

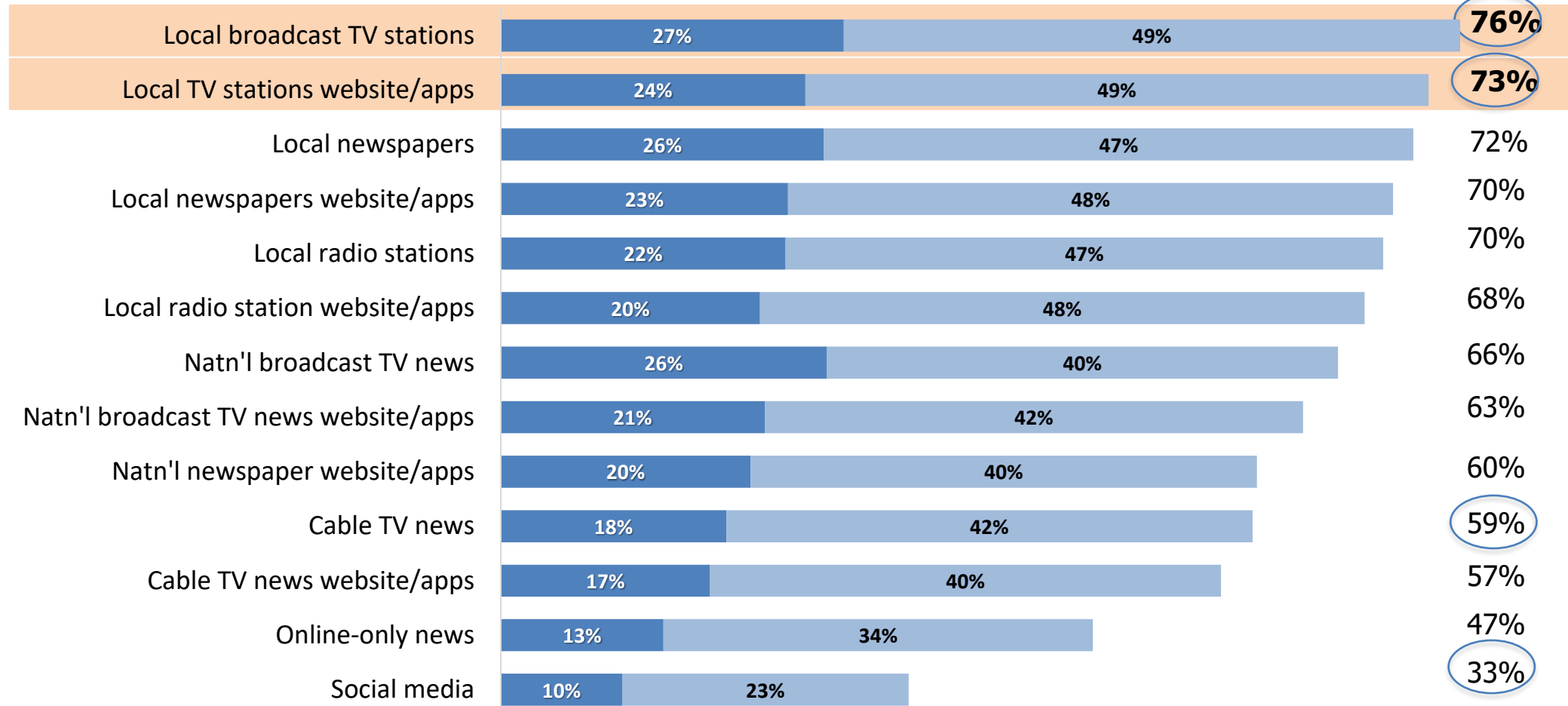
Trust

Local TV News Sources Are #1 For Trust Among Americans...Far More Than Cable News Or Social Media

% of People Who Trust News from...

■ Strongly Agree ■ Somewhat Agree

Top 2 Box

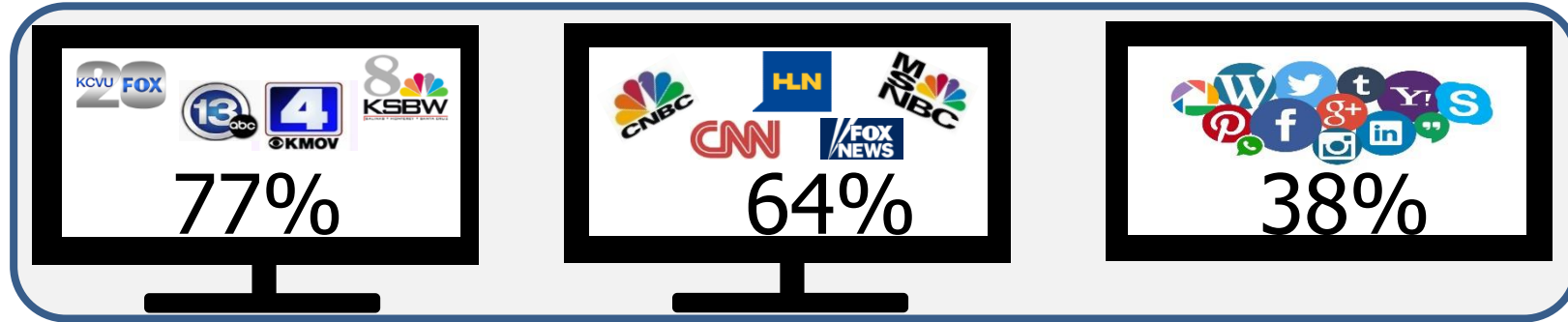


Base: People (Total Public, n=2000)

Q17) 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...

Source: Engagement Labs TVB American Conversation Study 2022

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...”

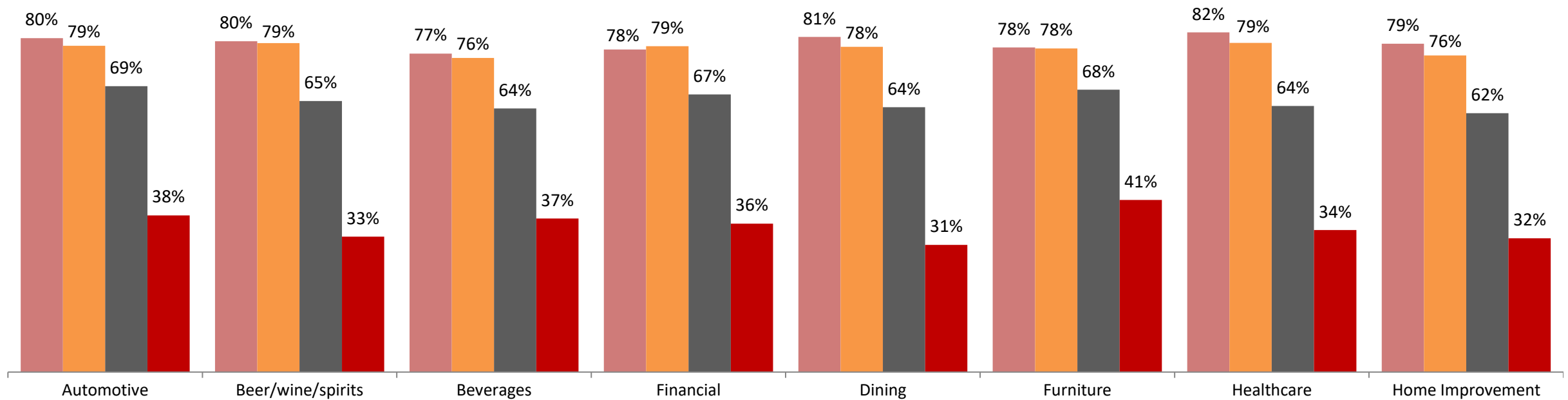


“Fake news most prevalent on...”

Category Opinion Leaders: Local TV Station Assets Are The Most Trusted and Social Media The Least Across All Categories

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

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

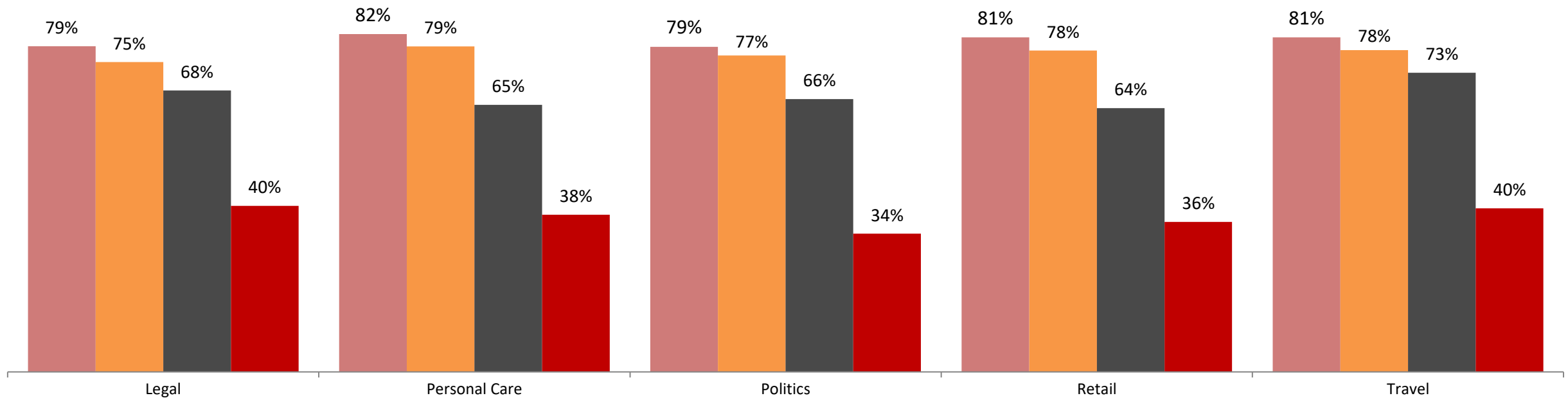


Q17) For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the news that I see/hear on...
Top 2 boxes=strongly agree, somewhat agree
Source: Engagement Labs TVB American Conversation Study 2022

Category Opinion Leaders: Local TV Station Assets Are The Most Trusted and Social Media The Least Across All Categories

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

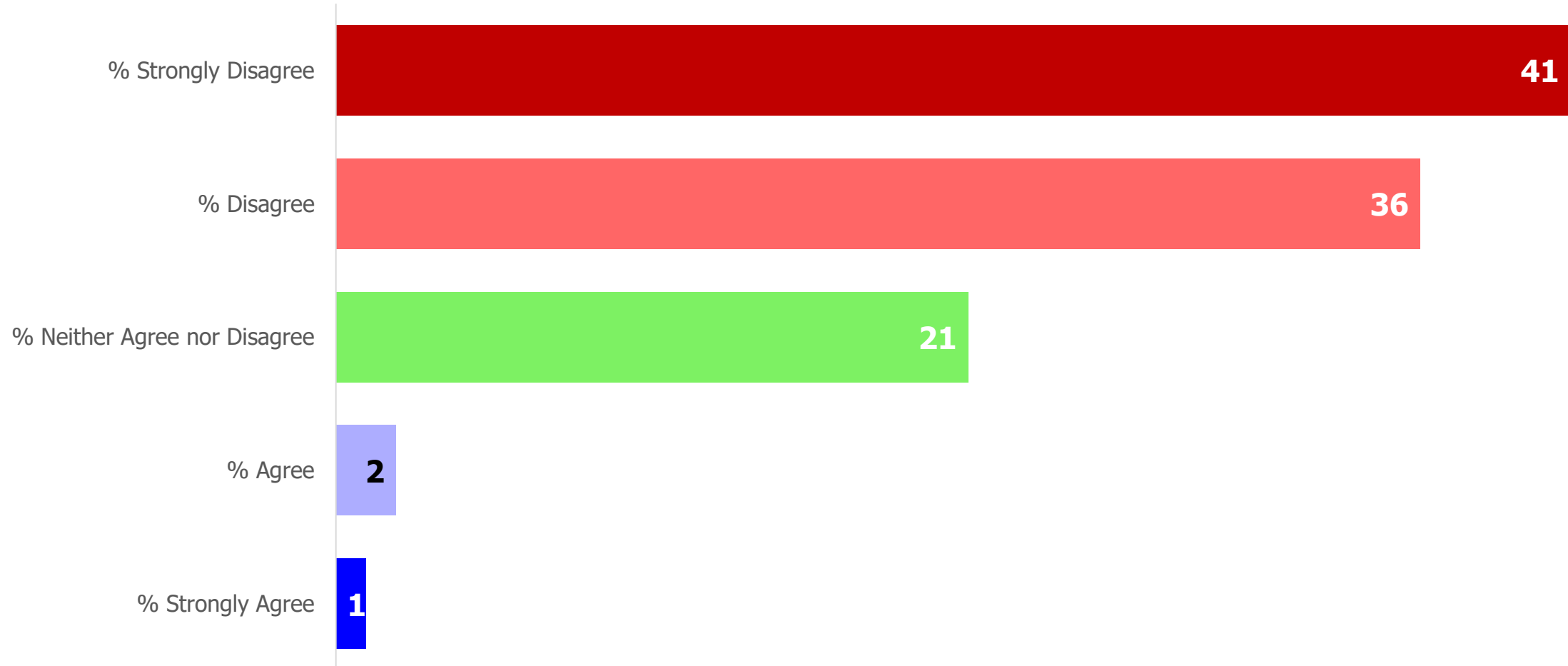
Local Broadcast TV Local Broadcast TV Websites/apps Cable TV Social Media



