

DATA SNAPSHOT

Consumer Preferences for Privacy and Personalization, 2025

Global Research Report

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Executive Summary

KEY FINDINGS IN THIS REPORT

As part of Qualtrics XM Institute's 2024 Global Consumer Study, more than 23,000 consumers around the world shared their preferences for personalization and concerns with the privacy of their personal information. From their responses, we found that:

- + Consumers want personalization... Globally, 64% of consumers prefer to buy from companies that tailor [their] experience to [their] wants and needs. This preference is strongest in India, where 82% of consumers agree with this statement, and weakest in Japan, where just 37% agree.
- + ...Yet are highly concerned about data privacy. Fifty-three percent of consumers are extremely or very concerned about the privacy of their personal information. On average, only 33% trust companies to use their personal information responsibly. EMEA countries are least likely to be concerned about their privacy (42%), yet are also least likely to trust companies to use personal information responsibly (28%).
- + Purchase history and site visits are top candidates for personalization. Consumers are most comfortable with a company using their purchase history (45%) and website visits (42%) to personalize their experience. They are least comfortable with companies using their financial information (12%) and social media posts (17%).
- + Trust in data practices corresponds to comfort with data usage. When consumers trust companies to use their personal information responsibly they are, on average, 8 percentage points more likely to be comfortable with companies using each personal data type to personalize their experience.
- + Comfort with data usage for personalization varies by country. French consumers show the lowest comfort level with companies using their information for personalization, averaging 18% across personal data types. Indian consumers profess the most comfort with companies using their data for personalization (43%).



STUDY KEY FACTS

- Global consumer study
- Online panel study
- Conducted in Q3 of 2024
- 23 countries
- 23,730 consumers

Consumer Preferences for Privacy and Personalization, 2025

STUDY OVERVIEW

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the third quarter of 2023. Using an online survey, XM Institute collected data from 23,730 consumers across 23 countries/regions: Australia, Brazil, Canada, China, Denmark, France, Germany, Hong Kong (China), India, Ireland, Italy, Japan, Mexico, the Netherlands, New Zealand, the Philippines, Singapore, South Korea, Spain, Sweden, the United Arab Emirates, the United Kingdom, and the United States.

XM Institute surveyed approximately 1,200 consumers from each of the countries except those listed below. To ensure that the data was reflective of the population within those countries, we set quotas for responses to match the gender, age, and income demographics of each country.

The following countries' approximate sample sizes are as follows:

Hong Kong (China): 400. New Zealand: 600. the Philippines: 660. Ireland: 700. Denmark, Singapore, and the UAE: 800.

FIGURES IN THE REPORT

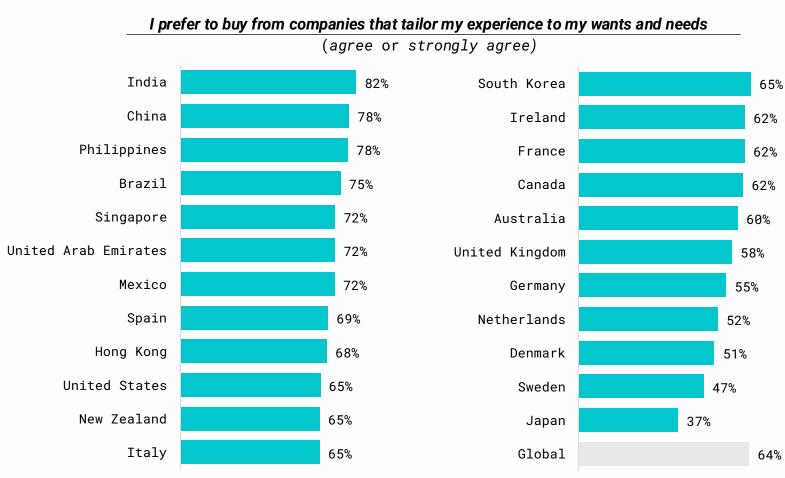
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Methodology



Consumer Preference for Personalization





ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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Consumer Concern Over Personal Information

