



Trust, Engagement and Transparency:

What Premium Publishers Offer
that Social Platforms Can't

 SHARETHROUGH

Survey goal:

To study the brand favorability of premium publishers as well as audience trust, transparency of information and depth of engagement in premium publishers versus major social platforms.

Sample size:

1,052 US residents, and 524 UK residents, found using Qualtrics, aged 18-50 (sample weighted evenly by gender and age).

Dates:

August 25-September 3, 2017 (US), September 19-27 (UK)

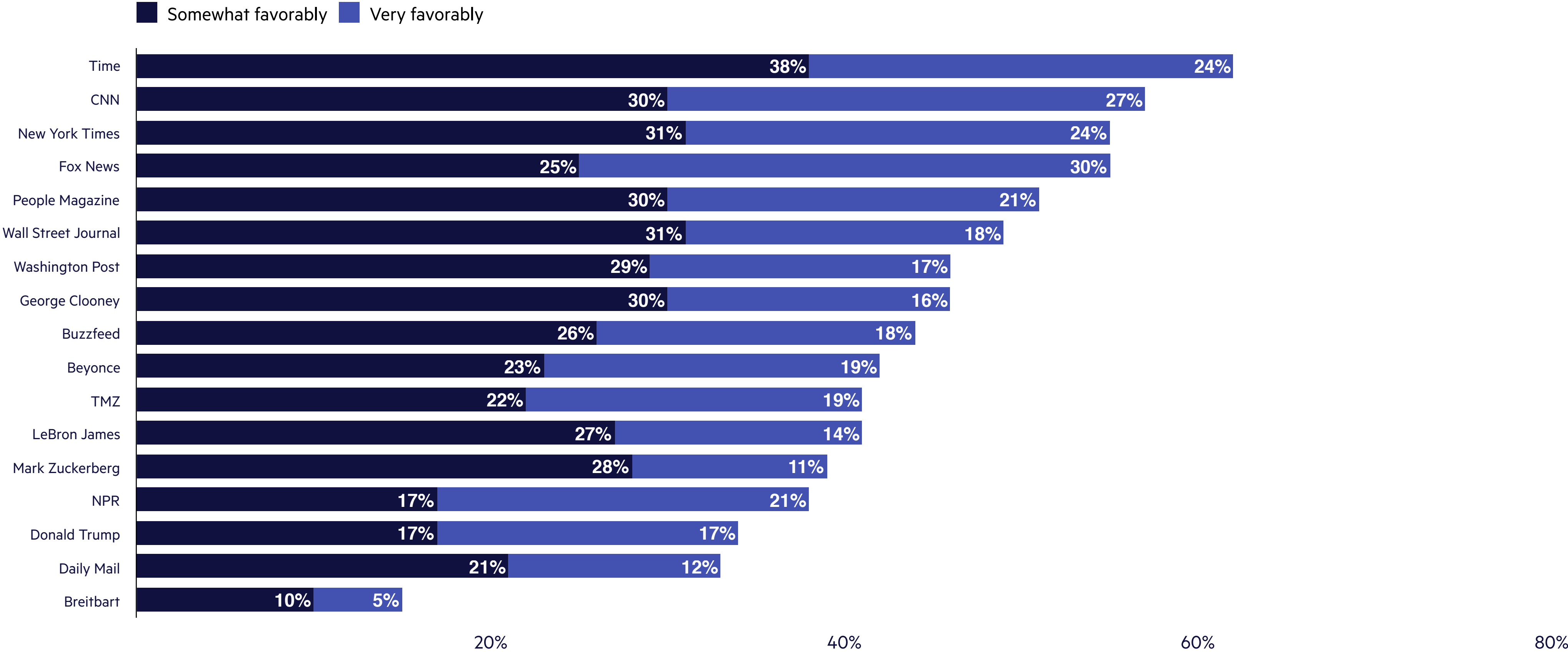


US Results

84% of Americans said it was very important to know where the information they were reading was sourced from.

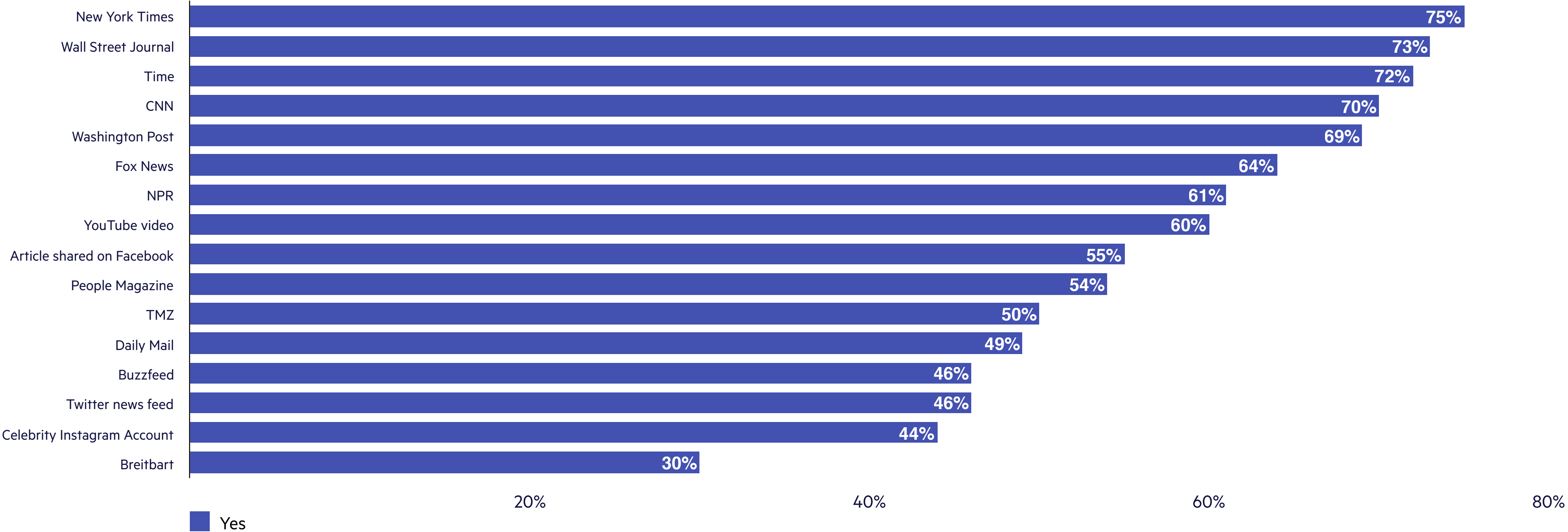
Premium publishers had some of the strongest brands in the country.

“How favorably do you feel toward the following news organizations/personal brands?”



