

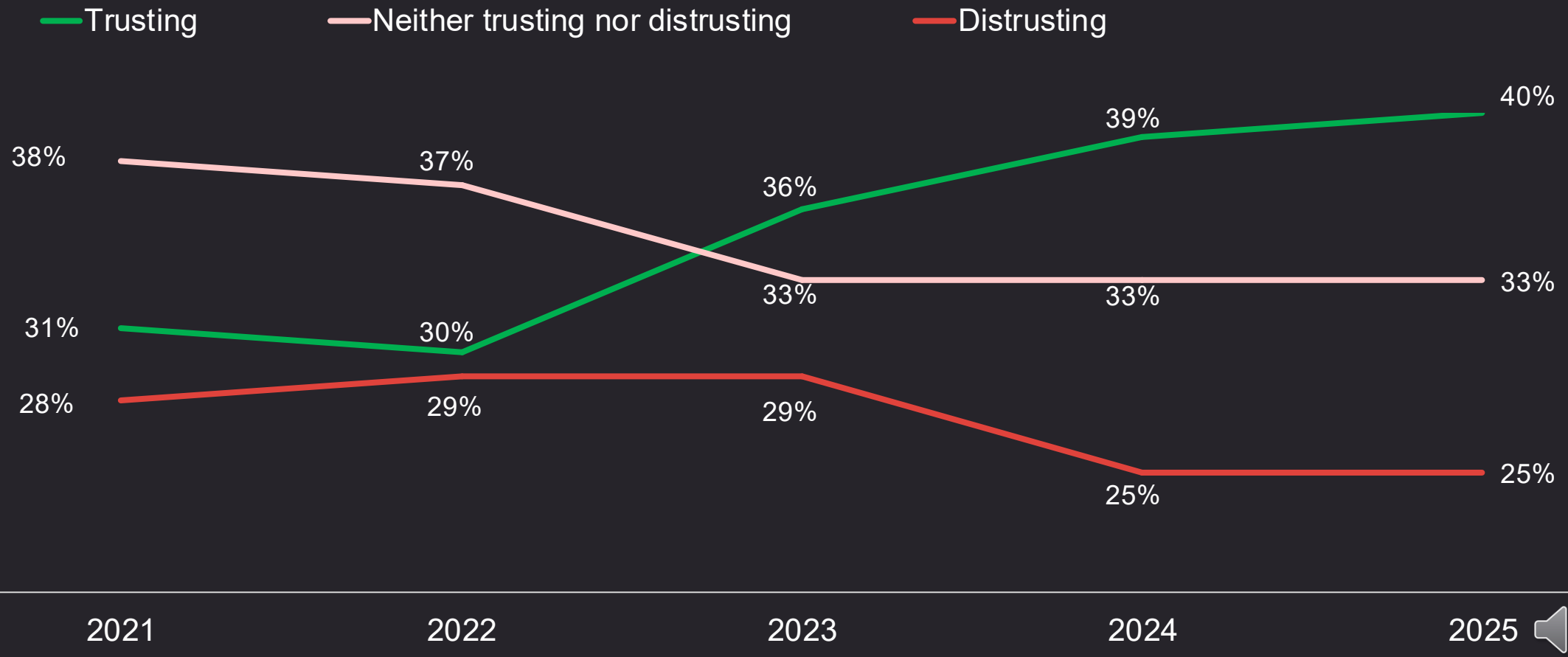
# Public Trust in Advertising



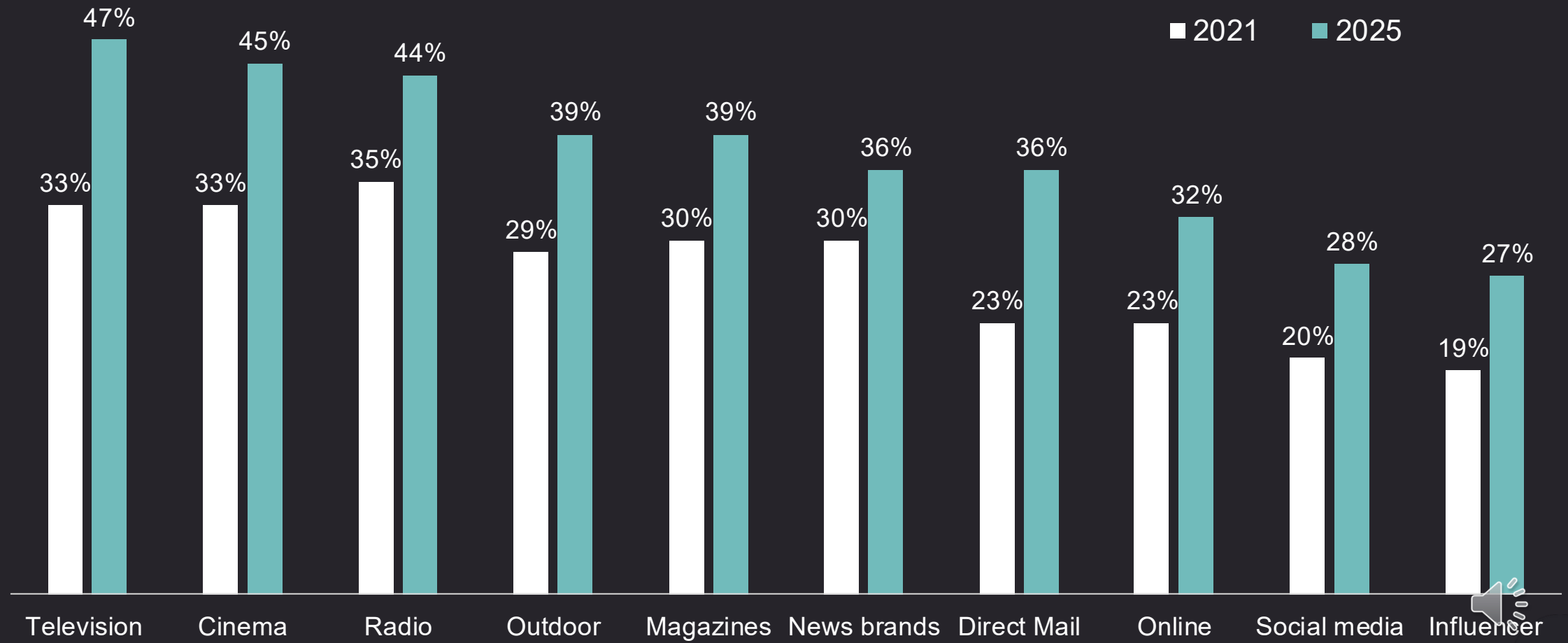
