



Surveillance-based advertising

Consumer attitudes to surveillance-based advertising

Population survey conducted by YouGov on behalf of the Norwegian Consumer Council

Translated from Norwegian by the Norwegian Consumer Council

June 2021



Selection and method

Target group and selection

Country representative selection (internet population) 18 years+. The selection is recruited through YouGov's web panel, which consists of ca. 109 000 people that regularly respond to surveys. Respondents in the panel are primarily enrolled through telephone, and the panel is put together in a way that makes members as representative as possible for the Norwegian population.

The results are weighted according to gender, age and geography according to official statistics.

Method and time period of fieldwork

The data collection was performed as web interviews in June 2021.

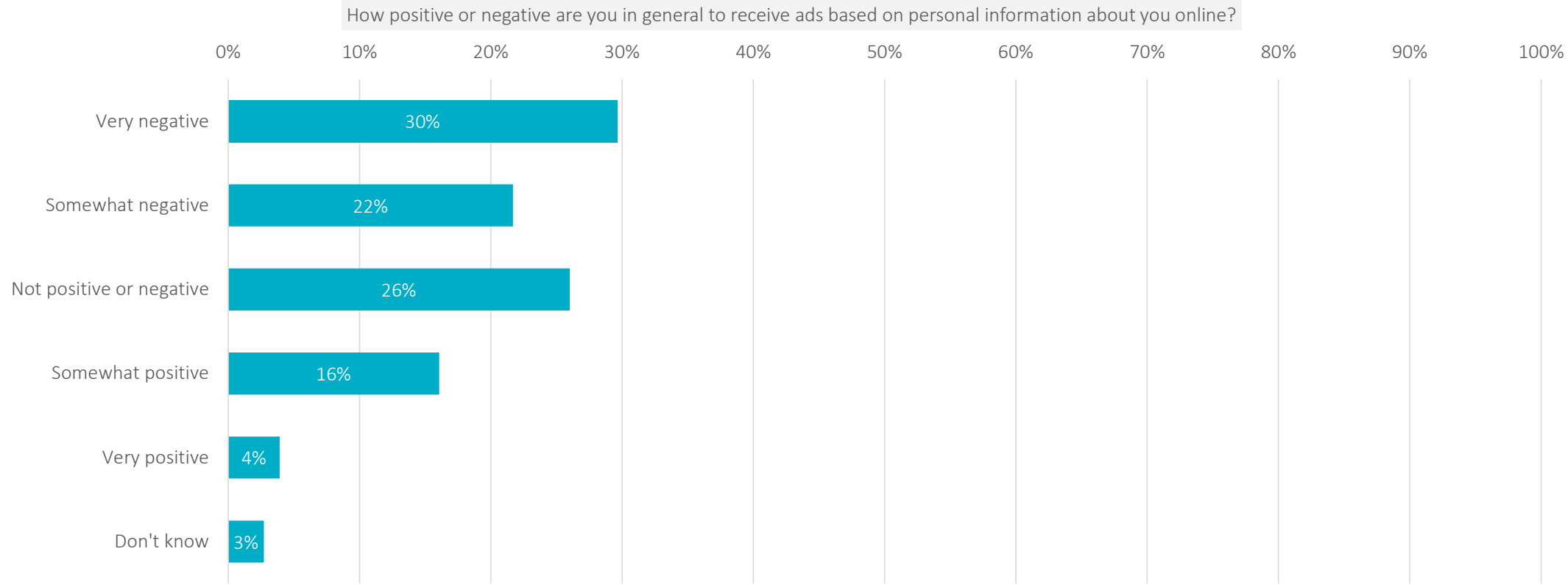
Number of interviews

1006

Main findings

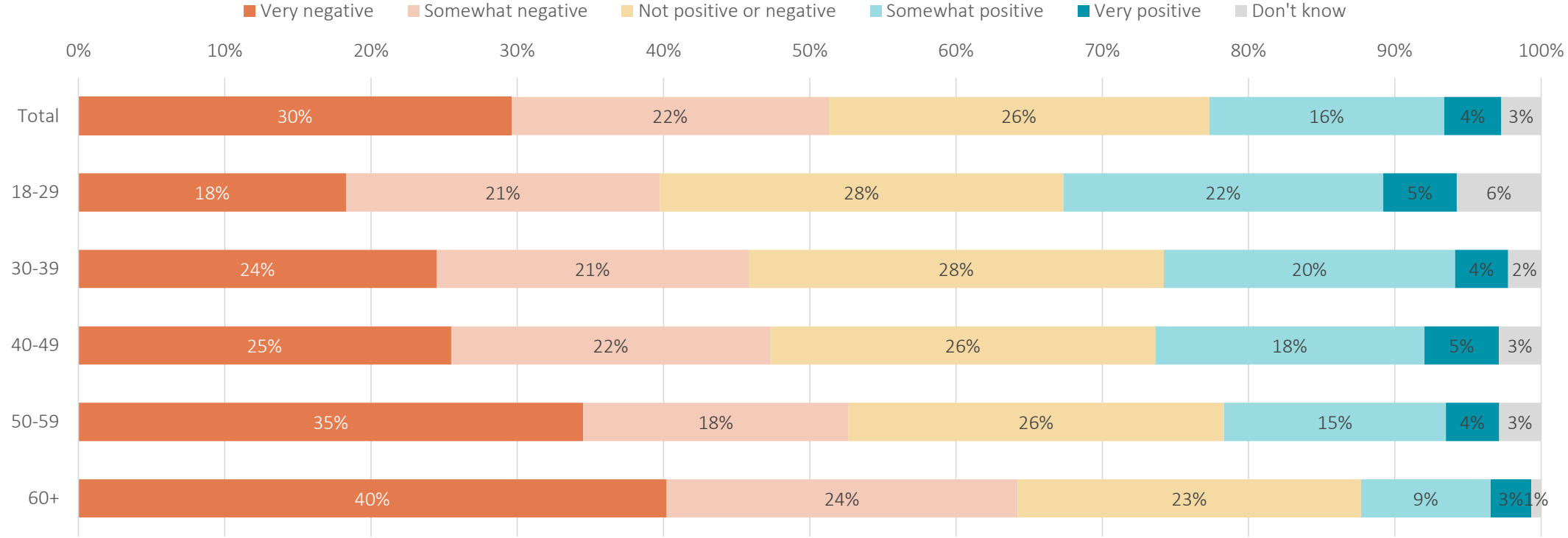
- Only **one out of ten** are positive to commercial actors collecting information about them online, while only **one out of five** think that ads based on personal information is ok.
- 30% are **very negative** to ads based on personal information.
- Almost half think that advertisers should not be able to tailor ads based on **any form of** personal information.
- **Two out of three** think that it is uncomfortable that commercial actors collect information about them.
- Six out of ten feel that they have **no other choice** than to share information about themselves.
- **Older people are far more critical** toward sharing personal information than younger people, who to a larger degree feel that they have no choice.

More than half of the population are negative to ads based on personal information



More than half of the population are negative to ads based on personal information

How positive or negative are you in general to receive ads based on personal information about you online?

