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Marketing ethics consumer report

YouGov®

We commissioned YouGov to survey 5,000 consumers across the UK, Sweden, Denmark & Norway, May 2023.

Treat data with integrity

Data alone is just numbers – it's what you do with it that matters. Ensuring that we are treating it with care is our responsibility as marketers.

65%

65% agree that when buying from a brand, it is important that said brand values their privacy.

" *Consumers clearly care about their privacy, but where does privacy sit in your own campaign planning? It's time to move it to the top of your agenda.*

57%

57% see little or no benefit to sharing their data with brands.

" *At the same time, consumers want to see more value from the data that they do share with brands. When collecting first-party data, how can your brand prioritise value creation?*

37%

37% see no meaningful improvement in their online experience since GDPR implementation in 2018*

" *But let's be real, you don't need a survey to tell you that your average consent banner is not a good user experience. Consider this your friendly reminder to not overlook branding and UX design in your privacy practices.*

*Base: Familiar with GDPR (4,673)

Be transparent, always

Transparency means so much within the context of digital marketing. For consumers, it's whether they understand marketing practices and why they see the ads they see. As marketers, how can we be better at building trust?

51%

51% feel that they have a clear understanding of why they see specific ads online.

Hurray! A victory for transparency... it's not all bad news, eh?

40%

40% of those who have never revoked consent for a company to use their data, have not done so because they do not know how.*

Are you surprised? Because we're not. Make sure your privacy policy states clearly how consumers can revoke consent (hint, an unsubscribe button on emails isn't enough).

*Base: Have never revoked consent (2,127)

34%

34% are highly concerned about the use of algorithms, machine learning and artificial intelligence (AI) in selecting the type of content and advertising that they see online.

And how many of us marketers struggle to understand blackbox marketing platforms and the algorithms that sit under the hood? It's no wonder our customers do so as well.

Make marketing a positive experience

How can we ensure the adverts our consumers see are less intrusive, more relevant and representative? Advertising plays a huge role in the online experience, let's start recognising that.

73%

73% have taken one or more actions to control the advertising that they see online.

Examples of such defensive actions include rejecting cookies, deleting their browsing history, installing ad blockers or (everyone's favourite when booking flights) using incognito browsing. It seems clear that users are actively seeking to prioritise their privacy.

39%

39% state that it is important that the brands they follow and purchase from represent different people in their advertising.

These figures remain largely the same irrespective of age grouping. With 28% of 60+ consumers also agreeing with the statement: It is important to me that the companies/brands I follow and purchase from represent different people in their advertising.

49%

49% of those who have revoked consent did so because they found a brand's advertising practices too intrusive.*

For instance, have you considered ad fatigue as an important metric in your campaign optimisations and thought about adjusting your campaign set up to reduce frequency?
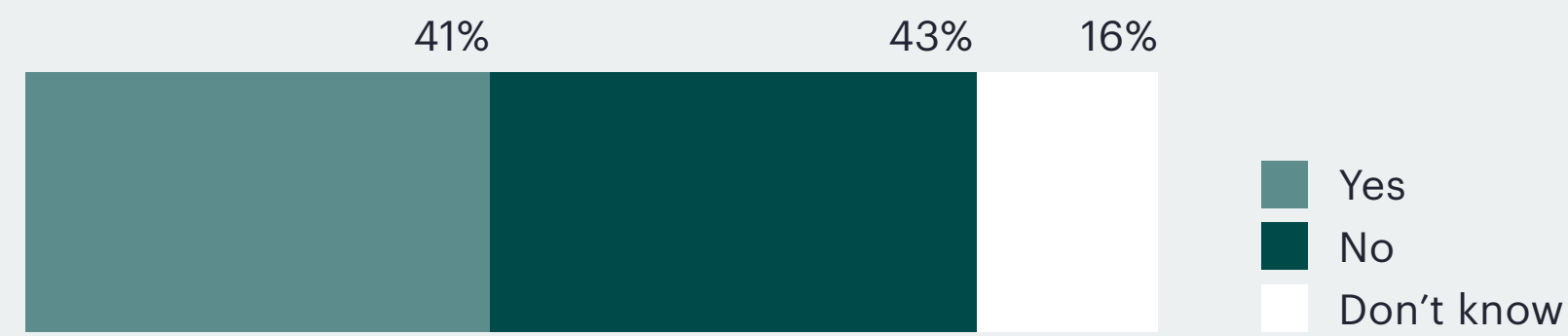
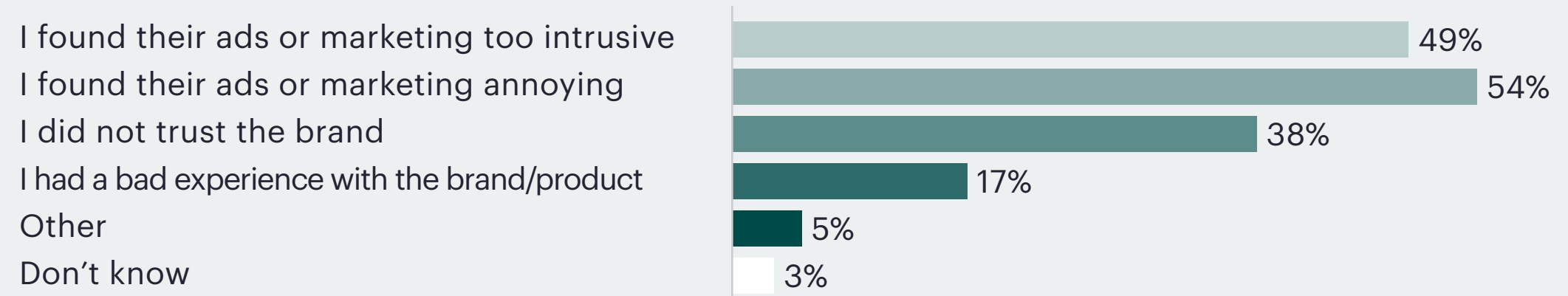*Base: Have revoked consent (2,073)

