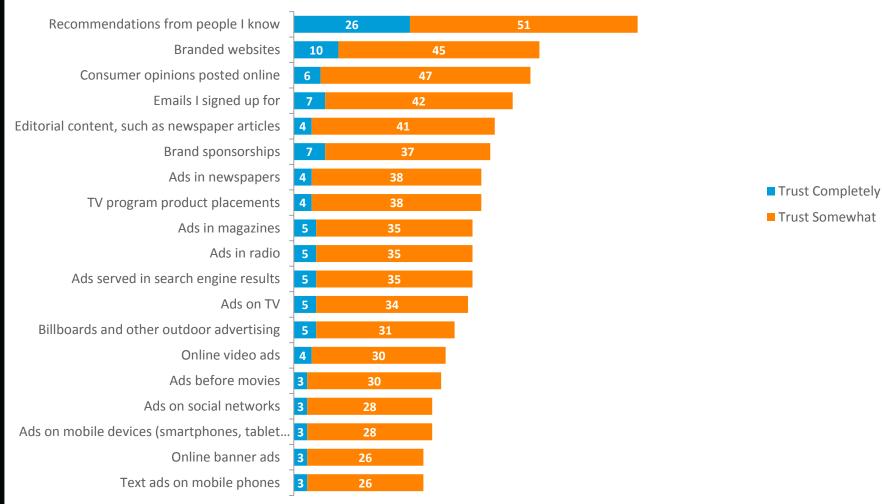
## t @2013 The Nielsen Company, Confidential and proprietary.

## TO WHAT EXTENT DO YOU TRUST THE FOLLOWING FORMS OF ADVERTISING?

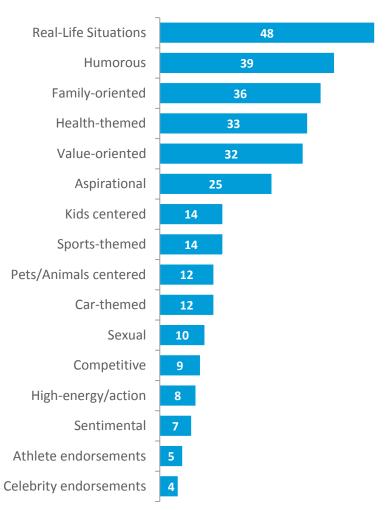
LT



Base: All Respondents (n:511)

## WHAT TYPES OF ADVERTISING MESSAGES RESONATE MOST WITH YOU

LT



Base: All Respondents (n:511)