

DIGITAL  
ADVERTISING  
ALLIANCE



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# Survey: Consumer Awareness of AdChoices Icon & Related Attitudes

February 2024

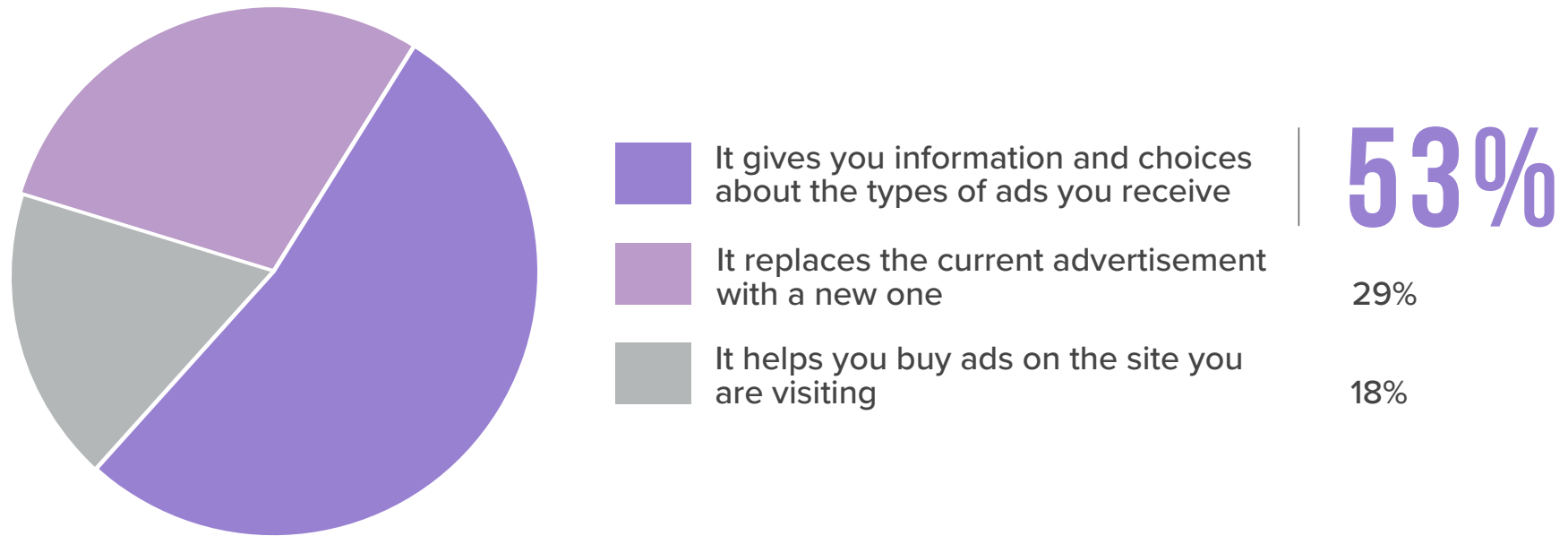
# Most People Recognize the AdChoices Icon