Privacy & Consent

> Privacy makes up a significant proportion of your consumers' online experience and yet, 41% do not read those policies and 26% of those do not understand what they are consenting to.

Creating a user experience around privacy that prioritises clarity, simplicity, and clear opportunities to revoke that consent presents an opportunity for your brand to create trust with your audience.
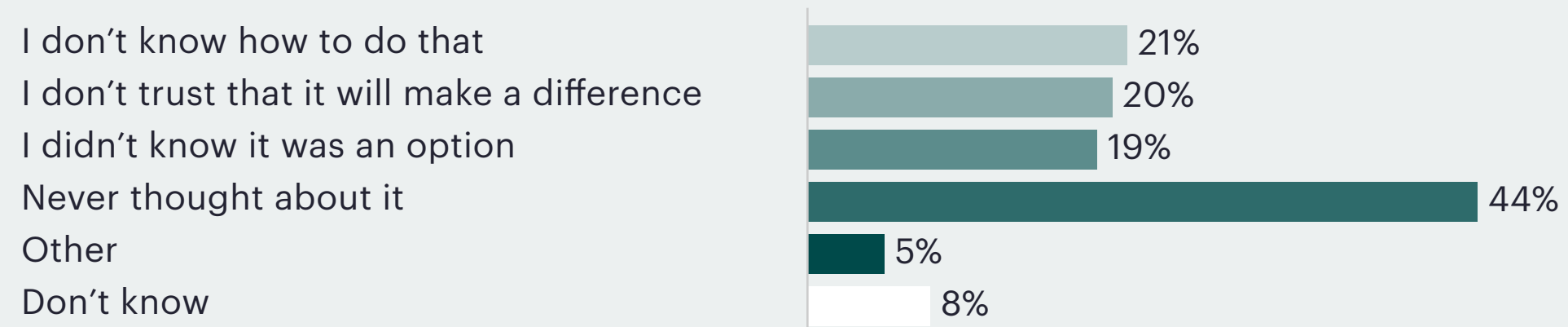
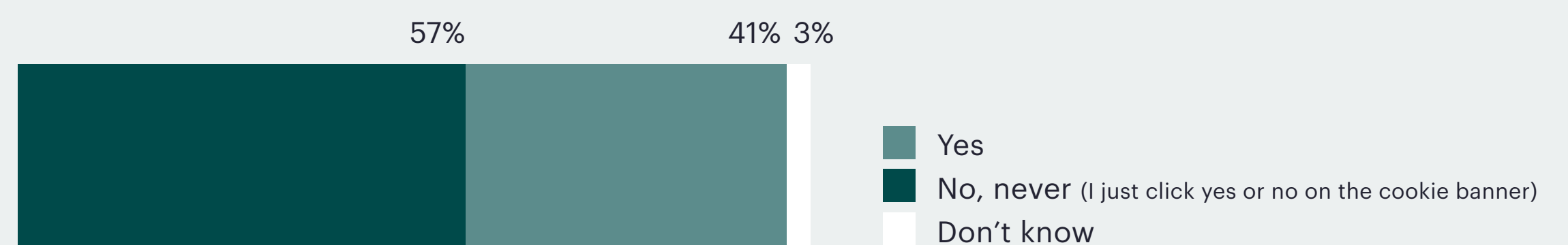## Have you ever revoked consent for a company/brand to use your data?

41% 43% 16%

- Yes
- No
- Don't know

If Yes – Why did you revoke consent?*

I found their ads or marketing too intrusive	49%
I found their ads or marketing annoying	54%
I did not trust the brand	38%
I had a bad experience with the brand/product	17%
Other	5%
Don't know	3%

If No – Why have you never revoked consent?**

I don't know how to do that	21%
I don't trust that it will make a difference	20%
I didn't know it was an option	19%
Never thought about it	44%
Other	5%
Don't know	8%

When visiting a website for the first time, do you typically read their privacy policies?