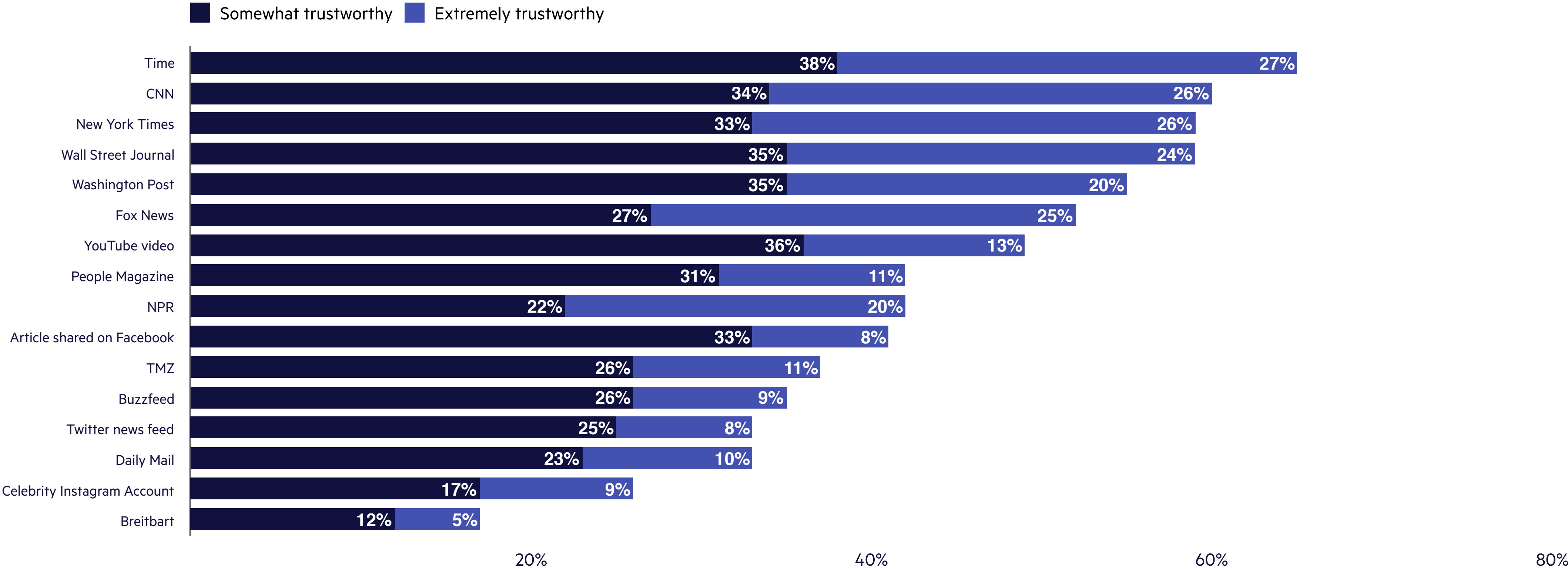
People surveyed expressed more confidence when reading premium publishers that they knew how the information they were reading was sourced than they did on Facebook or Twitter.

“When you read news from the following places, do you understand where the information was sourced from?”

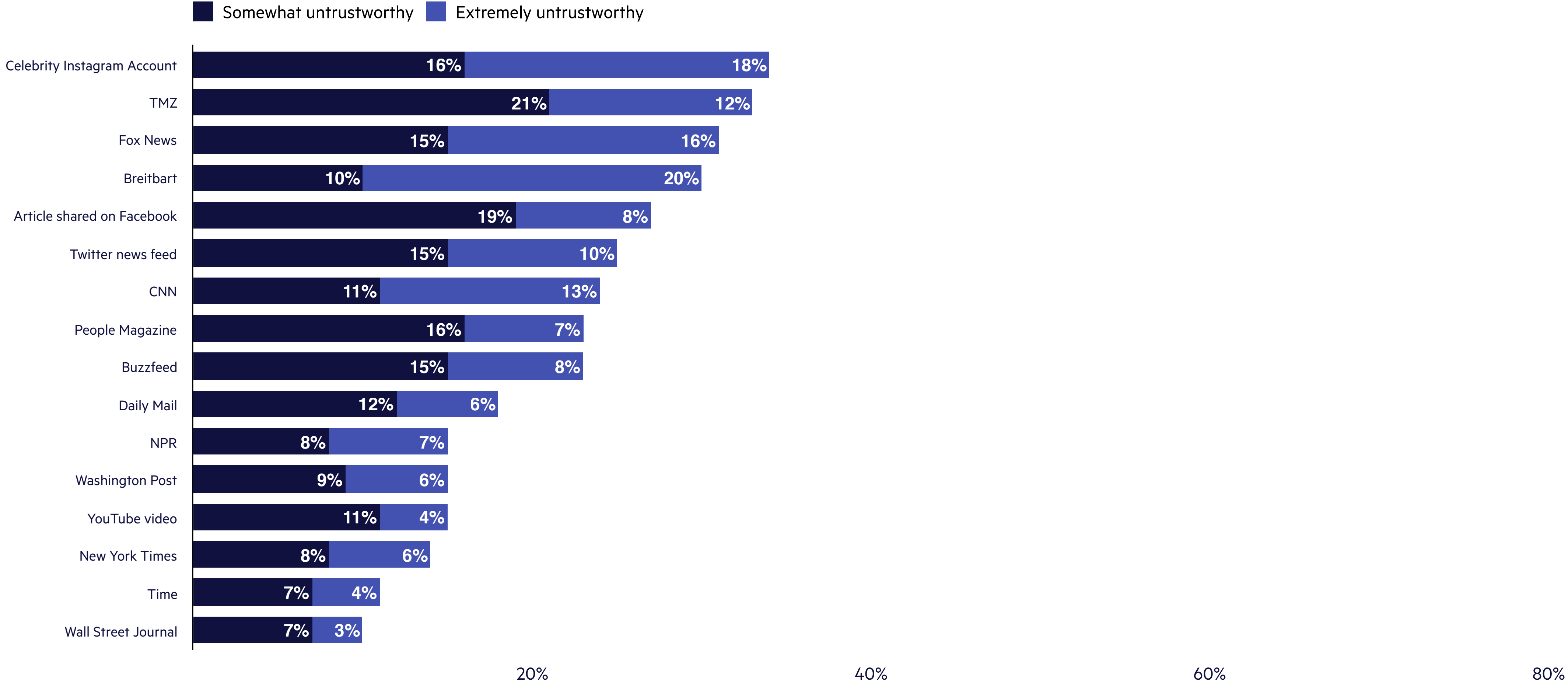


This fed into a greater sense of overall trust for premium publishers than social platforms like Facebook.

“How trustworthy do you find the news you receive from the following sources?”

