



**Restoring Trust & Accountability**



**Research on Value of NewsGuard to Consumers**

# Survey Details

- On behalf of NewsGuard, YouGov conducted a survey to better understand consumer perceptions of NewsGuard's value.
- **Respondent group:** A representative sample of adults in the U.S.
- **Fieldwork dates:** June 27<sup>th</sup>-July 2<sup>nd</sup>, 2019

# Survey Results: Overall Interest in NewsGuard

- **85.5%** of respondents think there is a problem with false information or misinformation on the internet today.
  - **65.1%** think there is a significant problem
  - **20.4%** think there is a minor problem
- **72.5%** of respondents say they would find access to ratings and labels about news websites done by "experienced journalists with varied backgrounds" helpful as they browse the internet.
  - **37.3%** said they would find the service "very helpful."
  - **35.2%** said they would find the service "helpful"
- **69.8%** of respondents said they would find such a service "valuable"
  - **33.83%** said they would find it "very valuable"
  - **35.97%** said they would find it "somewhat valuable"

# Survey Results: NewsGuard as a part of a broadband or mobile internet package

- **59.3%** of respondents would trust their internet provider or mobile phone provider more just for providing these ratings and labels as part of their offering.
  - **35.4%** said they would trust their provider a lot more.
  - **23.9%** said they would trust their provider a little bit more
- **22.6%** of respondents would find their internet or mobile phone package "a lot more valuable" just for including news ratings and labels
- **51.7%** say that when searching for a new internet or mobile phone provider, they would be more likely to consider "a company that included this service over a company that did not."

# Survey Results: Pricing

- If asked by an internet or mobile phone provider to pay extra for this service:
  - **36.4%** would be very likely or fairly likely to pay **\$1.95 per month.**
  - **35.3%** would be very likely or fairly likely to pay **\$2.49 per month.**
  - **34.5%** would be very likely or fairly likely to pay **\$3.49 per month.**
- When asked, "What's the maximum percentage you would be willing to pay per month for this service above what you currently pay your internet or mobile phone provider?" consumers responded as follows:
  - **0% more: 46%**
  - **1-5% more: 19%**
  - **6-10% more: 10%**
  - **11-20% more: 4%**
  - **More than 20% more: 3%**

# Methodology

This survey has been conducted using an online interview administered to members of the YouGov Plc and panel partners panels of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females").

Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,262 US Adults. Fieldwork was undertaken between 27th - 1st July 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).