

UK Smartphone Users Wary of Tracking

Contributed by eMarketer
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A majority of smartphone users in the UK were aware that advertisers could track their devices, according to a June 2013 survey from privacy management company TRUSTe, and a solid 70%—even more than actually knew about the prevalence of tracking on smartphones—didn't like the idea of it.

Digital banking caused the most concern regarding privacy among both smartphone users and all web users surveyed, at 54% and 52%, respectively. That was followed by shopping online. Nearly all web activities, except email, saw smartphone users more concerned than internet users overall. Mobile apps, in particular, provoked a fair amount of consternation regarding tracking. One out of five UK smartphone users said privacy was their No. 1 mobile app concern. Only battery life registered a higher level of concern, at 45% of respondents. But there was still some information that UK smartphone users said they would share with mobile apps. Gender was the personal detail consumers were most willing to give away to mobile apps, at just less than half of respondents, and that was followed fairly closely by the user's personal email address. Only 11% were willing to share their phone number and an even slimmer 9% would consent to share web surfing behaviour with mobile apps, again pointing back to the wariness with which UK smartphone users view tracking. A significant 27% said they would not consent to sharing any info at all: www.emarketer.com Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group