3radical

It's **still**: right time, right place, right person, right message...

SO, WHAT ARE MARKETERS MISSING?

CONSUMER SURVEY REPORT **2022**

Executive Summary

Marketing innovation has accelerated across 2021, embracing consumers' changing behaviors and attitudes living through continued uncertainty. As a result, brands are tapping into new and exciting opportunities to increase personalization, improve the consumer journey, and provide greater value.

Over last year, we've tracked several of these ideas, from value-led purchasing[1] to shrinking the digital shopping aisle.[2] These trends emphasized the opportunities that consumer-shared, consented data holds. First, however, it's essential to regularly flip the camera to see the reaction and determine what is resonating.

This survey was activated immediately after the 2021 holiday period to discover consumer sentiment toward the digital shopping experience while it was still fresh in mind. We wanted to uncover how brands utilized consumer data to provide personalized experiences and how attitudes to data collection have changed since our previous survey in 2020.[3]

Including over 900 participants across three countries and continents, this survey brings us back to a familiar place.

But unfortunately, most marketers have yet to align the right person with the right message at the right time and on the right platform — which is STILL the baseline criteria for effective personalization.

Digging deeper, there were varying opinions towards personalized experiences within the different regions. For example, Singapore respondents were most open to sharing data for a better shopping experience or rewards. In contrast, US respondents have low expectations of brands and are equally frustrated with impersonal offers.

The following report collates our key findings with observations on where priorities should lie for marketers in 2022.

1 https://3radical.com/blog/trends-we-like-part-2-brand-purpose-and-values/

2 https://3radical.com/blog/trends-we-like-black-friday-edition/

3 https://3radical.com/adapting-the-online-experience-to-fit-todays-consumers-needs/

Key Findings

BRANDS STILL HAVE WORK TO DO WHEN PROVIDING TAILORED OFFERS AND PROMOTIONS

Only **18%** of survey respondents strongly believe they receive **customized recommendations** based on the personal information they have shared, i.e., first-party data. Even worse, **65%** feel they have received **actively irrelevant offers**.

THIS LACK OF TAILORED COMMUNICATIONS IS INCREASINGLY HARMING BRAND LOYALTY

There are warning signs that delivering irrelevant offers is harming revenue. For example, **52%** of respondents stated a **sense of frustration** from receiving communications and offers not relevant to them. In addition, **42%** of respondents would be **less inclined to shop** with brands that did not extend tailored communications.

THE MAJORITY OF CONSUMERS ARE HAPPY FOR BRANDS TO COLLECT THEIR DATA TO IMPROVE THEIR CONSUMER EXPERIENCE

54% of respondents would exchange their data for **tailored offers and promotions**, while **51%** would do so for **beneficial product and service recommendations**. So what are marketers doing to make this happen?

BRANDS NEED TO BE MORE TRANSPARENT ABOUT THEIR DATA COLLECTION PRACTICES

84% of respondents prefer brands to be more **open and transparent** about the information they collect and how they plan to use it.

ASIDE FROM FINANCIAL-BASED INCENTIVES, EACH REGION PRIORITIZED DIFFERENT REWARDS IN EXCHANGE FOR THEIR DATA

Across all regions, the **top three choices** were Discounts and Coupons (**61%**), Cash Rewards (**46%**), and Points Rewards (**43%**). After the top three, however, the regions varied. For example, US consumers wanted to hear about product updates. UK consumers were after more personalized promotions. On the other hand, Singaporean respondents were looking for better shopping experiences.

CONSUMERS ARE HAPPY TO SHARE THEIR INFORMATION WITH A BRAND IN RETURN FOR A REWARD OR INCENTIVE

While privacy has rightly been a highly discussed topic, only **8%** of respondents would **not be willing** to exchange their information with a brand for something of value. This spells an opportunity for brands to build a trust-based relationship with their consumers.

CONSUMERS ARE LESS INTERESTED IN CASH REWARDS THAN THEY WERE A YEAR AGO

Interest has increased in 'Personalized Promotions' and 'A More Personalized Shopping Experience' than the previous year. Preference for 'cash rewards' fell by **12.4%**. The preference for 'more personalized promotions' increased by more than 20% in all regions. The UK saw the highest increase (**19.9%**) for 'a more personalized shopping experience'.

CONSUMERS ARE MOST COMFORTABLE SHARING THEIR DEMOGRAPHIC INFORMATION

Consumers are most comfortable sharing demographic data, such as age or gender (**74%**). On the other end of the scale, consumers were least comfortable sharing their contact information.

23% of respondents were extremely uncomfortable sharing their contact details, so how do marketers encourage and incentivize consumers to do this?

BRANDS SHOULD CONSIDER A LOYALTY PROGRAM TO KEEP THEIR CONSUMERS ENGAGED

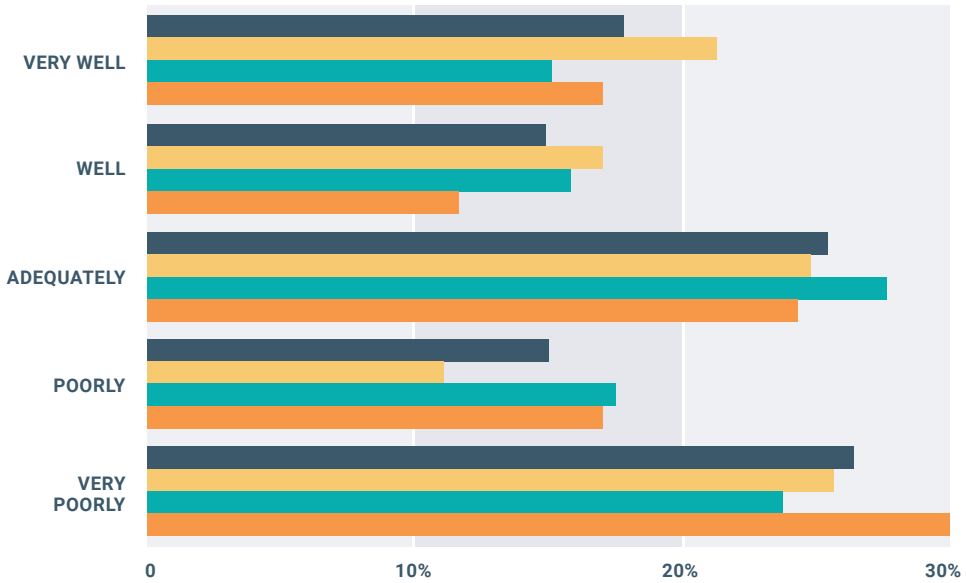
60% of respondents stated that loyalty programs were the best way to maintain their loyalty, followed by targeted promotions (**46%**) and milestone celebrations (**43%**). Is your loyalty program up to par?

