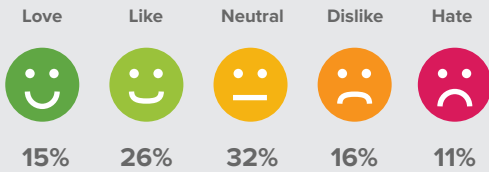
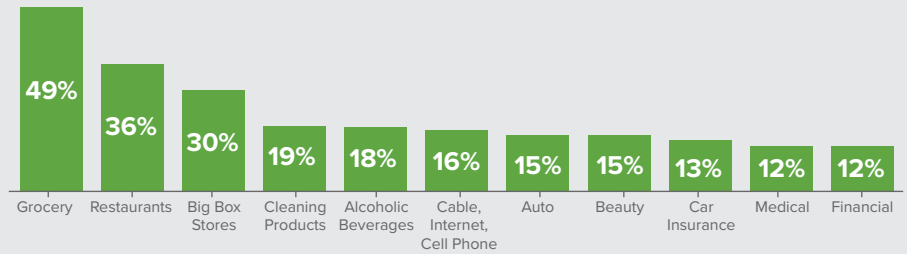


Taking a Pulse on Advertising

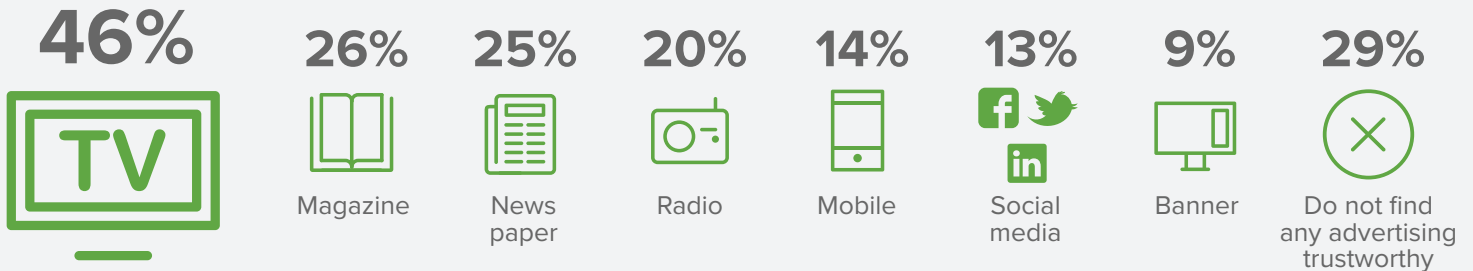
When asked about their feelings towards advertisements, 41% of U.S. adults are positive.



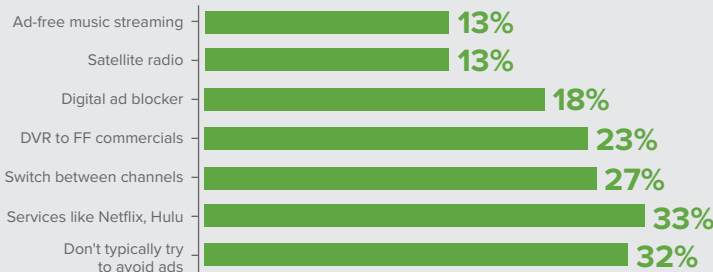
Trust in advertising among survey respondents varies by the product or service that is being advertised.



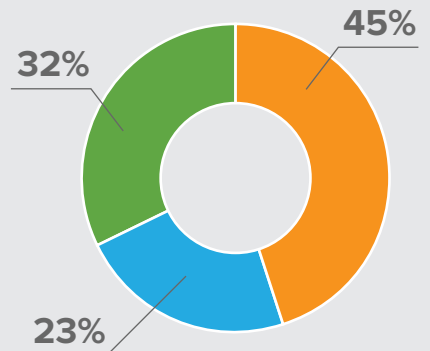
Where advertisements are run also impacts how trustworthy consumers find them to be. Television advertisements are trusted by more survey respondents than any other common advertising medium.



According to survey findings, the majority of U.S. adults typically try to avoid advertisements. Streaming services such as Netflix and Hulu are the most common method to avoid ads.



Over 80% of consumers interviewed watch videos on YouTube. Among them, 55% watch the pre-roll ads at least some of the time.



■ Watch most of the time ■ Watch some of the time ■ Always skip as soon as I am able

3 most annoying or intrusive types of ads according to respondents:

51% Online ads such as banner and pop up

32% Ads on social networking sites

31% Mobile ads



When ads go bad

The brands below have faced criticism for tone-deaf advertising. Survey results show most people are either unfamiliar with or unaffected by the controversial ads.

