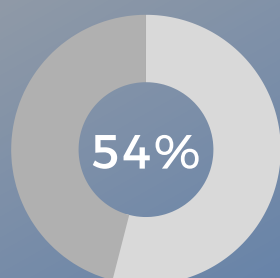


# MEDIA INSIGHT 2020:

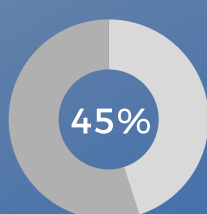
## HOW AMERICANS CONSUME NEWS AND WHO THEY TRUST

A DECEMBER 2020 W2 COMMUNICATIONS SURVEY OF 603 AMERICANS SHOWED THAT...

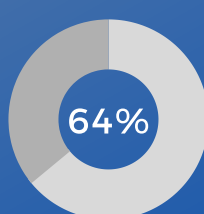


NEWS CONSUMPTION IS IMPORTANT ACROSS THE COUNTRY. 54% OF PEOPLE SURVEYED SPEND AT LEAST ONE HOUR PER DAY READING, LISTENING TO AND/OR WATCHING THE NEWS.

### BUT WHO WATCHES HOW MUCH NEWS VARIES BY AGE GROUP



AGE 45-60 SPEND AN HOUR OR MORE



AGE 18-29 SPEND LESS THAN HALF AN HOUR PER DAY

## NEWS CONSUMPTION HAS BEEN INFLUENCED BY THE DISRUPTIVE EVENTS OF 2020

35%

CONSULT MORE NEWS SOURCES THAN BEFORE THIS YEAR

45%

CONSUME NEWS **MORE OFTEN** THAN BEFORE

2%

CONSULT **FEWER NEWS SOURCES** AND CONSUME NEWS **LESS OFTEN** - OR HAVE STOPPED CONSUMING NEWS AT ALL

### THE TOP 3 GO-TO NEWS SOURCES

- 56% STATE AND LOCAL NEWSPAPERS (ONLINE AND/OR PRINT)
- 53% NATIONAL NEWSPAPERS (ONLINE AND/OR PRINT)
- 52% TV NEWS

### BUT TRUST IN NEWS SOURCES HAS ALSO DECLINED

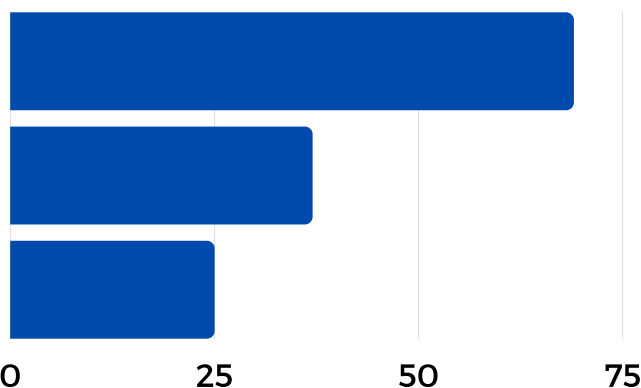
- 57% REPORT THEY TRUST NEWS ON SOCIAL MEDIA SITES LESS
- 46% TRUST CABLE TV OPINION SHOWS LESS
- 38% TRUST TV NEWS LESS

ONLY 1 IN 10 VIEW FACEBOOK AS A TRUSTWORTHY NEWS SOURCE



## WHO DO PEOPLE TRUST?

Local News  
CNN  
Fox



LOCAL NEWS WINS!  
69% TRUST THEIR LOCAL NEWS AND LOCAL AFFILIATES OF TRADITIONAL NETWORKS