

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.



more people trust ads in newspapers than on social media



Only **26%** of consumers trust advertising on YouTube



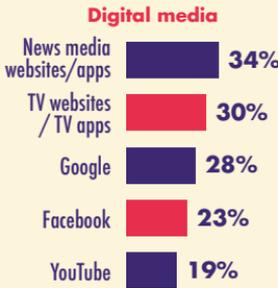
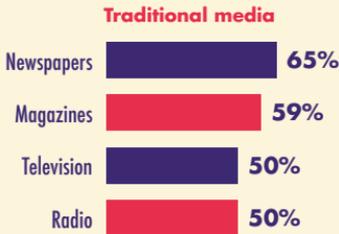
Only **24%** of consumers trust advertising on Facebook

Why?

"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.



7 out of 10 people find newspaper ads useful

Why?

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

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

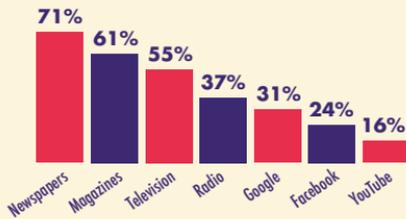
Traditional media drives consumer action

71%

of people have bought something as a result of a newspaper ad

almost **3x**

higher than social media



Actually buy something as a result of an ad

Newspaper ads drive web traffic

Consider buying something advertised **77%** (Newspapers) vs **33%** (Facebook)

Decide where to buy something as a result of an ad **75%** (Newspapers) vs **30%** (Facebook)

Search online for something you see advertised **76%** (Newspapers) vs **40%** (Facebook)

Actually buy something as a result of an ad **71%** (Newspapers) vs **24%** (Facebook)

Visit websites to find out more about something advertised **76%** (Newspapers) vs **42%** (Facebook)

Go to events as a result of advertising **70%** (Newspapers) vs **29%** (Facebook)

■ Newspapers ■ Facebook

Source: Colmar Brunton - Trust, advertising receptivity and engagement. June 2017.