

TRUST IN MEDIA 2022

SLIDE DECK

MEDIA INTELLIGENCE SERVICE
OCTOBER 2022

KEY FINDINGS



RADIO IS MOST TRUSTED

Citizens in 26 of 37 European countries trust radio the most. It is thus **by far the most trusted medium** in Europe. It is most trusted in all Western and Northern European countries except from Iceland, as well as in some countries of Central Eastern and South-Eastern Europe.

TV and the internet are most trusted in five countries each, most of them located in Central Eastern and South-Eastern Europe, respectively.

By contrast, **social media are trusted the least across most of Europe**: In 31 countries, they receive lower trust scores than any of the other media types.

TRUST GAP BETWEEN LEGACY & ONLINE MEDIA

European citizens **do not trust the internet and, even less so, social media**. These two media types have constantly received negative Net Trust values in the past years, meaning that a majority of the EU population do not trust them.

Trust levels in **legacy media** – radio, TV, and the written press – have been slightly fluctuating in this period. All legacy media though receive positive Net Trust values, with most EU citizens trusting them.

The **trust gap** between legacy media and online media has increased by **13 points** since trust in social networks was first measured in 2014.

LEGACY MEDIA ARE MORE TRUSTED THAN POLITICS

Comparing **trust rankings** among a variety of **institutions**, EU citizens only trust health and medical staff as well as their national army and police more than radio.

TV and the written press rank in the middle third, almost on a par with public administration and the European Union.

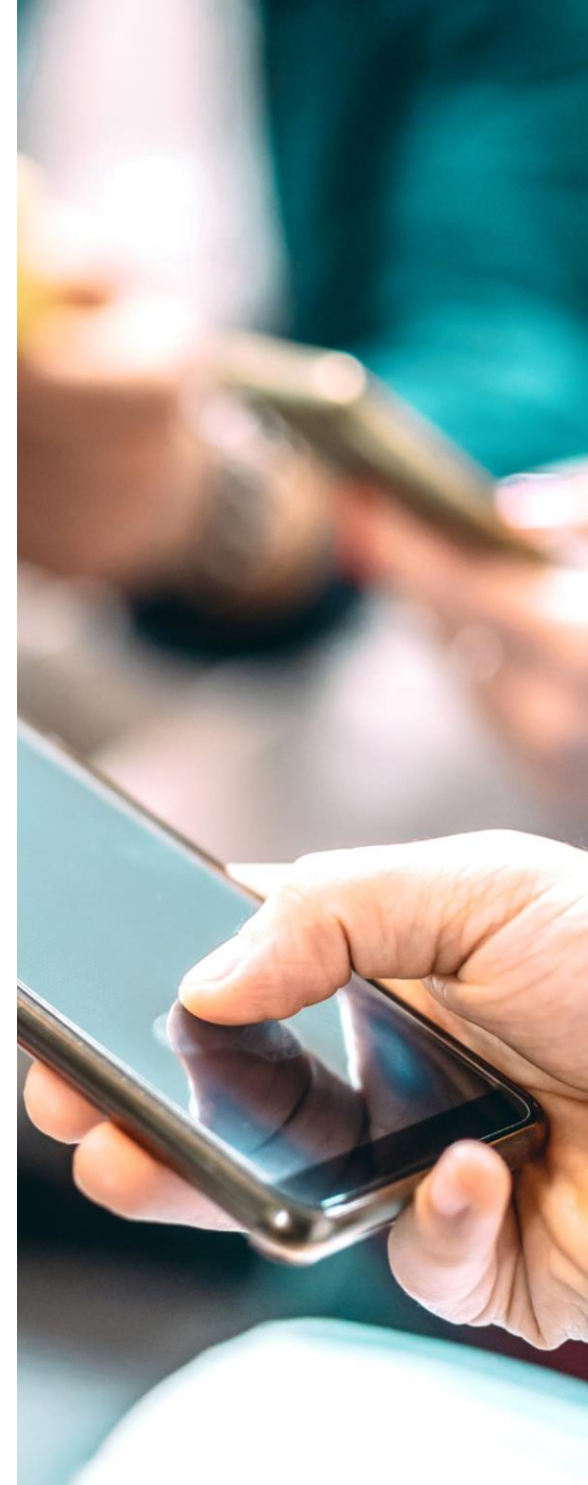
Much less trusted are national political institutions as well as online media: the internet scores just slightly better than national governments and parliaments, whereas only political parties are even less trusted than social media.

EXPLORING TRUST IN NEWS REMAINS COMPLICATED

Citizens of the Nordic states express the highest levels of trust in **information provided** by **their national media**. By contrast, **trust in news** is lowest in France, Greece, Slovenia and Malta.

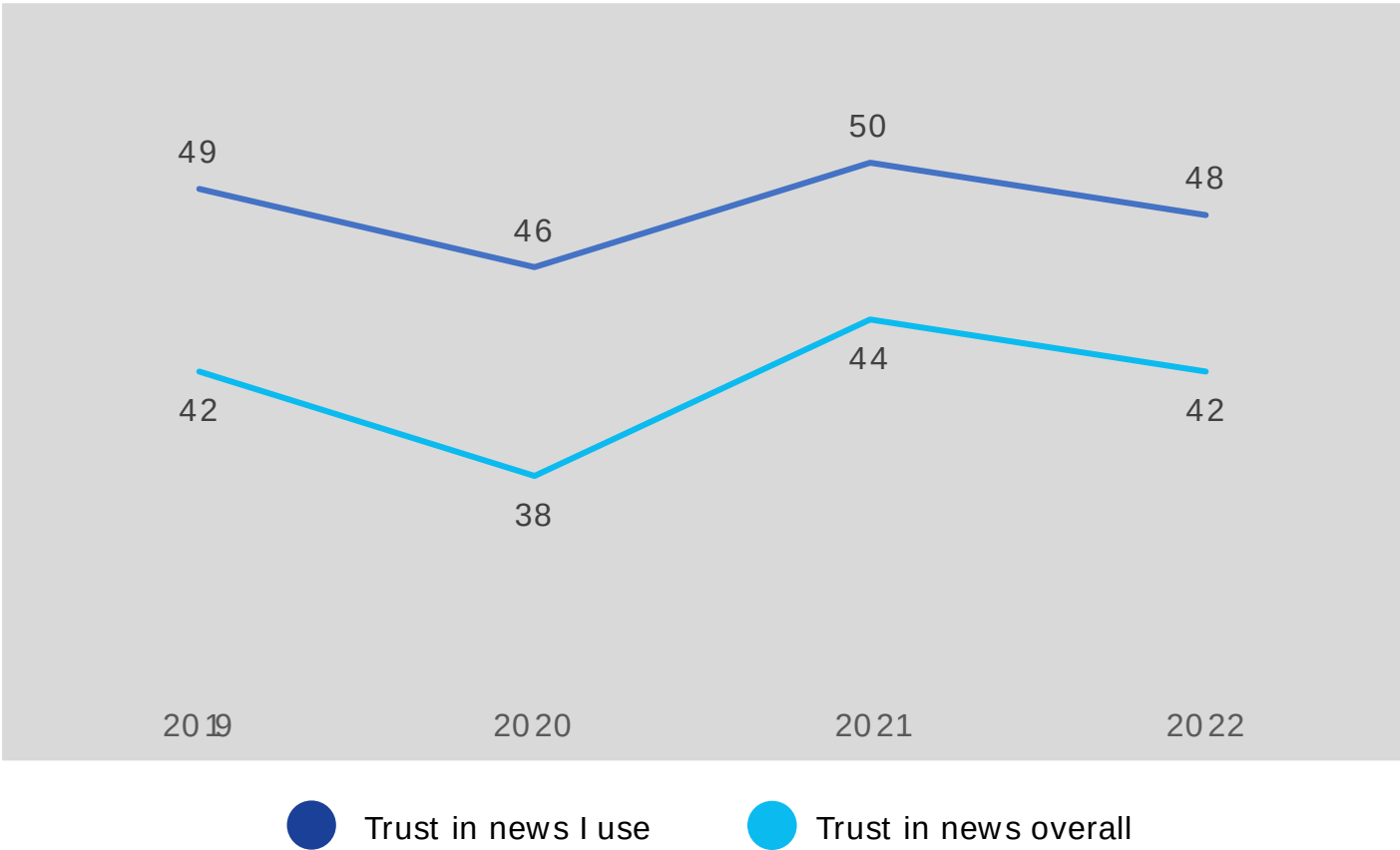
At the same time, trust in news **varies considerably across different groups in society**. Rather than applying a one-size-fits-all strategy for renegotiating and strengthening audience trust, media organizations must thus **tailor different strategies** to reach out to these various groups. Those who trust the least are not necessarily those who most outspokenly criticize the news.

TRUST IN NEWS



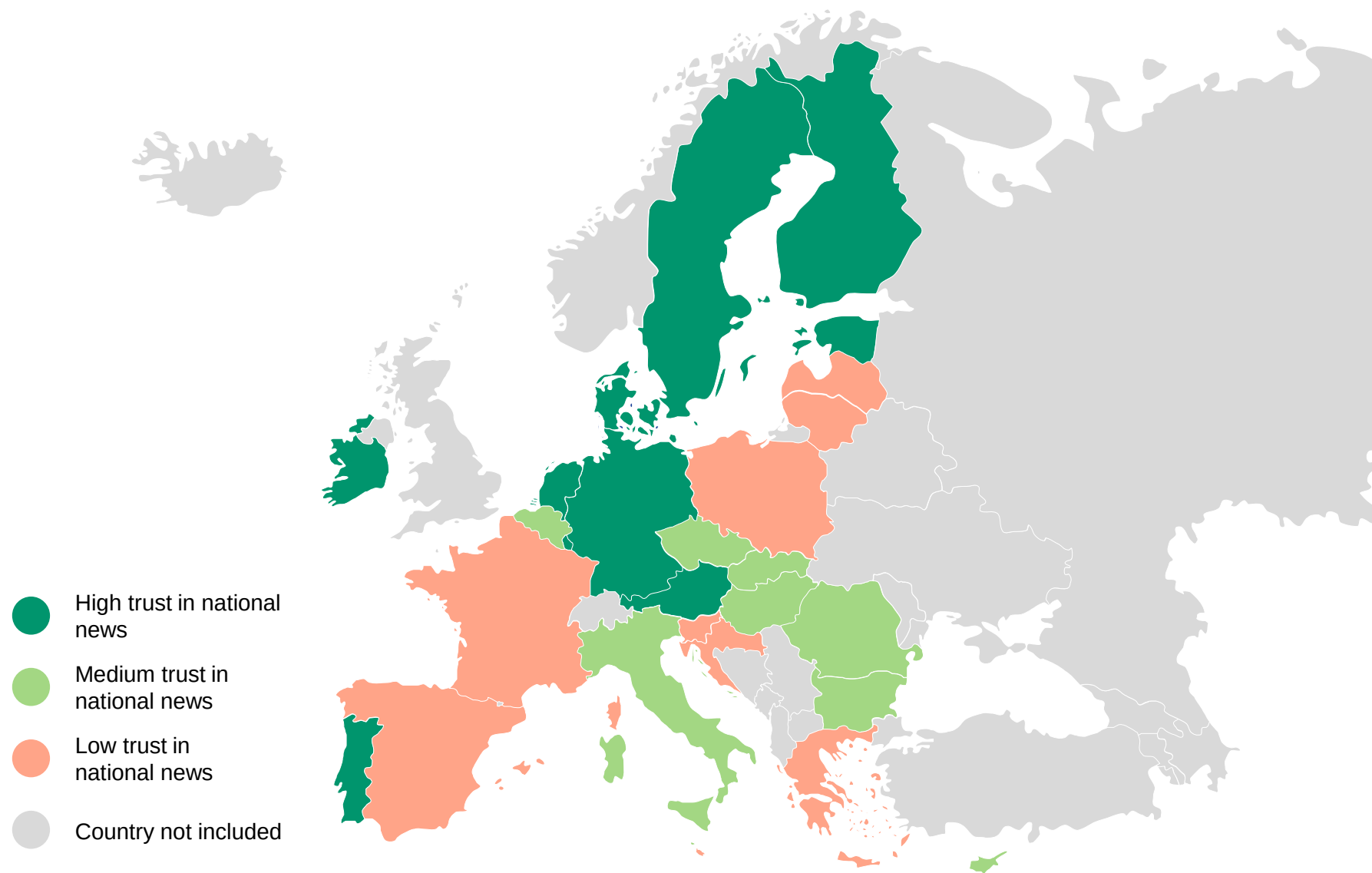
TRUST IN NEWS WORLDWIDE

(in % of population, 2019-2022)



