



Press information

Emily Luscombe / Maja Rode
Camargue

020 7636 7366

eluscombe@camarguepr.com

mrode@camarguepr.com

ONLINE NEWS IS NOW ONE OF THE UK'S MOST 'TRUSTED' SOURCES OF INFORMATION

London. December 30th — Online news sites are now second only to recommendations from friends as the nation's primary trusted source of information, according to new research unveiled today by TNS.

Online news is 'highly trusted'* by two fifths (40%) of those polled – second only to recommendations from friends which is the most trusted with almost half (45%) of respondents in the study stating that they highly trusted this source. Three quarters (75%) of UK respondents stated that they had 'looked up the news' when asked what they had done online in the last month – further emphasising the ascendancy of online news sites. The story of online news seems to be globally widespread with an average of two fifths (40%) across all 16 countries in the report trusting online news in this way.

We still seem to trust television news, as almost two fifths (38%) claimed to highly trust this medium in the UK. However, there were some differences across some of the countries with just under a quarter (24%) of Italians and French in the report highly trusting their television news.

When it comes to newspapers TNS observed that less than a quarter (23%) of UK respondents 'highly trusted' newspapers. In fact the UK gave the lowest score in this respect with an average of just under two fifths (39%) of respondents across all 16 countries highly trusting newspapers. The traditional press seemed to be most trusted by respondents in Finland (69%), Japan (50%), Sweden (49%) and most interestingly, China (49%).

We seem to be slightly more critical of others web-based resources such as blogs with just 6% of Brits highly trusting a private blog, compared to all the other countries surveyed (average of 10%) - making this the least trustworthy way of understanding the world around us. Wikipedia (24%) is as highly trusted as newspapers (23%) by UK respondents although some countries are even more trusting of this source with just over half (52%) of German respondents highly trusting this online source of information.

Arno Hummerston, Managing Director, TNS Global Interactive, said: "It's interesting to see how trusted online news is – with consumers clearly understanding the difference between which online channels can be trusted and which cannot. Instead of fighting the web revolution, newspapers seem to be trying to move their business models online, and it seems as though the combination of quality content and a recognised brand name is working, with readership figures of most national newspaper websites up over the last year."

** highly trusted is defined as giving a score of 8,9 or 10 on a scale of 1 to 10 where 1 is 'Do not trust at all' and 10 is 'trust completely'*

- ends -

About Digital World, Digital Life

TNS completed analysis of the results of its 16-country study into online behaviour and perspectives around the world at the end of 2008. A total of 27,522 people aged 18 to 55 years old were interviewed online in the following countries: Australia, Canada, China, Denmark, Finland, France, Germany, Italy, Japan, Korea, Netherlands, Norway, Spain, Sweden, the United Kingdom and the United States. 2,500 were interviewed in the UK. The research focused on four themes. First, the survey looked at how we are using the internet for entertainment, information and commerce. Second, the survey analysed whether people are using online channels when making major life decisions – health, family, education, investment etc. Third, how far has social media developed? Last, how much trust do people have in online sources of information versus traditional media or straightforward recommendations from friends?

About TNS

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management and Retail & Shopper. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

TNS is the sixth sense of business™.

For more information about TNS, please visit www.tnsglobal.com

The Kantar Group

The Kantar Group is one of the world's largest research, insight and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently-acquired TNS – the group aims to become the pre-eminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly-owned subsidiary of WPP Group plc. For further information, please visit www.kantargrouptns.com