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



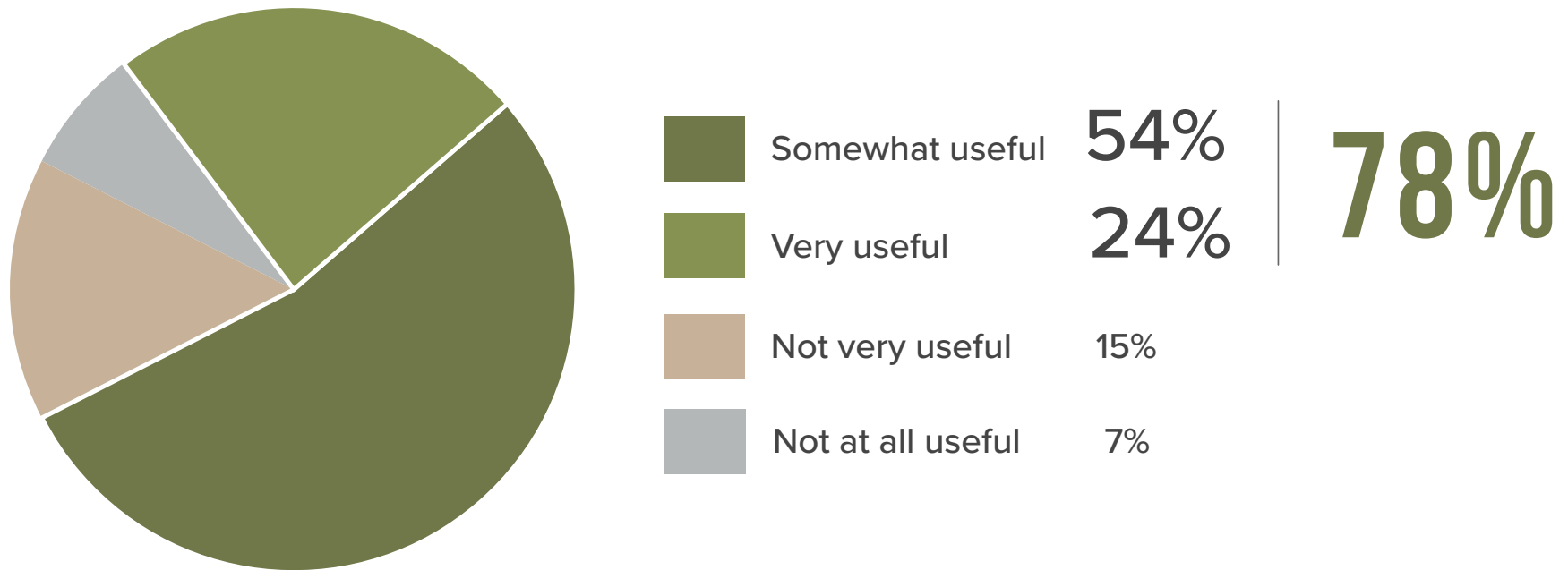
# Most People Know What the AdChoices Icon Does

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



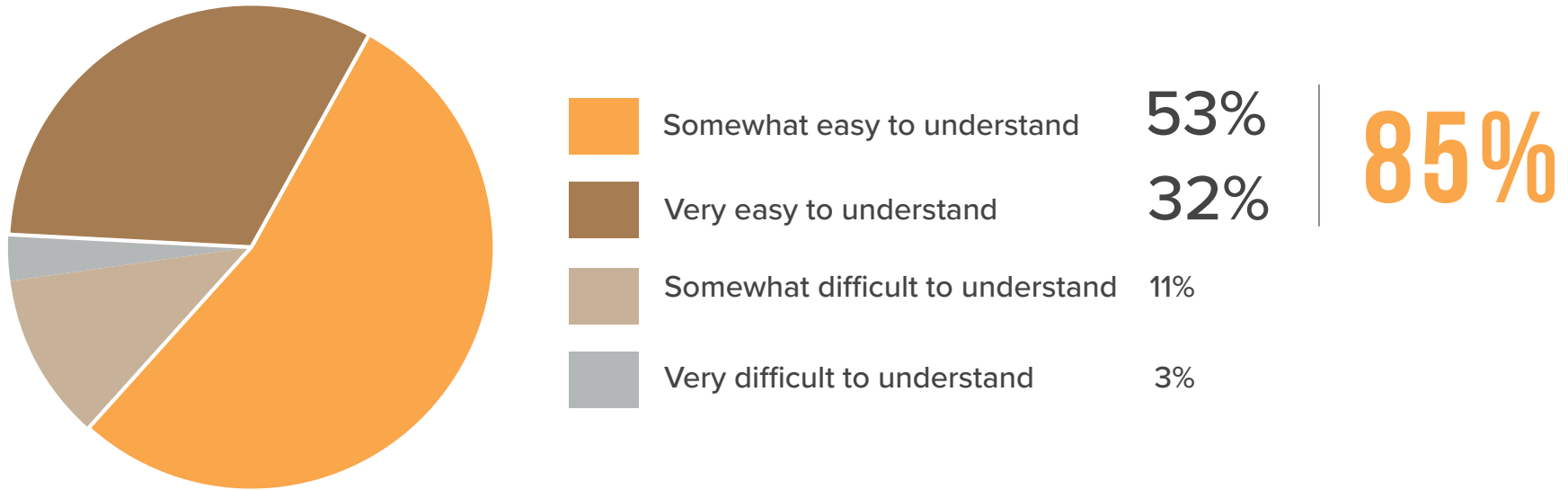
# Most People Believe the AdChoices Icon Is Useful

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?



