

2014 CONSUMER PERSPECTIVES *ON ADVERTISING*



Advertising Standards Canada
Les normes canadiennes de la publicité



the gandalf group

OVERVIEW

Advertising is part and parcel of our modern life and society. And Canadians understand that advertising is an economic driver that both pays for program and editorial content and is helpful to their consumer decision-making.

Canadians are also media-smart and healthy skeptics who view their world through a sharp lens. Thus, it's no surprise that they apply this same scrutiny to the advertisements they read, see and hear.

To help shed light on how Canadians perceive the advertising they read, see, and hear, Advertising Standards Canada, the national not-for-profit advertising self-regulatory body, commissioned The Gandalf Group to conduct its yearly study of Canadians' impressions and perceptions of advertising. ASC's 2014 *Consumer Perspectives on Advertising* Report provides the results from a September 2014 survey of 1,275 Canadians.



HIGHLIGHTS

- ✓ Most Canadians say they get value from advertising, have a favourable impression of advertising, and find advertising helpful to their consumer decision-making.
- ✓ Advertising is seen to have a positive impact on the economy.
- ✓ Canadians feel that many of the advertisements that they see, hear or read are truthful and accurate. Canadians are more comfortable with the level of truth and accuracy in advertising for restaurants, travel and tourism, home furnishings and appliances, and retailers, and less comfortable with the level of truth and accuracy in advertising for political parties and candidates, natural health products, car dealerships, and cell phone, cable and internet services.
- ✓ Canadians are increasingly skeptical about the world around them. This skepticism translates to the way Canadians view advertising.
- ✓ Recollection of recent exposure to an advertisement that a consumer deems “unacceptable” translates to a much less favourable view towards advertising overall. The 42% of consumers who have recently seen an advertisement that they deem “unacceptable” consistently report less favourable views towards advertising than the 46% of consumers who have not recently seen advertising they found “unacceptable”.
- ✓ Of those who reported exposure to advertising they found “unacceptable”, the top reasons cited were misleading, followed by sexist portrayals.
- ✓ The number of Canadians who say they would stop purchasing a product and the number who have stopped purchasing a product or service in response to an advertisement they deemed “unacceptable” has steadily increased since 2011.
- ✓ Canadians are more likely to think advertising shapes society than to think advertising reflects society.
- ✓ There is some confusion around advertising that resembles editorial content.
- ✓ Canadians understand that advertising pays for content online.
- ✓ Canadians perceive higher levels of truth and accuracy in advertising carried in traditional media than in digital media.
- ✓ Canadians believe that it is extremely important that there be rules and regulations that advertisers must follow.
- ✓ Francophones — possibly because they are exposed to more Canadian-made advertising than their Anglophone counterparts — are slightly more likely to say they feel favourably about the advertising they read, see or hear.

CANADIANS EXPRESS POSITIVE VIEWS TOWARDS ADVERTISING

On three key metrics — favourability, acceptability, and value to consumer decision-making, Canadians were more likely than not to express positive opinions regarding advertising. Overall, they were likely to acknowledge that they get value from advertising, likely to say they have favourable impressions of the advertising they read, see or hear, and also likely to express positive opinions when it comes to whether or not they find advertising helpful to them as consumers.

Francophones — perhaps because they are exposed to more Canadian-made advertising than their Anglophone counterparts — are slightly more likely to say they feel favourably about the advertising they read, see or hear. Francophones expressed more tempered opinions regarding advertising. Overall, they were less likely than Anglophones to express discomfort with the levels of truth and accuracy in advertisements.



FAVOURABILITY OF ADVERTISING

A significant majority of Canadians (67%) have at least a “somewhat favourable” impression of advertising. Women are slightly more likely than men, Francophones slightly more likely than Anglophones, and parents slightly more likely than those without children in the home to have a favourable impression of the advertising they read, see and hear. Those who have not recently seen an advertisement they found “unacceptable” are the most likely to view advertising favourably.

VALUE FROM ADVERTISING

Most Canadians say they get value from advertising. Only 14% say they get “no value at all” from advertising.

There is a strong positive correlation between those who have not seen or heard advertisements they found “unacceptable” and finding value in advertisements. Those who have recently seen an advertisement they found “unacceptable” say they get less value from advertisements, while those who have not recently seen an “unacceptable” advertisement say they get significantly more value from advertisements.

Additionally, Anglophones, older Canadians (age 55+), and first or second generation Canadians say they get more value from advertising than Francophones, younger Canadians, and Canadians with both parents born in Canada, respectively.

HELPFULNESS OF ADVERTISING

Canadians were slightly more likely than not to say that they find advertising helpful to their decision-making as a consumer. When it comes to the role advertisements play in consumer decision-making, parents, women, and Canadians age 35-54 are slightly more likely than others to say that advertising is helpful. As seen in the other metrics tested, those who have not recently seen an “unacceptable” advertisement are almost twice as likely as those who have recently seen an ad they felt was “unacceptable” to say that advertisements are helpful to their consumer decision-making.



ADVERTISING HAS A POSITIVE IMPACT ON THE ECONOMY

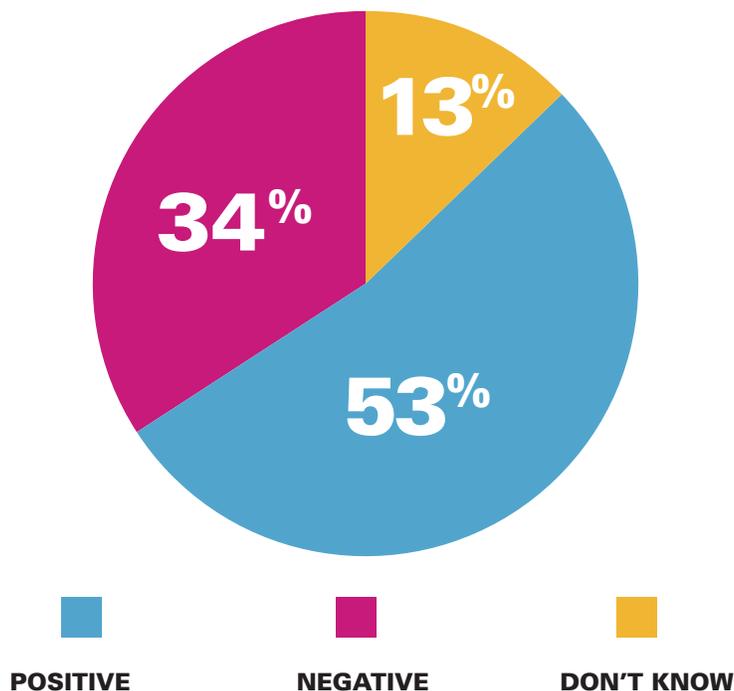
A majority of Canadians (53%) believe that advertising has a positive effect on the Canadian economy.

Younger people are the least likely to believe that advertising has a negative effect on the economy, while older Canadians are most likely to believe advertising has a negative effect on the economy. Men were also more likely than women to believe advertising has a positive effect on the economy. (59% vs. 47%).

Those who have not recently seen or heard an advertisement they felt was “unacceptable” were more likely to say advertising has a positive impact on the economy (61% indicating a positive impact), while those who have recently been exposed to an advertisement they deemed “unacceptable” felt advertising had a less positive impact on the economy (46% indicating a positive impact).

