



WAN-IFRA SURVEY

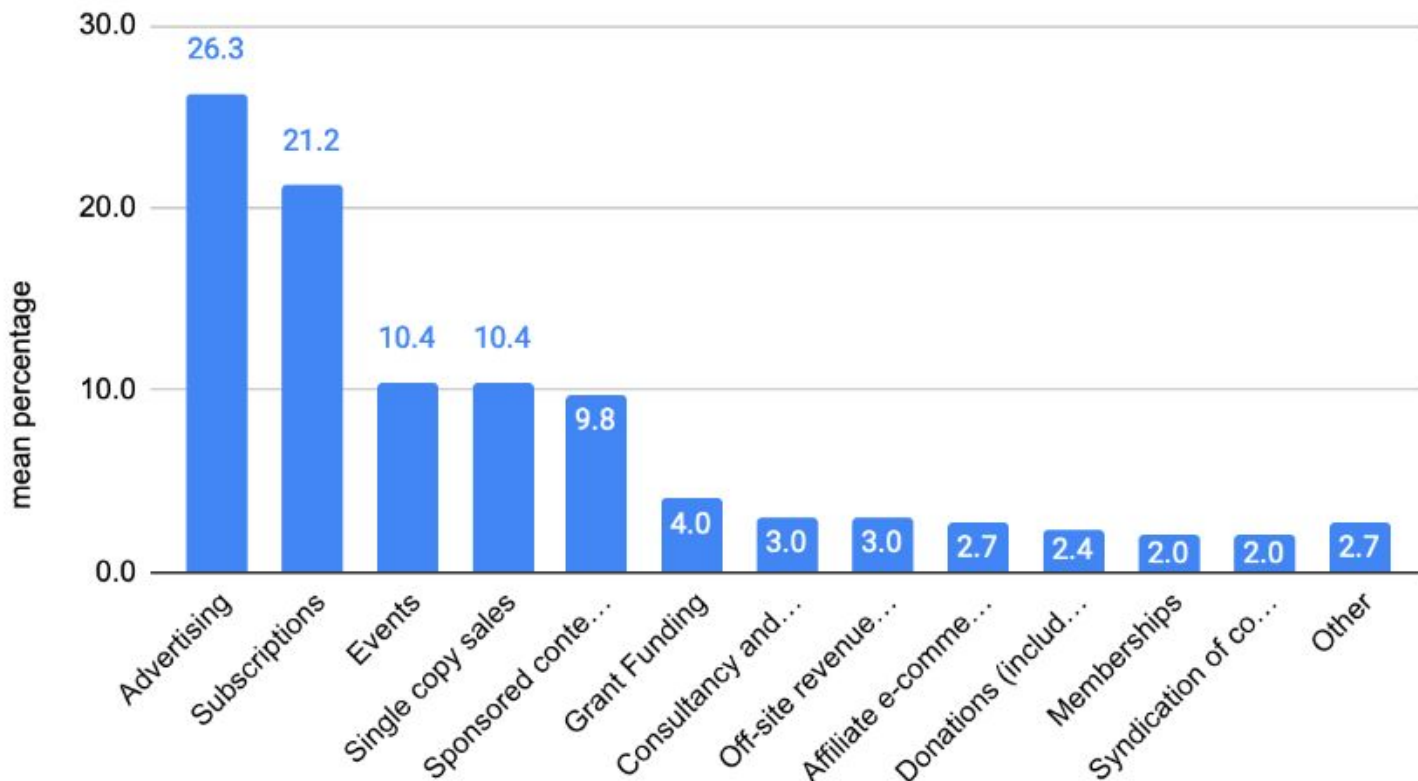
Consumer Trust in Ads

Dean Roper
Director of Insights
WAN-IFRA



Context: The advertising landscape

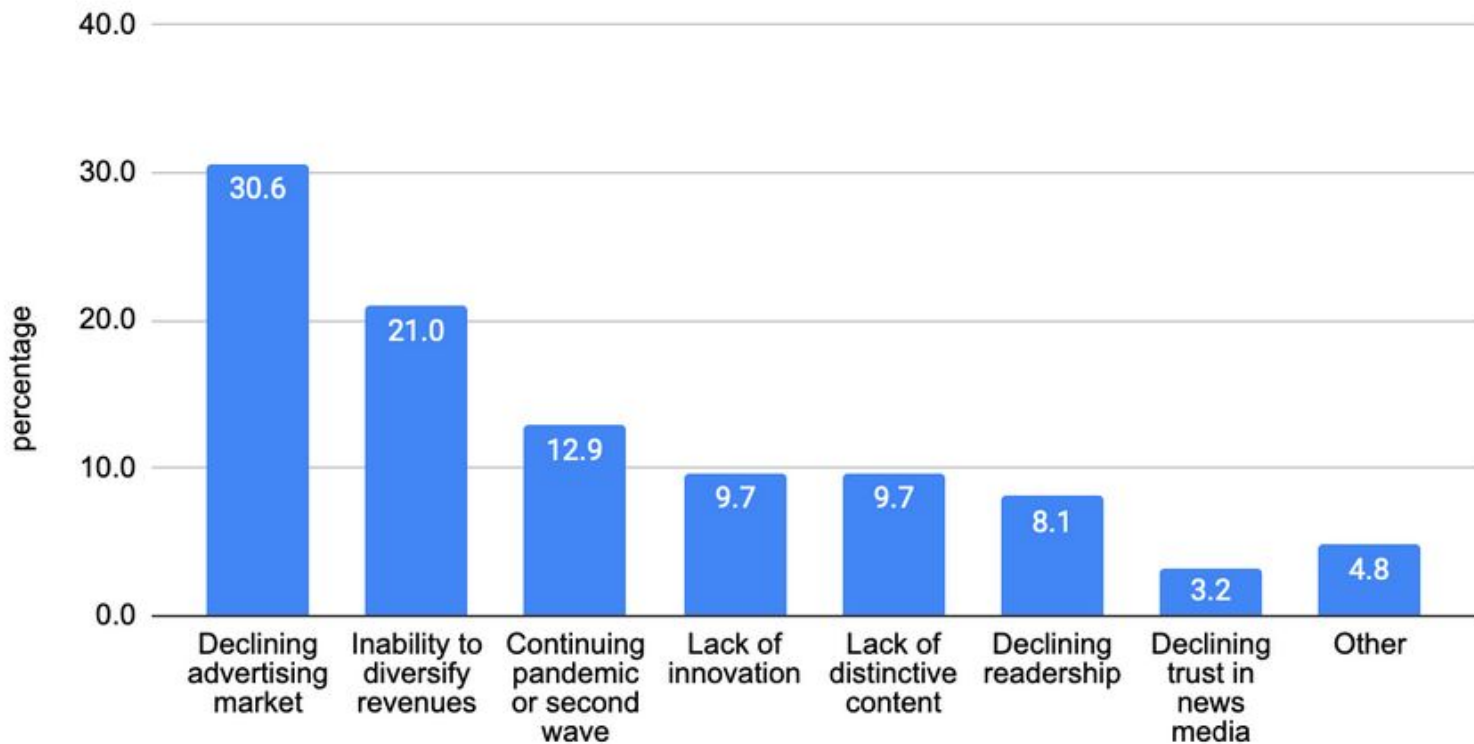