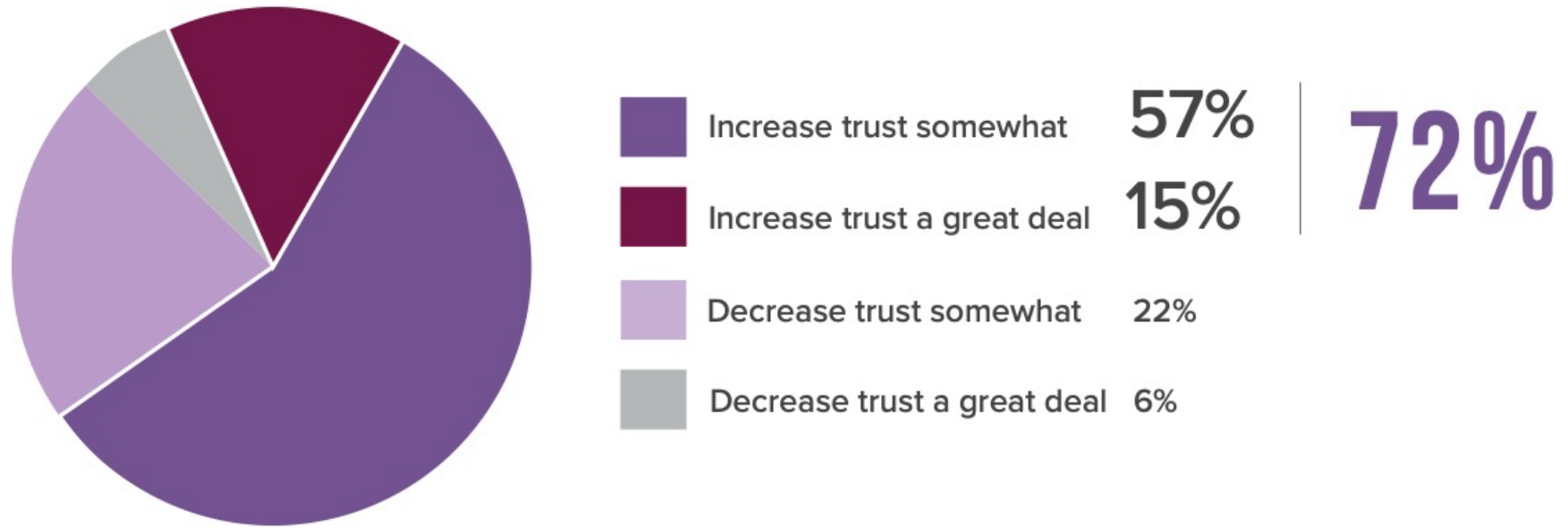
# Most People Think the AdChoices Icon Is Easy to Understand

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?



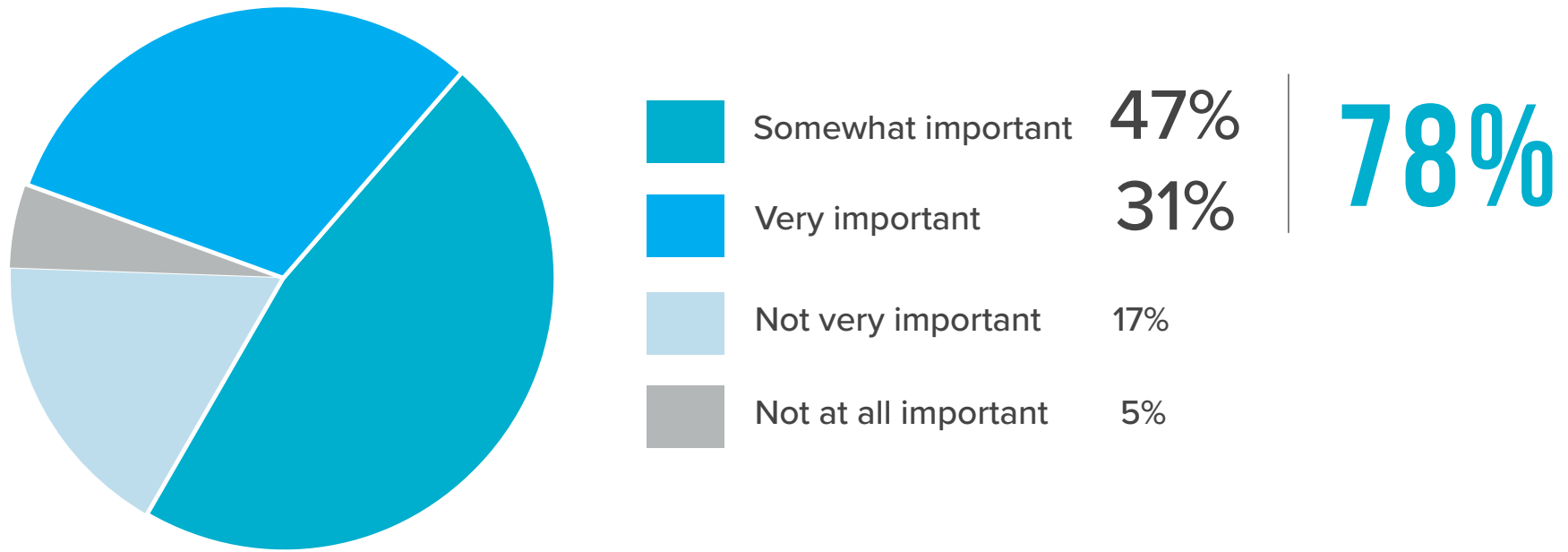
# The AdChoices Icon Increases Trust in Advertisers