Q17) 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...
Top 2 boxes=strongly agree, somewhat agree
Source: Engagement Labs TVB American Conversation Study 2022

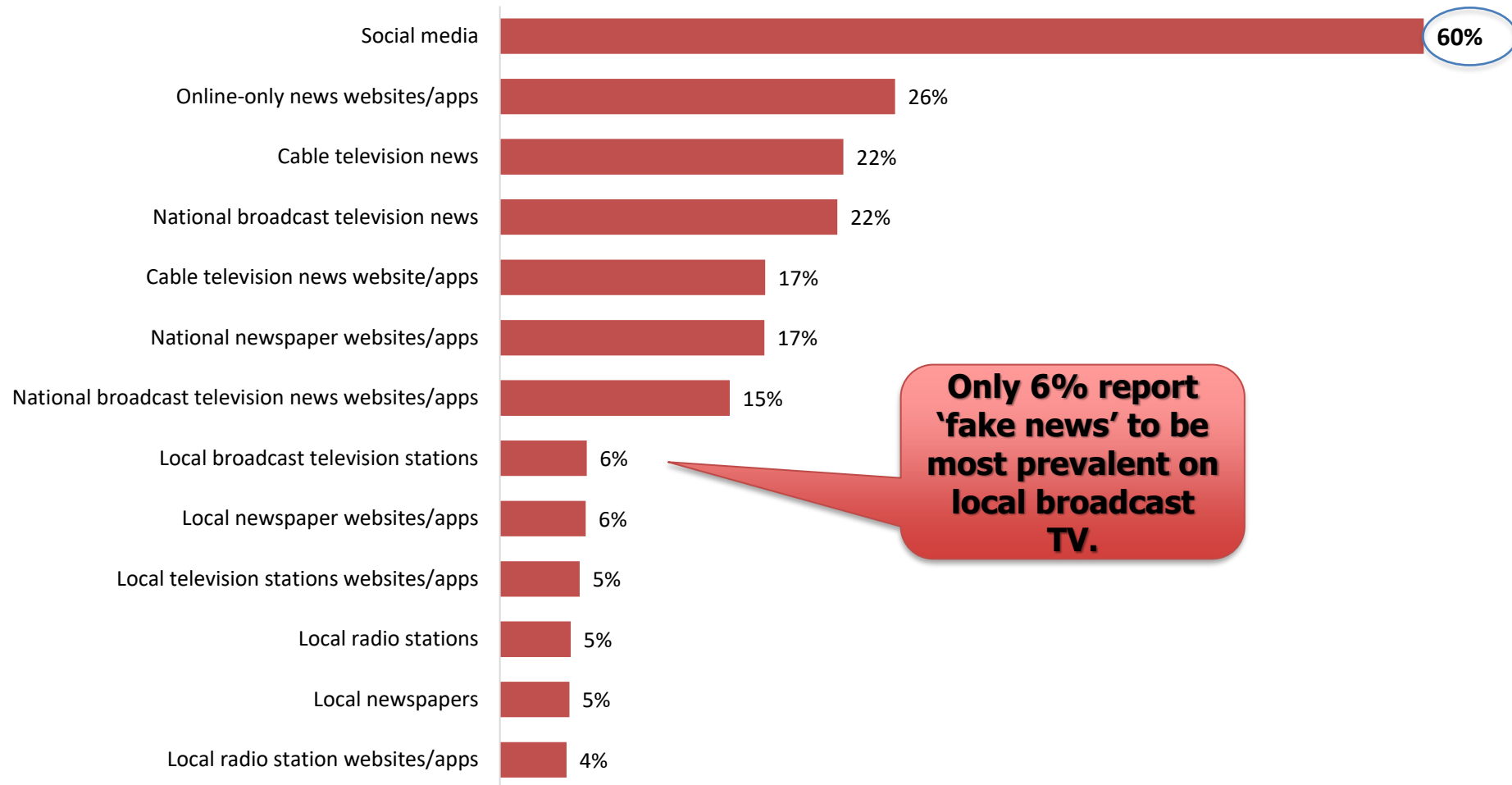
Americans Distrust Social Media

To what extent do you agree or disagree with the following statement:
"I trust the information I see on social media."



'Fake News' is Perceived as Greatest on Social Media

% of People Who Find Fake News *Most* Prevalent on...



Base: People (Total Public, n=2000)
Q16) I find the problem with "fake news" to be most prevalent on...
Source: Engagement Labs TVB American Conversation Study 2022