Diving into the Data:

What this means for marketers

CLOSING THE PERSONALIZATION GAP

Brands should be tailoring all their communications to each consumer. Only **18%** of respondents strongly believe they received tailored offers based on their personal information.



Based on your holiday shopping experience, indicate how well you think brands and retailers used your personal information to provide tailored and relevant offers?

All Regions · US · UK · Singapore

The US was perceived to have the best personalization at **21%**, and the UK with the worst at **15%**.

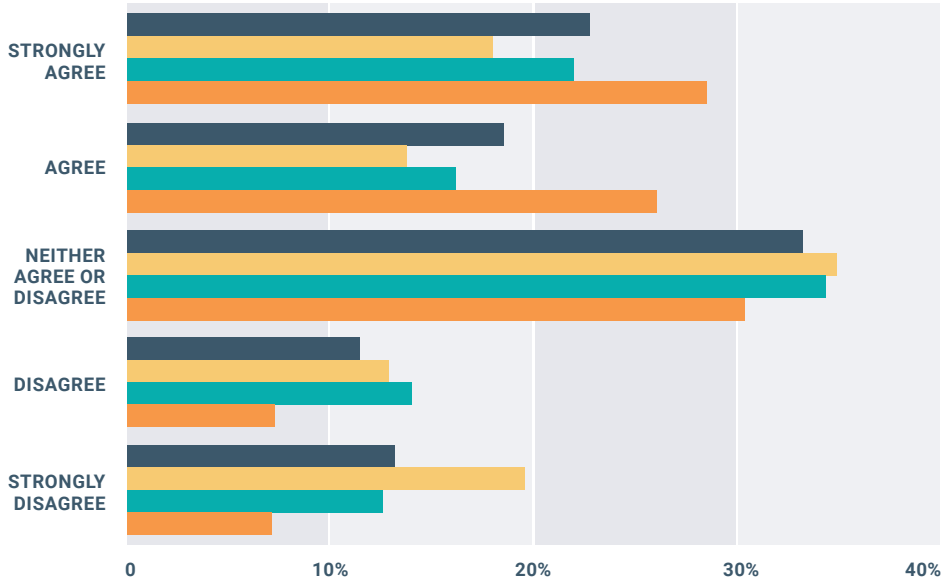
Providing consumers with fully personalized experiences is still something that many brands are working towards. It means a solid investment in time and money to develop a comprehensive martech stack. However, providing consumers with tailored and relevant offers should be within the realm of even the most basic CRM system.

ACTION ITEM

We're starting here because this is the lowest-hanging fruit and a potential quick-win that will likely deliver strong ROI. By leveraging their fully-consented, first-party data provided directly by consumers, brands can provide tailored offers, discounts, and rewards. The increased relevancy of the tailored content will help to shrink the proverbial digital aisle. An Experiential Personalization approach allows marketers to reduce clicks and convert faster – increasing revenue. This should be the number one priority for all brands.

AVOID IRRELEVANT CONTENT

Not receiving personalized promotions is one thing, but receiving actively irrelevant offers is quite another. Unfortunately, **65%** of our survey respondents stated they experienced poorly targeted communications during the holiday season. This has worrying implications for brands, with **42%** of respondents agreeing they would be less inclined to shop with brands that did not deliver tailored communications.



I am less inclined to shop with brands and retailers who are unable to deliver communications and offers that are not relevant or tailored to me

All Regions · US · UK · Singapore

The implications are worst for brands in Singapore. **75%** of respondents in Singapore expected tailored communications, and over half (**55%**) were less inclined to shop with brands that didn't deliver them. US consumers were most forgiving, with only **55%** expecting tailored communications and **32%** stating that this would impact their purchasing decisions.

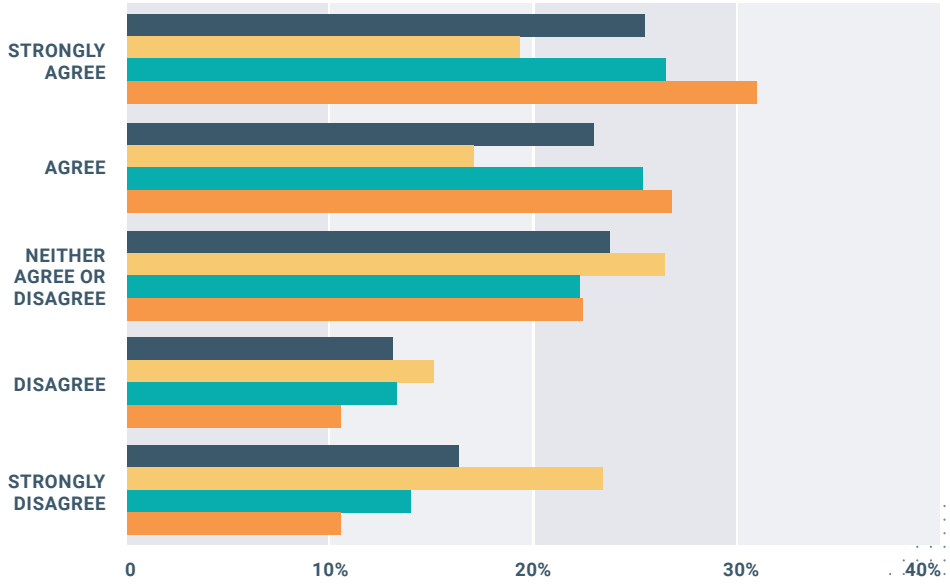
With those insights, brands that gather data need to show they are doing something beneficial for their consumers – otherwise, consumers will lose trust. One example would be providing tailored messages. Losing trust will only aid the competition, and consumers will likely pass their negative experiences on to their friends and family.