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



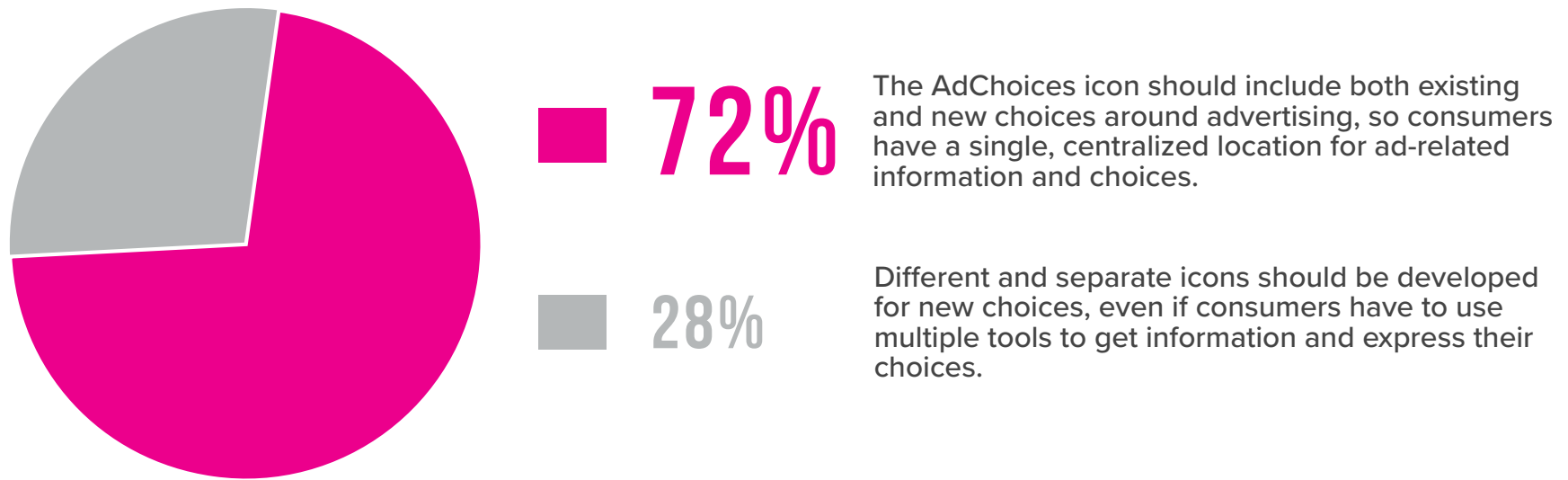
# Most People Want to Keep Icon-Based Information & Choices