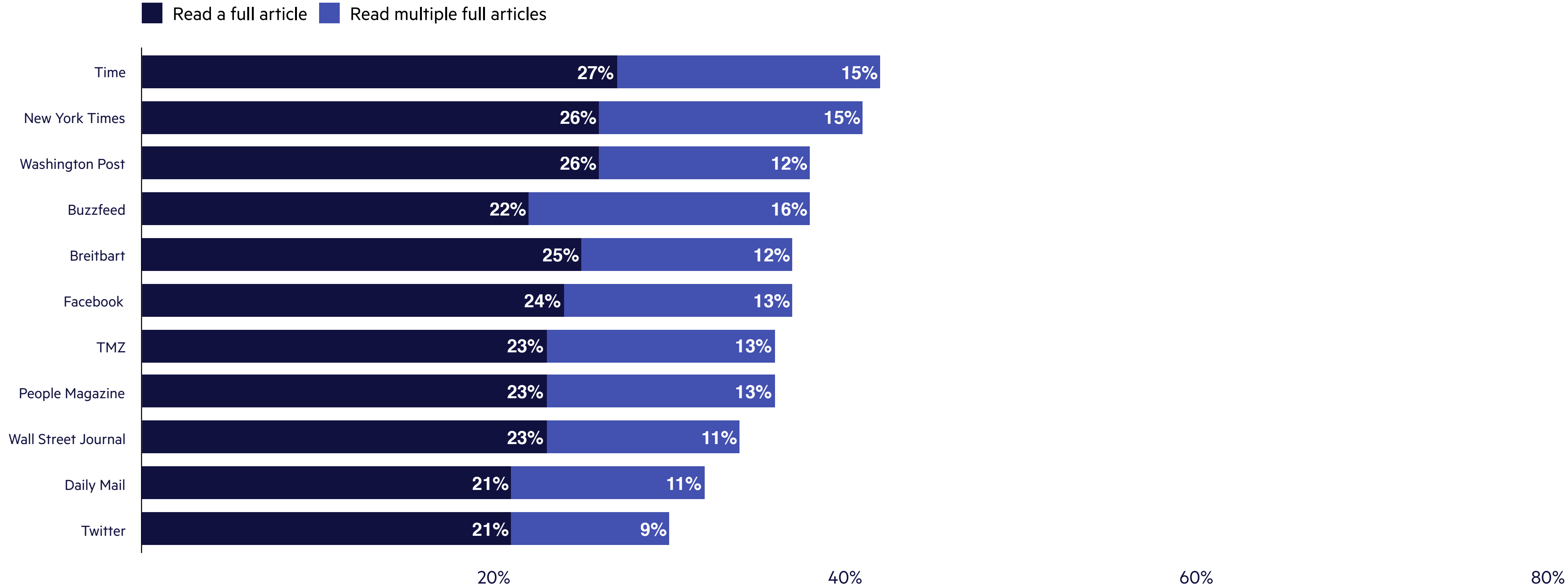


“How untrustworthy do you find the news you receive from the following sources?”

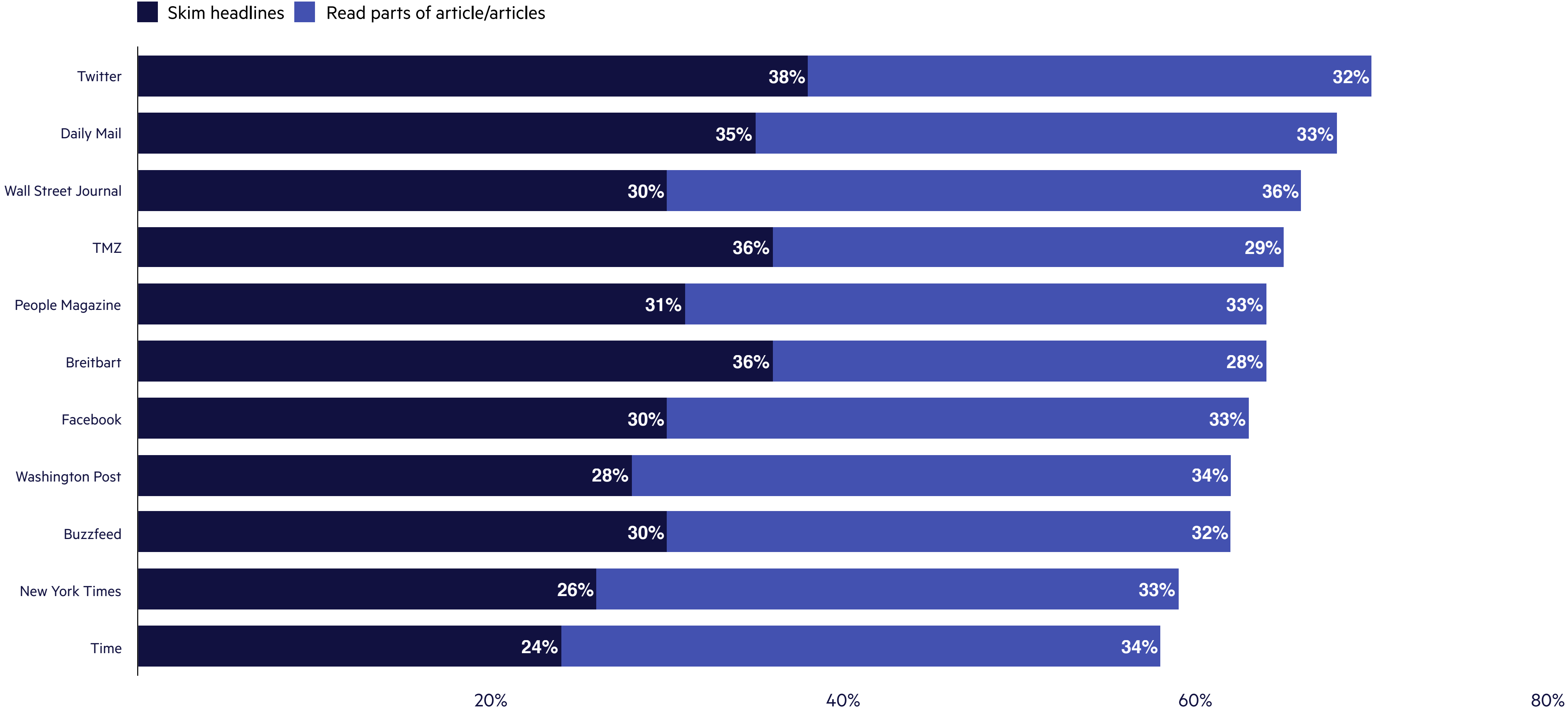


This fed into people spending more time reading articles on premium publishers and less time skimming for content.

“When I read news from the following places, I am more likely to read full articles.”

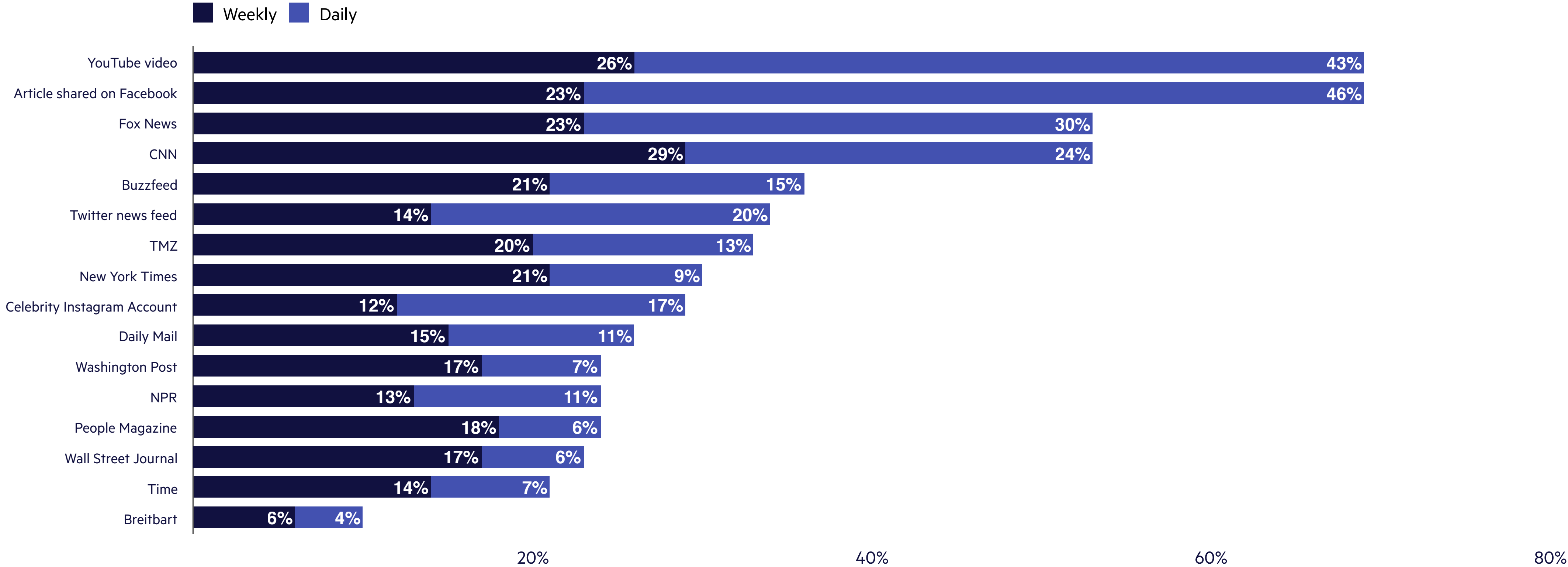


“When I read news from the following places, I am more likely to read full articles skim content.”