What are your organisation's main sources of income?





Context: The advertising landscape

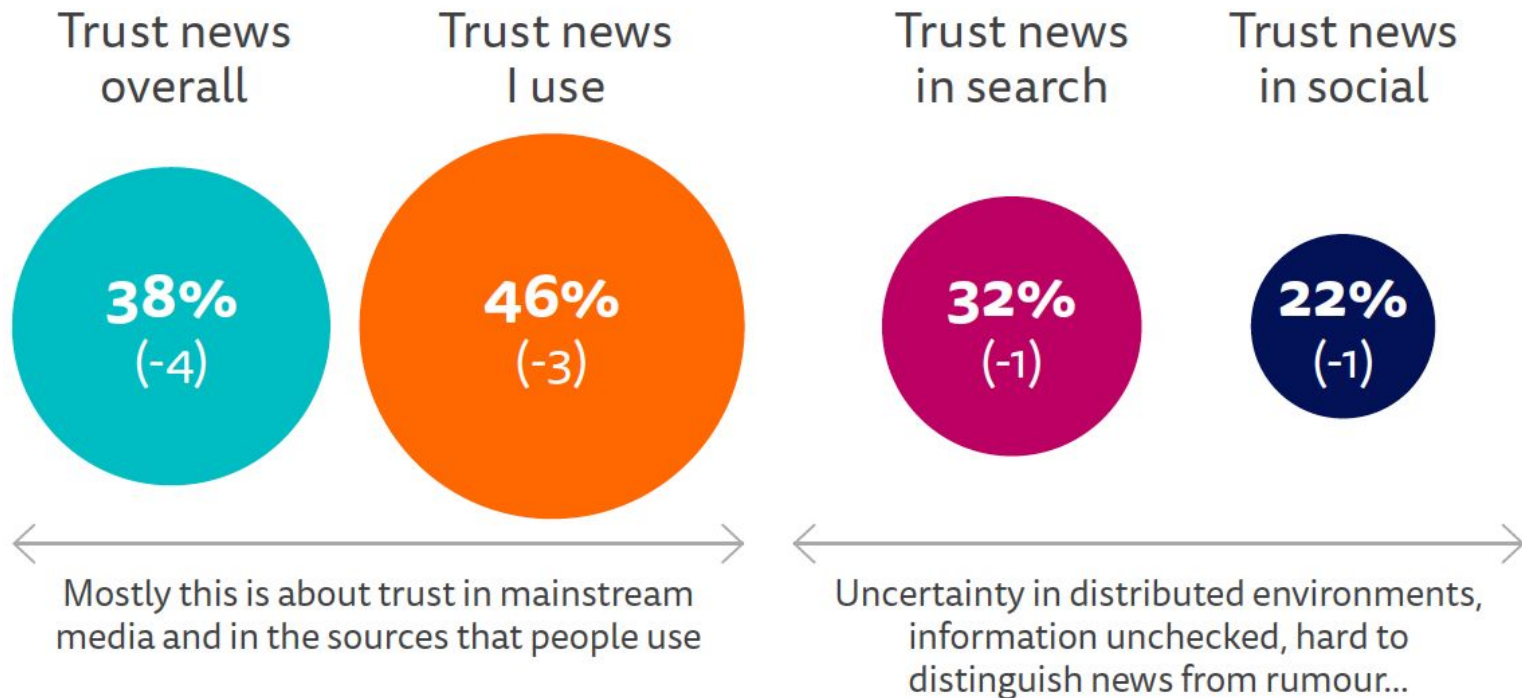
What is the single most important risk to your news organisation's future success?