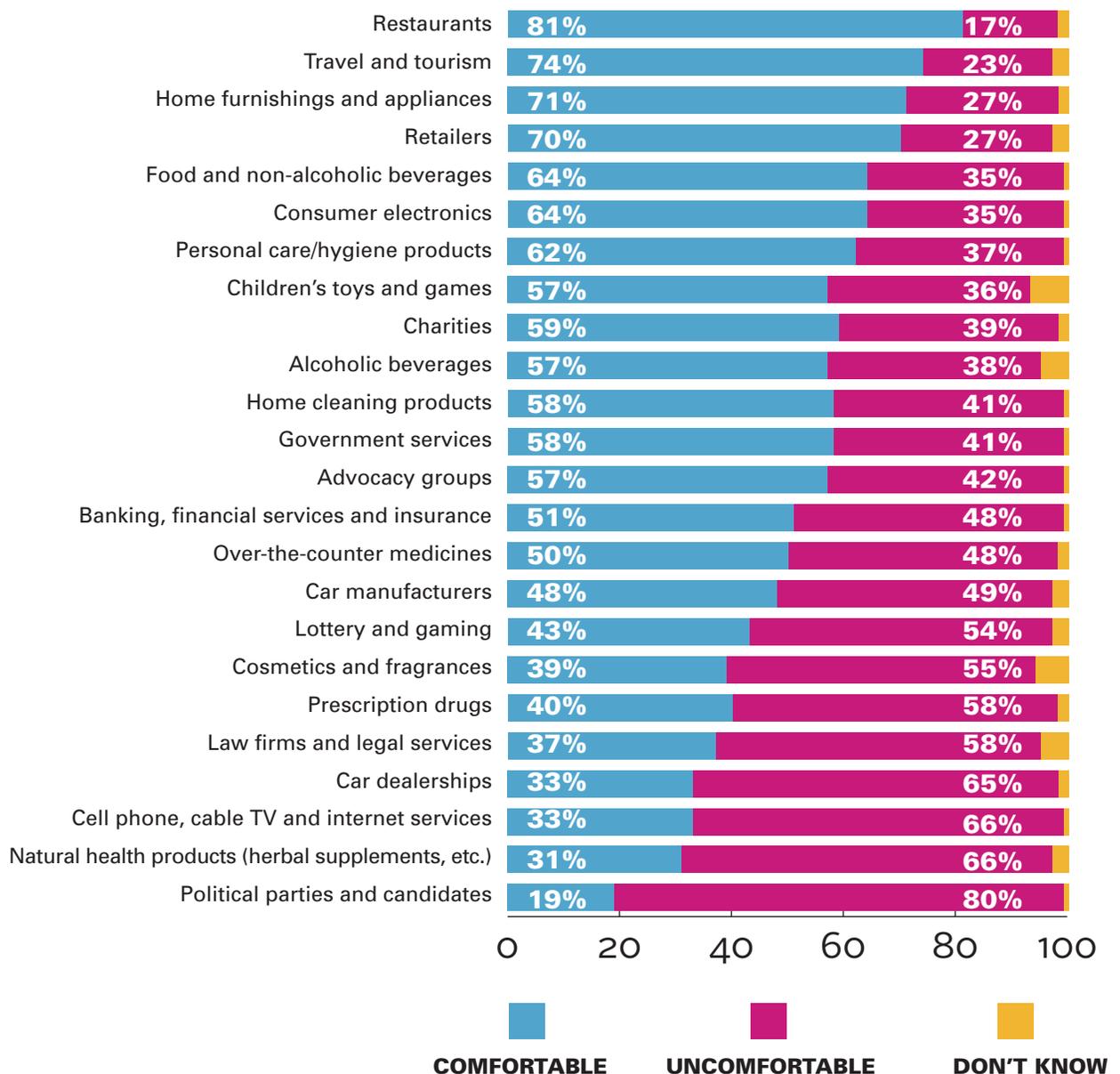
Parents were also strong believers in a positive relationship between advertising and the economy. A strong majority (63%) said that advertising has a positive effect, compared to only half of Canadians without children who answered similarly.

TAKING INTO ACCOUNT EVERYTHING YOU LIKE AND DISLIKE ABOUT ADVERTISING, WOULD YOU SAY THAT ADVERTISING IN CANADA HAS AN OVERALL POSITIVE OR NEGATIVE EFFECT ON THE ECONOMY?



TRUTH AND ACCURACY ACROSS PRODUCT TYPES

THINKING ABOUT DIFFERENT KINDS OF PRODUCTS AND SERVICES ADVERTISED, HOW COMFORTABLE ARE YOU WITH THE LEVELS OF TRUTH AND ACCURACY IN ADVERTISING FOR EACH?



TRUTH AND ACCURACY IN CANADIAN ADVERTISING

Canadians feel comfortable with the levels of truth and accuracy in advertising across many product categories. They are very comfortable with the levels of truth and accuracy in restaurant, travel and tourism, home furnishing and appliance, and retailer ads that they see. Canadians are less comfortable with truth and accuracy in advertising for political parties and candidates, natural health products, and car dealerships, as well as cell phone, cable and internet services.

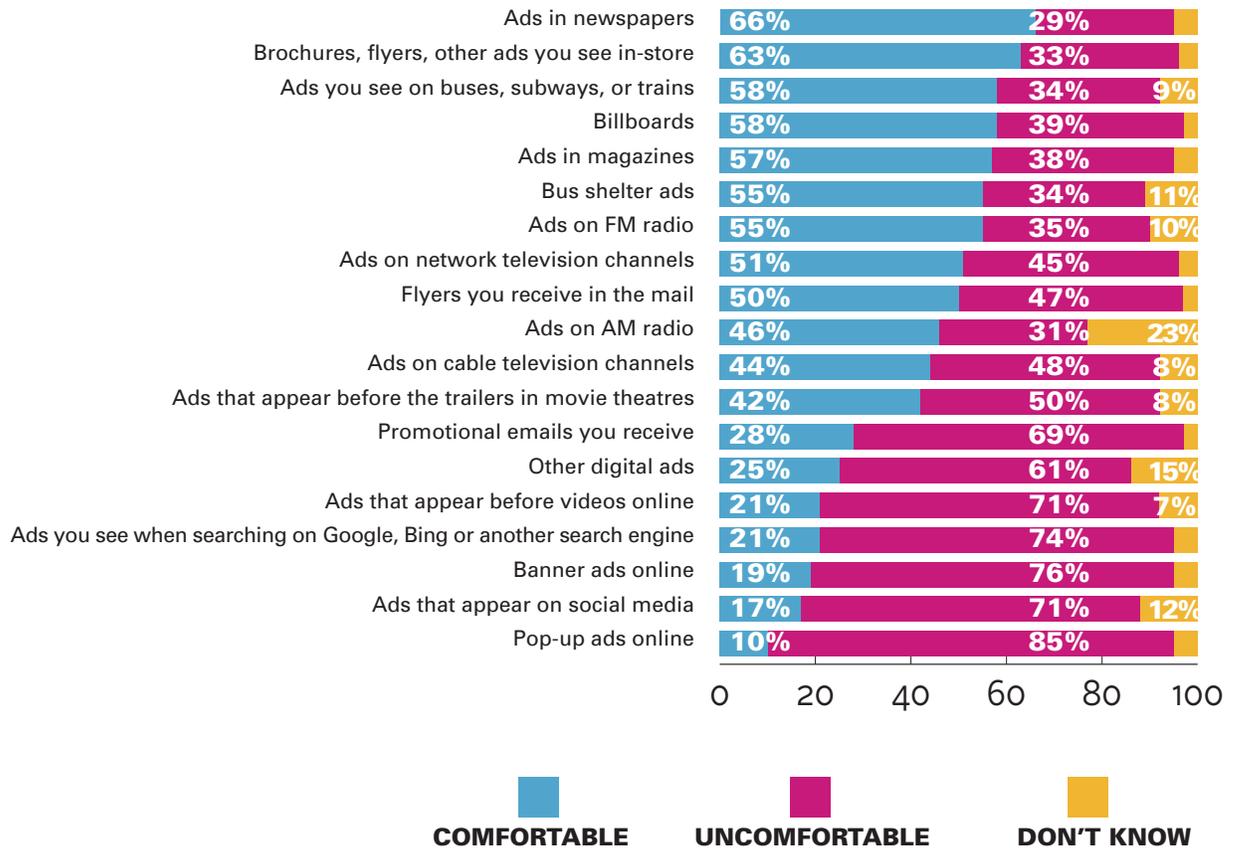
Men were more likely than women to be comfortable with the levels of truth and accuracy in advertisements for consumer electronics, while women were more likely than men to be comfortable with the levels of truth and accuracy in advertisements for NGOs and charities, cosmetics and fragrances, and natural health products.

