



SIX WAYS

Traditional Media Impacts Your Audience

1



AUDIENCES STILL RELY ON TRADITIONAL MEDIA

Sixty-five percent of North Americans put their trust in traditional media as a reliable source of news.¹

2

MOBILE AIDS TRADITIONAL MEDIA

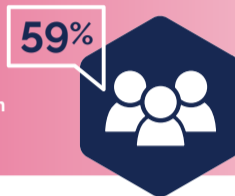
Fifty-seven percent of consumers continue to be more likely to get news through mobile devices than through desktop or laptop computers.²



3

TRADITIONAL NEWS DRIVES ONLINE MEDIA

News apps are becoming more prominent: Fifty-nine percent of Americans get their local news from news websites or apps.³



4

TRADITIONAL MEDIA BRANDING TOPS SOCIAL MEDIA

TV, RADIO & PRINT⁴



ONLINE⁴



■ Weekly Use ■ More than 3 days per week

5

ONLINE USERS PREFER DIRECT SOURCES FOR TRADITIONAL NEWS CONTENT

While most consumers choose to go directly to a news source, they are using a combination of news access methods on a regular basis.⁴



6

PAID JOURNALISTS HAVE A RESPONSIBILITY TO VET INFORMATION

Social media is still working to strike a balance between privacy and sharing of content.

56% of US adults who prefer getting news through social media said they had shared news they later found out was made up.⁵

SOURCES: 1. Edelman Trust Barometer, 2019 - 2. Survey conducted July 8-21, 2019, The Pew Research Center. - 3. Survey conducted Oct 15-Nov 8, 2019, The Pew Research Center. 4. Reuters Institute, Digital News Report 2019 - 5. Survey conducted Feb 19-March 4, 2019, The Pew Research Center



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