

In U.S., Most Oppose Micro-Targeting in Online Political Ads | Gallup

By Justin McCarthy

March 2, 2020

In the John S. and James L. Knight Foundation and Gallup's latest research, a solid majority of Americans do not want political campaigns to be able to micro-target them through digital ads: 72% say that internet companies should make no information about its users available to political campaigns in order to target certain voters with online advertisements. This view is shared roughly equally by Democrats (69%), independents (72%) and Republicans (75%) alike.

One in five U.S. adults are in favor of allowing campaigns access to limited, broad details about internet users, such as their gender, age or zip code. This is in line with the policy at Google, which has reined in the scope of information that political campaigns can utilize for targeting.

Meanwhile, 7% of Americans say that any information should be made available for a campaign's use. This is in line with targeting policies at Facebook, which has not put any such limits in place on ad targeting. Facebook does give its users some control over how many ads they see.

[...]

Source: [In U.S., Most Oppose Micro-Targeting in Online Political Ads](#)