

DIGITAL
ADVERTISING
ALLIANCE



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ADCHOICES CONSUMER AWARENESS AND ATTITUDES SURVEY

FEBRUARY 2026

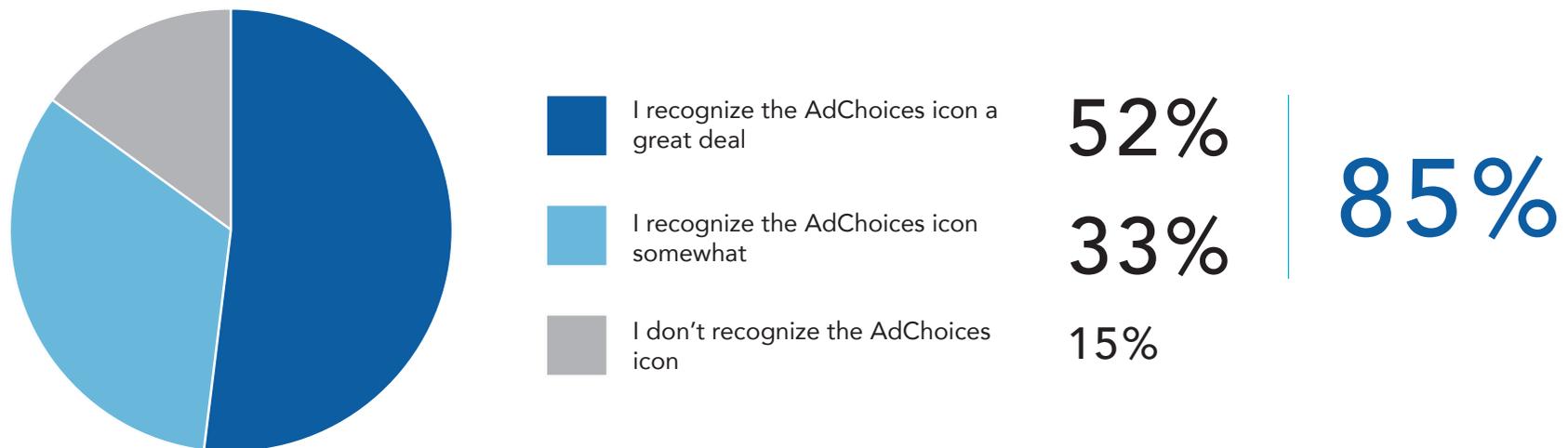
Methodology

The survey was commissioned by the Digital Advertising Alliance and conducted via SurveyMonkey among 1,003 US adults from February 19-20, 2026. Based on a confidence interval of 95 percent, the margin of error for the survey is +/- 3 percent.

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An overwhelming majority of respondents recognize the AdChoices icon.

Q1: Do you recognize the AdChoices icon with the blue triangle from any ads, websites, or apps?



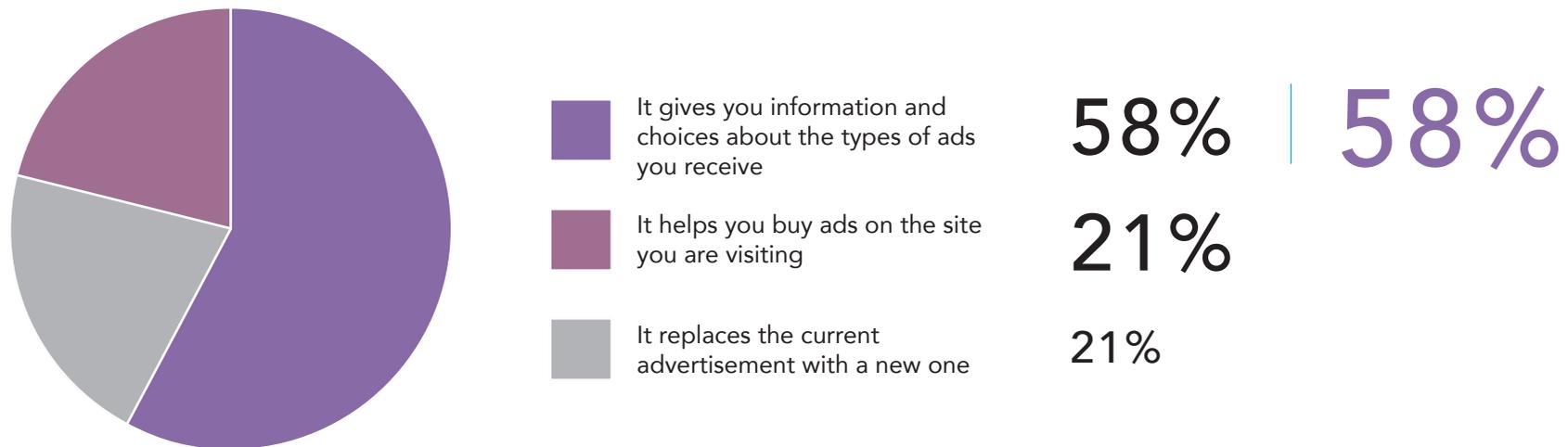
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Most respondents correctly said the AdChoices icon gives them information and choices about the types of ads they receive.

