

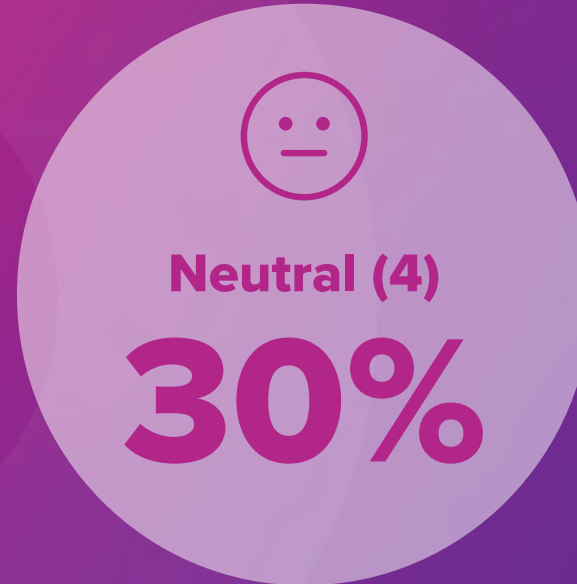
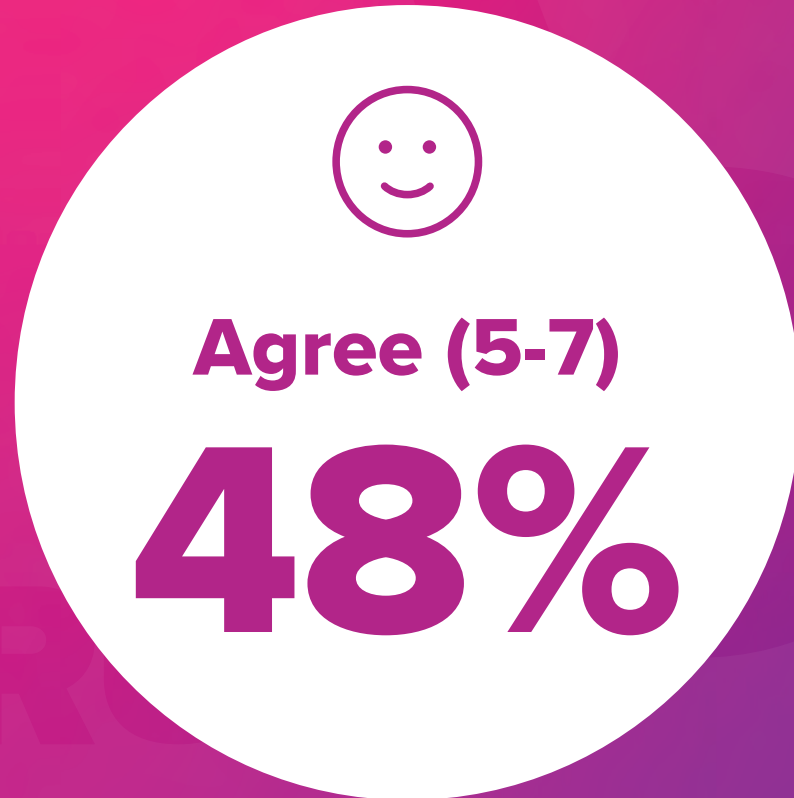


AD TRUST

2 0 1 9

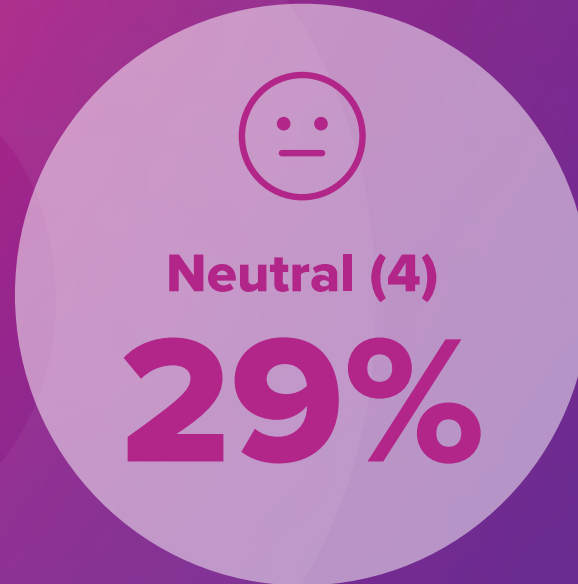
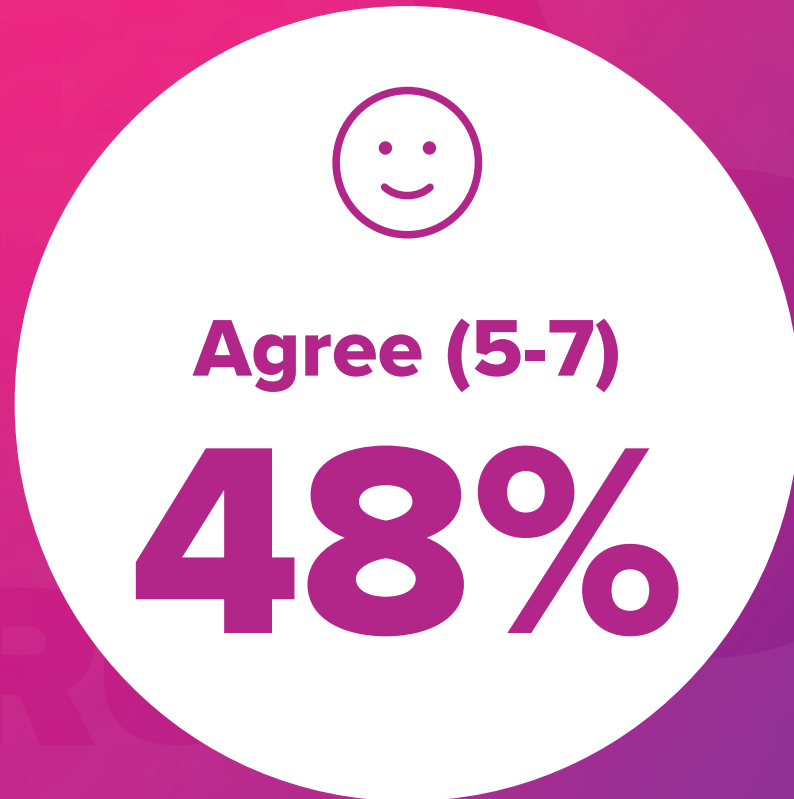
TRUST IN CONTENT INCREASES TRUST IN ADS

Nearly one in two agree that their trust in a media's content impacts their trust in the ads they are exposed to on that media.