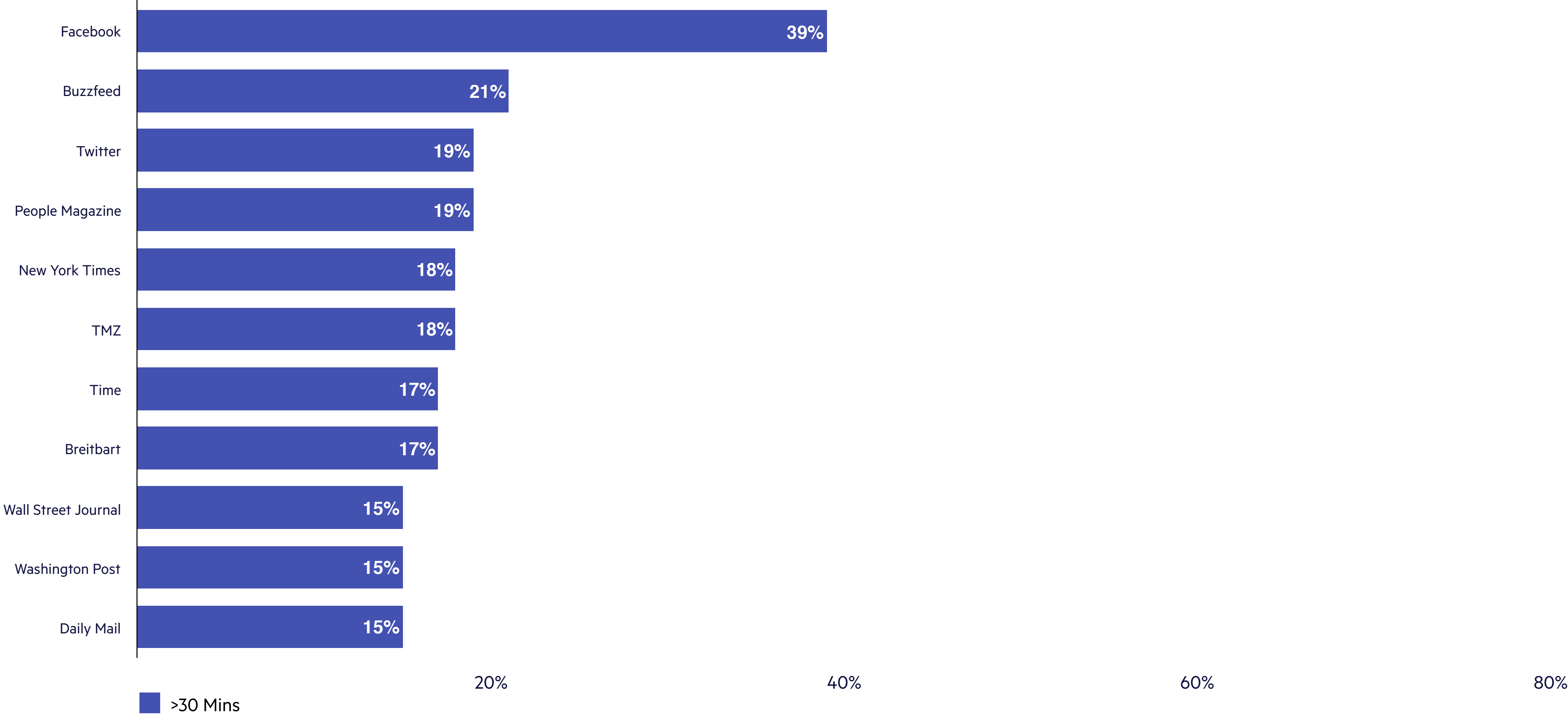


People aren't engaging with social platforms as deeply, or trust them to provide information, but they're spending a lot of time there.

“How often do you access news from the following sources?”



Percent of users who spend more than 30 minutes on site per session

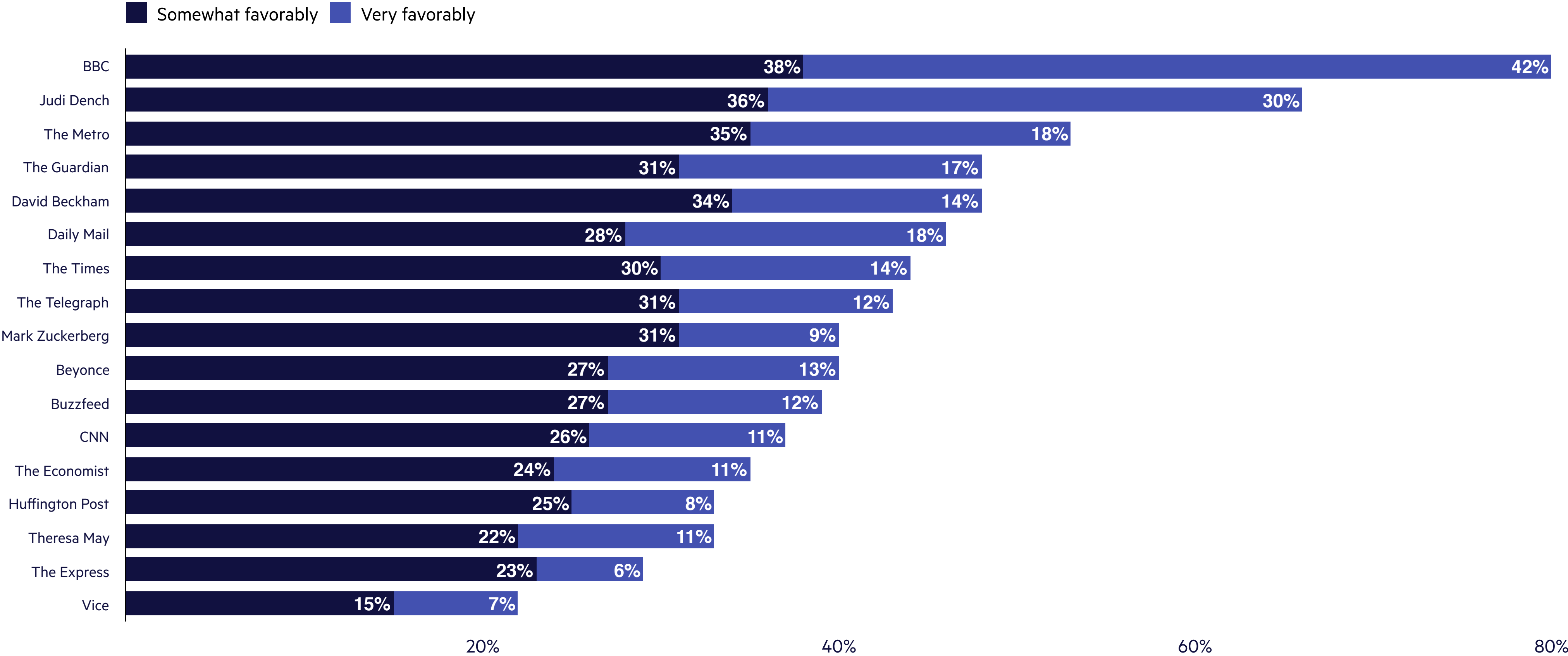


UK Results

79% of UK respondents said it was very important know where the information they were reading was sourced from.

