

Trust in Local Media

Based on a national sample of 2,000 Americans



76%

have "a great deal" or "a fair amount" of trust in their local television news



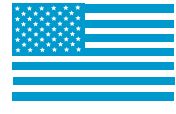
73%

have confidence in local newspapers



55%

have trust in national network news



59%

have trust in national newspapers



47%

have trust in online-only news outlets

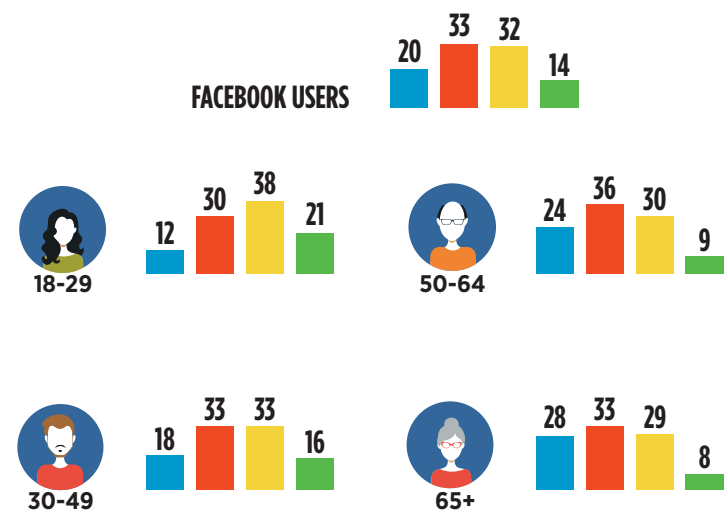
Source: "Poynter Media Trust Survey," conducted July 2018

Many Facebook Users Don't Understand How the Site's News Feed Works

Based on a survey of 4,594 respondents

% of Facebook users who say they understand _____ well why certain posts are included in their news feed and others are not

Not at all Not very Somewhat Very



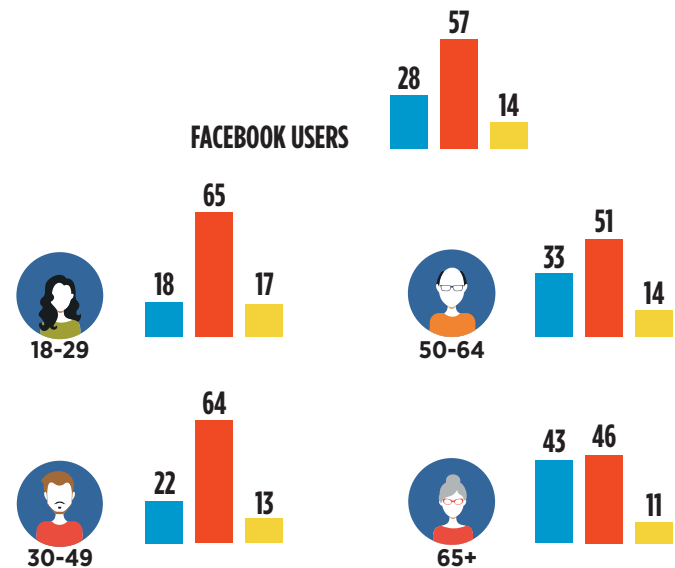
Source: Pew Research Center, survey conducted May 29-June 11, 2018

Few Facebook Users Think They Have A Lot of Control Over News Feeds

Based on a survey of 4,594 respondents

% of Facebook users who say they think users have _____ control over the content that appears in their news feed

