

# ChoiceStream Personalization Survey

## Consumer Trends and Perceptions, Spring 2004



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The ChoiceStream Personalization Survey provides insight into consumer attitudes toward personalization of online content and services. More specifically, the survey provides an understanding of consumers' interest in, and perceptions of, online personalization as well as their willingness to provide personal information in exchange for content that is tailored to their particular tastes and interests.

The survey was first fielded in May, 2004. In order to track changes in consumer attitudes over time, the survey will be repeated at regular intervals.

Highlighted results of the survey appear below. For more information about the survey or ChoiceStream, please contact [gabdelnour@choicestream.com](mailto:gabdelnour@choicestream.com).

## Survey Overview and Respondent Profile

The survey was completed by 673 respondents who were invited to participate via email by Zoomerang, an online survey services provider. Respondents were:

- Adult Internet users, 95% of whom have made at least one online purchase within the past 6 months
- U.S. residents
- Distributed across 4 age categories (18-24, 25-34, 35-49, 50+)
- 59% female; 41% male

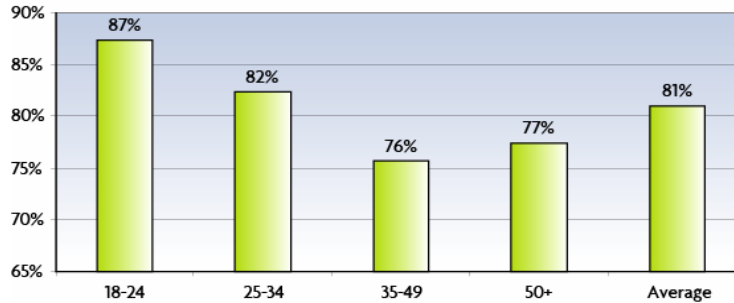
## Key Findings

### 1. Interest in personalization is strong, but does vary based on age.

Overall, the survey found that more than 80% of consumers were interested in receiving personalized content; however the number varies when the data are analyzed according to the different age groups of the respondents.

Younger respondents tended to be more interested in personalization, with 87% of 18-24 year olds expressing an interest in some type of personalized content. 35-49 year olds appeared to be somewhat less interested, with 76% of respondents indicating an interest

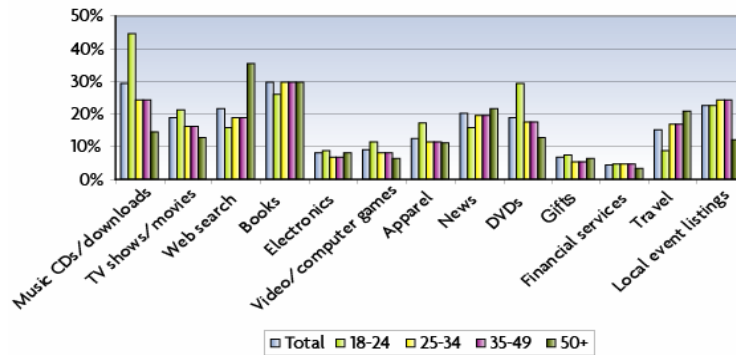
**Percent of Consumers Interested in Personalized Content by Age**



In addition to seeing a difference in overall interest level by age, the survey identified differences in the types of content respondents in the different age groups wanted personalized. Younger respondents are most interested in receiving personalized music recommendations (45%), followed by DVDs (29%) and books (26%).

Among older respondents, particularly those in the 50+ category, personalized Web search results are of the greatest interest (35%), followed by books (30%), news (22%) and travel (21%).

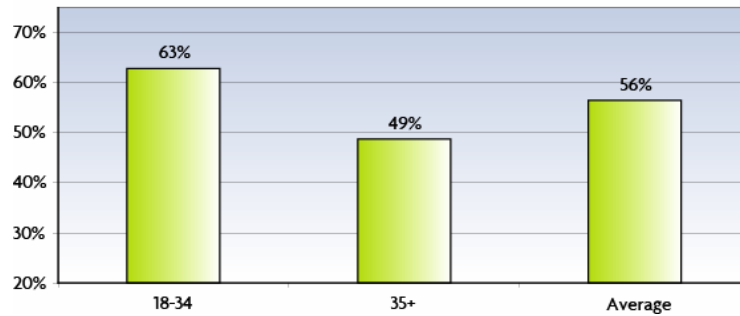
**What Types of Content Would You Like Personalized?**



**2. The vast majority of consumers are willing to provide demographic and preference information in exchange for personalized content; the younger the consumer, the more likely he or she is to provide it.**

