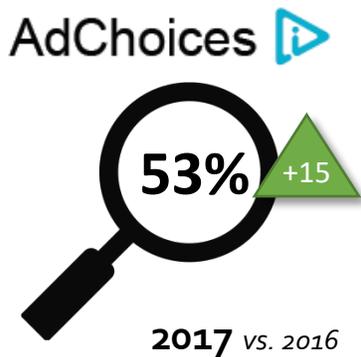


Familiarity with AdChoices and interest-based advertising improved significantly in 2017

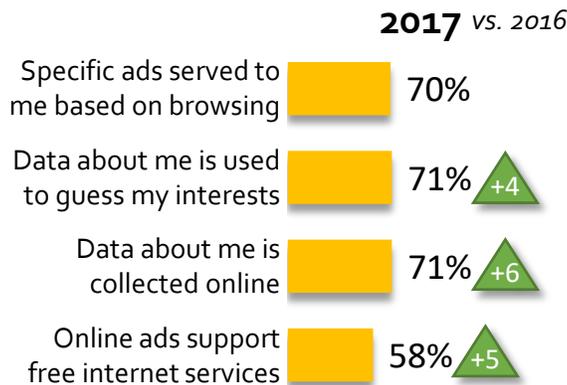
### Awareness *AdChoices recognition and familiarity with the core subject matter are growing*

AdChoices recognition rose from 38% to more than half



Q201. Before today, have you ever seen this icon while you were online?

Familiarity with how data is collected and used increased



Q402. Specifically, 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

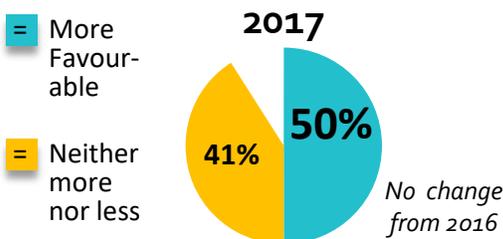


**80%**  
"Very" or "somewhat clear on how to use"

Q303C: Based on the description you read, is the AdChoices program clear enough for you to know if you would find it easy to use?

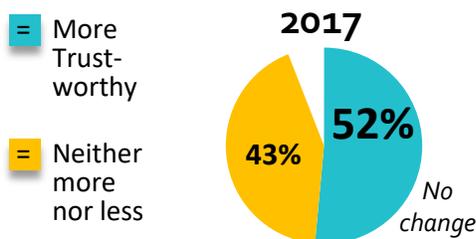
### Opinions *Knowledge of AdChoices continues to empower a more positive consumer outlook*

More favourable towards interest-based advertising



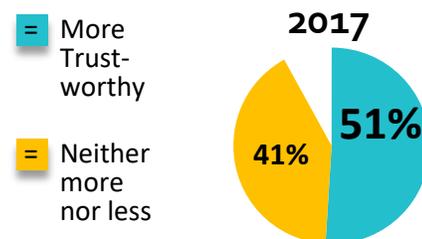
Q301: Thinking about the description you just read, how does having access to the information on this website, and the option to manage your privacy preferences, affect your overall opinion of online interest-based advertising?

More trust in brands being advertised with AdChoices



Q303: 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?

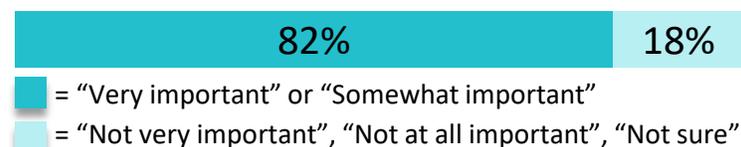
More trust in websites that feature the AdChoices icon



Q303B: And how does the Ad Choices icon affect your level of trust in the websites that feature it?

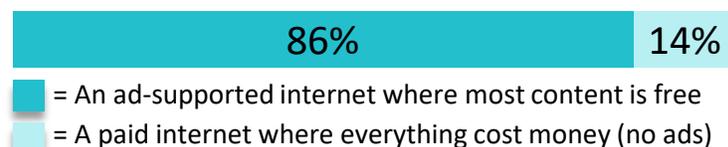
### Importance *Custom questions asked this year to understand free internet content preferences*

Free internet content is important to nearly everyone



Q501: 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



Q502: Which of the following would you prefer?