Q2: What do you think the AdChoices icon most likely does?



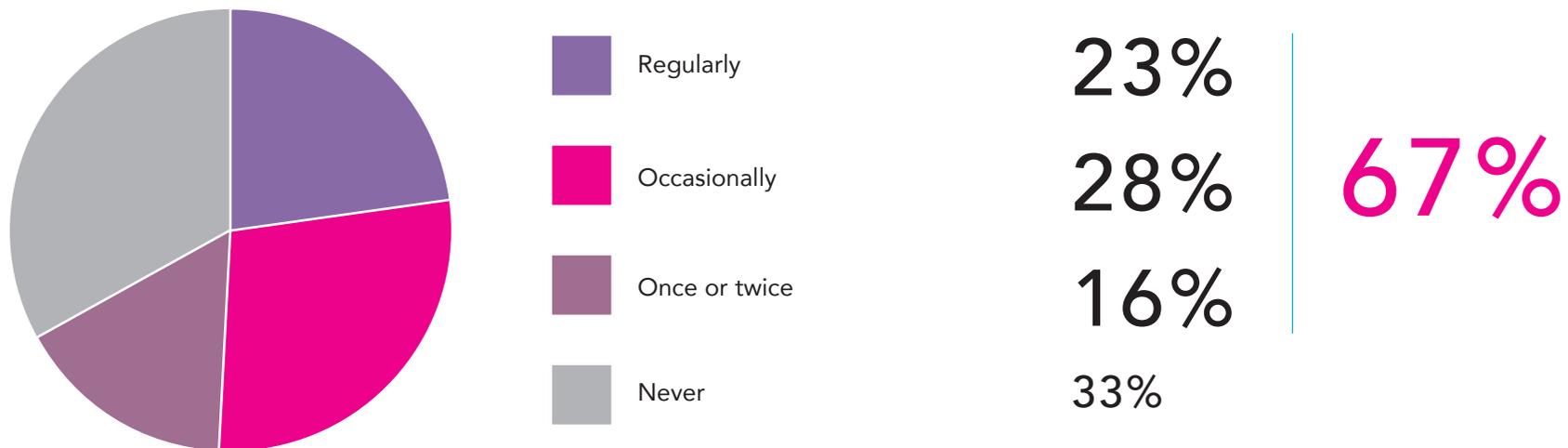
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Two-thirds of respondents say they have clicked on the AdChoices icon in the past.

Q3: How often have you clicked on the AdChoices icon in an ad, on a website, or in an app?



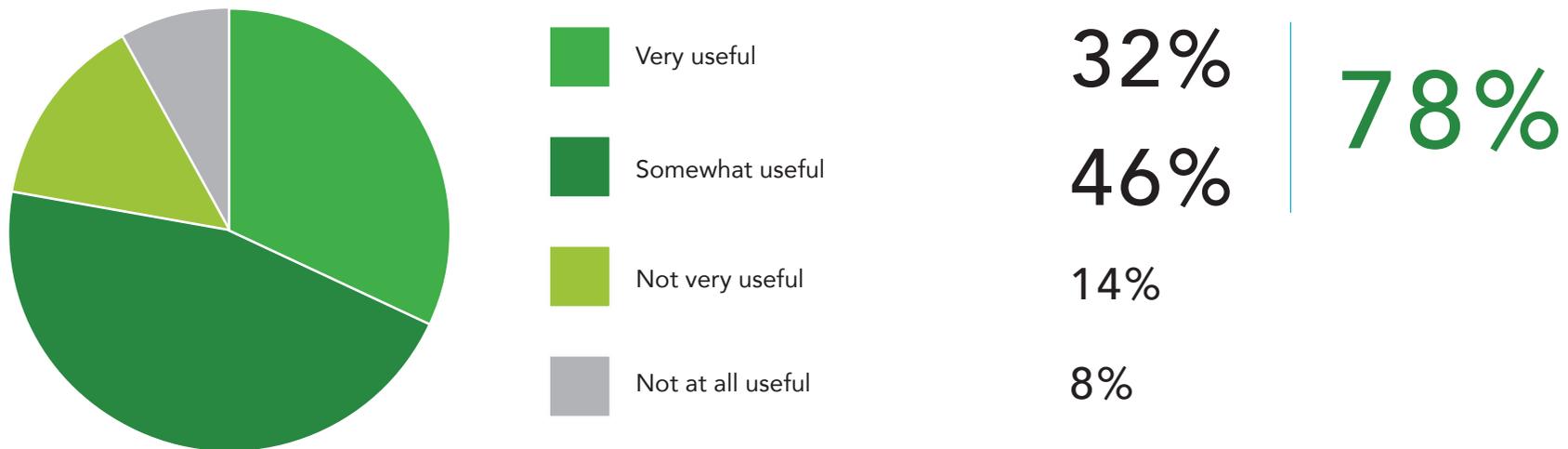
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More than three quarters said the AdChoices icon is useful.

