

# TRUST IN ADVERTISING

A CANADIAN PERSPECTIVE  
MAY 2007

## About the Survey

The Nielsen Global Omnibus surveys more than 26,000 Internet users around the world every six months - representing a global online population of close to one billion consumers. The survey gathers opinions over 47 countries across 15 time zones.

Canadian marketers have a seemingly endless variety of channels through which to advertise their products. From print ads and television commercials to leading edge text message advertising and online banners, there is no shortage of ways to gain exposure for a product or deliver messages to consumers. But which method do Canadian consumers rely on the most and which types of marketing messages are they most likely to believe?

To what extent do you trust the following forms of advertising? (% answering “trust completely” or “trust somewhat”)

	Global	Canada	United States
Text ads on mobile phones	18	16	21
Online banner ads	26	32	26
Search engine ads	34	37	37
Ads before movies	38	37	44
Email I signed up for	49	60	62
Brand sponsorships	49	52	53
Radio	54	67	65
Magazines	56	61	64
TV	56	65	64
Brand Websites	60	57	61
Consumer opinions posted online	61	61	66
Newspapers	63	71	73
Recommendations from consumers	78	79	80
Average Trust Response	49	53	55

The most recent Nielsen Global Omnibus survey of consumers identified that in comparison to their counterparts in 41 other countries, Canadians are slightly more trusting of advertising in general than our international counterparts are, but we are not quite as trusting as consumers in the United States.



By far the most trustworthy form of advertising for Canadian, American and Global consumers is a recommendation from other consumers, the tried and true “word of mouth” channel.

In North America, newspaper advertising receives very high ratings for trustworthiness, in comparison with the perceptions of global consumers which are lower for newspaper ads. Television, magazine and radio advertising also rate as more trustworthy by Canadian and American consumers than by consumers in other countries.

Canadian and American consumers rate email brand newsletters (i.e. email they had signed up to receive) as much more trustworthy than do their global counterparts.

Overall, Canadians remain somewhat wary of newer forms of advertising, such as text ads, banner ads, and search engine ads. However, their trust ratings of some of these new modes are higher than those of other global consumers. This may be an indication that Canadians are willing to be convinced about the trustworthiness of newer methods of branding messages. It’s unlikely however that a good recommendation from a friend will ever completely fall out of favour when it comes to trust!

