

# TRUST IN ADVERTISING

2017



## CANADIANS TRUST TRADITIONAL MEDIA ADVERTISING



Canadian consumers more comfortable with levels of truth and accuracy in traditional media versus digital media.<sup>2</sup>



More Canadians report higher comfort levels with ads in newspapers.<sup>2</sup>



Lower levels of comfort with truth and accuracy in ads in digital media.<sup>2</sup>



**6 OUT OF 10 GLOBAL RESPONDENTS SAY THEY COMPLETELY OR SOMEWHAT TRUST ADS IN NEWSPAPERS.<sup>1</sup>**

### CANADIANS VIEW ADVERTISING POSITIVELY<sup>2</sup>



Canadians continue to have a favourable impression of advertising they see, hear or read.



A majority continue to find advertising helpful with consumer decision-making.

### CANADIANS TRUST TRADITIONAL MEDIA ADVERTISING<sup>4</sup>

ADS IN PHYSICAL OR DIGITAL FORMAT

49%



NEWSPAPER

44%



TELEVISION

40%



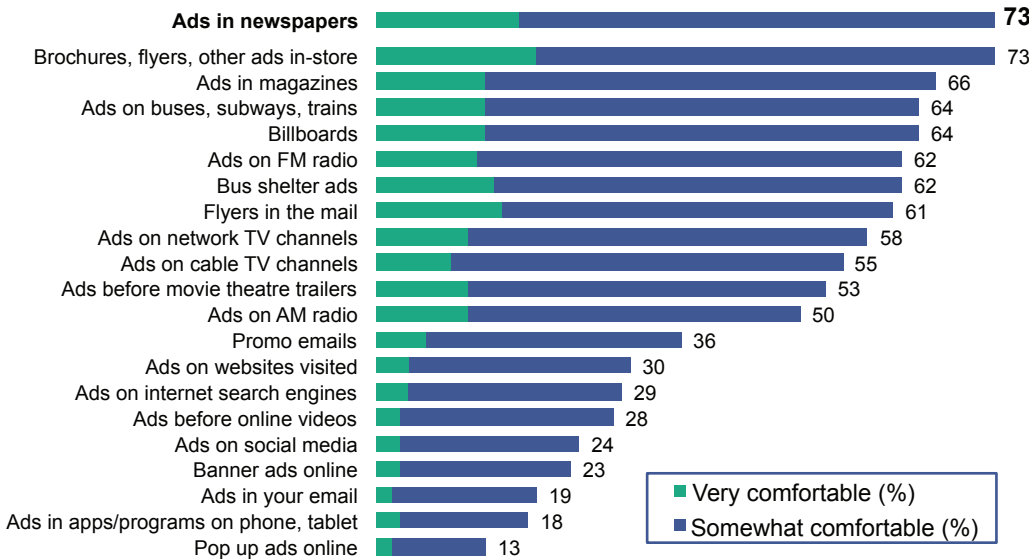
RADIO

39%



MAGAZINE

### How comfortable are you with the levels of truth and accuracy in the advertising you see, hear or read for each of the following:<sup>2</sup>



### Most trusted and read source of local news and shopping<sup>3</sup>



88%

community newspapers



75% Television



40% Social media



For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

<sup>1</sup> Nielsen Global Trust in Advertising Survey, Q1 2015

<sup>2</sup> Consumer Perspectives on Advertising 2016, Advertising Standards Canada; The Gandalf Group

<sup>3</sup> Metroland Media; Brandspark 2016

<sup>4</sup> Community Newspapers Drive Results 2017, Totum Research



News Media Canada  
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# TRUST IN NEWS MEDIA

