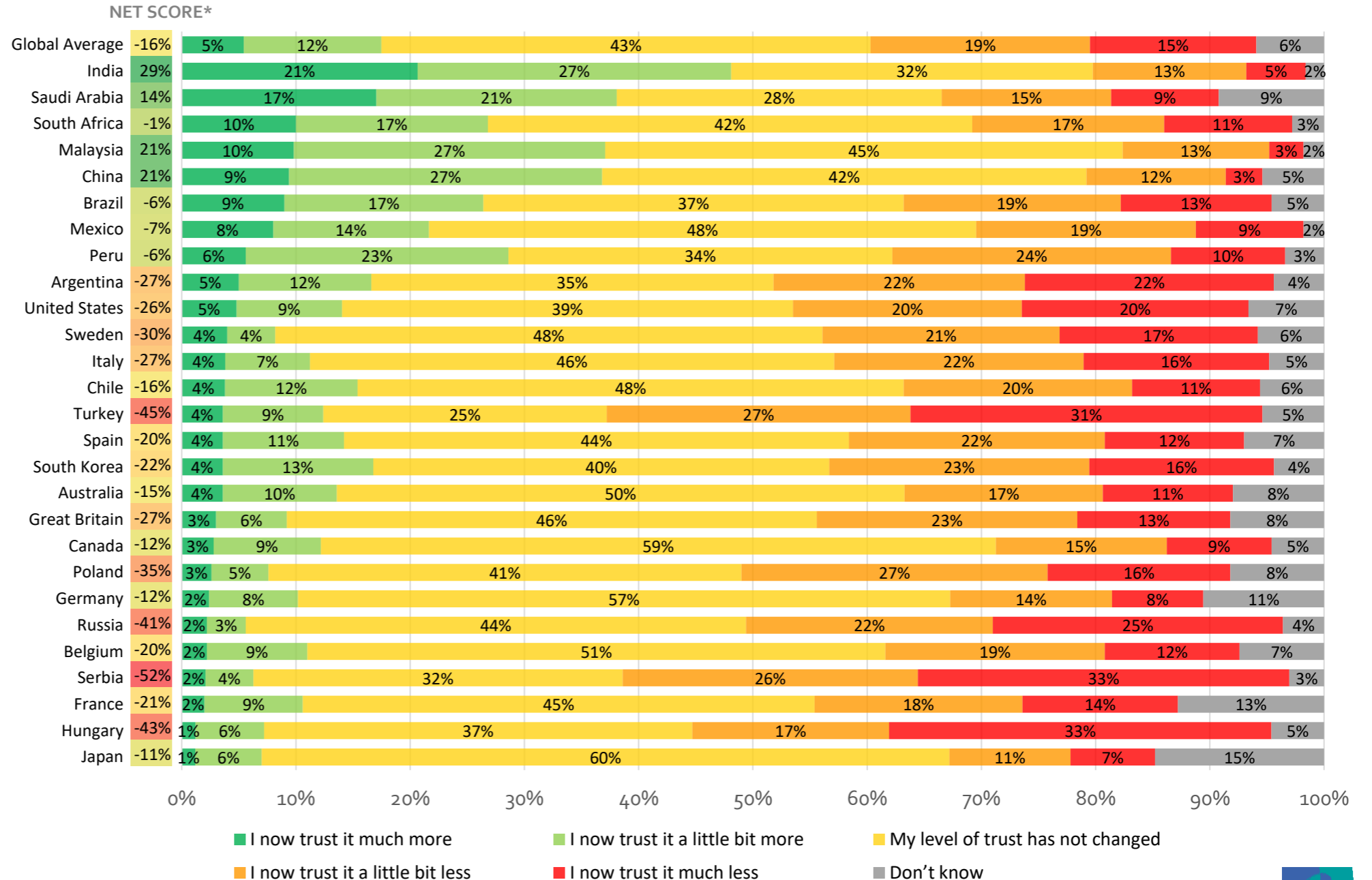


PERCEIVED CHANGE IN TRUST

- In most countries, trust is more often perceived to have decreased over the last five years than to have increased.
- This is especially the case in Turkey and across Eastern Europe.

Q. And how much would, if at all, would you say your level of trust in each of the following has changed over the past five years?

NEWSPAPERS AND MAGAZINES



*Net trust scores indicate whether trust levels have overall increased (positive value) or decreased (negative value).

