opting-out of online data collection
• Overall, consumers have a limited understanding of what it means to opt-out or how to opt-out of online data collection. In fact, less consumers have opted of online data collection or will in the next 30 days (40% combined) compared to those who do not know how to or do not understand what it means to opt-out (44% combined).
• For those opting-out of online data collection, the top consumer actions remain “cookie” related (to delete regularly or turn off), followed by turning on “Do Not Track” and installing an ad blocker.

Benefits of opting-out of data collection
• As a result of opting-out of online data collection, consumers expect more privacy, a better internet experience and enhanced security.
Key Findings
Consumers expect websites/apps they visit to collect data, not 3rd parties to reuse it

Percentage of survey respondents that replied “yes” to: Do you expect website/app* to collect data about your online activities in order to ...*

- Protect you from fraud and malicious activity: 59%
- Help improve the website/app overall: 55%
- Identify if you are a paid subscriber or member when you log into the website/app: 54%
- Offer a personalized experience: 49%
- Share with outside vendors to deliver you targeted ads while you are on its website/app to help fund its content: 32%

*Base = (BASE) Total: N = 1004, *Website/App = Visit Brand Site/App Regularly/Subscription, Visit Brand Site/App Regularly/No Subscription, Visit Brand Site/App Randomly or Visit Site/App and not familiar w/ brand, content or credibility
Consumers have higher expectations of branded sites/apps they pay a subscription or membership fee to than sites/apps they visit without a subscription or membership fee

Percentage of survey respondents that replied “yes” to: Do you expect a website/app you visit [branded sites regularly/subscription, branded sites regularly/no subscription] to collect data about your online activities in order to ...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Visit Brand Site/App Regularly/Subscription</th>
<th>Visit Brand Site/App Regularly/No Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect you from fraud and malicious activity</td>
<td>61%</td>
<td>57%</td>
</tr>
<tr>
<td>Identify if you are a paid subscriber or member when you log into the website/app</td>
<td>59%</td>
<td>49%</td>
</tr>
<tr>
<td>Help improve the website/app overall</td>
<td>58%</td>
<td>54%</td>
</tr>
<tr>
<td>Offer a personalized experience</td>
<td>56%</td>
<td>48%</td>
</tr>
<tr>
<td>Share with outside vendors to deliver you targeted ads while you are on its website/app to help fund its content</td>
<td>30%</td>
<td>36%</td>
</tr>
</tbody>
</table>

*Base = (BASE) Total: N = 1004
Consumers don’t expect outside vendors to reuse or sell their data

Q: Please answer ‘Yes’ or ‘No’ regarding your expectations of the outside vendor and its usage of the data. Specifically, do you expect the vendor to...

- **Reuse the data to also deliver targeted ads to you while on other websites/apps in the future**: 38%
- **Sell your data to other companies for further use**: 24%
- **Reuse the data to identify you on any devices you may use such as desktop, mobile phone, or tablet**: 47%

*Base = (BASE) Total: N = 1004

DCN Analysis: Providing consumers with clear explanation of how their data will be reused and the benefits to them drives a higher expectation.
Half of consumers surveyed are aware they can opt out of online data collection

Q: Are you aware of ways you can choose not to participate in online data collection by opting-out?

*Base = (Total Respondents) Total: N = 1004*
40% of consumers have opted-out (or plan to) of online data collection; 44% don’t know how to or what opting-out means.

Q: Which best describes the action(s) you’ve taken with regards to opting-out of online data collection?*

- I already opted-out of online data collection: 26%
- I plan to opt-out of online data collection in the next 30 days: 14%
- I want to opt-out of online data collection but do not know how: 26%
- I don’t understand what it means to opt-out of online data collection: 18%
- I do not plan to opt-out of online data collection: 16%

Base = (Total Respondents) Total: N = 1004
Top four ways consumers opt-out of online data collection: delete cookies, use “do not track”, install ad blocker, turn off cookie collection

Q: What actions have you taken, or will you take to opt-out of online data collection?*

- Deleted the cookies on my browser on a regular basis: 47%
- Opted-out by turning on ‘Do Not Track’ in my browser: 41%
- Installed an ad blocker: 35%
- Turned off the collection of cookies on my browser: 34%
- Opted-out through the AdChoices program: 24%
- Installed a browser with default ‘Tracking Prevention’: 22%
- Installed a virtual private network: 20%
- Installed a privacy extension: 14%
- None of these: 7%
- Don’t know: 5%
- Other: Use Duck Duck Go over Google, Limit website exposure: 1%

*Base = (Already opted-out or plan to opt-out of online data collection) Total: N = 415

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Consumers’ top three expectations after opting out include more privacy, a better Internet experience and enhanced security

Q: Please answer ‘Yes’ or ‘No’ regarding your expectations. Specifically, do you expect your overall online experience to now include …*

- More privacy: 76%
- Better Internet experience: 72%
- Enhanced security: 71%
- Personalization and user preferences: 56%
- Online data collection about your online activities: 43%
- Relevant ads: 42%
- The ability for outside vendors to reuse your online data to target ads to you when you visit any…: 33%
- The ability for outside vendors to sell your online data: 28%

*Base = (Already opted-out or plan to opt-out of online data collection) Total: N = 415