Q4: 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?



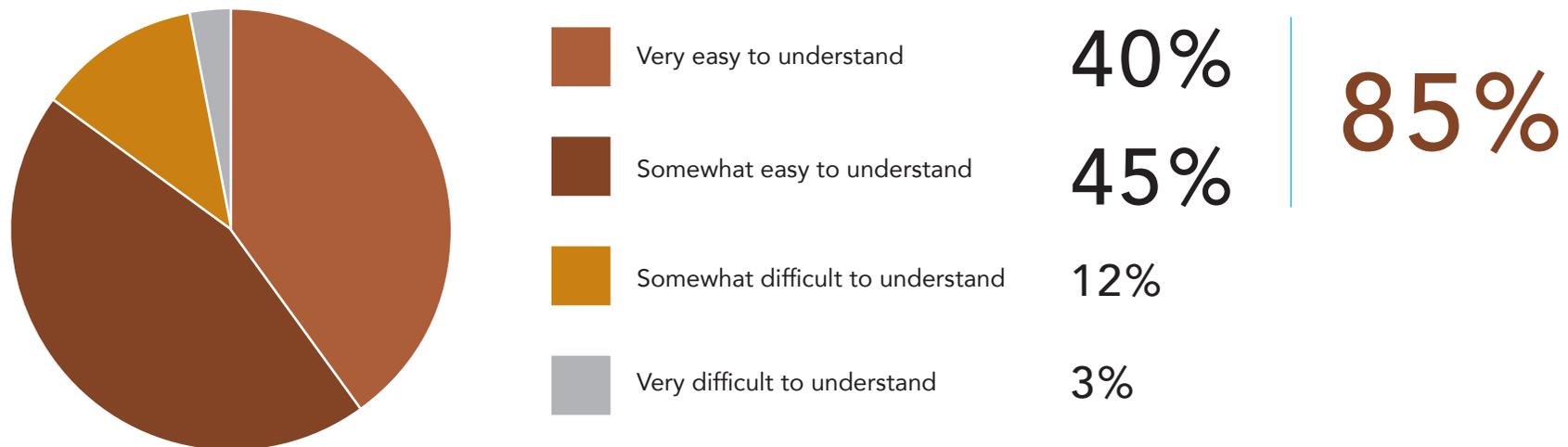
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The vast majority said the AdChoices icon is easy to understand.

Q5: 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?