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Extremely concerr	ned Very co	ncerned	Somewhat cond	cerned 📃 Sli	htly/not at all concerned	
Global	24%	29%		29%	18%	53%
India	4	48%		34%	12% 6%	82%
Philippines		49%		31%	17%	79% 75%
Mexico	41%		34	%	19% 6%	
China	29%		45%		23%	
Hong Kong	27%		42%		24% 8%	68% 68%
Brazil	36%		32%		0% 12%	65%
United Arab Emirates	29%		37%	23		65%
Singapore	28%		37%	24		58%
Spain	25%	33%		31%	11%	57%
Canada	26%	31%			29% 14%	
United States	27%	29%		29%	15%	56% 52%
Australia	26%	26%		30%	18%	50%
New Zealand	23%	27%		29%	21%	48%
Ireland	24%	24%		31%	21%	46%
United Kingdom	20%	27%		30%	24%	44%
France	19%				35% 21%	
South Korea	9% 28			6%	18%	37% 36%
Sweden		.5%	38%		26%	33%
Germany	10% 239 12% 199		42%		25% 45%	
Denmark			37%	4		
Japan Natharlanda		20%			33%	
Netherlands		23%			28%	30% 28%
)UT Italy	11% 17%		37%		35%	

How concerned are you about the privacy of your personal information?

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

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Trust in Companies Using Personal Information

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Thinking about the companies you've recently given personal information, to what degree do you trust them to use it responsibly?

Completely trust		Mostly trust		Somewhat trust		Slightly/do not trust at all		Completely + Mostly	
Global	7%	26%		38%		29%		33%	
India	34%			34%		22% 10%		68%	
China	17%	17%		37%		34% 12%		54%	
United Arab Emirates	13%	35%			35%		18%	47%	
Brazil	10%	34%		35%			21%	44%	
Philippines	7%	34%		43%		16%		41%	
Singapore	7%	33%		37%		23%		40%	
Denmark	7%	31%		32%		30%		38%	
Hong Kong	6%	31%		32%				37%	
United States	9%	27%		34%		31%		35%	
Mexico	7%	27%		46%	,)		20%	34%	
New Zealand	6%	27%		42%		26%		33%	
Sweden		26%		43%			27%	30%	
Germany		26%		51%		20%		30%	
Netherlands		25%		45%		27%		28%	
Canada		24%		40%		33%		28%	
United Kingdom		3%		38%		35%		27%	
Ireland	2	21%		43%		31%		26%	
Australia	2	%		38%		37%		25%	
Spain	18%			46%		34%		21%	
Italy	15%		38%			44%		19%	
France	13%		36%			47%		17%	
Japan	15%		41%					16%	
ABOUT South Korea	13%	2	29%		56	%		15%	

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

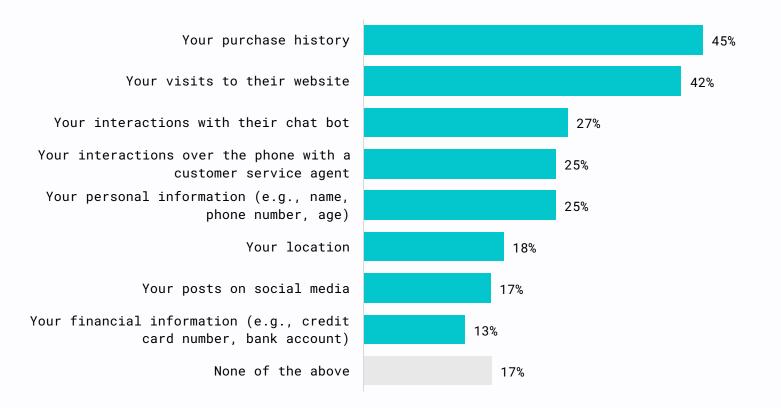
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Using Personal Information: Global



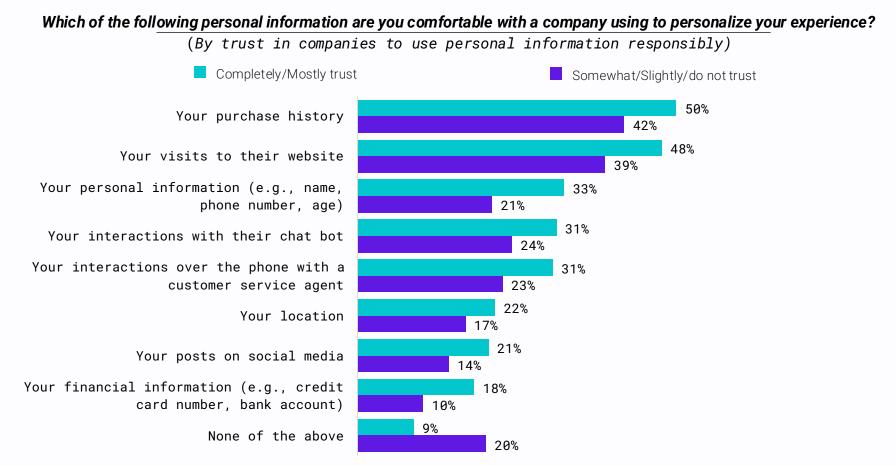
Which of the following personal information are you comfortable with a company using to personalize your experience?

