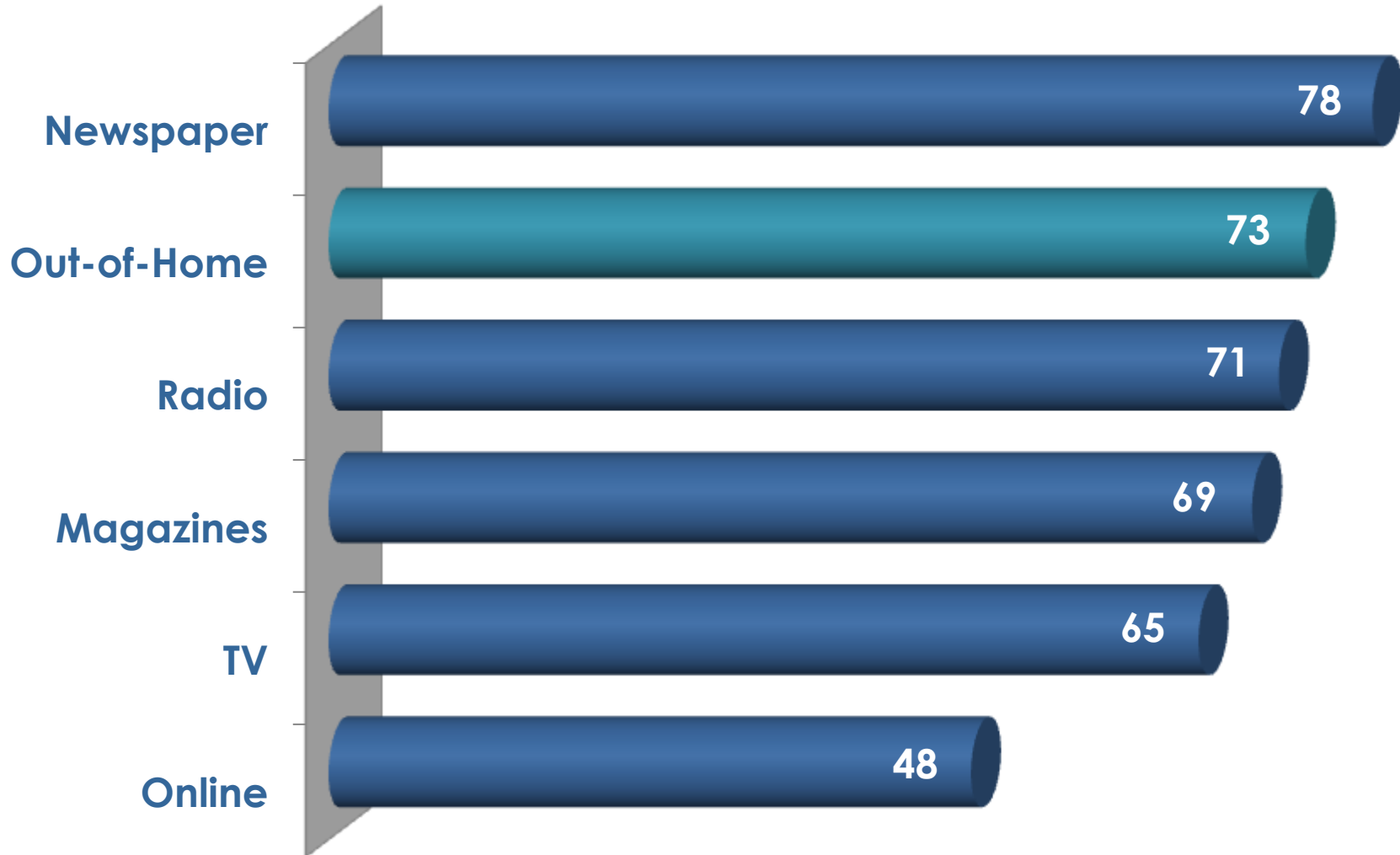


Advertising Standards Canada recently released the results of a study conducted to understand Canadian perspectives on advertising. The research verifies that Out-of-Home advertising is considered one of the most acceptable and trustworthy of the six media channels included in the research.