ACTION ITEM

If brands are not personalizing their promotions, their marketing efforts could be doing the opposite of what they intend. At the very least, there is a huge opportunity here to increase revenue from existing consumer bases. Improve consented data capture methods to fill in any current gaps and use that data to give your consumers relevant content.

SHOW THE VALUE

While privacy regulations are getting a lot of media attention,[4] just over half of our respondents were happy for brands to collect first-party data through a website to improve their experience. For example, **54%** of respondents would allow data collection in return for tailored offers and promotions, and **51%** would allow personalized product recommendations.



I am happy for brands to collect information on websites I visit and to use this information to suggest products and services that may be of interest to me

All Regions · US · UK · Singapore

Singaporean respondents were happiest to share data in exchange for recommended products and services, with **63%** of respondents agreeing, followed by the UK at **55%** and the US at **34%**. This corresponds with the different expectation levels for tailored communications within each region.

These figures show that while consumers are more aware of the value of their data, they will still share their information if it's to their advantage. So, the challenge for marketers is to work out what incentives will bring out the best results for their consumer base.

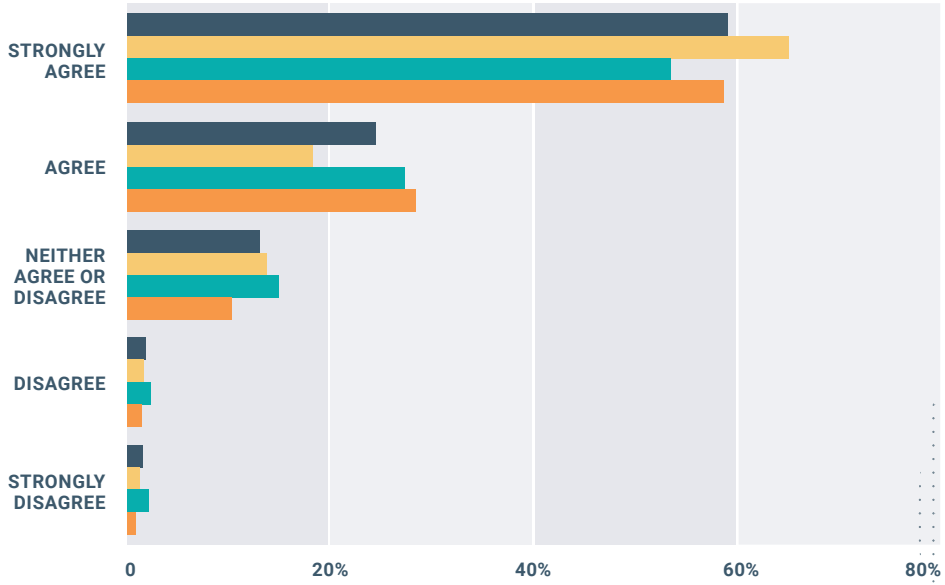
ACTION ITEM

Marketers should consider implementing a consumer consent-driven data strategy to create feedback loops. This approach helps marketers discover what their consumers want and offer the right incentives on the right platform. In essence, marketers need to acknowledge the value of their consumers' shared data and put them in control.

4 www2.deloitte.com/uk/en/insights/industry/retail-distribution/the-future-of-data-privacy.html

COLLECT DATA TRANSPARENTLY

It is now becoming more industry-standard that brands who build open and trust-based relationships with their consumers reap the most significant rewards. And our survey respondents agreed: **84%** of participants would prefer brands to be more open and transparent about the information they collect and how they plan to use it.



I would prefer brands to be more open and transparent about what information they collect on me and how they will use it

All Regions · US · UK · Singapore

This percentage was highest in Singapore (**87%**) – the expectation for transparency sits alongside the greater desire for tailored communications. This demonstrates that giving consumers more information about a brand's privacy and data practices will encourage them to share more of their data.

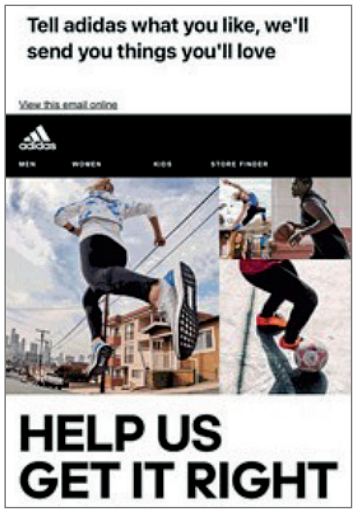
Strong brand-to-consumer relationships are built on trust and honesty. This occurs when a brand gathers consumer data by presenting mutually beneficial value exchanges in clear and concise terms.

ACTION ITEM

Talk to your consumers. Give them the ability to share their preferences and invite feedback within current consumer experiences. Explore the benefits of a consumer-centric data approach that builds on the science of feedback loops and how each consumer touchpoint within a consumer journey is an opportunity to provide a better service.

