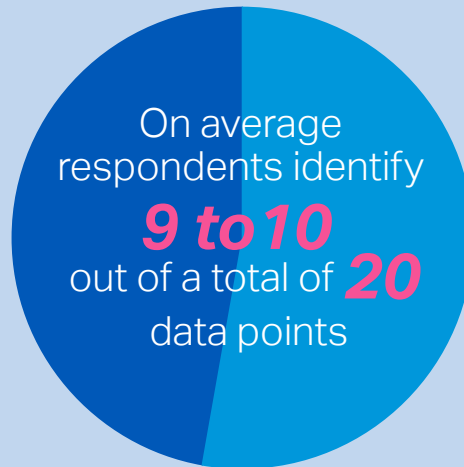# What do people know about the smart city?
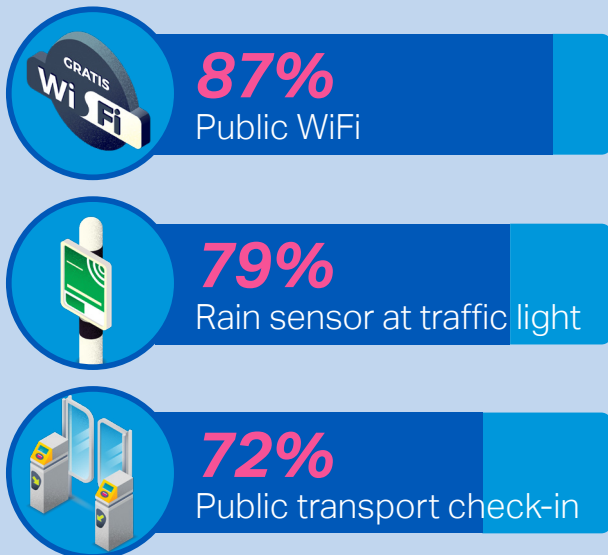
Insights from the gamified survey 'Jouw buurt, jouw data'

We asked respondents to identify objects where they believe that data are being collected. We refer to those objects as 'data points.'
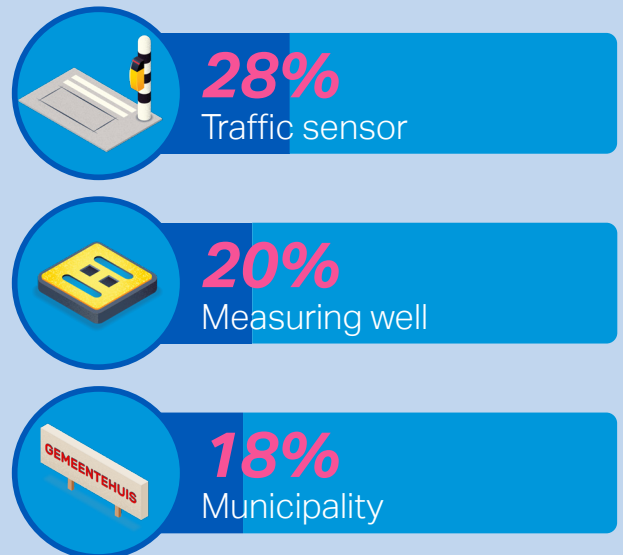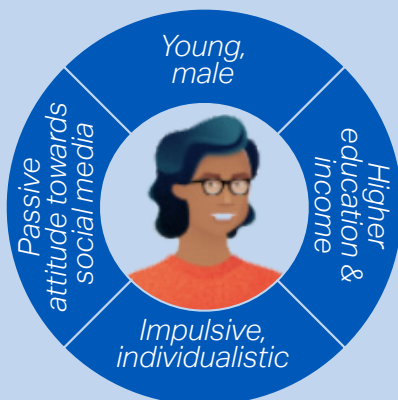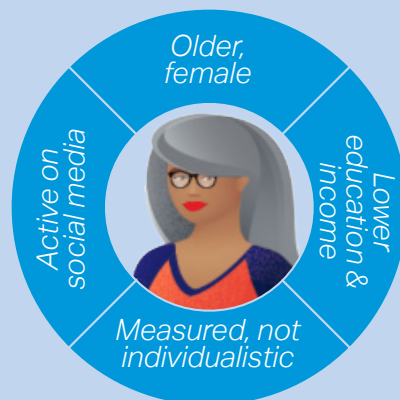
How many data points do participants recognize?

On average respondents identify **9 to 10** out of a total of **20** data points

Most identified data points

87%
Public WiFi

79%
Rain sensor at traffic light

72%
Public transport check-in

Least identified data points

28%
Traffic sensor

20%
Measuring well

18%
Municipality

Characteristics of the people that identify many data points

Young, male

Passive attitude towards social media

Higher education & income

Impulsive, individualistic

Characteristics of the people that identify few data points

Older, female

Active on social media

Lower education & income

Measured, not individualistic

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How do people behave in the smart city?

