

Channel 4 & Trust



SALES

We know that just the association of advertising with Channel 4 is very valuable for brands....

How may seeing a brand advertised on Channel 4 change your views towards that brand?

"Channel 4 adverts introduce new and innovative products."

"Channel 4 adds often have a sense of humour - even dramatic ones - I like that - makes them more relatable."

"Usually it would improve my views, especially if I see the ad regularly."

"May make we more aware of what the brand does, if there are new features, it might encourage me to try it."

"...If a brand is on the channel then it makes you think channel 4 endorse the brand and think they have similar values etc and want to be associated."

"It makes me feel it must be a bit trustworthy for channel 4 to air it."

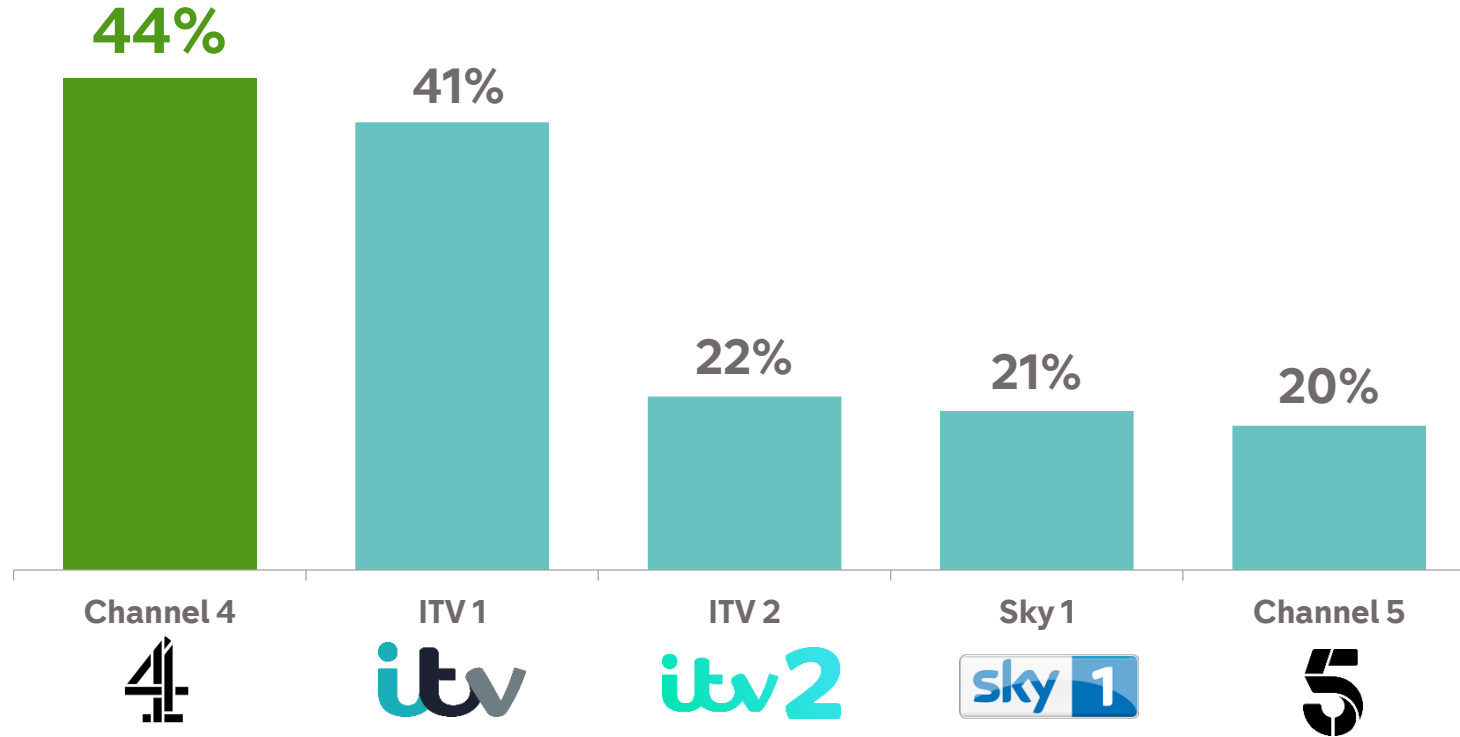
"A high quality innovative brand is supporting this channel."

