

The Cost of Reading Privacy Policies

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Table 1: Times to read entire privacy policies for average readers

	Word Count		Reading Rate		Time to Read One Policy
Short Policy (First Quartile)	2,071	/	250 WPM	=	8 minutes
Medium Policy (Median)	2,514	/	250 WPM	=	10 minutes
Long Policy (Third Quartile)	3,112	/	250 WPM	=	12 minutes

Table 7: Annual time estimates for reading and skimming online privacy policies

Estimate	Individual time to read	Individual time to skim	National time to read	National time to skim
Lower bound	181 hours / year	81 hours / year	39.9 billion hours / year	17.9 billion hours / year
Point Estimate	244 hours / year	154 hours / year	53.8 billion hours / year	33.9 billion hours / year
Upper bound	304 hours / year	293 hours / year	67.1 billion hours / year	64.8 billion hours / year

Estimate	Individual cost to read	Individual cost to skim	National cost to read	National cost to skim
Lower bound	\$2,533 / year (work: \$1,970; home: \$563)	\$1,140 / year (work: \$886; home: \$253)	\$559.7 billion / year (work: \$435 B; home: \$124 B)	\$251.9 billion / year (work: \$196 B; home: \$56 B)
Point	\$3,534 / year (work: \$2,791; home: \$743)	\$2,226 / year (work: \$1,758; home: \$468)	\$781 billion / year (work: \$617 B; home: \$164 B)	\$492 billion / year (work: \$389 B; home: \$103 B)
Upper bound	\$5,038 / year (work: \$4,203; home: \$835)	\$4,870 / year (work: \$4,063; home: \$807)	\$1.1 trillion / year (work: \$929 B; home: \$184 B)	\$1.1 trillion / year (work: \$898 B; home: \$178 B)