

trust in media

tv is the most trusted medium

Social media is least trusted

Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

Least Trustworthy

11%



Most Trustworthy

70%

21%



ONLINE VIDEO

12%

60%



SOCIAL MEDIA

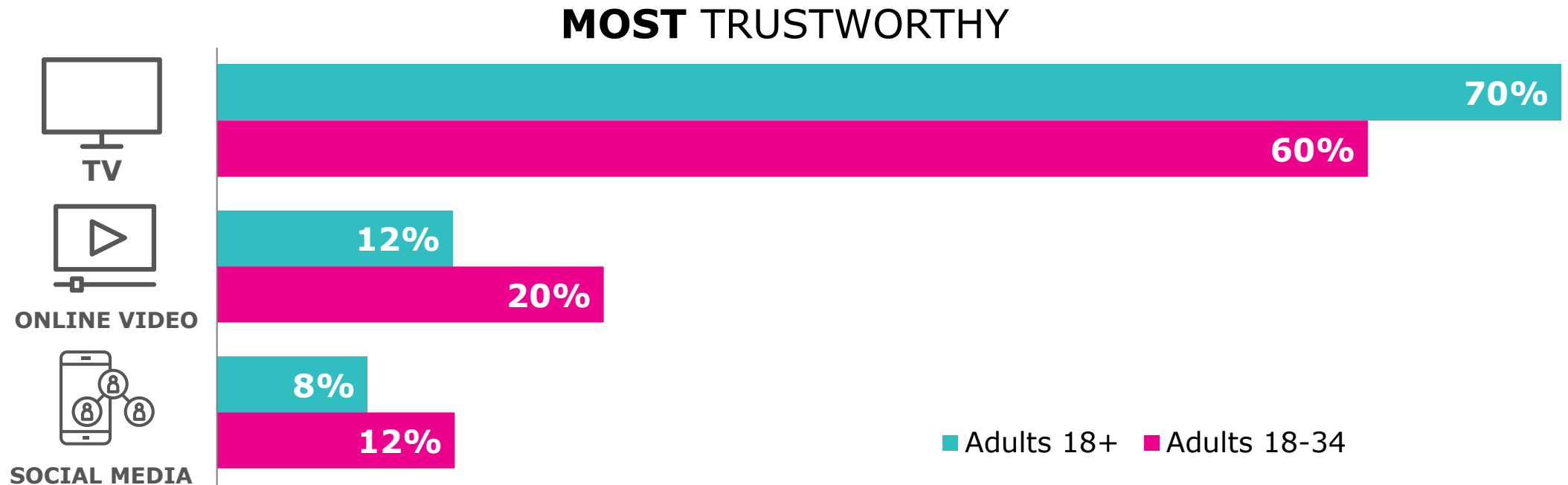
8%

Don't know 7% / Refused 1%

Don't know 9% / Refused 2%

tv is most trusted across all demos

Which one of the following media carries video advertising that you believe to be most trustworthy?

