## SIXTY PERCENT OF ADULTS 35-49 CONSIDER RADIO SPOTS VERY OR SOMEWHAT TRUSTWORTHY



局年 APPS/WEBSITES ${ }_{\text {[excluding Social] }}$
구 SOCIAL MEDIA


Very Trustworthy CONSUMERS TRUST RADIO MORE THAN DIGITAL

Share of users who trust content on each media platform


How trustworthy would you consider the ads you experience on the following platforms?

