

# AdChoices Consumer Awareness

Interest-based advertising is topical and familiar to consumers, now more than ever

## AWARENESS

AdChoices recognition highest in ages 18-34 (57% vs. 42% overall)



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

Familiarity with interest-based advertising practices continues to grow in Canada

Familiarity with how data is collected and used

- Specific ads are served to me based on my browsing history ..... 72%
- Data collected about me is used to guess my interests ..... 73%
- Data about me is collected online ..... 73%
- Online advertising supports free services on the internet ..... 57%

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

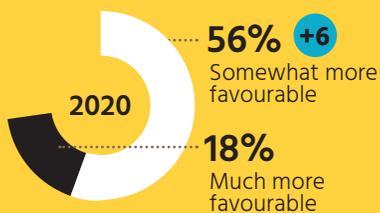


**81%**  
"Very" or "somewhat clear on how to use"

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

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?

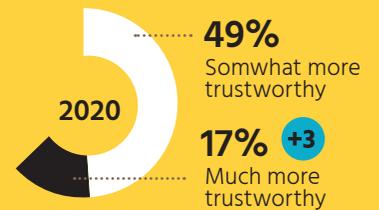
Knowledge of AdChoices continues to empower a positive consumer outlook for brands using it

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

Consumers indicate that free internet content like news, email and social media is important to daily life

Free internet content is important to nearly everyone across Canada



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

Base: n=1,034 (2020), n=1,000 (2018), ages 18-64, weighted to national %s

Significant change since the 2018 survey



Ad-supported free internet content is still widely preferred to paid



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?

Base: n=1,034 (2020), n=1,000 (2018), ages 18-64, weighted to national %s



For questions about this study, please contact: [info@synqrinus.com](mailto:info@synqrinus.com) | [info@daac.ca](mailto:info@daac.ca)