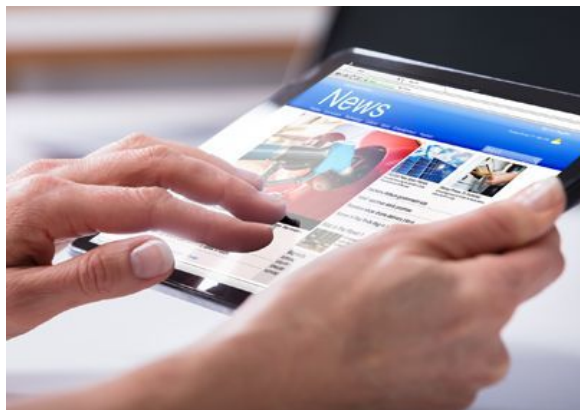


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"News media is an integral component of everyday life for most consumers. A lack of trust and a plethora of options have made it difficult for the average news consumer to figure out what is real and whom to trust in a continuously fragmenting market."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- The credibility nightmare of news media
- The balance of convenience and tradition
- Justifying the payment of news
- Politics divide news media consumption

95% of consumers have gone to some news media source in the past three months. Of them, more people are getting their news from TV and radio than anywhere else. A dedicated older audience is still championing more traditional media outlets, while younger news consumers are exploring new media online and through comedy news shows.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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