



RFID and the Consumer – A Survey



Objectives

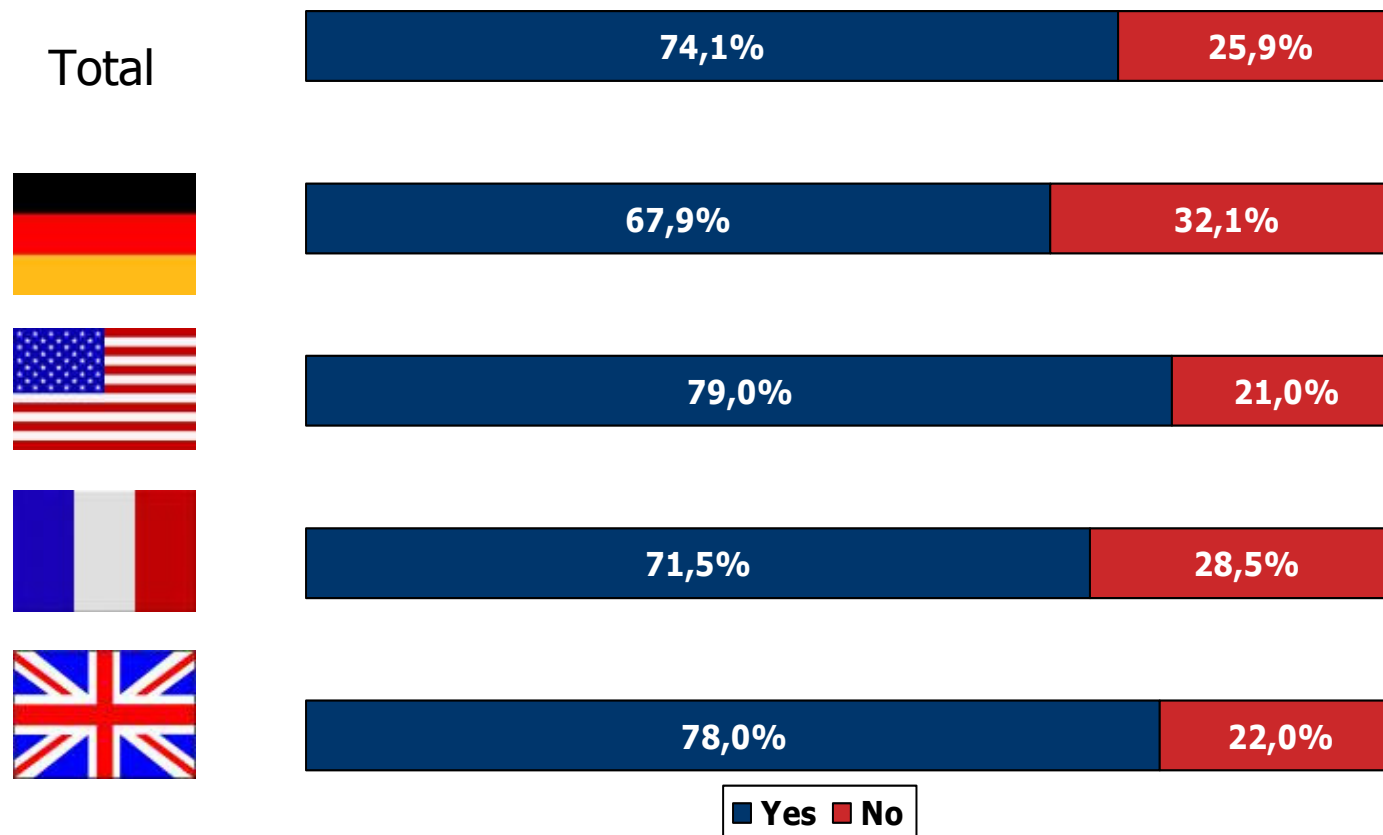
- How far is FRID perceived and accepted by the consumer?
- The objective of this study is to measure the consumer acceptance of EPC/RFID-systems.

- Following subjects are focused:
 - personal assessment of benefit
 - expectations
 - potential acceptance of RFID

- sampling n = 100 per country (CATI).
- comment: The sampling is based on the universe of all households in Germany. Due to this, the same probability of sampling is assigned to each household in Germany. Therefore common telephone directory were not be used.
- The phone numbers were generated automatically, so the universe of all households in Germany is represented.
- Sociodemographic information

For 75 % of the respondents, a simplified payment procedure via RFID would be a facilitation.