57% 41% 3%

- Yes
- No, never (I just click yes or no on the cookie banner)
- Don't know

Why do you never review the privacy policies on the websites you visit for the first time?***

I don't understand the policy & what I'm consenting to	26%
I trust that companies have my best interest in mind	14%
I don't care/don't feel that it matters	30%
I don't have time	43%
Other	8%
Don't know	6%
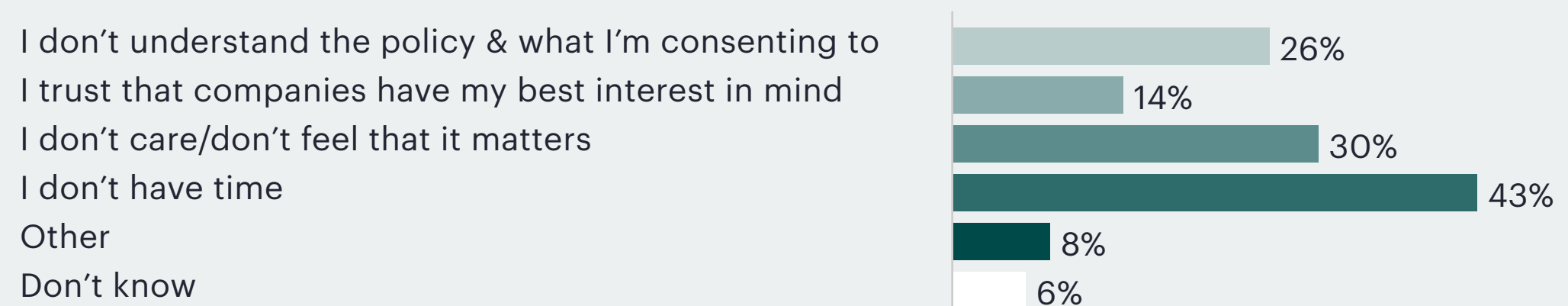
BASE

*Have revoked consent before (2,073)

**Have never revoked consent (2,127)

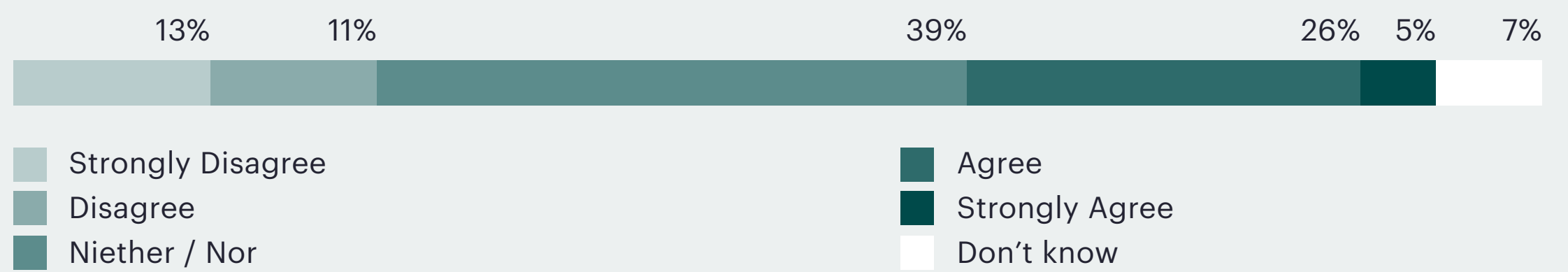***Do not typically read privacy policies (2,045)

Marketing Relevancy

Today, only a third of people find that their experience online is actually more tailored than offline. If we accept that online advertising is here to stay, 48% would prefer some degree of personalisation and data sharing over irrelevant ads.