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



# People Prefer the Existing AdChoices Icon over New Icons

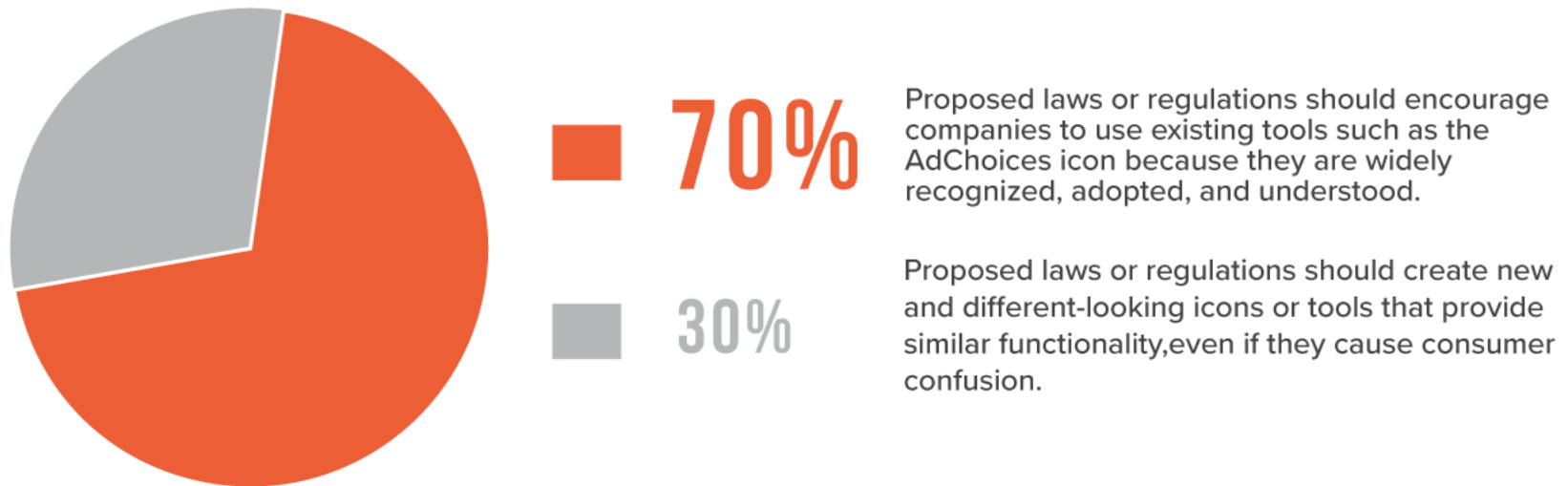
Q: The advertising industry is constantly innovating to better connect with consumers and deliver relevant advertising to them. Which of these statements is closer to your view on how companies should provide information and choices about ads in the future?





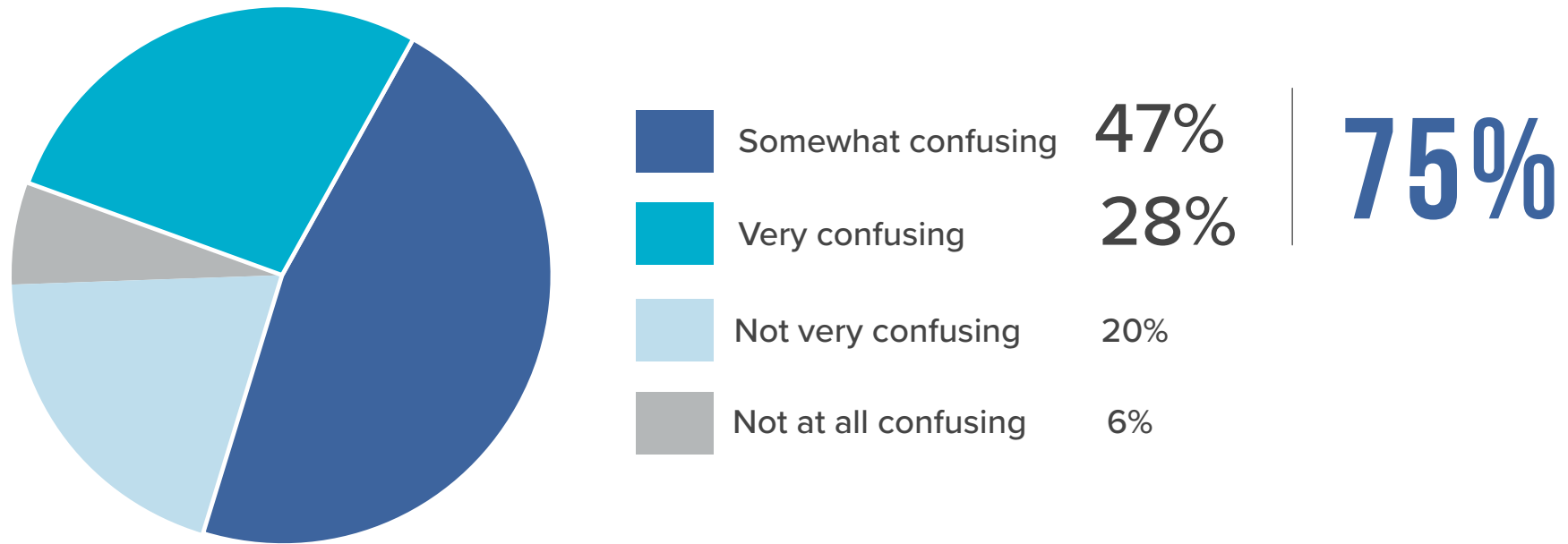
# Policymakers Should Encourage Use of the AdChoices Icon

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:



# 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?



## 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.