**Fact, Is, People Still Trust Advertising**

Perhaps the most interesting nugget from this report: Millennials had the highest level of trust in advertising for 18 of the 19 categories surveyed, including TV, magazines and newspapers. Millennials are considered the leaders in ad blocking and are often perceived as cynical consumers of all content, whether it’s advertising or editorial.

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<http://www.medialifemagazine.com/truth-people-still-trust-advertising/>