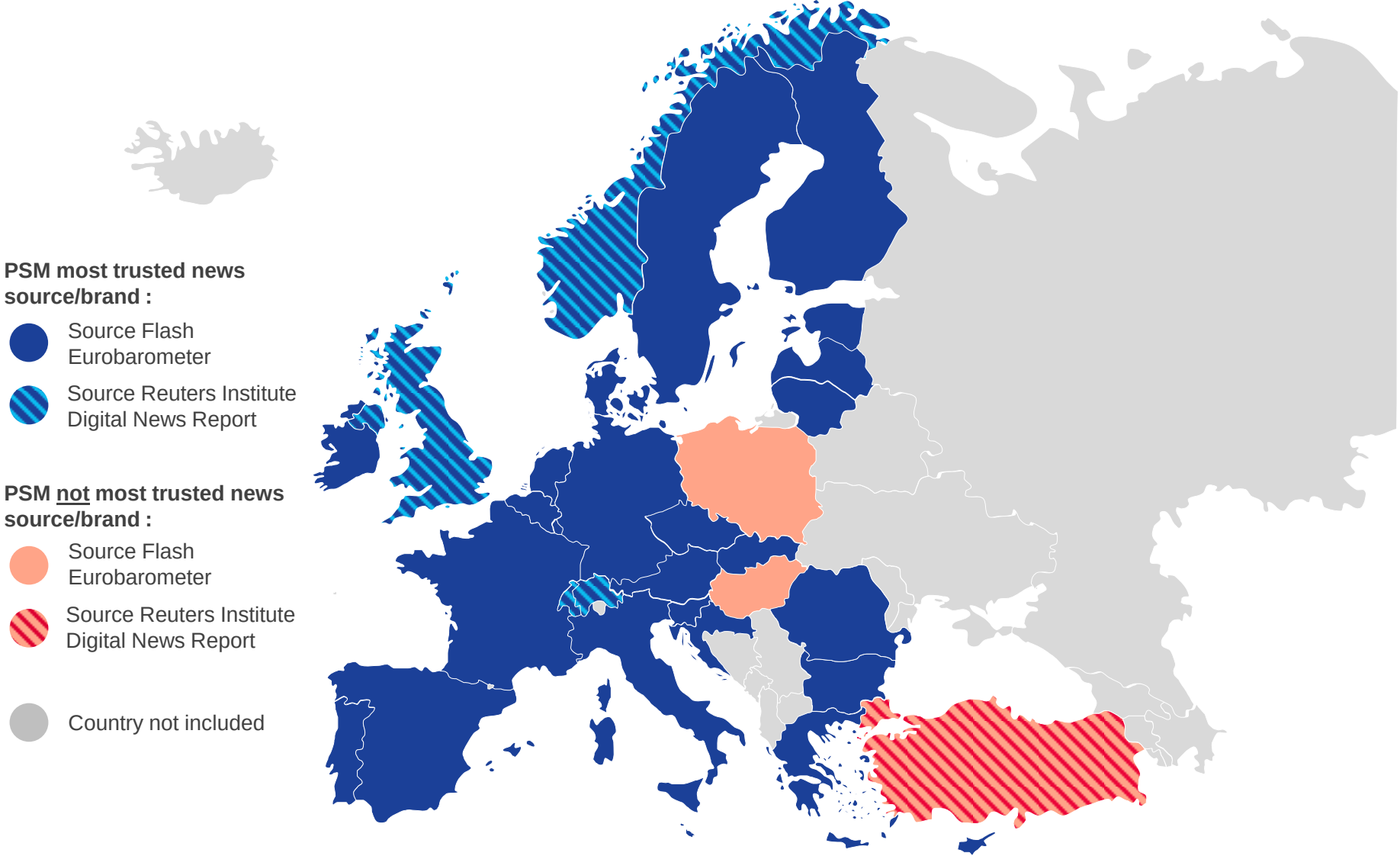
TRUST IN NATIONAL NEWS

(2022)

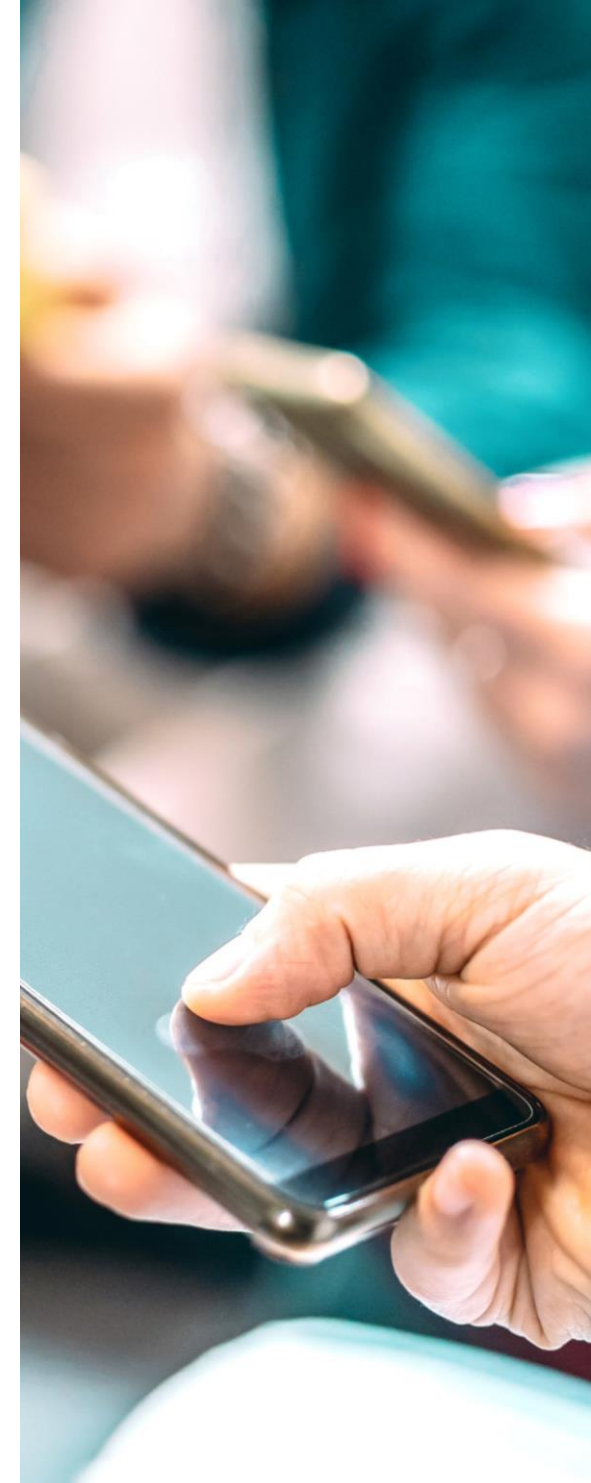


TRUST IN PSM NEWS

(2022)

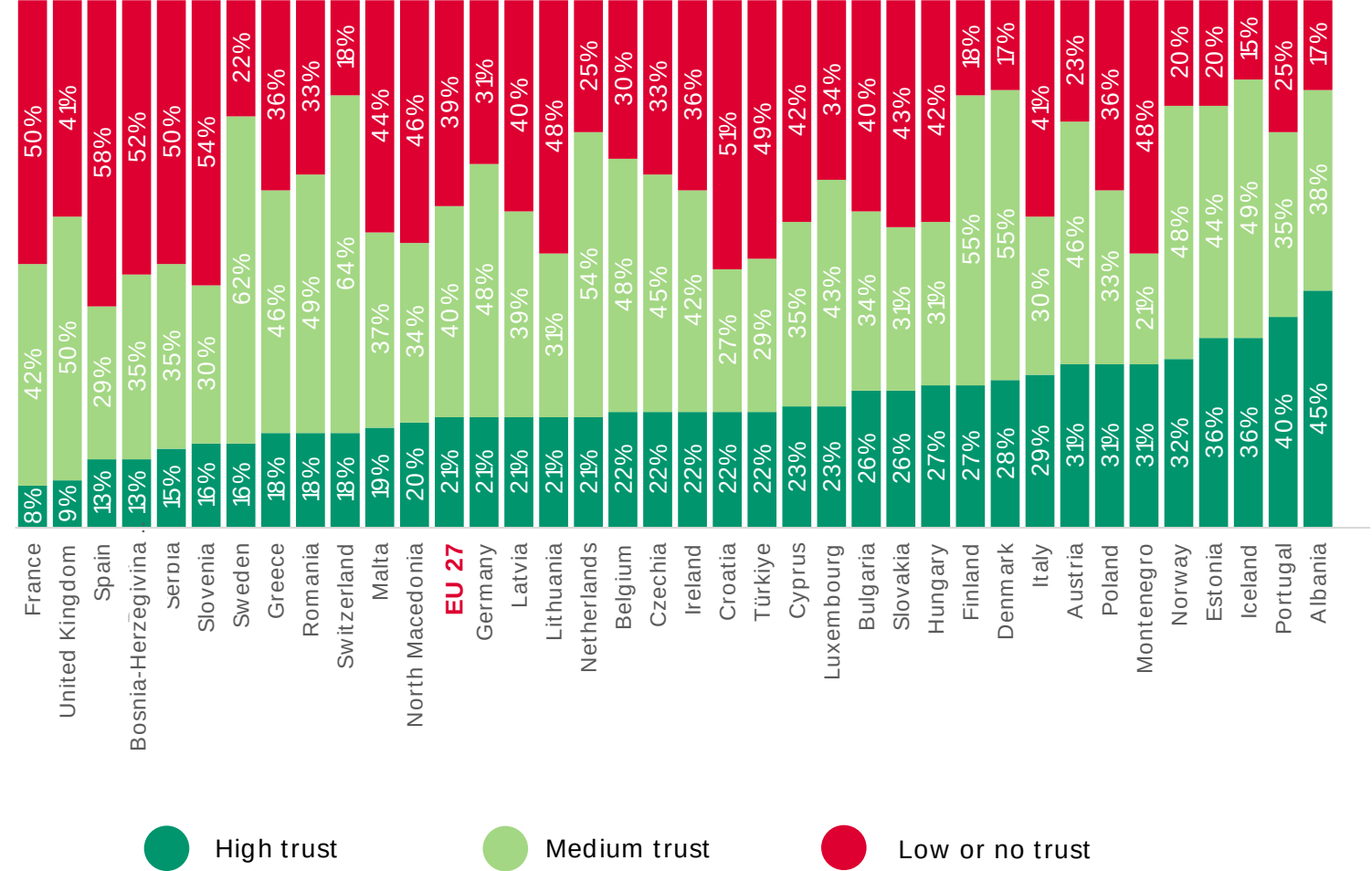


TRUST IN MEDIA ACROSS EUROPE



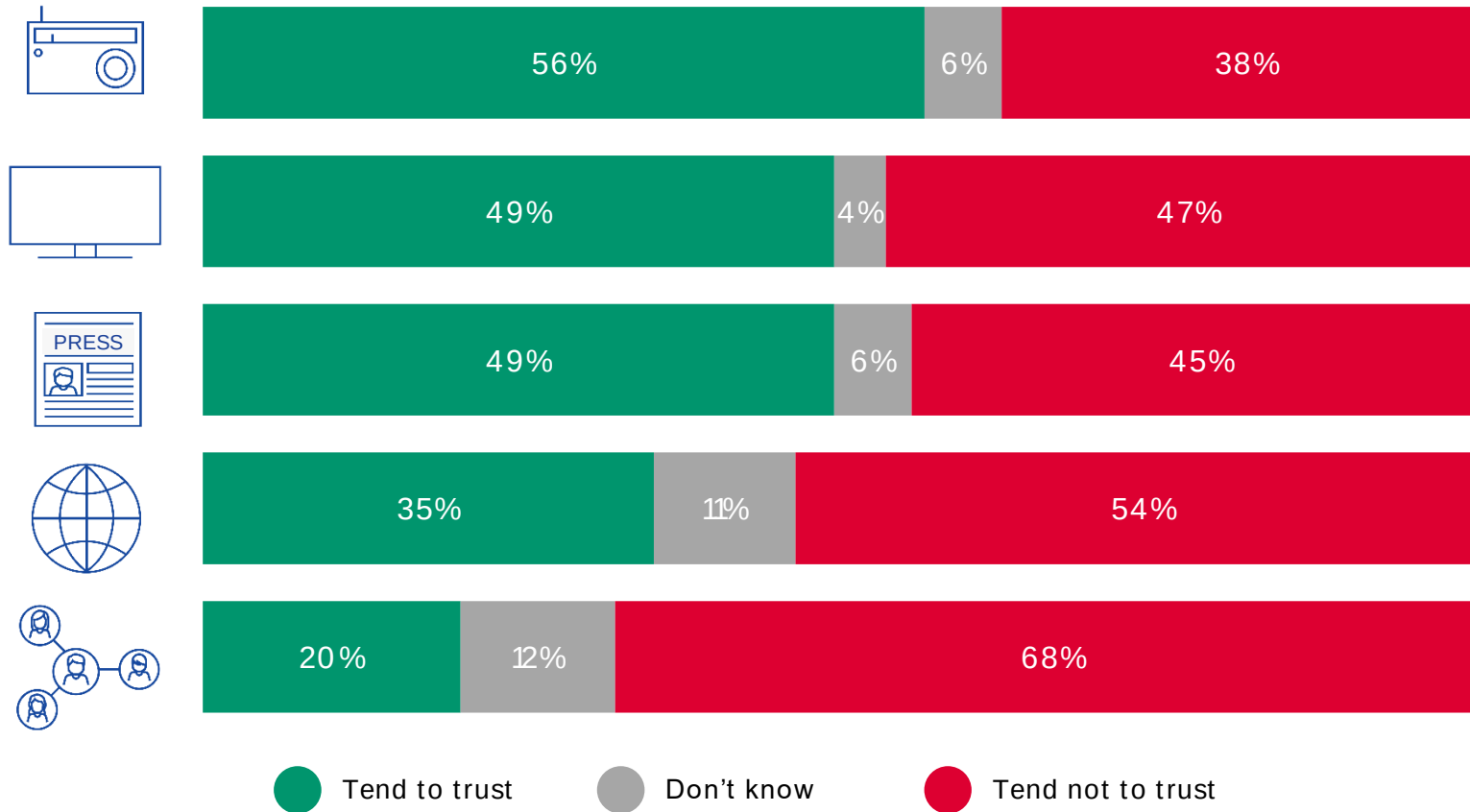
MEDIA TRUST INDEX

(% of population, 2022)



