TRUST IN MEDIA IN EUROPE

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BRUSSELS, 8 NOVEMBER 2019
MOST TRUSTED MEDIA
(Net Trust Index 2018)
LEAST TRUSTED MEDIA
(Net Trust Index 2018)
TRUST IN MEDIA IN THE EU
(% of population, 2018)

Note: Survey results at EU level represent a weighted average across the 28 EU Member States, applying official population figures provided by EUROSTAT.
# 2018 NET TRUST INDEX IN THE EU

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Trust Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>25</td>
</tr>
<tr>
<td>Computer</td>
<td>4</td>
</tr>
<tr>
<td>Press</td>
<td>1</td>
</tr>
<tr>
<td>Internet</td>
<td>-21</td>
</tr>
<tr>
<td>TV</td>
<td>-44</td>
</tr>
</tbody>
</table>

**NET TRUST INDEX =**

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

Source: EBU based on Eurobarometer 95.
EBU Media Intelligence Service – Trust in Media 2019
MOST TRUSTED NEWS BRANDS

Note: Based on the question “How trustworthy would you say news from the following brands is?”. List of brands includes national broadcasters, print and digital outlets.

EBU Media Intelligence Service – Trust in Media 2019
**TRUST IN NEWS**

Source: Reuters Digital News Report 2018, Average of 21 EU countries plus NO, CH, TR.

EBU Media Intelligence Service – Trust in Media 2019

- Overall trust in news:
  - **ALL**: 44%
  - **YOUTH**: 38%

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**Overall trust in news**

- **ALL**: 44%
- **YOUTH**: 38%
TRUST IN NATIONAL NEWS

Source: EBU Media Intelligence Service – Trust in Media 2019

Note: Based on agreement with the statement "(Nationality) media provide trustworthy information".

High trust in national news
Medium trust in national news
Low trust in national news
Country not included

Source: EBU based on Eurobarometer 95.
TRUST IN NATIONAL NEWS vs. SATISFACTION WITH NATIONAL DEMOCRACY

Strong correlation
Correlation coefficient: 0.70

National media provide trustworthy information

Not satisfied
Satisfied

Satisfaction with national democracy

Source: EBU based on Eurobarometer 90.
EBU Media Intelligence Service – Trust in Media 2019
MEDIA INTELLIGENCE SERVICE

Providing reliable market data, trustworthy analysis and relevant arguments

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