TRUST IN MEDIA

MAY 2020

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KEY TAKEAWAYS

We measure trust across 22 media and all, bar one, have seen increased levels of trust in our latest wave of research.

This is likely influenced by the fact that over the past couple of months we have been consuming more media and becoming even more familiar with each channel.

The stalwart channels – radio, ads in newspapers, TV and editorial content top the list of most trusted media. They are followed by cinema ads and OOH which have both seen increases vs last year despite being massively impacted by COVID-19. While the global pandemic has disrupted many aspects of industry and society, it has yet to erode long-term trust.

We have measured trust since 2017 and these top 5 trusted media have not changed across 6 separate waves of research.
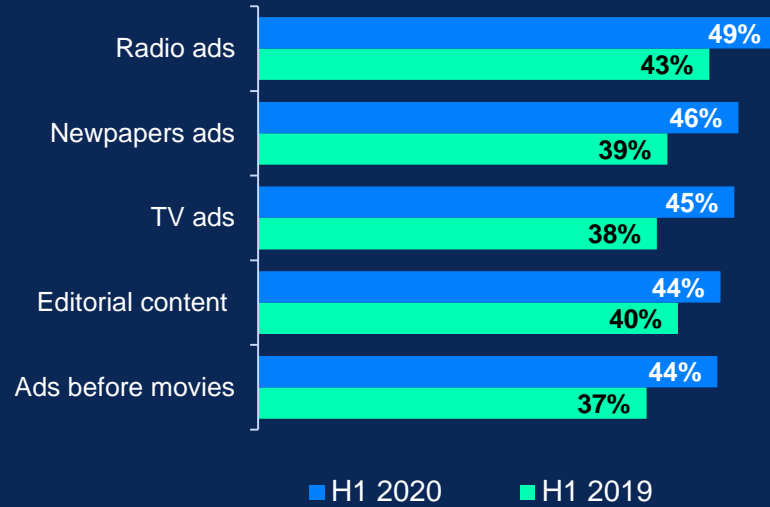
Digital channels remain least trusted but have also seen increased levels of trust vs 2019. They also perform well in terms of enticing people to take action e.g. visit a brand website or purchase a product.
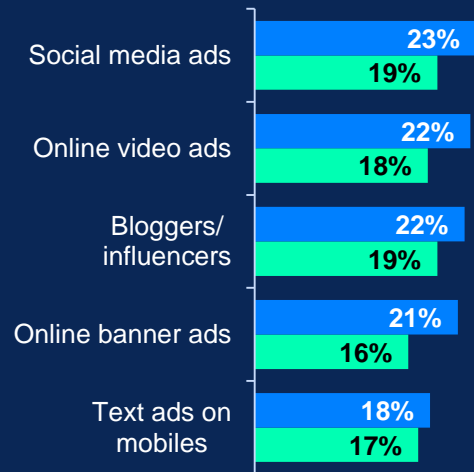
TRUST | HIGHEST AND LOWEST SCORING MEDIA

Top 5 trusted media
(% of adults who completely trust or somewhat trust)

Media	H1 2020	H1 2019
Radio ads	49%	43%
Newpapers ads	46%	39%
TV ads	45%	38%
Editorial content	44%	40%
Ads before movies	44%	37%

■ H1 2020 ■ H1 2019

Bottom 5 trusted media
(% of adults who completely trust or somewhat trust)

Media	H1 2020	H1 2019
Social media ads	23%	19%
Online video ads	22%	18%
Bloggers/influencers	22%	19%
Online banner ads	21%	16%
Text ads on mobiles	18%	17%