TRUST IN MEDIA IN THE EU

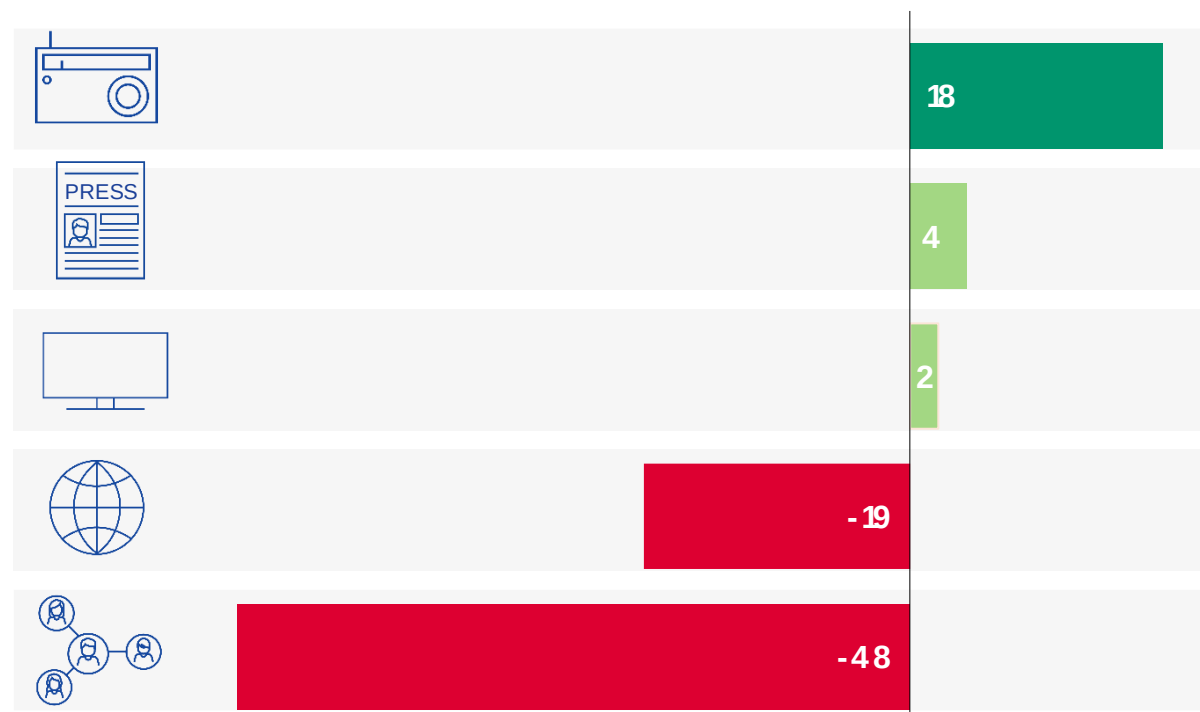
(% of population, 2022)



Note: Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT.

EU NET TRUST INDEX

(2022)



NET TRUST INDEX =

‘% of people who tend to trust’ – ‘% of people who tend not to trust’

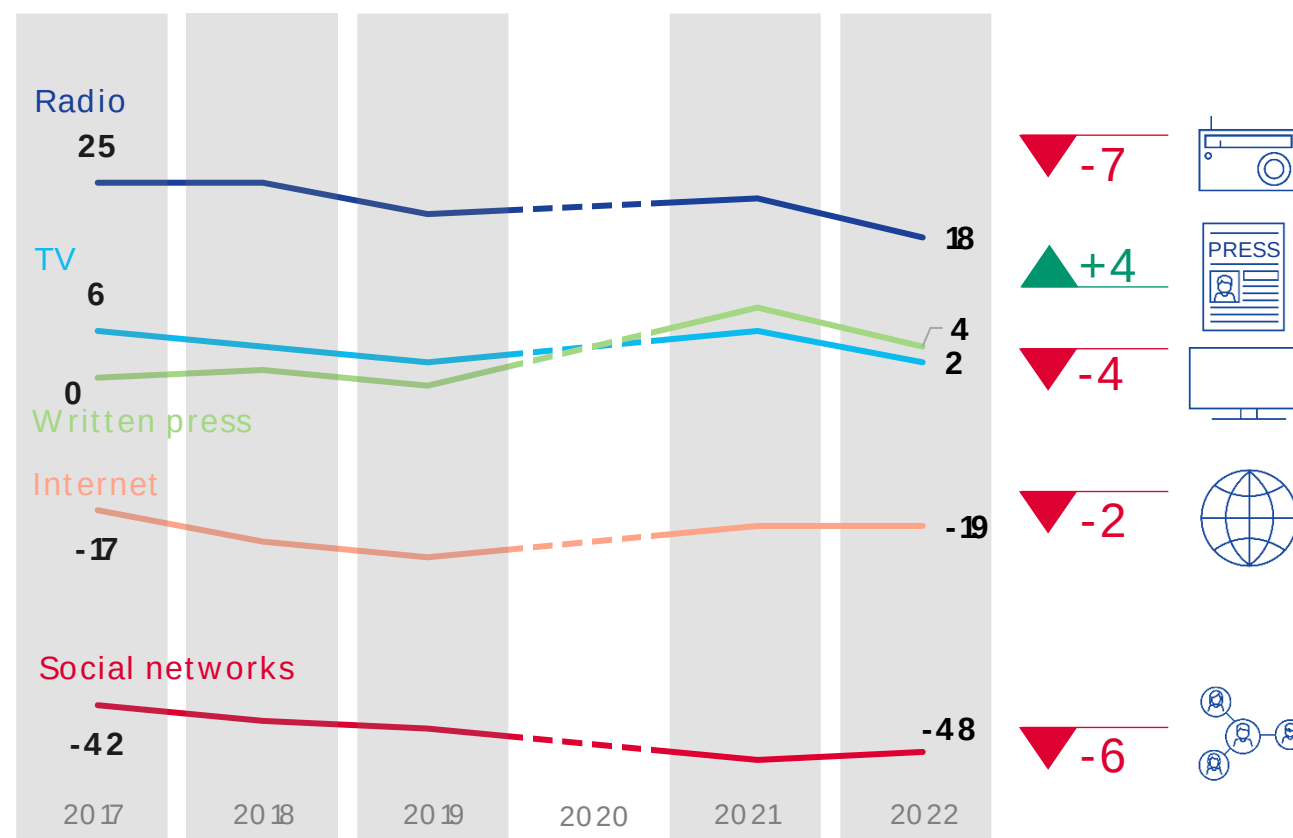
AVERAGE NET TRUST IN LEGACY MEDIA = 8

AVERAGE NET TRUST IN ALL MEDIA = -9

AVERAGE NET TRUST IN ONLINE MEDIA = -34

Note: Survey results at EU level represent a weighted average across the 27 EU Member States, applying official population figures provided by EUROSTAT.

CHANGE IN EU NET TRUST INDEX (2017-2022)



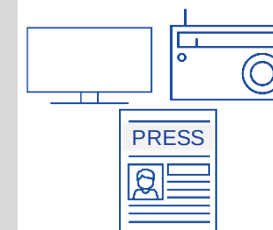
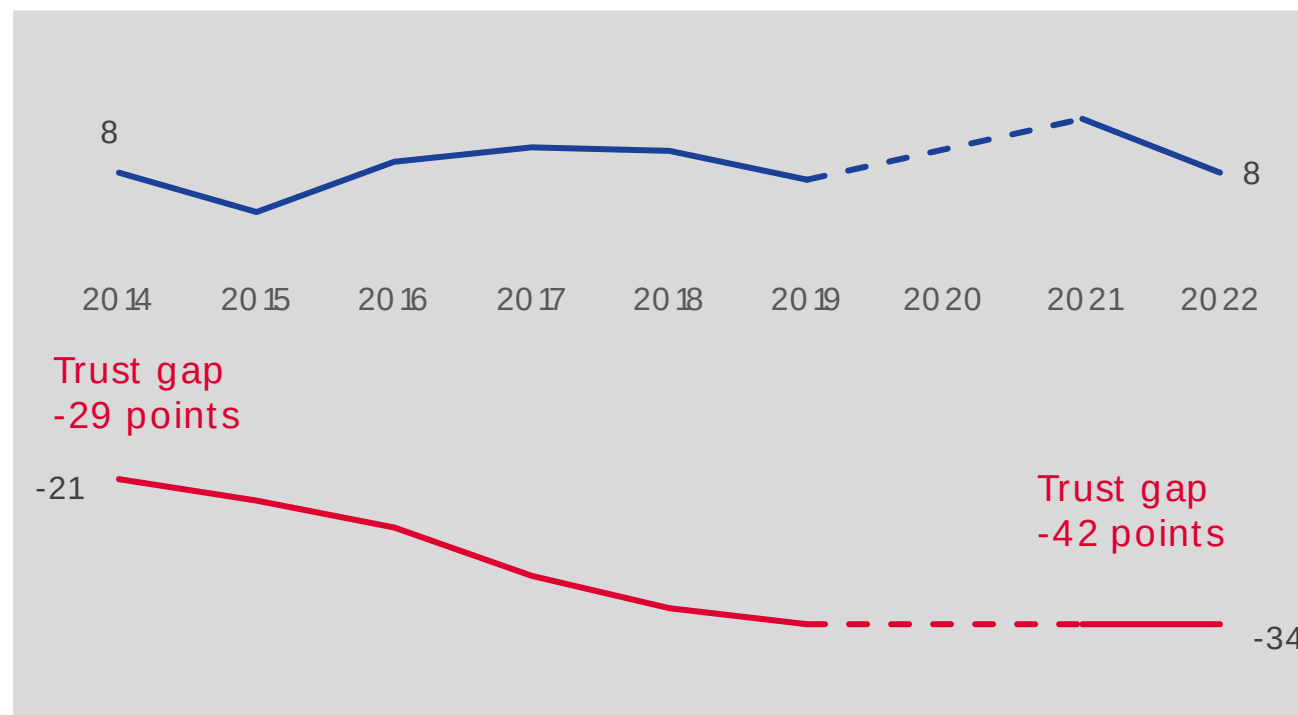
NET TRUST INDEX =

'% of people who tend to trust' – '% of people who tend not to trust'

Note: Survey results at EU level represent a weighted average across EU Member States, applying official population figures provided by EUROSTAT. Until 2019: Data includes UK (EU28); from 2021: EU 27 only. Comparisons should be drawn carefully due to this and changes of methodology in a range of countries because of the COVID-19 pandemic for the surveys in 2021 and 2022. No survey data in 2020.

CHANGE IN AVERAGE NET TRUST

(aggregated figures, EU level, 2014-2022)



● Average net trust in legacy media ● Average net trust in online media

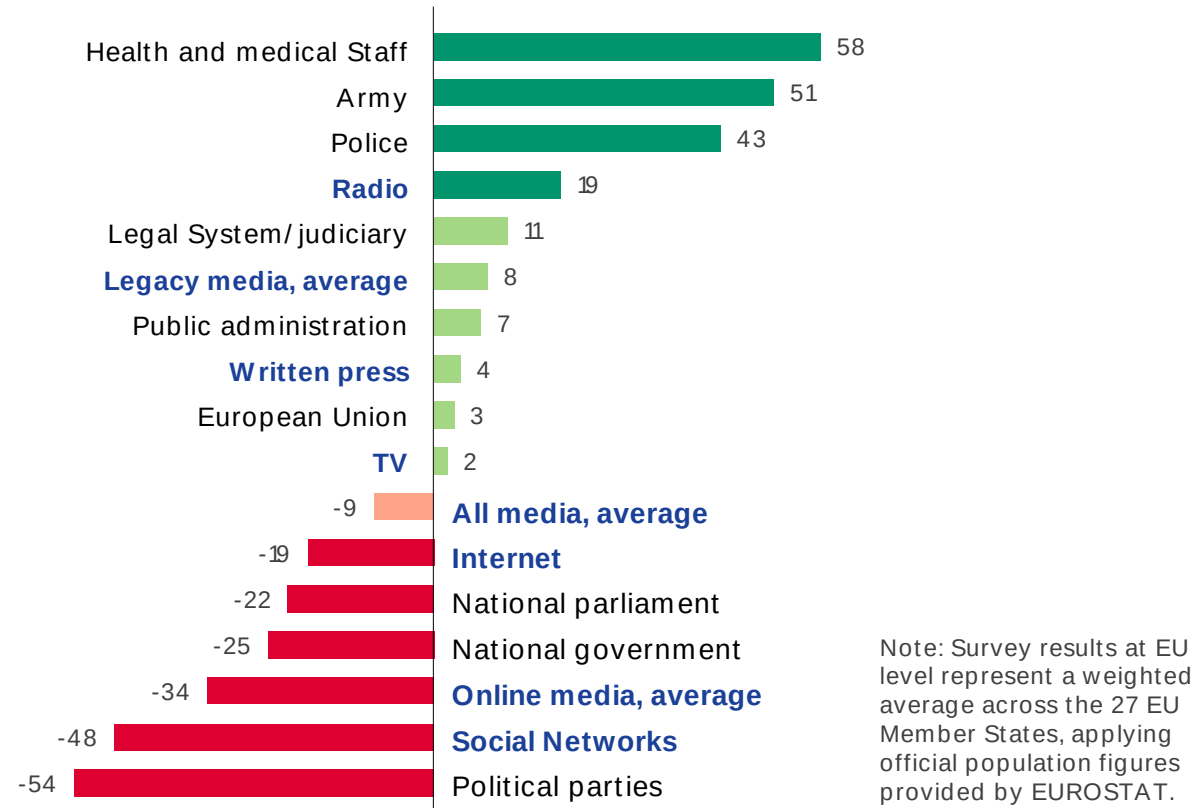
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TRUST IN MEDIA vs. TRUST IN OTHER INSTITUTIONS