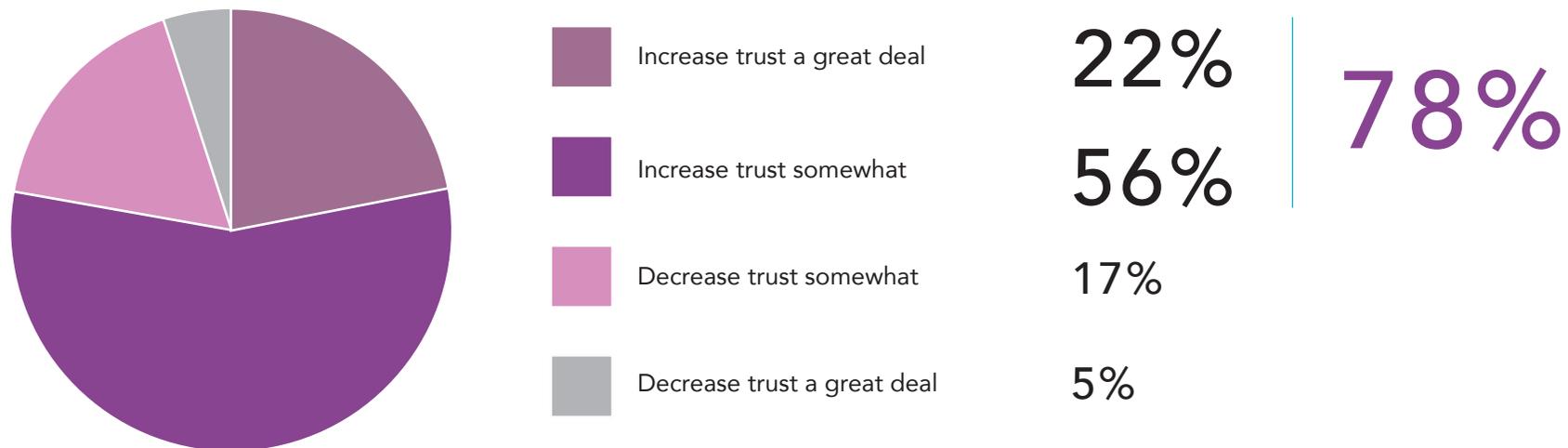
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More than three quarters said the AdChoices icon would increase trust in an advertiser that used it.

Q6: If you saw the AdChoices icon in an advertisement, would it increase or decrease your trust in that advertiser?



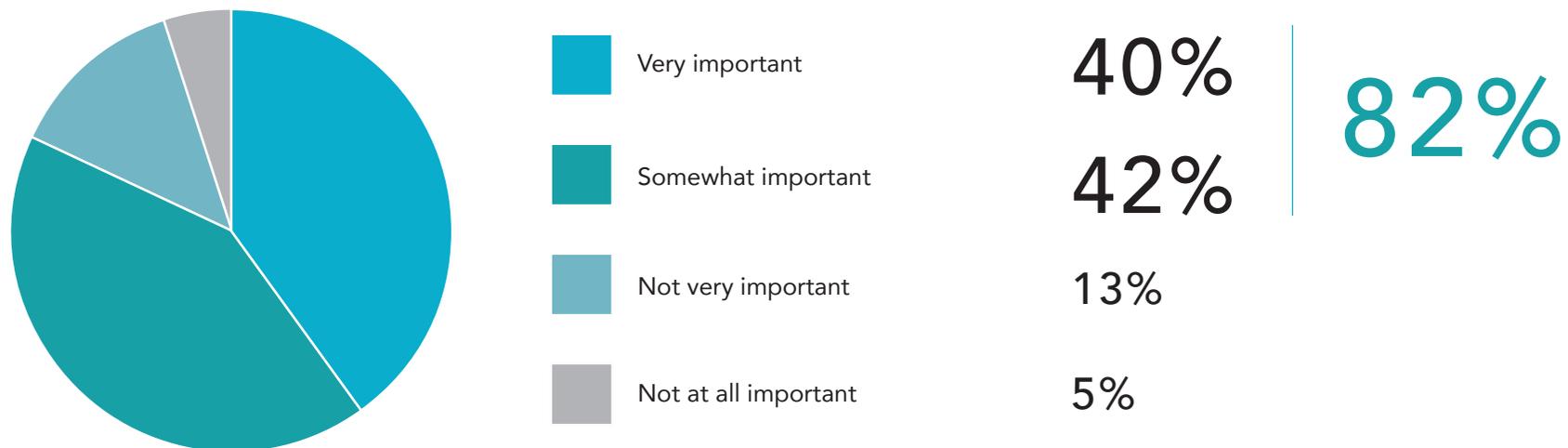
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A large majority said it's important to have access to simple icon-based information and choices about ads.

Q7: How important is it for people to have simple icon-based access to information and choices about the digital ads they receive?



