Consumer Trust in Ads
Survey Overview

AD TRUST SURVEY 2019

Approx. 40,000 respondents from 40 countries.
18-65 or 18-80 years old depending on maturity of market with a representative distribution.

Asking the question
“To what extent do you agree or disagree that information conveyed in advertising / content in <X media> is trustworthy?”

Rating from
1. Strongly Disagree to
7. Strongly Agree

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Hanoi  London  Seoul  Singapore  Stockholm  Tokyo  Vilnius  Warsaw
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)
Definition of the Media

**MEDIA:**
- Printed newspaper (paper version)
- Newspaper based website or app (online version)
- Local printed or online newspaper
- Commercial TV channel
- Commercial radio station
- Printed magazine
- Search engine page
- Online or app only news service
- Streamed radio service
- Online video / video clip
- Social media site
- News channel*
- Cinema**

**EXAMPLES:**
- Yomiuri Shimbun, New York Times,
- Yomiuri Shimbun, New York Times
- London Evening Standard, New York Post
- NBC, CBS, FOX, ESPN
- NRJ, Z100, Z103,5
- National Geographic, Illustrated Science, The Economist
- Google, Bing, Yahoo, Baidu
- BuzzFeed, Huffington Post
- Spotify, Pandora, Deezer
- YouTube, Dailymotion
- Facebook, Instagram, Twitter, LinkedIn
- BBC, NHK, CNN, RT
- AMC, Odeon, Wanda

*Category only included for content as many are publicly funded
**Category only included for advertising as don't feature news
Global Trust in Ads

By media

- Printed newspaper: 25.85
- Local newspaper: 24.97
- Commercial TV channel: 22
- Commercial radio station: 21.78
- Printed magazine: 21.4
- Newspaper-based website: 19.31
- Cinema: 16.91
- Search engine page: 12
- Online video: 5.57
- Social media: -3.67

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Global Trust in Ads

By region

<table>
<thead>
<tr>
<th>Region</th>
<th>Trust in Ads</th>
</tr>
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<tbody>
<tr>
<td>Africa</td>
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<tr>
<td>Asia</td>
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<tr>
<td>Europe</td>
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<tr>
<td>North America</td>
<td>9.8</td>
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<tr>
<td>South America</td>
<td>38.5</td>
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</table>
Global Trust in Ads

Europe
Global Trust in Ads

South America

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust in Ads</th>
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<tbody>
<tr>
<td>Brazil</td>
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<tr>
<td>Mexico</td>
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<tr>
<td>Chile</td>
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<td>Columbia</td>
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<tr>
<td>Argentina</td>
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</table>
Global Trust in Ads

South America

- Printed newspaper: 47.05
- Local newspaper: 46.96
- Commercial TV channel: 45.36
- Commercial radio station: 47.75
- Printed magazine: 41.82
- Newspaper based website: 38.7
- Cinema: 41.24
- Search engine page: 33.47
- Online video: 27.35
- Social media: 15.57

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Global Trust in Ads

By age

- Age 18-22: 14.3
- Age 23-35: 23.2
- Age 36-55: 20.2
- Age 56+: -2.9

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How trust drives purchase intent

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>65</td>
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<td>Asia</td>
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<td>North America</td>
<td>44</td>
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<tr>
<td>South America</td>
<td>67</td>
</tr>
</tbody>
</table>
How trust drives purchase intent

94.3% of trust in ads across media can be explained by trust in content

1% increase in trust in content yields

0.62% increase in trust in ads
Would you say that news published in media in your country in general are unbiased and trustworthy?
Trust in Content

Global index: 21

- News channel: 50
- Printed newspaper: 40
- Local newspaper: 30
- Commercial tv channel: 20
- Commercial radio station: 10
- Printed magazine: 0
- Newspaper based website: -10
- Search engine page: -20
- Online video: -30
- Social media: -40
WAN-IFRA and Syno has created an index whereby publishers can benchmark their brands nationally, regionally and globally.