Dan Wilks  
Director, Credos

 Dan Wilks

# Public trust in ads continues to grow

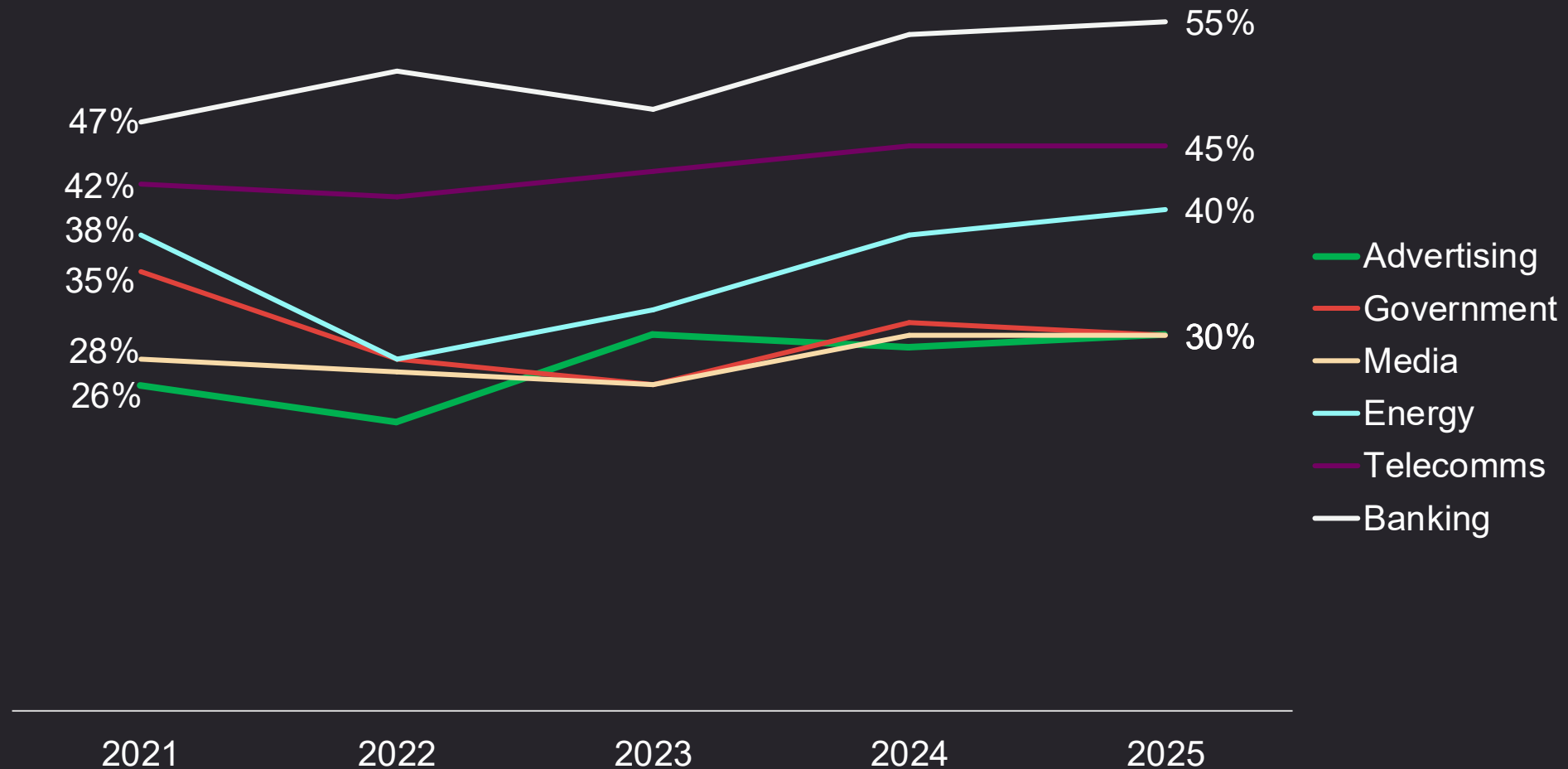


