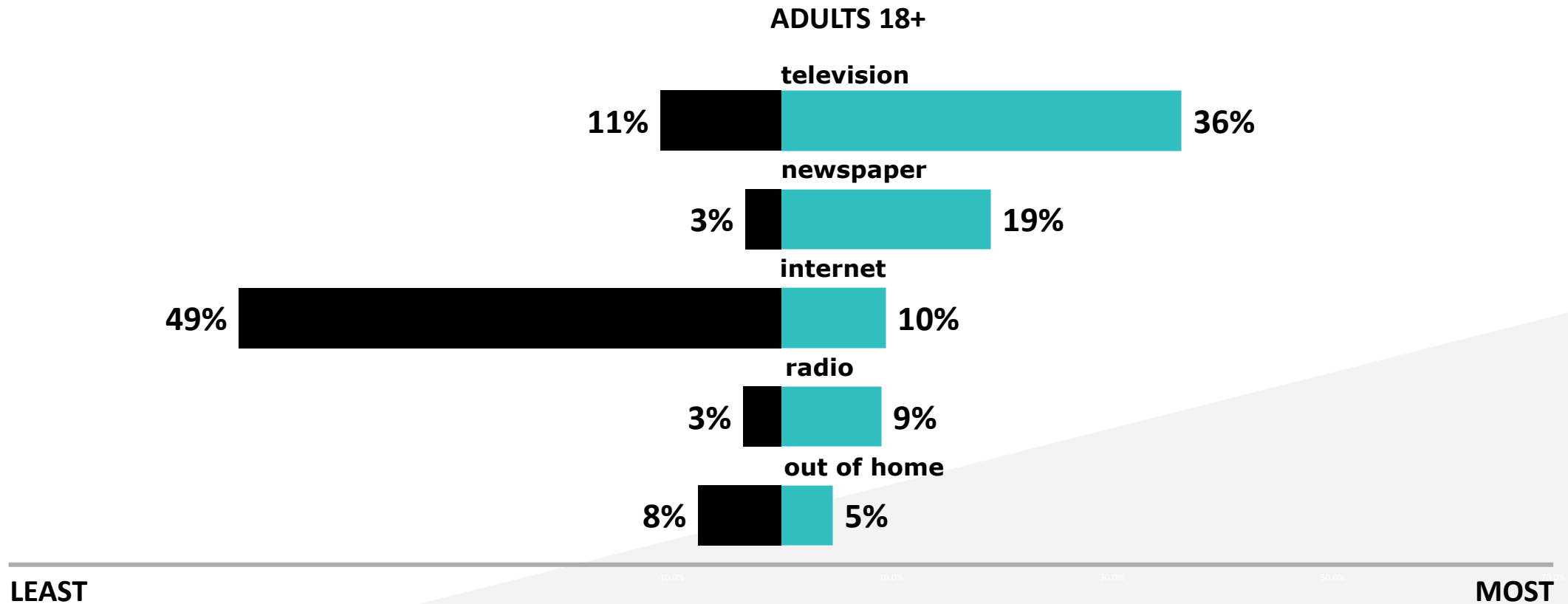




TRUST in advertising

tv advertising is the most trusted

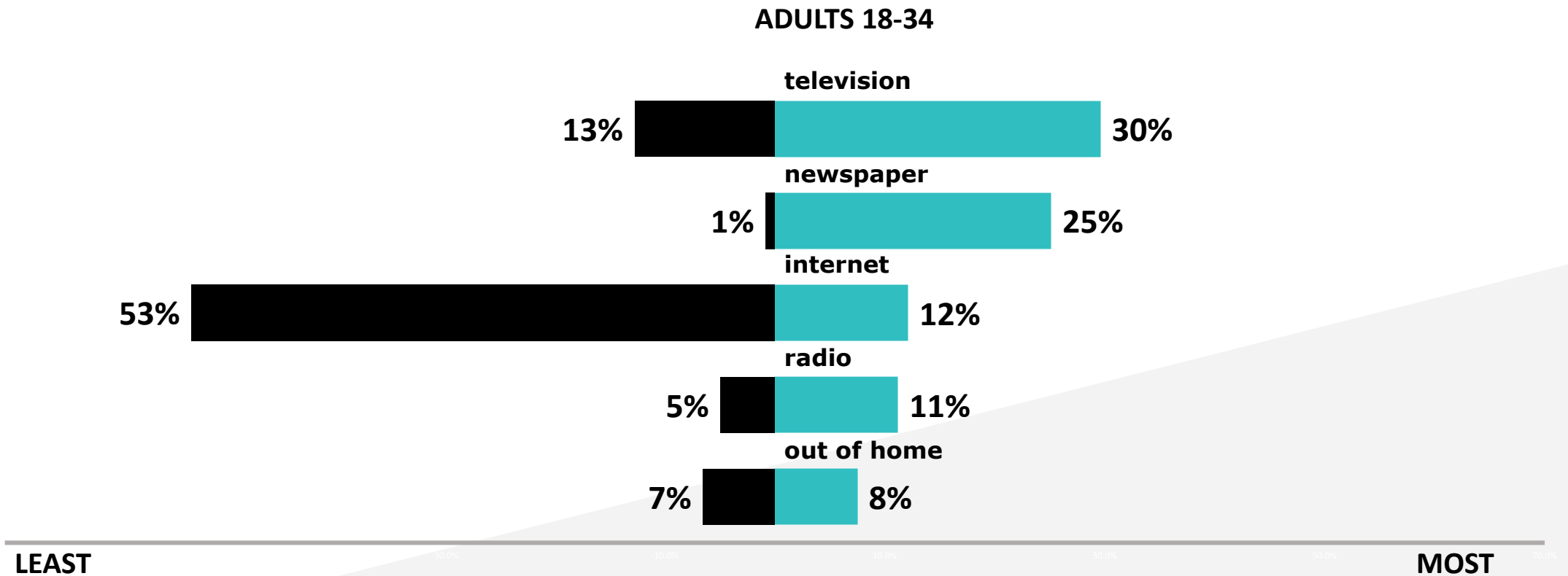
Q: Which one of the following media carries advertising that you believe to be the **most trustworthy**? The **least trustworthy**?



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**?



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