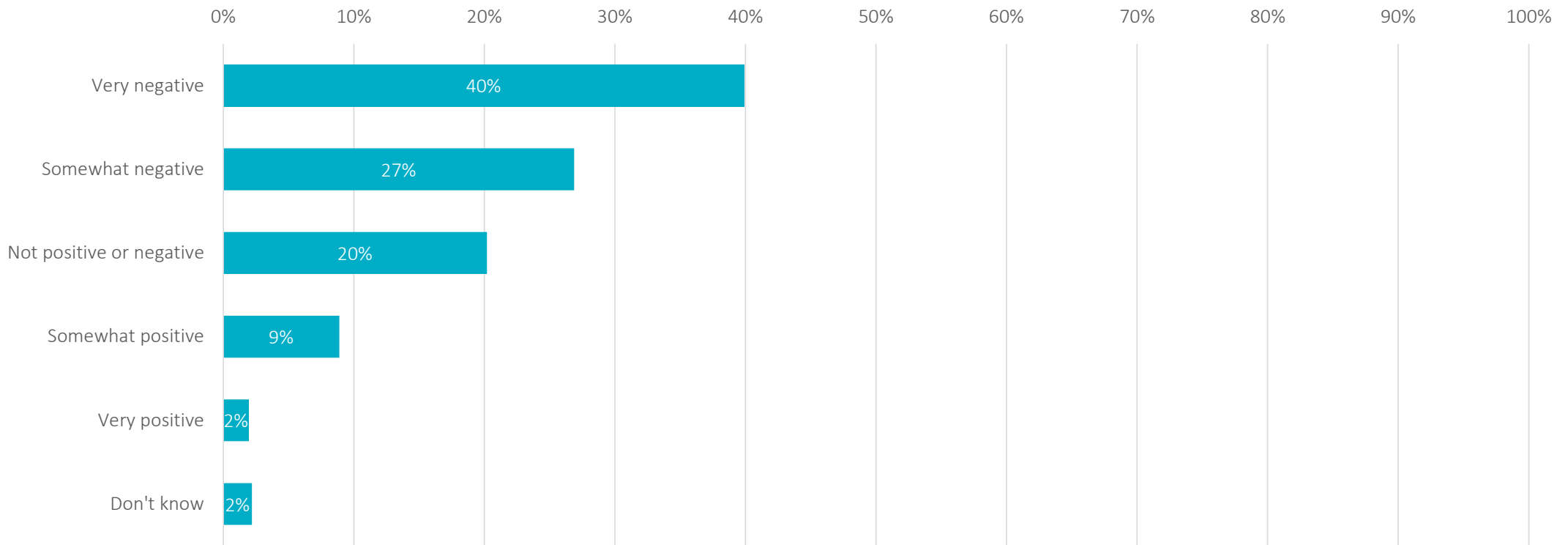


N = 1006 (everyone)



Two out of three are negative to commercial actors collecting personal information

How positive or negative are you in general to commercial actors collecting personal information about you online?

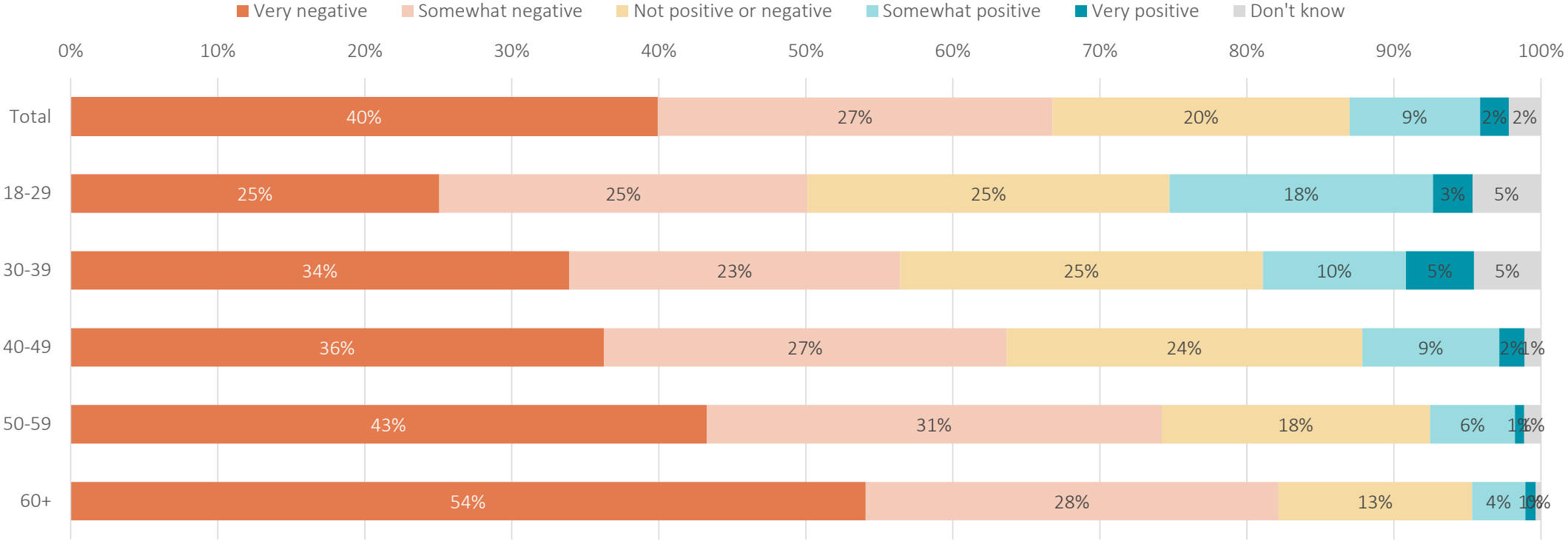


N = 1006 (everyone)



