TRUST/FILTER BUBBLES - THE WORLD

MOST TRUSTED SOURCES -THE WORLD	LEAST TRUSTED	SPEND MOST TIME ON	WHAT I CLICK AND PAY MOST ATTENTION TO	NATIONAL DATA
NYTimes—8 **(50%)**	Fox News 7 **(44%)**	Instagram-6 **(37%)**1-2HRS	Celebrity&Pop Culture-4 **(25%)**	
--------	--------	--------	Politics-4 (25%)	
			Sports-4 (25%)	
Professors-4 **(25%)**	Social Media-5 **(31%)**	Snapchat-4 **(25%)**		
Parents-4 (25%)	--------		--------	
Mom-3		--------		
Dad--1	Friends/Classmates-4 **(25%)**		News-3 **(18%)**	
CNN-4(25%)	Snapchat-4 (25%)	Tiktok-3 **(18%)**		
--------	--------	YouTube-3 (18%)	--------	
Roommates-3 **(18%)**		NYTimes-3 (18%)		
Tiktok-3 (18%)	Instagram-3 **(18%)**	--------	War/Conflict-2 **(12%)**	
BBC-3 (18%)	--------		--------	
Friends-13 (18%)		Twitter-2 **(12%)**		
--------	Tiktok-2 **(12%)**	ESPN-2 (12%)	ESPN	
		--------	Music	
Instagram-2 **(12%)**	--------		Fashion	
Snapchat-2 (12%)		Chicks in the Office	Celebrity	
Washington Post-2 (12%)	Certain news outlets	Television	Abortion	
Social media-2 (12%)	Daily Wire	NPR	International News	
--------	Tabloids	BBC	Human Rights	
Grandfather	Twitter	CNN	Crime	
CBS	Politicians	Facebook	Environment	
NBC	Mom	WCAX	International Sports	
NPR	Google	Local News	Weather	
Political Science Friends	Good Morning America	Instagram	Technology stories	
Morning Brew	People posting infographics	Portland Press Herald		
Tiktok Fish		VTDigger		
Portland Press Herald		NBC		
Boston Globe		Boston Globe		

The Most and Least Trusted People in the World
Global public net level of trust in certain groups of people in 2021*

- Doctors 54%
- Scientists 51%
- Teachers 43%
- 'Ordinary' people 27%
- Armed forces 22%
- -10% Journalists
- -11% Bankers
- -22% Ad execs
- -39% Government ministers
- -52% Politicians generally

* Share saying the people are trustworthy minus share saying are not.
Source: Ipsos

Americans Turn To Social Media For News, Despite Lower Trust
Share of U.S. respondents that use the following news sources every day
● Share of respondents who trust the following sources

- Social media 37% ● 34%
- Network news 26% ● 59%
- Cable news networks 21% ● 54%
- Radio 20% ● 64%
- Online-only news sites 19% ● 52%
- Newspapers 12% ● 61%
- Podcasts 8% ● 39%

2,210 U.S. adults (18+ y/o) surveyed Feb. 9-10, 2022
Source: Morning Consult