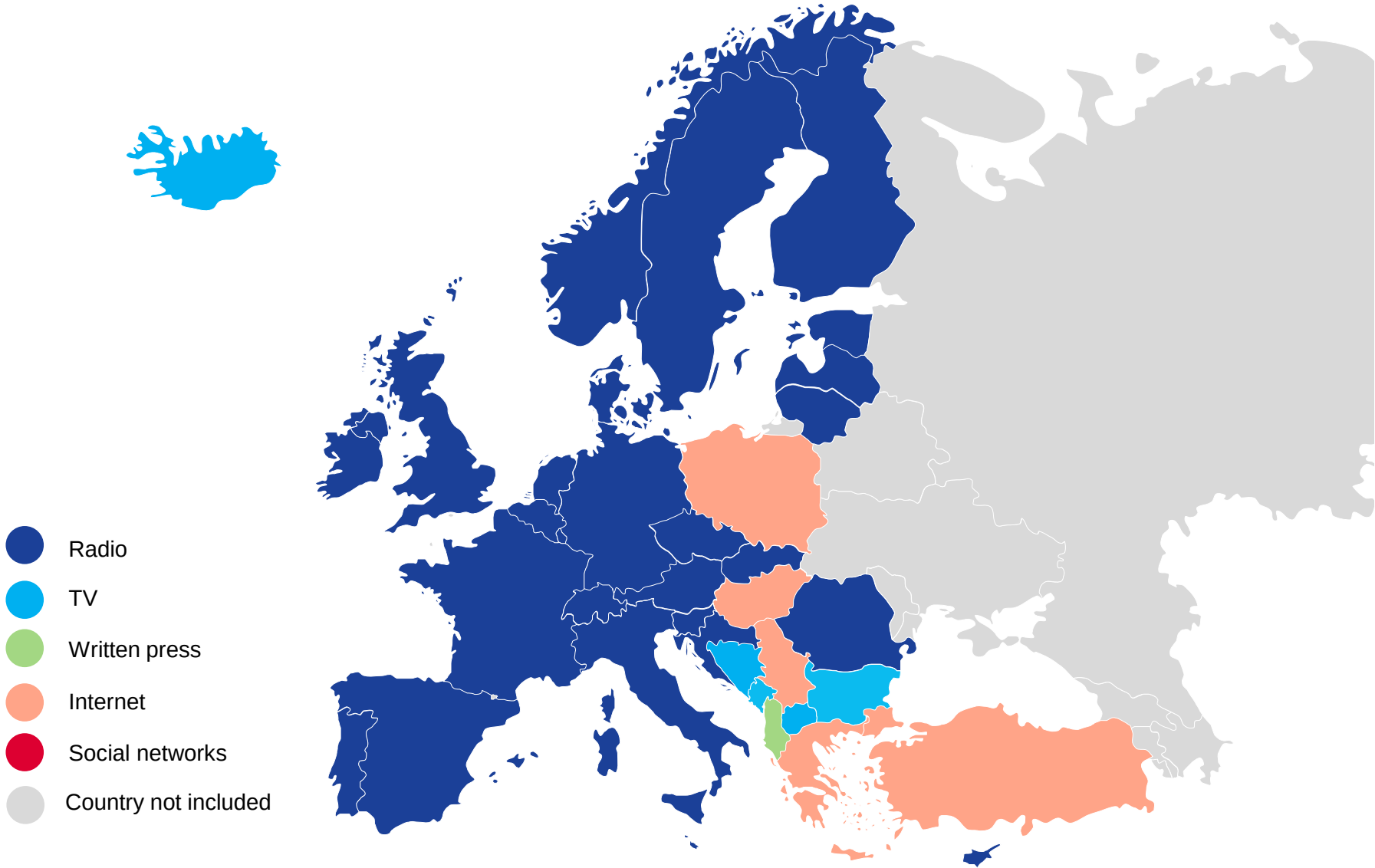
(EU Net Trust Index, 2022)



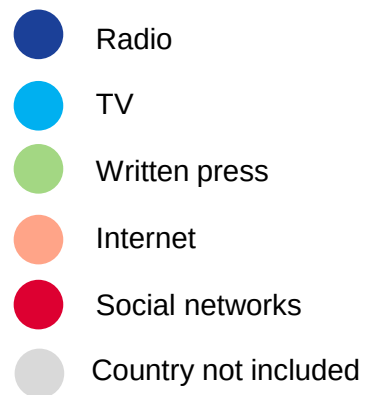
NET TRUST INDEX =
'% of people who tend to trust' – '% of people who tend not to trust'
AVERAGE NET TRUST ACROSS THESE INSTITUTIONS = 0

MOST TRUSTED MEDIA

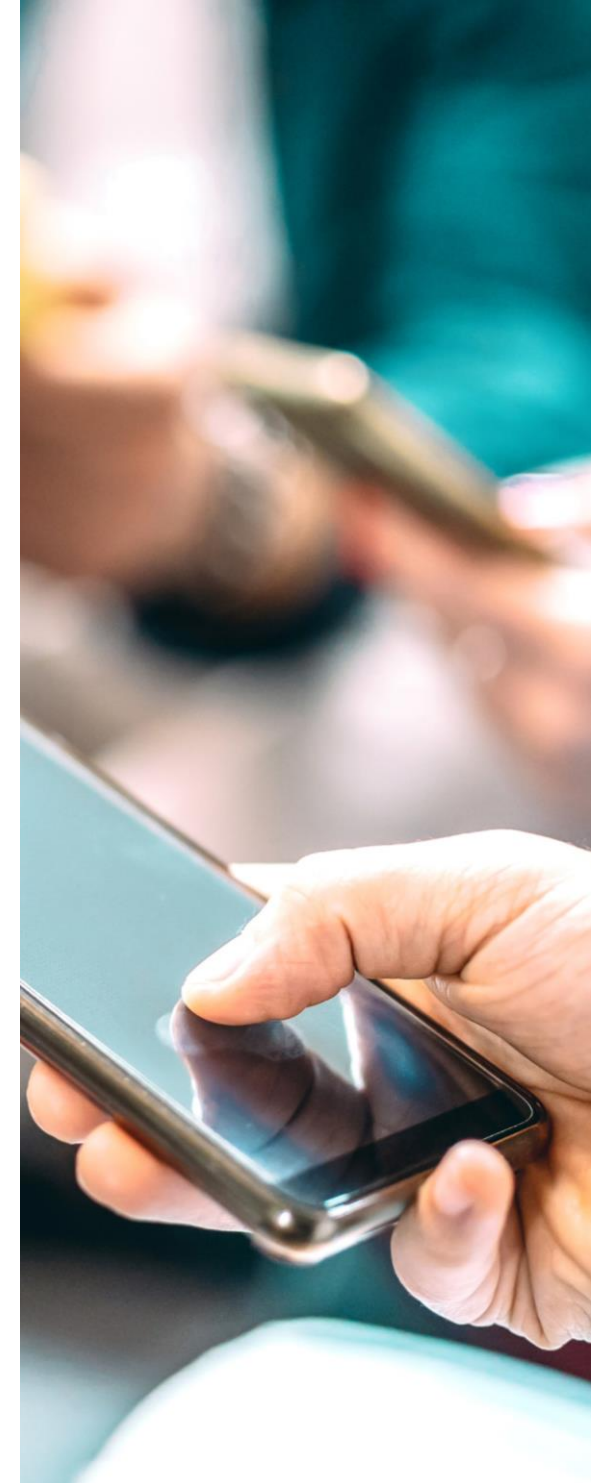
(Net Trust Index 2022)



(Net Trust Index 2022)

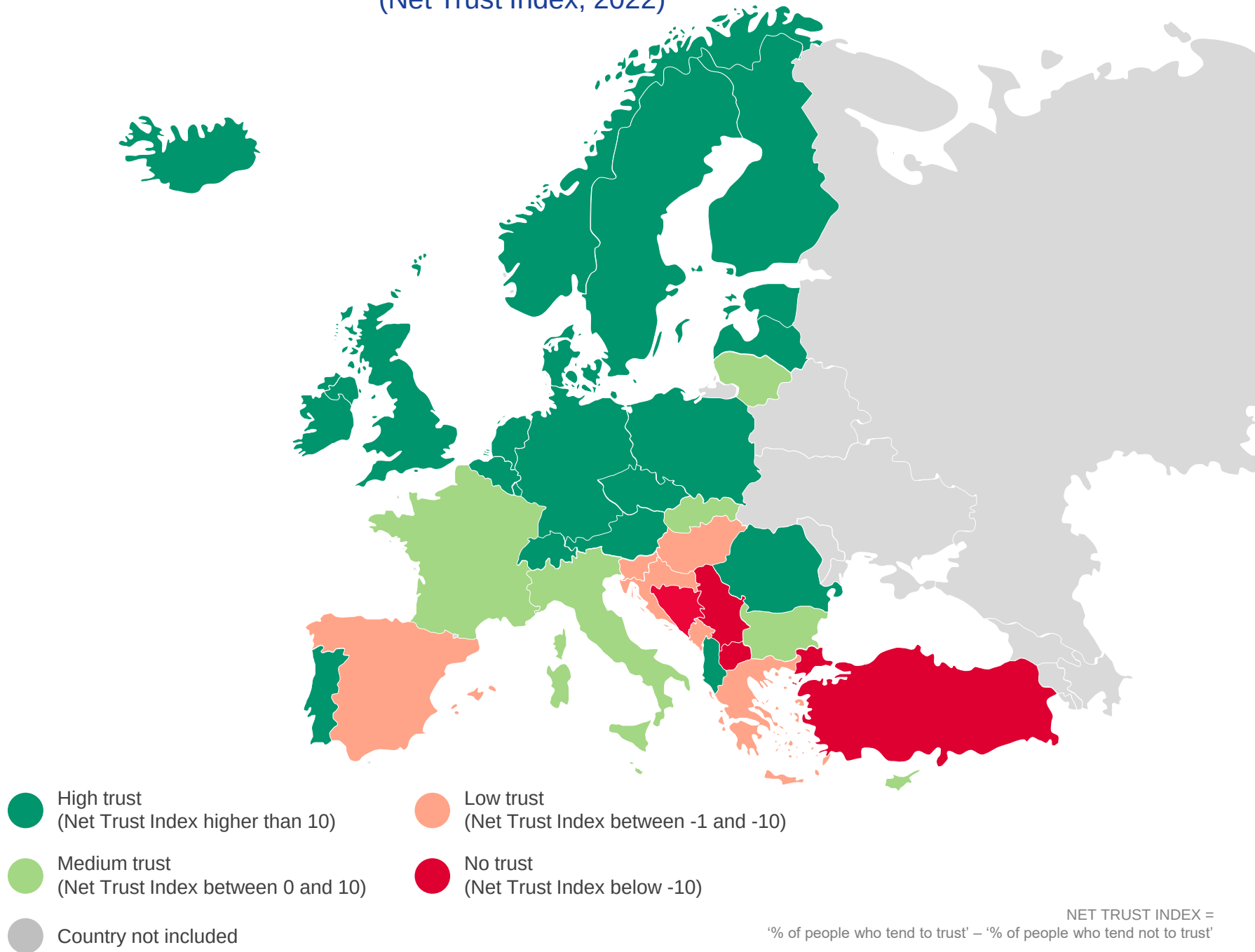


TRUST IN RADIO



TRUST IN RADIO

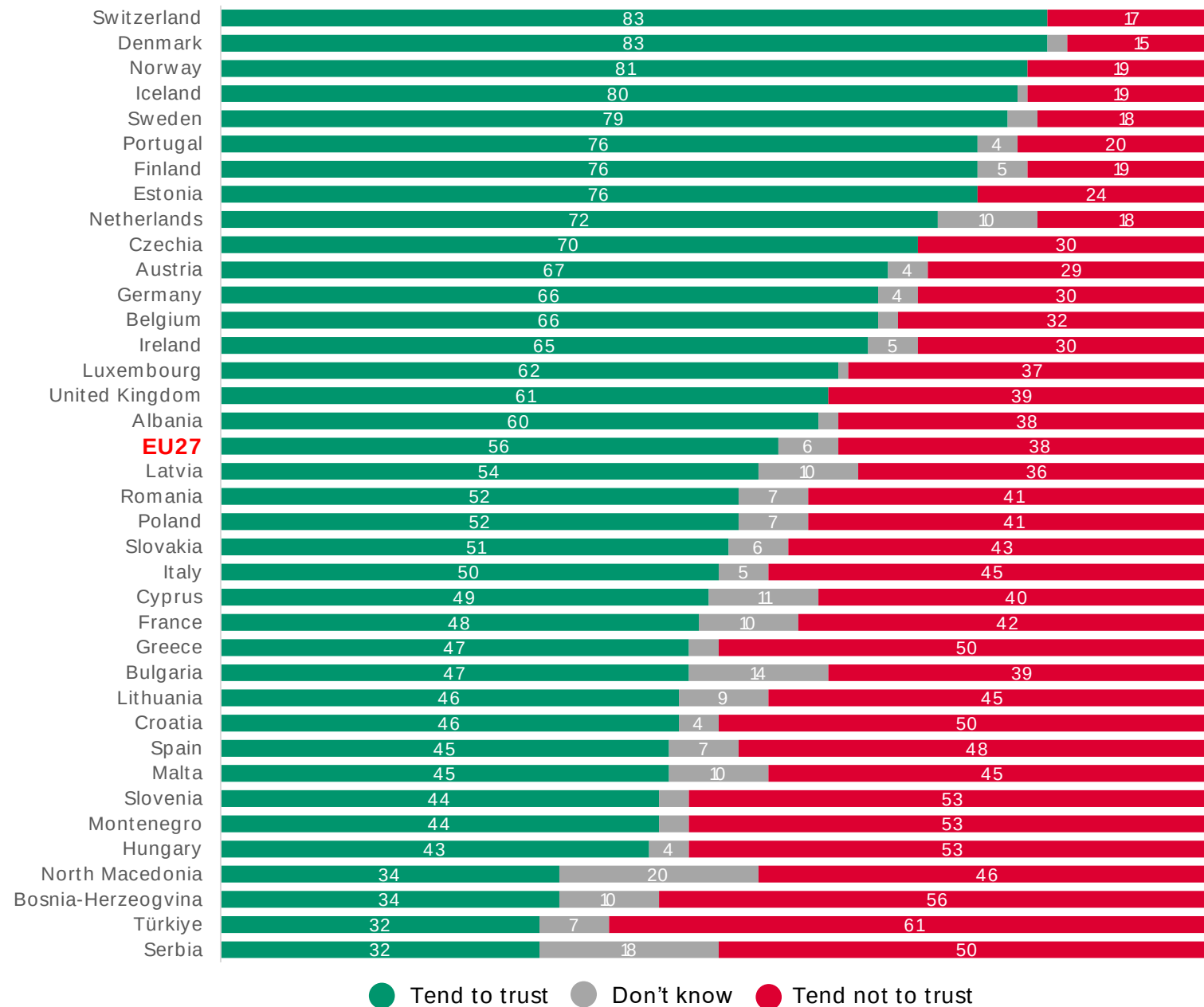
(Net Trust Index, 2022)