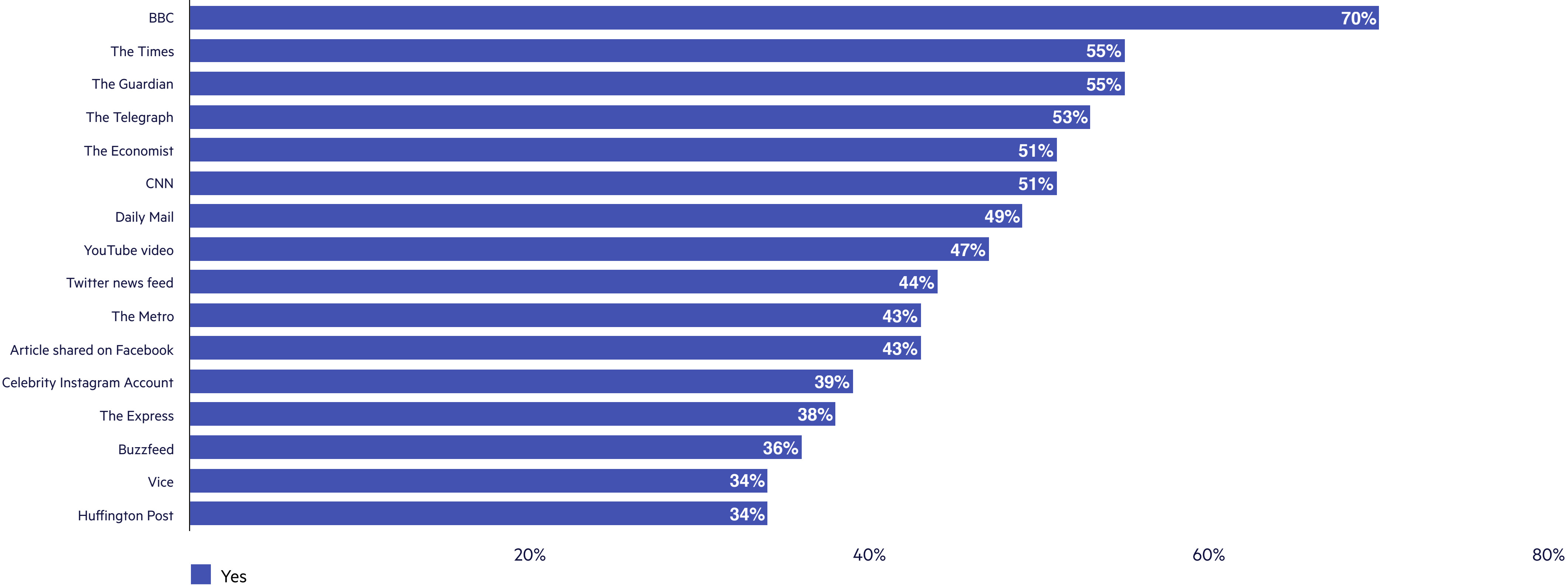
In the UK, the BBC towered above all other premium publisher brands.

“How favorably do you feel toward the following news organizations/personal brands?”



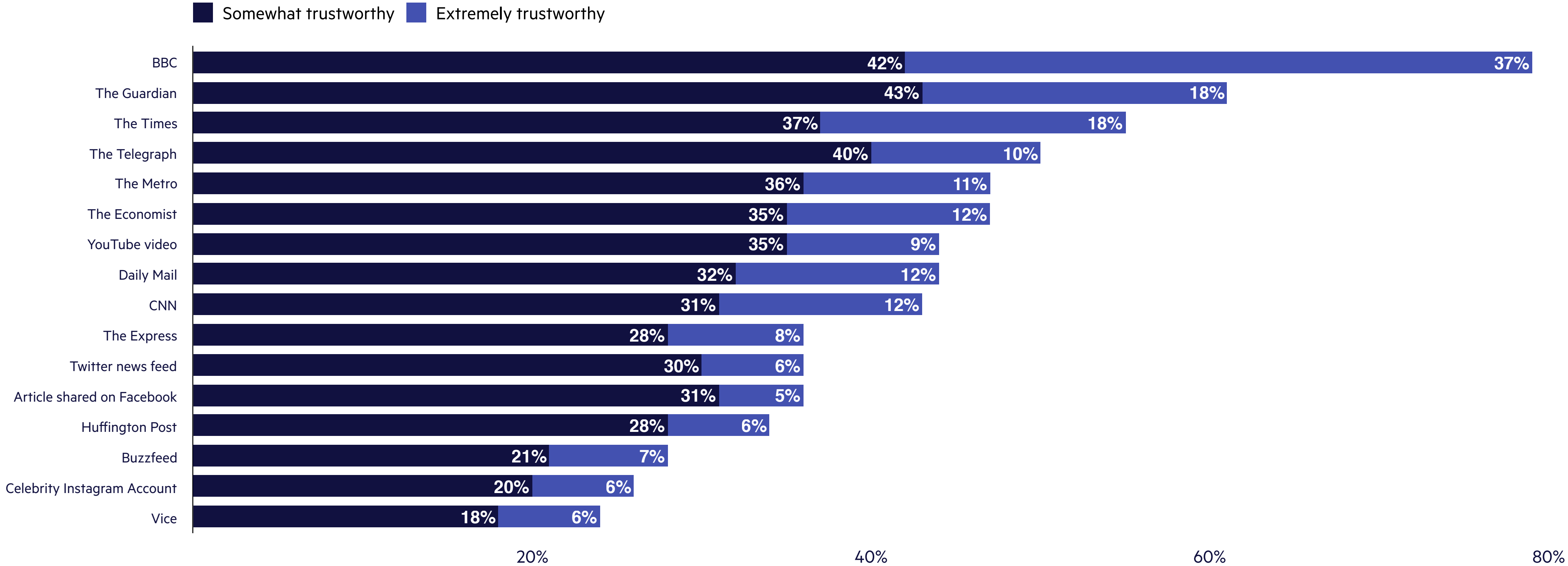
People in the UK had reservations about where news on social media was sourced, with concerns spreading to some online only news brands.

“When you read news from the following places, do you understand where the information was sourced from?”

