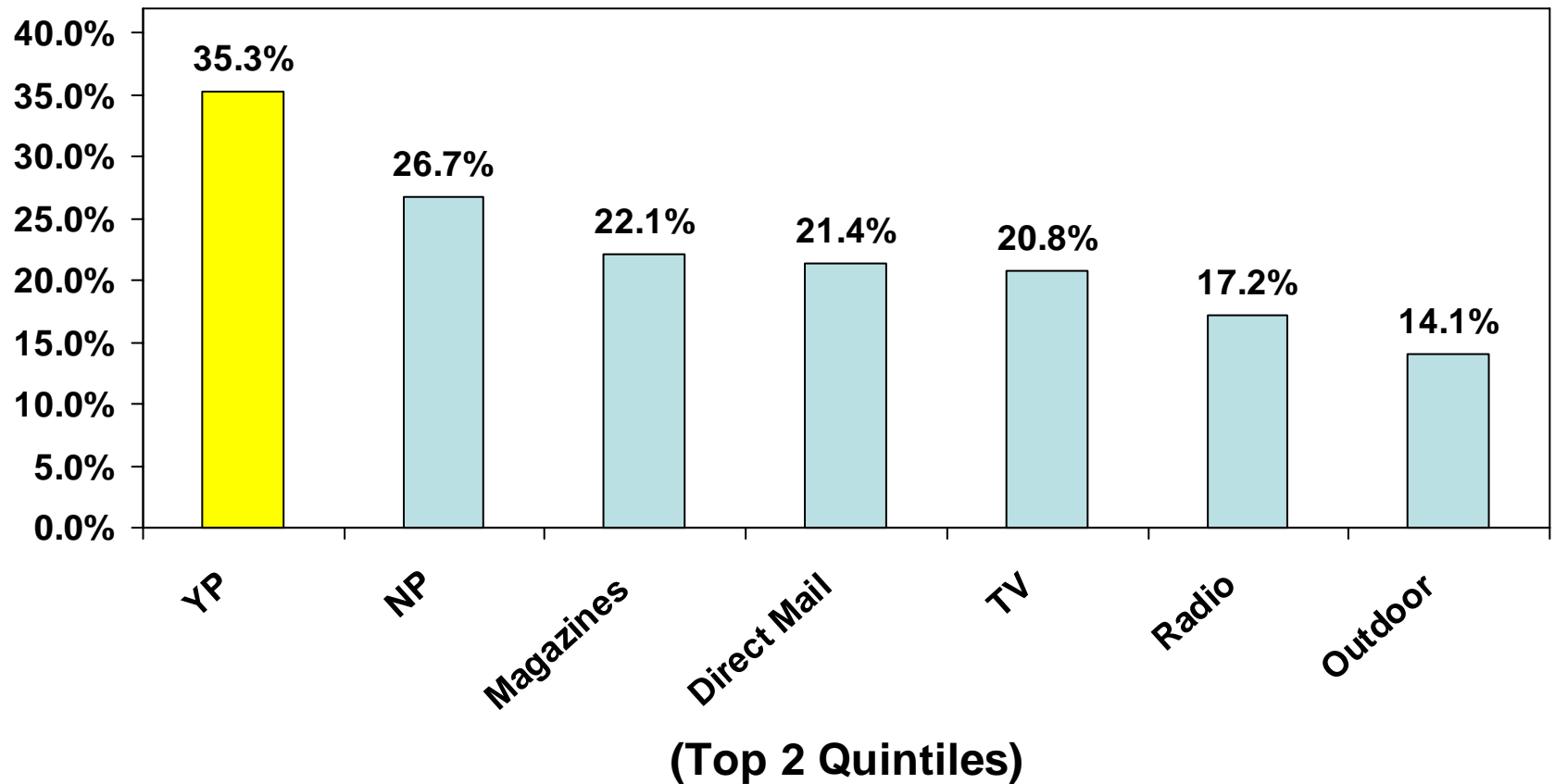


Trust in Advertising

“What is your overall level of trust for each of the following sources of advertising?”