Notably, respondents also displayed an ability to differentiate between advertisements for government services — which they feel generally positive about — and advertisements for political parties, which are viewed much more negatively than the advertisements Canadians see for other products and services.



TRUTH AND ACCURACY ACROSS MEDIA

THINKING ABOUT ADVERTISING ACROSS DIFFERENT TYPES OF MEDIA, HOW COMFORTABLE ARE YOU WITH THE LEVELS OF TRUTH AND ACCURACY IN THE ADVERTISING YOU READ, SEE OR HEAR FOR EACH OF THE FOLLOWING?



There is a great degree of comfort with the levels of truth and accuracy in advertisements when it comes to print media. More than half of Canadians expressed comfort with the truth and accuracy in ads in newspapers, in-store, public transit, billboards, magazines, bus shelters, FM radio, and network television channels. Generally, those over 35 were more comfortable with the levels of truth and accuracy in print media than those younger than 35.

In the mid-range of comfort were ads in flyers, AM radio, and cable television channels. Seniors' skepticism regarding ads seen before trailers in movie theatres is dragging down the overall confidence in the truth and accuracy of that medium.

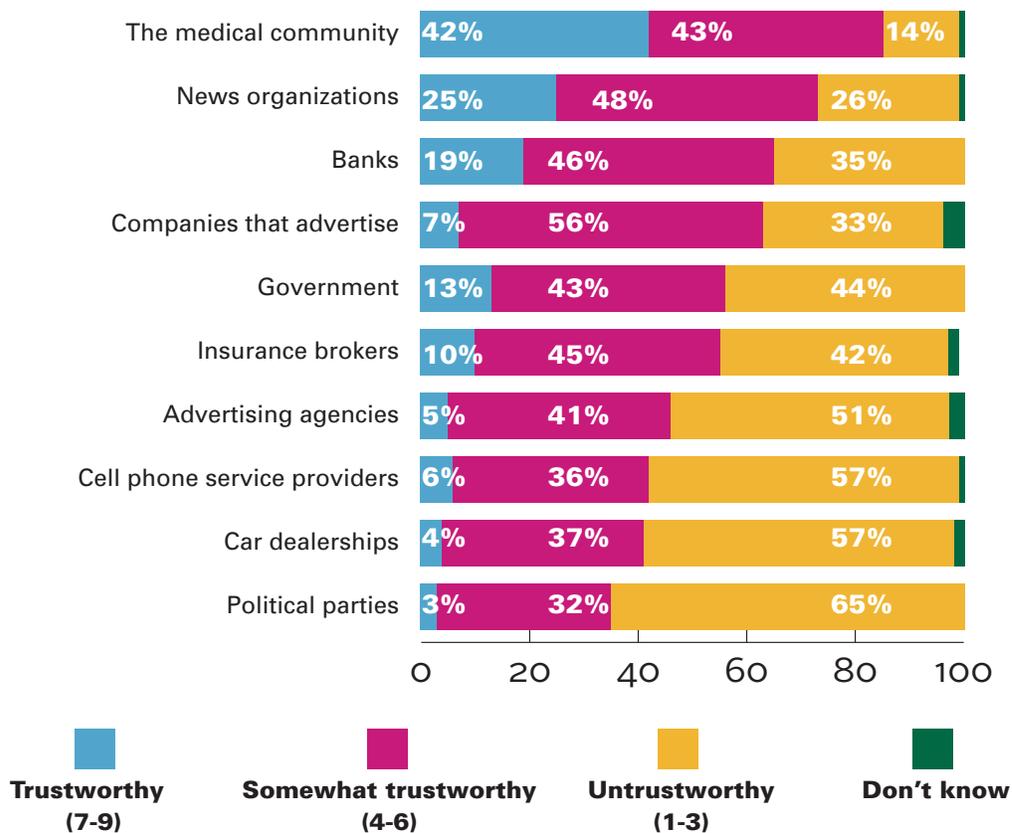
A majority of respondents expressed discomfort with the levels of truth and accuracy in online ads.

CANADIANS SKEPTICAL ABOUT EVERYTHING, NOT JUST ADVERTISING

Canadians aren't just skeptical about advertising — they apply a sharp lens to the world around them. While 73% of respondents ranked news organizations as at least “somewhat trustworthy”, an equal number (25%) believe them to be “very trustworthy” as those who believe them to be “untrustworthy” (26%). More than one-third (35%) say banks are “untrustworthy”, and 44% found the government to be “untrustworthy”. Canadians' skepticism was much stronger when it comes to cell phone service providers and car dealerships — 57% of Canadians find these kinds of corporations to be “untrustworthy”. However, among the institutions and organizations tested, the most skepticism was reserved for political parties. Two-thirds (65%) of Canadians said that they believe political parties are “untrustworthy.”

Comparatively, advertising agencies and companies that advertise products and services are doing well, landing in the middle of the pack of organizations and institutions tested, when it comes to trustworthiness. A majority (63%) of Canadians find companies that advertise to be at least “somewhat trustworthy”, and a plurality (46%) find advertising agencies at least “somewhat trustworthy”. This differentiation suggests sophistication among Canadians' views towards advertising.

HOW TRUSTWORTHY DO YOU FIND EACH OF THE FOLLOWING?



EFFECT OF ADS CONSUMERS FIND “UNACCEPTABLE”

Overall, the Canadian public is divided when it comes to whether or not they have been exposed to advertising they find “unacceptable”. 42% of respondents reported recent exposure to an advertisement they found “unacceptable”, while 46% said they had not recently seen an “unacceptable” ad, and 12% were unsure. Men were slightly more likely than women not to have reported exposure to an advertisement they found “unacceptable”, as were Francophones, parents, new Canadians, and individuals aged 35-54.

