NAM Update

Dean Ridings

America's Newspapers

TRUST IN MEDIA

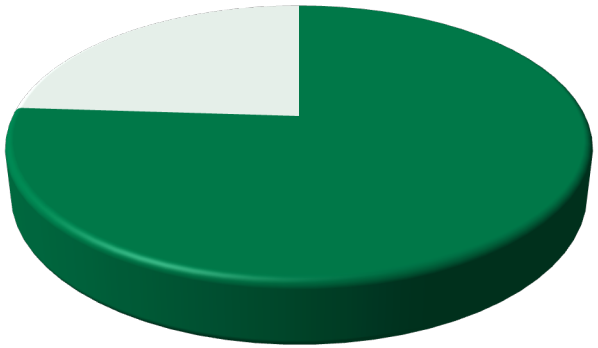
A National Opinion Survey Commissioned by

America's Newspapers

– Conducted by Coda Ventures and generously sponsored by the SNPA Foundation –

News Credibility Concerns

Three-quarters of Americans are concerned about the spreading of false or inaccurate news and information



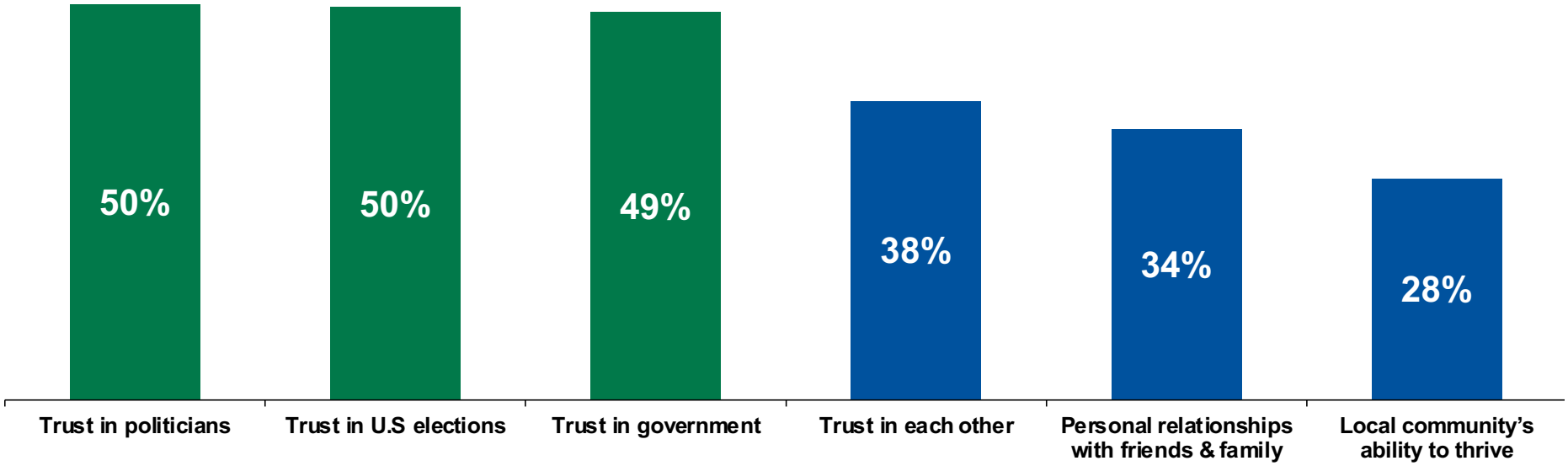
76%

Extremely/Very Concerned

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Impact of False/Inaccurate News & Information

