U.S. Consumer Attitudes on Privacy Legislation

By the Digital Advertising Alliance
Among 1,059 US Adults
November 2018
Conducted via SurveyMonkey
Q1: Do you think it’s better to have a single nationwide privacy standard or to allow all fifty states and thousands of localities to set their own standards?

Not sure/don’t know 15.68% (166)
Many different state and local standards 26.44% (280)
A single nationwide standard 57.88% (613)

Q2: How important is it for any federal privacy legislation to be flexible enough to allow for continued innovation by Internet companies?

Not sure/don’t know 10.29% (109)
Not very/not at all important 11.43% (121)
Very/somewhat important 78.28% (829)

Q3: How important is it for privacy legislation to protect the funding model that helps consumers receive free content and services — like news, sports, video, music, and games — through advertising?

Not sure/don’t know 7.08% (75)
Not very/not at all important 11.43% (121)
Very/somewhat important 81.49% (863)
**Q4:** Which of the following should be the primary focus of privacy legislation?

![Graph showing rankings of various privacy issues](image)

**Q5:** Which of the following types of information do you consider most sensitive?

![Graph showing rankings of various types of sensitive information](image)

**Q6:** Which issues do you feel are most important for Congress to address in federal privacy legislation?

![Graph showing rankings of various issues](image)