Of those who have recently seen an advertisement they deemed “unacceptable,” three-quarters reported having seen the advertisement on TV, while 29% said they saw the advertisement online. Out-of-home, radio, magazines and newspapers were the least likely places Canadians reported seeing advertisements they found “unacceptable”.

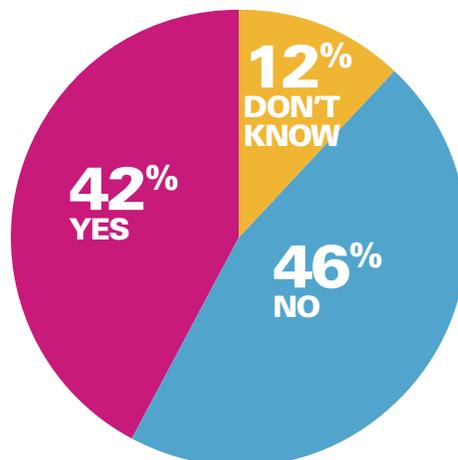
Those who reported feeling positively about advertising — be it from the value they receive from advertising, the helpfulness of advertising in their consumer decision-making or feeling favourably about advertising in general— were the least likely to report recently seeing or hearing an advertisement that they found to be “unacceptable”.

Those who have recently seen “unacceptable” advertisements are slightly more likely to be older than 65 (48% of those over 65 reported seeing an “unacceptable” ad), and to be Anglophones (44% of Anglophones reported seeing an “unacceptable” ad, compared to 32% of Francophones).

Parents were less likely than those without children to say that they had recently seen an “unacceptable” advertisement (37% of parents said they have recently seen an “unacceptable” ad, while 51% say they have not).

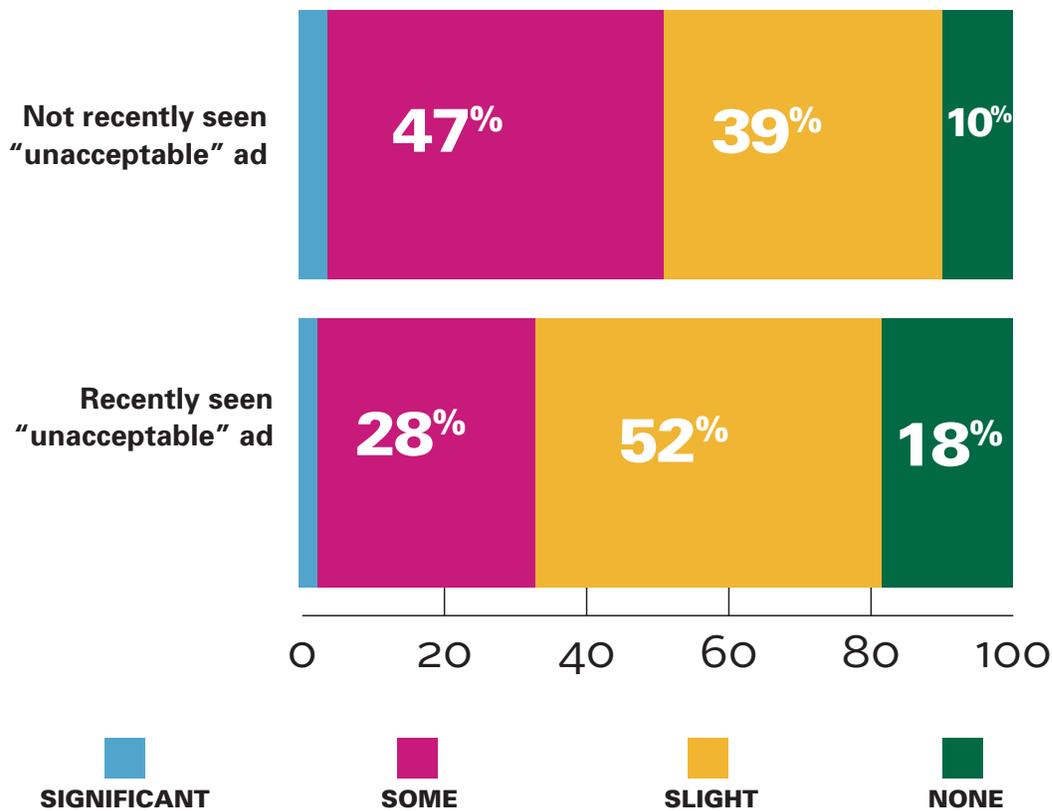
The 42% of respondents who reported recent exposure to an advertisement they deemed “unacceptable” reported much more negative feelings about advertising overall, and expressed opinions that were more negative than their peers regarding companies that advertise products, agencies, and other industry players.

*HAVE YOU
RECENTLY BEEN
EXPOSED TO ANY
ADVERTISING
YOU FOUND
UNACCEPTABLE?*



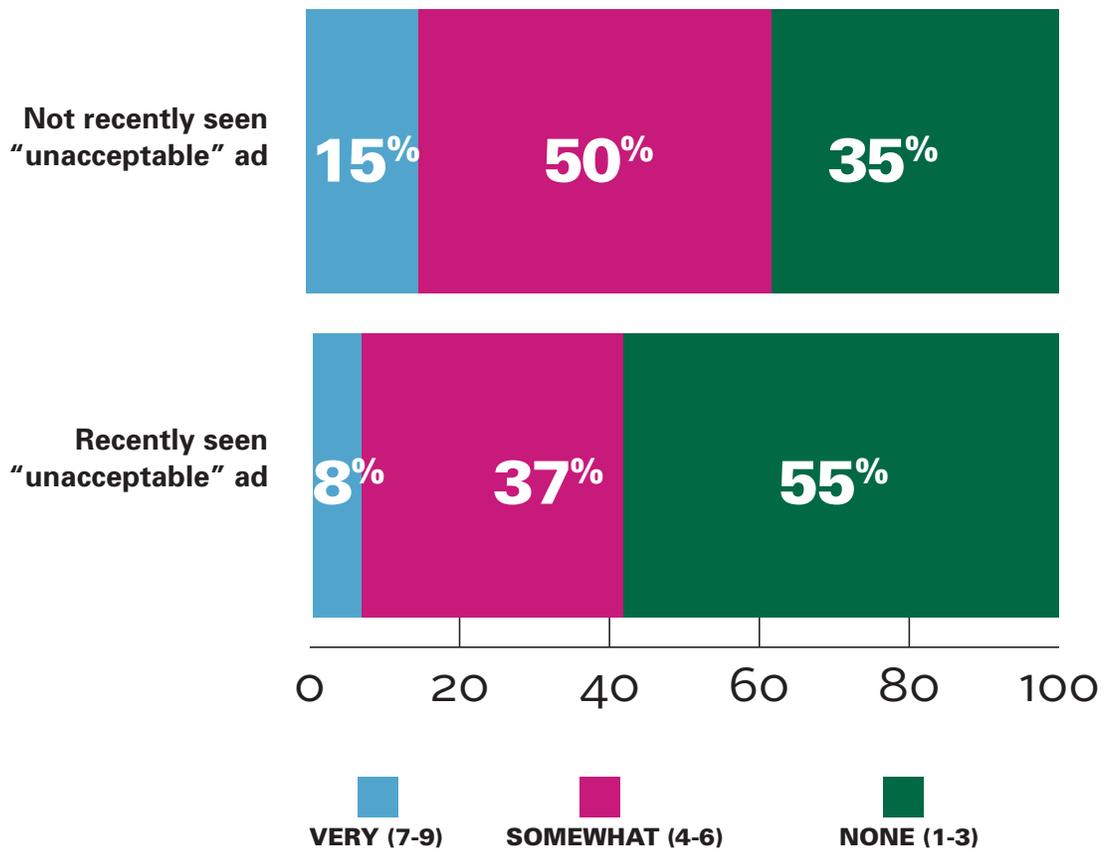
This group is less likely than the 46% of Canadians who have not recently seen an “unacceptable” advertisement to say that they get value from advertising. Half of those who say they have not recently seen an “unacceptable” ad say they get at least “some” value from advertising, and only 10% say they get no value from advertising, while only 30% of those who have recently seen an advertisement they deemed “unacceptable” say they get at least some value from advertising. Almost one-in-five seeing an “unacceptable” advertisement say they get no value from advertising.