THE MORE YOU TRUST AN AD, THE MORE LIKELY YOU ARE TO BUY

Trust aids in the consideration to buy, as nearly half agreed that the more they trust an ad, the more likely they are to buy the product or service being advertised.



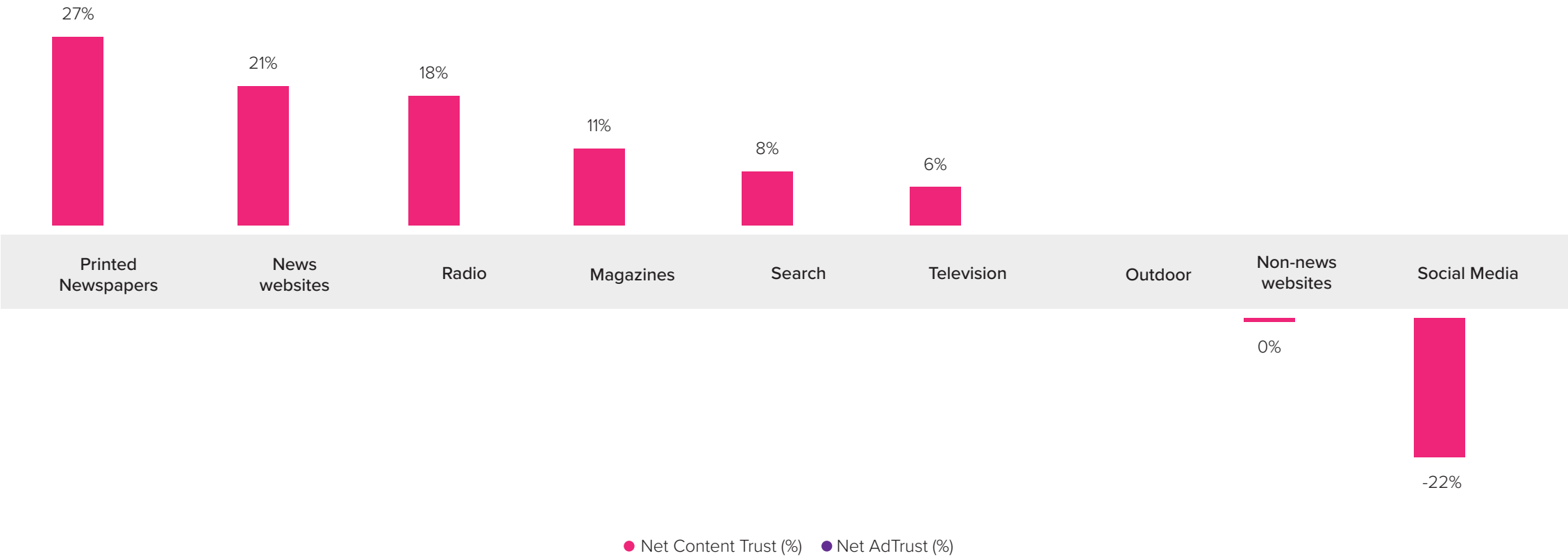
NET ADTRUST MEASURES THOSE AGREEING LESS THOSE DISAGREEING WITH EACH METRIC

TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT INFORMATION CONVEYED
IN ADVERTISING IN <X MEDIA> IS <CHARACTERISTIC>?

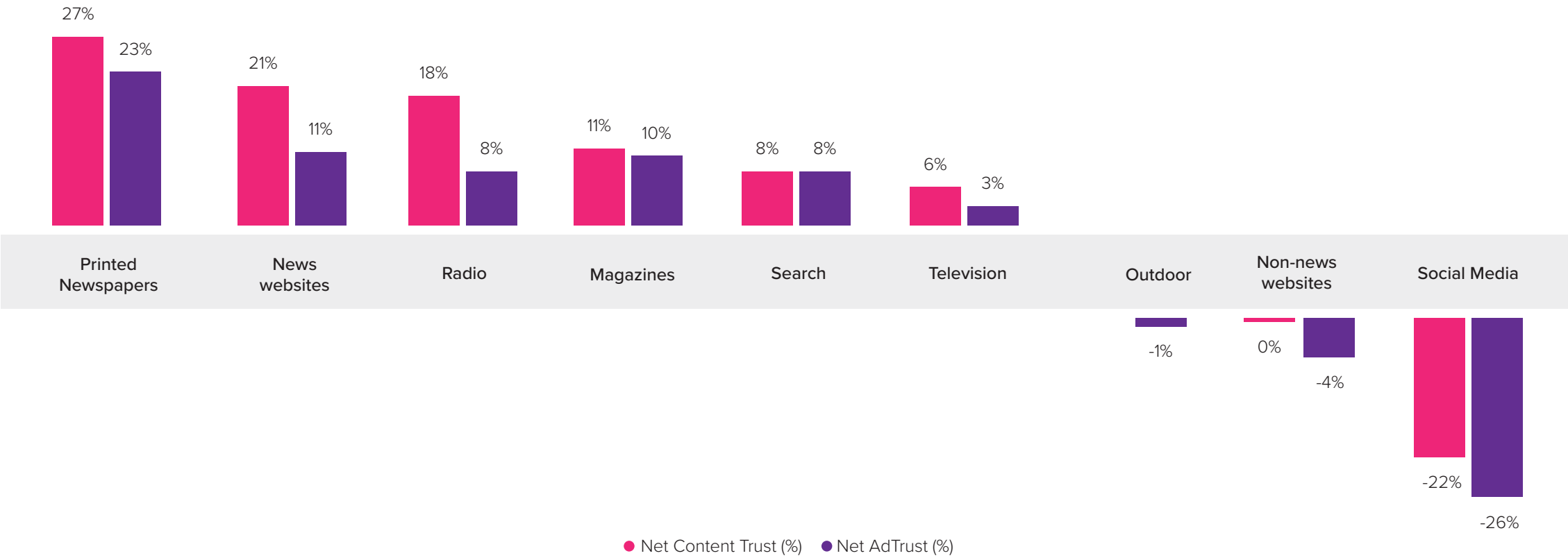


EXAMPLE: AGREE (60%) - DISAGREE (30%) = NET ADTRUST (+30)