# And trust in advertising has increased across all channels

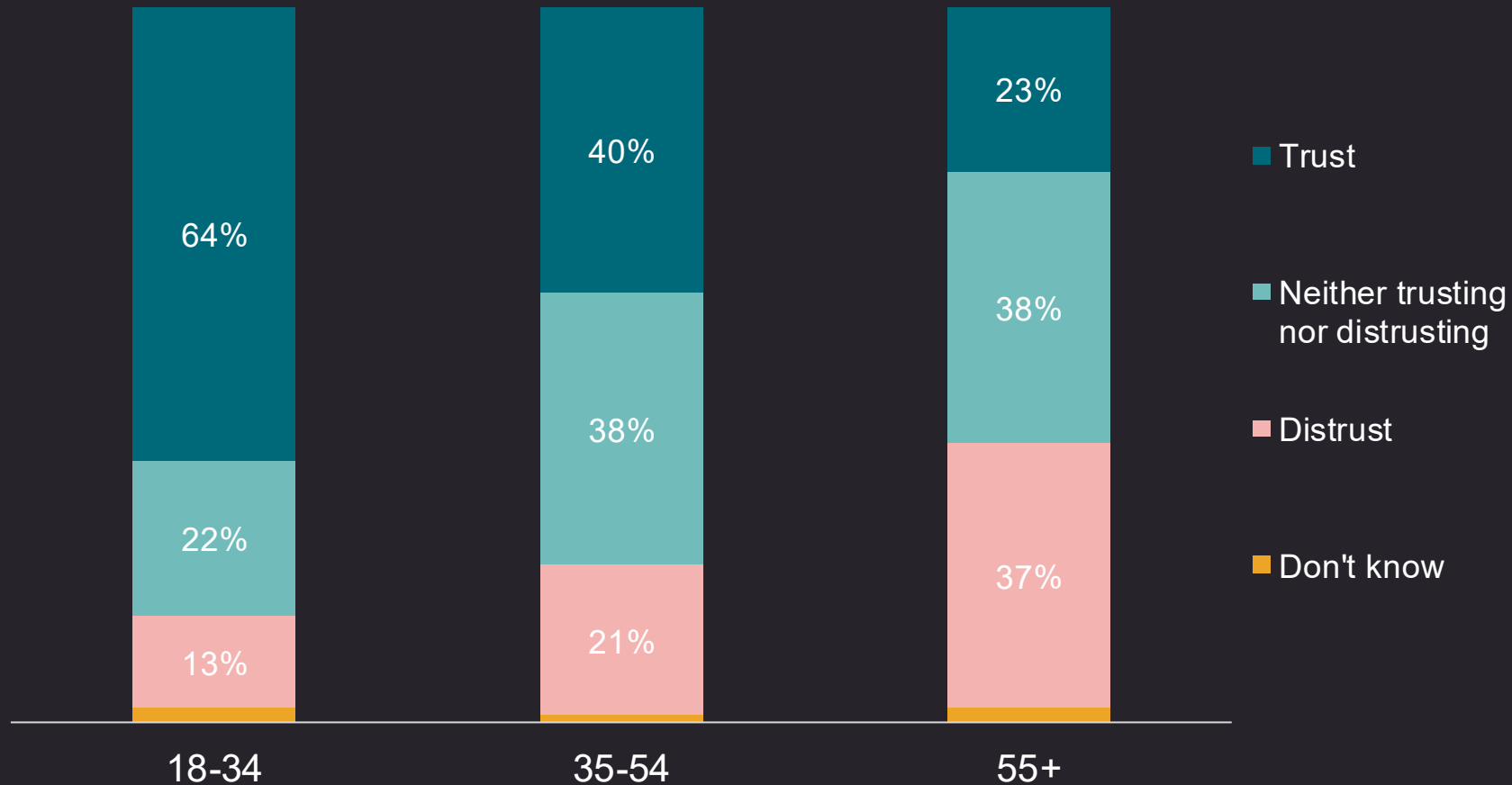


Source: Credos Trust Tracker