However, very few (7%) would opt for a high degree of personalisation and data sharing. People want relevance in moderation, and marketers still have a long way to go in creating a positive experience online at scale.
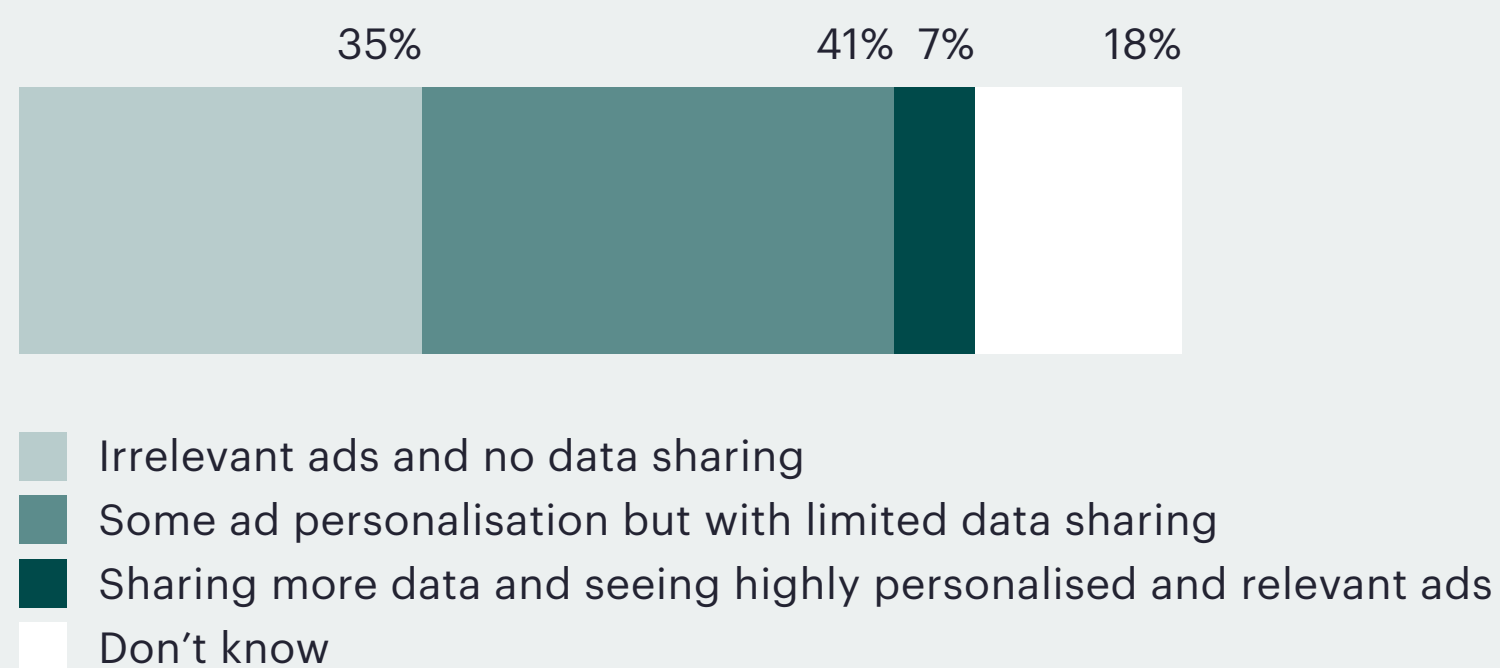
Do you generally find that the ads you see online are more relevant to you personally than ads you see on TV, in print, on billboards, etc?

29%	34%	27%	10%

- Yes
- No
- About the same
- Don't know
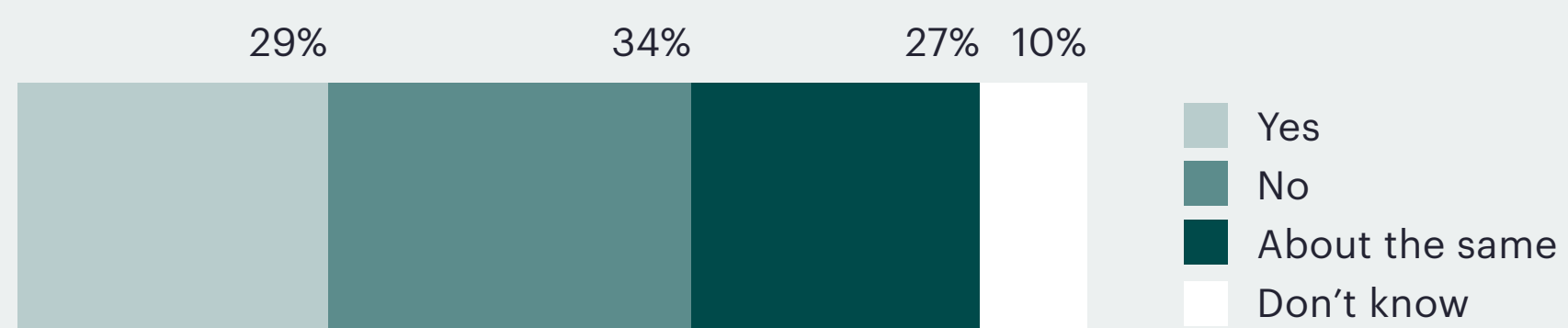
In principle, I prefer seeing adverts online that are more relevant to my interests and shopping habits.

13%	11%	39%	26%	5%	7%

- Strongly Disagree
- Disagree
- Niether / Nor
- Agree
- Strongly Agree
- Don't know

Assuming that you have no choice but to see adverts online, which of the following would you prefer?

35%	41%	7%	18%

- Irrelevant ads and no data sharing
- Some ad personalisation but with limited data sharing
- Sharing more data and seeing highly personalised and relevant ads
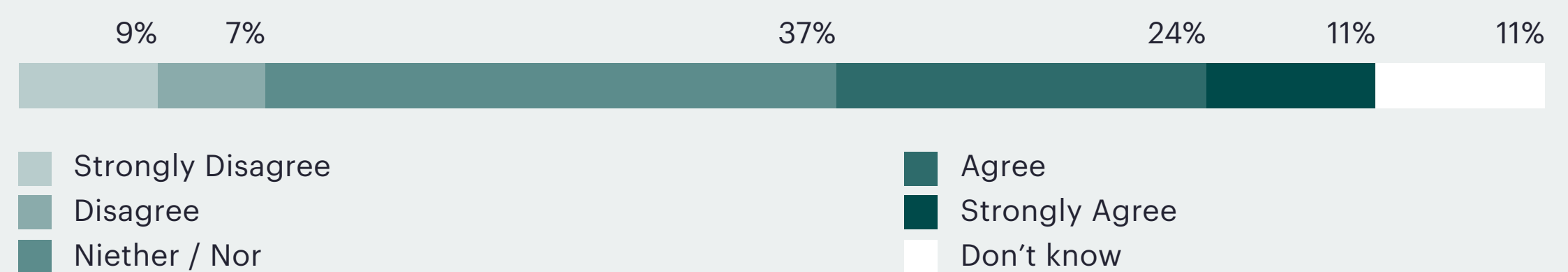- Don't know