GENERALLY SPEAKING, HOW MUCH VALUE DOES THE ADVERTISING THAT YOU SEE, HEAR OR READ OFFER TO YOU?



Those who have not recently seen an “unacceptable” advertisement are also 20% more likely than those who say they have recently seen an “unacceptable” advertisement to say that they find advertising at least somewhat helpful to them as a consumer.

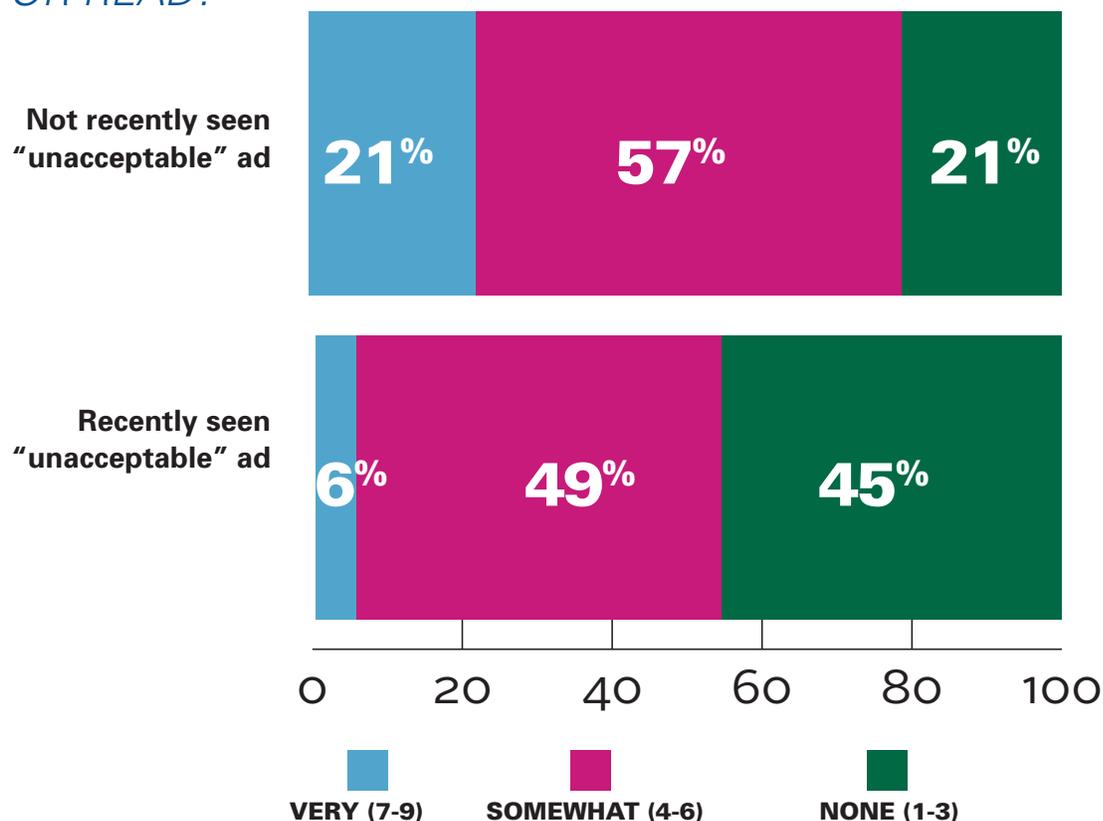
HOW HELPFUL IS THE ADVERTISING YOU SEE, HEAR, OR READ TO YOUR DECISION-MAKING AS A CONSUMER?



And when it comes to overall impressions of advertising, the 46% of respondents who have not recently seen an advertisement they felt was "unacceptable" are half as likely as those who say they have recently seen an "unacceptable" advertisement to say they have an unfavourable impression of advertising.



GENERALLY SPEAKING, HOW FAVOURABLE IS YOUR IMPRESSION OF THE ADVERTISING YOU SEE, HEAR OR READ?



WHAT MAKES SOME ADVERTISING "UNACCEPTABLE"?

In an attempt to better understand what Canadians perceive about advertising, we took a closer look at what they had to say about advertising they found "unacceptable" or bothersome. We asked those who reported recently seeing or hearing a problematic advertisement what it was that they found "unacceptable" about the advertisement.

By far, the top concern cited by those that found an advertisement to be "unacceptable" was a misleading or unrealistic representation of an advertised product or service. A sexist portrayal in an ad was the second cited concern by those who reported exposure to an ad they deemed "unacceptable". Not surprisingly, men were less likely than women to describe bothersome advertisements as "sexist".

One theory to explain why misleading or unrealistic representations in ads would be more bothersome than issues of taste and decency has to do with the economic climate. As Canadians are more focused on their pocketbooks, they may also be less patient with advertisements that promise the product as a "better value for money" than it actually is.

WHAT WAS UNACCEPTABLE ABOUT THE ADVERTISING YOU READ, SAW OR HEARD?

(MULTIPLE MENTION; N=609)