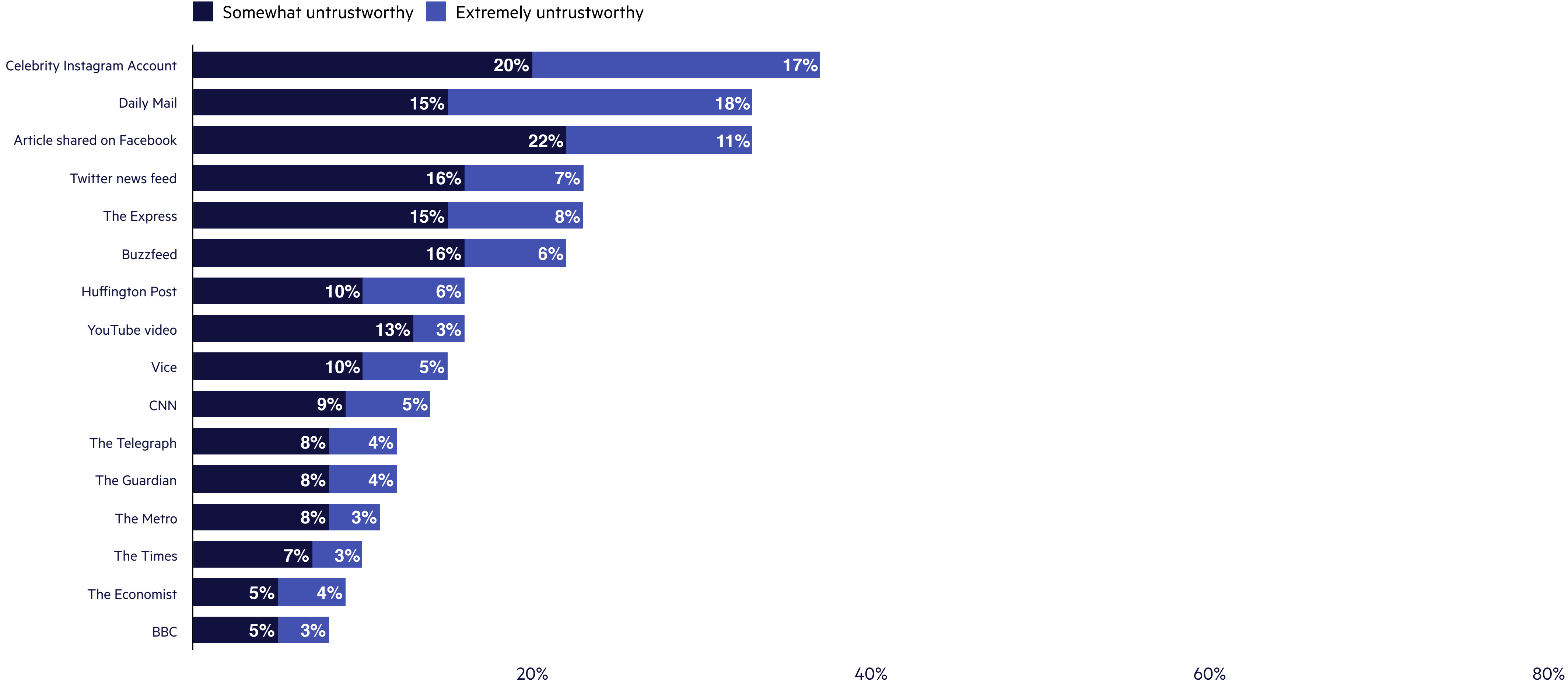


The UK matched the US, with trust in premium publisher brands far surpassing social platforms.

“How trustworthy do you find the news you receive from the following sources?”

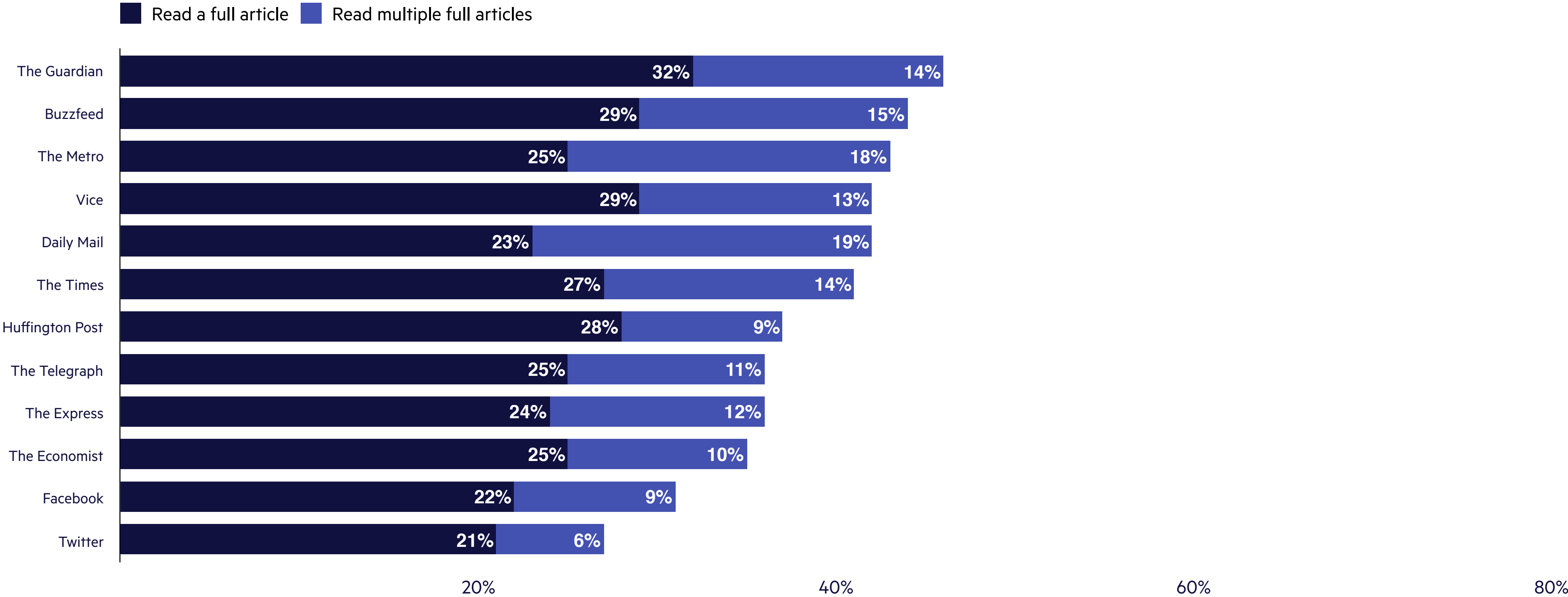


“How untrustworthy do you find the news you receive from the following sources?”