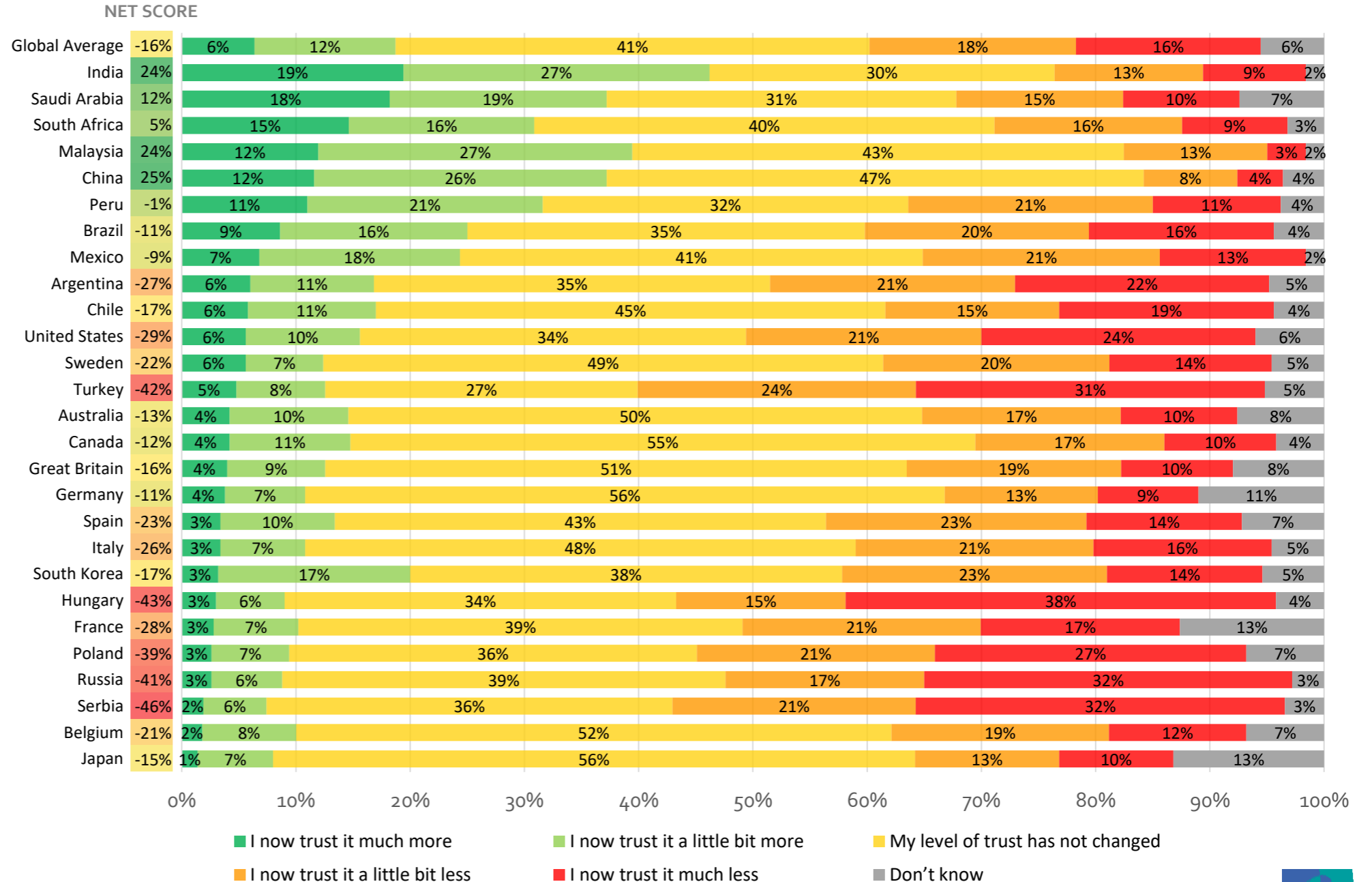
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019

PERCEIVED CHANGE IN TRUST

- Globally, one in three say they trust TV and radio as a source of information less than they did five years ago; only one in six say they trust TV and radio more.
- Nearly half of Americans (45%) say they trust TV and radio less than they did five years ago.

Q. And how much would, if at all, would you say your level of trust in each of the following has changed over the past five years?

TELEVISION AND RADIO



*Net trust scores indicate whether trust levels have overall increased (positive value) or decreased (negative value).

