

Nielsen Trust in Advertising

What is the Nielsen Trust in Advertising Study?

Nielsen global study focusing on the attitudes of consumers around advertising. The study takes a look at views across demographics and industries to help empower marketers and media owners with data and analytics to better discover, understand and engage diverse audiences.

U.S. Highlights



Recommendations from people they know (89%) is the most trusted channel



Top 5 message types: Humorous, real-life situations, family oriented, value-oriented, pets/animals



Recommendations from people they know and solicited emails are almost 2x more likely to generate action

Key insights you can learn:

- Which messaging themes resonate most with consumers?
- Do consumers trust recommendations from advertisers?
- Which actions are taken as a result of the advertising seen?
- What are the most trusted sectors in advertising?
- What activities are consumers open to from advertisers?

Research design:

TARGET: Adults 15+

METHOD: Online Survey

COVERAGE: 17 industries; 50+ countries

SAMPLE : 2,000

Actionable insights:

Interactive online dashboard; access anytime from anywhere.

Reach out to neal.bonner@nielsen.com to learn more about the insights you can capture from this study

Data is available by age, gender and type of advertising

Multiple reporting options available. Choose from combined insights across the globe or for up to all 57 countries.