Question 1: Would it be an easement for you not to unpack and pack again your supermarket trolley at the cash desk, but only to pass by the cash desk for pay?

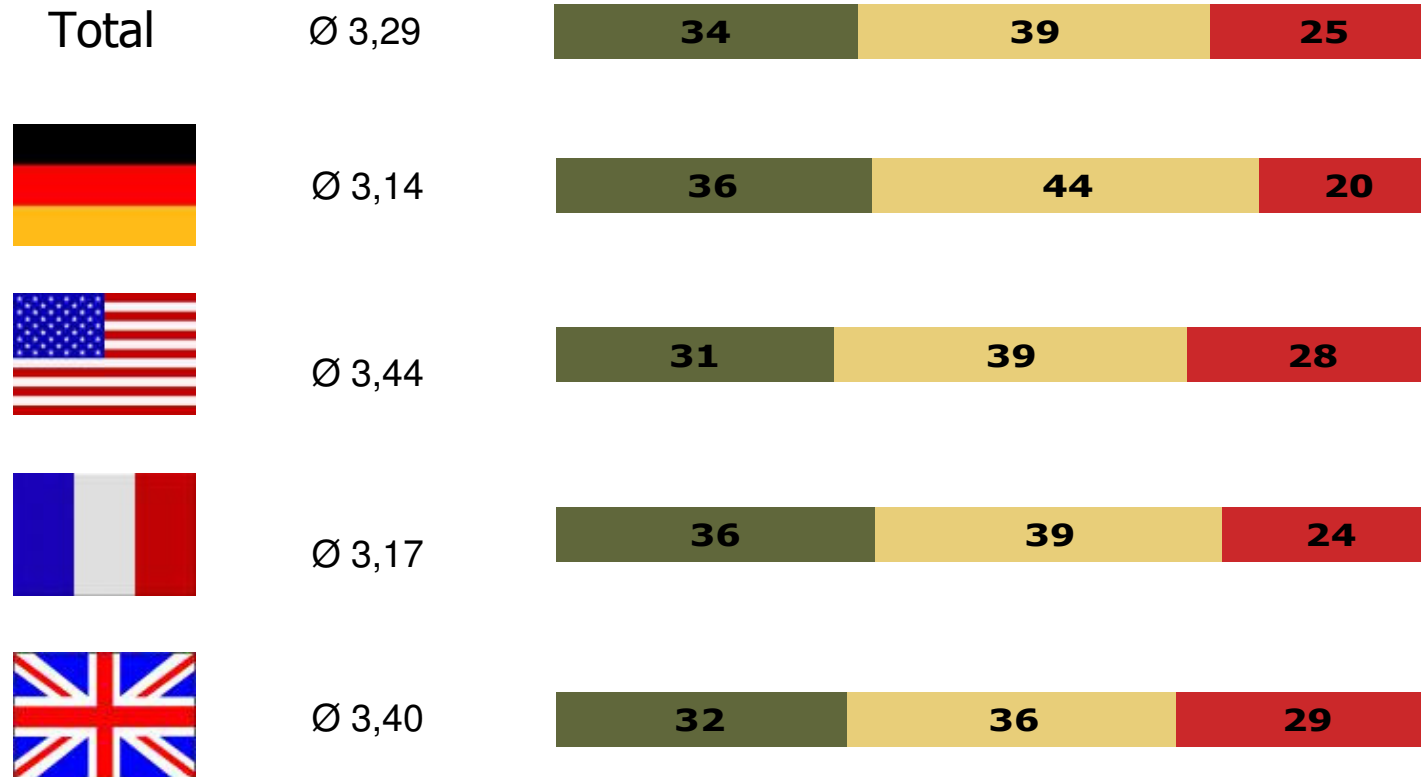


Over 70% of the consumers asked would buy a tagged product without seeing any problems

Question 2: Do you already buy or would you buy products which are equipped with such a wireless chip?
Please valuate your willingness to buy such equipped products on a scale from 1 to 6.