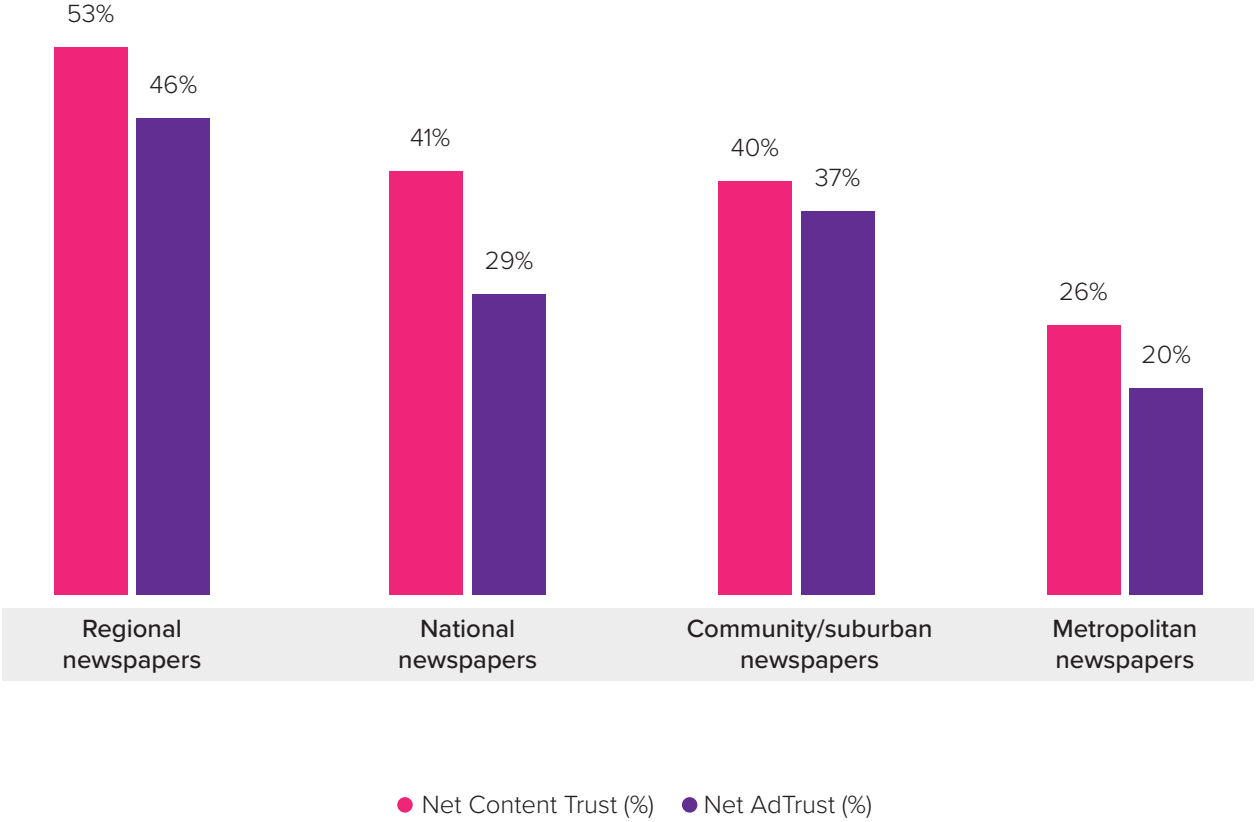
CONSUMER TRUST IN CONTENT AND ADS



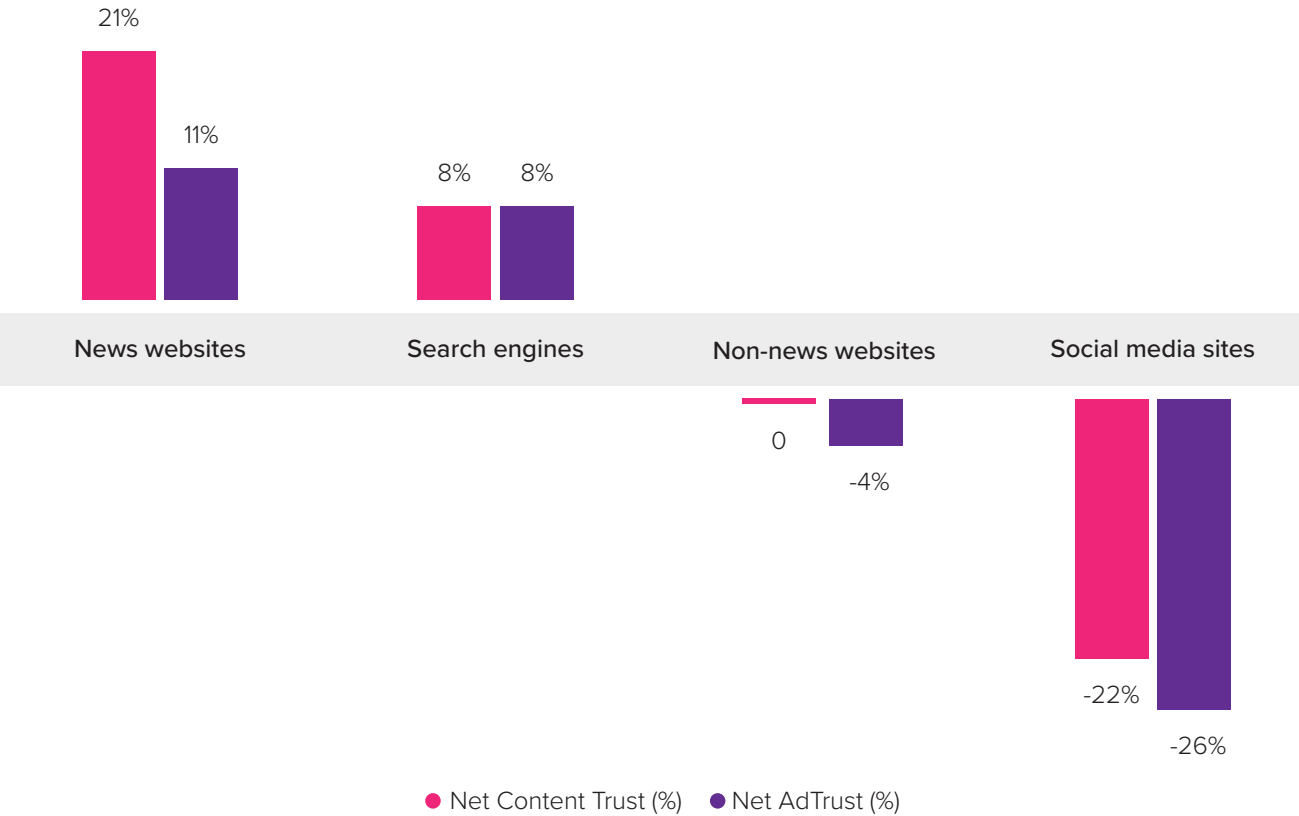
CONSUMER TRUST IN CONTENT AND ADS



TRUST IS STRONG ACROSS ALL NEWSPAPER CATEGORIES



NEWS WEBSITES ARE MORE TRUSTED THAN ANY OTHER DIGITAL MEDIA





**“ADVERTISING ON SOCIAL
MEDIA IS ALL ABOUT CLICKBAIT.
COMPANIES WILL WRITE
ANYTHING JUST FOR YOU TO BE
INTRIGUED AND CLICK ON A LINK
TO VISIT THEIR SITE.”**

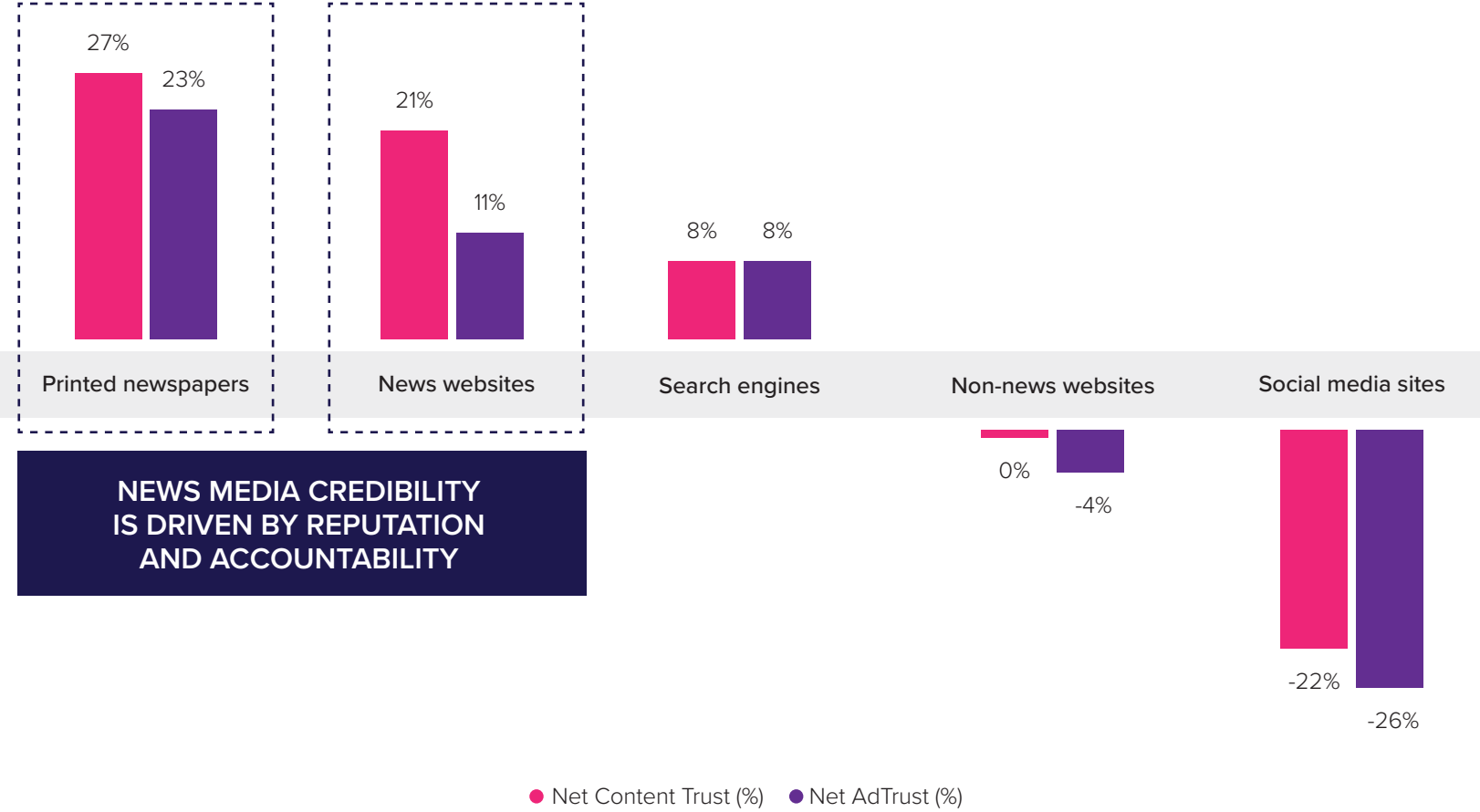
LUKE, 24



**“I TRUST PRINTED NEWSPAPER
TO UPHOLD ADVERTISING
STANDARDS AND ONLY PUBLISH
THINGS WHICH ARE CORRECT.”**

AVA, 27

ACCOUNTABILITY IS A KEY DRIVER OF TRUST



AUSTRALIANS RATE NEWS MEDIA AS MOST TRUSTED

THEY RECOGNISE THAT REGULATION AND REPUTATION ARE IMPORTANT REASONS WHY ADS CAN BE TRUSTED



NEWS MEDIA ADS

Reasons to trust

- Trustworthy / reliable source
- News media is regulated and monitored – Publishers have to comply with the law
- Reputational risk if found untrue
- Hard copy / print more reliable



