Trust in Media

The emergence of fake news has some Kiwis doubting the authenticity of the news and information they receive.

Traditional media is more highly trusted

7 out of 8 people trust newspapers and radio as a source of news and information while only 38% of people trust Facebook.

“Fake news is popping up everywhere on Facebook. I can’t trust what is posted.”

Consumers don’t trust ads on social media

Lack of trust in Facebook and other social media channels also affects trust in advertising messages.

3x more people trust ads in newspapers than on social media.

“Newspapers are permanent so I think the advertiser will be more careful with what they say and show.”

Consumers are open and receptive to newspaper ads

Consumers are most open to advertising in print media with more than twice as many people open to newspaper ads compared to social media.

Why?

“Because I can take my time to look and compare advertisements and show others to get their opinions.”

“Fake news is popping up everywhere on Facebook, I can’t trust what is posted.”

Traditional media drives consumer action

71% of people have bought something as a result of a newspaper ad almost 3x higher than social media.

"I go on to Facebook to socialise, not to be bombarded with adverts. So easy to lie when you’re behind a keyboard.”

Why?

"Because I can take my time to look and compare advertisements and show others to get their opinions.”

Newspapers ads drive web traffic

Consider buying something advertised

Search online for something you see advertised

Visit website to check more about something advertised

65% 59% 50%

77% 40% 42%

71% 61% 55%

Decide where to buy something as a result of an ad

Actually buy something as a result of an ad

Go to event as a result of advertising

71% 76% 76%

75% 71% 70%

33% 40% 42%

70% 75% 71% 29% 24% 20%


Talk to us to find out more
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