

Americans' Trust in Mass Media Plunges to Record Low, Gallup Poll

By [Michael Krieger](#)

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[Liberty Blitzkrieg](#) 14 September 2016

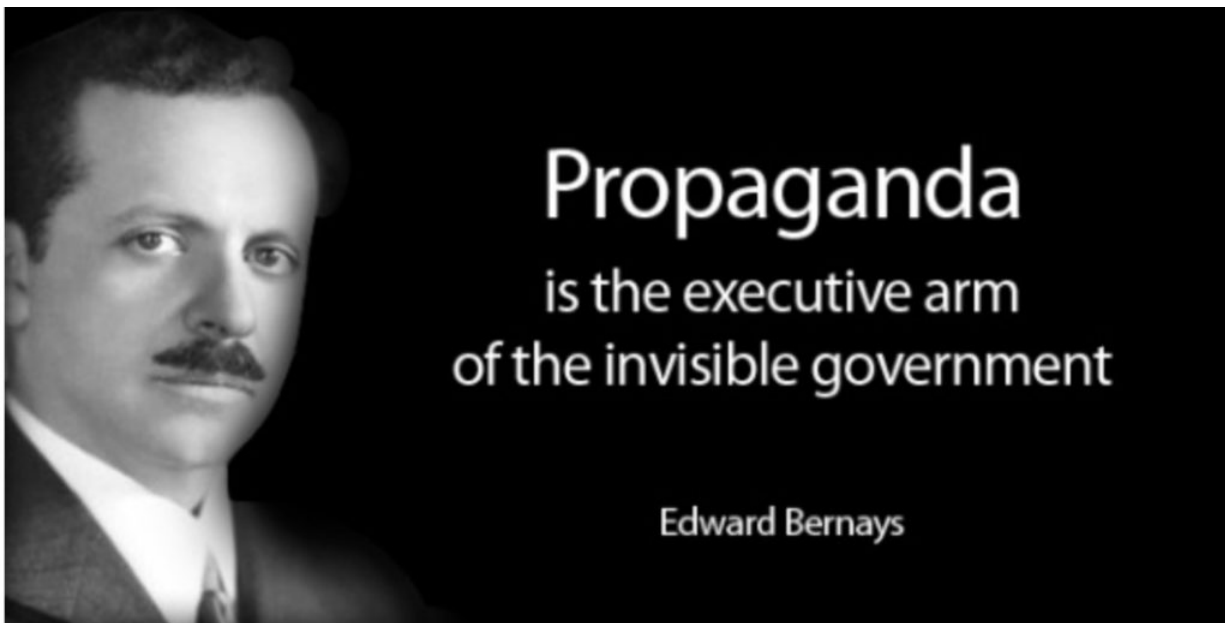
Region: [USA](#)

Theme: [Media Disinformation](#)

In yesterday's post, [The Death of Mainstream Media](#), I noted:

At the end of the day, I have concluded that my focus on Hillary as of late (vs. Trump) has as much to do with my disgust for the mainstream media as anything else. To see these organs, which have destroyed this country by keeping the people uninformed for decades, now rally around a sickly, corrupt, oligarch coddling politician as the empire enters the collapse stage is simply too much to stomach...

The only positive thing to happen during this election season is the death of mainstream media. With their insufferable propaganda fully exposed, there is no coming back.



Then today, we learned the following from [Gallup](#):

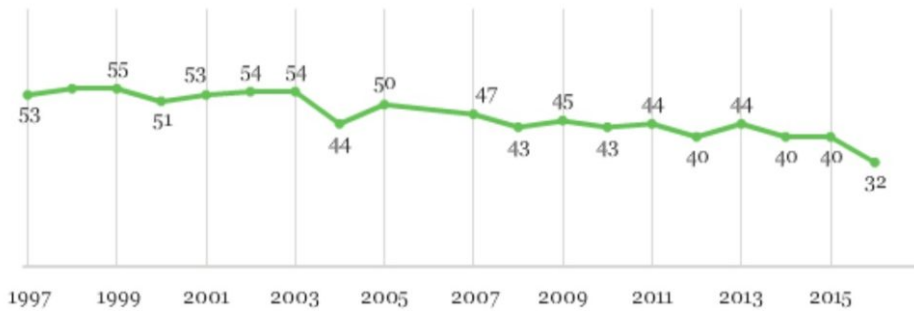
WASHINGTON, D.C. — Americans' trust and confidence in the mass media "to report the news fully, accurately and fairly" has dropped to its lowest level in Gallup polling history, with 32% saying they have a great deal or fair amount of trust in the media. This is down eight percentage points from last year.

Here's a chart.

Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount



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If that's not a trend, I don't know what is.

Gallup began asking this question in 1972, and on a yearly basis since 1997. Over the history of the entire trend, Americans' trust and confidence hit its highest point in 1976, at 72%, in the wake of widely lauded examples of investigative journalism regarding Vietnam and the Watergate scandal. After staying in the low to mid-50s through the late 1990s and into the early years of the new century, Americans' trust in the media has fallen slowly and steadily. It has consistently been below a majority level since 2007.

While it is clear Americans' trust in the media has been eroding over time, the election campaign may be the reason that it has fallen so sharply this year. With many Republican leaders and conservative pundits saying Hillary Clinton has received overly positive media attention, while Donald Trump has been receiving unfair or negative attention, this may be the prime reason their relatively low trust in the media has evaporated even more. It is also possible that Republicans think less of the media as a result of Trump's sharp criticisms of the press. Republicans who say they have trust in the media has plummeted to 14% from 32% a year ago. This is easily the lowest confidence among Republicans in 20 years.

Meanwhile, if there is any hope for the future, it can be found here.

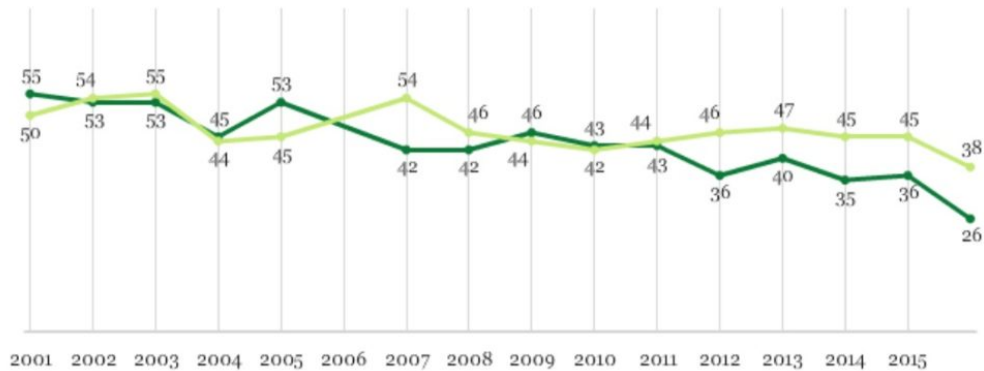
Older Americans are more likely than younger Americans to say they trust the media, but trust has declined among both age groups this year. Currently, 26% of those aged 18 to 49 (down from 36% last year) and 38% of those aged 50 and older (down from 45%) say they have a great deal or fair amount of trust in the media.

In 2001, younger Americans (55%) were more likely than older Americans (50%) to express trust and confidence in mass media. This gap emerged again in 2005 when 53% of 18- to 49-year-olds had trust and 45% of those 50 and older expressed the same sentiment. Yet in the past decade, older Americans have mostly had more confidence than younger Americans, and this year, the gap between these age groups is 12 points. And 2016 marks the first time that confidence among older Americans has dropped below 40% in polling since 2001.

Trust in Mass Media, by Age

% Great deal/Fair amount of trust

■ 18 to 49 years old ■ 50 and older



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Before 2004, it was common for a majority of Americans to profess at least some trust in the mass media, but since then, less than half of Americans feel that way. Now, only about a third of the U.S. has any trust in the Fourth Estate, a stunning development for an institution designed to inform the public.

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