SOCIAL MEDIA

Reasons to distrust

- Generally don't trust ads / social media
- Lots of spam / untrustworthy content
- Unregulated / anyone can post
- Just for profits
- Difficult to determine if factual



**I BELIEVE NEWSPAPERS IN
GENERAL WOULDN'T PRINT
ANY ADVERTISING THAT IS
DISHONEST OR HARMFUL
ACCORDING TO ACCEPTED
COMMUNITY STANDARDS.**

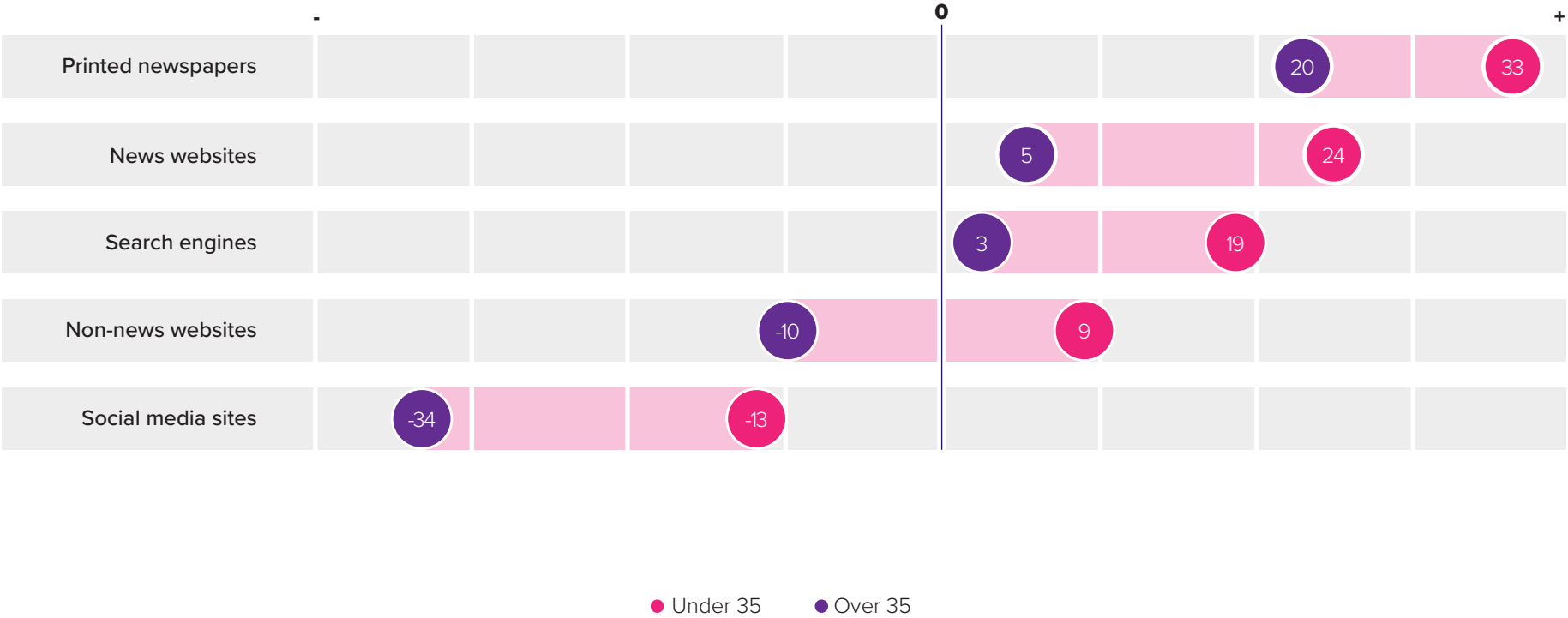
CHRIS, 41



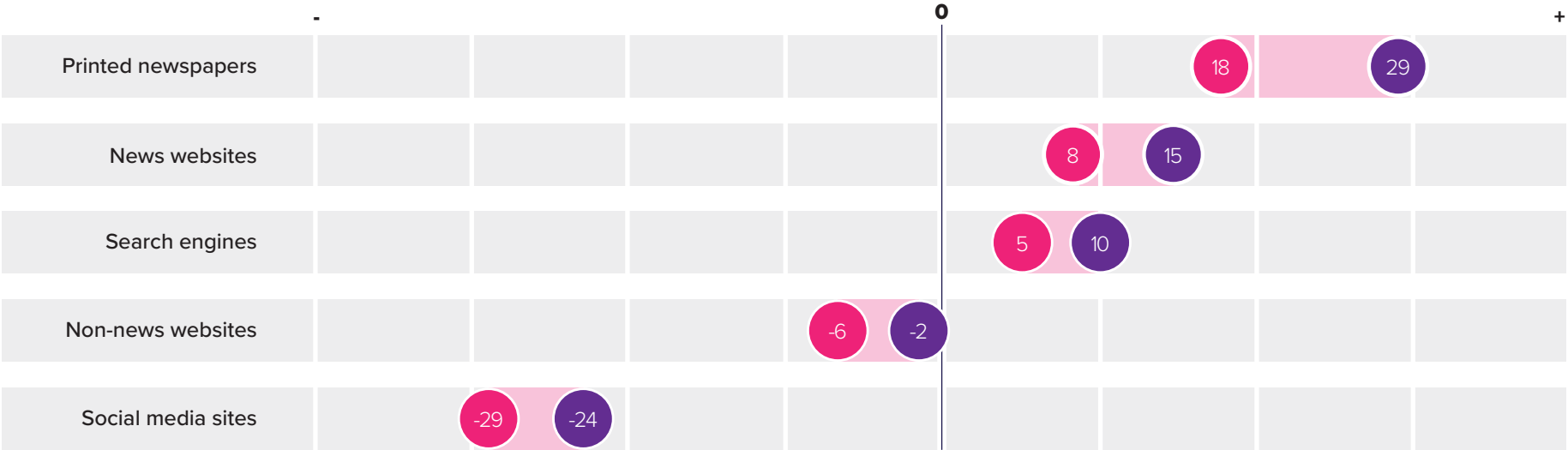
**I TRUST THE NEWSPAPER
TO VET THE CREDENTIALS
OF THE COMPANIES WHO
ADVERTISE THROUGH THEM.**