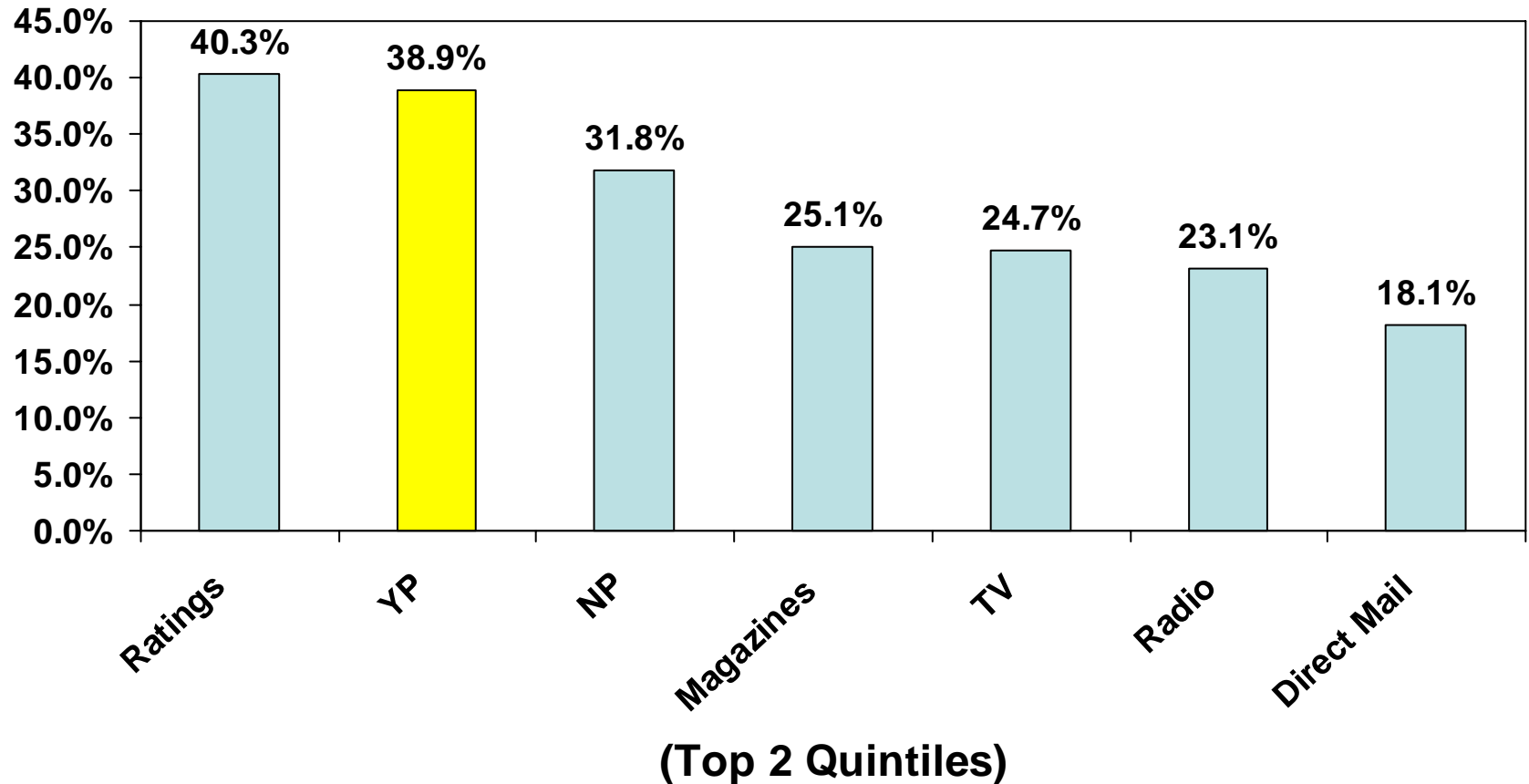


Base: US Individuals

Source: Forrester's North American Technographics® Technology, Media, And Marketing Benchmark Survey, Q3 2007

Trust in Content

“For each type of content listed below that you use, please indicate how much you trust that type of content.”



Base: US Individuals

Source: Forrester's North American Technographics® Technology, Media, And Marketing Benchmark Survey, Q3 2007