**Survey: Teens Split on Trustworthiness of Ads**

Forty-seven percent of internet users between the ages of 13 and 17 in the US think ads can be trusted to some extent, compared to 46% who think advertising can't be trusted, per YouGov. Fifty-two percent of male respondents thought ads were somewhat trustworthy, compared to just 42% of female participants.

***eMarketer 5/31/17***

<https://www.emarketer.com/Article/Teens-Dont-Know-Whether-Trust-Ads/1015948>

image source:

<http://i.huffpost.com/gen/1202568/thumbs/o-TEEN-CHECKING-PHONE-facebook.jpg>