

Berkeley Consumer Privacy Survey

Mobile Payments: Consumer Benefits & New Privacy Concerns

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Roadmap

- Berkeley Privacy Survey
- 2012 Berkeley Privacy Survey
- Focus on Mobile Payments Survey

Background

Results

Analysis

Berkeley Consumer Privacy Survey

Contrary to what marketers say,

AMERICANS REJECT TAILORED ADVERTISING AND THREE ACTIVITIES THAT ENABLE IT

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Electronic copy available at: <http://dx.doi.org/10.1017/14>

HOW DIFFERENT ARE YOUNG ADULTS FROM OLDER ADULTS WHEN IT COMES TO INFORMATION PRIVACY ATTITUDES & POLICIES?

APRIL 14, 2010

"WE SUGGEST...THAT YOUNG-ADULT AMERICANS HAVE AN ASPIRATION FOR INCREASED PRIVACY EVEN WHILE THEY PARTICIPATE IN AN ONLINE REALITY THAT IS OPTIMIZED TO INCREASE THEIR REVELATION OF PERSONAL DATA." [10/10/10 10]

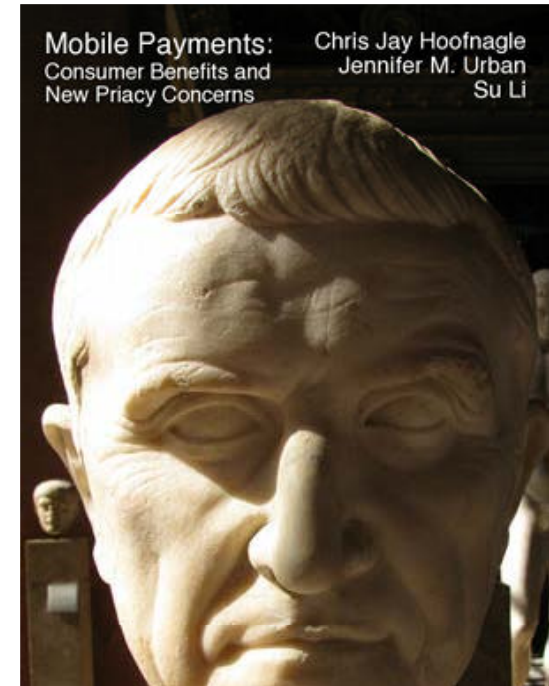
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2012 Privacy Survey: Mobile Payments

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Electronic copy available at: <http://arn.com/abstract-1476214>

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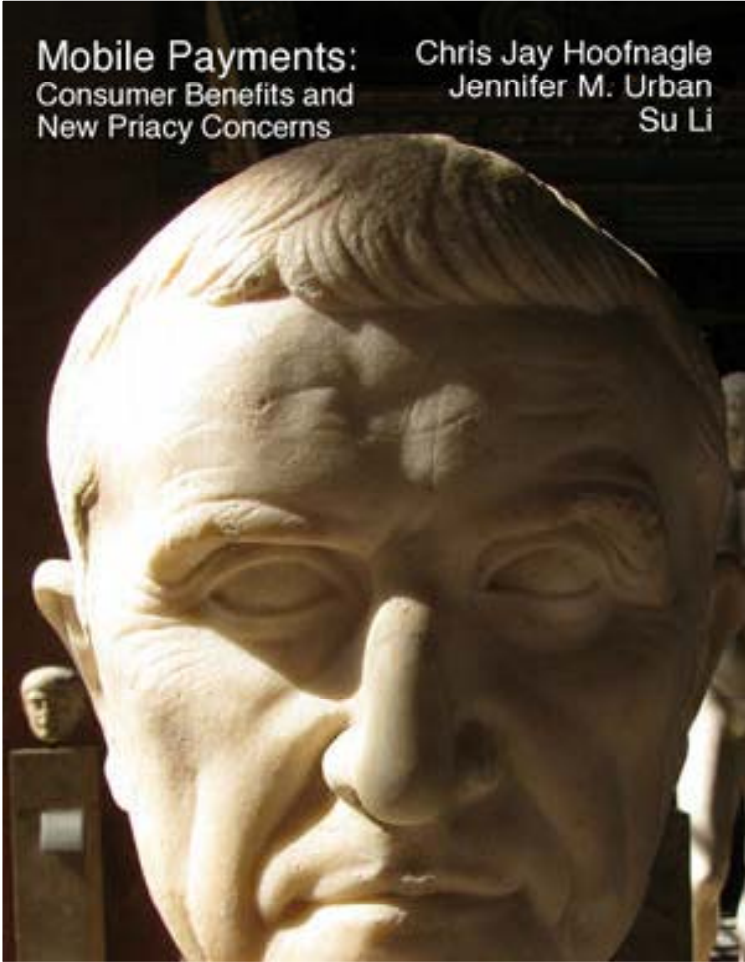
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Electronic copy available at: <http://arn.com/abstract-1588864>



Methods

- Nationwide survey conducted for us by Princeton Survey Research Associates
- Nationally representative sample of 1200 adult internet users, including cell phones
 - N=1203
 - Landline N=678; response rate 16%
 - Cell phone N=525 (235 no landline); response rate 14%
- Results weighted to correct demographics
- Margin of error ± 3.4 percentage points
- Funding from Nokia, unrestricted research gift

Adoption

Companies are developing new systems that would let consumers pay for items with their cell phones. These systems would let you use your phone like a credit card. How likely are you to use such a system Based on cell phone owners (n=1119)*

Very likely	9 %	} 24 %
Somewhat likely	15 %	
Not too likely	19 %	} 74 %
Not at all likely	55 %	
Don't know/Refused	1 %	

***Results weighted, MOE ± 3.4 percentage points**

Sharing Contact Information

If you decided to start using your cell phone to pay for items, would you definitely allow, probably allow, probably NOT allow, or definitely NOT allow this service to.... *Based on cell phone owners (n=1119)**

	Definitely Allow (%)	Probably Allow (%)	Probably Not Allow (%)	Definitely Not Allow (%)	Don't Know/Refuse (%)
Share your phone number with the stores where you make purchases	3	15	16	65	*
Share your email address with the stores where you make purchases	6	27	16	51	1
Share your home address with the stores where you make purchases	4	14	15	66	1

***Results weighted, MOE ± 3.4 percentage points**

Tracking & Passive Info Sharing

If you decided to start using your cell phone to pay for items, would you definitely allow, probably allow, probably NOT allow, or definitely NOT allow this service to.... *Based on cell phone owners (n=1119)**

	Definitely Allow (%)	Probably Allow (%)	Probably Not Allow (%)	Definitely Not Allow (%)	Don't Know/Refuse (%)
Share information about you with the stores that you visit, when you are just browsing	1	3	17	79	*

*Results weighted, MOE \pm 3.4 percentage points

Thank you

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