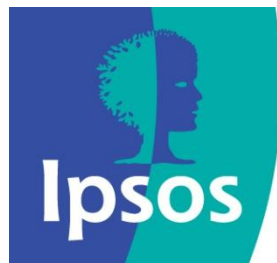


# Most (67%) Canadians Have Taken Advantage of New Anti-Spam Legislation to Consent on Receiving Emails from Organizations

Average Canadian Aware of Legislation Consents to 55% of Organization Emails

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## **Most (67%) Canadians Have Taken Advantage of New Anti-Spam Legislation to Consent on Receiving Emails from Organizations**

**Average Canadian Aware of Legislation Consents to 55% of Organization Emails**

**Ottawa, ON** – With new anti-spam laws in effect, a new survey conducted by Ipsos Reid on behalf of the Canadian Internet Registration Authority (CIRA) reveals that many Canadians are using the new laws to keep their inboxes clear of unwanted information sent by out by organizations.

Two in three (67%) Canadians 'agree' (33% strongly/34% somewhat) that they took advantage of the new anti-spam legislation and carefully selected which organizations they want to keep receiving information from. Just one in five (16%) 'disagree' (5% strongly/11% somewhat) that they have done so while another one in five (17%) don't know if they have.

- Middle-aged (ages 35-54, 71%) and senior (ages 55+, 71%) Canadians are more likely than their younger (ages 18-34, 56%) to agree that they've reviewed their email subscriptions

Overall, six in ten (62%) Canadians indicate that they are aware that the federal government passed new anti-spam legislation that requires any individual/business to obtain expressed consent from the recipients of their commercial electronic messages. Three in ten (28%) say they are not aware of this new legislation, while one in ten (10%) don't know if they're aware of it.

- Among those aware of the new legislation, more than eight in ten (84%) 'agree' (44% strongly/40% somewhat) that they took advantage of the new law by carefully selecting which organizations they wanted to keep receiving information from, compared to just one in ten (10%) who 'disagree' (2% strongly/7% somewhat) that they did this and 6% who don't know.



Among those who have received e-mails at home or at work from Canadian organizations and thinking about all the requests for consent they've received, the average Canadian e-mail user acknowledges providing consent to approximately 55% of organizations who have asked for it. This also indicates that the average Canadian e-mail user has denied consent to almost half of organizations it has received messages from.

With the new legislation firmly in place, most Canadians are confident that it will help de-congest their email inboxes. Six in ten (62%) 'agree' (18% strongly/44% somewhat) that they think the new anti-spam legislation will work and Canadians will start to get less spam in their inboxes, while a quarter (27%) 'disagrees' (7% strongly/20% somewhat) that it will create less spam. One in ten (11%) don't know if it will.

- Middle-aged (64%) Canadians and seniors (63%) are slightly more confident in the new legislation having an effect on cutting down spam compared to younger Canadians (59%)



*These are some of the findings of an Ipsos Reid survey conducted between August 19 to August 22, 2014, on behalf of the Canadian Internet Registration Authority (CIRA). For this survey, a sample of 1,000 Canadian adults was surveyed online via the Ipsos I-Say Panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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