

Hot buttons of the people in favour and against personal data collection for personalization purposes

Those in favour :

They hope to benefit from what's best on the market. They aspire to bring out the best in themselves. Self-improvement, boosting creativity, access to the best products/services and innovations, pride in being *early adopters*, etc.

Those against:

They see it as a manifestation of George Orwell's "*Big Brother*" (1984). They feel they are being watched and spied on. They are very critical of companies. They have a deeply held desire to maintain their freedom, their control over their lives. They have an anti-consumerism attitude (*No Logo*).

- Much stronger
- Stronger
- Weaker
- Much weaker

INTUITIVE POTENTIAL	186
EMBRACING CHANGE	168
OSTENTATIOUS CONSUMPTION	168
NEED FOR STATUS RECOGNITION	153
BETTERMENT	152
PERSONAL CREATIVITY	151
JOY OF CONSUMPTION	145
NEED FOR PERSONAL ACHIEVEMENT	132
QUANTIFIED SELF	129
VALUE-ADDED	120
SKEPTICISM TOWARD BIG BUSINESS	191
RISK AVERSION	164
CONTROL OF DESTINY	138
PRIMACY OF ENVIRONMENTAL PROTECTION	136
AVERSION TO UNCERTAINTY	134
AUTONOMY-EMPOWERMENT	132
ADAPTABILITY	85
JOY OF CONSUMPTION	76
IMPORTANCE OF BRAND	70
CONFIDENCE IN ADVERTISING	43

(*) The indices are calculated by comparing the groups analyzed to the total population
