No one should ever be allowed to have access to my personal data or web behavior:

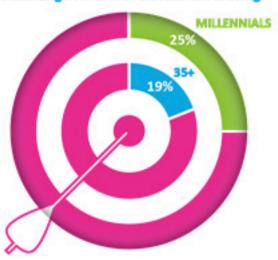
70%

MILLENNIALS

73%

35+

I'm ok with trading some of my personal information in exchange for more relevant advertising:



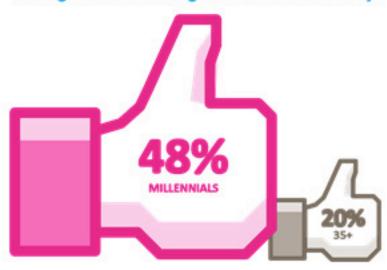
I would be willing to share my location with companies in order to receive coupons or deals for nearby businesses.



Average number of people they regularly contact via social networking sites:



Visiting social networking sites several times a day:



I'm ok with sharing information with companies as long as I get something in return:

