

# Trust

# Associate with a Trusted, Believable, Platform



“Likely to believe what somebody tells you if they heard it from...”



“I trust the news I see/hear on...”

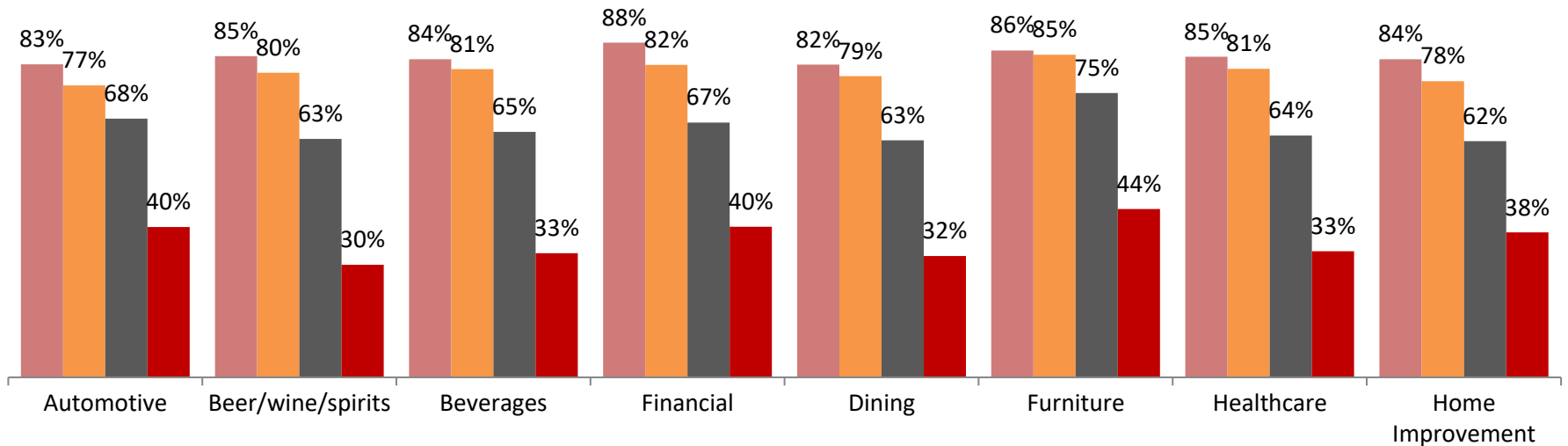


“Fake news most prevalent on...”

# Category Opinion Leaders: Local TV Stations Are The Most Trusted

% of Category Opinion Leaders Who Trust News from...

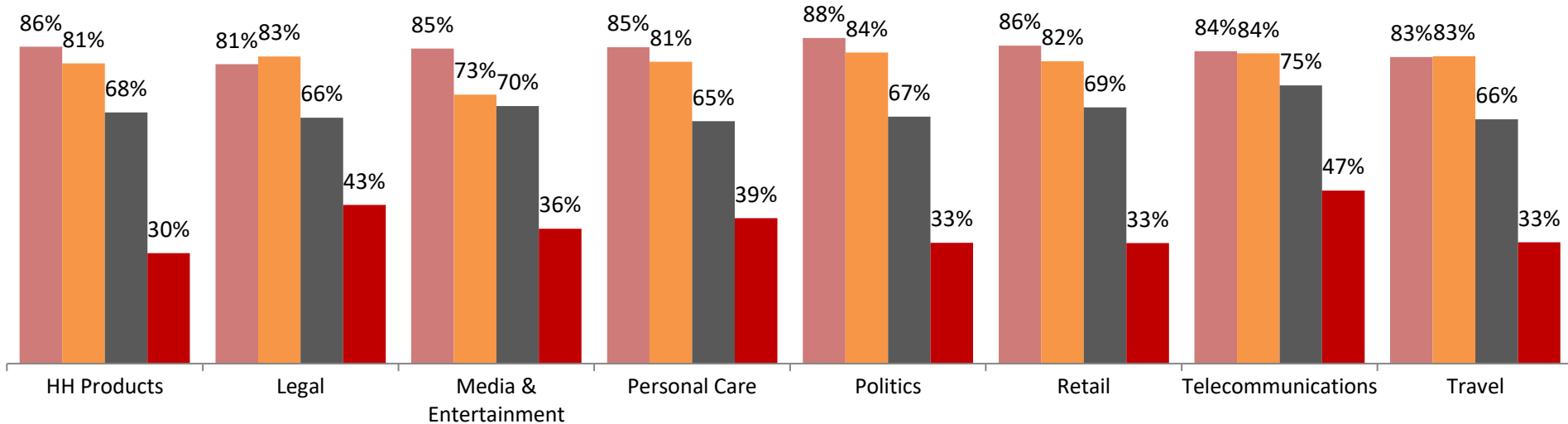
Local Broadcast TV   Local TV Websites/apps   Cable TV   Social Media



# Category Opinion Leaders: Local TV Stations Are The Most Trusted

% of Category Opinion Leaders Who Trust News from...

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# Local Broadcast TV News: The Most Trusted

**I trust the News that I see/hear on this media source:  
Percent Agree (Top 2 boxes)**

	10 State Total	CA	FL	GA	IL	LA	MI	NJ	NY	TX	WA
<b>Local Broadcast TV News</b>	<b>83%</b>	<b>82%</b>	<b>82%</b>	<b>83%</b>	<b>84%</b>	<b>83%</b>	<b>84%</b>	<b>81%</b>	<b>85%</b>	<b>85%</b>	<b>84%</b>
Broadcast Net. Nat'l TV News	<b>78%</b>	80%	78%	77%	82%	71%	78%	79%	83%	77%	77%
Government websites	<b>76%</b>	78%	75%	76%	76%	77%	75%	80%	75%	77%	76%
Local Newspapers	<b>76%</b>	75%	73%	76%	78%	73%	78%	77%	78%	74%	77%
Radio Stations	<b>74%</b>	73%	71%	75%	75%	72%	75%	75%	77%	74%	74%
Local broadcast TV news web/apps	<b>71%</b>	72%	69%	72%	72%	68%	71%	72%	74%	70%	70%
<b>Cable TV News Channels</b>	<b>71%</b>	73%	73%	69%	70%	67%	69%	74%	76%	72%	68%
Social Media	<b>45%</b>	47%	50%	51%	44%	47%	37%	44%	50%	44%	36%

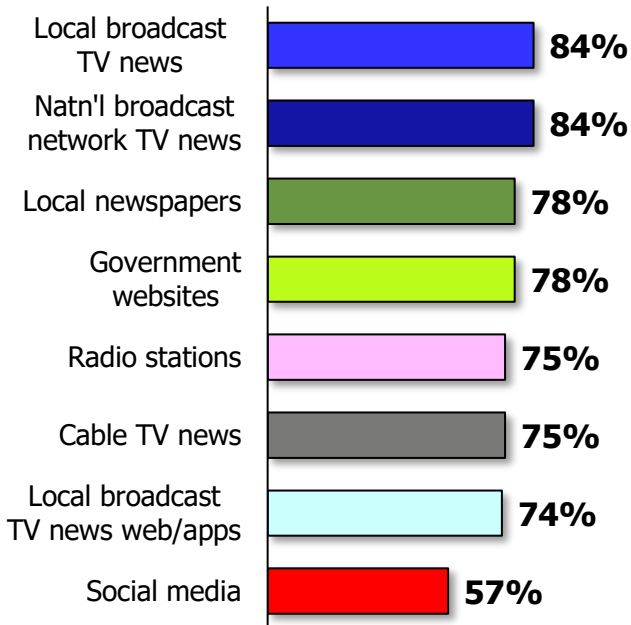
Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ N = 10,042

Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source... (Top two boxes = Agree Strongly and Agree Somewhat)

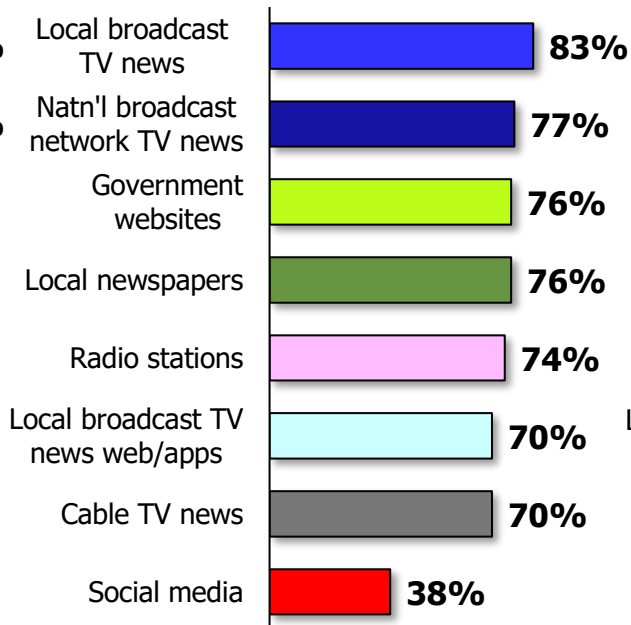
# Local Broadcast TV News: #1 For Trust in In Urban, Suburban, and Rural Areas

I trust the News that I see/hear on this media source:

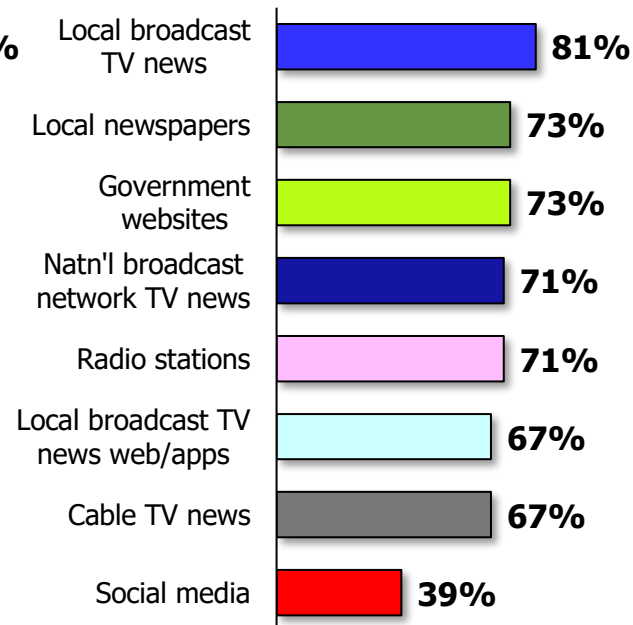
## City/Urban



## Suburban

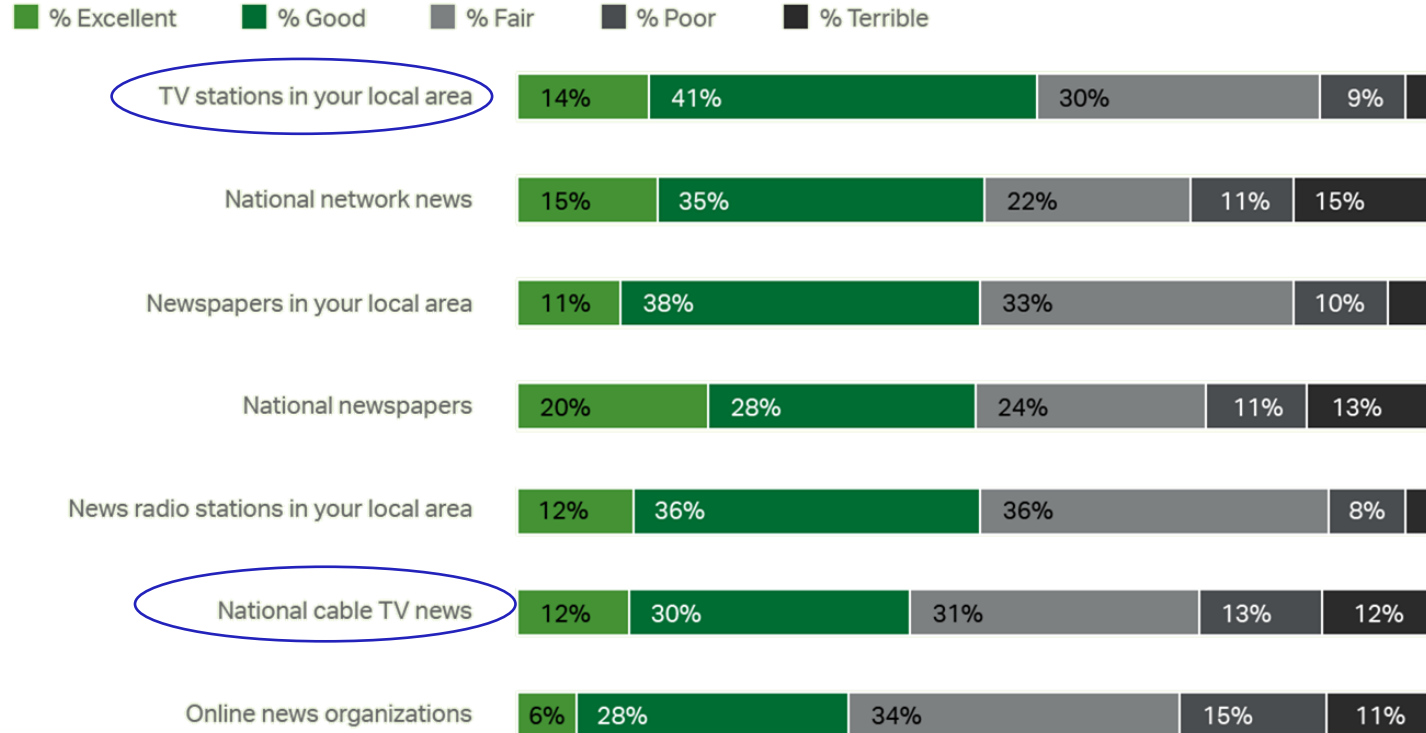


## Rural



Source: TVB/Dynata Coronavirus Media Usage Study April 2020 P18+ City/Urban N = 3396, Suburban N= 5071, Rural N = 1575 (10 states: California, Florida, Georgia, Illinois, Louisiana, Michigan, New Jersey, New York, Texas, Washington)Q9: For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news I see/hear on this media source; Top 2 boxes shown

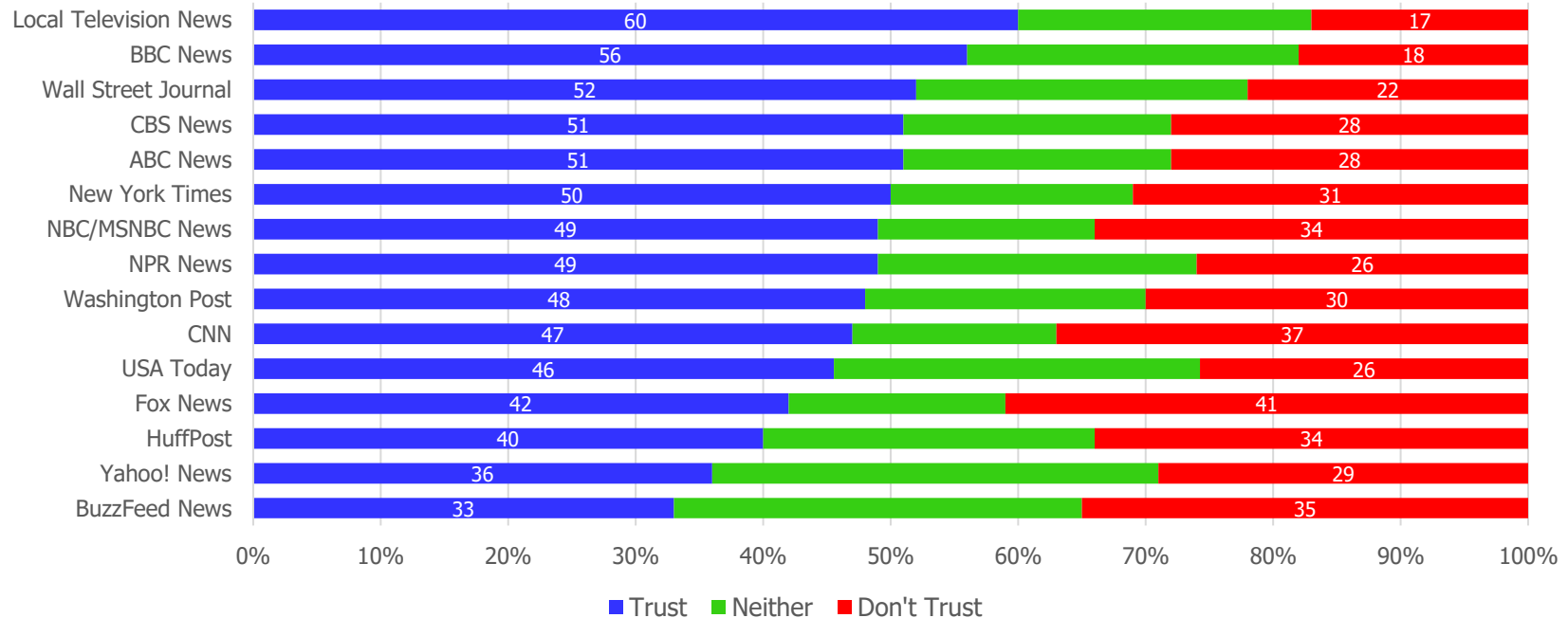
# Gallup/Knight Survey: Ratings of News Coverage of Coronavirus Situation



Source: Gallup/Knight Foundation, April 14-20, 2020. No answer percentages not shown.

# Reuters Institute for the Study of Journalism: Digital News Report 2020

Brand Trust Scores



Source: Reuters Institute for the Study of Journalism: Digital News Report 2020  
 Trust = % scored 6-10 on 10-point scale. Don't trust = 0-4, Neither = 5