Insights from the gamified survey 'Jouw buurt, jouw data'

A number of dilemmas regarding potential sharing of data were shown to the respondents. By making a choice respondents revealed their attitude towards data sharing and privacy.
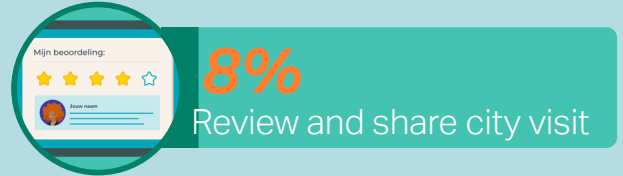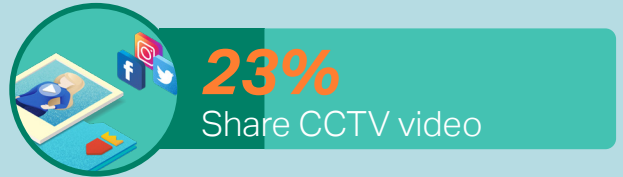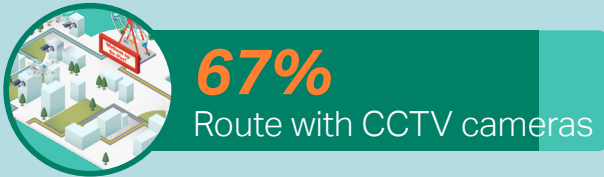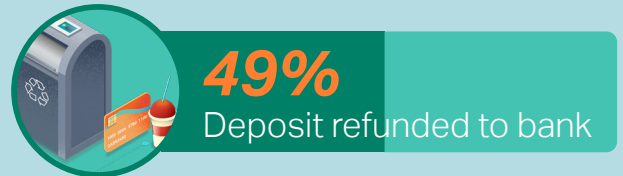
What is the respondents' attitude regarding privacy?

63% Mixed
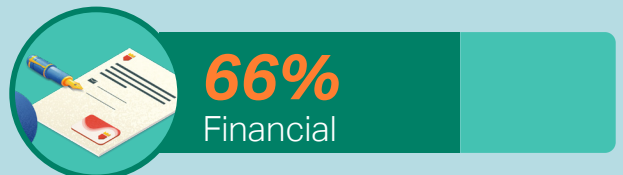
20% Concerned
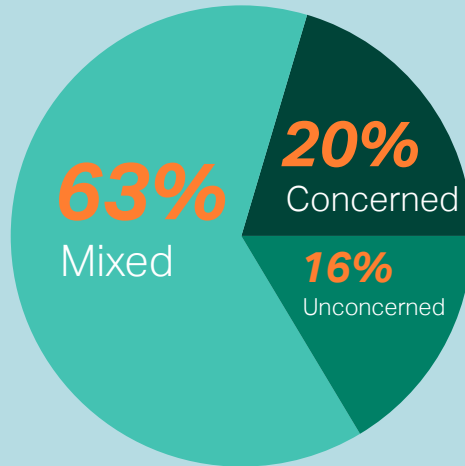
16% Unconcerned

People's privacy concerns correlate with their knowledge of the smart city: the more knowledge they have, the more concerned they are.

How people think about privacy is not related to their age: young respondents are not more or less concerned than older ones.

In what situations are participants prepared to share data?

85% Share location data

49% Deposit refunded to bank

67% Route with CCTV cameras

23% Share CCTV video

61% ID scan to get access

8% Review and share city visit

For what purpose do people want to share personal information?

90% Safety and security

66% Financial

85% Convenience

26% Social

What type of data sharers do we find in the smart city?

Insights from the gamified survey 'Jouw buurt, jouw data'

At the end of the game, participants are provided with a personal profile stating their knowledge of objects where data are collected and their willingness to share personal data.

How are profiles distributed amongst respondents?

36% Naive

24% Generous

20% Impartial
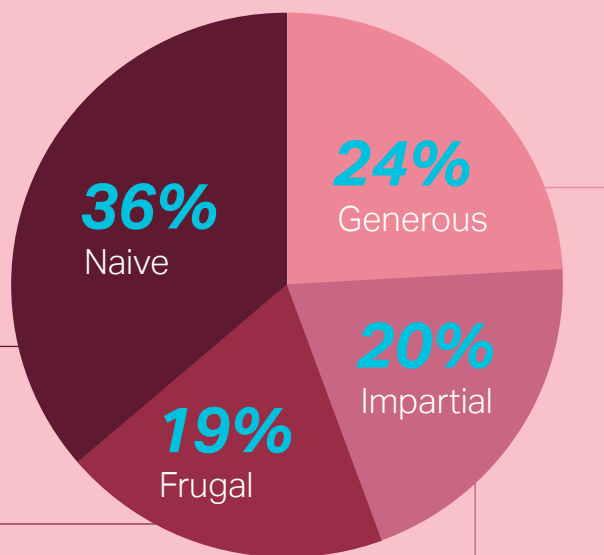
19% Frugal

Which characteristics, values and (digital) lifestyles correlate with the profiles?*

The naive data sharer

identifies few data pts. shares plenty pers. data

Characteristics
more often older women
more often lower educated
more often relatively low income

Digitaly
very active on social media

Mentality
concerned about status
not critical regarding societal issues

Privacy
worried about personal data

The frugal data sharer

identifies many data pts. shares little pers. data

Characteristics
more often younger men
more often higher educated
more often relatively high income

Digitaly
does not enthusiatically engage in digital developments

Mentality
individualistic
tolerant

Privacy
worried about personal data

The impartial data sharer

identifies few data pts. shares little pers. data

Characteristics
more often older women
more often lower educated
more often relatively low income

Digitaly
suspicious of digital developments

Mentality
not materialistic nor concerned about status; conservative

Privacy
not worried about personal data

The generous data sharer

identifies many data pts. shares plenty pers. data

Characteristics
more often younger men
more often averagely educated
more often relatively high income

Digitaly
not very active on social media

Mentality
concerned about status
open to new developments

Privacy
not worried about personal data

* Market research agency Motivaction provided information on values and (digital) lifestyles of respondents.

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