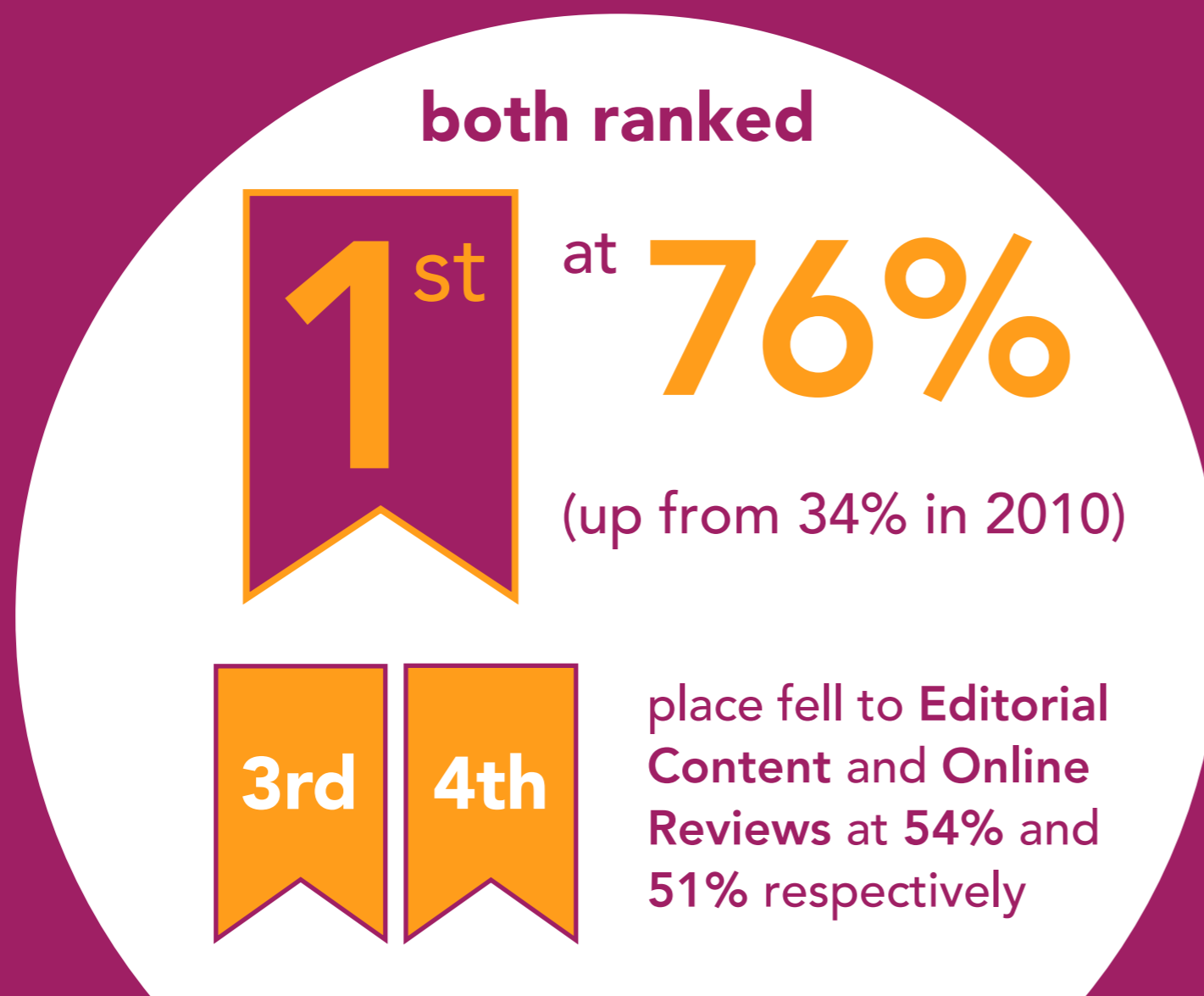
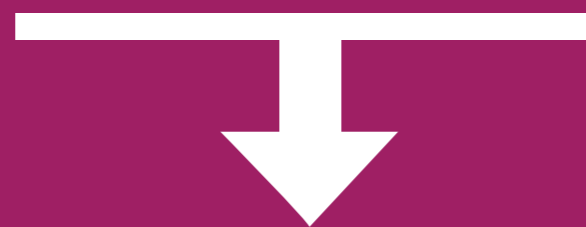


# CanTrust Index 2018

**#1 source of trusted info about a product/service is Word of Mouth (WOM) & Product Sampling**



Trust in Traditional Advertising and Online Advertising scored relatively low at 39% and 28% respectively



For more info visit [cantrustindex.ca](http://cantrustindex.ca)

## Insights:

**Looking more closely at the numbers:**

### Young millennials

place trust in WOM and Product Sampling significantly above the national average at

**80%**

### Females

place trust in WOM and Product Sampling significantly above the national average at

**79%**

### Newcomers

who have been in Canada for less than 15 years also place their trust in WOM above the national average at

**79%**