NET TRUST INDEX =
'% of people who tend to trust' – '% of people who tend not to trust'

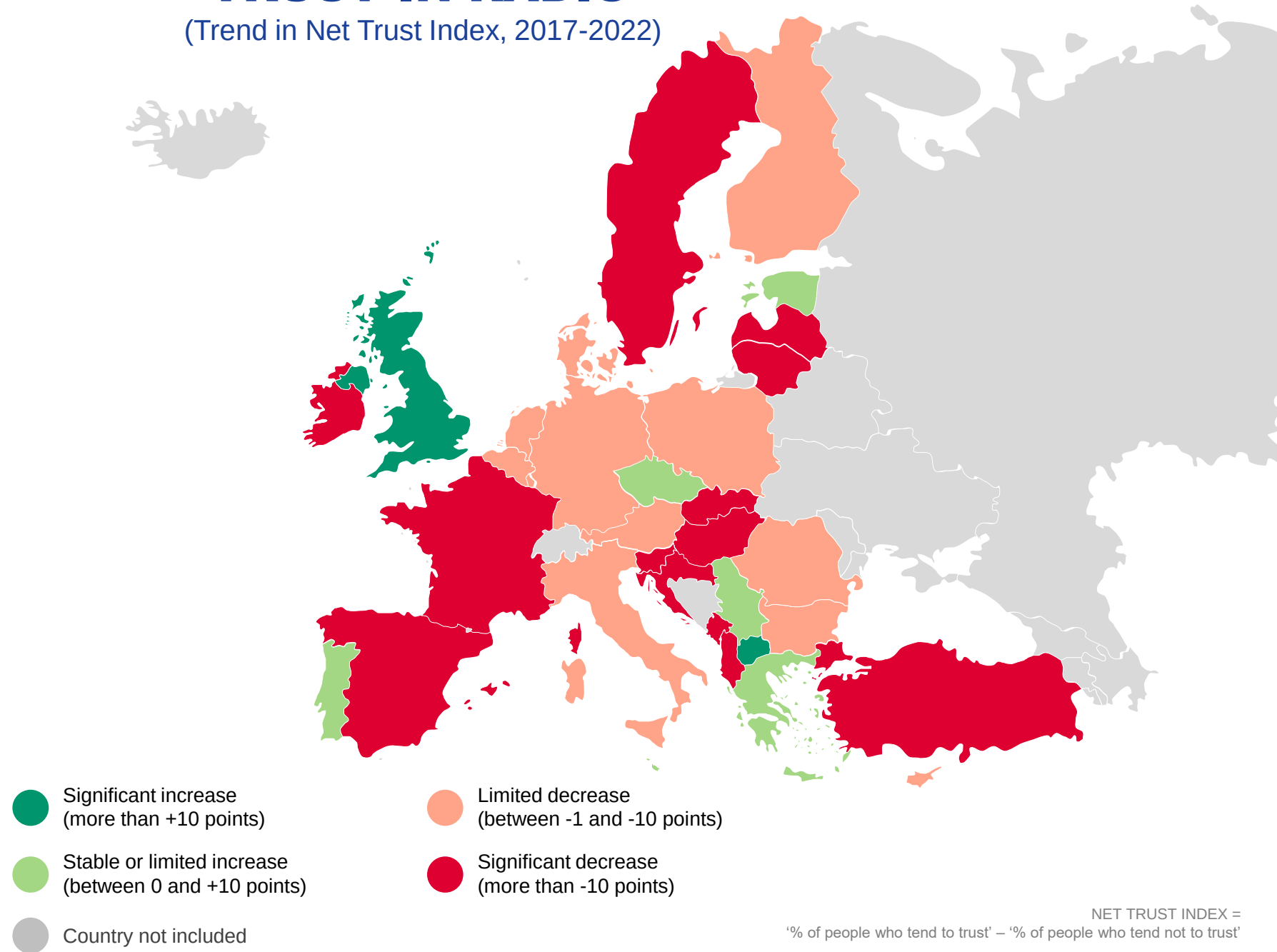
TRUST IN RADIO

(% of population, 2022)

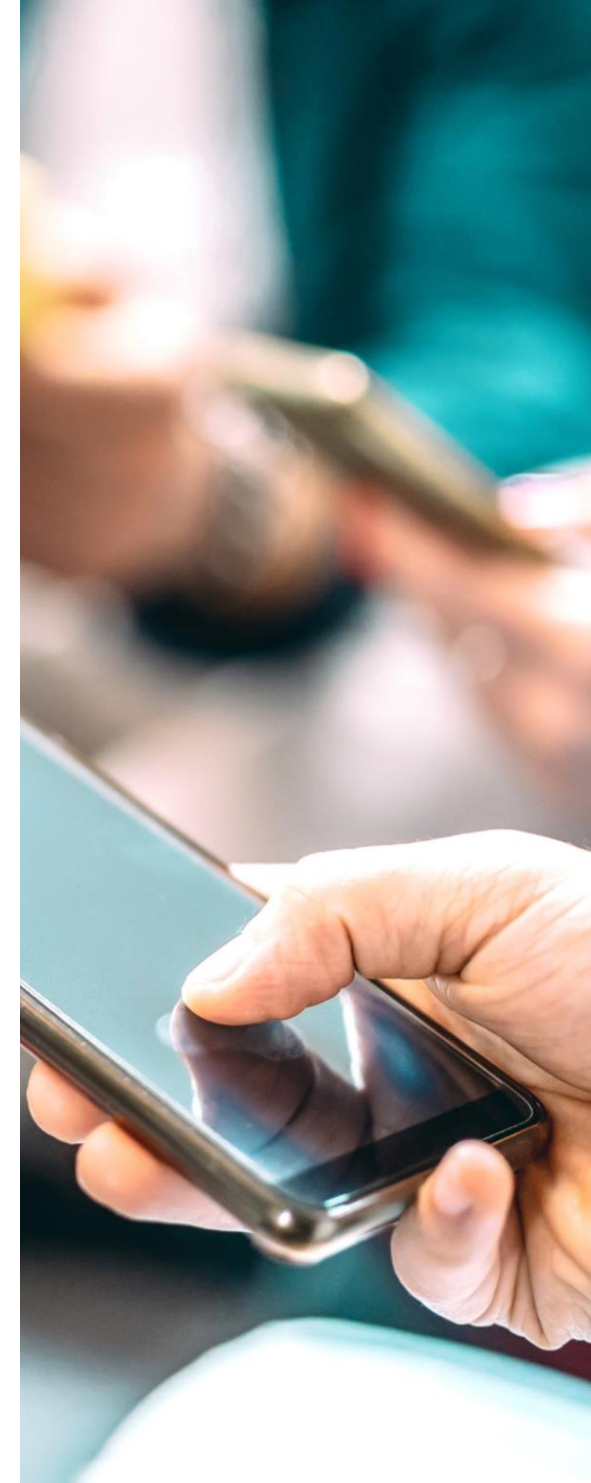


TRUST IN RADIO

(Trend in Net Trust Index, 2017-2022)

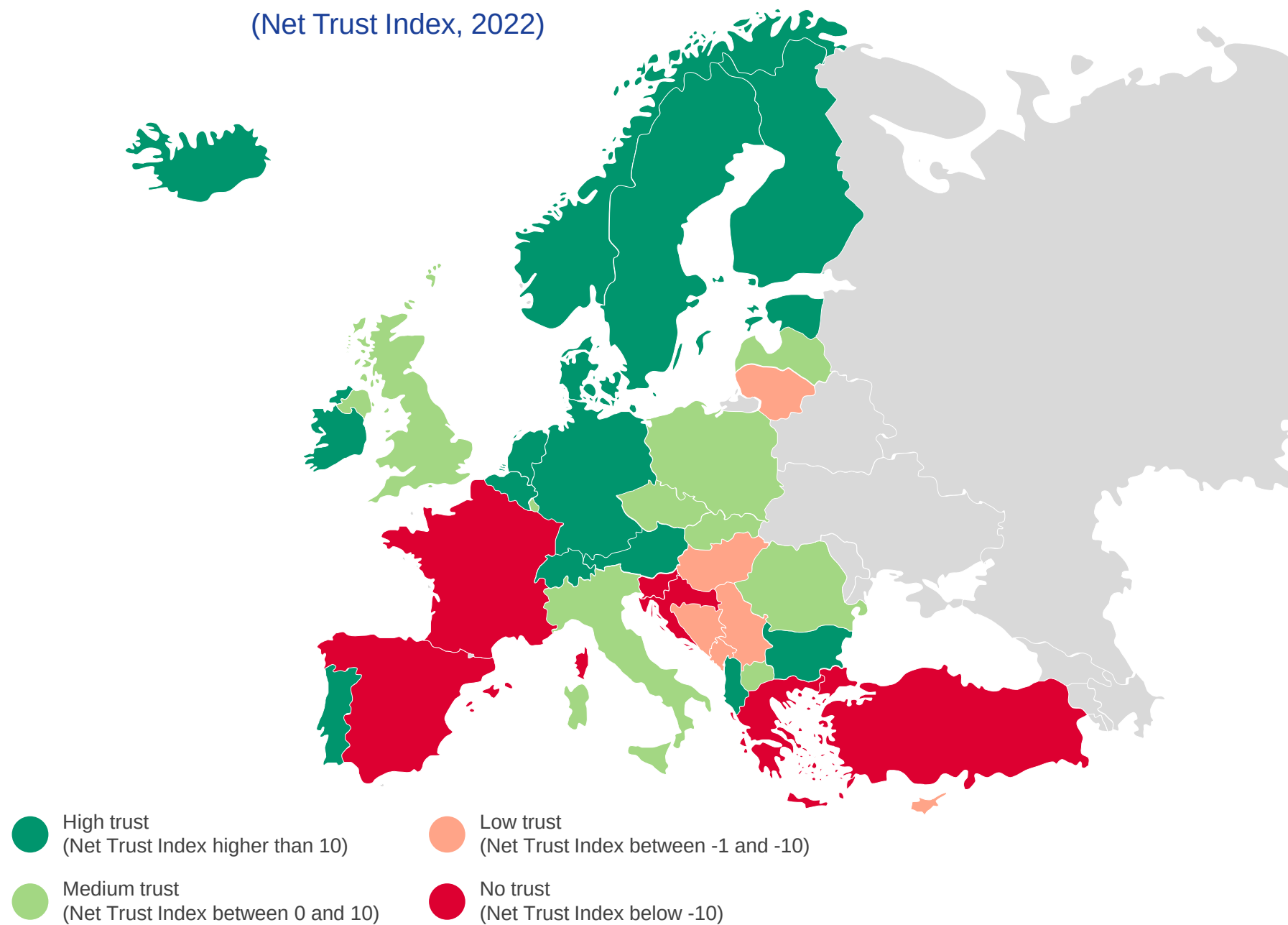


TRUST IN TV



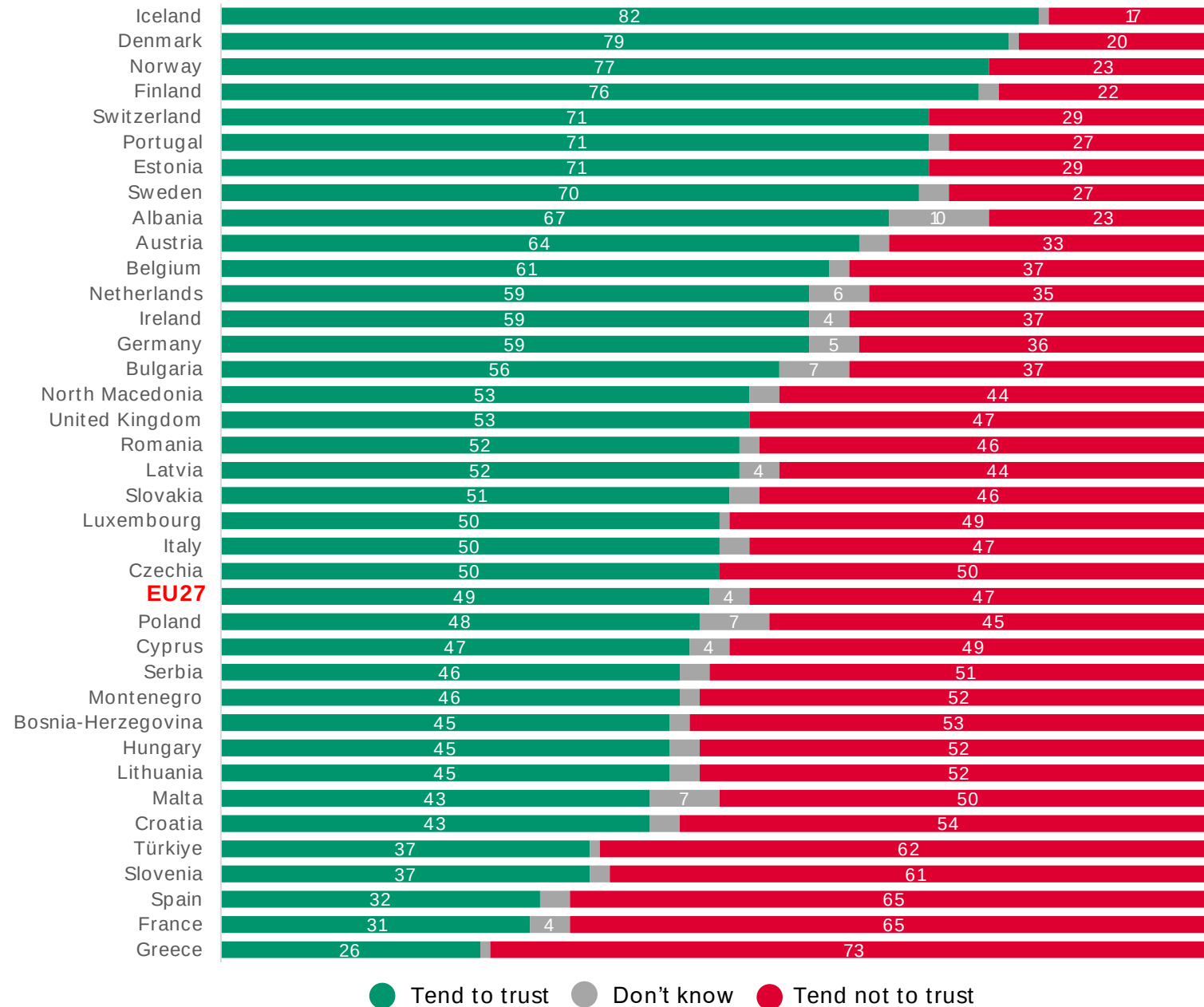
TRUST IN TV

(Net Trust Index, 2022)