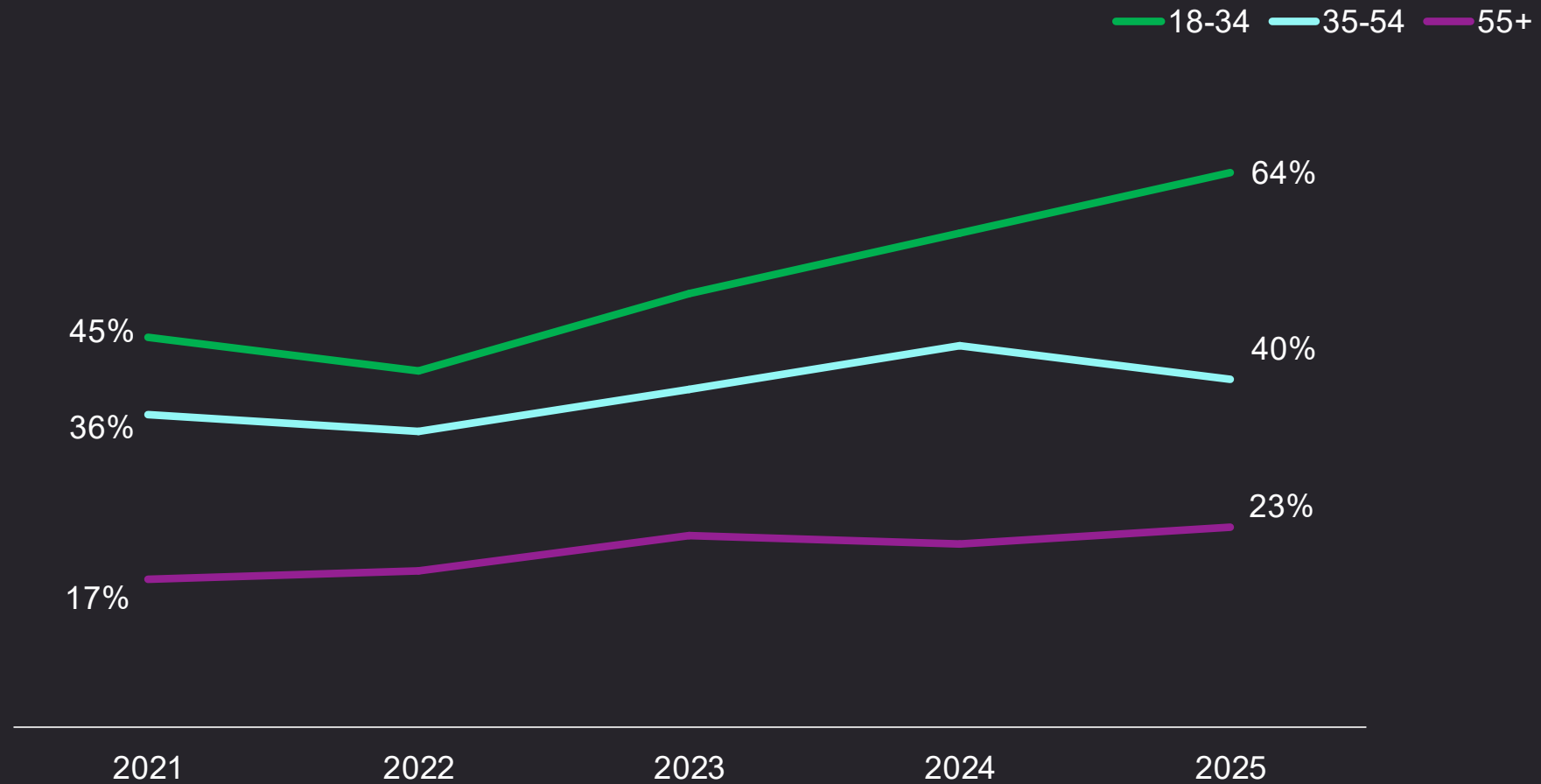
# Trust in the ad industry has also increased over the past 5 years



