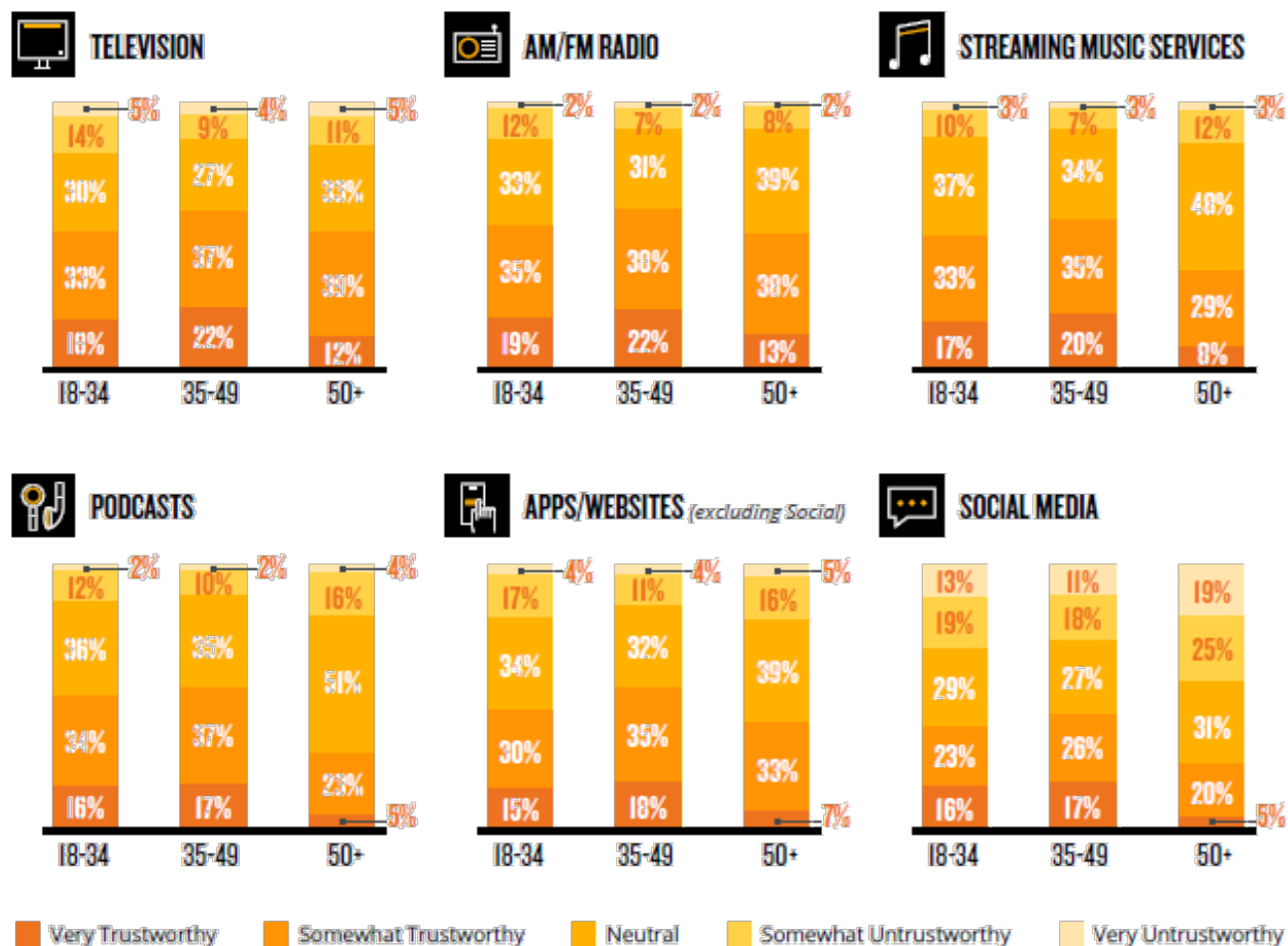
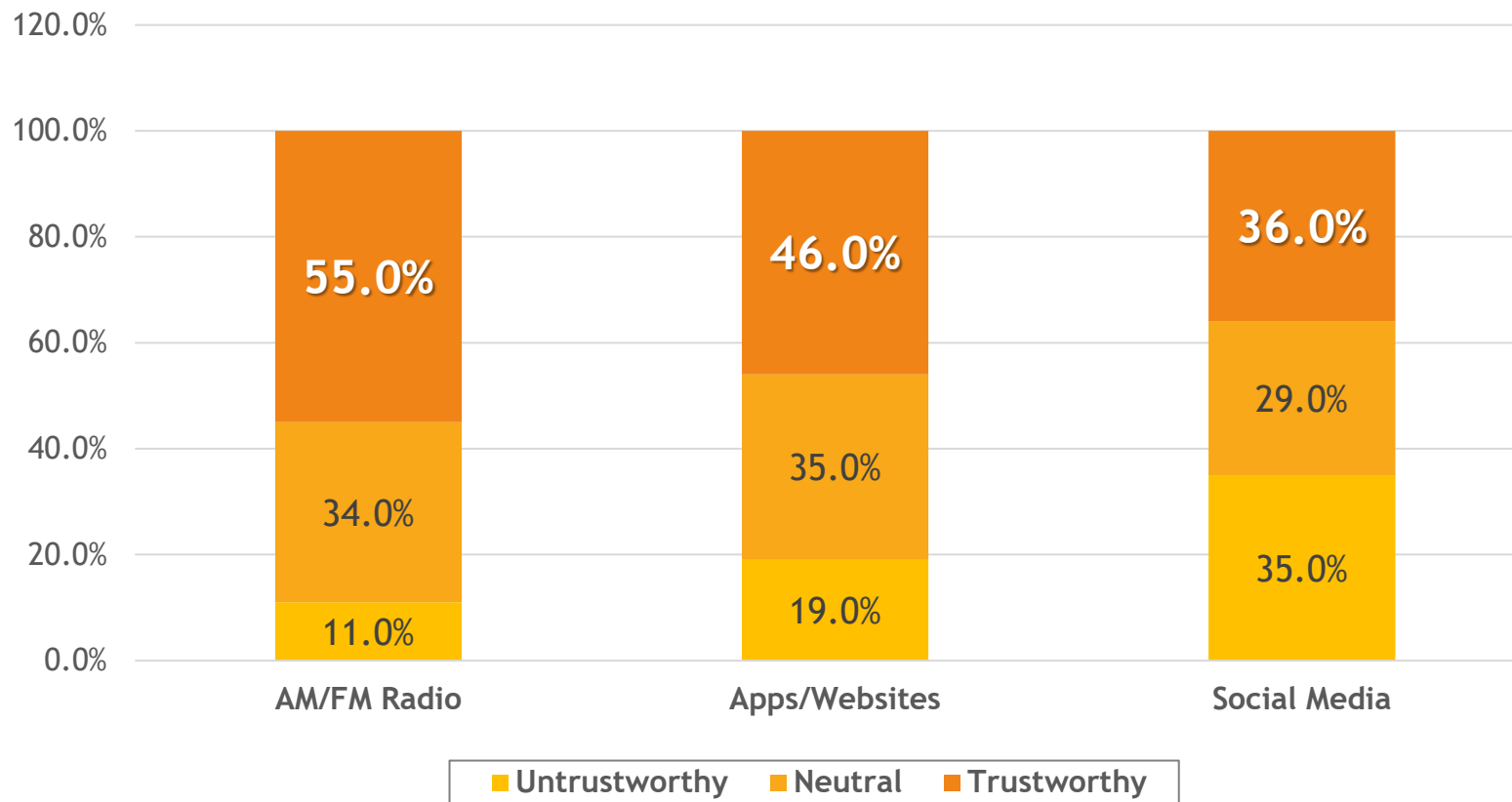


# SIXTY PERCENT OF ADULTS 35-49 CONSIDER RADIO SPOTS VERY OR SOMEWHAT TRUSTWORTHY



# 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?