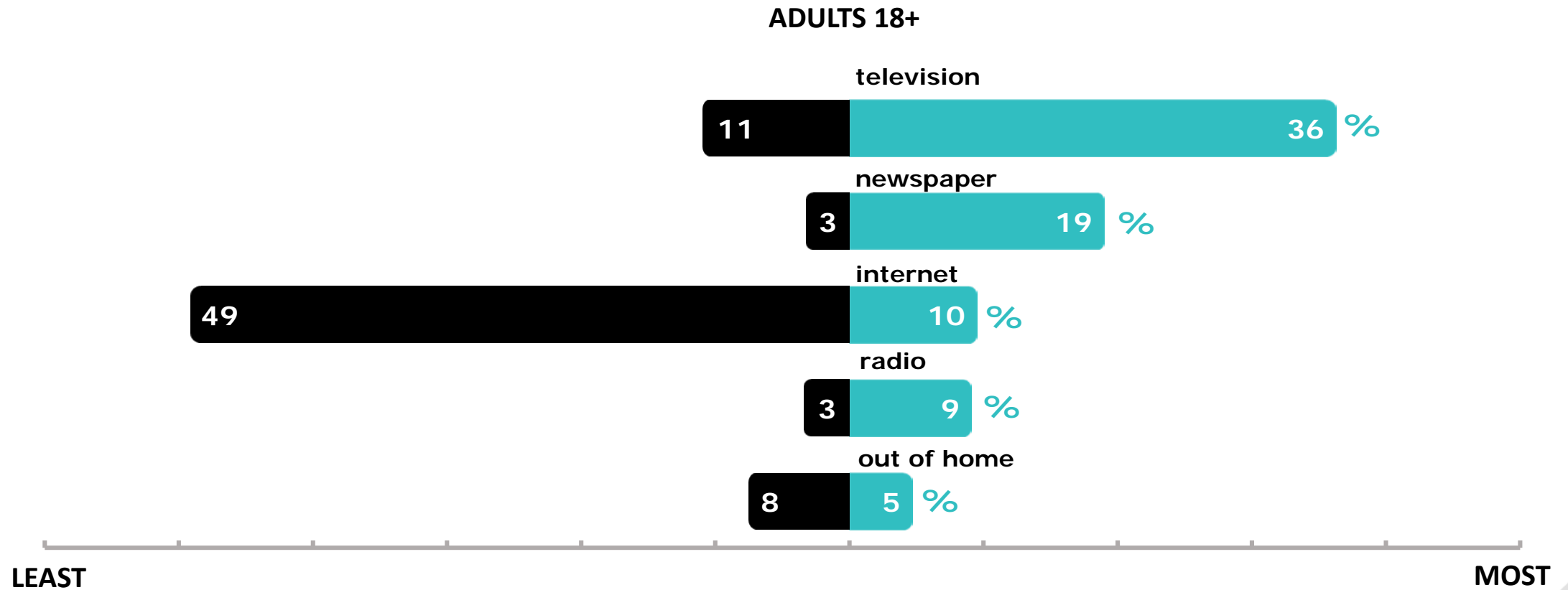


TRUST in advertising

June 2017

tv advertising is the most trusted

Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



["Report: Concern for Fake News is Real"](#)

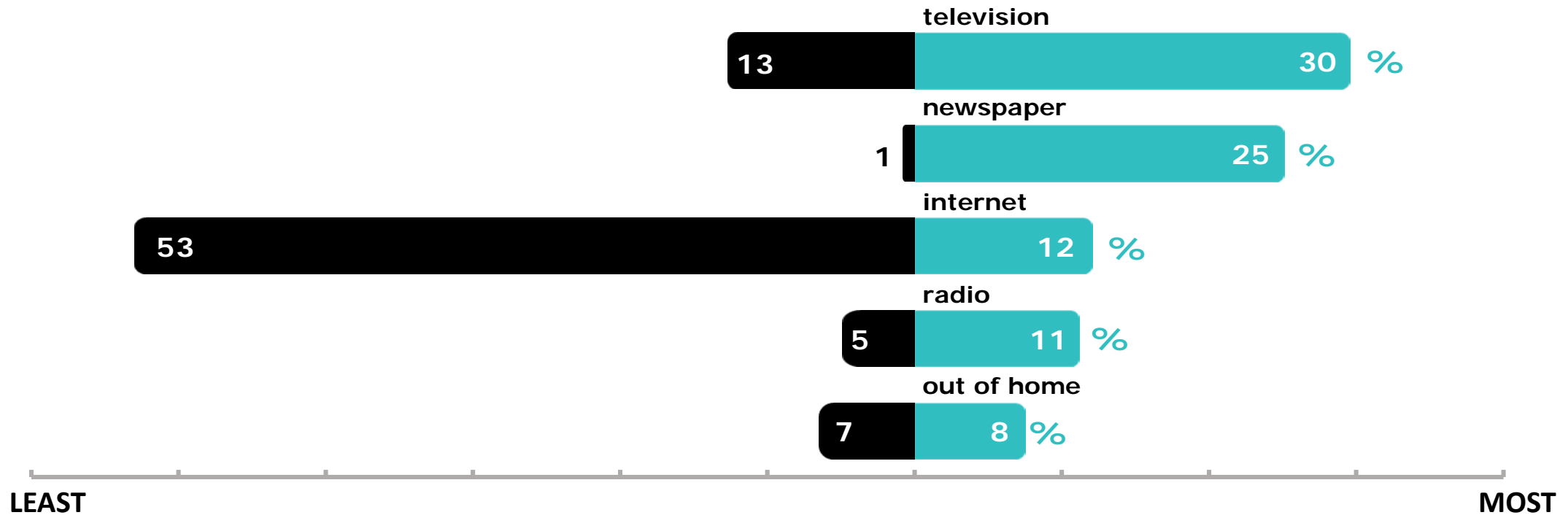
Source: nlogic, omniVu, National, June 2017.

millennials agree:

saying TV advertising is the **most trustworthy**, while internet advertising is the least trustworthy

*Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?*

ADULTS 18-34



["Report: Concern for Fake News is Real"](#)

Source: nlogic, omniVu, National, June 2017.

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