No A little A lot

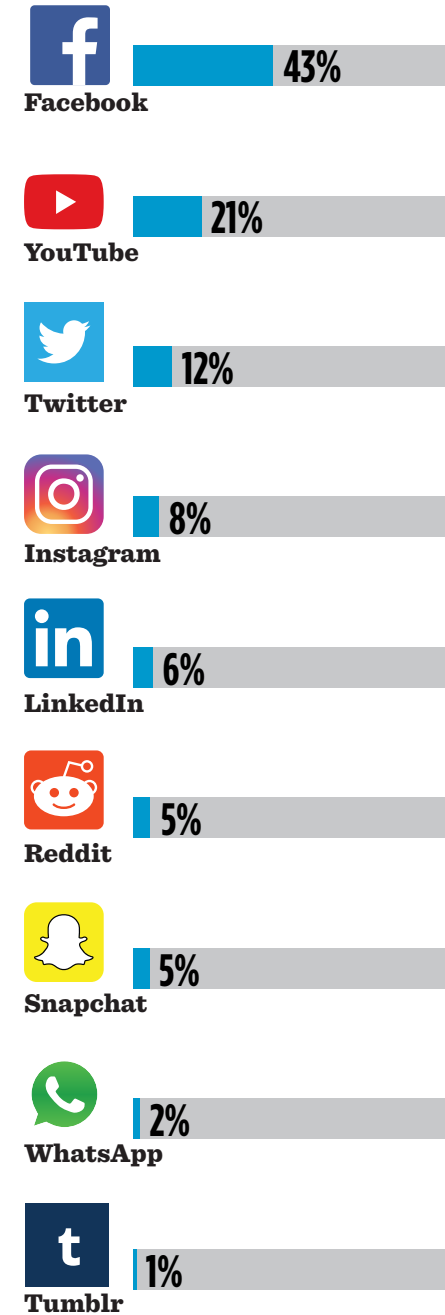


Source: Pew Research Center, survey conducted May 29-June 11, 2018

News Use on Social Media Platforms

Based on a sample of 4,581 respondents

% of U.S. adults who get news on each social media site



Source: Pew Research Center, survey conducted July 30-Aug. 12, 2018

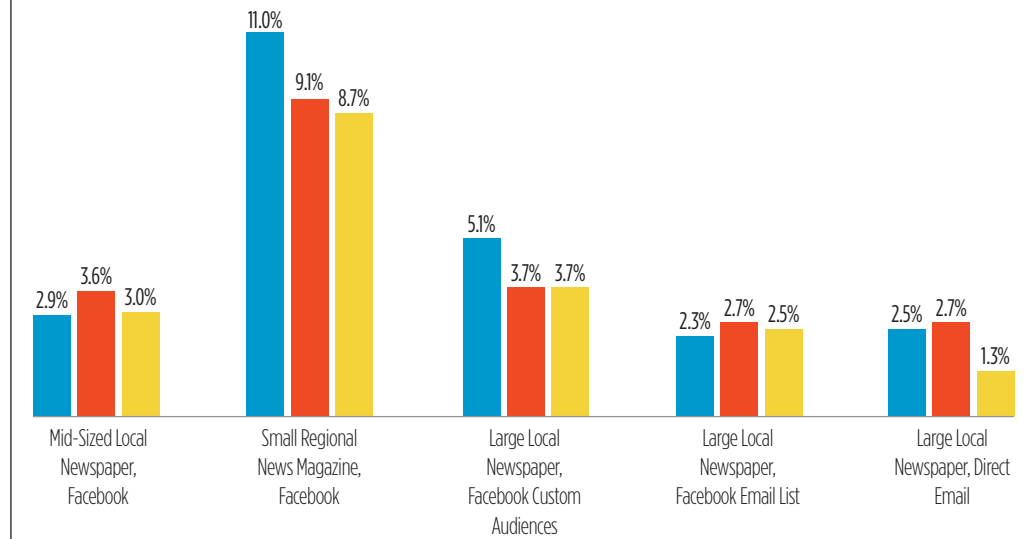
Finding New Subscribers

Between April 16 and 29, three newsrooms randomly chose an image to accompany their text advertising for a free newsletter or a paid digital/print newspaper subscription. People were shown one of three images: the newspaper's logo, a journalist at work or an image depicting a top story covered by the newsroom. They appeared in Facebook sponsored posts, emails messages and newsletter advertisements. What images worked and what didn't?

Journalist image Top story Logo

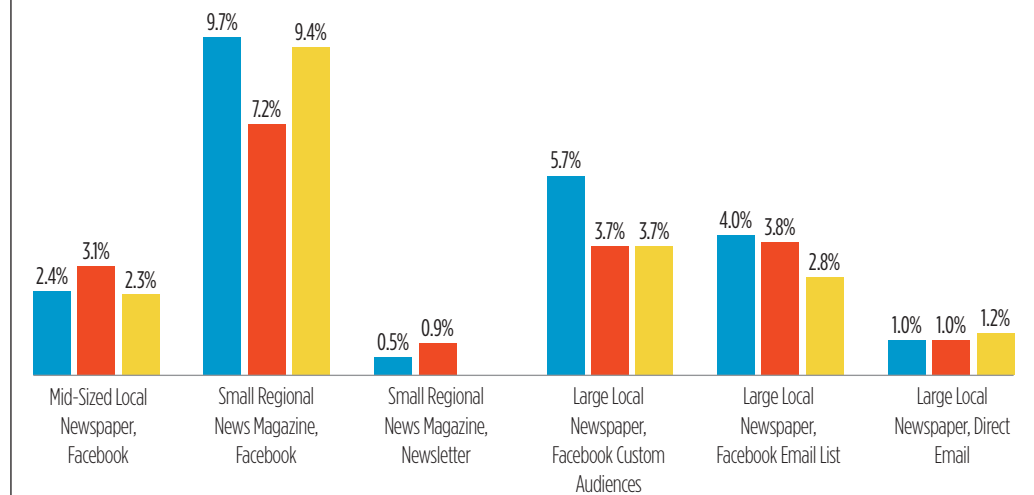
NEWSLETTER SIGNUPS

Percentages (No. of Unique Clicks/Reach)



PAID PRINT/DIGITAL SUBSCRIPTION SIGNUPS

Percentages (No. of Unique Clicks/Reach)



Source: University of Texas at Austin Center for Media Engagement "Subscription Messages" report; in total, 23 tests were conducted reaching 492,965 Facebook or email accounts between April 16-May 15, 2018