

# European Advertising Consumer Research Report 2021

## KEY FINDINGS



### Awareness of the AdChoices Icon is growing in all markets, often strongly

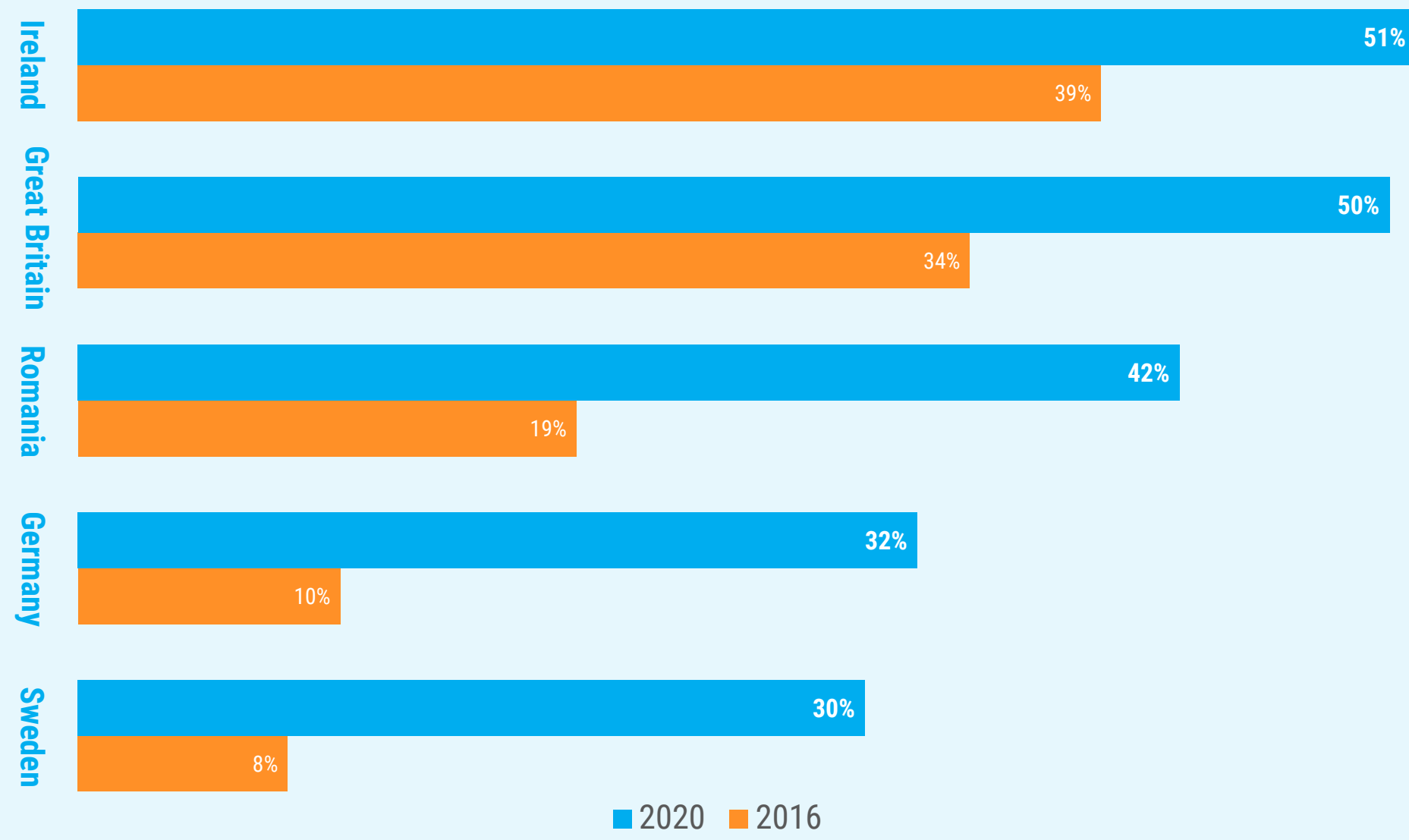
**10 out of 10**

surveyed countries have shown an increased awareness of the Icon since 2016

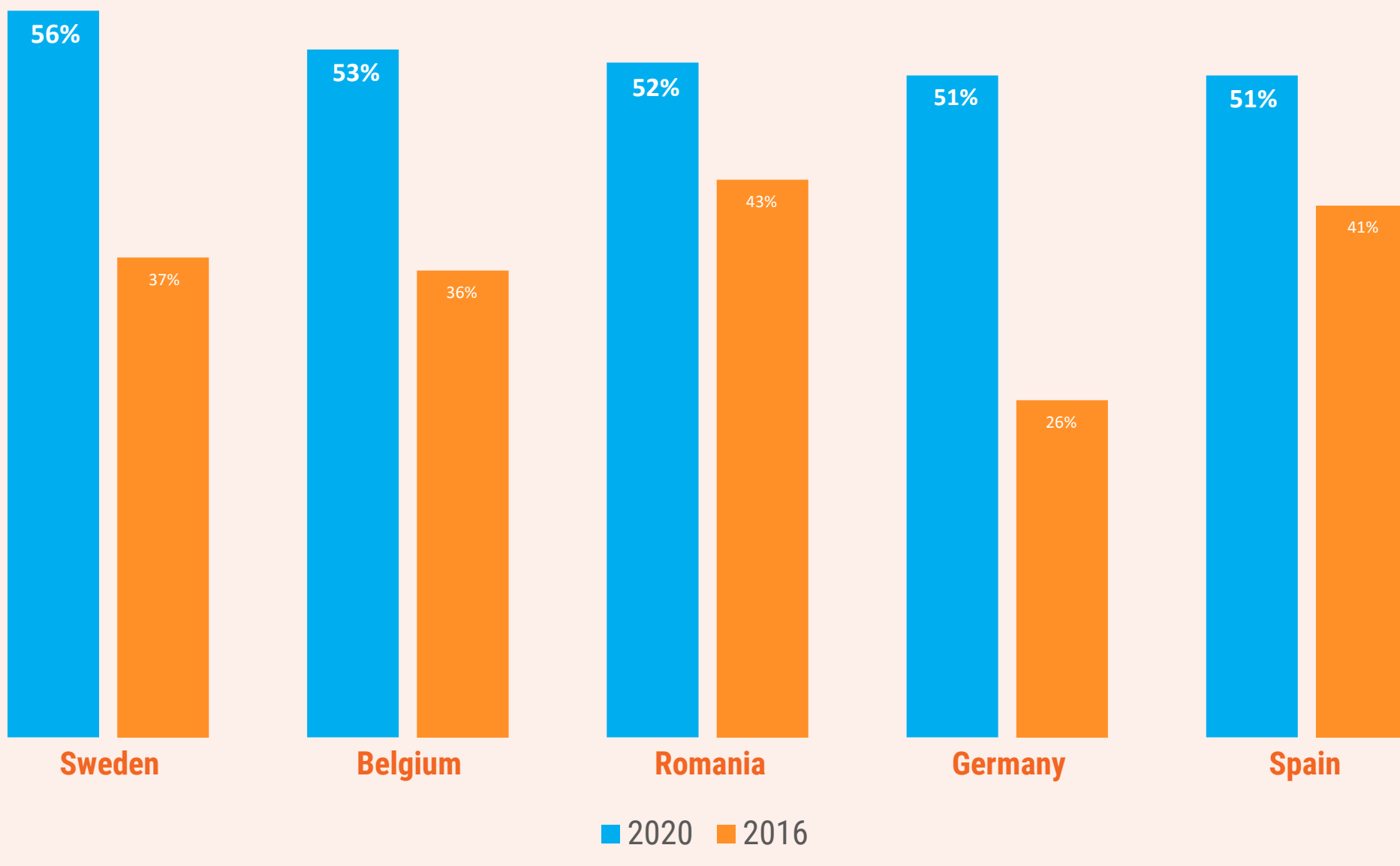
**8 in 10**

surveyed countries show a double-digit percentage increase in awareness of the Icon

Awareness of the AdChoices Icon with Admarker - 2016 v. 2020  
Top 5 Results



Engagement with the AdChoices Icon - 2016 v. 2020  
Top 5 Results



### Engagement with the AdChoices Icon reaches higher levels

**10 out of 10**

surveyed countries have reported increased engagement with the Icon compared to 2016

more than **50%** of respondents in five of the ten surveyed countries engaged with the Icon after recognising it

### The AdChoices Icon has a clear positive impact on end-user trust in brands, websites, and transparency in the overall digital advertising ecosystem

up to **56%**

of respondents from all surveyed countries stated that they have a higher level of trust in the **brand advertised** when the AdChoices Icon is present

**9 in 10**

surveyed countries have reported an increased level of trust in brands displaying the Icon compared to 2016



Based on this evidence, we encourage brands to ensure they and their partners demonstrate full compliance with the industry's self-regulatory approach administered by EDAA.

up to **53%**

of respondents from all surveyed countries stated that they have a higher level of trust in the **website** when the AdChoices Icon is present

up to **60%**

