Survey: Consumer Awareness of AdChoices Icon & Related Attitudes

February 2024
Most People Recognize the AdChoices Icon

Q: Do you recognize the AdChoices icon with the blue triangle from any ads, websites, or apps?

- I recognize the AdChoices icon a great deal: 45%
- I recognize the AdChoices icon somewhat: 34%
- I don't recognize the AdChoices icon: 21%

79%
Most People Know What the AdChoices Icon Does

Q: What do you think the AdChoices icon most likely does?

- It gives you information and choices about the types of ads you receive: 53%
- It replaces the current advertisement with a new one: 29%
- It helps you buy ads on the site you are visiting: 18%
Most People Believe the AdChoices Icon Is Useful

Q: If you click on the AdChoices icon, it gives you more information and choices about the types of advertisements you receive. How useful is an icon that provides access to information about the ads a person sees and the choices they have to manage them?

- Somewhat useful: 54%
- Very useful: 24%
- Not very useful: 15%
- Not at all useful: 7%

78%
Most People Think the AdChoices Icon Is Easy to Understand

Q: Clicking the AdChoices icon generally opens a smaller window with information about the ad and access to choices about that ad. How easy to understand is the AdChoices icon?

- Somewhat easy to understand: 53%
- Very easy to understand: 32%
- Somewhat difficult to understand: 11%
- Very difficult to understand: 3%

85%
The AdChoices Icon Increases Trust in Advertisers

Q: If you saw the AdChoices icon in an advertisement, would it increase or decrease your trust in that advertiser?

- Increase trust somewhat: 57%
- Increase trust a great deal: 15%
- Decrease trust somewhat: 22%
- Decrease trust a great deal: 6%

72%
Most People Want to Keep Icon-Based Information & Choices

Q: How important is it for people to have simple icon-based access to information and choices about the digital ads they receive?

- Not at all important: 5%
- Not very important: 17%
- Somewhat important: 47%
- Very important: 31%

78%
People Prefer the Existing AdChoices Icon over New Icons

Q: The advertising industry is constantly innovating to better connect with consumers and deliver relevant advertising to them. Which of these statements is closer to your view on how companies should provide information and choices about ads in the future?

- 72%: The AdChoices icon should include both existing and new choices around advertising, so consumers have a single, centralized location for ad-related information and choices.

- 28%: Different and separate icons should be developed for new choices, even if consumers have to use multiple tools to get information and express their choices.
Policymakers Should Encourage Use of the AdChoices Icon

Q: Congress and some states are considering new laws or regulations around privacy and advertising. Which of these statements is closer to your view on how new laws or regulations should help consumers find information and choices about advertising:

- **70%**
  - Proposed laws or regulations should encourage companies to use existing tools such as the AdChoices icon because they are widely recognized, adopted, and understood.

- **30%**
  - Proposed laws or regulations should create new and different-looking icons or tools that provide similar functionality, even if they cause consumer confusion.
Multiple Icons Would Be Confusing

Q: How confusing would it be if there were multiple different-looking icons providing similar types of information and choices about advertising?

- Somewhat confusing: 47%
- Very confusing: 28%
- Not very confusing: 20%
- Not at all confusing: 6%

Methodology
The survey was commissioned by the Digital Advertising Alliance and conducted via SurveyMonkey among 1,109 US adults from February 17-21, 2024. Based on a confidence interval of 95 percent, the margin of error for the survey is +/- 3 percent.