

US adults find print and TV ads more trustworthy than social media ads

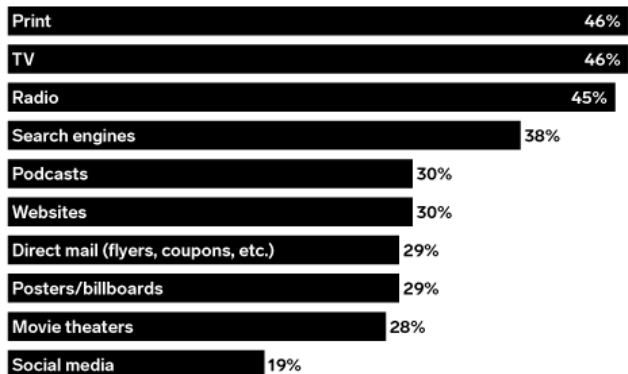
Article

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While the majority of US adults don't particularly trust any form of advertising, **nearly half** said they trust **print, TV, and radio ads**. Meanwhile, **fewer than 1 in 5 US adults** said they trust social media ads.

Types of Advertising US Adults Find Trustworthy, Jan 2021

% of respondents



Note: ages 18+ who selected very/somewhat trustworthy

Source: YouGov, "Global Study: Which Types of Ads Do People Trust?" commissioned by Campaign, Feb 5, 2021

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