

**TECH@TUCK**  
**“Personalization & Privacy in the Consumer Space”**  
**February 16, 2005**

**Personalization & Privacy Survey**

1. How many hours a week do you surf the web, not including email?
  - a. 0-1
  - b. 2-7
  - c. 8+
  
2. Are you currently a registered user with any websites (i.e., providing name and email address)?
  
3. Have you provided personal information to any websites (address, phone number, hobbies)?
  
4. Please indicate your level of agreement with the following statements (enter only one answer per question): (Strongly disagree / disagree / Neither agree or disagree / Agree Strongly agree)
  - a. Before registering on websites I always read the privacy statement.
  - b. A privacy statement is necessary for me to share personal information.
  - c. I find it helpful and convenient when a website remembers basic information about me (e.g., name and address).
  - d. I find it helpful and convenient when a website remembers more personal information about me (e.g., travel destination preferences, delivery options).
  - e. I am willing to give information about myself in order to receive a consumer experience truly personalized for me.
  - f. I have more control shopping online than offline.
  
5. What pieces of information would you provide to an online store or site that DOES NOT provide any features personalized for you? (Check all that apply.)
  - a. Name
  - b. Address
  - c. Credit Card Number
  - d. Income
  - e. Job Title
  - f. Phone Number
  - g. Hobbies/Interests
  - h. Social Security Number
  - i. Mother's Maiden Name

## **TECH@TUCK**

### **“Personalization & Privacy in the Consumer Space”**

**February 16, 2005**

6. What pieces of information would you provide to an online store or site that used the information you gave them to personalize or customize your experience? (Check all that apply.)

- a. Name
- b. Address
- c. Credit Card Number
- d. Income
- e. Job Title
- f. Phone Number
- g. Hobbies/Interests
- h. Social Security Number
- i. Mother's Maiden Name

7. Have you purchased or applied for any of the following items online? (Check all that apply.)

- a. Books, DVDs, music
- b. Cars, rental cars
- c. Insurance, loans, mortgages
- d. Hotel rooms, airline tickets
- e. Health supplies, over-the-counter medicine

8. What is your name?

9. What is your affiliation to Dartmouth? (Check all that apply.)

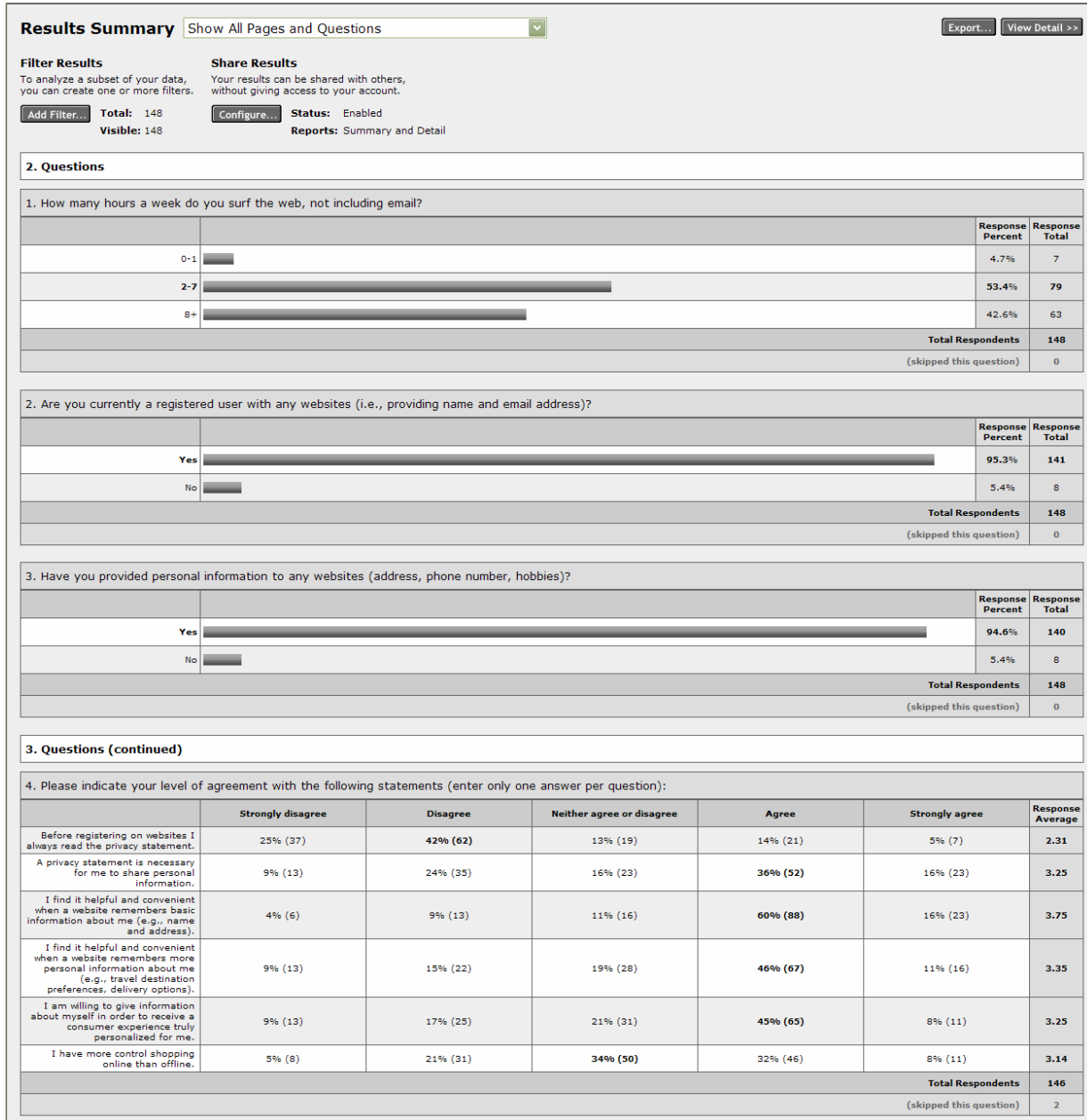
- a. Dartmouth College
- b. DHMC
- c. DMS
- d. Thayer
- e. Tuck
- f. Other (please specify)