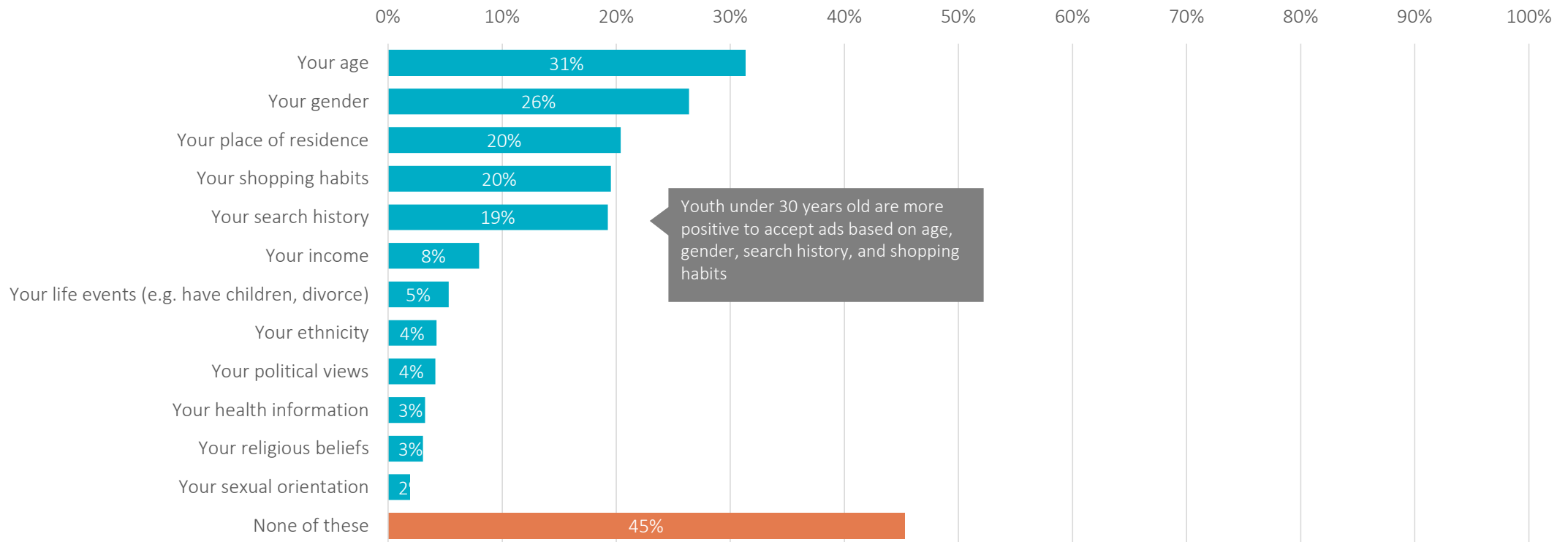
Two out of three are negative to commercial actors collecting personal information

How positive or negative are you in general to commercial actors collecting personal information about you online?



Almost half think that ads should not be based on any kind of personal information

Which of the following factors do you think actors online should be able to targeted ads based on?



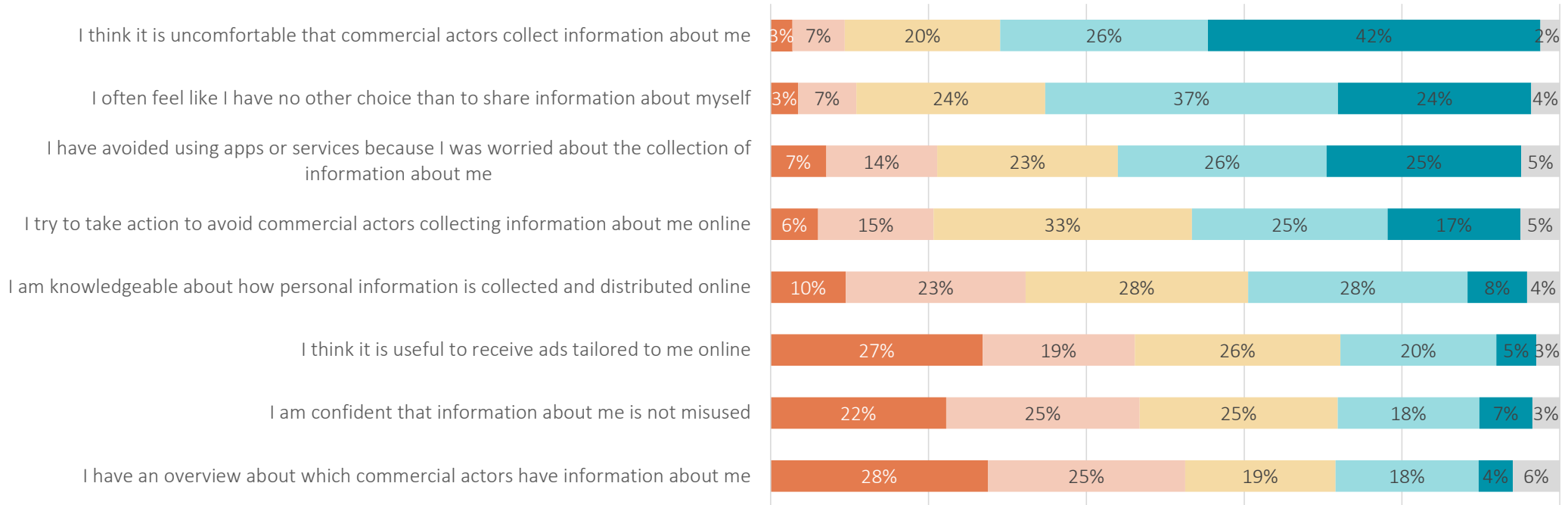
Youth under 30 years old are more positive to accept ads based on age, gender, search history, and shopping habits