24%

MISLEADING/
UNREALISTIC
REPRESENTATION

1%

POOR GRAMMAR

3%

PROMOTES
NEGATIVE BODY
IMAGES

2%

GENERAL
DISLIKE FOR AD

15%

SEXUALLY
EXPLICIT

12%

DON'T KNOW

6%

ANNOYING

2%

GRAPHIC OR
VIOLENT CONTENT

4%

OTHER

5%

UNACCEPTABLE
DEPICTIONS OF
CHILDREN

3%

ENCOURAGES
UNSAFE
BEHAVIOUR

4%

POLITICAL
ATTACK ADS

4%

PANDERS TO
STEREOTYPES

10%

CONDESCENDING

21%

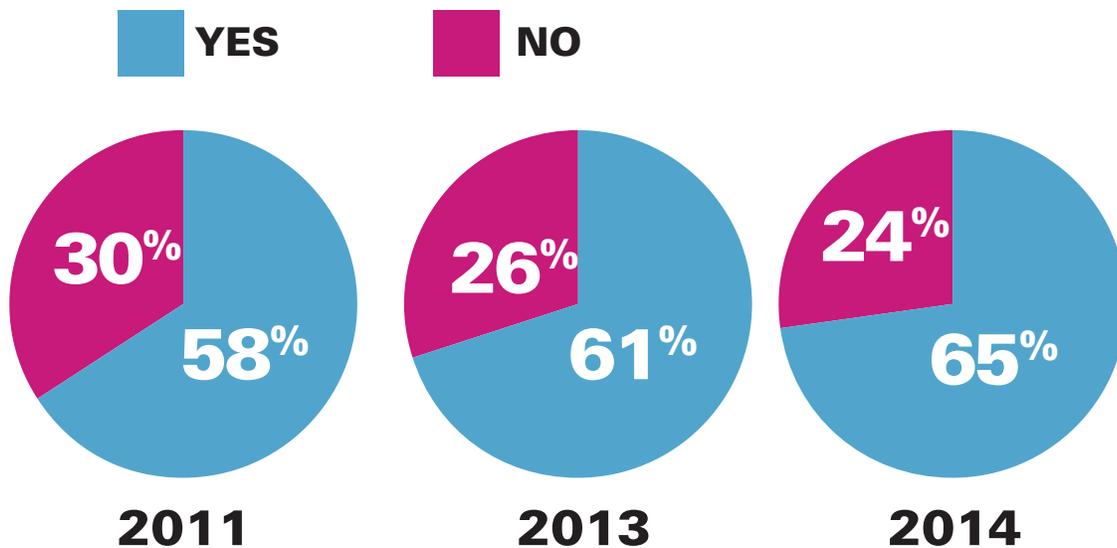
SEXIST

We asked what kinds of products were being marketed in the advertisements they found “unacceptable”. Those bothered by advertisements they deemed “sexist” were most likely to say that “unacceptable” ads were for clothing (24%) or household products and home furnishings (19%). Those who felt advertisements were inaccurately portraying products or services said that the ads that they found “unacceptable” were for vehicles (21%), government or political parties (20%), or health and wellness products (18%). This is one example — of many — where political advertisements are dragging down Canadians’ perceptions of the industry overall.

THE POCKETBOOK IMPLICATIONS OF “UNACCEPTABLE” ADVERTISING

Within the context of advertising, Canadians continue to place a great deal of importance on rules, regulations and standards. Almost all say they are likely to stop purchasing a product that is advertised in a way they feel is not truthful, not accurate, or is offensive. Year after year, the likelihood has increased that someone says they would make different consumer choices in response to unacceptable advertising. 65% of Canadians say that they have already made different consumer choices in response to advertisements they found “unacceptable”.

HAVE YOU EVER STOPPED PURCHASING A COMPANY'S PRODUCT OR SERVICE BECAUSE THE COMPANY'S ADS WERE UNACCEPTABLE TO YOU?



ADVERTISING SHAPES SOCIETY

Canadians are more likely to think advertising shapes society than to think that advertising reflects society. A previous study by Advertising Standards Canada comparing Canadian and American attitudes regarding advertising showed that Canadians had a differing viewpoint from Americans, who believed that advertising was more likely to reflect society than to shape it.

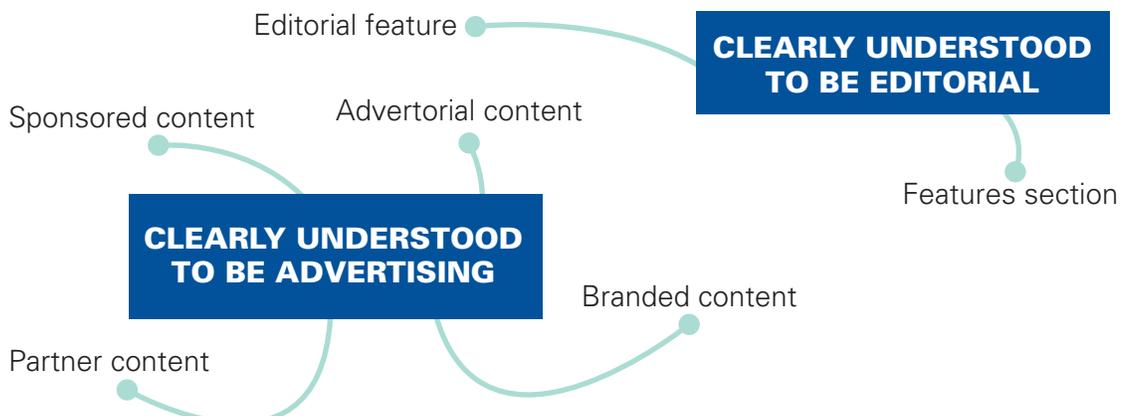
47% of Canadians believe that advertising shapes the values of society. These Canadians are slightly more likely to be female, involved in their communities, spend more than four hours per day online, and have recently seen an advertisement they deemed “unacceptable.” The 40% of Canadians who feel that advertising mirrors the values of society are more likely to be male, Millennials, those who have a favourable impression of advertisements, and those who have not recently seen an advertisement they deemed “unacceptable.”

PERCEPTIONS OF SPONSORED CONTENT

Canadians indicated some confusion around advertising that resembles editorial content. Slightly more than half of respondents say they have read, seen or heard something that was described as “sponsored content”, a “special features section”, or “advertorial content”. One-in-ten are not sure if they have ever read, seen or heard anything described this way. Anglophones were more likely than Francophones, and those under 35 were more likely than those over 35 to say they had seen the use of such terms.

However, respondents were clear in expressing concern with advertisements that appeared to be editorial content. Nearly nine-in-ten said they were bothered when they read or click on something that they think is editorial content only to discover that it is actually an advertisement. This bothers Anglophones more than it bothers Francophones, and younger Canadians more than it bothers those older than 65.

We asked two key questions in order to measure understanding of advertorial content: Whether or not people thought the use of certain terms signified advertising or editorial content, and how bothered they would be to learn that a word or phrase is used to describe advertising — not editorial — content. Their responses strongly indicate a desire for more clarity around what is editorial and what is advertising.