MONICA, 23

AD TRUST – YOUNGER PEOPLE ARE MORE TRUSTING

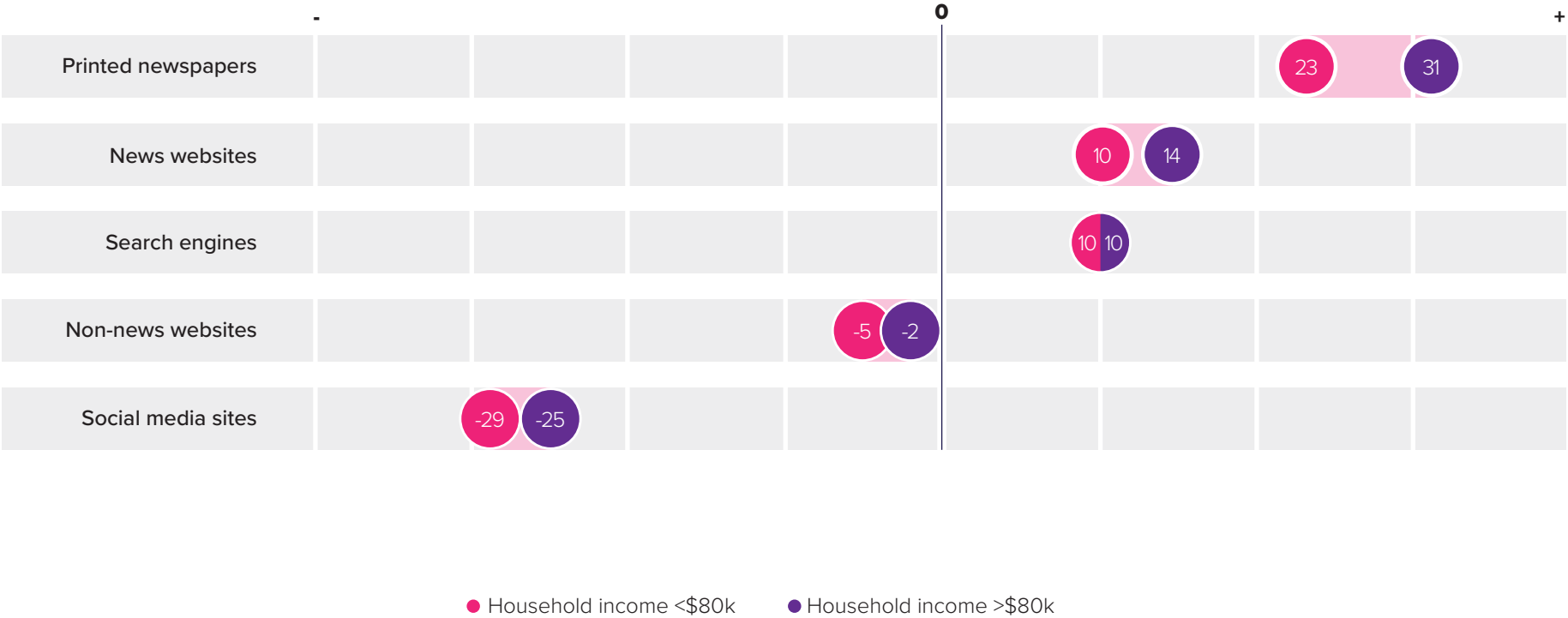


AD TRUST – FEMALES ARE MORE TRUSTING

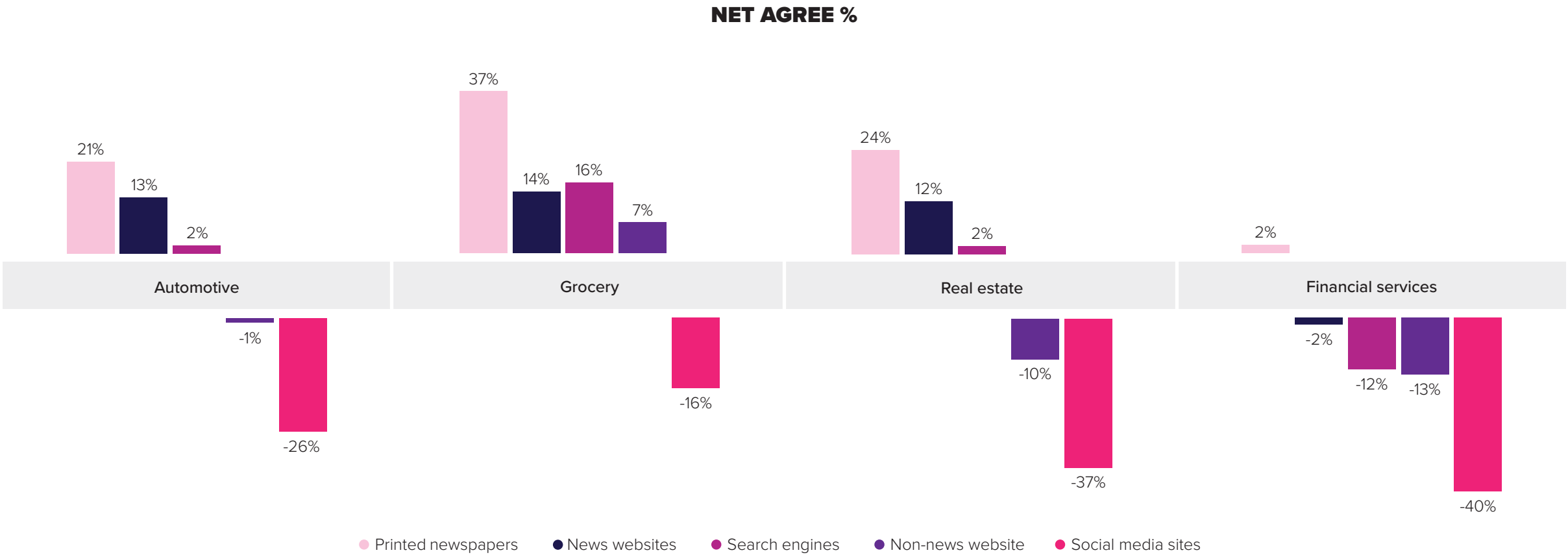


● Male ● Female

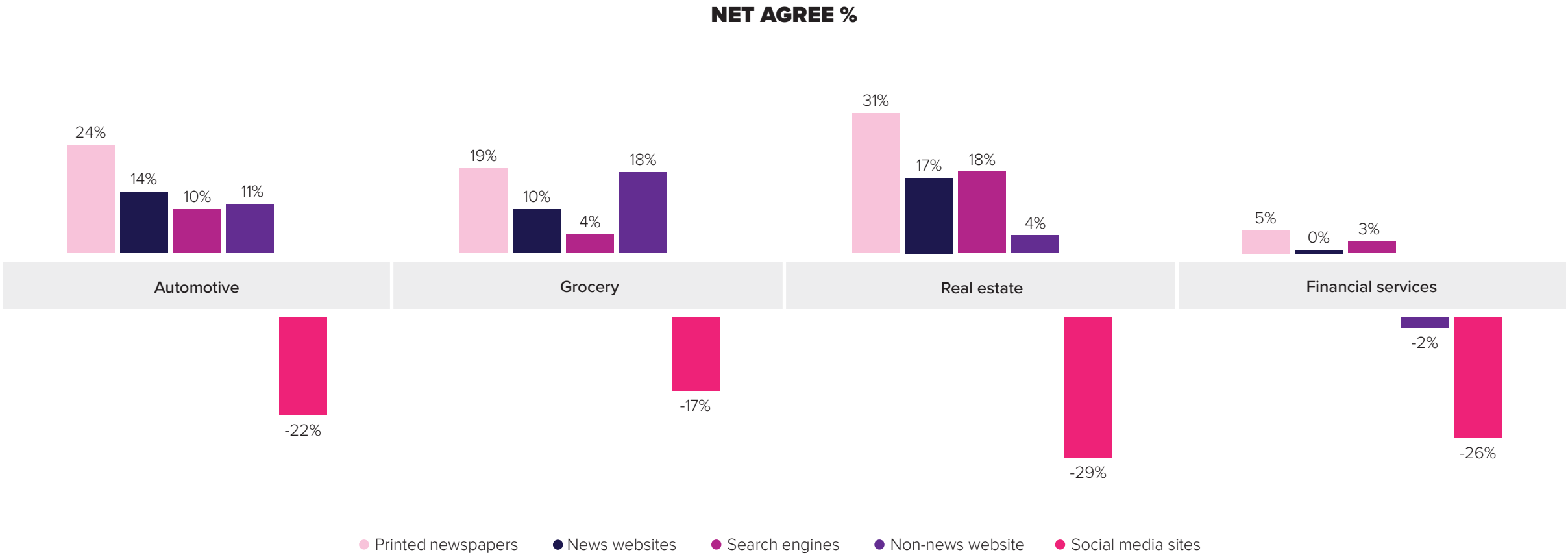
AD TRUST – HIGHER INCOME GROUP IS MORE TRUSTING



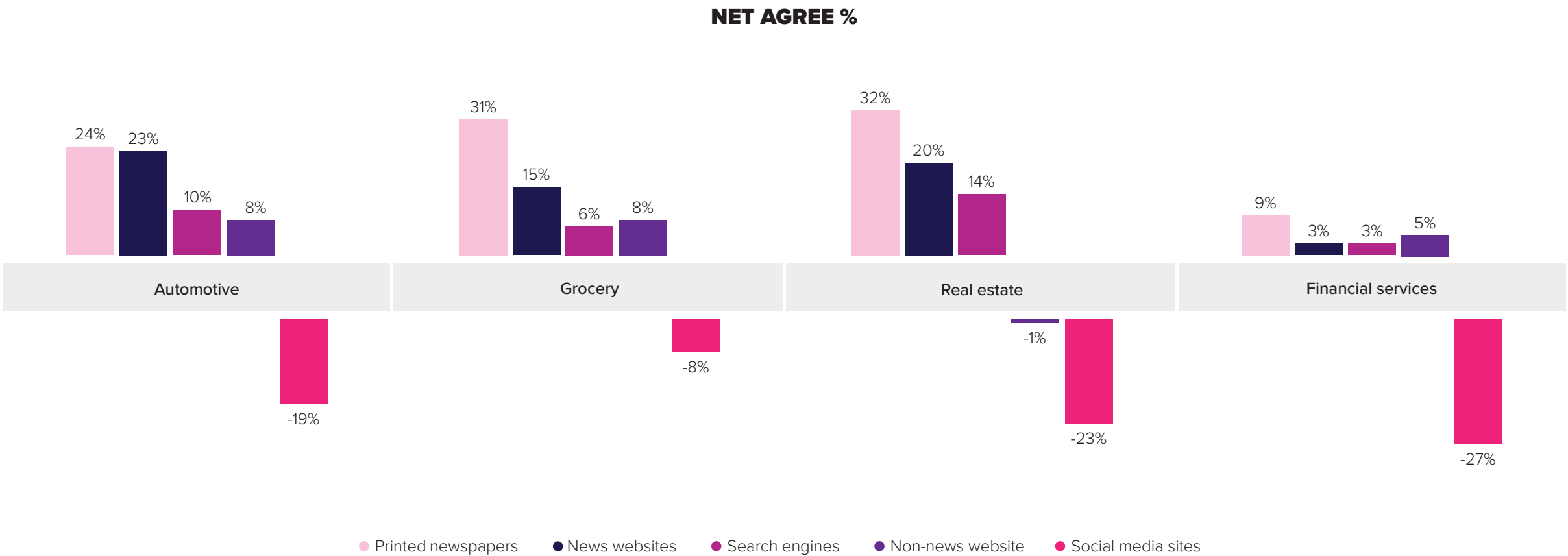
ADTRUST BY CATEGORY - TRUSTWORTHY ADS



ADTRUST BY CATEGORY - USEFUL



ADTRUST BY CATEGORY - WILLING TO CONSIDER



**LEGITIMATE
NEWS SOURCES
SEEM MORE
LIKELY TO HAVE
LEGITIMATE ADS.**



**TRUST IN A MEDIUM'S CONTENT
IMPACTS TRUST IN THE ADS**

**THE MORE YOU TRUST AN AD THE MORE LIKELY YOU ARE
TO BUY THE PRODUCT/SERVICE BEING ADVERTISED**

**NEWS MEDIA HAS THE MOST TRUSTED CONTENT
AND THE MOST TRUSTED ADS**

AD TRUST 2019



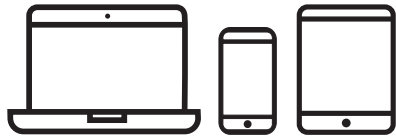
Newsmediaworks.com.au

thetruthbuildstrust.com.au