Context: Trust in news

PROPORTION THAT TRUST EACH MOST OF THE TIME - ALL MARKETS



6

Region(s)

40

Countries

81169

Participants

Select all

(Blank)

Africa

Asia

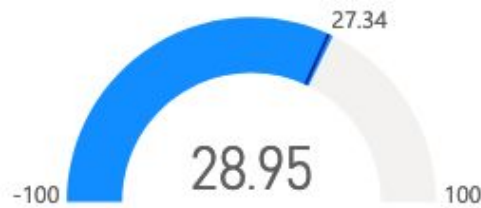
Europe

North America

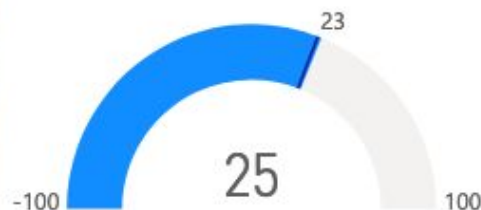
Oceania



Global Media Trustworthiness



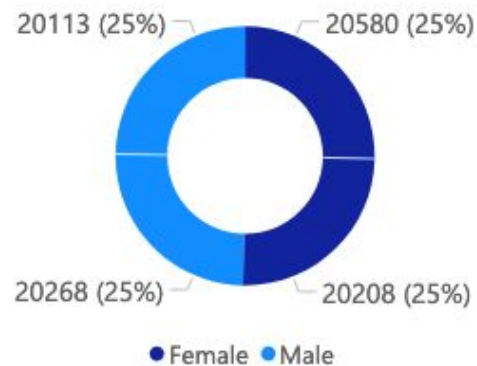
News Content Trustworthiness



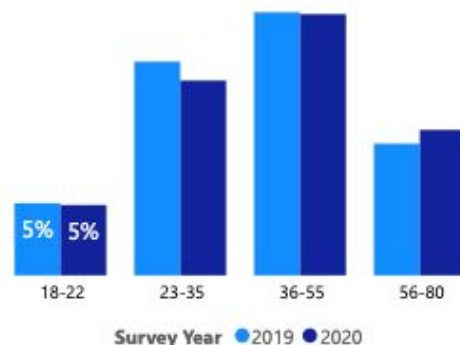
Advertisement Trustworthiness



Gender Distribution by Year



Age Distribution





PURPOSE

THIS RESEARCH WAS CONDUCTED TO UNDERSTAND

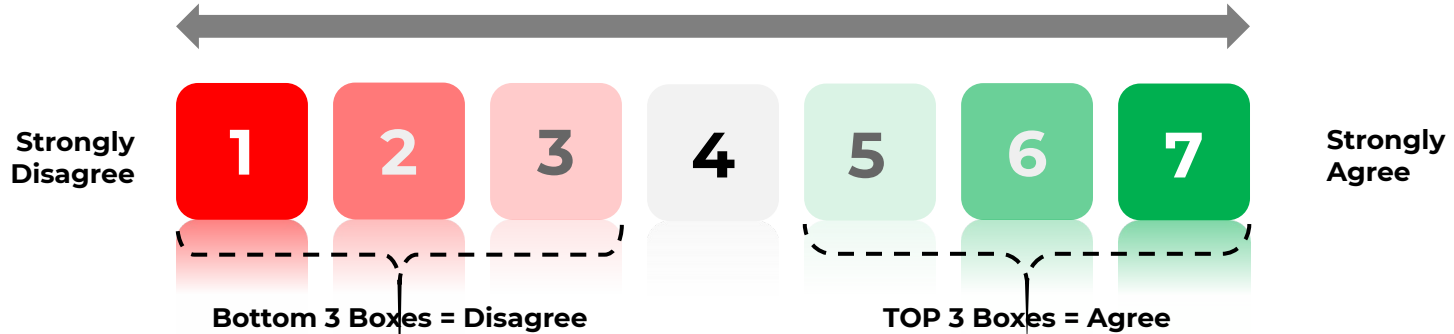
- How people perceive the different media they read, watch, listen to and browse day to day and the advertising they are exposed to as a result.
- How the trust of consumers in ads differs depending on the media platform the ads appear in.



APPROACH

NET AD TRUST MEASURES THOSE AGREEING MINUS THOSE DISAGREEING WITH EACH METRIC

To what extent do you agree or disagree that information conveyed in advertising in <X media> is trustworthy?



Example: Agree (60%) - Disagree (30%) = Net ADTRUST (+30)





QUICK TAKEAWAYS



Ads in traditional media platforms such as print are still trusted by most.



The medium in which an ad appears plays a key role in a consumer's purchasing decision.



Ads on online media platforms were found to be least trusted. This could negatively affect purchasing decisions.



South American countries showed the highest ad trust index score.



Europe saw the lowest ad trust index score.



Women generally showed a higher level of ad trust than men.



AD TRUST LEVELS

LOWEST & HIGHEST

The lowest ad trust level by continent is in Europe)