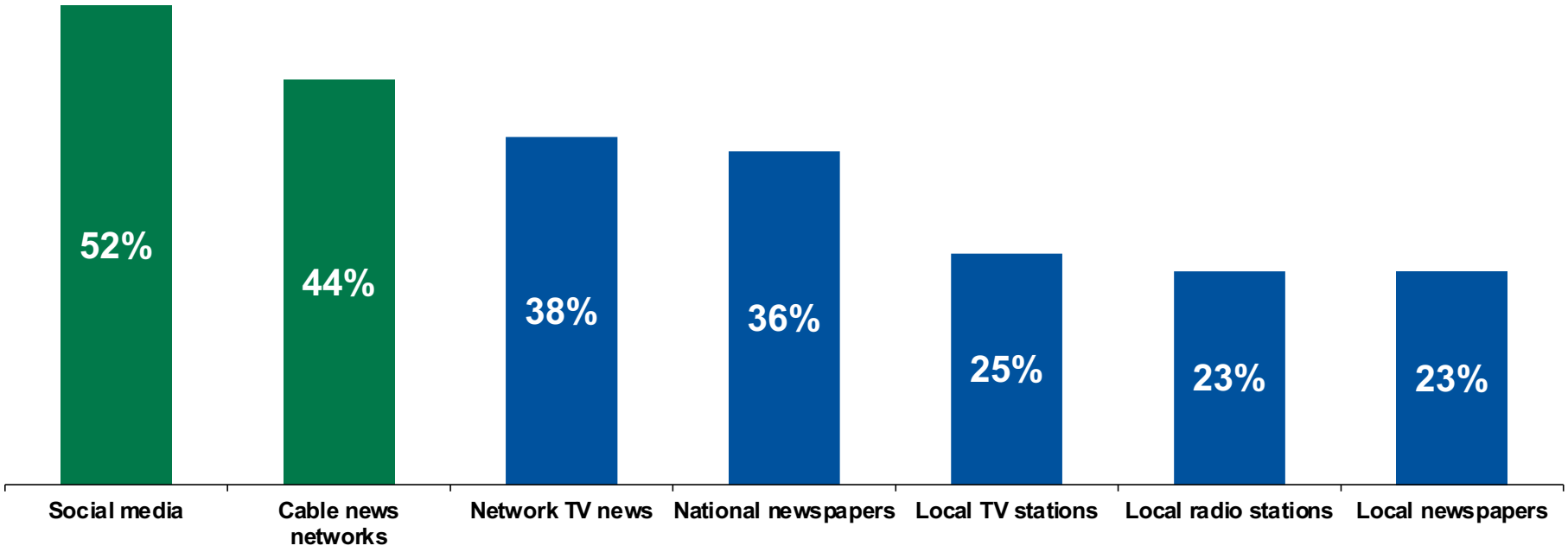
Americans say that false and inaccurate news and information has impacted their trust a great deal in government and one another



Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Responsible Parties – "Very Responsible"

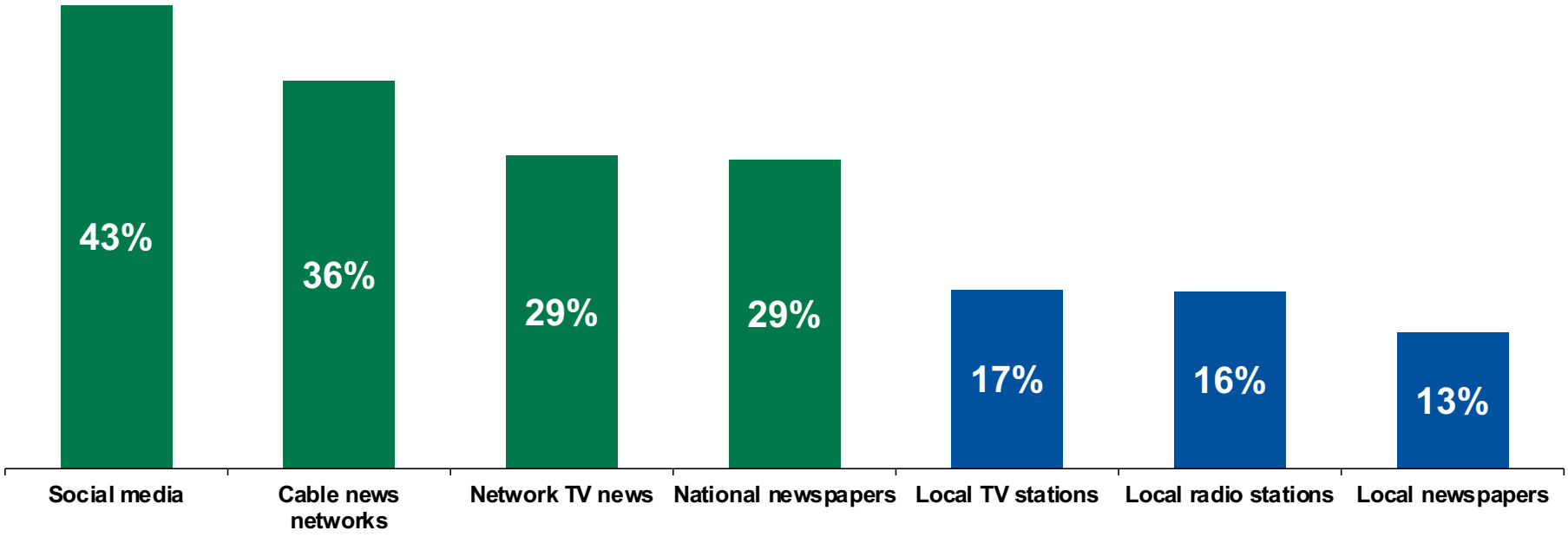
Americans feel that the media has contributed to this lack of trust and considers social media and cable TV especially responsible



Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Decrease in Trust & Reliance in the News

Over the past year, Americans stated that their trust in the media has decreased significantly for national news and only slightly for local news



Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Americans Most Trusted Media

	Most Trusted
Local newspapers	**51%**
Local TV stations	51%
Local radio stations	49%
Network TV news	43%
National newspapers	36%
Cable news networks	36%
Social media	20%

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Most Trusted Media by Generation

Millennials trust local newspapers over television,
while older news consumers favor local TV

	Most Trusted	Gen Z	Millennials	Gen X	Boomers/ Silent Gen
Local newspapers	**51%**	43%	**54%**	51%	52%
Local TV stations	**51%**	43%	49%	52%	**57%**

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Most Trusted Media by Generation

Less than one out of four Gen Z Americans cite social media as their most trusted source for news

	Most Trusted	Gen Z	Millennials	Gen X	Boomers/ Silent Gen
Local newspapers	**51%**	43%	**54%**	51%	52%
Local TV stations	**51%**	43%	49%	52%	**57%**
Local radio stations	**49%**	37%	48%	**52%**	**52%**
Network TV news	**43%**	**45%**	41%	**45%**	43%
National newspapers	**36%**	**40%**	36%	36%	33%
Cable news networks	**36%**	**43%**	35%	37%	35%
Social media	**20%**	23%	**30%**	18%	9%

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Local Media Reviews – Rural Communities

Local newspapers are considered even more reliable among readers in rural communities

	Total Americans	Rural Communities
Overall coverage of important stories affecting my community	31%	**38%**
Is a watchdog over local government	30%	**32%**
Not biased in their reporting	32%	**38%**
Helps promotes a strong sense of community	31%	**40%**

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Attributes Overall Advertising

Americans rank **newspaper advertising #1** as **"most reliable"**

Local newspapers	**43%**
Local TV	33%
Social media	13%
Local radio	11%

Americans rank **social media advertising #1** as **"most irritating"**

Social media	**43%**
Local radio	28%
Local TV	20%
Local newspapers	9%

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

The Role of Newspapers

Americans recognize the importance of local newspapers and the crucial role they play in sustaining democracy

85%

Of Americans believe that the **local press** plays an important role in helping to **sustain our democracy** and **serve the people** of their communities and the country

80%

Of Americans believe that it is **important** to have a local newspaper in their **community** that provides news and information regarding their **hometown**, **city** and **country**

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

The Impact of a Local Newspaper

74%

Of Americans believe that **not having** a local newspaper in their community to report **local news** and **information** would have a **serious impact** on the community

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Local Newspaper Reporting

Specific ways that local newspaper journalists can do a better job reporting local news

Keep bias out of reporting	**68%**
Provide possible solutions on the issues they are reporting	**53%**
Be more accessible/visible to readers	**48%**
Produce videos showing news coverage	**41%**
Be more accessible via social media	**34%**

Source: *2024 America's Newspapers Trusted Media Study; Conducted by Coda Ventures* ***Base:*** *Total Americans (3,019)*

Tied with Local TV but Newspapers Risk Falling Behind

Local newspapers and local TV stations are **tied at 51%** as the most trusted media. While this is a solid position, local TV typically does a **better job promoting themselves**, leveraging broader accessibility and higher visibility through digital, social media, and on-air promotions.

In order to **retain and strengthen their trust**, newspapers must increase their community engagement, **promotional efforts** and leverage/expand their digital presence to stay competitive.

Local Newspapers Are Vital to Community

A significant **74% of people** say their community would suffer without a local newspaper. Newspapers are seen as a pillar of democracy, holding local governments accountable and providing the information needed to make informed decisions.

Use this to your advantage in community outreach, marketing promotions and fundraising to reinforce the impact the role that newspapers have on the community.

Want to know more?

member.newspapers.org/trust-in-media

America's Newspapers

- **2025 Mega-Conference**: Apr. 14-16
  JW Marriott Bonnet Creek (Orlando)

- **2025 Senior Leadership Conference** Nov. 3-5
  The Broadmoor, Colorado Springs

Thank you!

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Dean Ridings
dridings@newspapers.org