

Broadband provider research

ANONYMIZED

BACKGROUND

A top U.K. broadband provider conducted market research in partnership with NewsGuard to evaluate the commercial and reputational value of a partnership with NewsGuard. The research involved 30-minute interviews with 13 participants and a 15-minute online survey to quantify findings from the community (1000 respondents).

OVERVIEW OF FINDINGS

- **Widespread concern about fake news.** A majority of respondents (84–85%) are aware of fake news and have come across it online, but only a small minority of respondents (8–10%) are actively taking steps to protect themselves against fake news, suggesting there is an opportunity for tools that would offer such protection.
- **Broad appeal for NewsGuard.** 80% of respondents say warnings about hoaxes and political propaganda would be useful.
- **NewsGuard helps consumers decide who to trust.** Individuals and households alike see the benefit of receiving trusted advice in an easy to read format. One survey respondent described NewsGuard as tool that can be used by the whole family, including children, as an “easy way to know which sites to trust.”
- **NewsGuard has positive brand impact.** The research found that a collaboration with NewsGuard could improve perceptions of a broadband provider across various brand pillars, with more positive impressions in areas including relatability (“I admire what they do” and “they share my values”) and exceptionalism (“their products are innovative”). The survey also found that 39% of prospective broadband customers are more likely to view a provider positively if it has an association with NewsGuard.

Research indicates that while a majority of internet users are aware of and exposed to fake news, a small minority have tools to help them take action against misinformation.