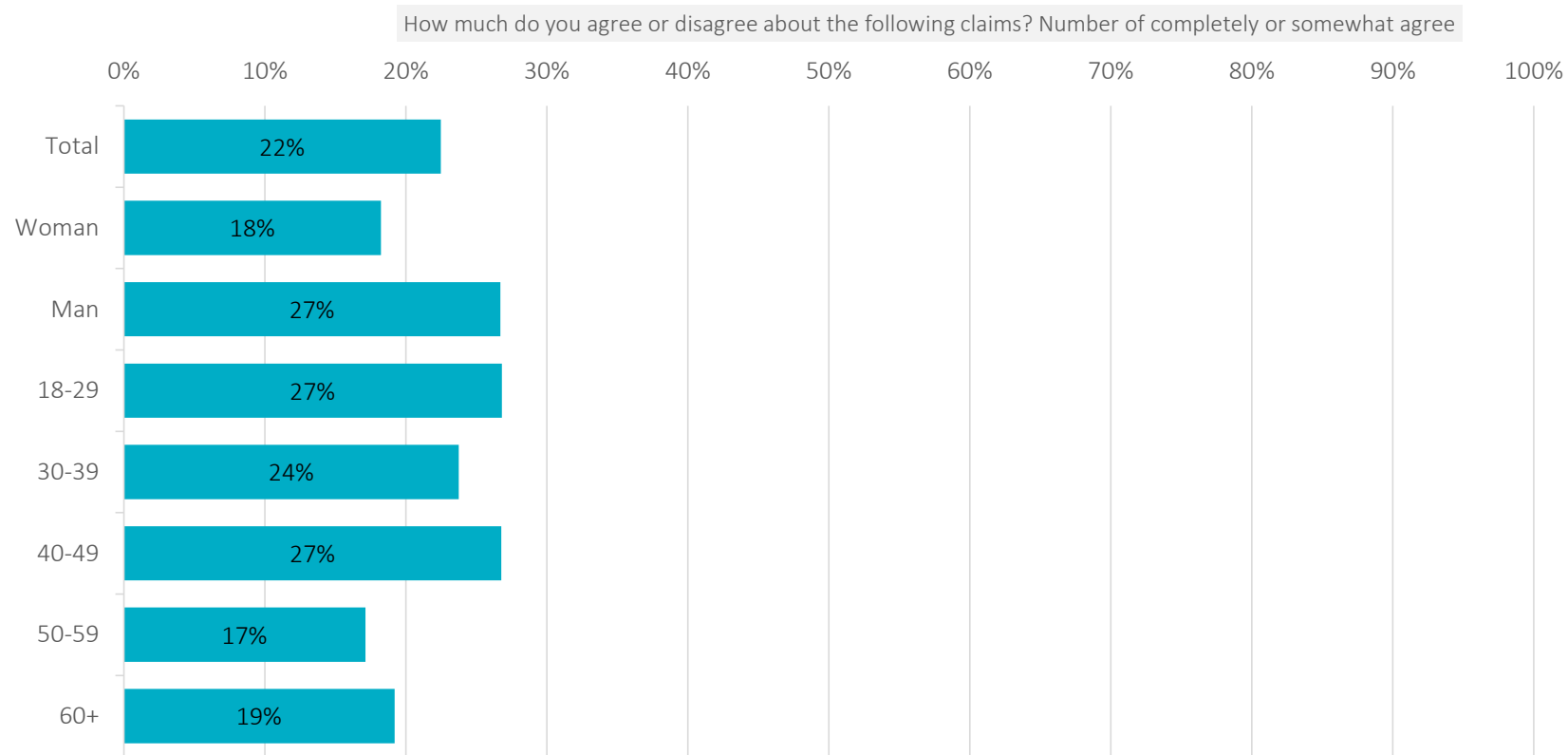
Two out of three are negative to commercial actors collecting personal information

