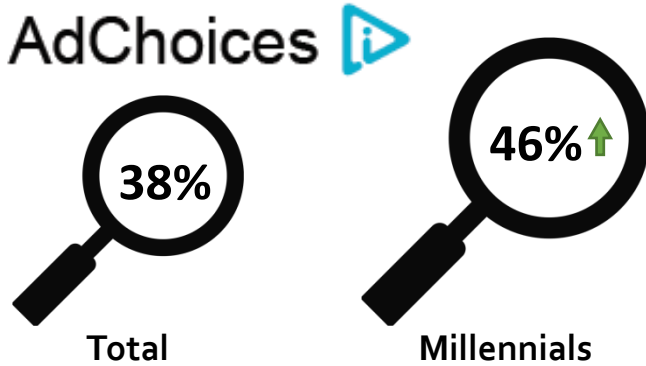


Results show that awareness of the two-year-old program is at a respectable level, with understanding and acceptance of the AdChoices program higher among millennials 18-34

Awareness *After only two years operating in Canada, the AdChoices icon is fairly recognized*

Nearly 4-in-10 recall the AdChoices text icon, rising to 46% for millennials:



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

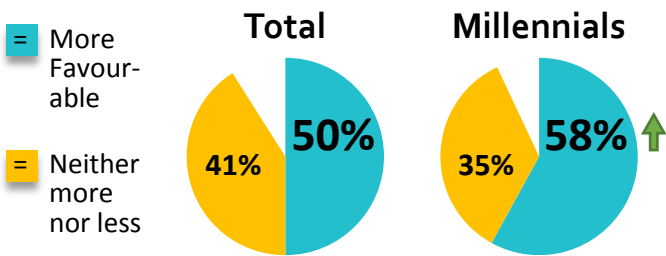
Familiarity with some specific aspects of interest-based advertising is widespread

	Total	Millennials
Specific ads are served based on browsing	68%	77% ↑
Data is used to guess my interests	67%	75% ↑
Data about me is collected online	65%	71% ↑
Ads support free services	53%	68% ↑

Q: Specifically, how familiar were you before today's survey with each of the following about online interest-based advertising?

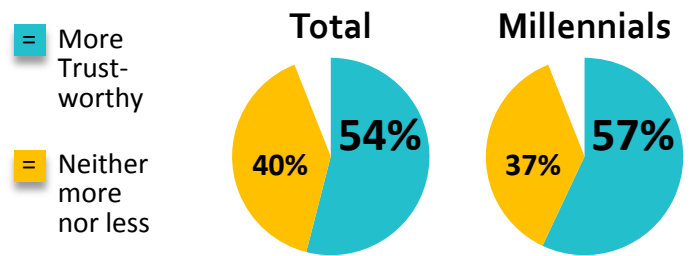
Opinions *Knowledge of the program empowers a more positive outlook in consumers*

Half of internet users report a **more favourable opinion of interest-based advertising** when they learn about the AdChoices program



Q: Thinking about the description you just read, 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?

Over half of internet users report a **higher level of trust in brands** based on the option to manage their privacy preferences via AdChoices



Q: And thinking about the description you read, how does the option to manage your privacy preferences through the AdChoices icon affect your level of trust in the brand being advertised?

Reaction *Outcome resulting from exposure to the website and program explanation*

Over three quarters of internet users are now likely to **notice** the AdChoices icon



Q: What is the likelihood that you will now notice the icon in the future?

↑ = Significantly higher than adults 35+ at 95% confidence

Base: n=1,000 adults 18-64, weighted to national proportions

For questions about this study, please contact:
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