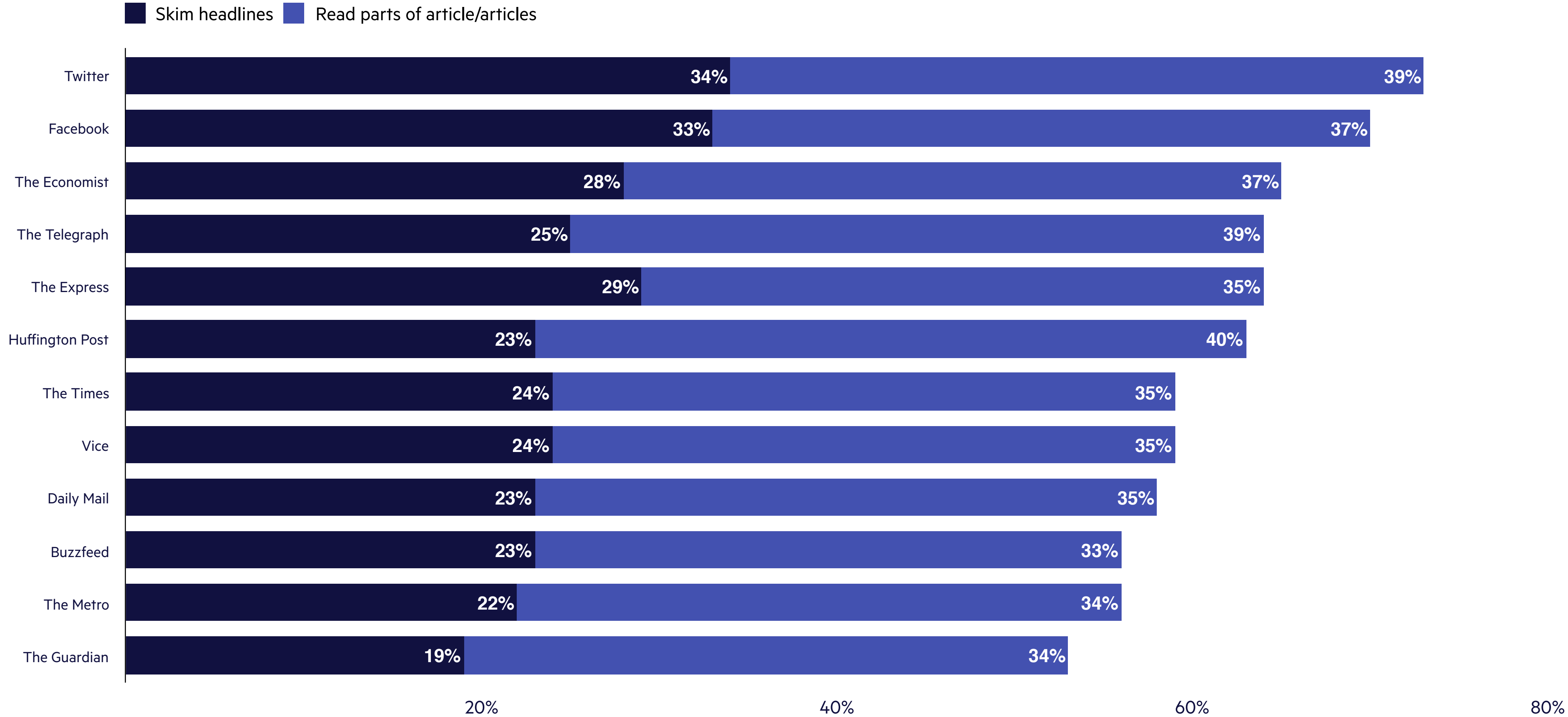


UK consumers engaged far more deeply with premium publisher content than through social platforms.

“When I read news from the following places, I am more likely to read full articles.”

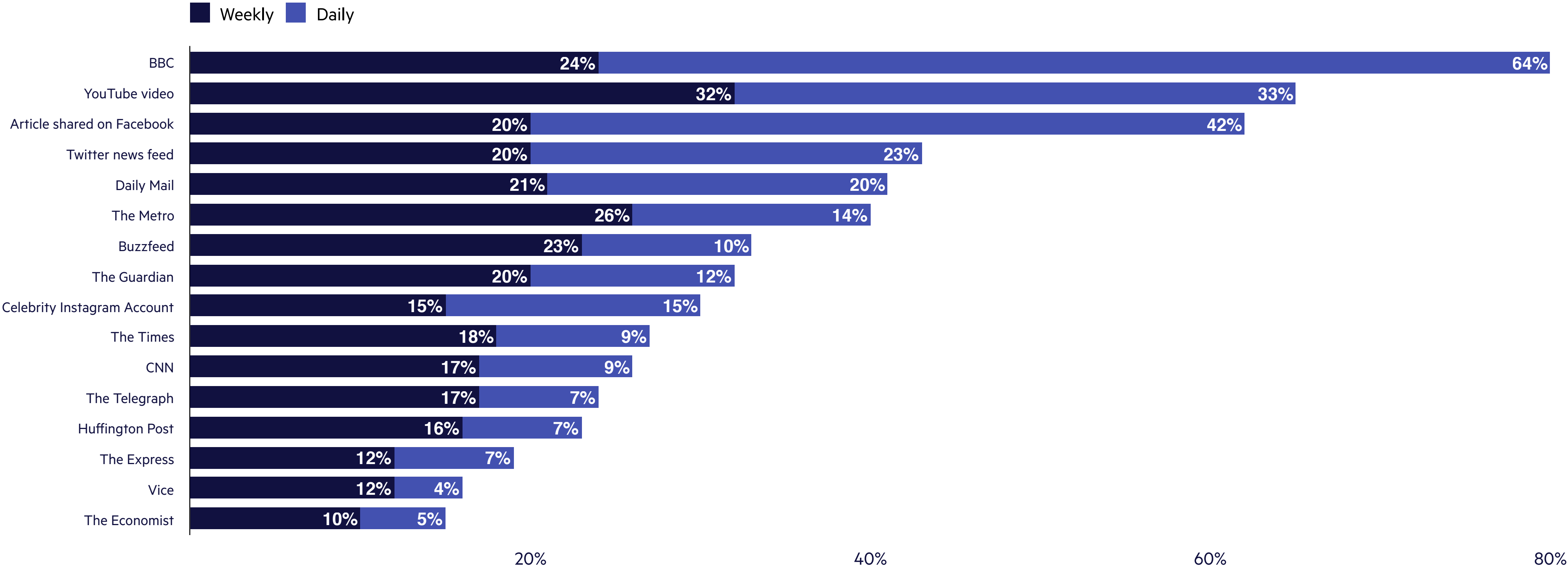


“When I read news from the following places, I am more likely to skim content.”

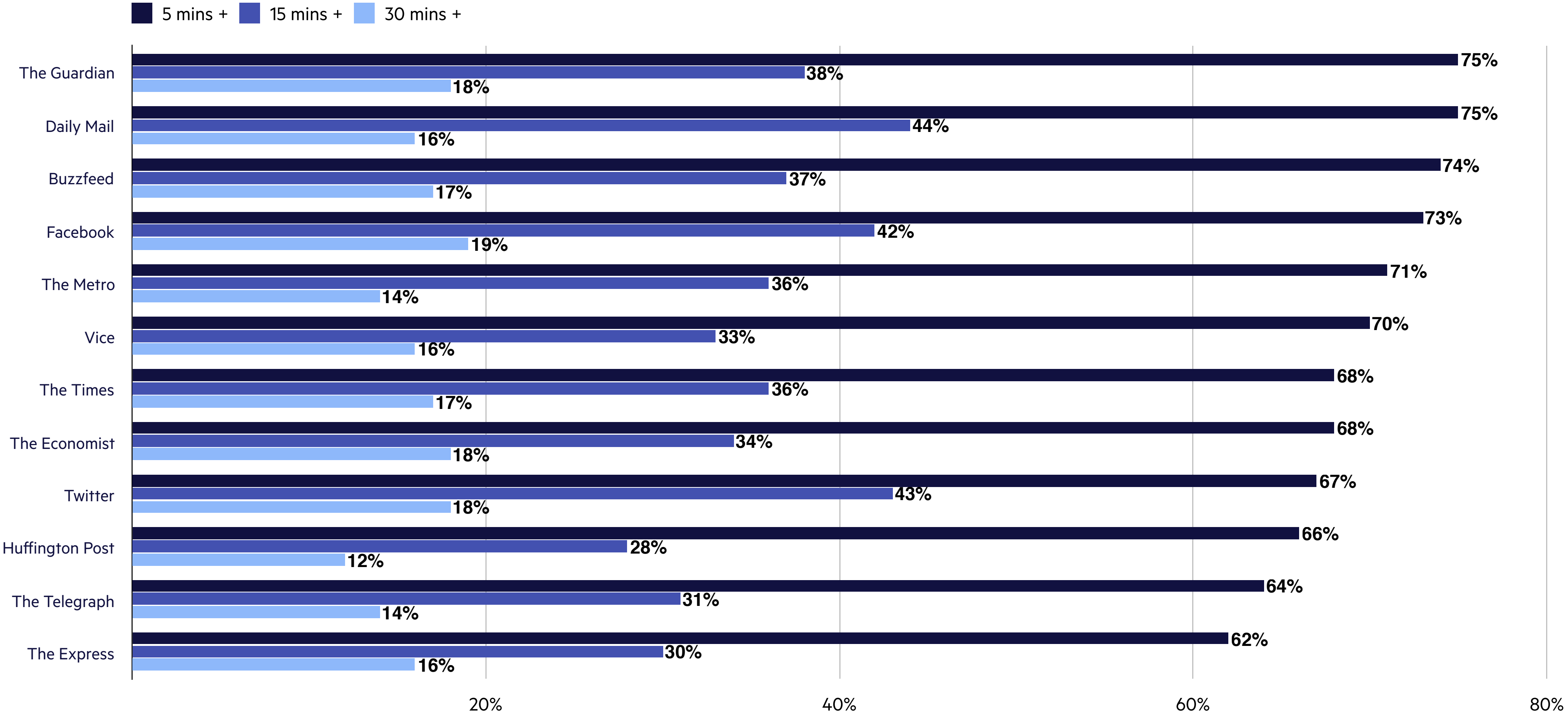


In terms of time spent, UK publishers kept closer pace with social platforms.