Diversity & Representation

> *Despite increasing public awareness and debate on the topic of diversity, consumers are mixed when it comes to the question of representation in advertising.*
>
> *37% neither agree nor disagree on the matter of representation in advertising and 40% would not adjust their shopping habits to avoid a brand who has been accused of stereotypes or cultural appropriation.*

It is important to me that brands I follow and purchase from represent different people in their advertising

| 9% | 7% | 37% | 24% | 11% | 11% |

- Strongly Disagree
- Disagree
- Niether / Nor
- Agree
- Strongly Agree
- Don't know

Do you avoid buying from brands that have been publicly accused of reproducing stereotypes or cultural appropriation?

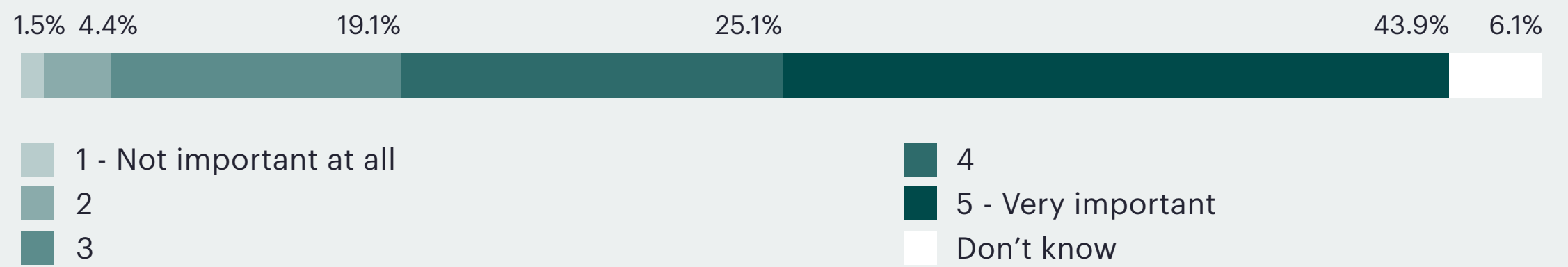| 33% | 40% | 28% |

- Yes
- No
- Don't know
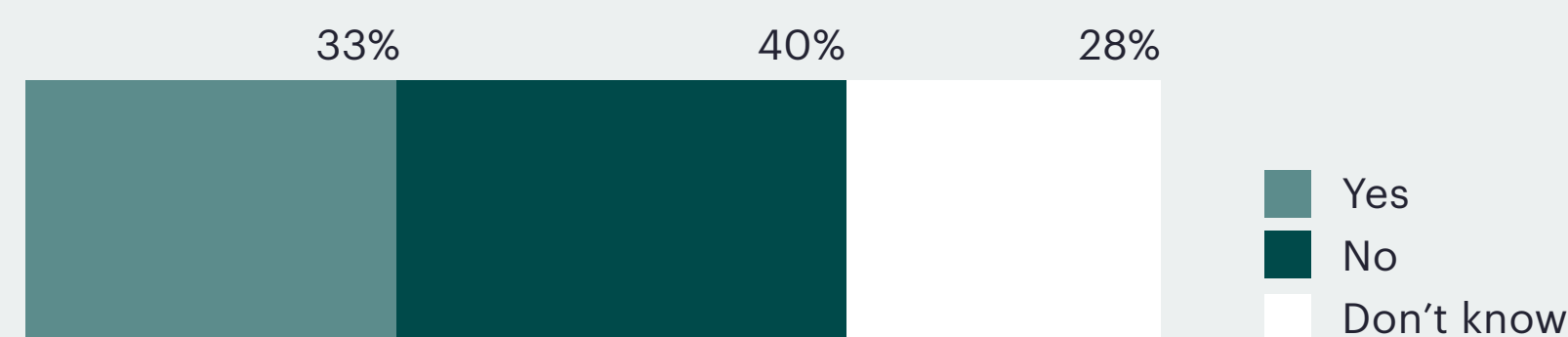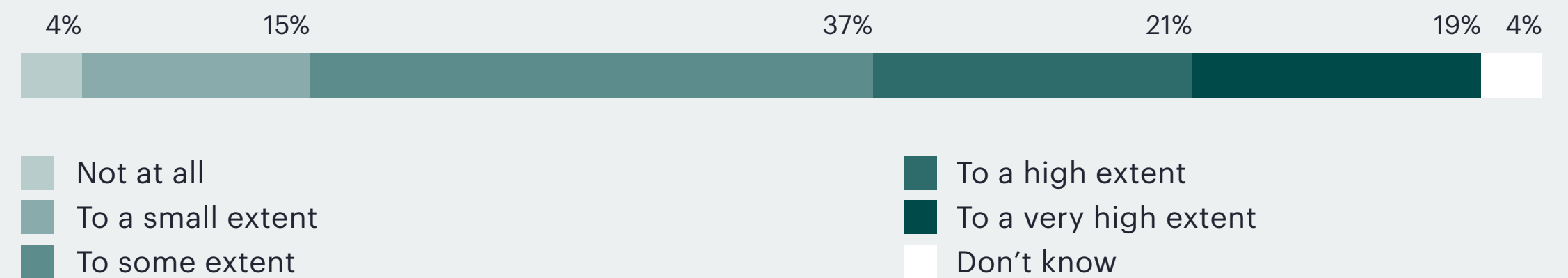
Platform Experiences

