

AdChoices Consumer Awareness

An overview of familiarity with AdChoices and interest-based advertising in Canada

AWARENESS

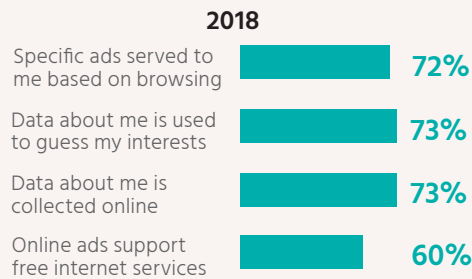
AdChoices recognition is growing while familiarity with the core subject matter continues to be fairly widespread

AdChoices recognition rose from 53% to 58%



Before today, have you ever seen this icon while you were online?

Familiarity with how data is collected and used



How familiar were you before today's survey with each of the following about online interest-based advertising?

Most feel AdChoices is clear enough to seem easy to use

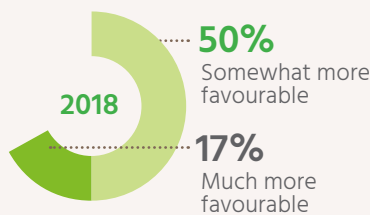


Based on the description you read, is the AdChoices program clear enough for you to know if you would find it easy to use?

OPINIONS

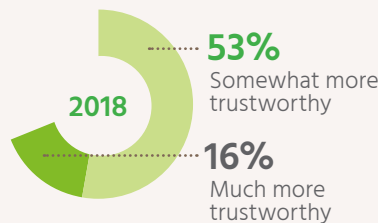
Knowledge of AdChoices continues to empower a more positive consumer outlook

More favourable towards interest-based advertising



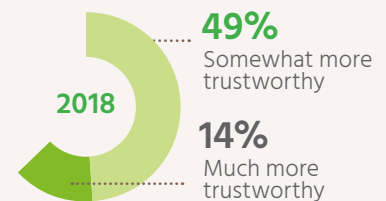
How does having access to the information on this website, and the option to manage your privacy preferences, affect your overall opinion of online interest-based advertising?

More trust in brands being advertised with AdChoices



How does the option to manage your privacy preferences through the AdChoices icon affect your level of trust in the brand being advertised?

More trust in websites that feature the AdChoices icon



And how does the AdChoices icon affect your level of trust in the websites that feature it?

IMPORTANCE

Understanding free internet content preferences

Free internet content is important to nearly everyone



- "Very important" or "Somewhat important"
- "Not very important", "Not at all important", "Not sure"

Overall, how important to you is free Internet content like news, weather, e-mail, social media and blogs?

Ad-supported free internet content is widely preferred



- An ad-supported internet where most content is free
- A paid internet where everything cost money (no ads)

Which of the following would you prefer: an Internet where there are no ads, but you have to pay for most content you read/see (like blogs, entertainment sites, video content, and social media); or today's Internet in which there are ads, but most content is free?