# Trust amongst the young and old is very different



# Increasing trust being driven by younger age groups

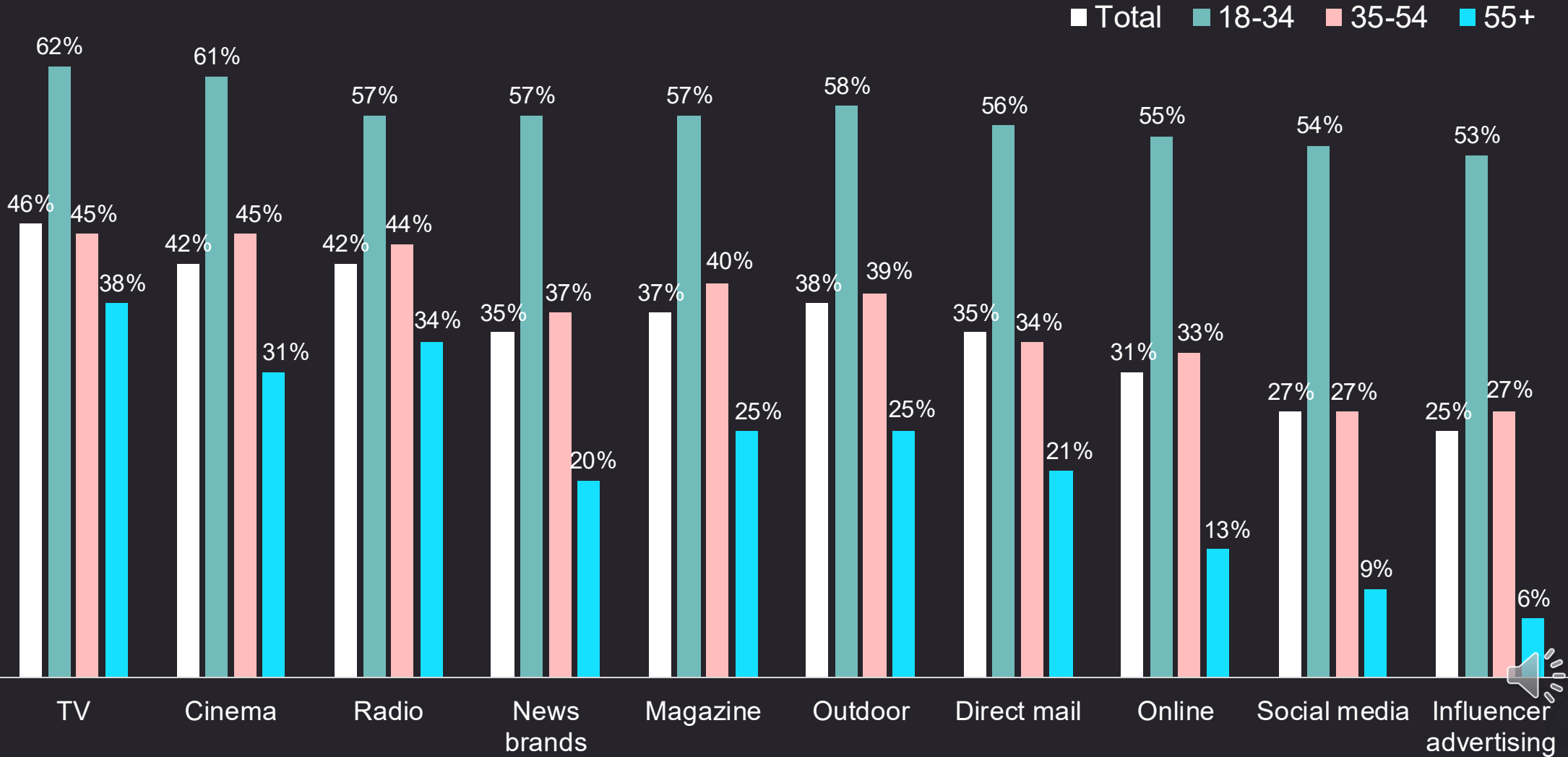


Source: Credos Trust Tracker



00:00:00

# A generational digital trust divide



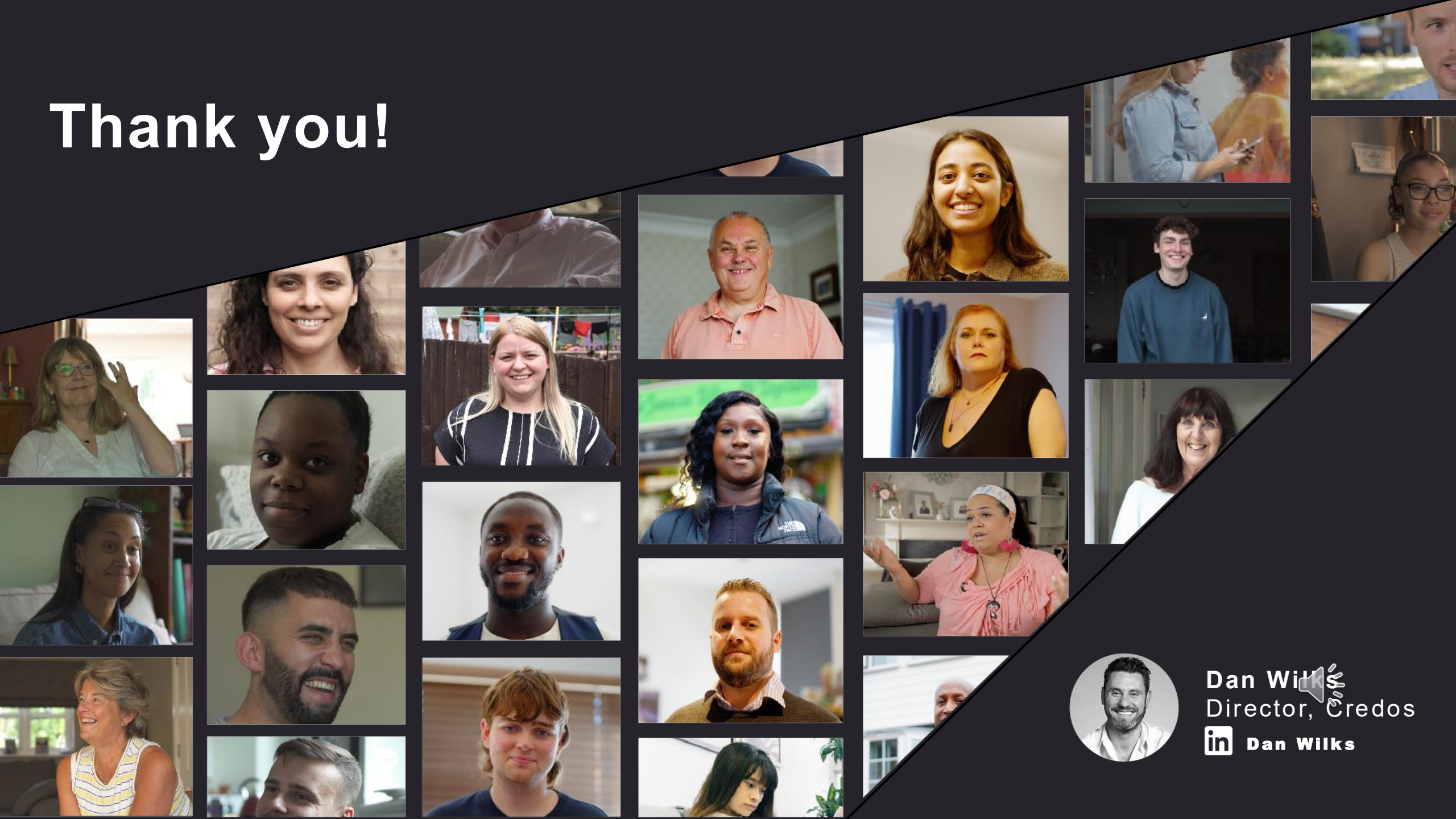
Source: Credos Trust Tracker

# 3 key takeaways:

1. Trust in ads is up and across all channels
2. Trust in ads and the industry is diverging
3. Generational digital divide exists



# Thank you!



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Director, Credos

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