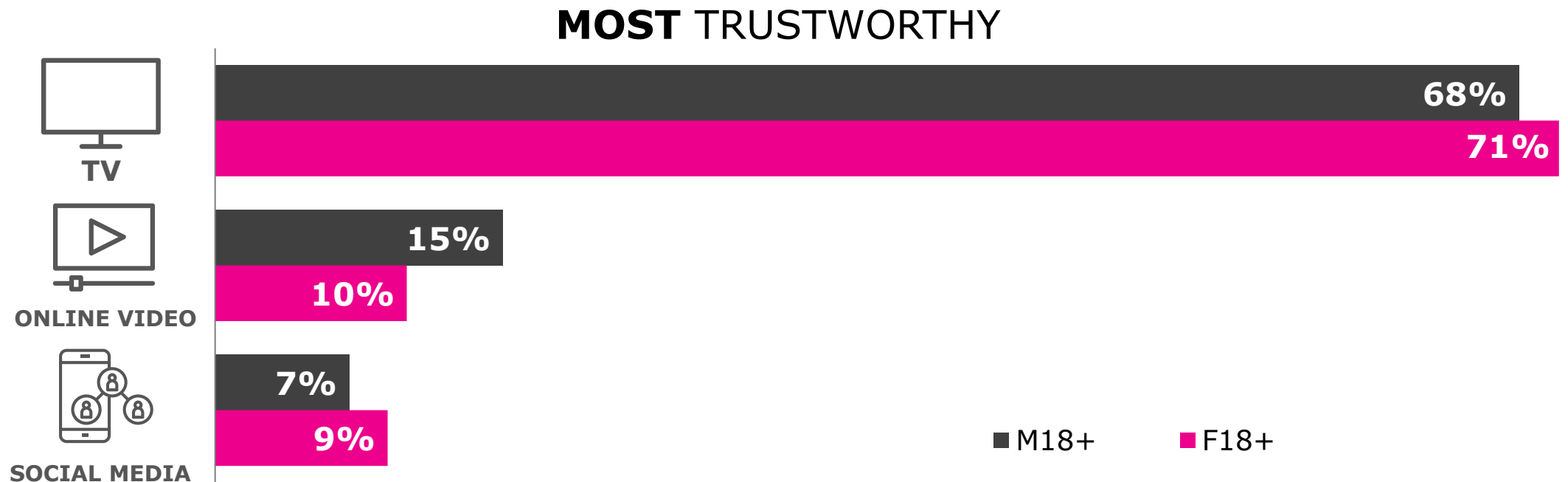


Don't know/ Refused 18+ 11% / 18-34 9%

tv is the most trusted medium

across genders

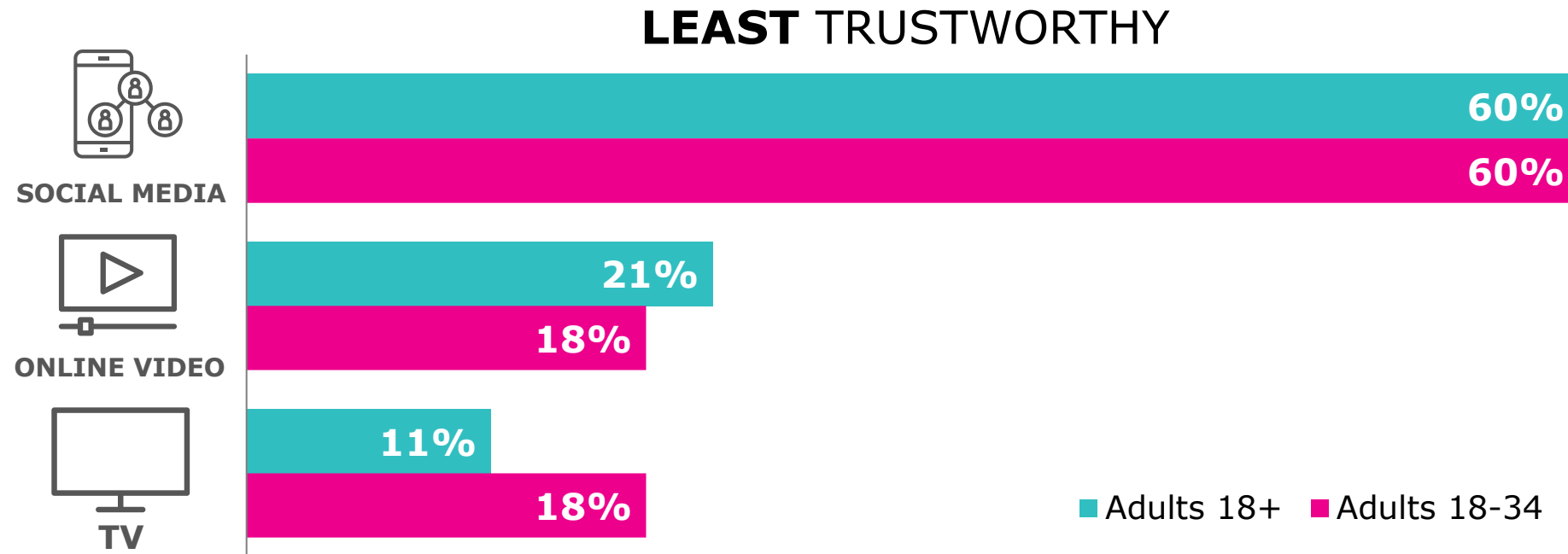
Which one of the following media carries video advertising that you believe to be most trustworthy?