- (1) means „I would buy it in any case“
- (6) means „I would certainly not buy it“

■ 1+2 ■ 3+4 ■ 5+6

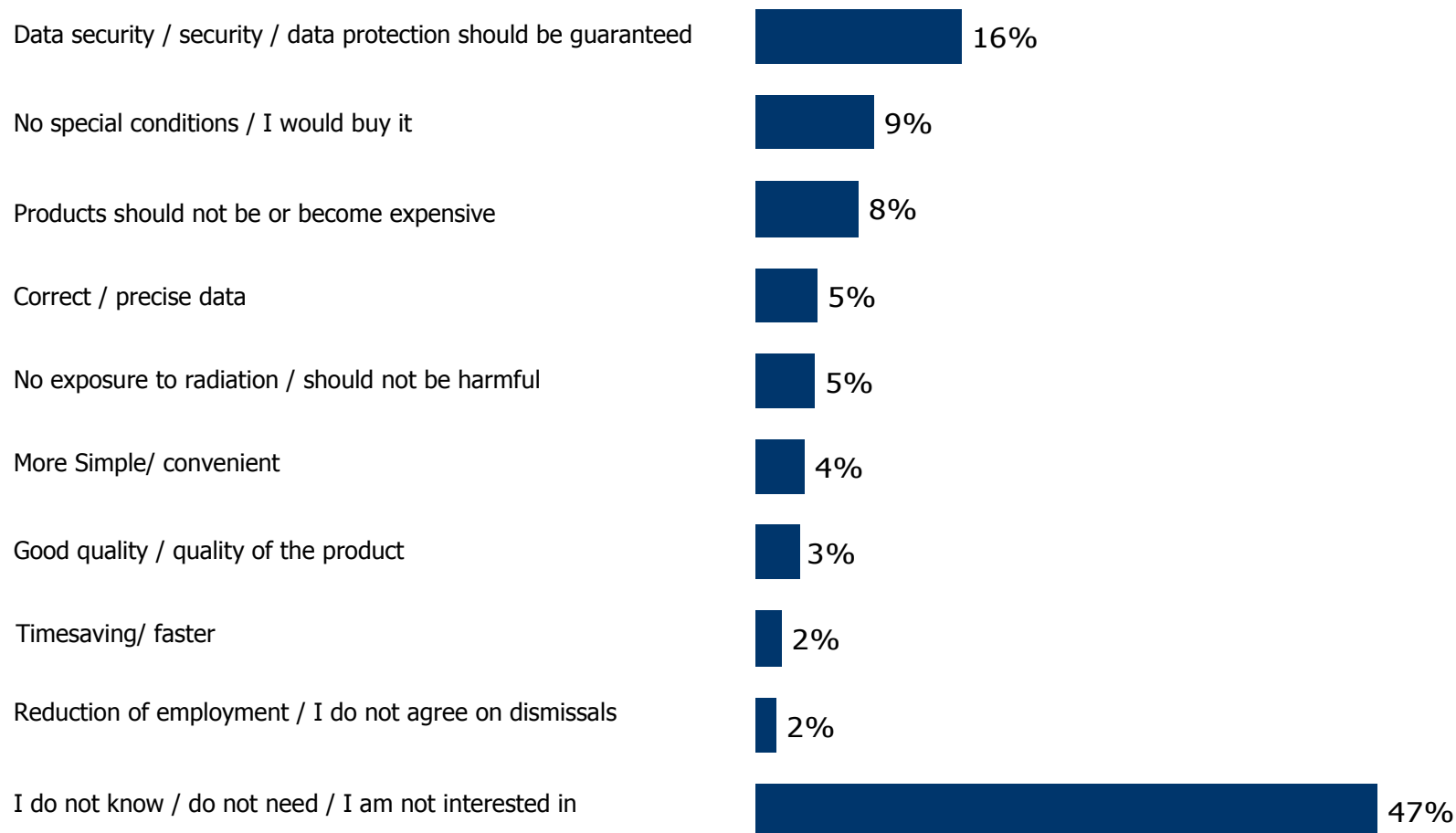


value ≠ 100: remains = n.a.



47% of the respondents do not know or are not interested in the RFID technology.

Question 3: What conditions have to be fulfilled for you to buy the product with the wireless chip unscrupulously?