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ACTION TAKEN

We also ask respondents the level of action they take, for example visit a website or buy a product, as a result of seeing or hearing ads across media.
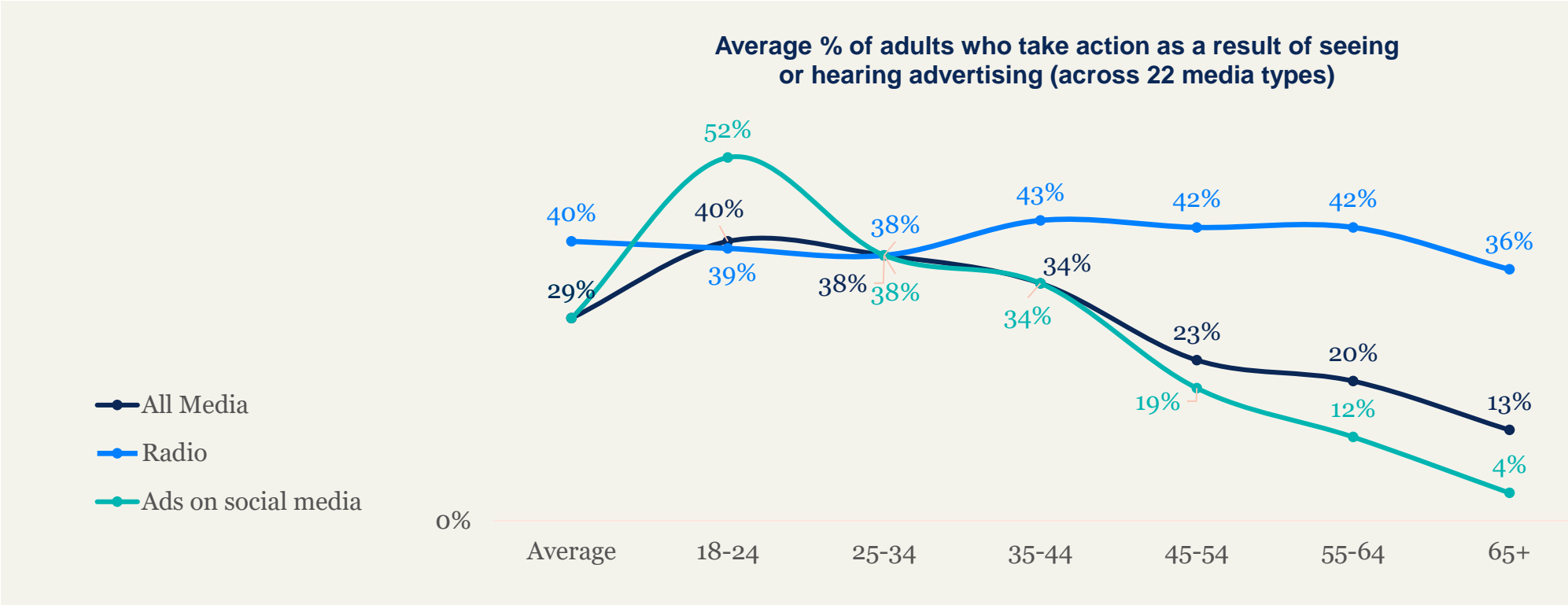
The top media for eliciting action are (% adults who always, usually or sometimes take action):

o   Radio (40%)

o   TV (38%)

o   Emails signed up for (38%)

o   Consumer reviews posted online (36%)

o   Editorial content (34%)

o   Ads on branded websites (34%)

ACTION TAKEN

In general, and somewhat expected, younger audiences take more action and action declines as age group increases but there are differences by media – as seen in the chart below looking at radio and social media.

Average % of adults who take action as a result of seeing or hearing advertising (across 22 media types)

Legend:
- All Media
- Radio
- Ads on social media

Data points (Average, 18-24, 25-34, 35-44, 45-54, 55-64, 65+):

All Media: 29%, 40%, 38%, 34%, 23%, 20%, 13%
Radio: 40%, 39%, 38%, 43%, 42%, 42%, 36%
Ads on social media: 29%, 52%, 38%, 34%, 19%, 12%, 4%

0%

SOURCE: GroupM Trust in Media, Apr 2020

![groupm logo](top right)

THANK YOU

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FOR FURTHER INFORMATION PLEASE CONTACT:
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