

Nielsen Trust in Advertising

Nielsen's Trust in Advertising study is an international reaching insights study that gauges consumer sentiment toward paid, owned and earned advertising media.

The survey is designed to deliver in-depth insight into consumer perception around ad formats, messaging and channels in order to better understand what precipitates trust, and as a consequence, consumer action. The 2021 Trust in Advertising study highlights which channels perform most effectively, which formats resonate most strongly and those that have room to grow.

Global Highlights



Trust in advertising shows stronger results in Africa & Middle-East & Latin America than North America and Europe



Millennials and Gen X trust advertising more than any other generation



88% of respondents most trust recommendations from people they know

Key insights you can learn:

- To what extent do consumers trust the advertising?
- What types of advertising messages resonate most with your audience?
- Which sectors are trusted in advertising?
- To what extent do consumers take action after seeing or hearing the advertising?

About this study

Coverage: 56 countries

Regions: Asia Pacific, Europe, Middle East/Africa, North America, Latin America

Demographic: Population of 15+, by age group, by gender



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