

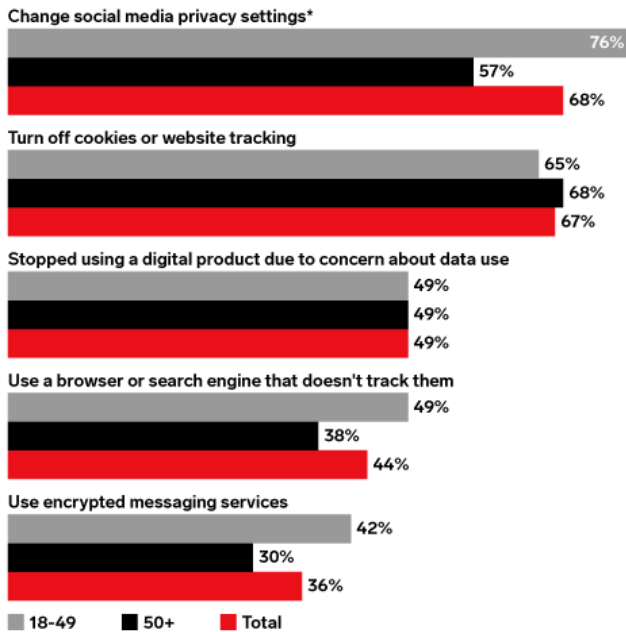
The majority of US adults will turn off cookies to manage privacy online

Article



How US Adults Manage Their Privacy Online, by Age, May 2023

% of respondents



Note: ages 18+; *social media users

Source: Pew Research Center, "How Americans View Data Privacy," Oct 18, 2023

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Insider Intelligence | eMarketer

Key stat: 67% of US adults turn off cookies or website tracking to protect their privacy, putting it second only to changing social media privacy settings, according to a May 2023 Pew Research Center survey.

Beyond the chart:

- This data is particularly relevant as cookies are being phased out. The start of 2024 marked the deprecation of third-party cookies for 1% of Google Chrome users, with cookies scheduled to go away completely by the end of the year.
- As third-party cookies fade, advertisers need to find ways to reach users without making them feel violated online, like incentivizing users to share first-party data.

Use this chart:

- Understand what makes consumers feel more comfortable online.

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- **What's on ad executives' minds as they hit the home stretch toward ID deprecation?**
- **Advertising still looking for ingredient to replace cookies**
- **Identity Resolution H2 2023** (*Insider Intelligence subscription required*)

Methodology: Data is from the October 2023 Pew Research Center report "How Americans View Data Privacy." 5,101 US adults were surveyed online during May 15-21, 2023.