The highest ad trust level was found in South America

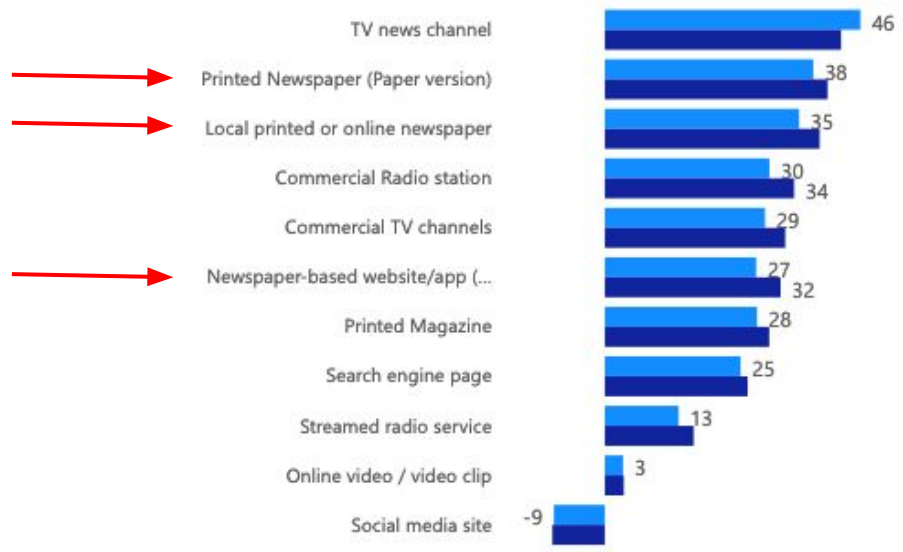


Global view

News Content Trustworthiness



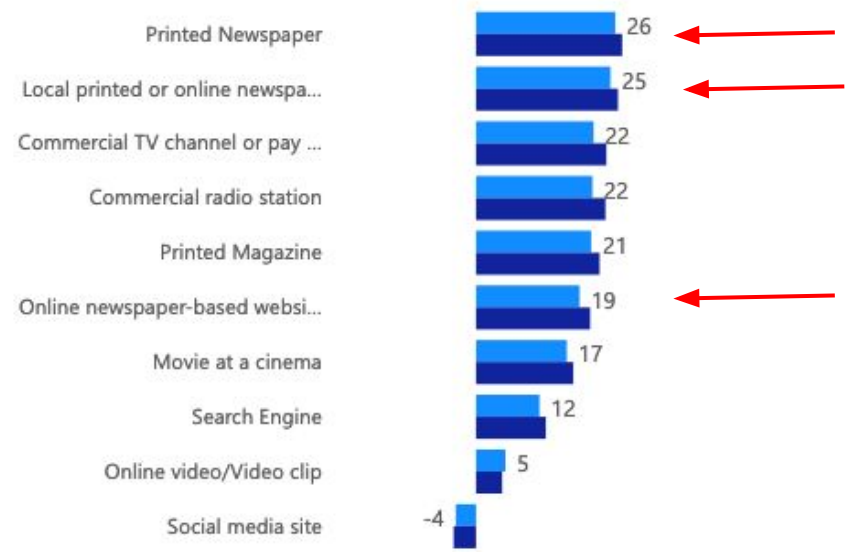
Survey Year ● 2019 ● 2020



Advertisement Trustworthiness



Survey Year ● 2019 ● 2020



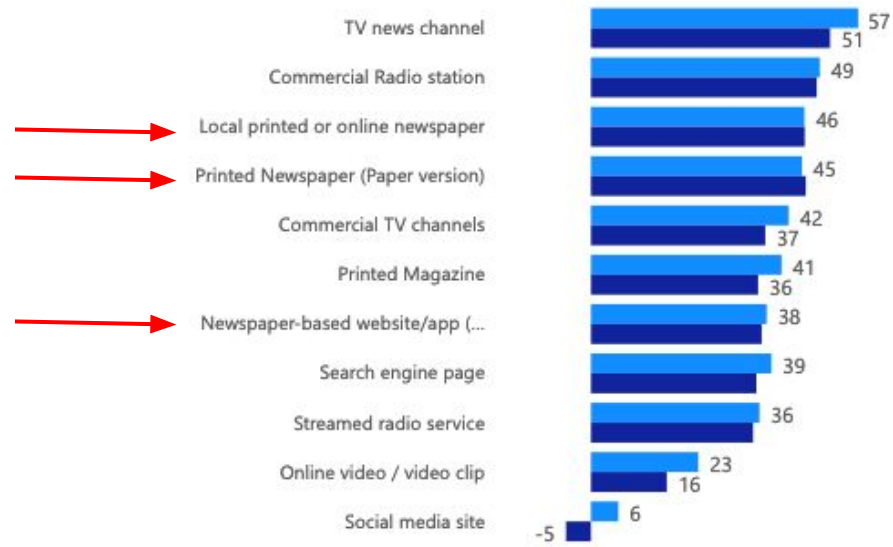


