

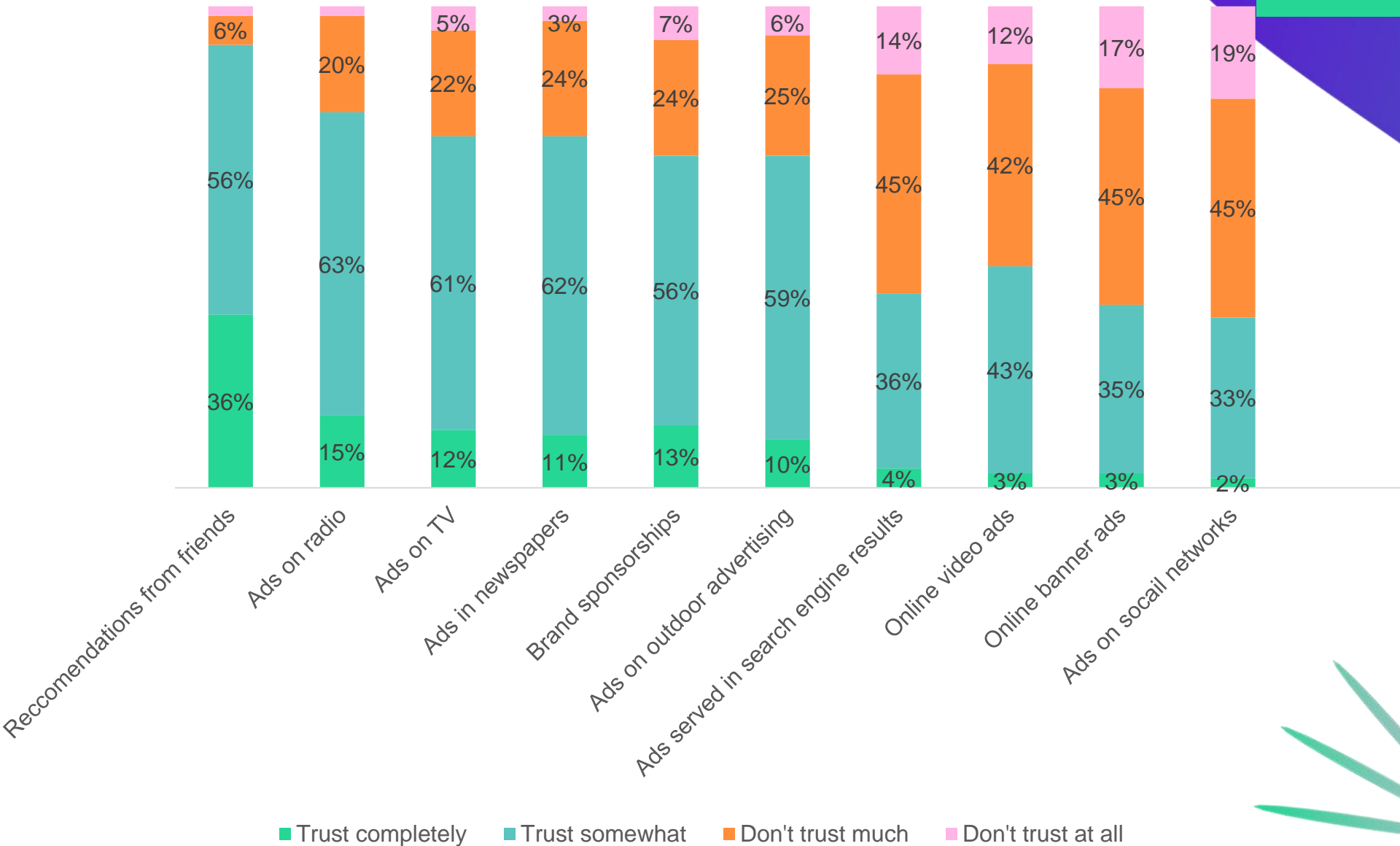
Trust in Advertising

17th June 2022

Advertising on Irish radio is highly trusted while there is significantly lower trust levels with online advertising formats

To what extent, do you trust the following forms of advertising?

