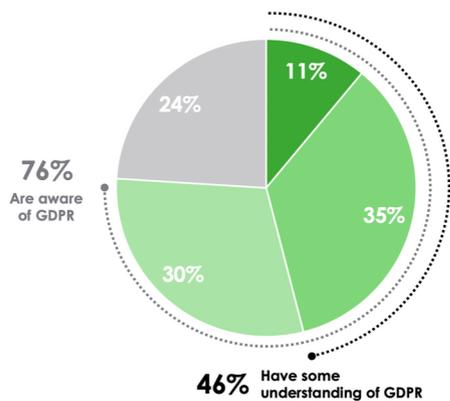


How EU citizens perceive digital advertising since GDPR

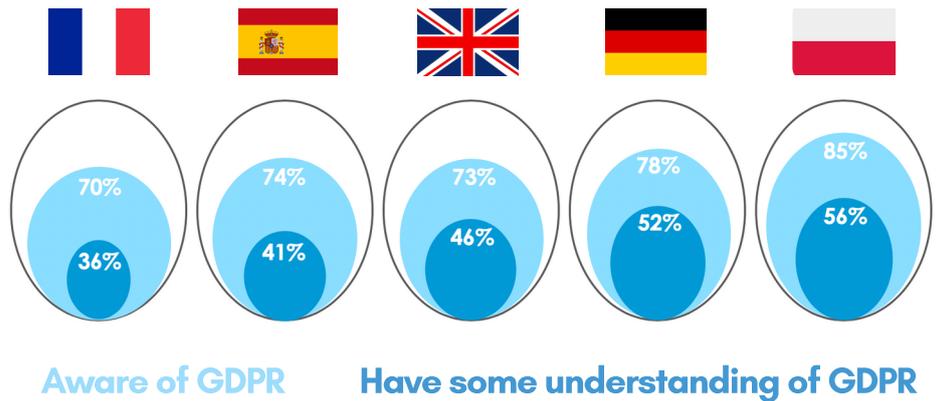
EDAA survey conducted by MTM in March 2019 on 5000 internet users equally spread across France, Germany, Poland, Spain & the UK

Despite slight market differences, 3 in 4 consumers have a general awareness of GDPR, though not necessarily a working knowledge of its impact