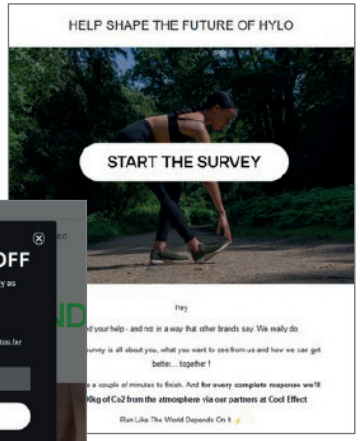
For example, what information does the brand want, how will they use it to improve the consumer's experience, and what reward will the consumer get in return? Brands that are open and transparent in this manner are best placed to foster loyalty.

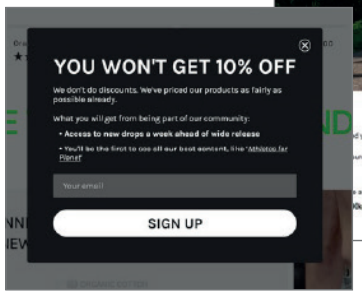
Here are three examples from brands who are getting it right:

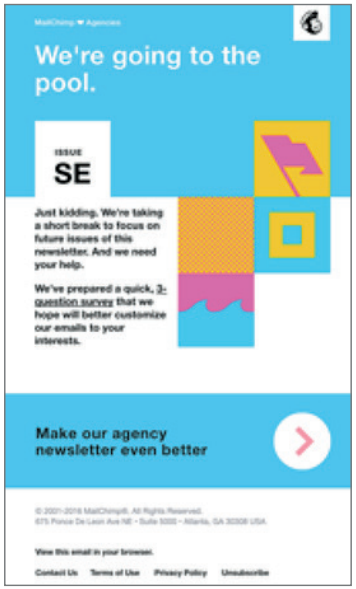


ADIDAS: As one of the two biggest sportswear brands out there, adidas doesn't need any help getting it right. The proposition of personalized product recommendations in exchange for consumer data is in the headline – clearly visible before the consumer even opens the email.

HYLO ATHLETICS: This sports shoe brand is mission-led, so the rewards they offer are not financial but aligned with the consumer's ethics. Hylo's value exchange proposition is clearly laid out in both instances; consumers can be in no doubt about what they are getting in exchange for their data.







MAILCHIMP: The cheeky electronic mail company knows how to have fun with its consumers. In this example, Mailchimp want to find out how they can better align emails with the recipient's interests. Notice that the survey is a brief three questions.

Smart, as we know, short surveys are likely to yield higher engagement.[5]

5 https://reallygoodemails.com/emails/issue-se-we-want-to-hear-from-you

WHAT CONSUMERS WANT...

So what do consumers want in exchange for their valuable data? Across all regions, the top three choices were **Discounts and Coupons** (**61%**), **Cash Rewards** (**46%**), and **Points Rewards** (**43%**). On the flip side, it is also worth noting that only a tiny minority (**8%**) stated that they would not share their data for any reward.

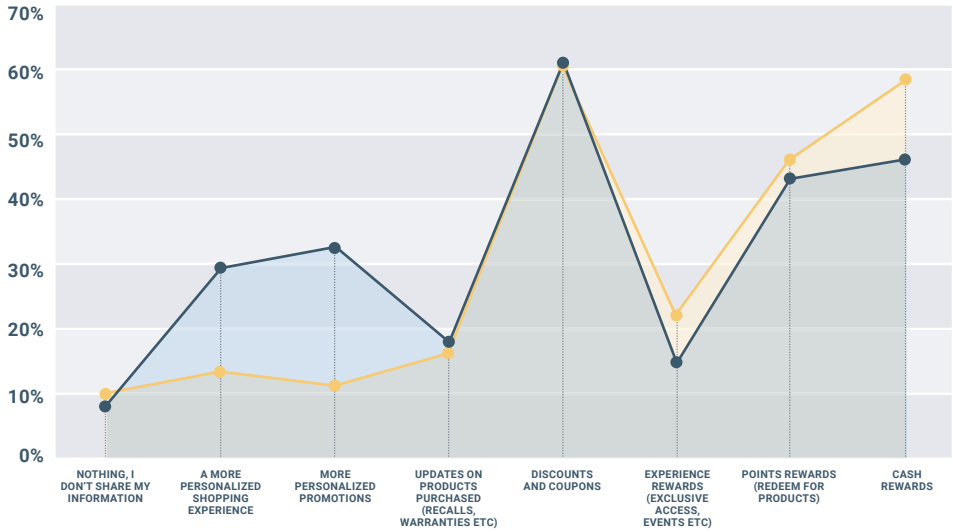
Unsurprisingly, most consumers are interested in cash or discounts. Brands can rely on these to attract new customers, but can they educate consumers on the added value from your other offers? This is especially true for a brand's loyal fanbase who may be more interested in other benefits, such as early access to new products.

However, looking back to last year, there is a significant decrease in interest in cash rewards. Consumers are less interested in cash rewards than they were a year ago, and interest has increased in 'Personalized Promotions' and 'A More Personalized Shopping Experience' than the previous year. Preference for 'Cash rewards' actually fell by **12.4%**.

When considering whether to share your personal information with a brand or retailer, what would you want in exchange for sharing? (Select your top 3 choices)

All Regions · US · UK · Singapore

In the below comparison, we can see that the appetite has grown for a more personalized shopping experience and decreased for cash rewards. Our prediction is that this trend will grow throughout 2022-2023 as consumers value experience over physical reward.



When considering whether to share your personal information with a brand or retailer, what would you want in exchange for sharing?