TRUST IN TV

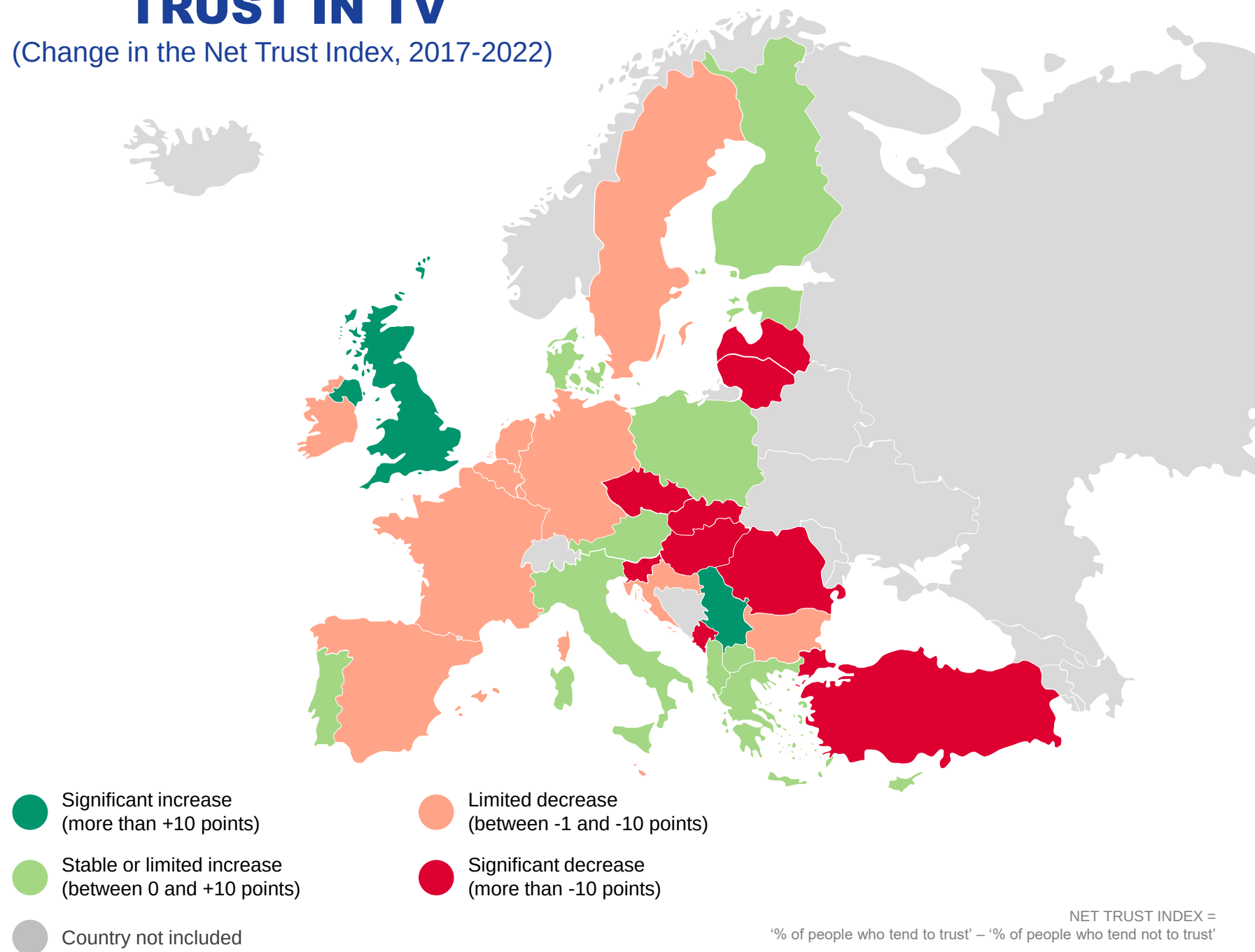
(% of population, 2022)



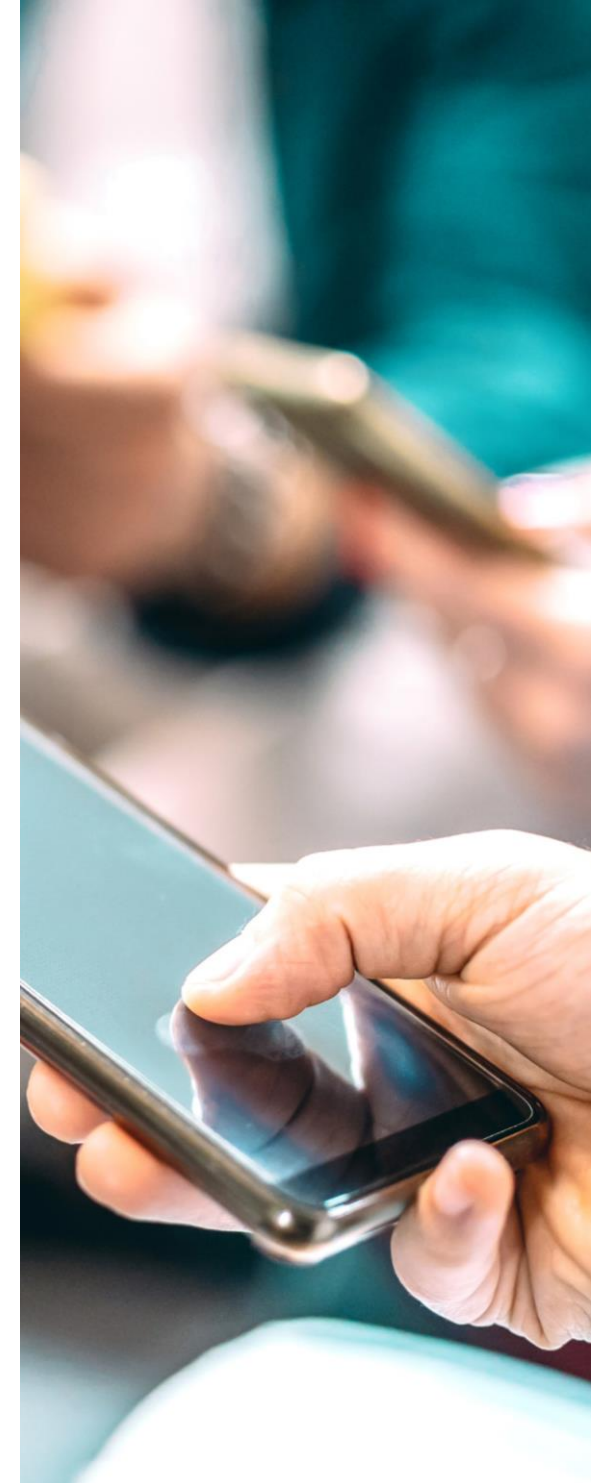
- Text 1
- Text 2
- Text 3

TRUST IN TV

(Change in the Net Trust Index, 2017-2022)

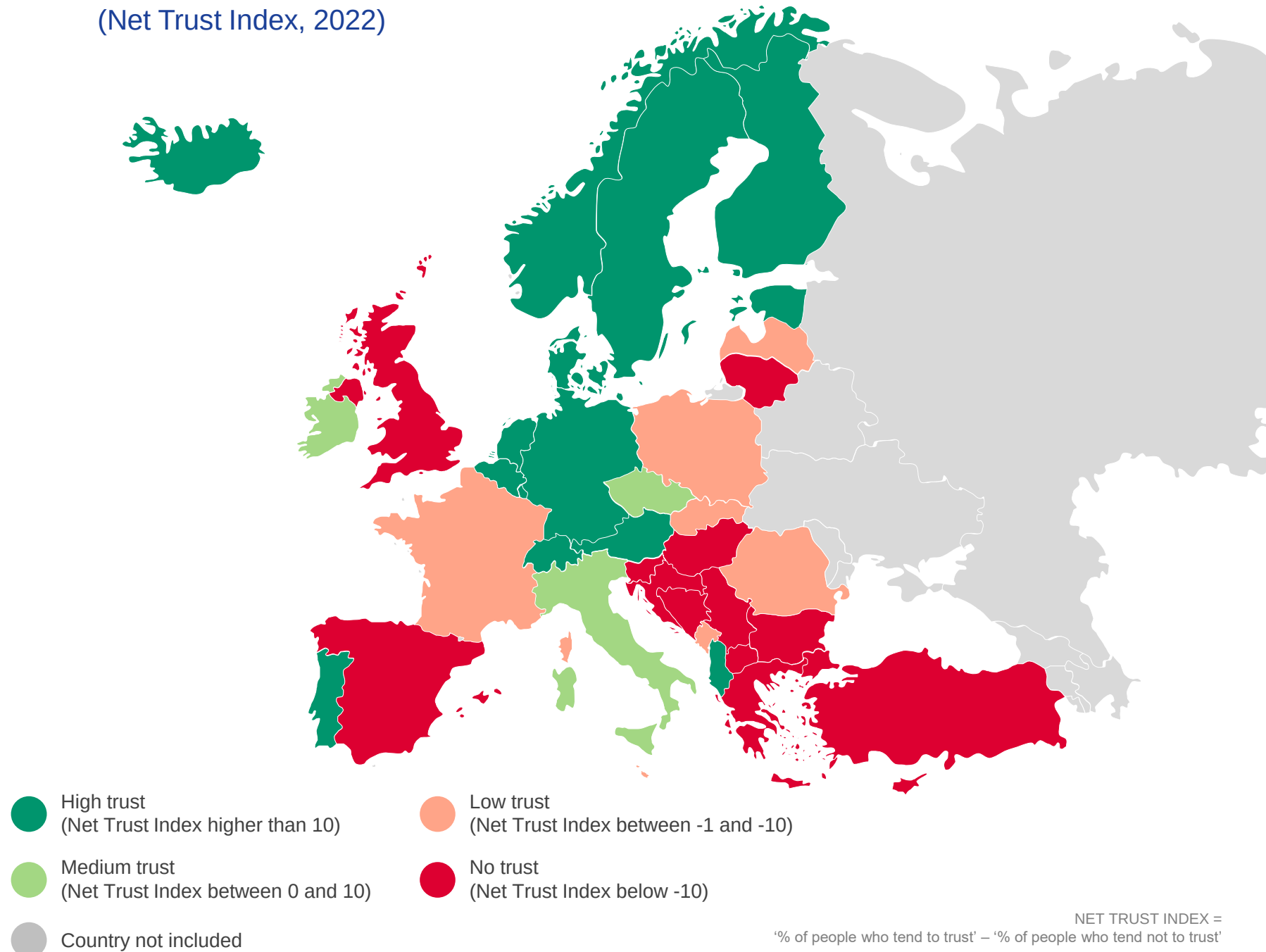


TRUST IN THE WRITTEN PRESS



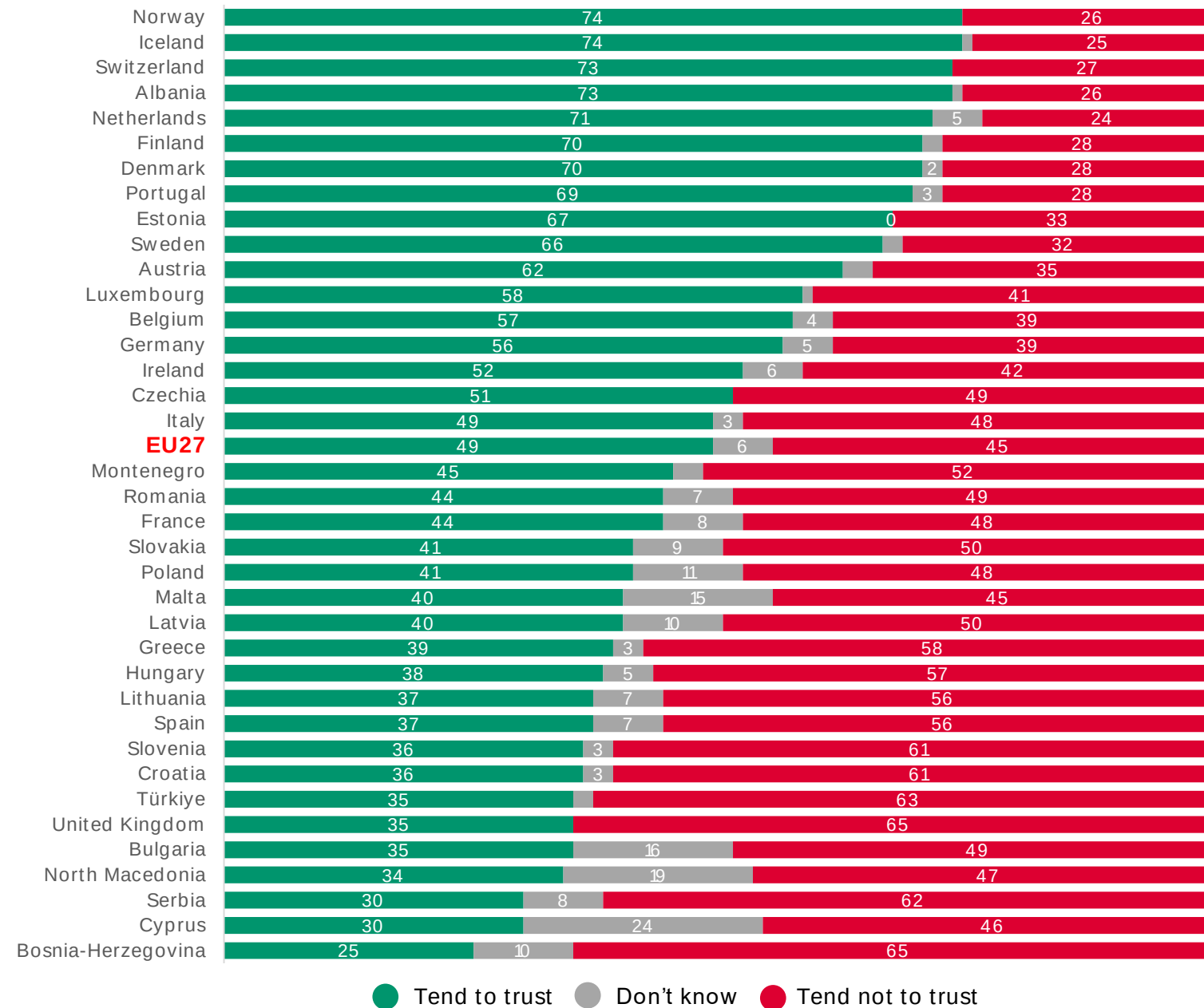
TRUST IN THE WRITTEN PRESS

(Net Trust Index, 2022)