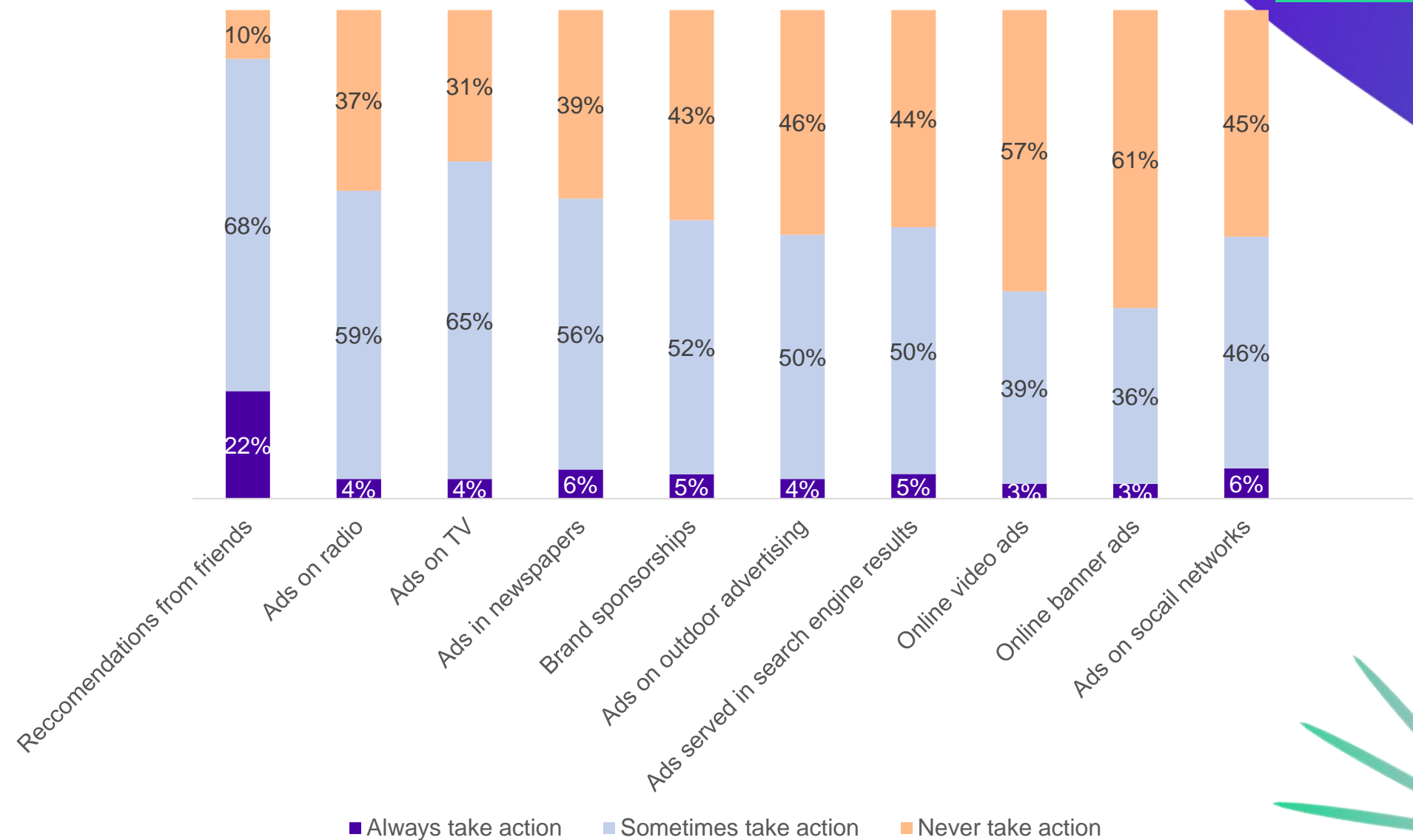
Source: Nielsen 2021 Trust in Advertising Study – Ireland data released June 2022



63% of adults say they take action having heard ads on Irish radio, only 39% take action following online video ads

To what extent, do you take action because of the following forms of advertising?