Don't know/ Refused A18+ 11% / M18+ 11% / F18+ 11%

Canadians find social media least trustworthy

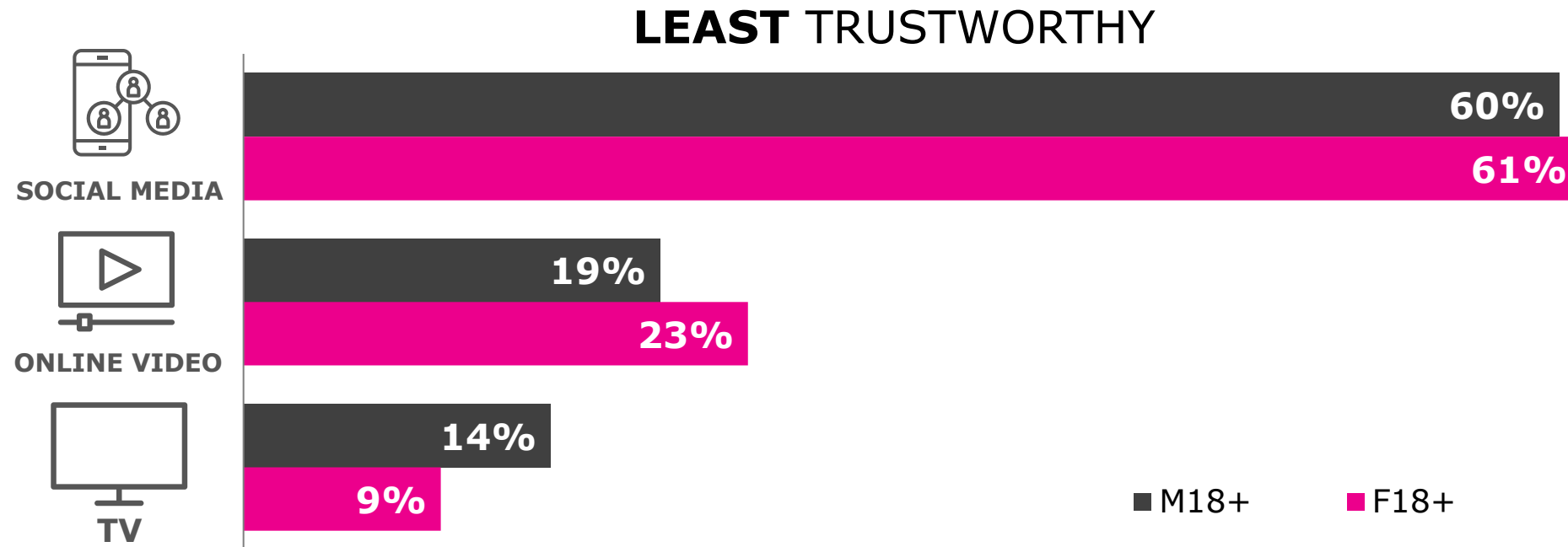
Which one of the following media carries video advertising that you believe to be least trustworthy?



Don't know/ Refused 18+ 8% / 18-34 4%

Canadians find social media least trustworthy

Which one of the following media carries video advertising that you believe to be least trustworthy?



Don't know/ Refused A18+ 8% / M18+ 7% / F18+ 7%

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