TRUST IN THE WRITTEN PRESS

(% of population, 2022)



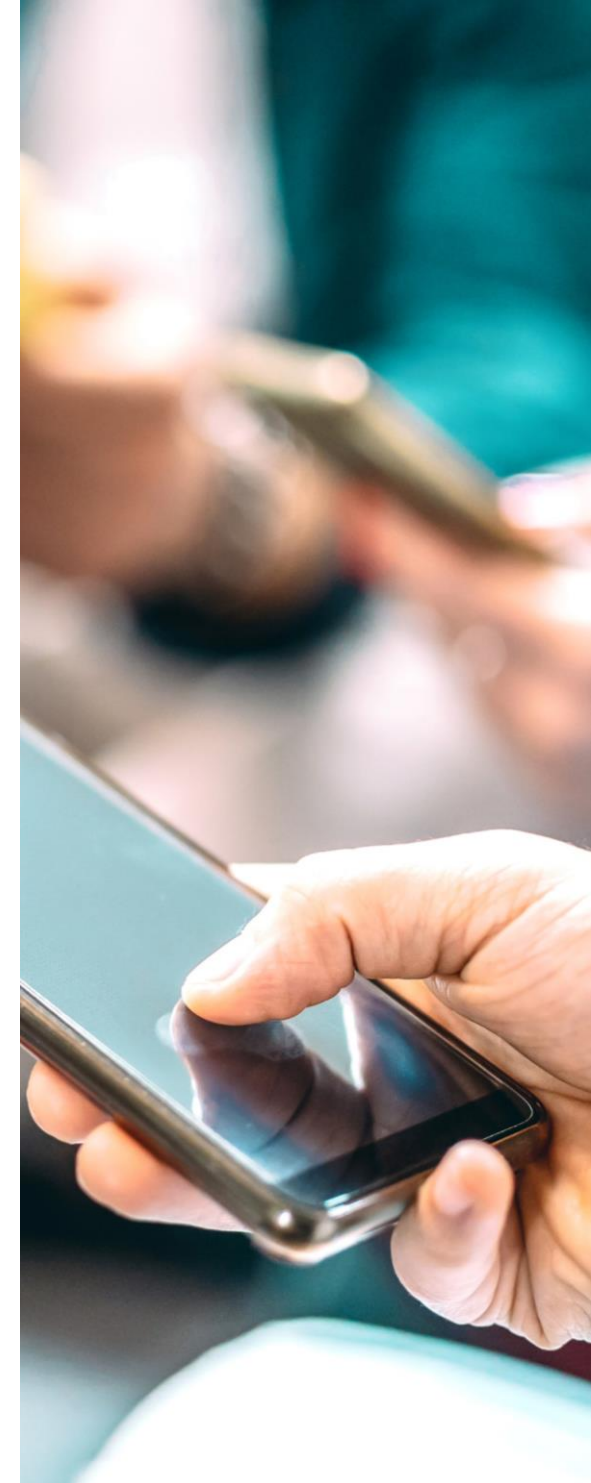
TRUST IN THE WRITTEN PRESS

(Change in the Net Trust Index, 2017-2022)



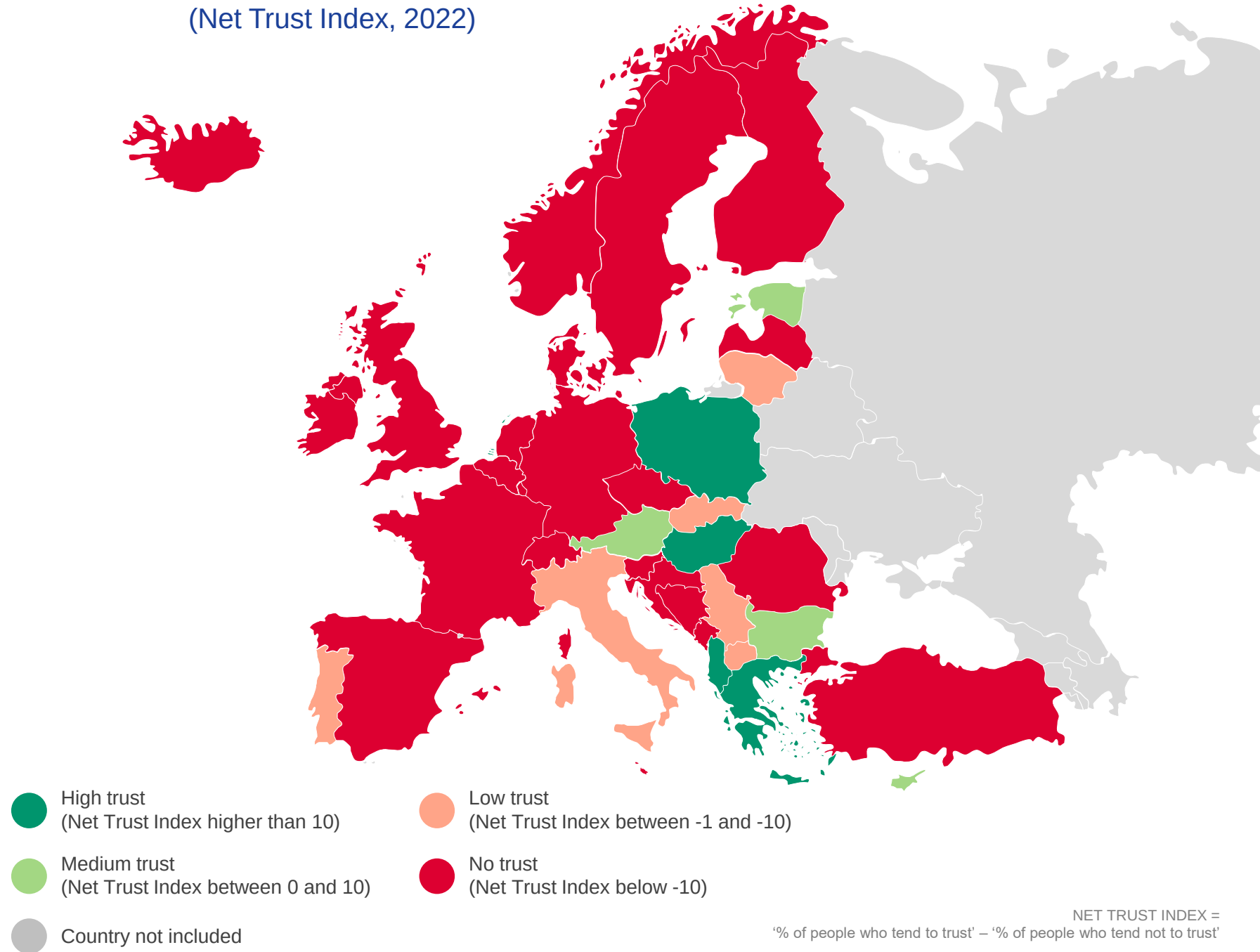
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TRUST IN THE INTERNET



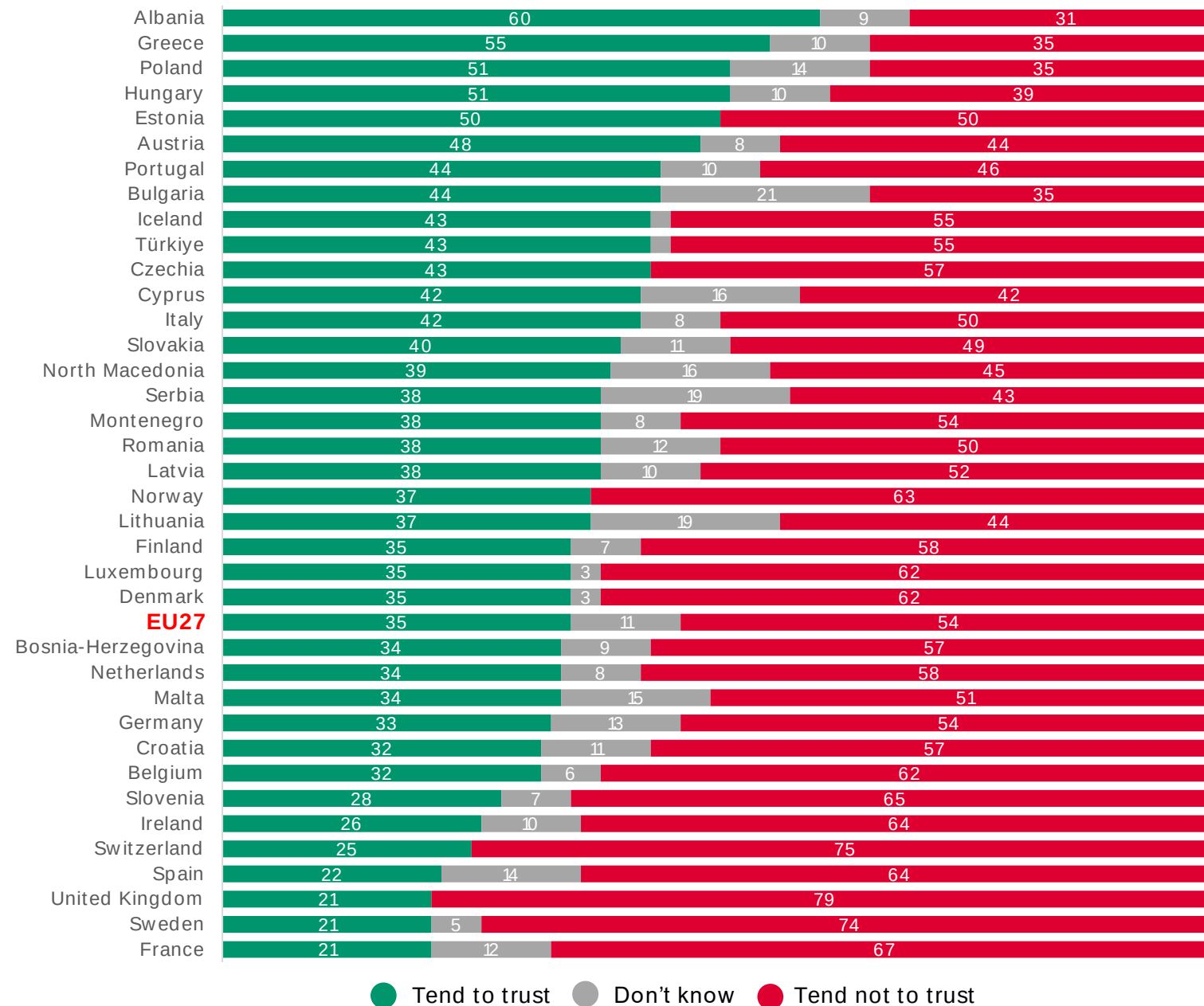
TRUST IN THE INTERNET

(Net Trust Index, 2022)



