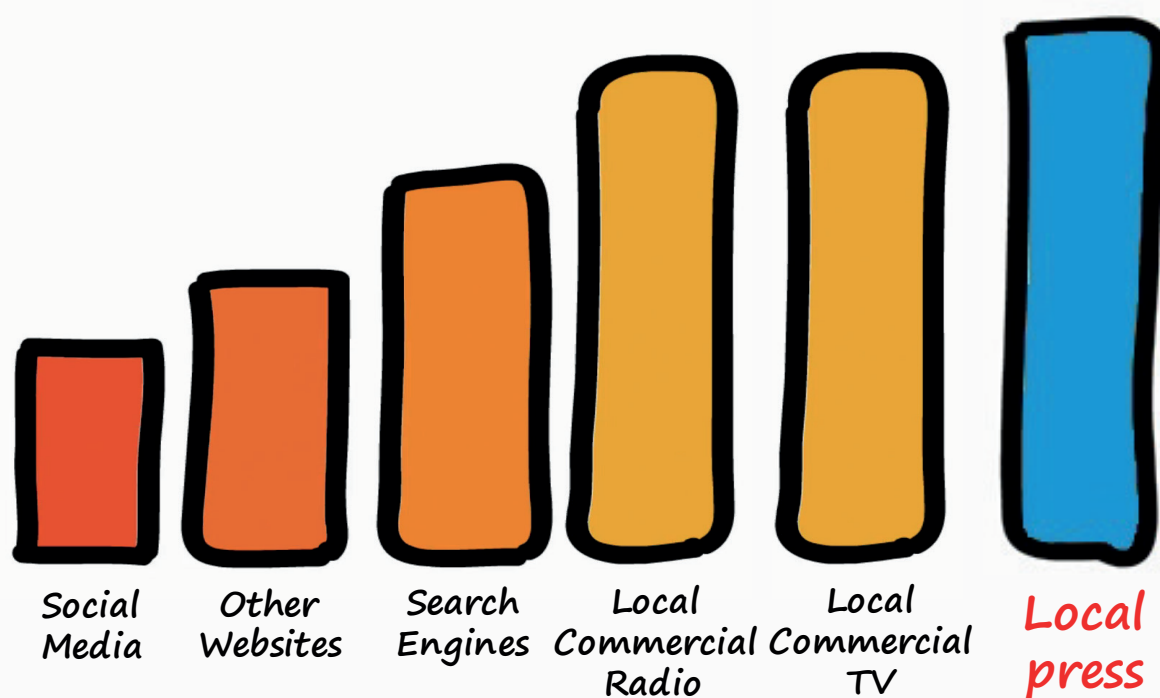


Local press three times more trusted than social media

Three quarters of people (74%) trust the information they read in their local paper in print or online. Only 22% trust local news they read on social media platforms.



Local press in print and digital (74 per cent) is the most **trusted source** for local news and information, ahead of local commercial TV and local commercial radio (both 73 per cent), search engines (43 per cent), social media (22 per cent) and other websites (39 per cent). (YouGov 2018 commissioned by Local Media Works).