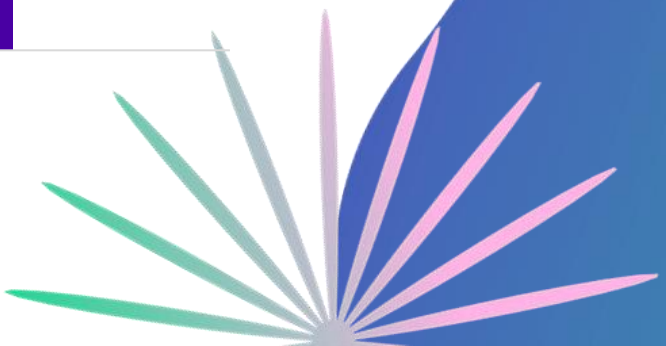
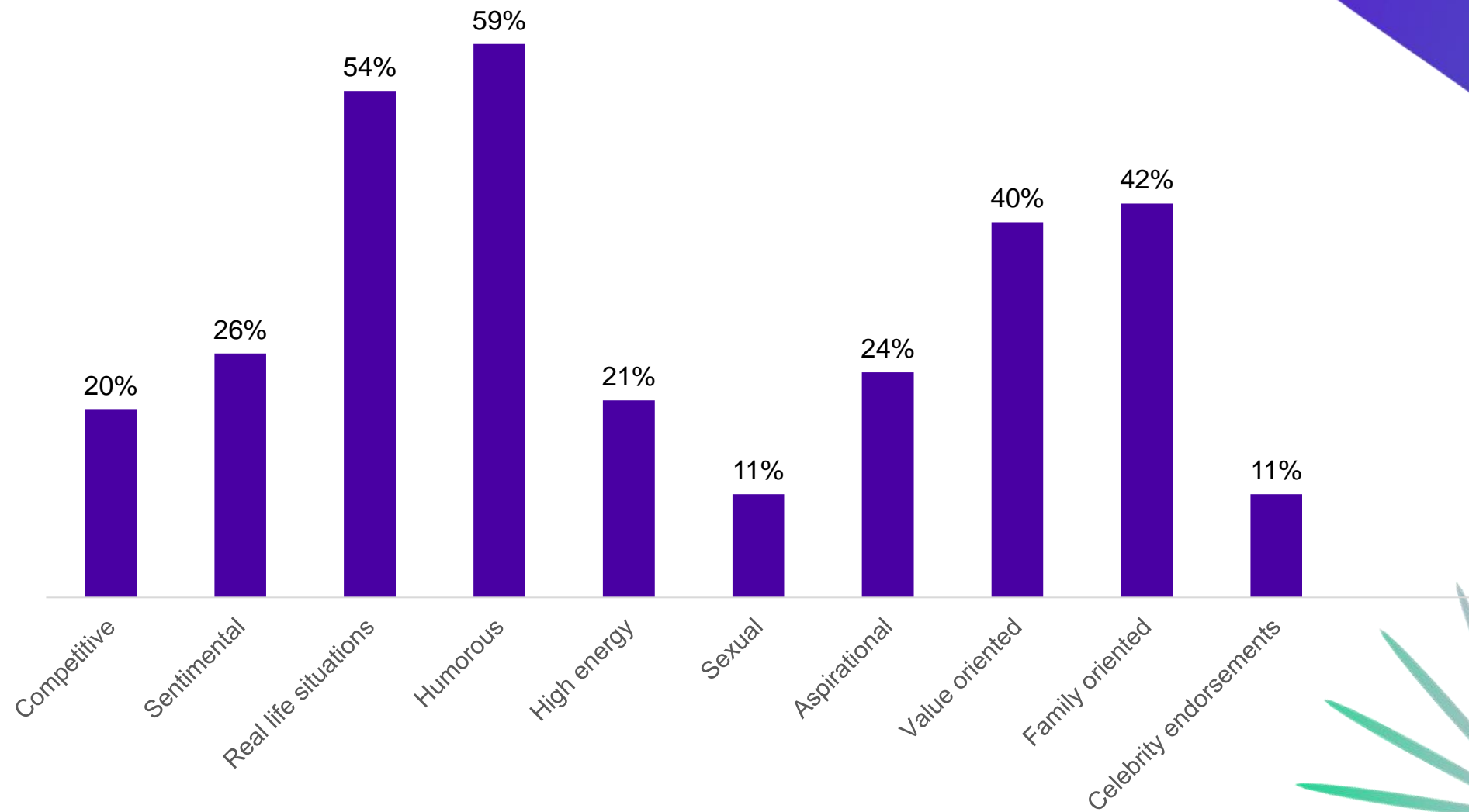
Source: Nielsen 2021 Trust in Advertising Study – Ireland data released June 2022



Irish adults claim that real life situations and humorous advertising resonates most with them

What types of advertising messages resonate most with you?

Source: Nielsen 2021 Trust in Advertising Study – Ireland data released June 2022





RADIOCENTRE IRELAND