> *When it comes to marketing platforms (web browsers, social media platforms) we see that users are able to take more ownership of their data sharing.*
>
> *Over 40% have a clear understanding of why they see the ads they see – even if 46% worry that their phone is listening to them...*

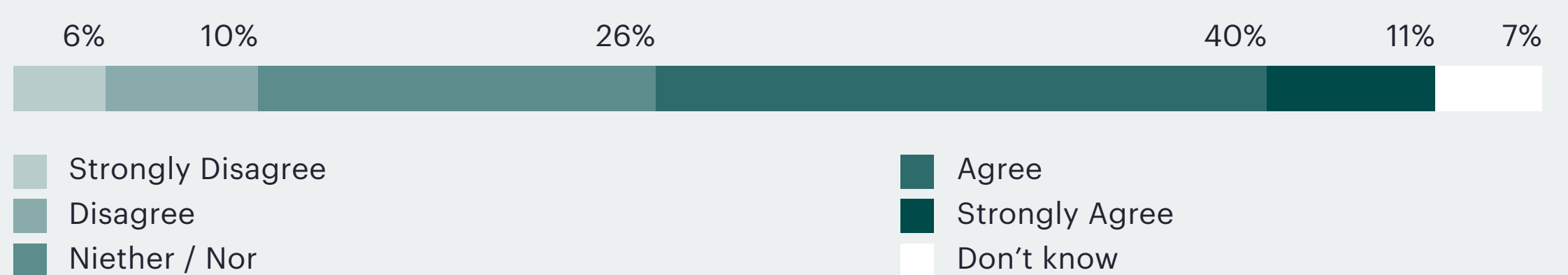## How important is the inclusion of privacy features when choosing an internet browser?

1.5% 4.4% 19.1% 25.1% 43.9% 6.1%

- 1 - Not important at all
- 2
- 3
- 4
- 5 - Very important
- Don't know

To what extent are you concerned about how social media platforms use your data?*

4% 15% 37% 21% 19% 4%

- Not at all
- To a small extent
- To some extent
- To a high extent
- To a very high extent
- Don't know

## Have you ever accessed the privacy settings of technology platforms you use to personalise how your data is shared and used for advertising?

38% 49% 13%

- Yes
- No
- Don't know

I feel I have a clear understanding of why I see specific ads online

6% 10% 26% 40% 11% 7%

- Strongly Disagree
- Disagree
- Niether / Nor
- Agree
- Strongly Agree
- Don't know