South America

News Content Trustworthiness



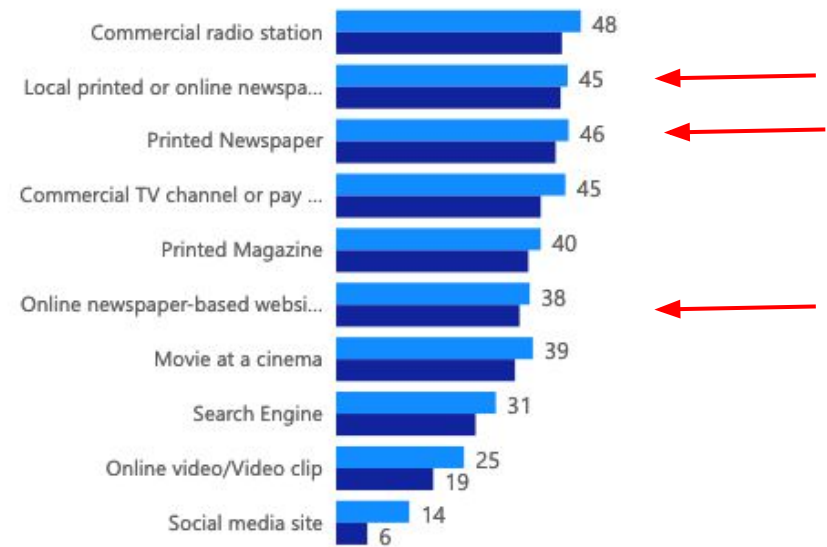
Survey Year ● 2019 ● 2020



Advertisement Trustworthiness



Survey Year ● 2019 ● 2020



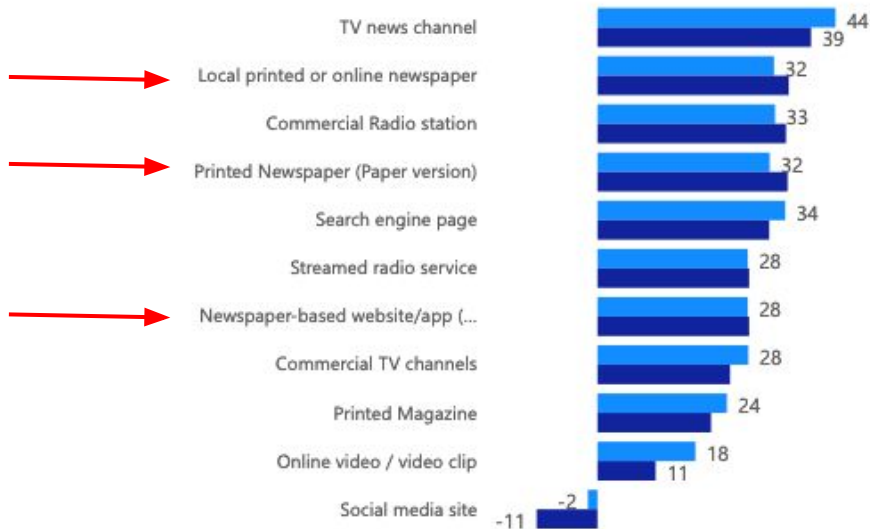


Argentina

News Content Trustworthiness



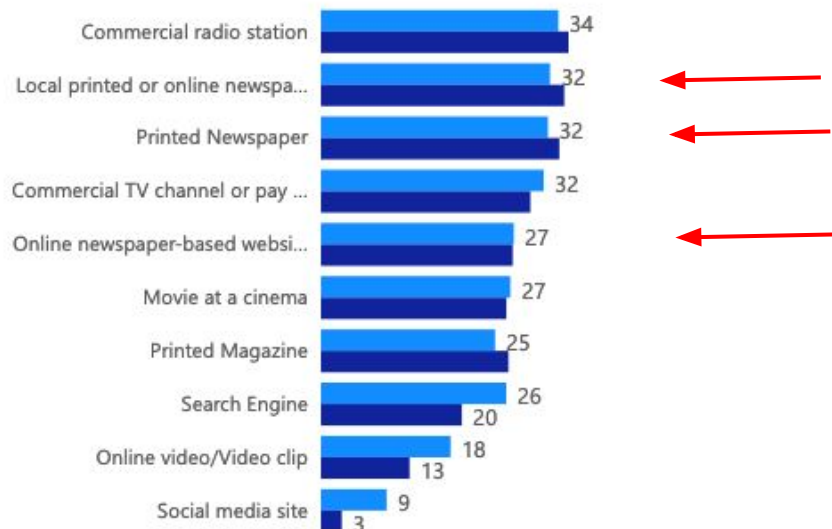