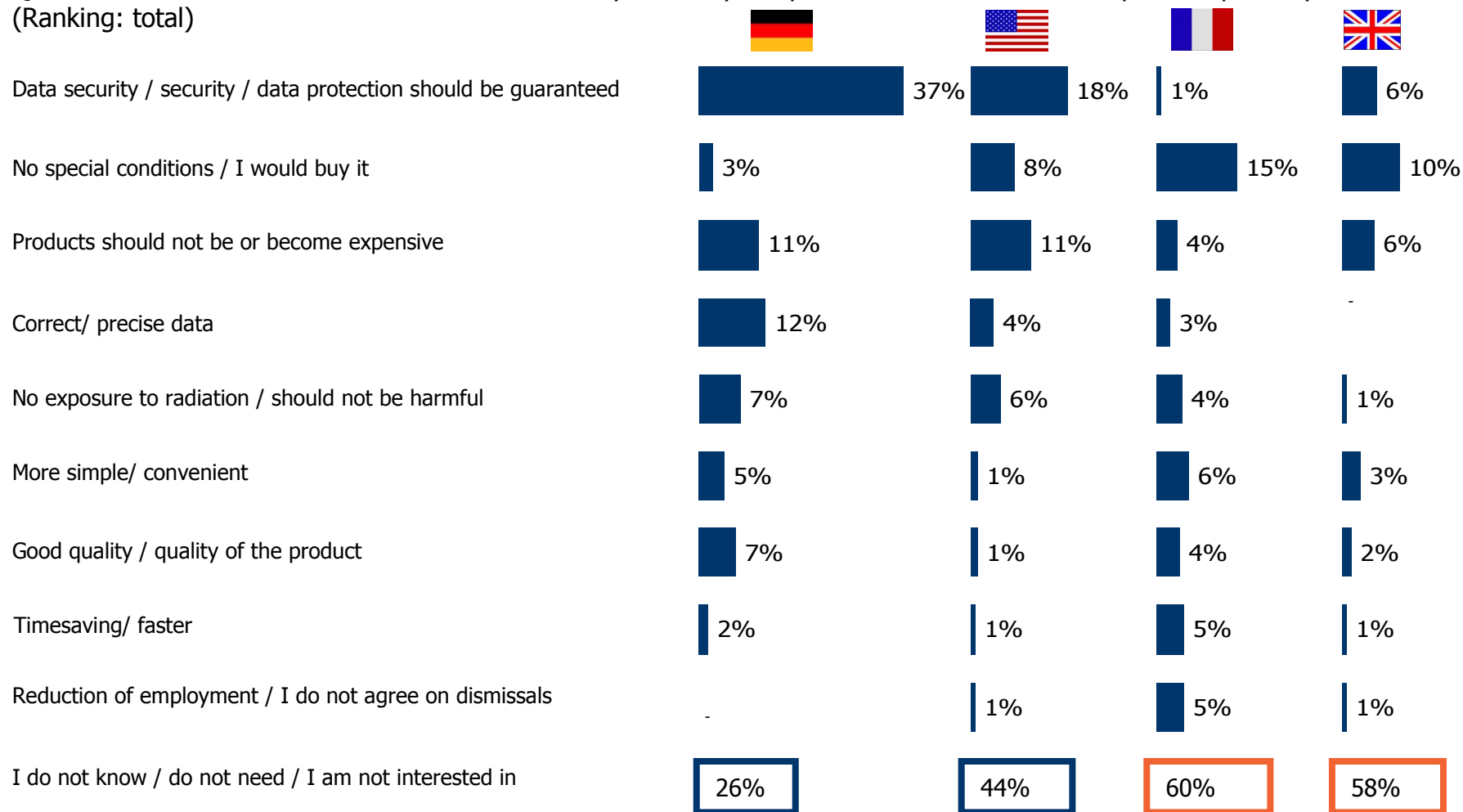
multiple answers allowed





German respondents consider data security and correct data more important than respondents in the other countries.

Question 3: What conditions have to be fulfilled for you to buy the product with the wireless chip unscrupulously?
(Ranking: total)