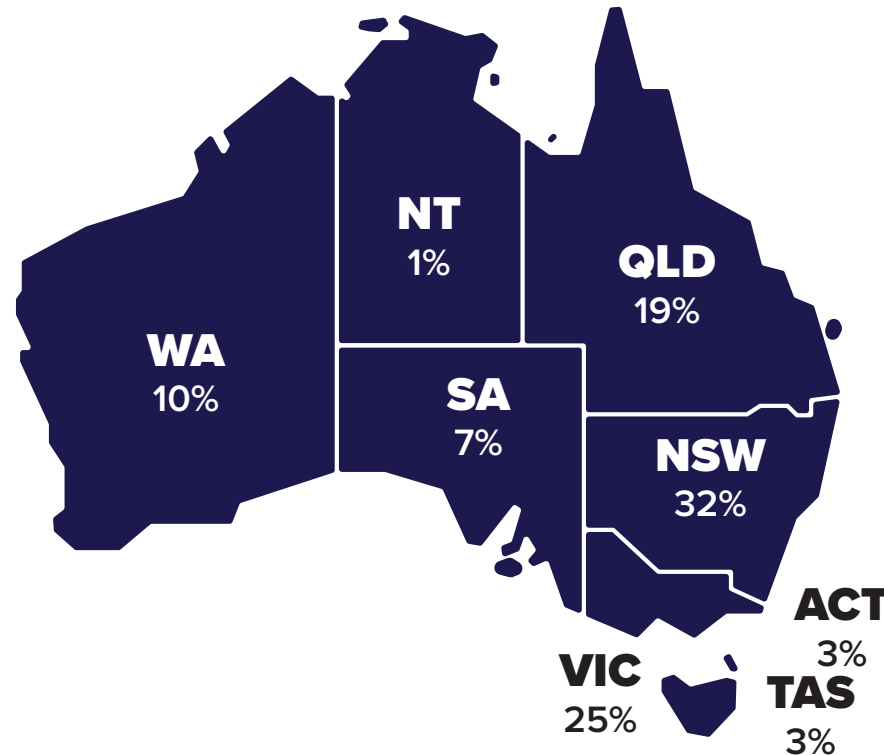
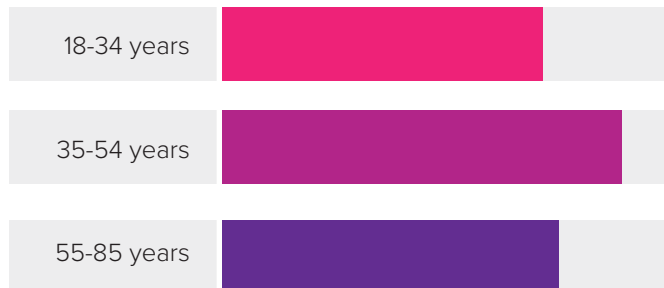


APPENDIX

METHODOLOGY & SAMPLE



2503 Australians surveyed using an online consumer panel Fieldwork was conducted from 19 October to 2 November 2018



MALES
49%



FEMALES
51%

Quotas on age, location and gender to achieve a nationally representative sample.

Weighting on gender applied.



TOTAL UNDERSTANDING



SOURCES

- emmaTM, 12 months to December 2018. Readership based on last four weeks. Trends compared with 1 months to December 2017. Survey conducted by Ipsos Connect, people 18+, Nielsen Digital Panel, December 2018, People 18+ calibrated to Nielsen Digital Content Ratings data for the equivalent period.
- AdTrust Wave 3 research IPSOS November 2018 : Online questionnaire : n= 2503 Australians aged 18+ Nationally representative. Base for Trust metrics is Readers/Users of the respective media aged 18+ : Sample sizes : Search engines, TV, Social media n= 1185 to 987, Radio, Non-news websites, News websites, Outdoor, Mags, Cinema n=870 to 298.

Asked on a scale Disagree 1 to Agree 7 : Net TRUST is Percentage answering 5,6,7 less Percentage answering 1,2,3.

- AdTrust : Qn Thinking now about advertising, to what extent do you agree or disagree that the information provided in advertising in < Media > is trustworthy?
- Content Trust : Qn And thinking about the information provided in news items, articles, programs and other content. To what extent do you agree or disagree that the information provided in news items, articles, programs and other content in <Media> is trustworthy? Content trust was not asked for Outdoor or Cinema.

All verbatims are also from AdTrust Wave3 (above)