

Expert Rebuttal Report  
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Public Redacted Version

Notes and Sources:

Table 7.4 from May 4, 2022 Levy Report adjusted for percent of "concerned users"

[A] Year calculations performed.

[B] Arizona Ad Revenue: Google provided for 2018-2021 and calculated 2013-2017.

[C] Calculation = [B] x 95%.

[D] Calculation = [B] x [REDACTED].

[E] Obtained from National Telecommunications and Information Association (2015 & 2019), and Global Data Market Alliance (2017 & 2021). For years with no data, we used the lower percentage of the years that preceded or followed.

[F] Calculation = [B] x [E]

[G] Calculation = [C] x [E]

[H] Calculation = [D] x [E]

Global Data and Marketing Alliance (2022) "US Data Privacy: What the Consumer Really Thinks," <https://globaldma.com/wp-content/uploads/2022/03/GDMA-US-Data-Privacy-2022.pdf>, p. 6. While the results were published in 2022, the methodology section explains that the survey was conducted in December 2021; Data & Marketing Association and Acxiom (2018) "Data privacy: What the consumer really thinks," <https://marketing.acxiom.com/rs/982-LRE-196/images/DMA-REP-DataPrivacy-US.pdf>, p. 6, 18. While the results were published in 2018, the methodology section explains that the survey was conducted in 2017; National Telecommunications and Information Administration (2021) "Nearly Three-Fourths of Online Households Continue to Have Digital Privacy and Security Concerns," <https://ntia.gov/blog/2021/nearly-three-fourths-online-households-continue-have-digital-privacy-and-security-concerns#:~:text=In%202019%2C%20most%20Internet-using%20households%20in%20America%20expressed,rates%20have%20held%20steady%20from%202017%20to%202019.using%20households%20in%20America%20expressed,rates%20have%20held%20steady%20from%202017%20to%202019.>

Notes and Sources:

Table 7.5 from May 4, 2022 Levy Report adjusted for percent of "concerned users"

[A] Year calculations performed.

[B] Arizona Ad Operating Income: Google provided for 2018-2021 and calculated 2013-2017.

[C] Calculation = [B] x 95%.

[D] Calculation = [B] x [REDACTED]

[E] Obtained from National Telecommunications and Information Association (2015 & 2019), and Global Data Market Alliance (2017 & 2021). For years with no data, we used the lower percentage of the years that preceded or followed.

[F] Calculation = [B] x [E]

[G] Calculation = [C] x [E]

[H] Calculation = [D] x [E]

Global Data and Marketing Alliance (2022) "US Data Privacy: What the Consumer Really Thinks," <https://globaldma.com/wp-content/uploads/2022/03/GDMA-US-Data-Privacy-2022.pdf>, p. 6. While the results were published in 2022, the methodology section explains that the survey was conducted in December 2021; Data & Marketing Association and Acxiom (2018) "Data privacy: What the consumer really thinks," <https://marketing.acxiom.com/rs/982-LRE-196/images/DMA-REP-DataPrivacy-US.pdf>, p. 6, 18. While the results were published in 2018, the methodology section explains that the survey was conducted in 2017; National Telecommunications and Information Administration (2021) "Nearly Three-Fourths of Online Households Continue to Have Digital Privacy and Security Concerns," <https://ntia.gov/blog/2021/nearly-three-fourths-online-households-continue-have-digital-privacy-and-security-concerns#:~:text=In%202019%2C%20most%20Internet-using%20households%20in%20America%20expressed,rates%20have%20held%20steady%20from%202017%20to%202019.using%20households%20in%20America%20expressed,rates%20have%20held%20steady%20from%202017%20to%202019.>