Survey Year ● 2019 ● 2020



Advertisement Trustworthiness



Survey Year ● 2019 ● 2020

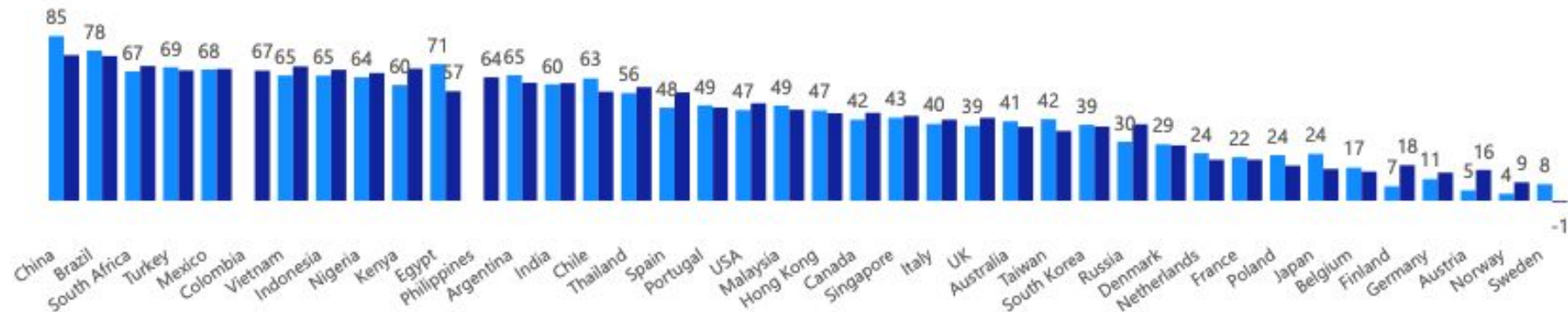




To what extent do you agree or disagree that the more you trust an ad and the content where that ad resides, the more likely you are to buy the product/service being advertised?