2022 2021

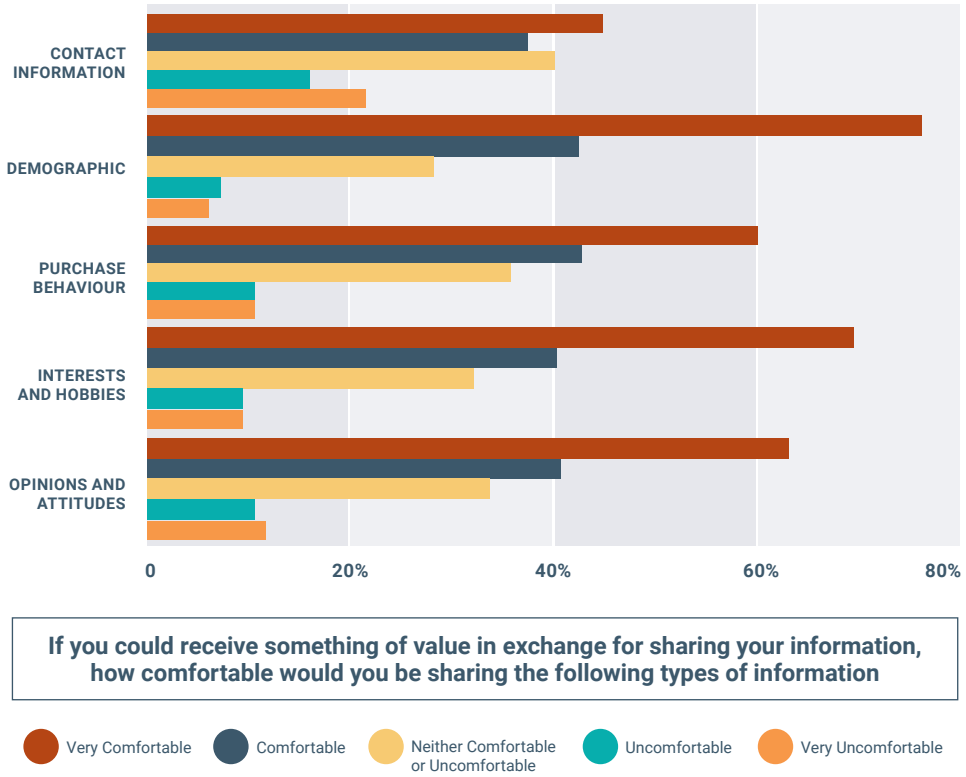
ACTION ITEM

Test which offers and promotions are most effective with each consumer. New consumers will likely be brought in through discounts and cash rewards, but constantly reaching for these incentives won't make for a truly loyal audience. Instead, discover (and maybe educate) your consumers on the advantages of your other offers. Either way, it's imperative that marketers consistently deliver the same offer to respective consumers across each marketing channel.

...WHAT WILL THEY GIVE IN RETURN...

The second factor to discover in the value exchange is the type of data consumers will provide for each reward. Across all regions, respondents were most comfortable sharing their demographic data (**74%**) in exchange for something of value and least comfortable handing over their contact information (only **52%** were happy to do so). However, in Singapore, more respondents were happy to share their data across all types of information compared to their US or UK counterparts.

While these results echo our previous survey,[6] we've seen a noticeable increase in the general number of consumers that are open to brands gathering their data in return for something. In addition, consumers will likely share more information about themselves once trust has been established between brand and consumer. Knowing the information that audiences are happier to share can allow brands to plot their consumer experience more effectively by asking for more detailed data to get the best results as the relationship progresses.



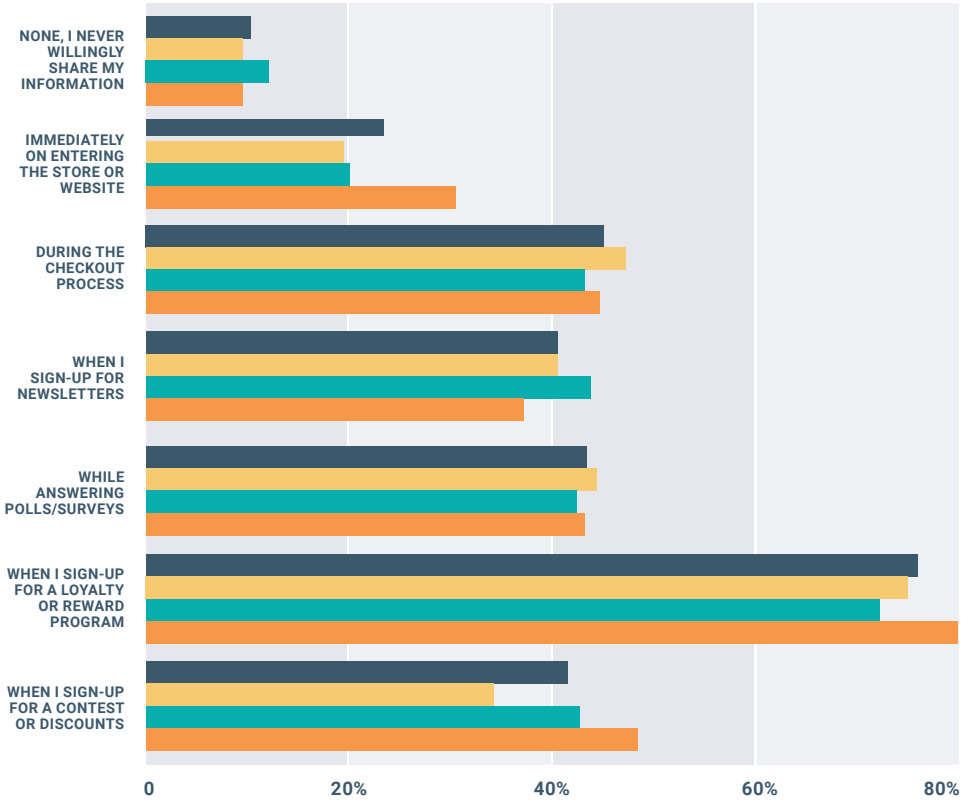
ACTION ITEM

There's no one-size-fits-all for this, so it's: test, invite feedback, and test again. Consider trialing more significant rewards for the data consumers are least comfortable sharing, i.e. contact information, and smaller rewards for information that's easier to acquire, like demographics or interests.