(Select all that apply)



Using Personal Information: by Trust

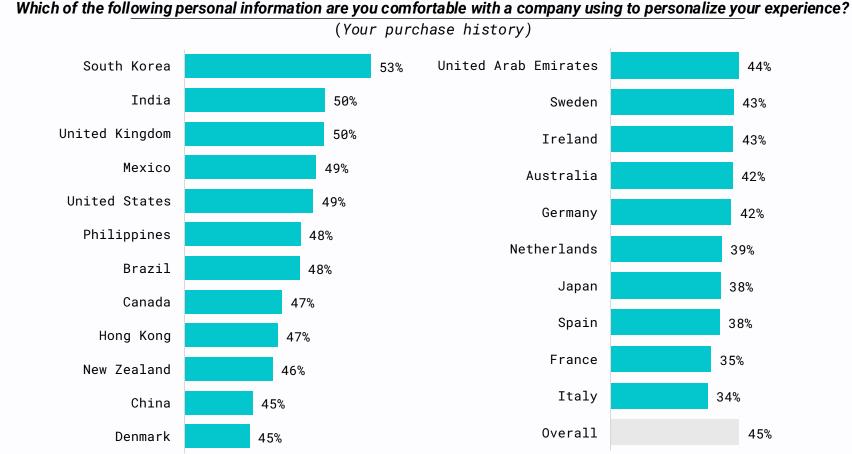
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Using Personal Information: Purchase History

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ABOUT

Base: 23,730 consumers across 23 countries

Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Using Personal Information: Site Visits



41%

41%

40%

40%

40%

39%

37%

42%

35%

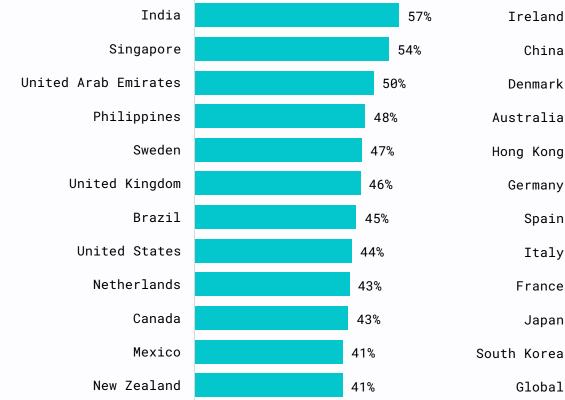
32%

27%

27%

Which of the following personal information are you comfortable with a company using to personalize your experience?

(Your visits to their website)



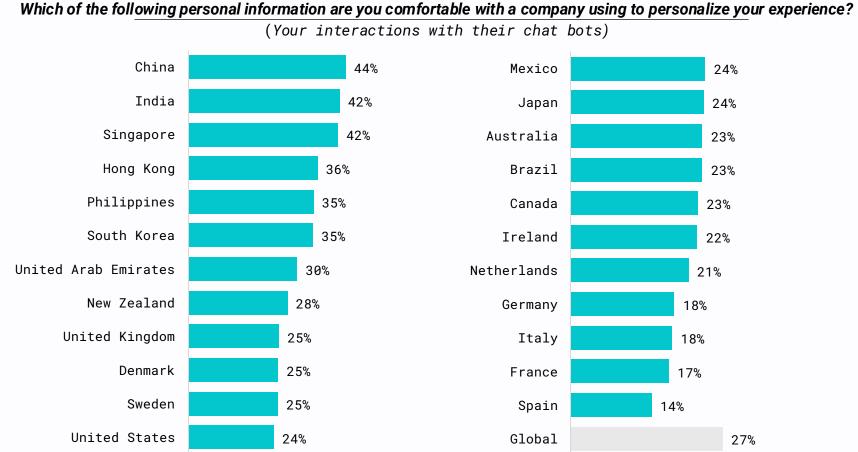
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Using Personal Information: Chat Bots

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Using Personal Information: Agent Interactions

Which of the following personal information are you comfortable with a company using to personalize your experience? (Your interactions over the phone with a customer service agent) India 42% Ireland 22% Philippines 36% Germany 21% South Korea 36% Australia 21% United Arab Emirates 34% 21% Japan Singapore 32% Sweden 21% Hong Kong 30% Denmark 21% China 28% Brazil 20% New Zealand 27% Spain 19% United States 26% Netherlands 19% Canada 24% Italy 18% Mexico 23% France 16% United Kingdom 23% Global 25%