Importance of Trust in Content for Purchase Intention

Survey Year ● 2019 ● 2020

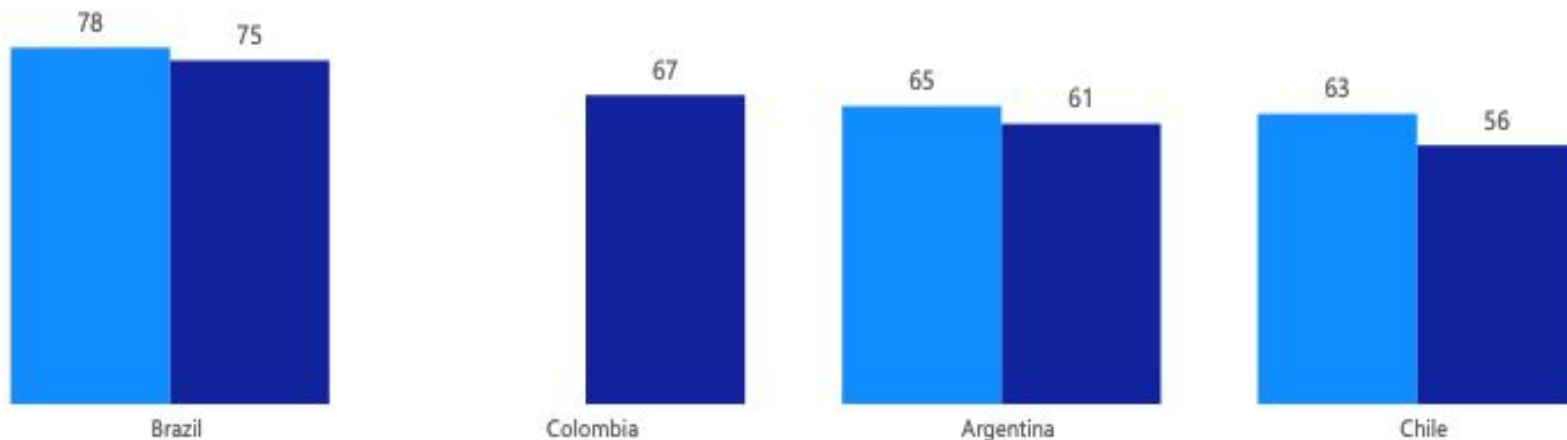




South America

Importance of Trust in Content for Purchase Intention

Survey Year ● 2019 ● 2020





Trust by Age: Argentina (18-22 year-olds)

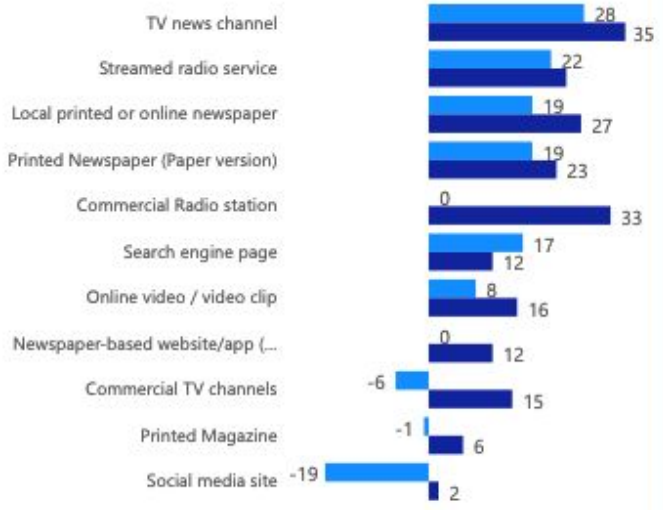
- Survey Year
- 2019
 - 2020
- Region
- South America

- Country
- Argentina
 - Australia
 - Austria
 - Belgium
 - Brazil
 - Canada
 - Chile
 - China
 - Colombia
 - Denmark
 - Egypt
- Gender
- Female
 - Male
- Age Group
- 18-22
 - 23-35
 - 36-55
 - 56-80

News Content Trustworthiness



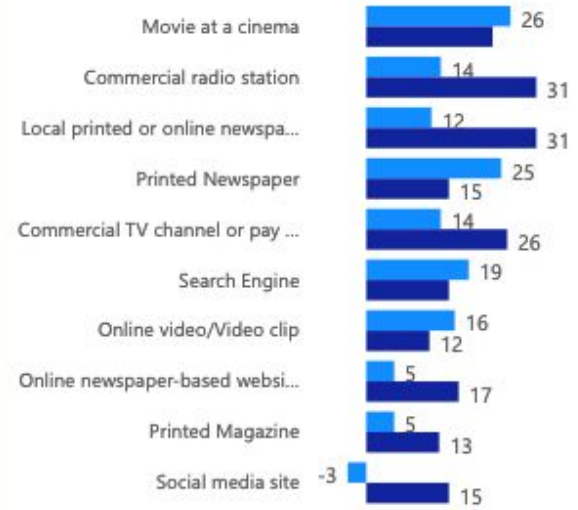
Survey Year ● 2019 ● 2020



Advertisement Trustworthiness



Survey Year ● 2019 ● 2020



Kindly press and hold CONTROL/COMMAND key to select multiple options...