“How often do you access news from the following sources?”



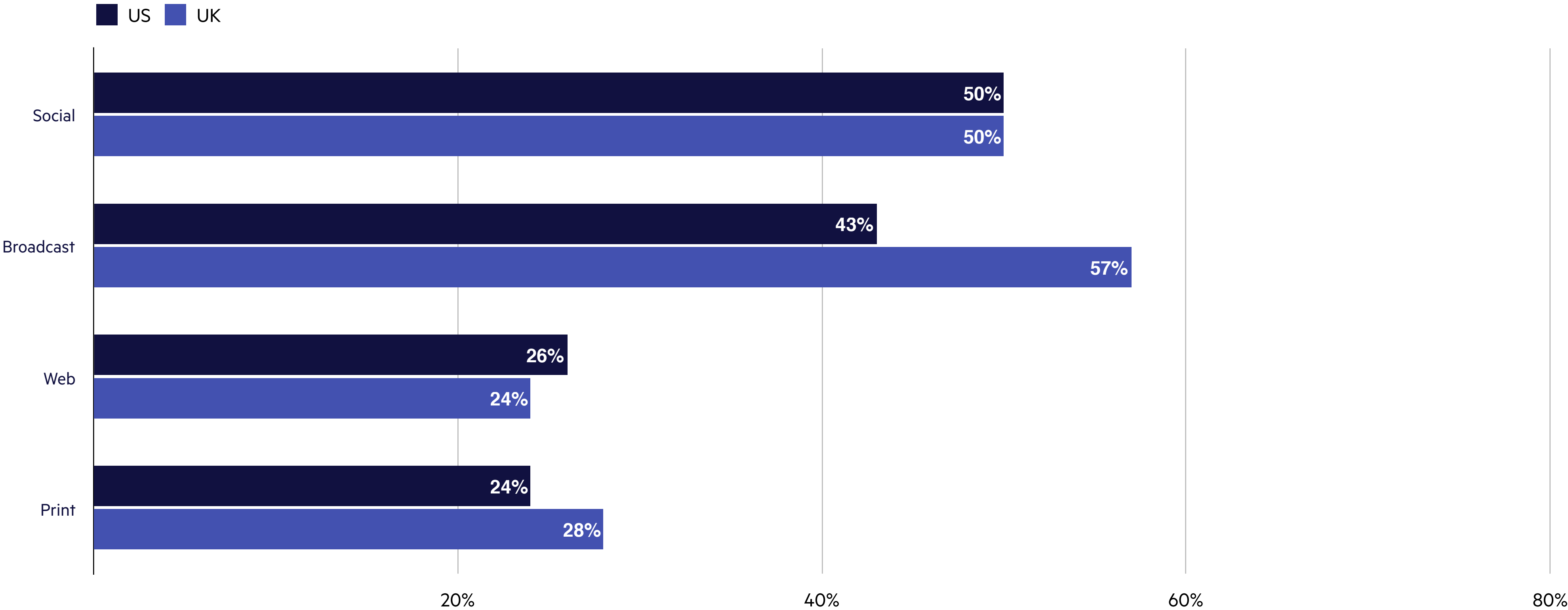
“When you read news from the following places, how long do you spend on-site?”



UK vs US Comparisons

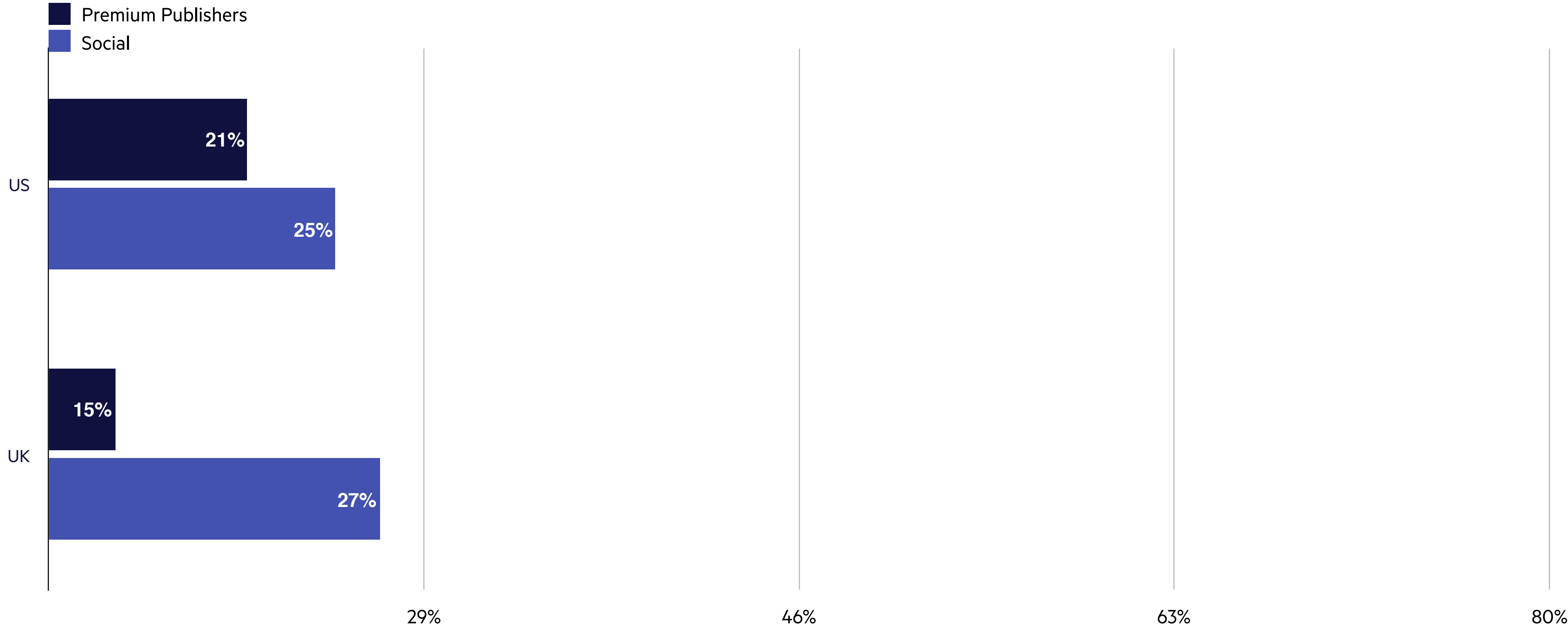
UK respondents were likely to engage more with print/broadcast news; US with social platforms and web-only publishers.

Percentage that engages with a medium for news at least weekly



UK respondents were more distrusting of social platforms, less actively distrusting of premium publishers.

Percentage that distrusts news from social media platforms versus percent that distrust publishers



US respondents were 60% more likely to spend 30 minutes or more reading news on social media each day

- 29% of US respondents said they spend 30 mins or more on social media sites reading news each day
- 18% of UK respondents said they spend 30 mins + on social media sites reading news each day