Do you believe that your smartphone is using the microphone to record audio and make you see ads that might be relevant to you based on the conversations you have had?**
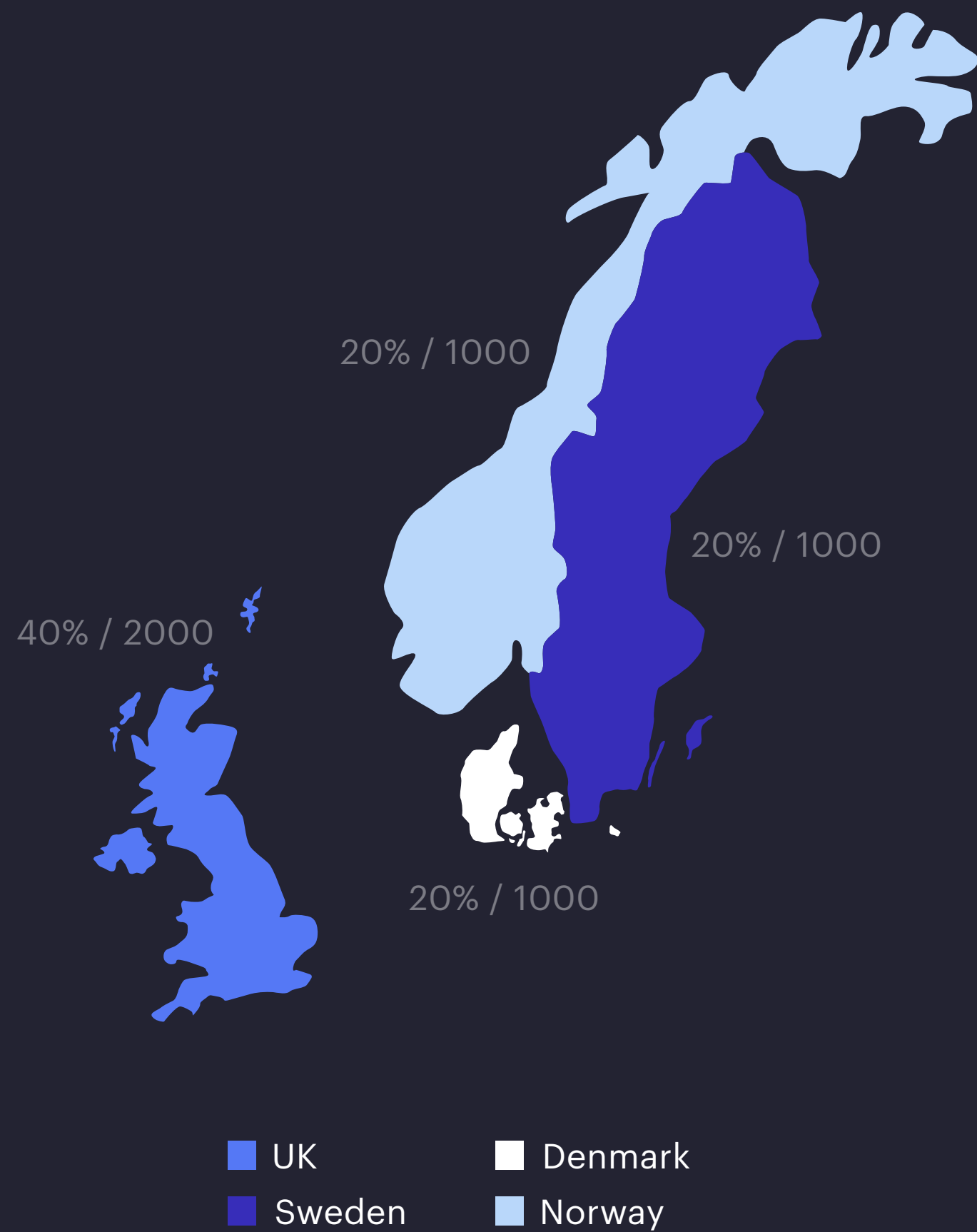
46% 32% 22%

- Yes
- No
- Don't know
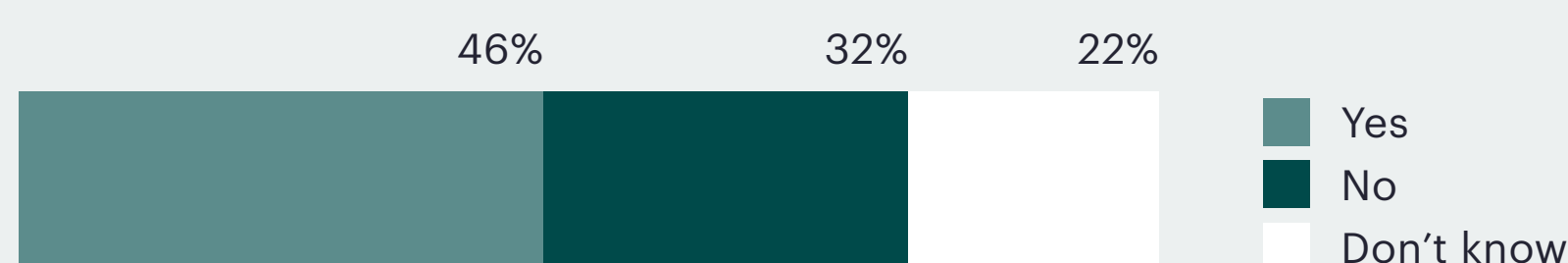
BASE

*Uses social media (4,577)
** Owns a smartphone (4,764)

Respondent Demographics

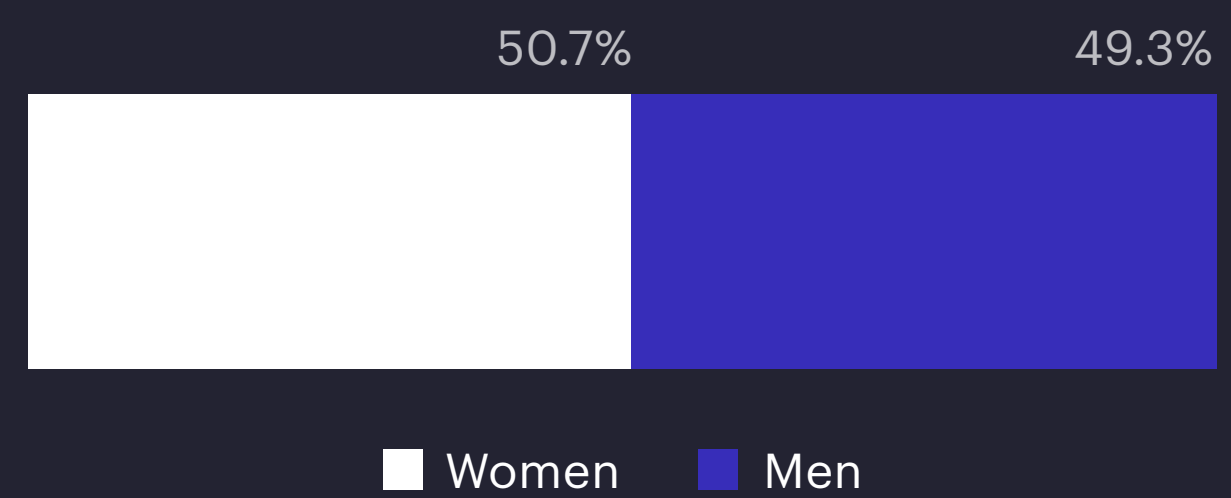5000 consumers across UK, Norway, Sweden & Denmark