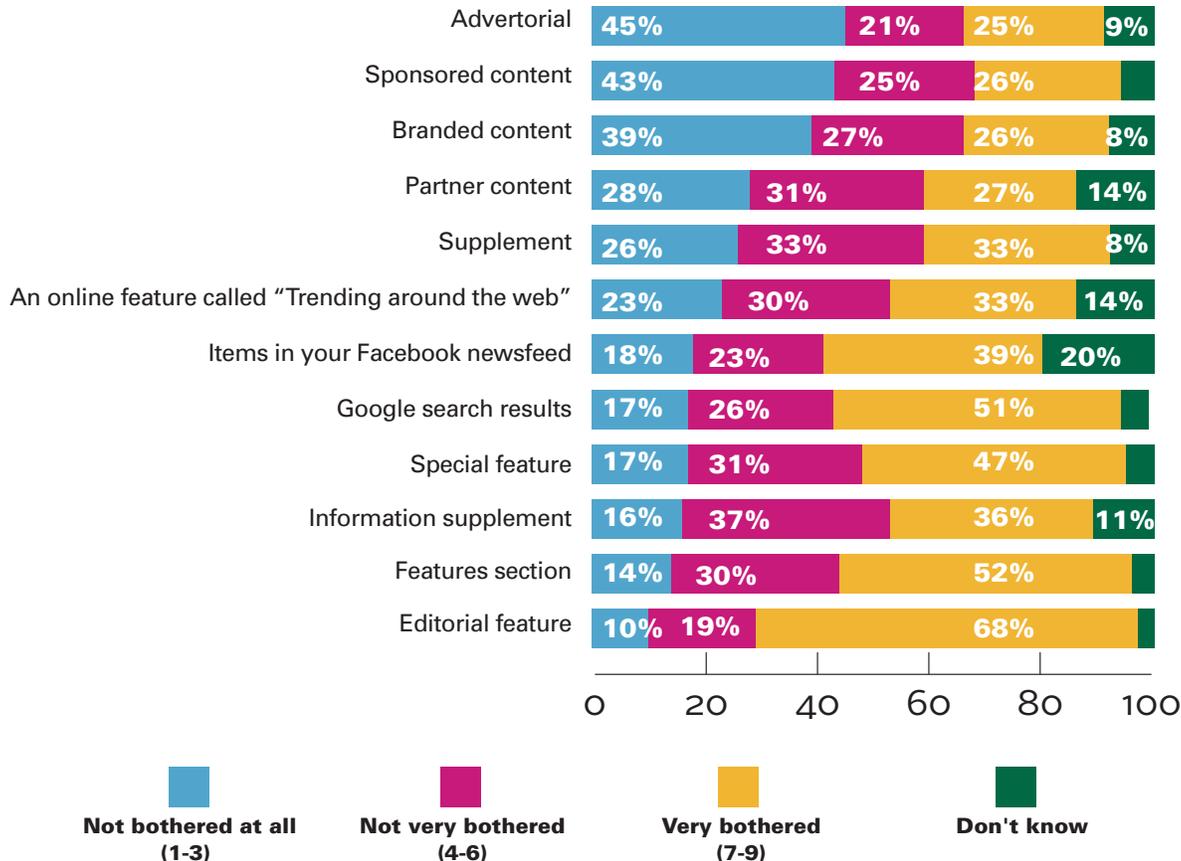


Respondents were less certain about other ways advertorial content is described. While a majority believe “sponsored content”, “advertorial content” and “branded content” are advertising — and a plurality believe “partner content” is advertising — Canadians were divided about whether supplements, items in their social media newsfeeds, online features described as “Trending around the web”, information supplements, Internet search results, and special features were advertising or editorial. A majority of Canadians are confident that “editorial features” describes editorial content, and a plurality are confident that a “features section” is editorial content.

It appears that people expect that items described as “advertorial”, “sponsored content”, “branded content” and “partner content” will be advertising. Therefore, they are not bothered when advertising appears in sections of newspapers, magazines or websites described this way. Similarly, they expect “editorial features” and “features sections” to be editorial in nature. Therefore, a majority report that they would be “very bothered” to learn that something they read in such a section was, in fact, advertising.

While respondents were not sure whether or not online search results were advertising or editorial, a majority said they would be bothered to learn that such information was advertising, and were equally divided on whether or not they would be bothered if “special features” contained advertising.

HOW BOTHERED WOULD YOU BE IF YOU DISCOVERED EACH OF THE FOLLOWING... WAS ADVERTISING?



As seen elsewhere in this study, where advertising appears can play an important role in the way Canadians feel about the advertising they see, hear or read. A majority did not express concern with advertisers paying for editorial content in celebrity or fashion magazines, on blogs, and on social media websites like Facebook, Twitter or Pinterest. Those who are aware of the website *Buzzfeed* also did not express discomfort with advertiser-paid editorial content appearing on that website. When it comes to sources where Canadians turn for hard news or medical information — particularly newspapers, newsmagazines and the sources they turn to for medical advice — a majority said it would be unacceptable for advertisers to pay for editorial content.

PERCEPTIONS ABOUT ONLINE ADVERTISING

Overall, Canadians perceive higher levels of truth and accuracy in advertising carried in traditional media than in any form of digital advertising.

A majority of respondents expressed discomfort with the levels of truth and accuracy in online ads. Only one-in-ten said they were comfortable with the level of truth and accuracy in pop-up ads, and less than a quarter said they were comfortable with the levels of truth and accuracy in pre-roll, search, banner, and social ads they see online.

Younger Canadians are more comfortable with the levels of truth and accuracy in promotional emails. Canadians aged 35-54 were more comfortable with ads on social media than their peers in other age brackets. Canadians aged 55+ were much less comfortable with digital ads, especially when it comes to promotional emails, and search.

Notably, despite recent government action regarding promotional emails, this was the category of digital advertising with which respondents expressed the greatest level of comfort.

Despite the lower ratings for truth and accuracy in digital ads, compared to traditional offline advertisements, there is a general consensus that online ads serve a purpose — namely, to pay for content creation and prevent paywalls on individual websites. Canadians under 55 years of age are more likely than those over 55 to say they don't mind seeing online ads if it means they don't have to pay to access content.

There are opportunities for the industry to improve Canadians' impressions of truth and accuracy when it comes to online advertisements. Nearly half of Canadians said that seeing an ad on television or in print makes them more likely to trust the same — or a similar — ad that they see online. Younger Canadians (those younger than 55) believe this to be the case more so than older Canadians, as did parents, who were much more likely than those without children to agree that online ads that look like ads they've seen elsewhere are more trustworthy than online-only ad campaigns.

Forty percent of respondents said that they don't click on online ads — even when they believe them to be truthful and accurate. Francophones, though, are more likely than Anglophones (39% vs. 28%) to click on ads that they believe to be truthful and accurate. Canadians strongly disagreed that the ability to independently verify information that appears in an online ad translates into less of a need for truth and accuracy in this medium.

Currently, most Canadians do not believe that the same standards for advertising apply online and offline. Not only did digital forms of advertising get the lowest scores for truth and accuracy among all forms of advertising tested, only 24% of respondents agreed that it is clear the same standards apply both online and offline.

As advertising in digital media continues to grow, there is an opportunity for the ad industry to recognize that truth and accuracy are paramount to consumers in all advertising media. Better communications about advertising standards online — namely, that the advertising standards apply online and offline — will also help Canadians view digital ads with less skepticism.

The Canadian advertising industry has an opportunity to build trust in online advertising. A majority of Canadians indicated that they would find an online ad more trustworthy if they knew the advertiser participated in a program that allowed consumers to opt-out of behaviourally-targeted ads.

The Canadian Self-Regulatory Program for Online Behavioural Advertising is one such program that can provide advertisers and marketers with an opportunity to inform Canadians about advertising standards online. A majority of Canadians said that they would welcome a program that allows them to opt-out of this type of advertising. Three-quarters expressed a strong interest in participating in such a program.



THE CANADIAN SELF-REGULATORY PRINCIPLES FOR ONLINE BEHAVIOURAL ADVERTISING

The Canadian Self-Regulatory Principles for Online Behavioural Advertising were developed by the Digital Advertising Alliance of Canada (the "DAAC"), a consortium of leading Canadian advertising and marketing associations, to apply consumer-friendly standards to online behavioural advertising across the web. Online behavioural advertising increasingly supports the content, services, and applications over the web that consumers have come to expect.