## 2017



**More than half** (54%) trust news media, second only to not-for-profit organizations (59%)<sup>5</sup>



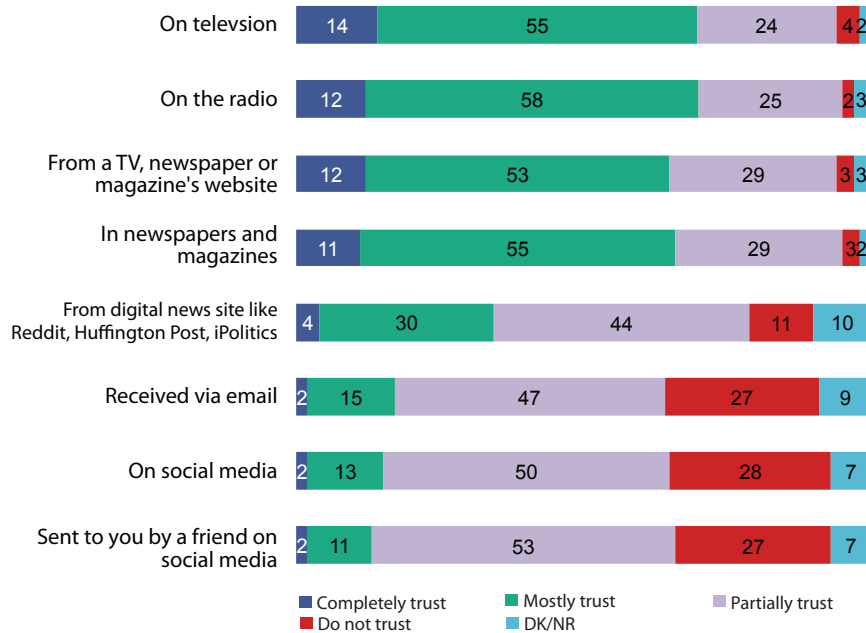
**Seven out of ten** (69%) felt that a strong presence in local communities contributes to increased trust.<sup>5</sup>



**Seven out of ten** respondents completely or mostly trust their news from newspapers, radio and television -the figure drops to 15 percent for news acquired via social media.<sup>6</sup>

### TRADITIONAL MEDIA VALUED<sup>6</sup>

Would you say you completely trust, partially trust, or do not trust the news that is ...?



### CURE FOR FAKE JOURNALISM = GREAT JOURNALISM

**"For the traditional media, this is almost a referendum on real journalism versus citizen journalism. It shows that Canadians want accurate information."**

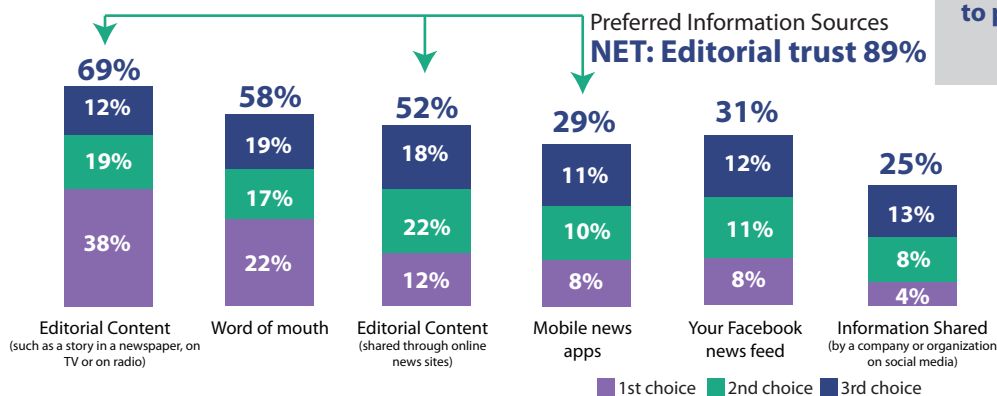
*Bruce MacLellan, CEO, Environics Communications CanTrust Index*

**"People will ultimately gravitate toward sources of information that are truly reliable, and have an allegiance to telling the truth. People will pay for that because they'll realize they'll need to have that in our society."**

*Martin Baron, Executive Editor Washington Post*

### NINE IN TEN CANADIANS TRUST EDITORIAL<sup>7</sup>

Consumers prefer editorial content and word of mouth to get current news



**"We found low levels of trust in social media companies (26%) and it has to be connected to privacy and how data is used is a big issue."**

*Environics Communications CanTrust Index*

For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

<sup>5</sup> Environics CanTrust Index, 2017

<sup>6</sup> Source: Earncliffe Strategy Group; Online survey of 1,500 adult Canadians between September 22 and October 2, 2016

<sup>7</sup> Source: Environics Communications CanTrust Index 2016

The Environics Communications CanTrust Index is a study of the levels of trust Canadians have in organizations, leaders and industry segments. It focuses on the general public, newcomers and primary household shoppers and was conducted to help companies reduce their corporate trust deficit.