How much do you agree or disagree with the following claims?

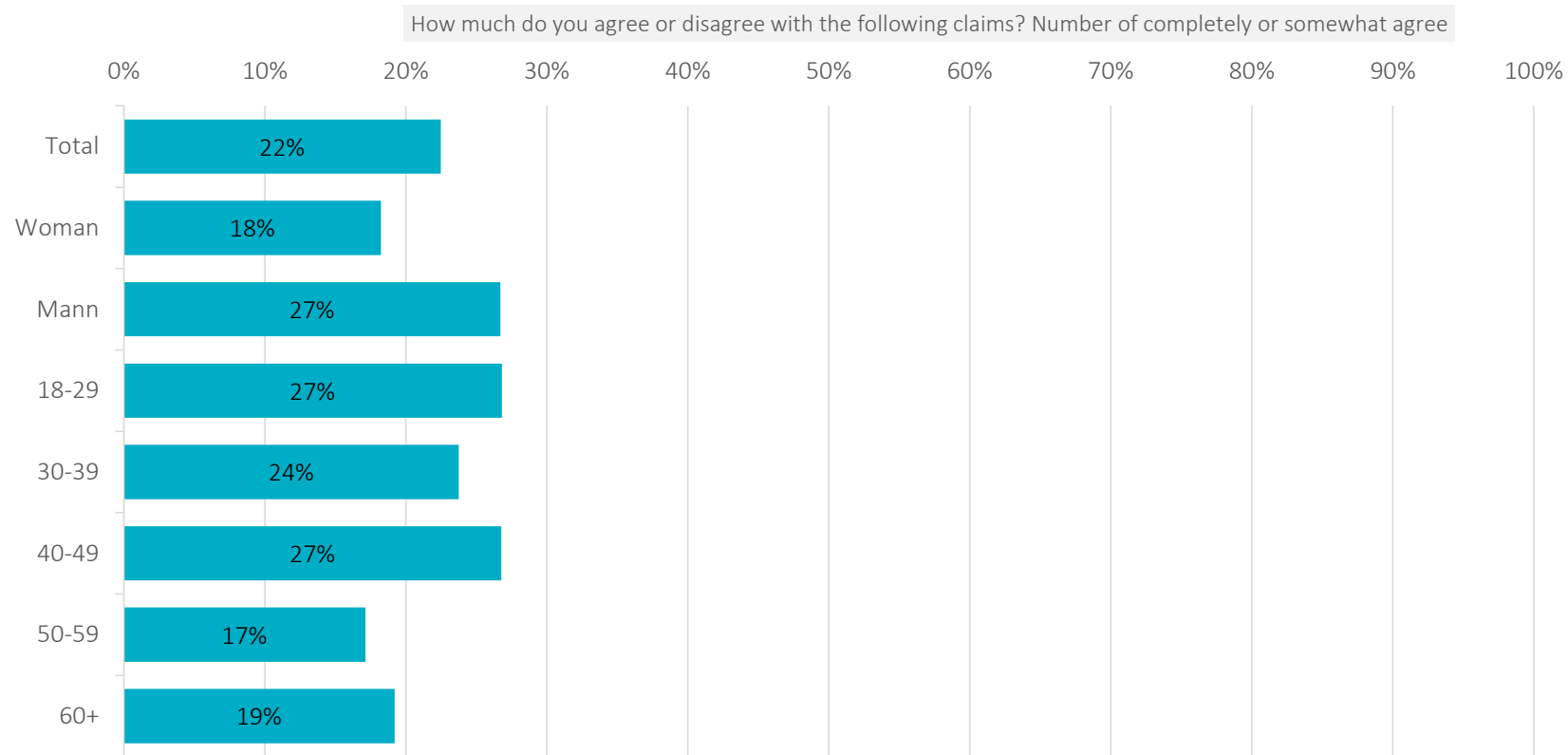
■ Completely disagree
 ■ Somewhat disagree
 ■ Don't agree or disagree
 ■ Somewhat agree
 ■ Completely agree
 ■ No opinion