Country

20% / 1000

20% / 1000

40% / 2000

20% / 1000

- ■ UK
- ■ Sweden
- □ Denmark
- ■ Norway

Age

18%

17%

16%

16%

32%

- ■ 18–29
- ■ 40–49
- □ 60+
- ■ 30–39
- ■ 50–59
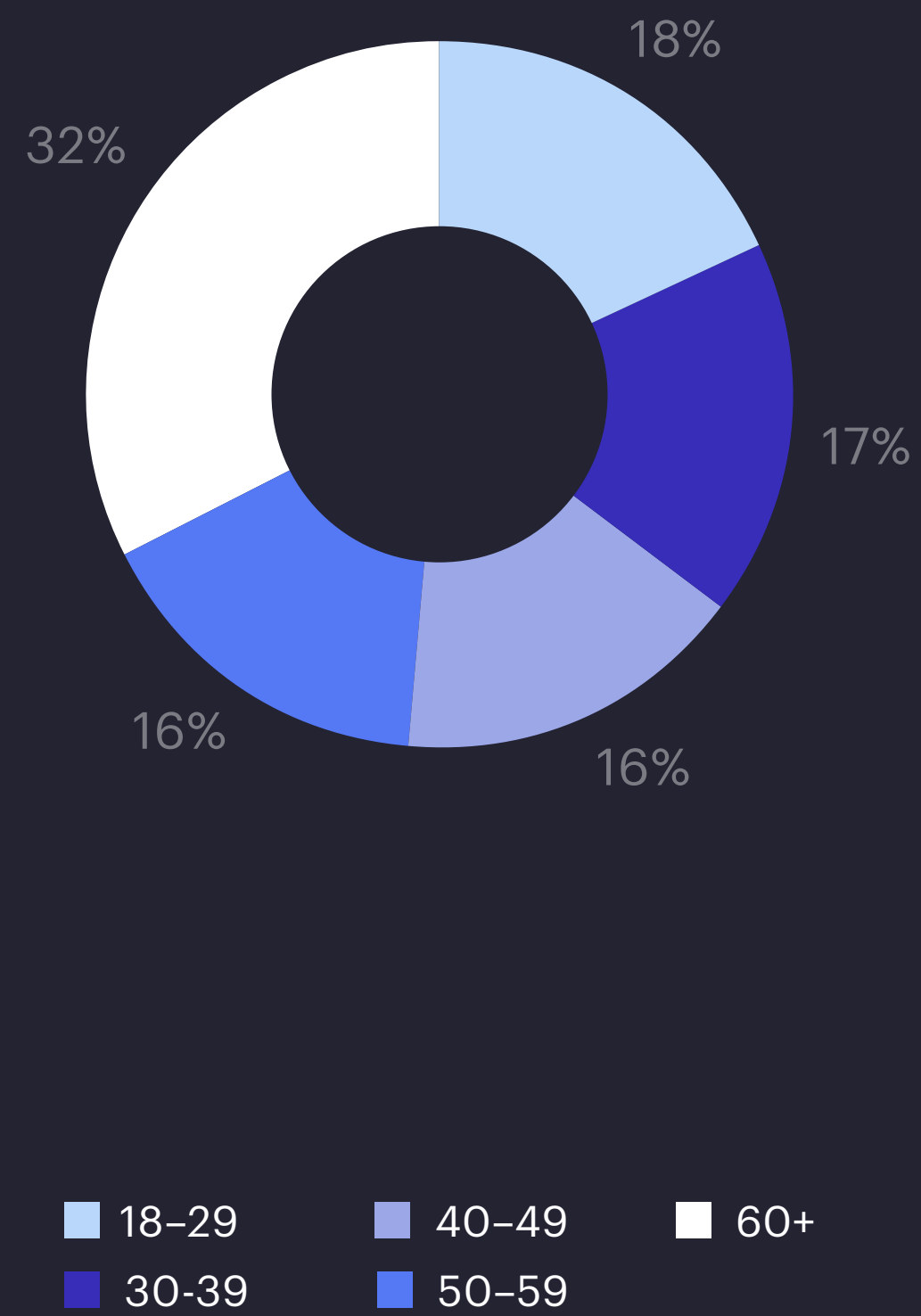
Source

YouGov®

A commissioned study conducted by YouGov on behalf of Precis Digital in May 2023.

Gender

50.7%   49.3%

- □ Women
- ■ Men

If you have been inspired by this report, or simply wish to know more, please get in touch

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