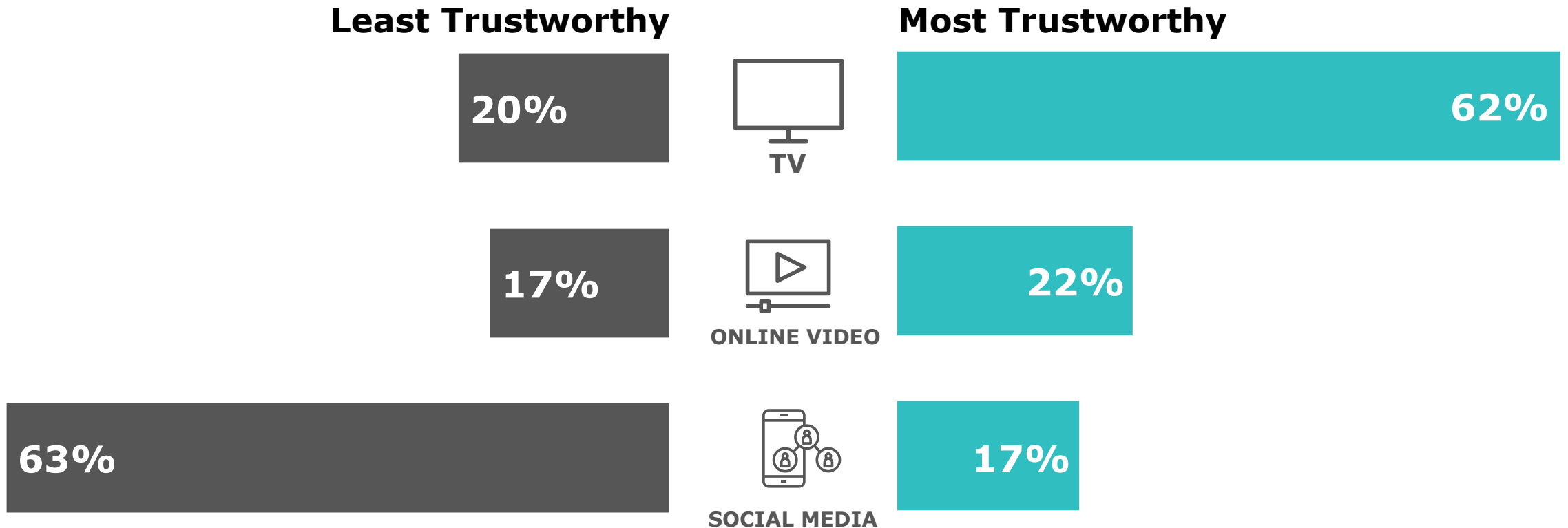


# trust in media

# tv is the most trusted medium

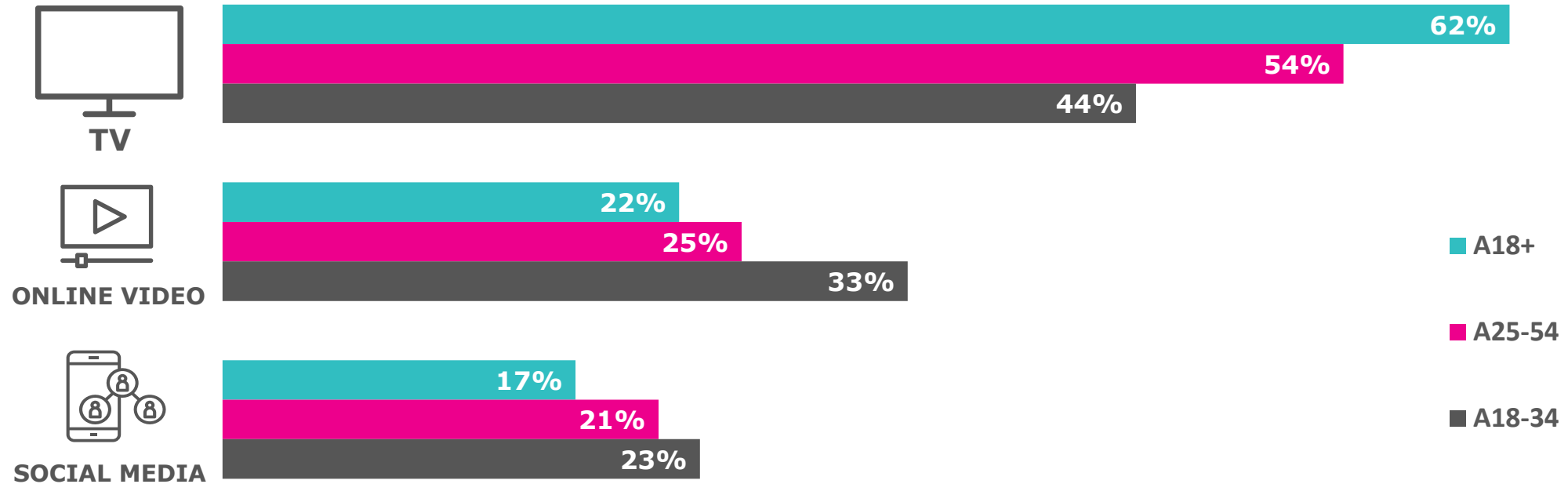
(while social media is the least trusted)