Trust by Age: Argentina (36-55-year-olds)

Survey Year

- 2019
- 2020

Region

- South America

Country

- Argentina
- Brazil
- Chile
- Colombia

Gender

- Female
- Male

Age Group

- 18-22
- 23-35
- 36-55
- 56-80

News Content Trustworthiness

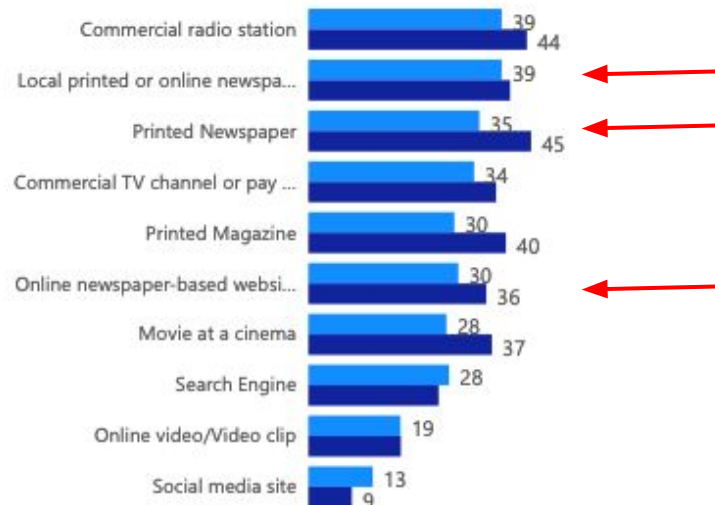
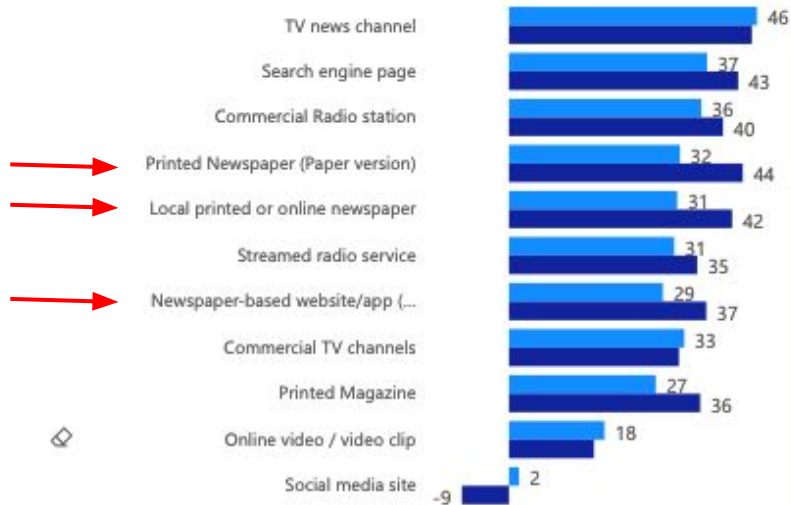


Survey Year ● 2019 ● 2020

Advertisement Trustworthiness



Survey Year ● 2019 ● 2020



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Africa

Asia

Europe

North America

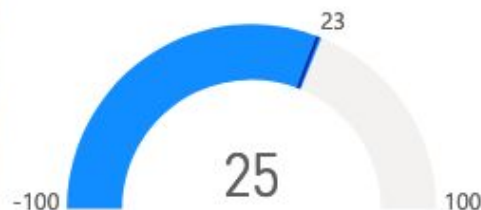
Oceania



Global Media Trustworthiness



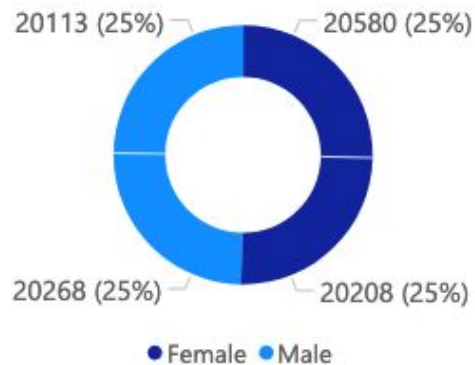
News Content Trustworthiness



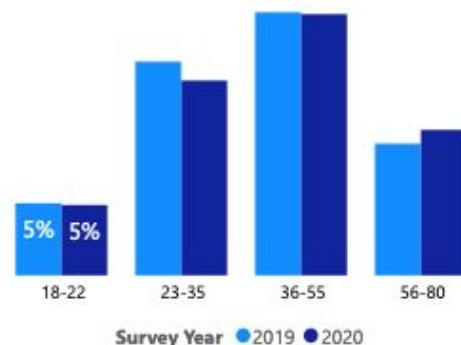
Advertisement Trustworthiness



Gender Distribution by Year



Age Distribution





WAN-IFRA AD TRUST INDEX

WAN-IFRA and Syno have created an **index** whereby publishers can **benchmark their brands** nationally, regionally and globally. If you are interested, contact:

dean.roper@wan-ifra.org