multiple answers allowed



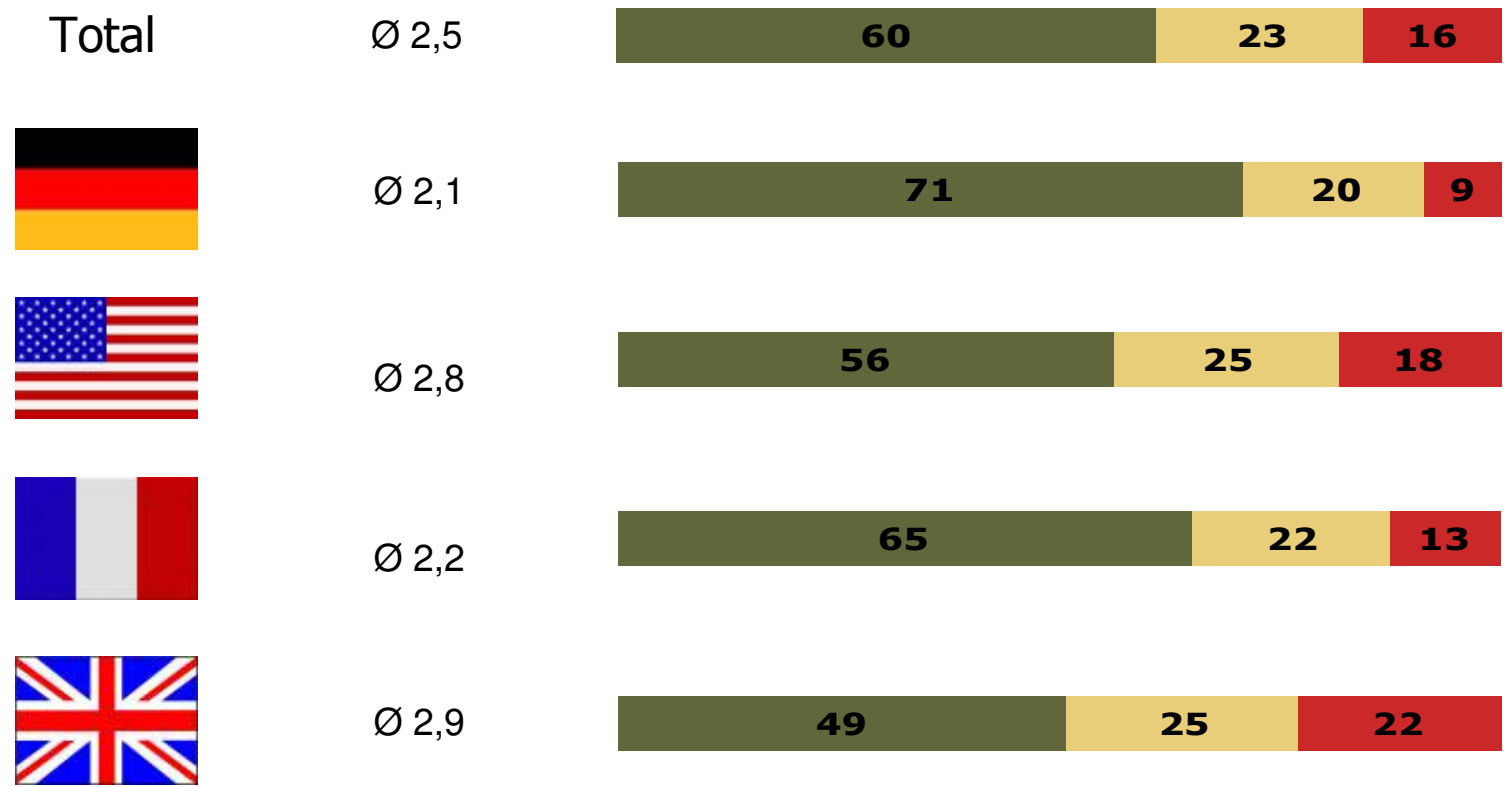
Mainly in Germany and France, the possibility to get more information about the product immediately seems to be very important.

Question 5: Wireless chips allow different fields of applications. I'll read out to you 4 statements. Please evaluate them on a scale from 1 to 6.

Possibility to get more information about the product immediately

- (1) means that this statement is very important for you
- (6) means that this statement is absolutely unimportant for you.

■ 1+2 ■ 3+4 ■ 5+6



value ≠ 100: remains = n.a.

Summary

- For 75% of the respondents, a simplified payment procedure via RFID would be a facilitation.
- About 50% of the interviewees do not know or are not interested in RFID technology.
- In UK and Germany more respondents would rather buy products containing RFID chips than in France and the USA. In these countries, the number of respondents who declare they would not buy is slightly higher.
- Data protection/security and avoidance of higher prices are rated as very important. In Germany data security plays the most important role (37%) and the least in France (1%).
- The possibility to get more information about the product, followed by simplified check out/faster payment are rated as the preferred consumer advantages provided by RFID use. In Germany, a slightly higher percentage of respondents evaluate these as very important.