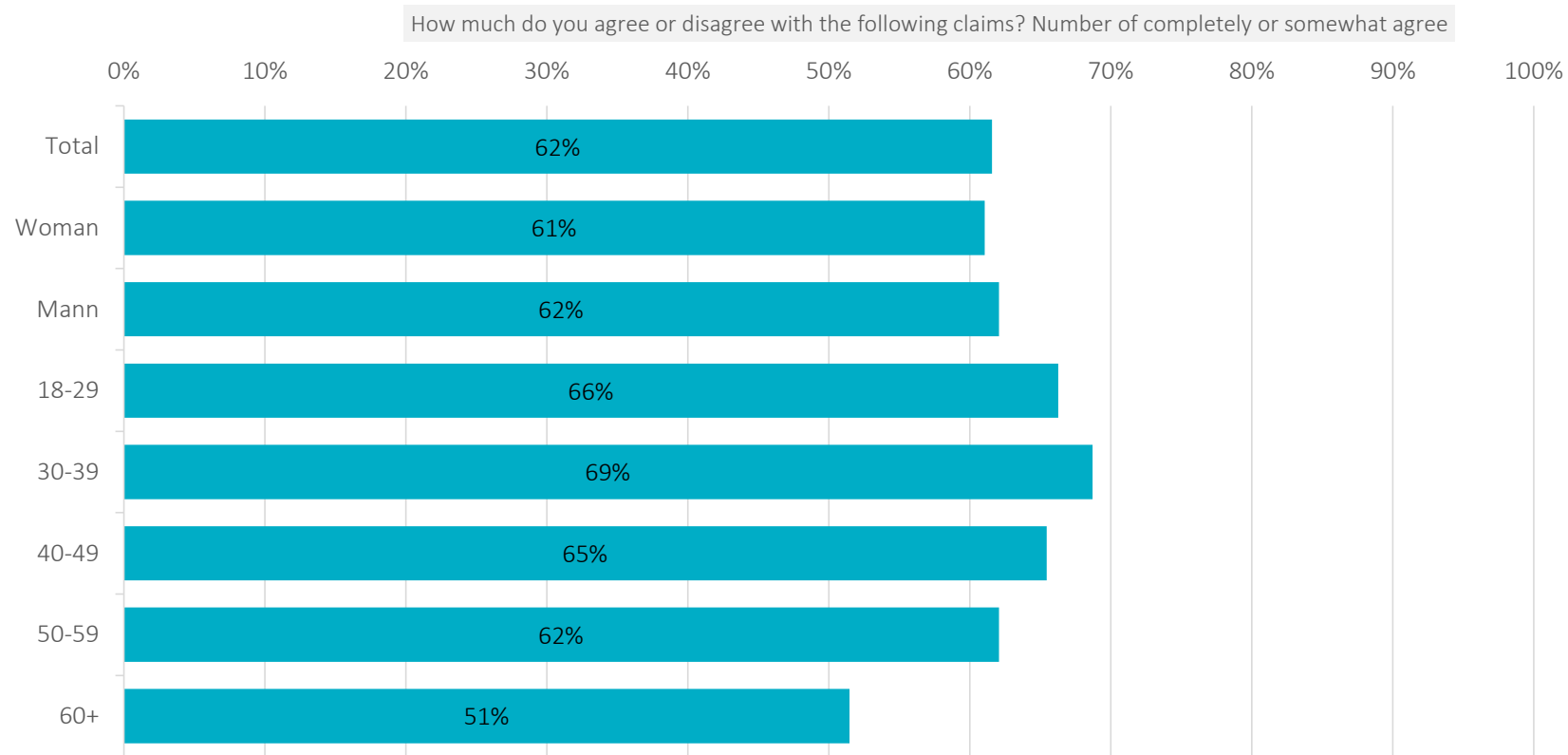
I have an overview about which commercial actors have information about me