6 https://3radical.com/adapting-the-online-experience-to-fit-todays-consumers-needs/

...AND WHEN DO THEY WANT TO GIVE IT?

The final factor to consider in the value exchange is when to ask consumers for their data. "When signing up for a loyalty reward program' (**57%**) was the top answer across the board, followed by 'during the check-out process' (**34%**) and 'when answering polls/surveys' (**33%**).



Retailers and brands often ask for contact information and information on your interests and preferences to provide you with a better overall experience. In which of the following scenarios are you most willing to share your information?

All Regions · US · UK · Singapore

While not in the top three answers, there has been an increase in the number of respondents happy to share information when signing up for newsletters and contests compared to 2020. This follows the general trend of more consumers being open to data collection in return for something of value.

If brands know their consumer preferences in this area, it will aid them in adopting an effective Experiential Personalization strategy. An Experiential Personalization approach brings the desired product to the consumer faster, shrinking the proverbial shopping aisle. By putting the right incentives at the right stage of the consumer journey, brands can create fast, effective, and valuable journeys for their consumers.

ACTION ITEM

If marketers know the information consumers are comfortable sharing, they can improve the consumer journey. For example, asking for contact details from prospective audiences too early will put them off. However, discovering their demographic data and interests along the consumer journey via guided experiences will allow brands to provide relevant content to build a trusted relationship. From there, it's much easier to turn a prospective consumer into a brand advocate.

MAINTAIN LOYALTY

Once brands have caught the attention of those new audiences, how do they incentivize their new consumers to keep shopping with them? Loyalty programs were deemed the most desired method (**60%**). Across all regions, there was a significant increase in consumers who were willing to share data when signing up for a loyalty program compared to last year. The most considerable swing was in Singapore with an **11%** increase, followed by UK (**10%**) and US (**9%**).

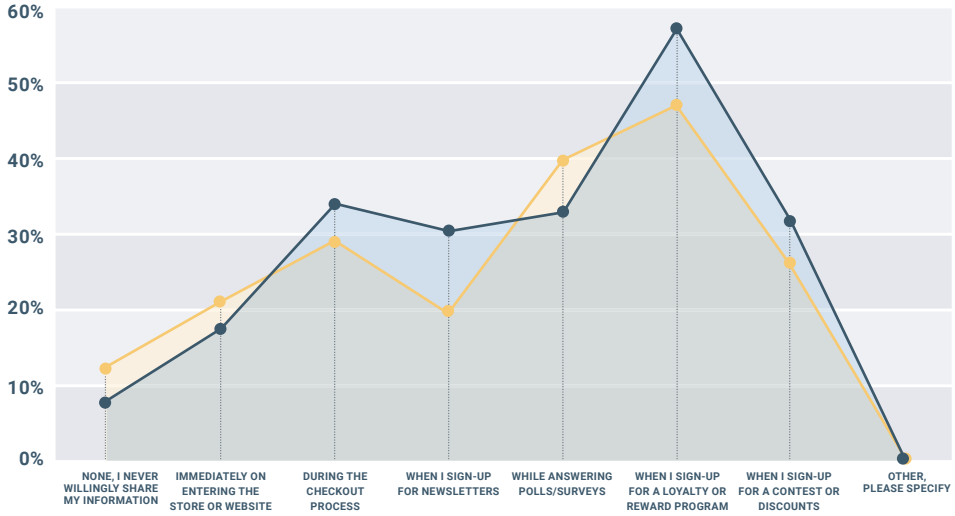
The biggest change in attitude in the US was signing up for newsletters. There was a **15%** increase in respondents willing to exchange data for receiving email updates. This suggests that consumers in the US see greater value in information as a reward than in previous years. Conversely, the UK has the strongest swing towards signing up for contests or discounts (**11%**). These more financial-based rewards clearly have a stronger pull for British consumers.

In Singapore, consumers willing to exchange data 'when signing up to newsletters' rose by **9%**, at the same time 'when answering polls or surveys' fell by the same amount. This shows a shift in attitude towards the need for clear value exchange in which the consumer gets something tangible in return for their data.

How should brands maintain your loyalty now that the holiday shopping season is over? Select your top 3 choices

All Regions · US · UK · Singapore

YEAR ON YEAR VIEW



In which of the following scenarios are you most willing to share your information?

2022 2021

ACTION ITEM

Again, there is no one-size-fits-all strategy for maintaining brand loyalty, so user testing and feedback are critical. However, the top three responses should be considered a priority. Following this, marketers should follow the shifting attitudes of their region and adjust their data capture strategy accordingly.

Our Conclusion

When it comes to personalization, it is clear that most brands still need to work on the basics—getting the right message, in front of the right people, at the right time, via the right channel. And while brands may have been able to get away with it so far, the consequences of getting this wrong are becoming more and more severe.

Consumers increasingly expect personalized experiences from brands that build upon previous interactions. They are happy to share their data but also aware of the value of their data. This means that consumers won't share their information until they see its benefit.

Embracing Experiential Personalization will focus brands on aligning context, interest, motivation, and intent with consent-centric, cookieless digital experiences. Brands who adopt this strategy focus on meaningful value exchanges earlier in the path to purchase, building trust with their consumers, and ultimately revenue.