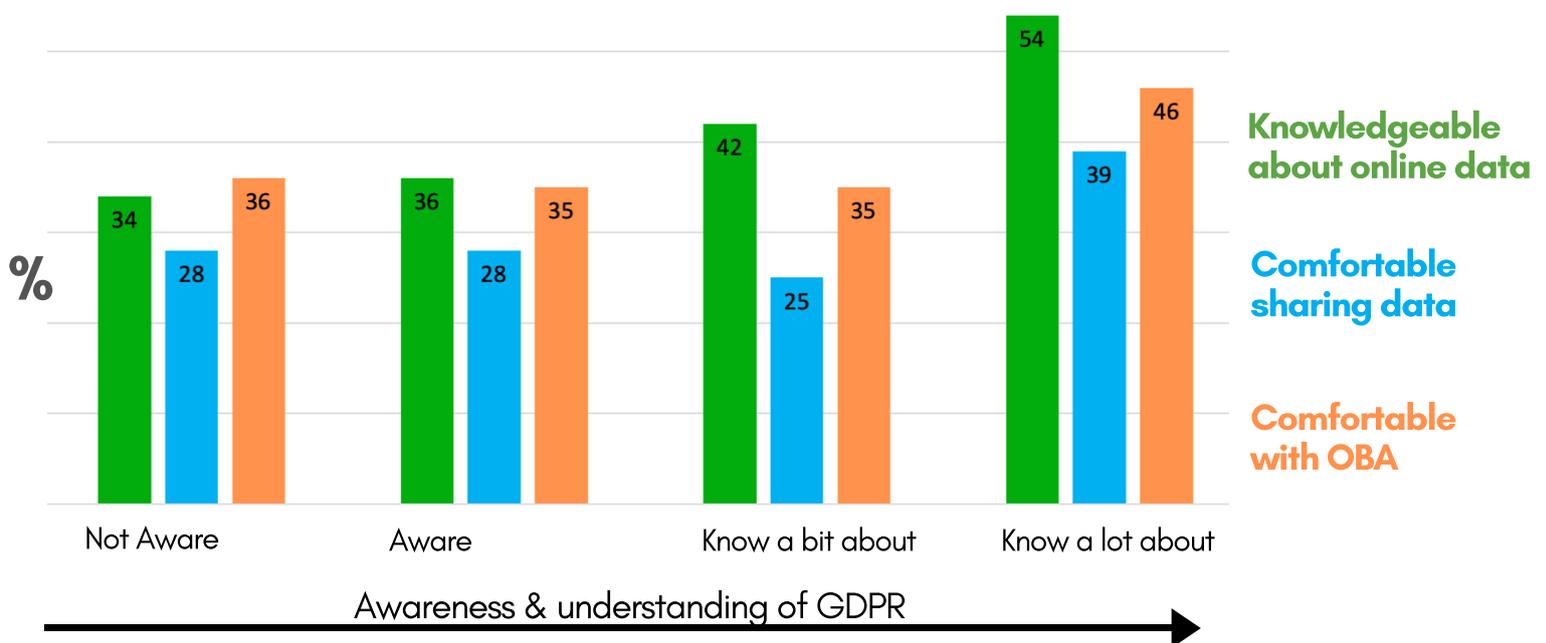
Know a lot
Know a bit

Aware
Not aware



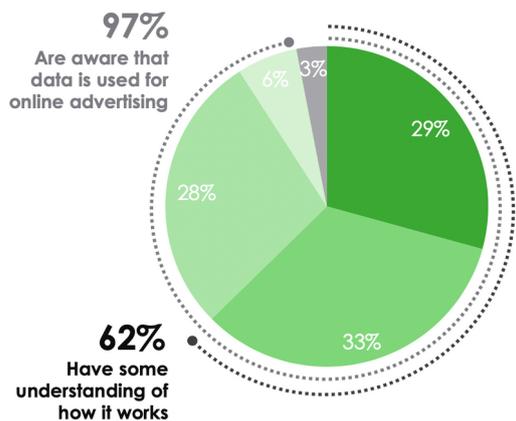
- Despite lacking a thorough understanding, around 2 in 3 consumers were aware when asked of some of GDPR's purposes & provisions.
- 40% of respondents agree they feel more knowledgeable since GDPR about the way in which information about them is collected and used online.

The introduction of GDPR has helped consumers feel more knowledgeable about online data, and more comfortable with online behavioural advertising (OBA) and with sharing their data.



Many consumers now have some knowledge of how data is used for advertising, but 72% would like to find out more

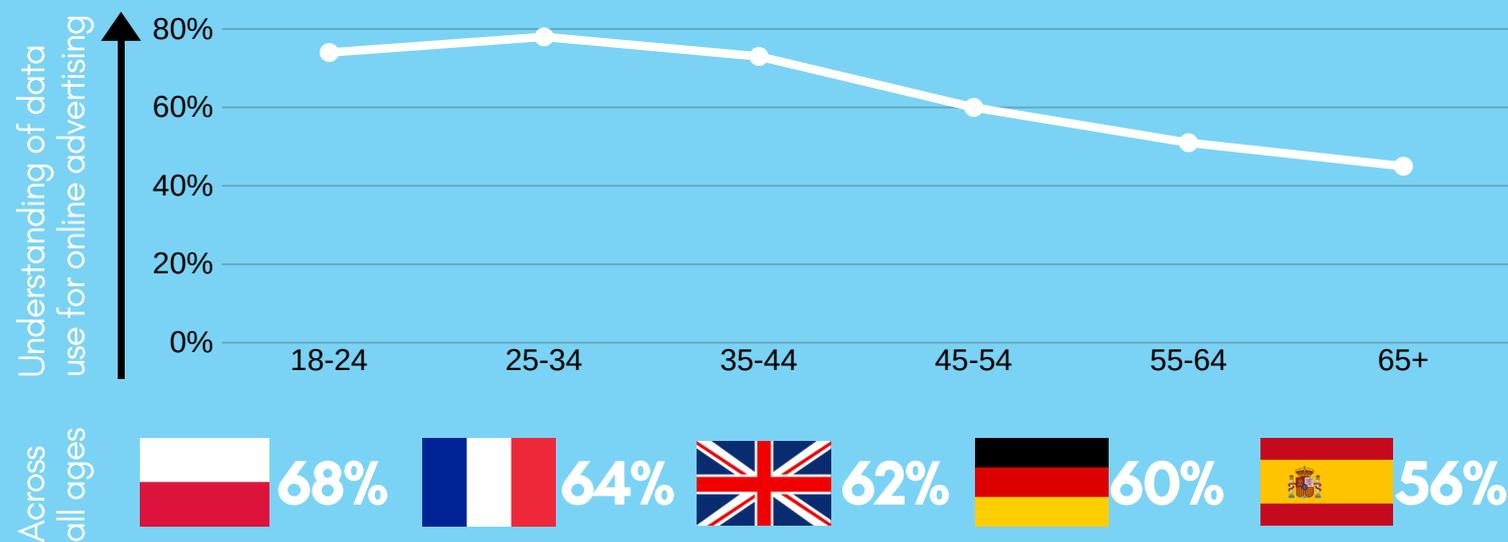
Despite its discreet positioning, 1 in 3 consumers have used the AdChoices icon



Good understanding
Reasonable understanding
Aware, but unsure how it works
Aware, but never thought about it
Not aware



Understanding of the use of data for online advertising varies according to age and market



Users of the AdChoices icon feel more informed, have a better understanding of data use, and are more receptive towards OBA and site personalisation