The Principles set out a consumer-friendly framework for the collection of online data in order to facilitate the delivery of advertising based on the preferences or interests of web users, in a manner consistent with applicable Canadian privacy laws and the core elements of the Self-Regulatory Principles for Online Behavioural Advertising created by the Digital Advertising Alliance in the United States.

The Principles are designed to preserve the innovative and robust advertising ecosystem that supports the vast array of free online content in Canada, and the ability to deliver relevant advertising to consumers, in a manner consistent with applicable Canadian privacy laws.

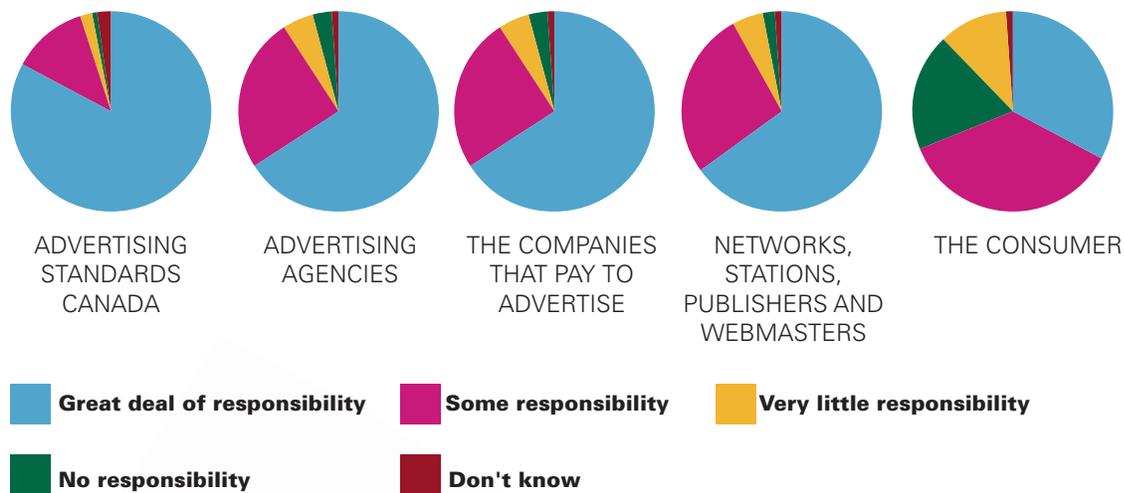
The Principles provide direct benefits to web users, in particular by creating a framework for the provision of consumer notices about online behavioural advertising on websites and within advertisements, and by creating simple mechanisms for accepting or declining OBA, even in circumstances where personal information may not be implicated. Web users may also make complaints about incidents of suspected non-compliance as part of an accountability program set out in the Principles.



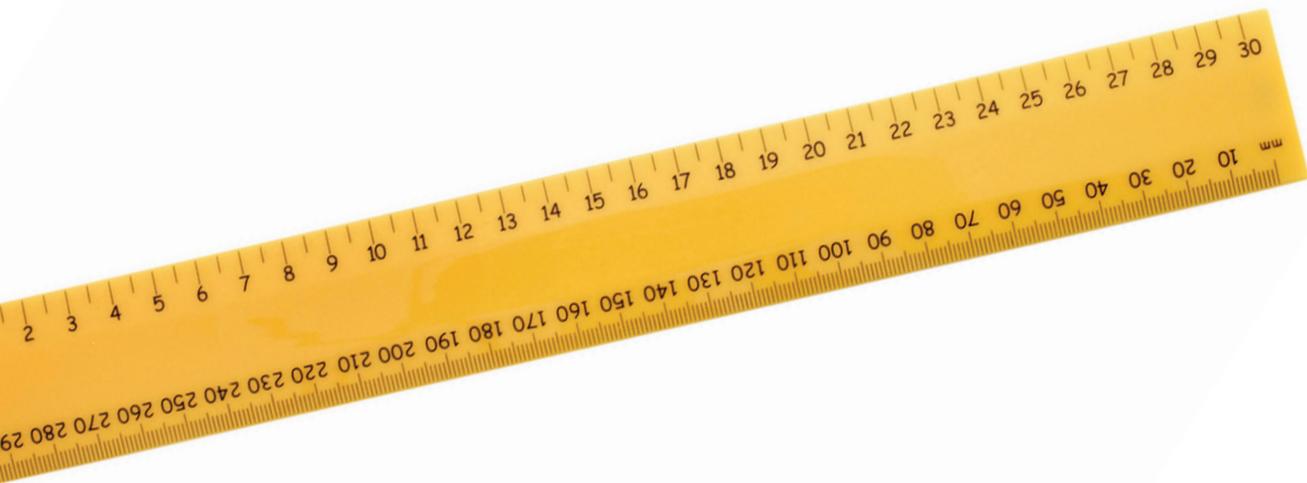
THE IMPORTANCE OF RULES AND REGULATIONS

There is almost universal agreement that it is extremely important that there be rules and regulations that advertisers follow, and eight-in-ten believe that such rules and regulations already exist. Those who are familiar with Advertising Standards Canada are even more likely to know about these industry standards.

HOW MUCH RESPONSIBILITY SHOULD EACH OF THE FOLLOWING HAVE IN ENSURING THERE ARE STANDARDS IN ADVERTISING AND THAT THOSE STANDARDS ARE MET?



While respondents feel confident about ASC's position as the national advertising self-regulatory body, they also believe there is a role here for all industry players. Roughly ninety percent of respondents said that advertising agencies, companies paying to have products advertised, as well as networks, stations and publishers should have at least some responsibility in ensuring standards are met.



HOW ASC CAN HELP

Four-in-five respondents believe Advertising Standards Canada should have a great deal of responsibility when it comes to ensuring that there are standards in advertising and that those standards are met. Three-in-five believe that ASC is doing a good job when it comes to ensuring standards are upheld — roughly the same number of Canadians who believe that networks, stations, publishers and webmasters are doing a good job.

Knowledge that an advertiser or agency is a member of ASC also strongly correlates to an increase in trust for an advertisement. Four-in-five respondents said that they would be more likely to trust an advertisement if they knew the advertiser was a member of ASC. This was true across all ages and both linguistic groups — although Francophones felt even more strongly than Anglophones about the level of trust they would place in an advertisement from an identified ASC member. Those who have recently seen or heard an ad that was “unacceptable” to them were much more likely to say they would trust an advertisement if they knew the advertiser was an ASC member.

THE ROLE OF ADVERTISING STANDARDS CANADA

Advertising Standards Canada administers the *Canadian Code of Advertising Standards (Code)*. This *Code* sets the standards for acceptable advertising in Canada. ASC’s “Truth in Advertising” public awareness campaign has resulted in a marked increase of awareness of this *Code*. Awareness of the *Code* goes hand-in-hand with an awareness of ASC, which is associated with greater confidence in Canadian advertising.

ABOUT THIS STUDY

In 2014, ASC commissioned the Gandalf Group to measure Canadians’ opinions about advertising. A September 2014 online survey of 1,000 adult Canadians¹, focused on understanding Canadians’ attitudes about advertising. An additional oversample to n=505 surveys were conducted in Quebec, in order to give a better understanding of how Francophone attitudes differ from Anglophones. A total of 1,275 Canadians participated in this study.

¹ A randomly recruited sample of this size would have a margin of error +/-3 percentage points, 19 times out of 20

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