THE BOTTOM LINE

In 2022, marketers should prioritize showing their consumers the value of sharing their data by providing tailored offers and relevant recommendations that benefit the consumer experience.

Our Methodology

The survey was carried out in three key regions – the US, UK, and Singapore, surveying more than 300 consumers in each market.

Participants were surveyed, via an online questionnaire, about their shopping experiences during the 2021 holiday shopping season. The questionnaire was completed in January 2022.

ABOUT 3RADICAL

3radical is a consumer data acquisition and audience engagement solutions provider. We help organizations listen to their consumers and adapt experiences accordingly by giving them the ability to earn consented data directly from their audience. Critically, this fosters humanized interactions through choice-driven journeys provided by 3radical's gamification software.

We use game science and comprehensive strategic services to shape and support the consumer experience by creating a fair value exchange delivered directly to each recipient and optimized by data and real-time decisioning. Every progressive exchange results in consented, Earned Data provided by the consumer in a transparent, motivating, and mutually beneficial environment, enticing consumers to share and engage more.

3radical operates globally through North America, the U.K., and Asia Pac and services major brands across various industries.

Contact us to learn more, or book an informal chat about supporting your engagement strategy with targeted experiences to identify your best audience segments.

Appendix: All results

Q1. Based on your holiday shopping experience, please indicate how well you think brands and retailers used your personal information to provide tailored and relevant offers?				
Answer Choices	**All regions**	**USA**	**UK**	**Singapore**
I received many offers that were personal to me	17.92%	21.38%	15.18%	17.00%
I recieved offers that were personal to me	14.88%	16.98%	15.84%	11.67%
I recieved some offers that were personal to me	25.62%	24.84%	27.72%	24.33%
I recieved few offers that were personal to me	15.09%	11.01%	17.49%	17.00%
I believe I received the same offers as all other consumers	26.49%	25.79%	23.76%	30.00%

Q2. Did you receive offers and promotions from your favourite brands and retailers that were clearly not relevant to you?				
Answer Choices	**All regions**	**USA**	**UK**	**Singapore**
Yes	65.69%	69.18%	56.11%	71.67%
No	34.31%	30.82%	43.89%	28.33%

Q3. Do you choose to do business with brands and retailers who don't send you relevant promotions?				
Answer Choices	**All regions**	**USA**	**UK**	**Singapore**
Yes	72.70%	76.74%	75.40%	66.36%
No	27.30%	23.26%	24.60%	33.64%

* N.B. Q3 was dependent on answering 'Yes' to Q2

Q4. I expect brands and retailers to be able to extend relevant and tailored offers to me				
Answer Choices	**All regions**	**USA**	**UK**	**Singapore**
Strongly Agree	37.35%	30.19%	34.32%	48.00%
Agree	27.25%	24.53%	30.36%	27.00%
Neither Agree or Disagree	24.32%	28.93%	25.74%	18.00%
Disagree	4.78%	5.35%	5.61%	3.33%
Strongly Disagree	6.30%	11.01%	3.96%	3.67%

Q5. I get frustrated by receiving communications and offers that are not relevant or tailored to me				
Answer Choices	**All regions**	**USA**	**UK**	**Singapore**
Strongly Agree	33.44%	34.59%	34.65%	31.00%
Agree	18.68%	20.75%	15.84%	19.33%
Neither Agree or Disagree	28.66%	23.27%	31.02%	32.00%
Disagree	8.69%	8.49%	10.23%	7.33%
Strongly Disagree	10.53%	19.81%	8.25%	10.33%

Q6. I am less inclined to shop with brands and retailers who are unable to deliver communications and offers that are not relevant or tailored to me

Answer Choices	All regions	USA	UK	Singapore
Strongly Agree	22.91%	18.24%	22.11%	28.67%
Agree	18.68%	13.84%	16.17%	26.33%
Neither Agree or Disagree	33.55%	35.22%	34.65%	30.67%
Disagree	11.51%	12.89%	14.19%	7.33%
Strongly Disagree	13.36%	19.81%	12.87%	7.00%

Q7. I am happy for brands to collect information on websites I visit and to use this information to suggest products and services that may be of interest to me

Answer Choices	All regions	USA	UK	Singapore
Strongly Agree	26.93%	18.55%	28.38%	34.33%
Agree	23.56%	15.72%	26.73%	28.67%
Neither Agree or Disagree	24.76%	28.30%	22.77%	23.00%
Disagree	10.31%	13.21%	10.56%	7.00%
Strongly Disagree	14.44%	24.21%	11.55%	7.00%

Q8. I would prefer brands to be more open and transparent about what information they collect on me and how they will use it

Answer Choices	All regions	USA	UK	Singapore
Strongly Agree	59.17%	65.09%	53.47%	58.67%
Agree	24.54%	18.24%	27.39%	28.33%
Neither Agree or Disagree	13.03%	13.84%	14.85%	10.33%
Disagree	1.85%	1.57%	2.21%	1.67%
Strongly Disagree	1.41%	1.26%	1.98%	1.00%

Q9. I would be happy to provide brands and retailers with personal information in exchange for more tailored offerings and promotions

Answer Choices	All regions	USA	UK	Singapore
Strongly Agree	30.08%	22.33%	32.34%	36.00%
Agree	24.32%	22.64%	24.09%	26.33%
Neither Agree or Disagree	24.54%	26.16%	24.75%	23.67%
Disagree	8.14%	10.36%	8.25%	5.67%
Strongly Disagree	12.92%	19.50%	10.56%	8.33%

Q10. When considering whether to share your personal information with a brand or retailer, what would you want in exchange for sharing? Please select your top 3 choices