"I do attach a certain legitimacy to brands who advertise on TV. I'm more likely to trust them and their claims, mostly because of regulators like the ASA. "

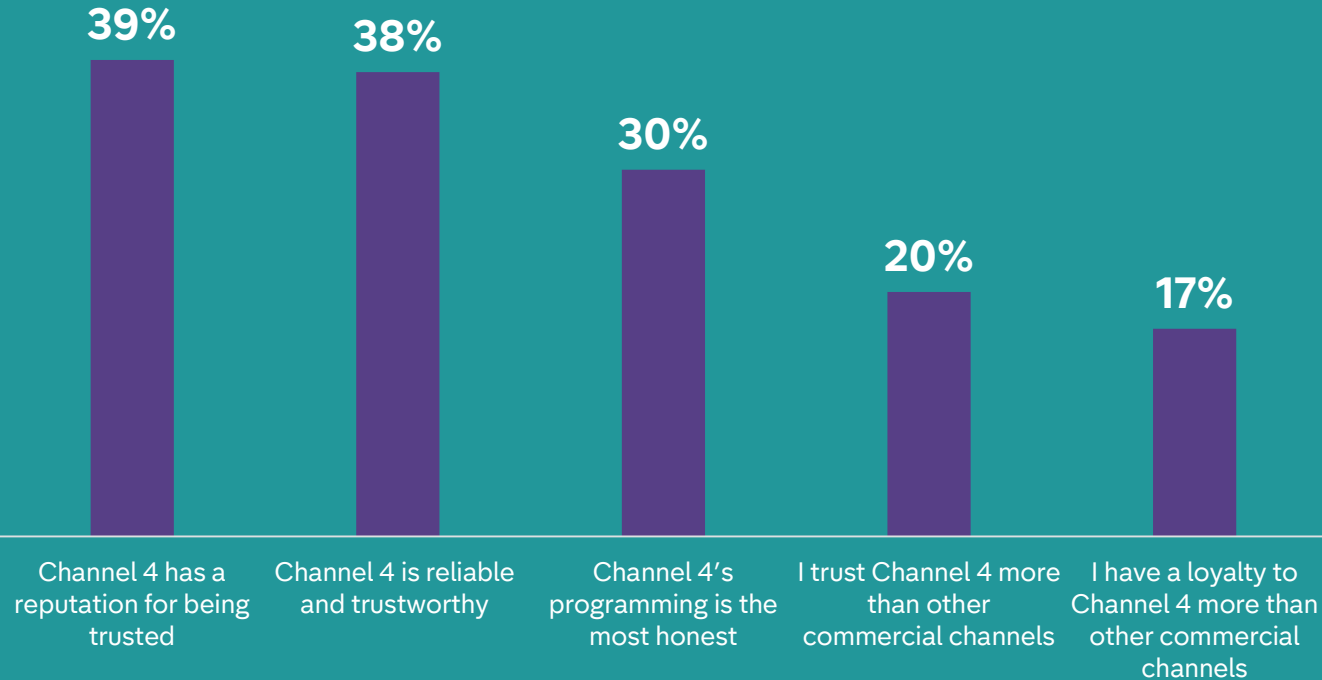
"I think that when brands advertised on TV and through a well known channel makes me feel that there more trusted."

Channel 4 is the most trusted TV channel vs. competitors

If any, which of these TV channels do you trust?



Thinking about the below statements, please select those that you agree with:



39%
agree
that Channel 4
has a reputation
for being trusted

What's evident is how much Channel 4 is associated with trust, in fact, many **(39%)** believe Channel 4 has a reputation for being trusted and **(38%)** that Channel 4 is both reliable and trustworthy. This has a knock-on affect as to how people perceive Channel 4 amongst competitors. They **(30%)** feel Channel 4's programming is the most honest, **(20%)** trust Channel 4 more than other commercial channels, and **(17%)** have loyalty to Channel 4 more than other commercial channels.

Channel 4 is the honest & trusted broadcaster... they trust Channel 4 because of it's inclusive, honest and balanced approach to its content

"I think they're a responsible and fair and balanced broadcaster."

"I like the Channel 4 news; it's the best; most reliable & challenging of all channels."

"It has a reputation for being fair-minded and has shows that appear to be equally opportunist."

"It seems to have integrity; empathy and a warm hearted approach to life with a good balance of serious news and plain harmless fun."

"When I watch shows on channel 4 they are believable and trustworthy."

"Because it's not as biased as other media channels and it feels more "real" and relatable; e.g. presenters are honest and are able to express their opinions freely."

"They usually try to show both sides of an argument but also have their own opinions so it is more transparent."

"Channel 4 has always seemed to give an unbiased view on all topics throughout it's time on air and hasn't been afraid to break down barriers in all areas."

"It's produces some accurate real life shows that represent everyday people."

"I think it's cause they are original; they are trend setters in the TV world; they make great quality content."

"I think channel 4 is real and has a newer type of ethos."

"It's a long-established channel with a good reputation for news and factual content."

"I always feel that it's impartial and always cutting edge."

"It's a very diverse and mixed channel; and seems to reflect society accurately."

"They're really open and give a lot of points of view."