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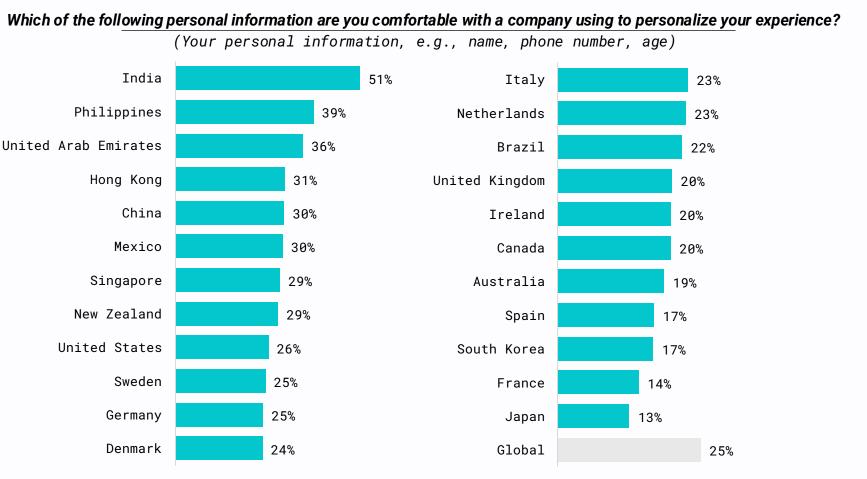
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Using Personal Information: Identification



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Using Personal Information: Location





ABOUT

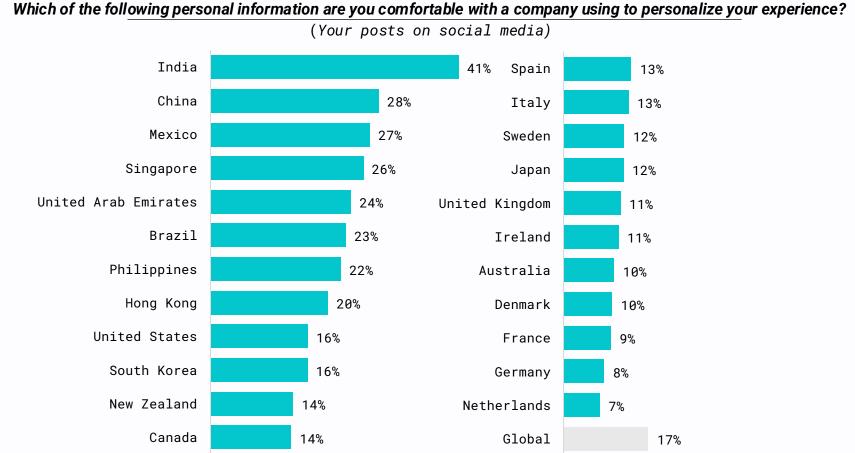
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Using Personal Information: Social Media





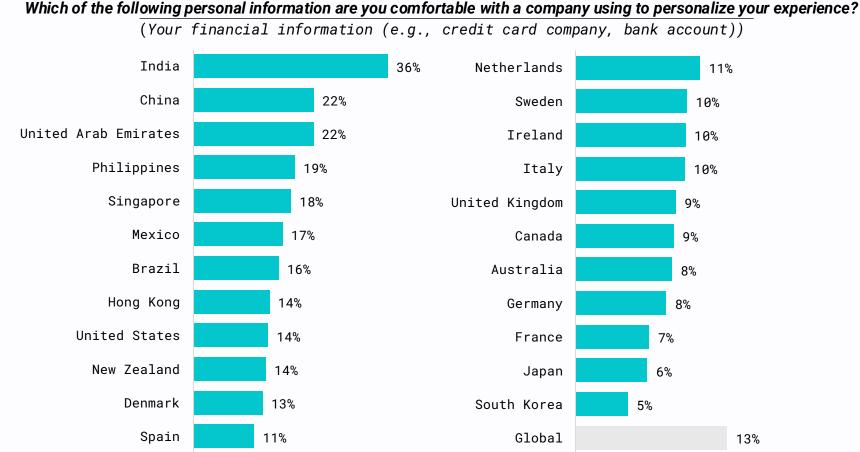
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Using Personal Information: Financials





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Methodology



DATA CALCULATION

All Global numbers are an average across all countries.

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