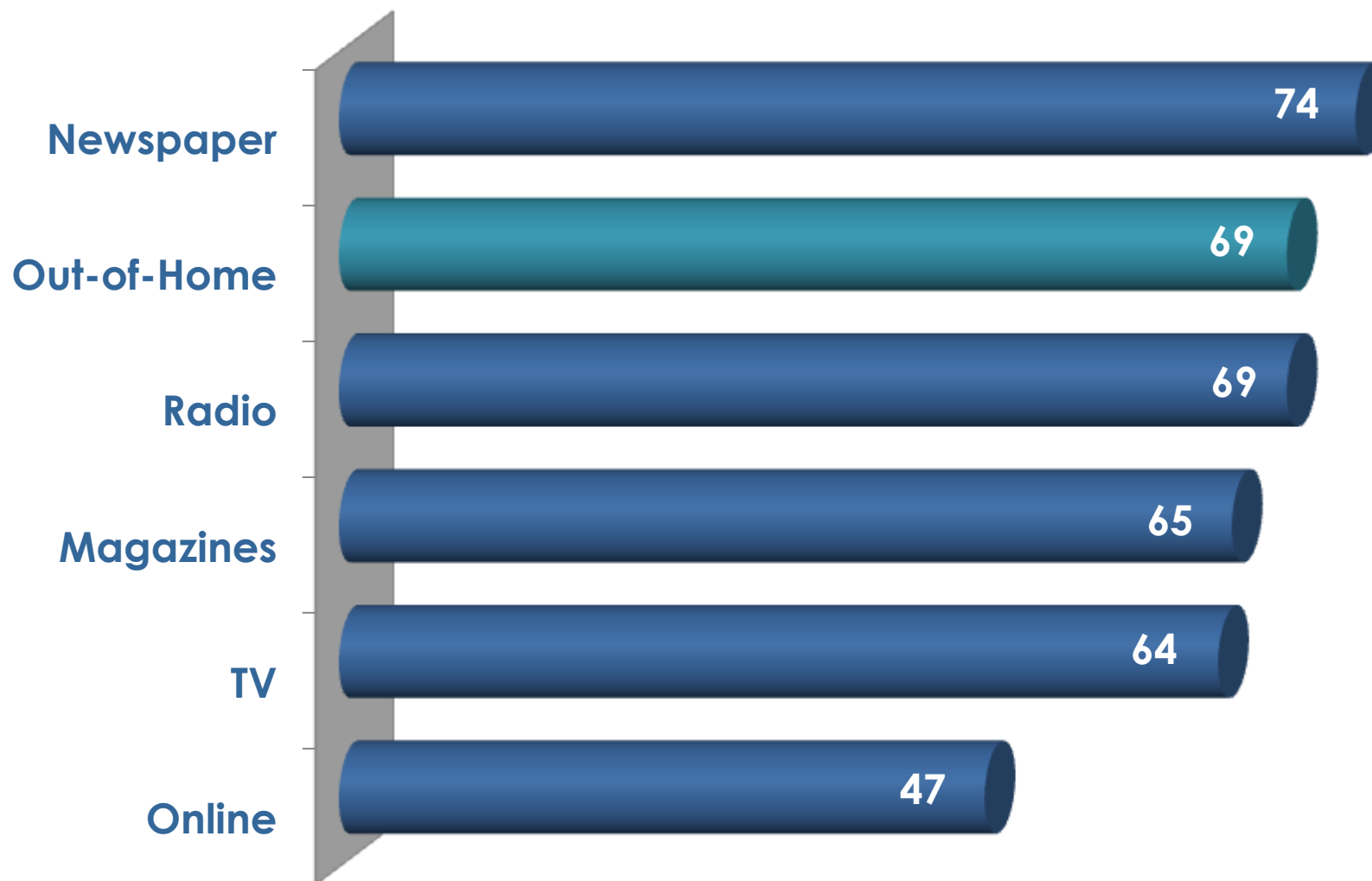
Advertising Standards Canada  
Les normes canadiennes de la publicité

## % Saying ads are somewhat or very acceptable



# Canadians Rank OOH Advertising High for Truthfulness

**% Saying ads are somewhat or very truthful**



- Unacceptable advertising has an impact on consumer loyalty and will affect sales.
- 89% very of somewhat likely to stop purchasing an item or service.
  - 63% very likely.
- Most said they had already done so with respect to at least one product or service.