

U.S. Consumer Attitudes on Privacy Legislation



By the Digital Advertising Alliance
Among 1,059 US Adults
November 2018
Conducted via SurveyMonkey

DIGITAL ADVERTISING ALLIANCE



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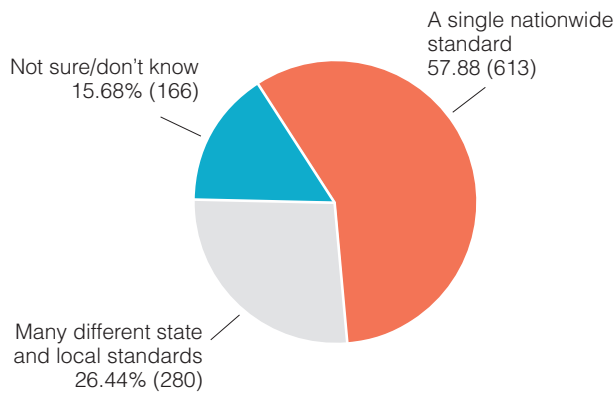


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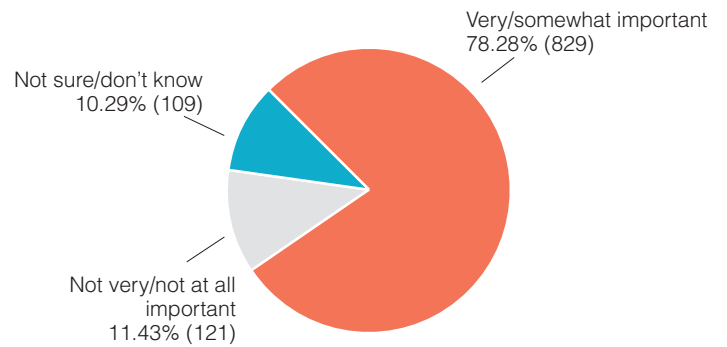
FOUNDING ASSOCIATIONS



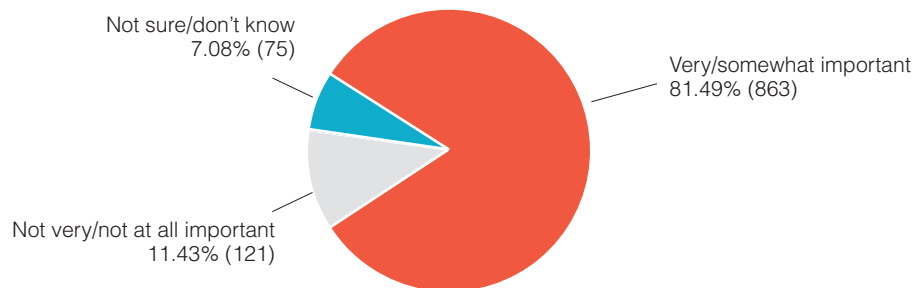
Q1: Do you think it's better to have a single nationwide privacy standard or to allow all fifty states and thousands of localities to set their own standards?



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



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?



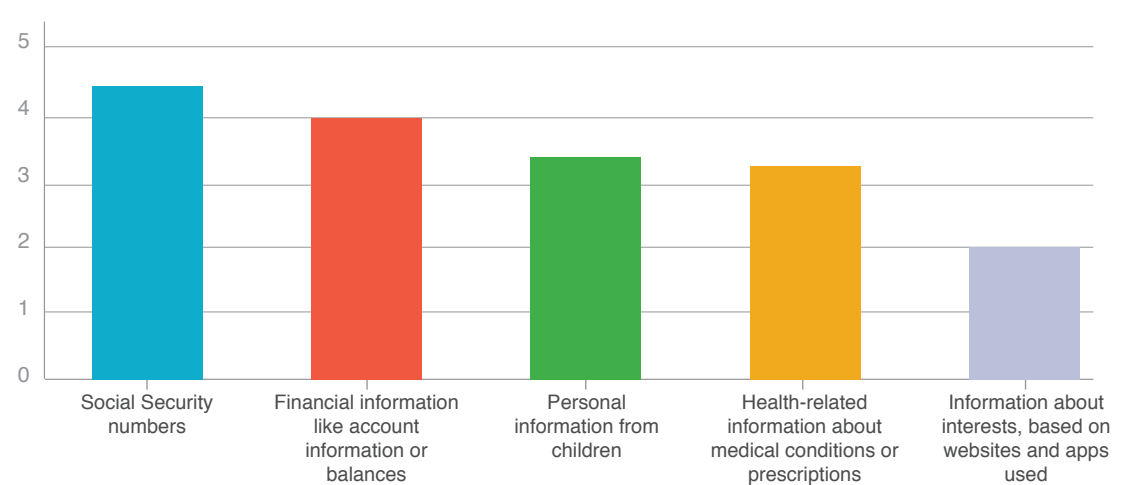
Q4: Which of the following should be the primary focus of privacy legislation?

[Ranked from 5 — most important to 1 — least important]



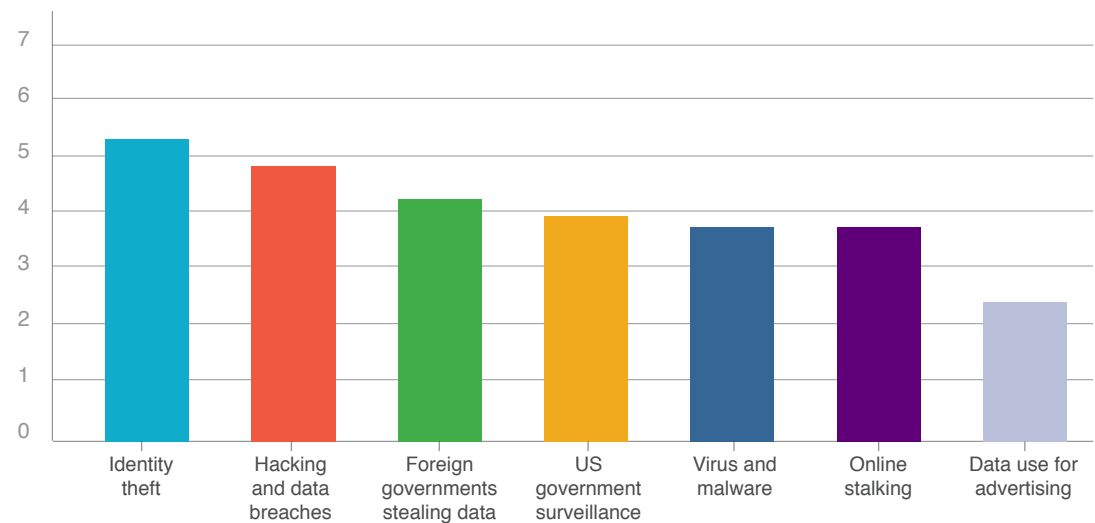
Q5: Which of the following types of information do you consider most sensitive?

[Ranked from 5 — most sensitive to 1 — least sensitive]



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

[Ranked from 7 — most important to 1 — least important]





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