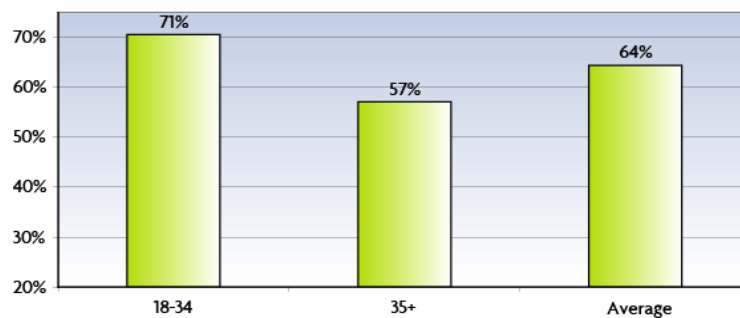
63% of 18-34 year olds agreed that they would be willing to provide demographic data, such as their age and gender, in exchange for personalized content. 49% of older consumers (35 or older) indicated they would be willing to provide demographic data.

**Percent of Consumers Willing To Provide Demographic Data In Exchange for Personalized Content**



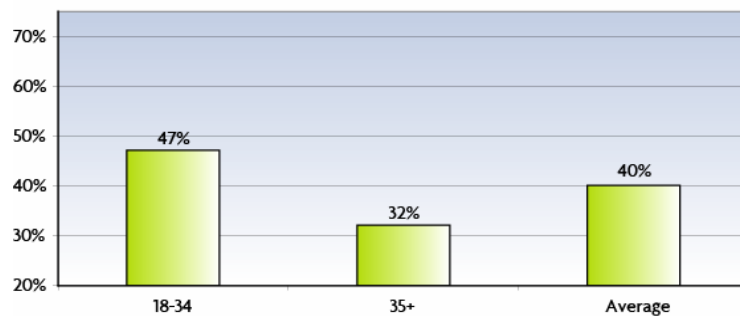
Overall, consumers exhibit an even greater willingness to provide information on their preferences and interests in exchange for personalized content, with 64% agreeing to provide it. Again, a greater number of younger consumers were willing to provide it than older ones (71% of 18-34 year olds vs. 57% of 35+.)

**Percent of Consumers Willing To Provide Preference Information In Exchange for Personalized Content**



Respondents' willingness to provide information in exchange for personalization also extended, for many, to allowing a Web site to track their clicks and purchases. Overall, 40 percent of consumers would agree to that type of monitoring, and again, younger respondents were more willing to allow it than older ones (47 percent of 18-34 year olds vs. 32 percent of those 35+.)

**Percent of Consumers Willing To Allow Web Sites to Track Clicks and Purchases In Exchange for Personalized Content**

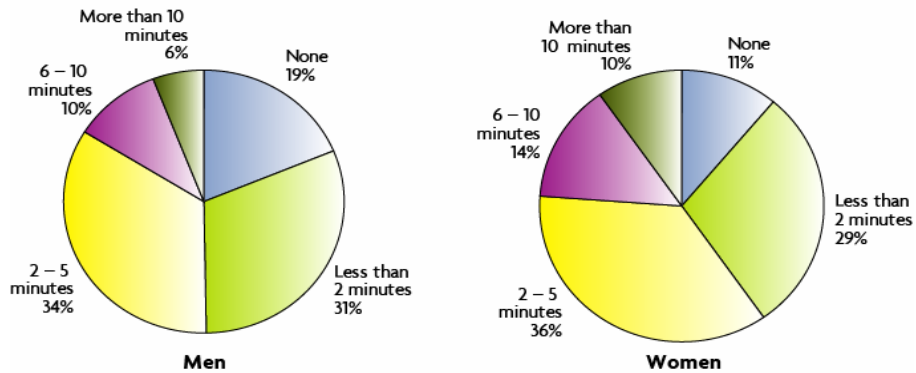


**3. Consumers are willing to spend a significant amount of time answering questions about themselves in exchange for personalized content.**

The survey found that 56% of consumers would spend at least 2 minutes answering questions about themselves and their interests in order to receive personalized content. 21% agreed that they would spend at least 6 minutes answering such questions.

When analyzed further, the responses to this question were divided along gender lines. In general, women were more likely to spend time answering questions about their tastes and interests than men. 24% of women would spend at least 6 minutes on personalizing content while only 16% of men would spend that much time.

**How much time are you willing to spend responding to questions concerning your tastes and interests in exchange for personalized content?**



**About ChoiceStream**

Headquartered in Cambridge, Mass., ChoiceStream develops personalization solutions for online consumer services, search services, e-retailers and iTV providers. ChoiceStream’s patent-pending technology helps companies increase customer loyalty and drive sales by automatically delivering the most relevant content and products to each consumer.

For additional information, please visit our Web site at [www.choicestream.com](http://www.choicestream.com) or email us at [gabdelnour@choicestream.com](mailto:gabdelnour@choicestream.com).