of respondents from all surveyed countries stated that they have a higher level of trust in the overall **transparency** of the digital advertising ecosystem when the AdChoices Icon is present



Based on these findings, we encourage publishers to adopt the AdChoices Icon on their websites as a vehicle to inform their viewers that third party advertising may be happening across their platforms.



AdChoices Icon impact on OBA Favourability  
Top 5 Results

### The AdChoices Icon has a positive impact on OBA

up to **57%**

of respondents in five of the ten surveyed countries are more favourable towards OBA when the AdChoices Icon is present

**8 in 10**

surveyed countries have reported an increased level of favourability towards OBA compared to 2016



Percentage of respondents who are either "A lot more favourable" or "A little more favourable" to the concept of OBA with AdChoices Icon

### User behaviour remains complex



**40%** of all respondents "always" or "frequently" accept default website ad settings



**30%** of all respondents declare they "always" or "frequently" use an ad blocker



**26%** of all respondents "always" or "frequently" block cookies when browsing



**42%** of all respondents "rarely" or "never" block cookies when browsing



**25%** of all respondents "always" or "frequently" use private browsing



For more on how your company can join the EDAA Self-Regulatory Initiative visit us at [edaa.eu/what-we-do/for-companies/](https://edaa.eu/what-we-do/for-companies/)

If you are a consumer and want to understand more about YourOnlineChoices.eu visit us at [edaa.eu/what-we-do/for-consumers/](https://edaa.eu/what-we-do/for-consumers/)



info@edaa.eu  
edaa.eu  
@EDAATweets