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

# tv is the most trusted video medium

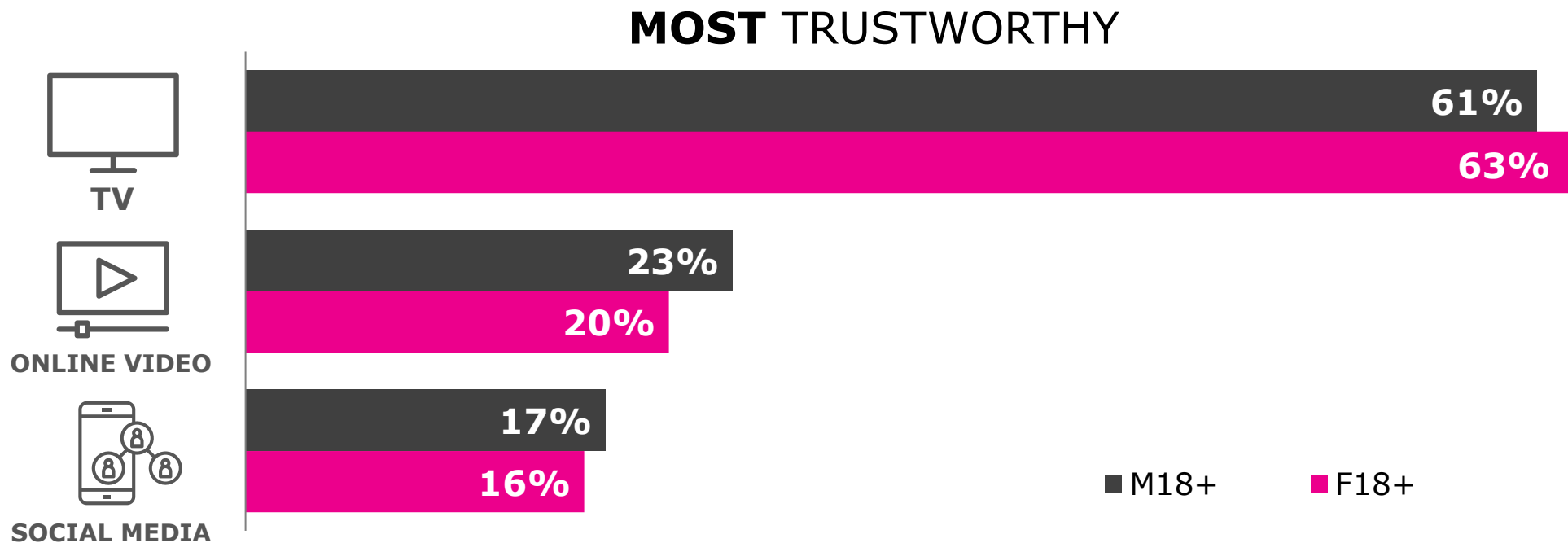
across every demo (& by a long shot)



Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY?**

# tv is the most trusted medium

for both men and women



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

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**info@thinktv.ca**

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