NOTE: For question 8, participants were required to give their name if they wanted to be eligible to win a FREE Apple iPod Shuffle. A small percentage took the survey but chose to skip this question.

# TECH@TUCK

## “Personalization & Privacy in the Consumer Space”

### February 16, 2005




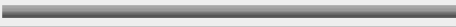






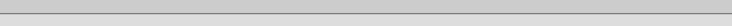
# TECH@TUCK

## “Personalization & Privacy in the Consumer Space”










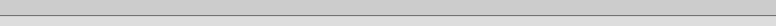
### February 16, 2005

#### 4. Questions (continued)

5. What pieces of information would you provide to an online store or site that DOES NOT provide any features personalized for you? (Check all that apply.)

		Response Percent	Response Total
Name		84.8%	112
Address		53%	70
Credit Card Number		33.3%	44
Income		9.8%	13
Job Title		15.9%	21
Phone Number		18.9%	25
Hobbies/Interests		18.2%	24
Social Security Number		0.8%	1
Mother's Maiden Name		9.1%	12
Email Address		85.6%	113
<b>Total Respondents</b>			<b>132</b>
		(skipped this question)	16

6. What pieces of information would you provide to an online store or site that used the information you gave them to personalize or customize your experience? (Check all that apply.)

		Response Percent	Response Total
Name		95.7%	133
Address		78.4%	109
Credit Card Number		46%	64
Income		21.6%	30
Job Title		28.1%	39
Phone Number		29.5%	41
Hobbies/Interests		66.9%	93
Social Security Number		2.9%	4
Mother's Maiden Name		18%	25
Email Address		90.6%	126
<b>Total Respondents</b>			<b>139</b>
		(skipped this question)	9

# TECH@TUCK

## “Personalization & Privacy in the Consumer Space”

### February 16, 2005

7. Have you used purchased or applied for any of the following items online? (Check all that apply.)			
		Response Percent	Response Total
Books, DVDs, music		97.9%	137
Cars, rental cars		64.3%	90
Insurance, loans, mortgages		32.9%	46
Hotel rooms, airline tickets		97.1%	136
Health supplies, over-the-counter medicine		21.4%	30
<b>Total Respondents</b>			<b>140</b>
(skipped this question)			8

5. Info to Win Free Apple iPod Shuffle			
8. What is your name?			
			<a href="#">View</a> Total Respondents
			137
(skipped this question)			11

9. What is your affiliation to Dartmouth? (Check all that apply.)			
		Response Percent	Response Total
Dartmouth College		9.4%	13
DHMC		0.7%	1
DMS		1.4%	2
Thayer		1.4%	2
Tuck		88.4%	122
<a href="#">View</a> Other (please specify)		1.4%	2
<b>Total Respondents</b>			<b>138</b>

10. How did you find out about this survey?			
		Response Percent	Response Total
Email		92.8%	129
Flyer		2.2%	3
Dartmouth website		0%	0
Tuck website		7.2%	10
Center for Digital Strategies website		2.2%	3
<a href="#">View</a> Other (please specify)		1.4%	2
<b>Total Respondents</b>			<b>139</b>
(skipped this question)			9