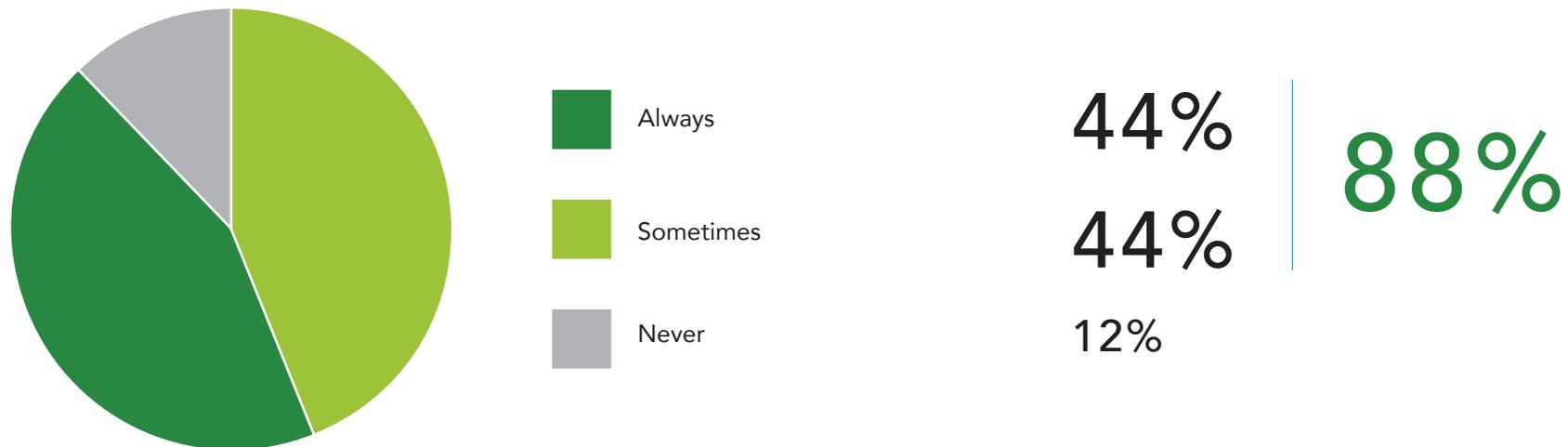
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The overwhelming majority of respondents expect to receive interest-based advertising.

Q8: How often do you expect advertisers to use information about your online interests – like movies, sports, pets, or travel – to deliver more useful advertising to you?



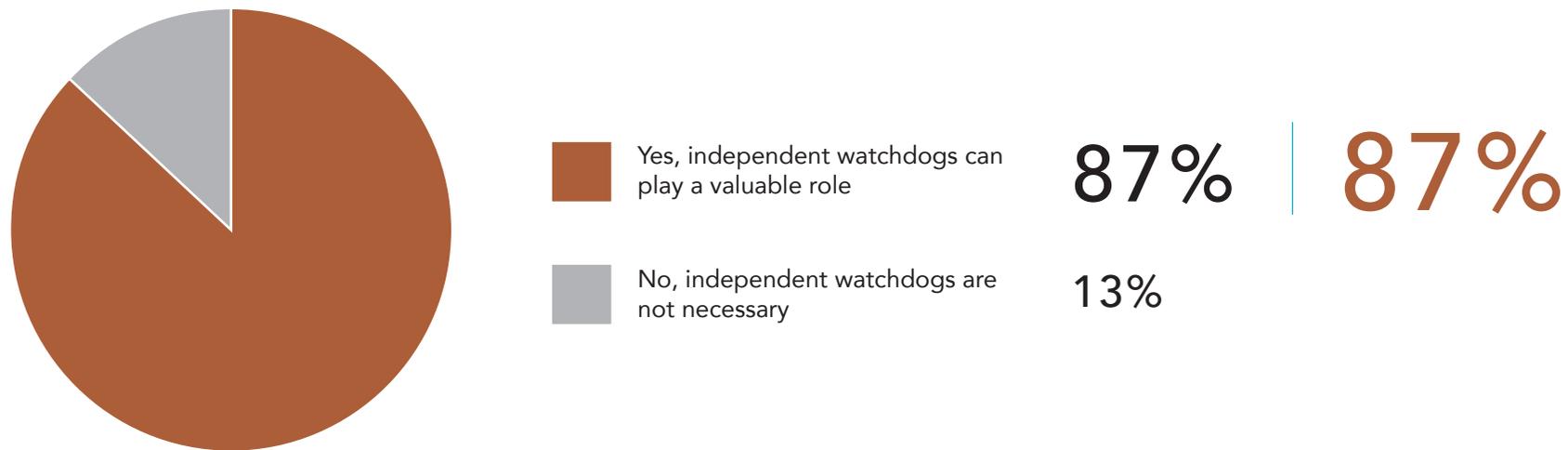
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The public strongly supports the role of independent watchdogs like AdChoices in any new laws.

Q9: The requirements of the AdChoices program are enforced by independent watchdogs like BBB National Programs that investigate complaints and refer violations to government agencies, when needed. Do you think any new laws around online advertising should incorporate independent watchdogs like those of AdChoices?



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