Answer Choices	All regions	USA	UK	Singapore
Nothing, I do not share my information	8.25%	10.06%	8.91%	5.67%
A more personalized shopping experience	29.64%	22.01%	31.68%	35.67%
More personalized promotions	32.46%	25.47%	36.96%	35.33%
Updates on products purchased (Recalls, Warranties, etc.)	17.81%	22.33%	11.22%	19.67%
Discounts and coupons	61.24%	59.12%	64.03%	60.67%
Experience rewards (Exclusive Access, Special Events, Upgrades, etc.)	14.98%	16.04%	10.23%	18.67%
Points rewards (Redeem for products)	43.21%	41.51%	41.25%	47.00%
Cash rewards	46.15%	41.82%	50.17%	46.67%

Q11. If you could receive something of value in exchange for sharing your information, how comfortable would you be sharing the following types of information:

Contact Information (Email, Phone Number, Address)	All regions	USA	UK	Singapore
Very Comfortable	28.12%	25.16%	28.71%	30.67%
Comfortable	23.45%	20.13%	24.42%	26.00%
Neither Comfortable or Uncomfortable	25.08%	27.04%	26.07%	22.00%
Uncomfortable	9.99%	10.69%	8.91%	10.33%
Very Uncomfortable	13.36%	16.98%	11.88%	11.00%

Demographic (Age, Gender, etc.)	All regions	USA	UK	Singapore
Very Comfortable	47.88%	42.77%	51.49%	49.67%
Comfortable	26.49%	25.47%	24.42%	29.67%
Neither Comfortable or Uncomfortable	17.59%	21.38%	15.84%	15.33%
Uncomfortable	4.23%	5.03%	4.95%	2.67%
Very Uncomfortable	3.80%	5.35%	3.30%	2.67%

Purchase Behavior (Where you shop, brands you buy, etc.)	All regions	USA	UK	Singapore
Very Comfortable	37.57%	32.39%	37.95%	42.67%
Comfortable	26.93%	22.01%	27.72%	31.33%
Neither Comfortable or Uncomfortable	22.26%	26.42%	21.12%	19.00%
Uncomfortable	6.62%	9.12%	7.26%	3.33%
Very Uncomfortable	6.62%	10.06%	5.94%	3.67%

Interests & Hobbies	All regions	USA	UK	Singapore
Very Comfortable	43.65%	37.11%	44.88%	49.33%
Comfortable	25.30%	22.64%	25.74%	27.67%
Neither Comfortable or Uncomfortable	19.98%	25.47%	17.49%	16.67%
Uncomfortable	5.54%	7.55%	4.95%	4.00%
Very Uncomfortable	5.54%	7.23%	6.93%	2.33%

Opinions & Attitudes	All regions	USA	UK	Singapore
Very Comfortable	39.74%	36.16%	38.28%	45.00%
Comfortable	25.62%	22.01%	28.05%	27.00%
Neither Comfortable or Uncomfortable	21.06%	22.33%	20.46%	20.33%
Uncomfortable	6.41%	9.12%	5.94%	4.00%
Very Uncomfortable	7.17%	10.38%	7.26%	3.67%

Q12. Retailers and brands often ask for contact information and information on your interests and preferences to provide you with a better overall experience. In which of the following scenarios are you most willing to share your information? Please select up to 3 choices

Opinions & Attitudes	All regions	USA	UK	Singapore
None, I never willingly share my information	7.93%	7.23%	9.24%	7.33%
Immediately on entering the store or website	17.48%	14.78%	14.85%	23.00%
During the check-out process	33.98%	35.53%	32.67%	33.67%
When I sign-up for newsletters	30.51%	30.50%	33.00%	28.00%
While answering polls / surveys	32.68%	33.33%	32.01%	32.67%
While engaging in interactive experiences	16.07%	14.47%	11.55%	22.33%
When I sign-up for a loyalty or reward program	57.00%	56.60%	54.46%	60.00%
When I sign-up for a contest or discounts	31.49%	25.79%	32.34%	36.67%
Other, please specify:	0.22%	0.31%	0.00%	0.33%

Q13. How should brands maintain your loyalty now that the holiday shopping season is over? Please select your top 3 choices

Answer Choices	All regions	USA	UK	Singapore
None of the above	7.06%	8.81%	7.92%	4.33%
Regular emails and newsletters	30.29%	18.87%	38.94%	33.67%
Targeted promotions	46.36%	42.77%	48.51%	48.00%

Answer Choices	All regions	USA	UK	Singapore
Celebrate my milestones (birthday, anniversary etc)	43.11%	44.65%	32.34%	52.33%
Competition entries	17.70%	13.52%	22.44%	17.33%
By providing informative content	18.24%	17.61%	15.84%	21.33%
Loyalty programs	59.50%	58.81%	58.42%	61.33%
Interactive games and quizzes with prizes	15.96%	12.58%	11.55%	24.00%
Other, please specify:	1.30%	3.14%	0.33%	0.33%

Survey Respondents

Age	All regions	USA	UK	Singapore
< 18	0.00%	0.00%	0.00%	0.00%
18-29	21.11%	24.29%	19.87%	19.00%
30-44	24.27%	23.97%	22.85%	26.00%
45-60	31.99%	35.02%	28.81%	32.00%
> 60	22.63%	16.72%	28.48%	23.00%

Device Type	All regions	USA	UK	Singapore
iOS Phone / Tablet	39.50%	58.36%	33.77%	25.33%
Android Phone / Tablet	38.08%	36.91%	28.81%	48.67%
Other Phone / Tablet	0.00%	0.00%	0.00%	0.00%
Windows Desktop / Laptop	18.39%	4.10%	27.81%	24.00%
MacOS Desktop / Laptop	3.37%	0.63%	7.62%	2.00%
Other	0.65%	0.00%	1.99%	0.00%

Gender	All regions	USA	UK	Singapore
Male	51.14%	51.10%	50.99%	51.33%
Female	48.86%	48.90%	49.01%	48.67%

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