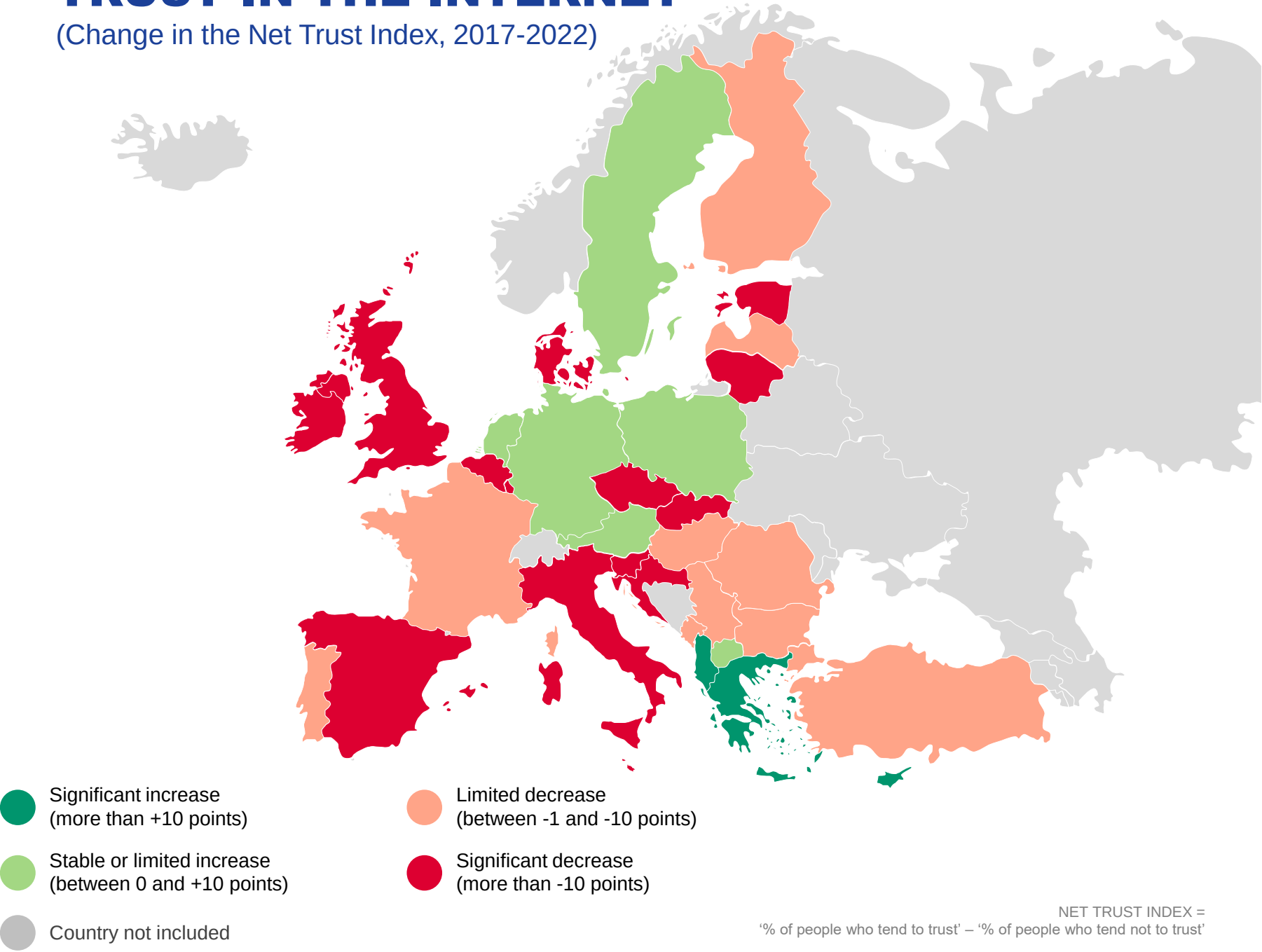
TRUST IN THE INTERNET

(% of population, 2022)

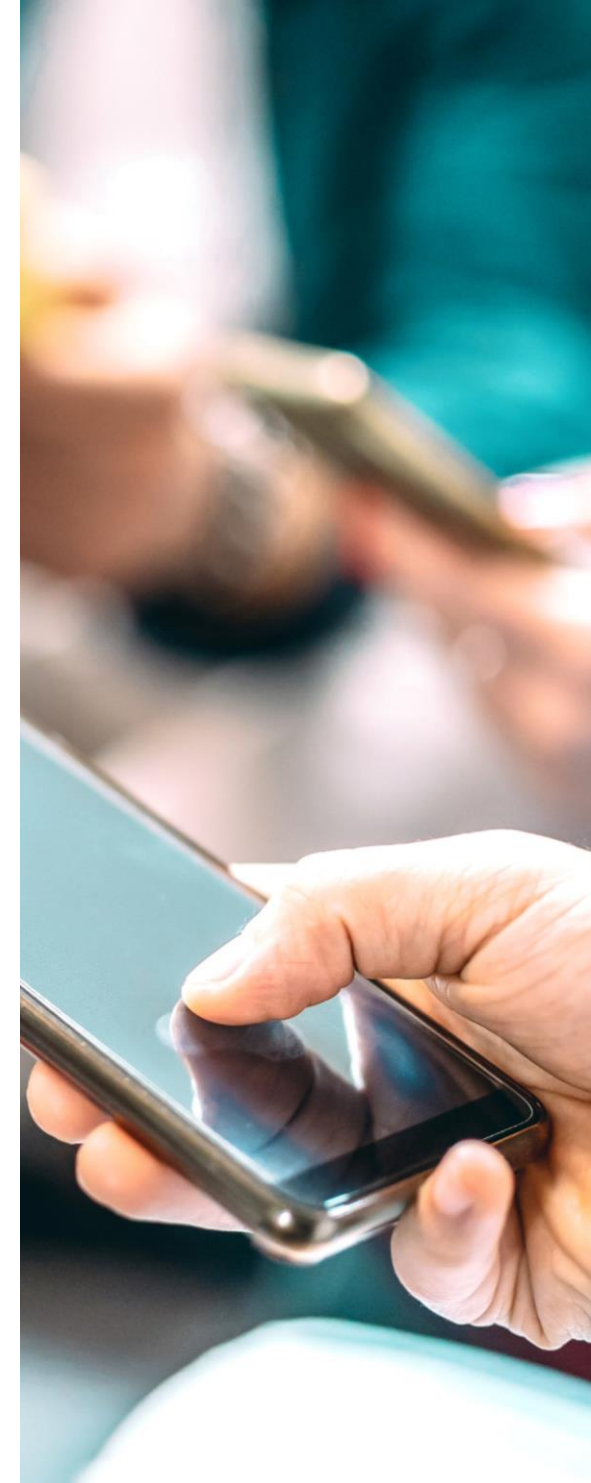


TRUST IN THE INTERNET

(Change in the Net Trust Index, 2017-2022)



TRUST IN SOCIAL NETWORKS



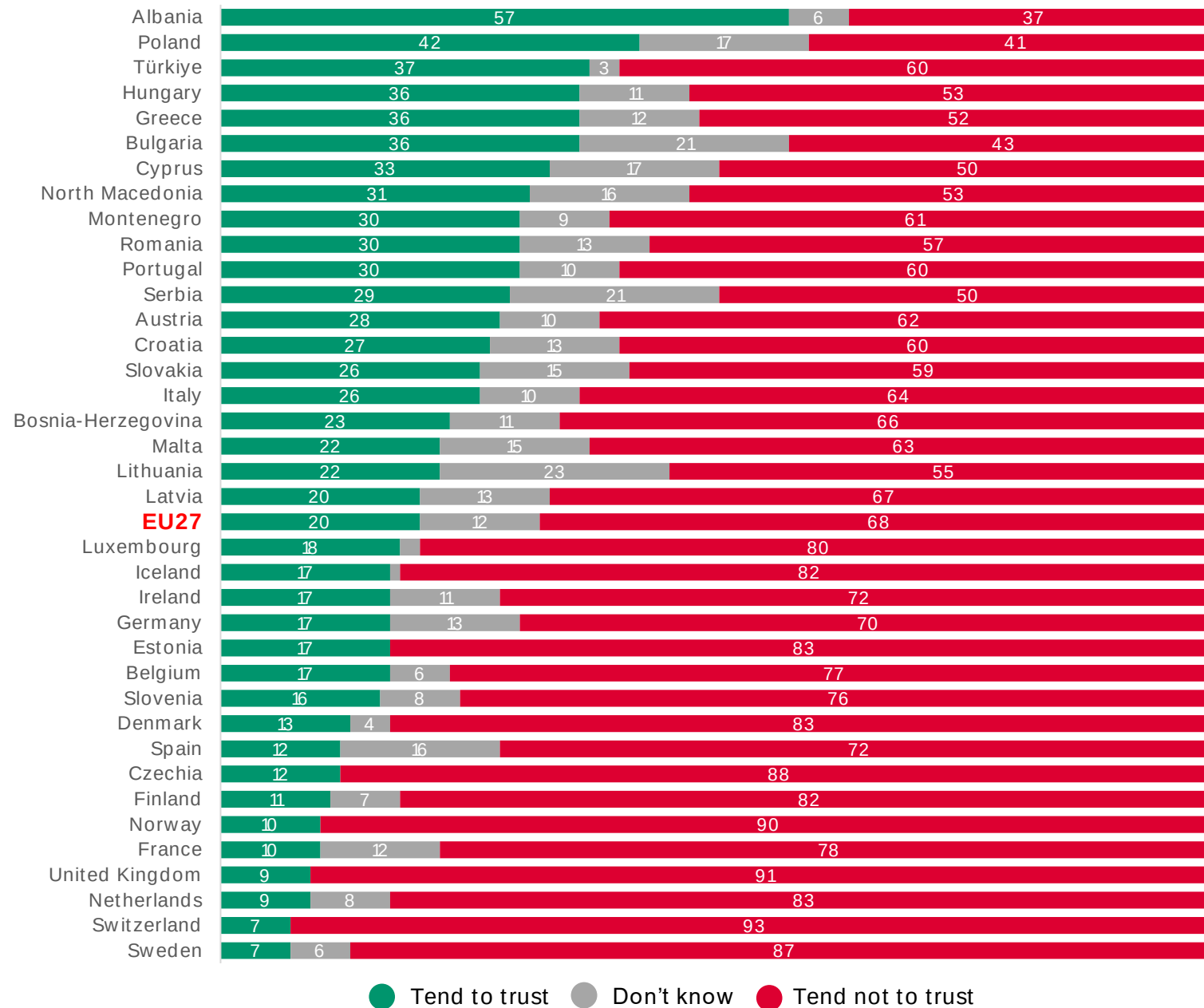
(Net Trust Index, 2022)



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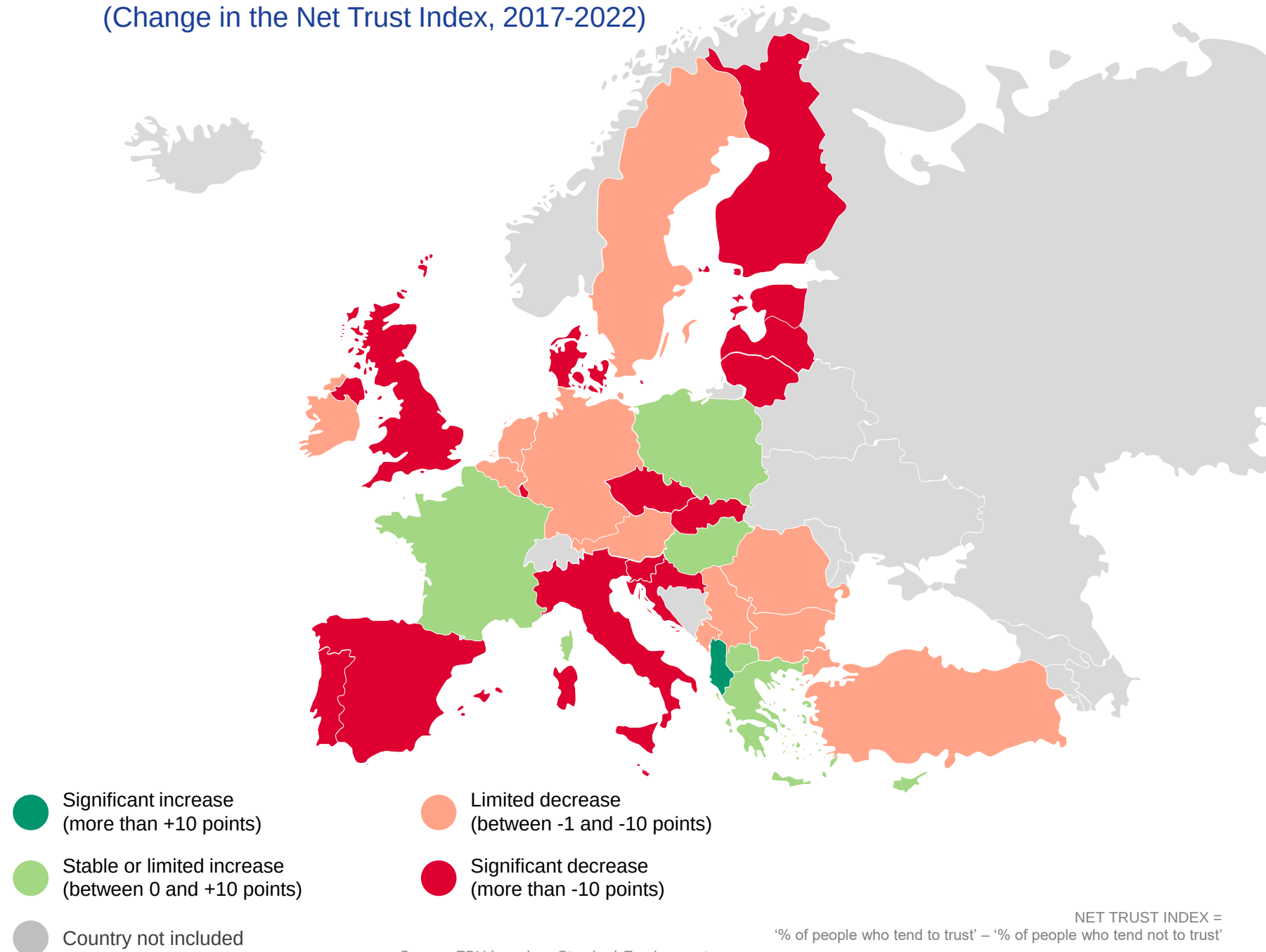
TRUST IN SOCIAL NETWORKS

(% of population, 2022)



TRUST IN SOCIAL NETWORKS

(Change in the Net Trust Index, 2017-2022)



MEDIA INTELLIGENCE SERVICE

This report is published by the European Broadcasting Union's Media Intelligence Service (MIS).

MIS provides Member broadcasting organizations with the latest market data, research and analysis needed to plan their future strategies and stay ahead of the game.

Our experts cover a broad range of topics, including TV and radio trends, new media developments, market structure and concentration, funding and public policy issues.

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