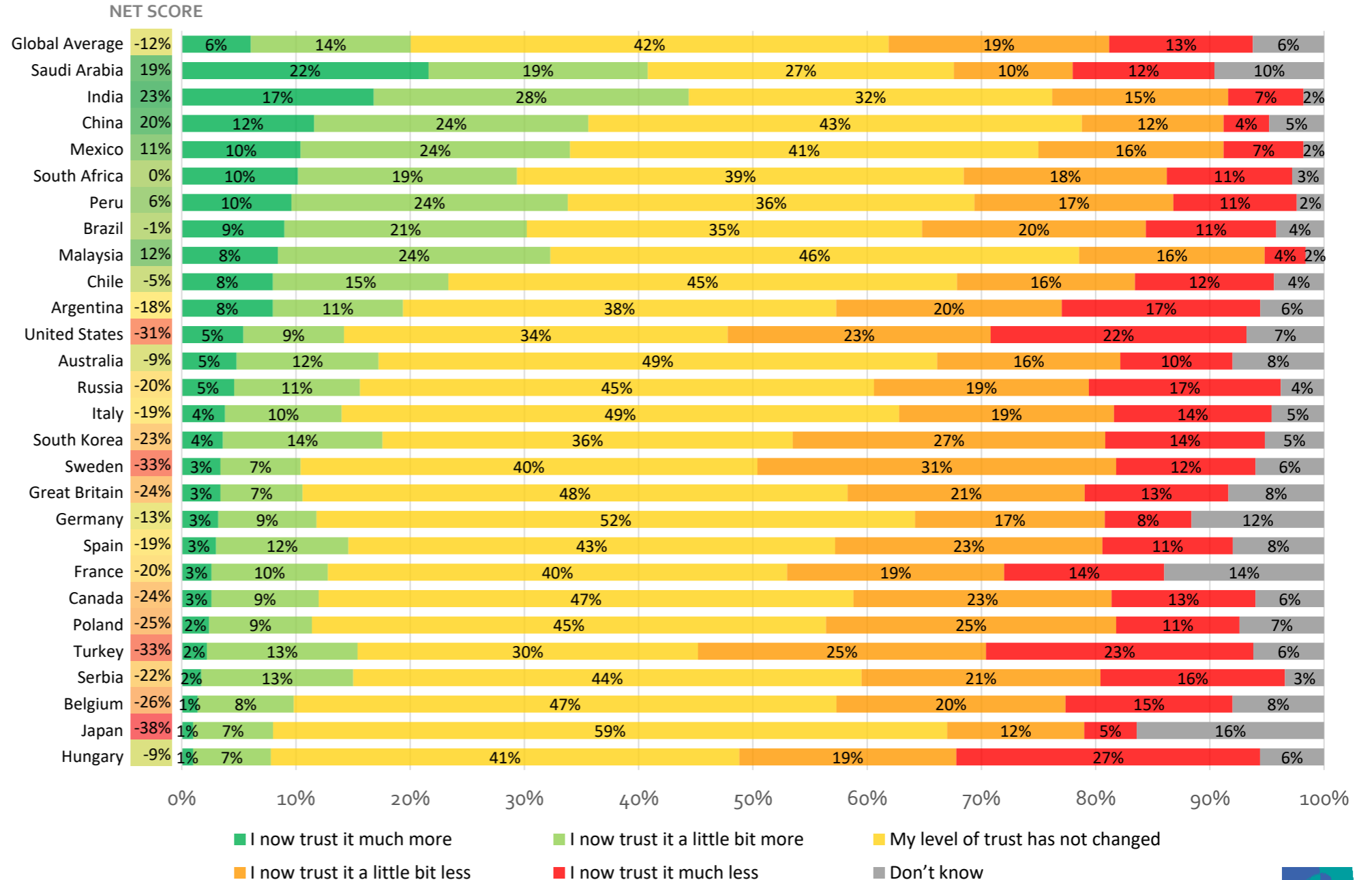
Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019

PERCEIVED CHANGE IN TRUST

- Globally, one in five say they trust online news sites more than they did five years ago, while a third say they trust them less.
- Americans have particularly soured on online news websites and platforms (net score of -31%), along with Swedes (-33%), Turks (-33%), and Japanese (-38%).

Q. And how much would, if at all, would you say your level of trust in each of the following has changed over the past five years?

ONLINE NEWS WEBSITES AND PLATFORMS



*Net trust scores indicate whether trust levels have overall increased (positive value) or decreased (negative value).

Base: 19,541 online adults aged 16-74 (18-74 in select countries) across 27 countries, from January 25 – February 8, 2019