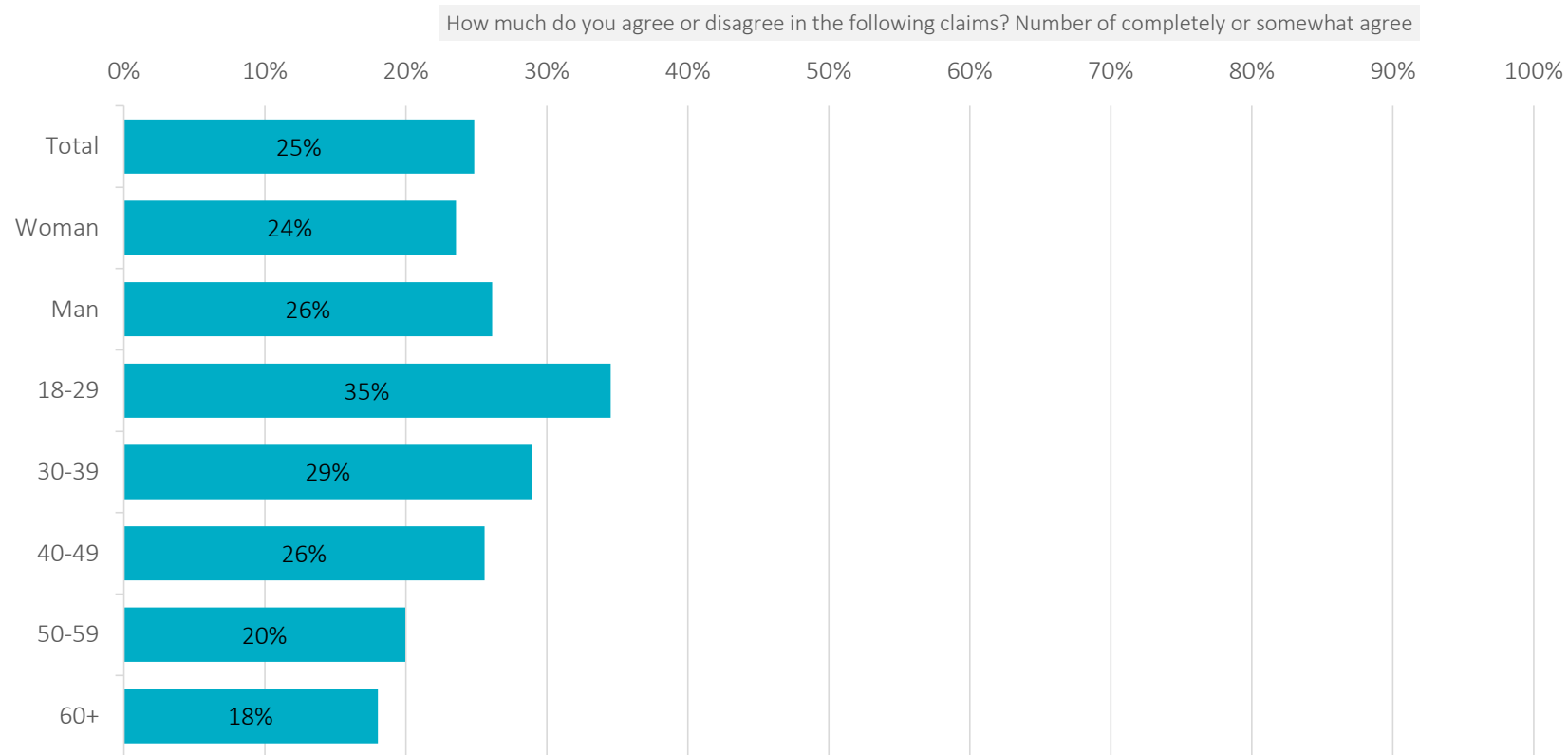
I think it is uncomfortable that commercial actors collect information about me

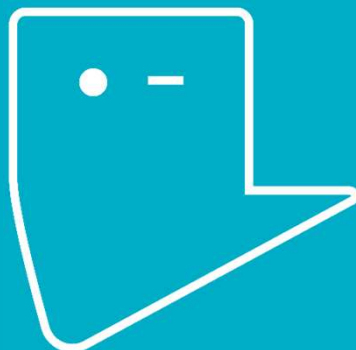


I often feel like I have no other choice than to share information about myself



I think it is useful to receive ads tailored to me online





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